

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

South East Ashingdon – Option SEA1

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA1 South East Ashingdon
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The scale of this development would ensure the phasing of infrastructure and the site has the capacity to provide the required public open space, play space and youth and community facilities to meet ongoing and future needs. This option also has the potential to provide facilities for the general location to the east of Ashingdon (to the north of the site), and addition funding to provide quality facilities may be provided through offsite financial contributions.
Will it ensure the regeneration and enhancement of existing rural and urban communities?		This option is enclosed by residential development to the north, south and west, and so has a good relationship with the existing residential area. There is potential to enhance the provision of a range of facilities for the local community both in the immediate vicinity and potentially on a wider scale. This option would therefore promote the regeneration and enhancement of existing communities.	
Will it ensure equal opportunities and that all sections of the community are catered for?		This option is in proximity to a range of services including schools (it is close to a secondary school and there are numerous primary schools along Ashingdon Road), a supermarket and other local shops at Golden Cross Parade to the north west of the site, which would enable equal opportunities in terms of access, and that all sections of the community are catered for. There are also community facilities and health facilities situated further along Ashingdon Road and in Rochford town centre to the south, which are accessible via the existing bus service along Ashingdon Road. There are also existing public transport links to the west of this site along Ashingdon Road and Rochford train station is situated at the southern end of Ashingdon Road. This option would provide a range of housing types and tenure, affordable housing, public open space, play space and a range of other facilities to meet the needs of the local community. It would ensure equal opportunities and that all sections of the community are catered for.	

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA1 South East Ashingdon
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This option is in proximity to a range of local services and facilities which can be accessed on foot to the north west or a wider range of services situated in Rochford town centre to the south (accessible through walking, cycling or via the bus route along Ashingdon Road). Essential services may therefore be accessible to those without access to private transport and ensure that the needs of an ageing population are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	Potentially there is no impact; however, this will depend on what community facilities are provided within this general location. Community facilities may include the provision of an adult education centre which could enhance the qualifications and skills of the local community.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. A range of housing tenure, type and affordability would be provided, alongside play space and opportunities to improve access to public transport provision and local services.
Healthy & Safe Communities			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	This option has a good relationship with the existing settlement, which would promote community cohesion. Design of the development will be determined through the development management process.
		Will it improve health and reduce health inequalities?	Accessible public open space will be provided within this option, however, it does not relate well to the proposed Sustrans route or Greenways. Nevertheless there is an existing cycle route along Ashingdon Road running south towards Rochford town centre. There is also a playing field to the north along Ashingdon Road, and Clements Hall Leisure Centre in Hawkwell which is accessible via the existing bus service along Ashingdon Road/Rectory Road and would provide equal opportunities for the local community, in terms of access, particularly for those without access to private transport. These have the potential to improve health and reduce health inequalities. There is a mast and high voltage overhead power lines in close proximity to the site (located to the east) which should be viable to relocate before any development takes place.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA1 South East Ashingdon
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space to be incorporated into this development would promote informal recreation. Clements Hall Leisure Centre and the playing field to the north along Ashingdon Road are also accessible from this site and would promote informal recreation and encourage healthy, active lifestyles. This option relates well to the existing cycle route along Ashingdon Road running south, although it does not have the potential to connect to the proposed Sustrans route or Greenways.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	The proposed Sustrans route and Greenways are not accessible from this option. There is, however, an existing cycle route along Ashingdon Road running south, which has the potential to benefit from enhancement.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.
	Housing		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Mixed communities can be ensured through the provision of a range and affordability of housing.
		Will a mix of housing types and tenures be promoted?	This option can provide an appropriate range of housing types and tenure to meet local needs.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of the development will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA1 South East Ashingdon
		Is there sustainable access to key services?	The Golden Cross parade of shops is situated to the north west of this option, which provides sustainable access to a range of services including a supermarket. This option is in close proximity to King Edmund School and there are several primary schools located further along the Ashingdon Road. There are also community facilities and health facilities situated further along Ashingdon Road and in Rochford town centre to the south, which are accessible via the existing bus service along Ashingdon Road. There are existing public transport links to the west of this site along Ashingdon Road and Rochford train station is situated at the southern end of Ashingdon Road.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).
