

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

**West Great Wakering – Option WGW1**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WGW1 West Great Wakering</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The 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. The site is enclosed by residential development to the north, a Local Wildlife Site to the south, employment land (Star Lane Industrial Estate) to the west and greenfield land to the east. It also encompasses the BT site to the northern part of the Industrial Estate.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	Whilst adjoined to the existing settlement, the west of the site is bounded by Star Lane Industrial Estate. Cohesive development of this site will therefore depend upon the redevelopment of this employment land for residential use as proposed in the Core