Economy & Employment			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	Ashingdon is primarily served by the services in the neighbouring town centre of Rochford situated to the south of this general location, and so does not seek to focus development within this centre.
		Will it improve business development?	No impact.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would enhance consumer choice through the provision of public open space, play space, and youth and community facilities to meet the needs of the entire community. Local services are situated to the north west and are accessible from this site. A range of other local services including community and health facilities are located in Rochford town centre and are accessible via the existing public transport network.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rochford town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA1 South East Ashingdon
		Does it secure more opportunities for residents to work in the district?	The provision of youth and community facilities in this general location may provide more opportunities for residents to work in the District. This option would not lead to the loss of employment land and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
Accessibility			
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There may be opportunities to increase the availability of sustainable transport modes in this location. This option is in proximity to an existing bus route along Ashingdon Road. It does not, however, have potential to connect to the proposed Sustrans route or Greenway.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	The location of this site to the south east of Ashingdon is close to local services (for example Golden Cross Parade) although other services in Rochford town centre and the train station is situated further away to the south. There is an existing cycle route nearby and opportunities to encourage walking and cycling, although this general location does not have a good relationship with the proposed Sustrans route or any Greenways. The site has the potential to link to Ashingdon Road at several points, or minor roads to the south. This option may also link to Oxford Road although this would require an additional link outside of the proposed area and would encroach further into the Green Belt. There is, however, potential to improve public transport links in the locality and enhance opportunities for walking and cycling.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option is in proximity to a range of services including schools (it is in close proximity to a secondary school and there are numerous primary schools along Ashingdon Road), a supermarket and other local shops at Golden Cross Parade to the north west of the site. Other local services situated in Rochford town centre and Clements Hall Leisure Centre in Hawkwell can contribute positively to reducing social exclusion by ensuring sustainable access. These can be accessed by using the existing public transport network.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA1 South East Ashingdon
		Will it reduce the need to travel?	There are a range of local services in proximity to this option. Other local services are located further along Ashingdon Road and in Rochford town centre to the south. Therefore the location of this option may not reduce the need to travel for some services such as health facilities. However, there is an existing bus route to the west of the site which can provide sustainable access to these key services, particularly for those without access to private transport. There is also potential to improve the provision of this service as well as potential to encourage walking and cycling, as appropriate.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the south east of Ashingdon where there are some local services nearby, and there is an existing public transport route providing access to Rochford town centre as well as other local services along Ashingdon Road. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There are local services located to the north west of the site, which are within walking distance. There is an existing bus route in proximity to the site, which would ensure equal access for all sections of the community to the local services located further along Ashingdon Road or those in the centre of Rochford to the south.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The south east of Ashingdon has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA1 South East Ashingdon
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location is not in proximity to the District's estuaries or salt marshes, or other important natural/semi-natural habitats.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	There is a Local Wildlife Site (R26. Doggetts Pond) to the south east of the site. There is potential to provide a green link to this area of public open space, however, this may increase the recreational pressure on the species present there and thus may have some impact on diversity. This will need to be carefully considered with any development. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not located in immediate proximity to any areas designated for their ecological importance. However, there is a Local Wildlife Site (R26. Doggetts Pond) to the south east of the site and there is potential to provide a green link to this area of public open space. This may, however, increase the recreational pressure on the species present there and thus may have some impact on this designated area. This will need to be carefully considered with any development. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. Public open space will be provided within this general location itself and so this may reduce recreational pressure on the existing Local Wildlife Site.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This option is situated on greenfield land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA1 South East Ashingdon
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	This option is on grade 2 agricultural land (SEA Baseline Information Profile) and includes the provision of public open space. This has the potential to link to the Local Wildlife Site to the east. A green link between these areas of public open space has the potential to create new habitat in the areas and could facilitate species movement and colonisation.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This general location is situated within Historic Environment Character Zone 13 which is characterised by a gently undulating landform and arable fields north of the Roach and east of Rochford and Ashingdon (Rochford District Historic Environment Characterisation Project). The historic settlement and overall structure of fields, tracks and roads survives well. Limited investigations have resulted in low level of recorded historic assets which probably does not reflect the true situation. There is potential for extensive archaeological deposits in this zone. The coherence of the dispersed settlement and structure of historic landscape together with potential buried deposits would suffer if significant change occurred. There are Listed Buildings in the vicinity of Doggetts Farmhouse to the east of the site. The potential impact on any archaeological deposits and the setting of the Listed Buildings would need to be considered with any development.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space on site will be allocated, which would provide accessible green space in this area. Play space will also be provided with any development.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is situated on grade 2 agricultural land (SEA Baseline Information Profile). Although this site does not follow a natural field boundary, it is enclosed on three sides and would, contrary to the text of the document, be more able to create a defensible Green Belt boundary as opposed to the other options for this general location.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option SEA1 South East Ashingdon
		Will it reduce the amount of derelict, degraded and underused land?	This option is situated on greenfield land and would therefore not reduce the amount of derelict, degraded and underused land.
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This site is bounded by residential development to the north, west and south. This option would ensure that a robust and defensible Green Belt boundary could be maintained in this locality.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The site is not within an area at risk of flooding.
Water			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is likely that the size of the site would make such measures more viable.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA1 South East Ashingdon
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed growth in this location. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	There is an identified need for improvements to the existing infrastructure and/or treatment upgrades to the surface water network capacity, but this site has the capacity to incorporate SUDs to help mitigate any impact.
		Will it reduce the risk of flooding?	The site is not in proximity to an area at risk of flooding. A range of SUDs are available which can be used to manage excess surface water.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	Public open space will be provided within the development and SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
Land & Soil			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option has the largest area of the options for this general location. Development would therefore be less dense and there would therefore ensure a less efficient use of land.
		Will soil quality be preserved?	The potential impact of development on soil quality is unknown. The option is grade 2 agricultural land (SEA Baseline Information Profile).
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	This option is situated on grade 2 agricultural land (SEA Baseline Information Profile) and would therefore lead to a loss of high quality (although not the best) agricultural land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA1 South East Ashingdon
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are some local services located to the north west of this option along Ashingdon Road, and there is an existing bus route nearby which can provide sustainable access to Rochford town centre to the south for those without access to private transport. Although there are limited opportunities to reduce the need to travel to these local services, public transport is available which can have a positive impact on air quality. There are also as opportunities to encourage walking and cycling.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
Sustainable Design & Construction			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The lack of constraints on site mean that sustainable design and construction will be viable and can also be incorporated into the development.
		Will climate proofing design measures be incorporated?	This will be managed through Concept Statements and the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through Concept Statements and the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through Concept Statements and the development management process.

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South East Ashingdon – Option SEA2

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA2 South East Ashingdon
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The scale of this development would ensure the phasing of infrastructure and the site has the capacity to provide the required public open space, play space and youth and community facilities to meet ongoing and future needs. This option also has the potential to provide facilities for the general location to the east of Ashingdon (to the north of the site), and addition funding to provide quality facilities may be provided through offsite financial contributions.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option is partly enclosed by residential development to the north and west and it follows a field boundary to the north east and east. It may relate well with the existing residential area, although not as well as SEA1 due to its extension further to the east and north. This may, however, constrain any future expansion of King Edmund School and this option has the potential to be of detriment to the regeneration and enhancement of existing communities. Nevertheless there is potential enhance the provision of a range of facilities for the local community both in the immediate vicinity and potentially on a wider scale which would have a positive impact on existing communities.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option is in proximity to a range of services including schools (it is adjacent to a secondary school and there are numerous primary schools along Ashingdon Road), a supermarket and other local shops at Golden Cross Parade to the north west of the site, which would enable equal opportunities in terms of access, and that all sections of the community are catered for. There are also community facilities and health facilities situated further along Ashingdon Road and in Rochford town centre to the south, which are accessible via the existing bus service along Ashingdon Road. There are also existing public transport links to the west of this site along Ashingdon Road and Rochford train station is situated at the southern end of Ashingdon Road. This option would provide a range of housing types and tenure, affordable housing, public open space, play space and a range of other facilities to meet the needs of the local community. It would ensure equal opportunities and that all sections of the community are catered for.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA2 South East Ashingdon
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This option is in proximity to a range of local services and facilities which can be accessed on foot to the north west or a wider range of services situated in Rochford town centre to the south (accessible through walking, cycling or via the bus route along Ashingdon Road). Although there are a range of local services in proximity to the site, this option extends further away from Ashingdon Road which may make these local services and the existing bus route less accessible for some. Essential services may therefore be less accessible to those without access to private transport as opposed to SEA1. This option may be less able to ensure that the needs of an ageing population are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	Potentially there is no impact; however, this will depend on what community facilities are provided within this general location. Community facilities may include the provision of an adult education centre which could enhance the qualifications and skills of the local community.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. A range of housing tenure, type and affordability would be provided, alongside play space and opportunities to improve access to public transport provision and local services.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA2 South East Ashingdon
Healthy & Safe Communities			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	This option would not be as well related to the existing settlement as SEA1, which may have a negative impact on community cohesion. Design of the development will be determined through the development management process.
		Will it improve health and reduce health inequalities?	Accessible public open space will be provided within this option, however, it does not relate well to the proposed Sustrans route or Greenways. Nevertheless there is an existing cycle route along Ashingdon Road running south towards Rochford town centre. There is also a playing field to the north along Ashingdon Road, and Clements Hall Leisure Centre in Hawkwell which is accessible via the existing bus service along Ashingdon Road/Rectory Road and would provide equal opportunities for the local community, in terms of access, particularly for those without access to private transport. The extension of this option further to the east than SEA1 may, however, make these less accessible for some. These have the potential to improve health and reduce health inequalities. There is a mast and high voltage overhead power lines in close proximity to the site (located to the south) which should be viable to move before any development takes place.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space to be incorporated into this development would promote informal recreation. Clements Hall Leisure Centre and the playing field to the north along Ashingdon Road are also accessible from this site and would promote informal recreation and encourage healthy, active lifestyles, although they may be less accessible for those without access to private transport. This option relates less well to the existing cycle route along Ashingdon Road running south as opposed to SEA1, and it does not have the potential to connect to the proposed Sustrans route or Greenways.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	The proposed Sustrans route and Greenways are not accessible from this option. There is an existing cycle route along Ashingdon Road running south, which has the potential to benefit from enhancement. This route, however, would be less accessible for some due to the extension of this option further to the east away from Ashingdon Road as opposed to SEA1.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA2 South East Ashingdon
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.
Housing			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Mixed communities can be ensured through the provision of a range and affordability of housing.
		Will a mix of housing types and tenures be promoted?	This option can provide an appropriate range of housing types and tenure to meet local needs.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of the development will be determined through the development management process.
		Is there sustainable access to key services?	The Golden Cross parade of shops is situated to the north west of this option, which provides sustainable access to a range of services including a supermarket. This option is in close proximity to King Edmund School and there are several primary schools located further along the Ashingdon Road. There are also community facilities and health facilities situated further along Ashingdon Road and in Rochford town centre to the south, which are accessible via the existing bus service along Ashingdon Road, although the extension of this site to the east may make them less accessible for some. There are existing public transport links to the west of this site along Ashingdon Road and Rochford train station is situated at the southern end of Ashingdon Road.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).

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

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA2 South East Ashingdon
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There may be opportunities to increase the availability of sustainable transport modes in this location. This option is in proximity to an existing bus route along Ashingdon Road. It does not, however, have potential to connect to the proposed Sustrans route or Greenway.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	The location of this site to the south east of Ashingdon is close to local services (for example Golden Cross Parade) although other services in Rochford town centre and the train station is situated further away to the south. There is a existing cycle route nearby and opportunities to encourage walking and cycling, although this general location does not have a good relationship with the proposed Sustrans route or any Greenways. The extension of this site further away from Ashingdon Road may, however, make local services and facilities such as the parade of shops and the existing bus route less accessible for some. The site has the potential to link to Ashingdon Road and Oxford Road and there is potential to improve public transport links in the locality and enhance opportunities for walking and cycling.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option is in proximity to a range of services including schools (it is in close proximity to a secondary school and there are numerous primary schools along Ashingdon Road), a supermarket and other local shops at Golden Cross Parade to the north west of the site. Other local services situated in Rochford town centre and Clements Hall Leisure Centre in Hawkwell can contribute positively to reducing social exclusion by ensuring sustainable access. These can be accessed by using the existing public transport network, although this facility may be less accessible for some as opposed to SEA1.
		Will it reduce the need to travel?	There are a range of local services in proximity to this option. Other local services are located further along Ashingdon Road and in Rochford town centre to the south. Therefore the location of this option may not reduce the need to travel for some services such as health facilities. However, there is an existing bus route to the west of the site which can provide sustainable access to these key services, particularly for those without access to private transport. This facility may be less accessible for some due to the extension of the site further to the east away from Ashingdon Road. There is also potential to improve the provision of this service as well as potential to encourage walking and cycling, as appropriate.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA2 South East Ashingdon
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the south east of Ashingdon where there are some local services nearby, and there is an existing public transport route providing access to Rochford town centre as well as other local services along Ashingdon Road. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There are local services located to the north west of the site, which may be within walking distance, although they may be less accessible for some due to the sites extension to the east away from Ashingdon Road. There is an existing bus route in proximity to the site, which would ensure equal access for all sections of the community to the local services located further along Ashingdon Road or those in the centre of Rochford to the south.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The south east of Ashingdon has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location is not in proximity to the District's estuaries or salt marshes, or other important natural/semi-natural habitats.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	There is a Local Wildlife Site (R26. Doggetts Pond) to the south east of the site. There is potential to provide a green link to this area of public open space, however, this may increase the recreational pressure on the species present there and thus may have some impact on diversity. This will need to be carefully considered with any development. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA2 South East Ashingdon
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not located in immediate proximity to any areas designated for their ecological importance. However, there is a Local Wildlife Site (R26. Doggetts Pond) to the south east of the site and there is potential to provide a green link to this area of public open space. This may, however, increase the recreational pressure on the species present there and thus may have some impact on this designated area. This will need to be carefully considered with any development. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. Public open space will be provided within this general location itself and so this may reduce recreational pressure on the existing Local Wildlife Site.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This option is situated on greenfield land.
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	This option is on grade 2 agricultural land (SEA Baseline Information Profile) and includes the provision of public open space. This has the potential to link to the Local Wildlife Site to the south east. A green link between these areas of public open space has the potential to create new habitat in the areas and could facilitate species movement and colonisation.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA2 South East Ashingdon
	Cultural Heritage		
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This general location is situated within Historic Environment Character Zone 13 which is characterised by a gently undulating landform and arable fields north of the Roach and east of Rochford and Ashingdon (Rochford District Historic Environment Characterisation Project). The historic settlement and overall structure of fields, tracks and roads survives well. Limited investigations have resulted in low level of recorded historic assets which probably does not reflect the true situation. There is potential for extensive archaeological deposits in this zone. The coherence of the dispersed settlement and structure of historic landscape together with potential buried deposits would suffer if significant change occurred. There are Listed Buildings in the vicinity of Doggetts Farmhouse to the east of the site. The potential impact on any archaeological deposits and the setting of the Listed Buildings would need to be considered with any development.
		Will it support locally-based cultural resources and activities?	No impact.
	Landscape & Townscape		
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space on site will be allocated, which would provide accessible green space in this area. Play space will also be provided with any development.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is situated on grade 2 agricultural land (SEA Baseline Information Profile). Although this site follows a natural field boundary to the east, it does not extend as far south as SEA 1 and so would be less able to create a defensible Green Belt boundary.
		Will it reduce the amount of derelict, degraded and underused land?	This option is situated on greenfield land and would therefore not reduce the amount of derelict, degraded and underused land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA2 South East Ashingdon
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This site is bounded by residential development to the north and west. This option would be less able to ensure that a robust and defensible Green Belt boundary could be maintained in this locality as opposed to SEA1.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The site is not within an area at risk of flooding.
Water			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is likely that the size of the site would make such measures more viable.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA2 South East Ashingdon
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed growth in this location. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	There is an identified need for improvements to the existing infrastructure and/or treatment upgrades to the surface water network capacity, but this site has the capacity to incorporate SUDs to help mitigate any impact.
		Will it reduce the risk of flooding?	The site is not in proximity to an area at risk of flooding. A range of SUDs are available which can be used to manage excess surface water.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	Public open space will be provided within the development and SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
Land & Soil			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option has a smaller area than SEA1 and a larger area than SEA3. Development would therefore be less dense than SEA 3 and there would be ensure a less efficient use of land.
		Will soil quality be preserved?	The potential impact of development on soil quality is unknown. The option is grade 2 agricultural land (SEA Baseline Information Profile).
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	This option is situated on grade 2 agricultural land (SEA Baseline Information Profile) and would therefore lead to a loss of high quality (although not the best) agricultural land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA2 South East Ashingdon
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are some local services located to the north west of this option along Ashingdon Road, and there is an existing bus route nearby which can provide sustainable access to Rochford town centre to the south for those without access to private transport. Although there are limited opportunities to reduce the need to travel to these local services, public transport is available which can have a positive impact on air quality. This may, however be less accessible for some due to the extension of this site away from Ashingdon Road. There are also as opportunities to encourage walking and cycling.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
Sustainable Design & Construction			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The lack of constraints on site mean that sustainable design and construction will be viable and can also be incorporated into the development.
		Will climate proofing design measures be incorporated?	This will be managed through Concept Statements and the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through Concept Statements and the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through Concept Statements and the development management process.

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South East Ashingdon – Option SEA3

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA3 South East Ashingdon
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The scale of this development would ensure the phasing of infrastructure and the site has the capacity to provide the required public open space, play space and youth and community facilities to meet ongoing and future needs. This option also has the potential to provide facilities for the general location to the east of Ashingdon (to the north of the site), and additional funding to provide quality facilities may be provided through offsite financial contributions.
Will it ensure the regeneration and enhancement of existing rural and urban communities?		This option is partly enclosed by residential development to the north and west and it follows a field boundary to the east. It extends further to the east than Option SEA1 and would not relate as well with the existing residential area as opposed to SEA1 and SEA2. However, there is potential to enhance the provision of a range of facilities for the local community both in the immediate vicinity and potentially on a wider scale. Therefore although the provision of additional facilities in this general location to serve the local community would have a positive impact, the arrangement of this option as opposed to SEA1 would not promote the regeneration and enhancement of existing communities.	
Will it ensure equal opportunities and that all sections of the community are catered for?		This option is in proximity to a range of services including schools (it is close to a secondary school and there are numerous primary schools along Ashingdon Road), a supermarket and other local shops at Golden Cross Parade to the north west of the site, which would enable equal opportunities in terms of access, and that all sections of the community are catered for. There are also community facilities and health facilities situated further along Ashingdon Road and in Rochford town centre to the south, which are accessible via the existing bus service along Ashingdon Road. There are also existing public transport links to the west of this site along Ashingdon Road and Rochford train station is situated at the southern end of Ashingdon Road. This option would provide a range of housing types and tenure, affordable housing, public open space, play space and a range of other facilities to meet the needs of the local community. It would ensure equal opportunities and that all sections of the community are catered for.	

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA3 South East Ashingdon
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This option is in proximity to a range of local services and facilities which can be accessed on foot to the north west or a wider range of services situated in Rochford town centre to the south (accessible through walking, cycling or via the bus route along Ashingdon Road). Although there are a range of local services in proximity to the site, this option extends further away from Ashingdon Road which may make these local services and the existing bus route less accessible for some. Essential services may therefore be less accessible to those without access to private transport as opposed to SEA1. This option may be less able to ensure that the needs of an ageing population are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	Potentially there is no impact, however, this will depend on what community facilities are provided within this general location. Community facilities may include the provision of an adult education centre which could enhance the qualifications and skills of the local community.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. A range of housing tenure, type and affordability would be provided, alongside play space and opportunities to improve access to public transport provision and local services.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA3 South East Ashingdon
Healthy & Safe Communities			
2	Create <i>healthy and safe</i> environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	This option would not be as well related to the existing settlement as SEA1, which may have a negative impact on community cohesion. Design of the development will be determined through the development management process.
		Will it improve health and reduce health inequalities?	Accessible public open space will be provided within this option, however, it does not relate well to the proposed Sustrans route or Greenways. Nevertheless there is an existing cycle route along Ashingdon Road running south towards Rochford town centre. There is also a playing field to the north along Ashingdon Road, and Clements Hall Leisure Centre in Hawkwell which is accessible via the existing bus service along Ashingdon Road/Rectory Road and would provide equal opportunities for the local community, in terms of access, particularly for those without access to private transport. The extension of this option further to the east than SEA1 may, however, make these less accessible for some. These have the potential to improve health and reduce health inequalities. There is a mast and high voltage overhead power lines in close proximity to the site (located to the south) which should be viable to move before any development takes place.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space to be incorporated into this development would promote informal recreation. Clements Hall Leisure Centre and the playing field to the north along Ashingdon Road are also accessible from this site and would promote informal recreation and encourage healthy, active lifestyles, although they may be less accessible for those without access to private transport. This option relates less well to the existing cycle route along Ashingdon Road running south as opposed to SEA1, and it does not have the potential to connect to the proposed Sustrans route or Greenways.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	The proposed Sustrans route and Greenways are not accessible from this option. There is an existing cycle route along Ashingdon Road running south, which has the potential to benefit from enhancement. This route, however, would be less accessible for some due to the extension of this option further to the east away from Ashingdon Road as opposed to SEA1.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA3 South East Ashingdon
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.
Housing			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Mixed communities can be ensured through the provision of a range and affordability of housing.
		Will a mix of housing types and tenures be promoted?	This option can provide an appropriate range of housing types and tenure to meet local needs.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of the development will be determined through the development management process.
		Is there sustainable access to key services?	The Golden Cross parade of shops is situated to the north west of this option, which provides sustainable access to a range of services including a supermarket. This option is in close proximity to King Edmund School and there are several primary schools located further along the Ashingdon Road. There are also community facilities and health facilities situated further along Ashingdon Road and in Rochford town centre to the south, which are accessible via the existing bus service along Ashingdon Road, although the extension of this site to the east may make them less accessible for some. There are existing public transport links to the west of this site along Ashingdon Road and Rochford train station is situated at the southern end of Ashingdon Road.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA3 South East Ashingdon
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	Ashingdon is primarily served by the services in the neighbouring town centre of Rochford situated to the south of this general location, and so does not seek to focus development within this centre.
		Will it improve business development?	No impact.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would enhance consumer choice through the provision of public open space, play space, and youth and community facilities to meet the needs of the entire community. Local services are situated to the north west and may be accessible for some of the community from this site. A range of other local services including community and health facilities are located in Rochford town centre and are accessible via the existing public transport network.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rochford town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	The provision of youth and community facilities in this general location may provide more opportunities for residents to work in the District. This option would not lead to the loss of employment land and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA3 South East Ashingdon
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There may be opportunities to increase the availability of sustainable transport modes in this location. This option is in proximity to an existing bus route along Ashingdon Road. It does not, however, have potential to connect to the proposed Sustrans route or Greenway.
Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?		The location of this site to the south east of Ashingdon is close to local services (for example Golden Cross Parade) although other services in Rochford town centre and the train station is situated further away to the south. There is a existing cycle route nearby and opportunities to encourage walking and cycling, although this general location does not have a good relationship with the proposed Sustrans route or any Greenways. The extension of this site further away from Ashingdon Road may, however, make local services and facilities such as the parade of shops and the existing bus route less accessible for some. The site has the potential to link to Ashingdon Road and there is potential to improve public transport links in the locality and enhance opportunities for walking and cycling.	
Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?		This option is in proximity to a range of services including schools (it is in close proximity to a secondary school and there are numerous primary schools along Ashingdon Road), a supermarket and other local shops at Golden Cross Parade to the north west of the site. Other local services situated in Rochford town centre and Clements Hall Leisure Centre in Hawkwell can contribute positively to reducing social exclusion by ensuring sustainable access. These can be accessed by using the existing public transport network, although this facility may be less accessible for some as opposed to SEA1.	
Will it reduce the need to travel?		There are a range of local services in proximity to this option. Other local services are located further along Ashingdon Road and in Rochford town centre to the south. Therefore the location of this option may not reduce the need to travel for some services such as health facilities. However, there is an existing bus route to the west of the site which can provide sustainable access to these key services, particularly for those without access to private transport. This facility may be less accessible for some due to the extension of the site further to the east away from Ashingdon Road. There is also potential to improve the provision of this service as well as potential to encourage walking and cycling, as appropriate.	

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option SEA3 South East Ashingdon
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the south east of Ashingdon where there are some local services nearby, and there is an existing public transport route providing access to Rochford town centre as well as other local services along Ashingdon Road. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There are local services located to the north west of the site, which may be within walking distance, although they may be less accessible for some due to the sites extension to the east away from Ashingdon Road. There is an existing bus route in proximity to the site, which would ensure equal access for all sections of the community to the local services located further along Ashingdon Road or those in the centre of Rochford to the south.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The south east of Ashingdon has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.
Biodiversity			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location is not in proximity to the District's estuaries or salt marshes, or other important natural/semi-natural habitats.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	There is a Local Wildlife Site (R26. Doggetts Pond) to the south east of the site. There is potential to provide a green link to this area of public open space, however, this may increase the recreational pressure on the species present there and thus may have some impact on diversity. This will need to be carefully considered with any development. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA3 South East Ashingdon
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not located in immediate proximity to any areas designated for their ecological importance. However, there is a Local Wildlife Site (R26. Doggetts Pond) to the south east of the site and there is potential to provide a green link to this area of public open space. This may, however, increase the recreational pressure on the species present there and thus may have some impact on this designated area. This will need to be carefully considered with any development. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. Public open space will be provided within this general location itself and so this may reduce recreational pressure on the existing Local Wildlife Site.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This option is situated on greenfield land.
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	This option is on grade 2 agricultural land (SEA Baseline Information Profile) and includes the provision of public open space. This has the potential to link to the Local Wildlife Site to the south east. A green link between these areas of public open space has the potential to create new habitat in the areas and could facilitate species movement and colonisation.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA3 South East Ashingdon
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This general location is situated within Historic Environment Character Zone 13 which is characterised by a gently undulating landform and arable fields north of the Roach and east of Rochford and Ashingdon (Rochford District Historic Environment Characterisation Project). The historic settlement and overall structure of fields, tracks and roads survives well. Limited investigations have resulted in low level of recorded historic assets which probably does not reflect the true situation. There is potential for extensive archaeological deposits in this zone. The coherence of the dispersed settlement and structure of historic landscape together with potential buried deposits would suffer if significant change occurred. There are Listed Buildings in the vicinity of Doggetts Farmhouse to the east of the site. The potential impact on any archaeological deposits and the setting of the Listed Buildings would need to be considered with any development.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space on site will be allocated, which would provide accessible green space in this area. Play space will also be provided with any development.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is situated on grade 2 agricultural land (SEA Baseline Information Profile). Although this site follows a natural field boundary to the east, it does not extend as far south as SEA 1 or as far north as SEA2 and so would be less able to create a defensible Green Belt boundary than the other options for this general location.
		Will it reduce the amount of derelict, degraded and underused land?	This option is situated on greenfield land and would therefore not reduce the amount of derelict, degraded and underused land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA3 South East Ashingdon
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This site is bounded by residential development to the north and west. This option would be less able to ensure that a robust and defensible Green Belt boundary could be maintained in this locality as opposed to SEA1.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	The site is not within an area at risk of flooding.
Water			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is likely that the size of the site would make such measures more viable.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA3 South East Ashingdon
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed growth in this location. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	There is an identified need for improvements to the existing infrastructure and/or treatment upgrades to the surface water network capacity, but this site has the capacity to incorporate SUDs to help mitigate any impact.
		Will it reduce the risk of flooding?	The site is not in proximity to an area at risk of flooding. A range of SUDs are available which can be used to manage excess surface water.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	Public open space will be provided within the development and SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
Land & Soil			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option has a smaller area than the other options for this general location. Development would therefore be of a higher density and this option would ensure a more efficient use of land.
		Will soil quality be preserved?	The potential impact of development on soil quality is unknown. The option is grade 2 agricultural land (SEA Baseline Information Profile).
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	This option is situated on grade 2 agricultural land (SEA Baseline Information Profile) and would therefore lead to a loss of high quality (although not the best) agricultural land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SEA3 South East Ashingdon
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (eg. through reducing car travel)?	There are some local services located to the north west of this option along Ashingdon Road, and there is an existing bus route nearby which can provide sustainable access to Rochford town centre to the south for those without access to private transport. Although there are limited opportunities to reduce the need to travel to these local services, public transport is available which can have a positive impact on air quality. This may, however be less accessible for some due to the extension of this site away from Ashingdon Road. There are also as opportunities to encourage walking and cycling.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The lack of constraints on site mean that sustainable design and construction will be viable and can also be incorporated into the development.
		Will climate proofing design measures be incorporated?	This will be managed through Concept Statements and the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through Concept Statements and the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through Concept Statements and the development management process.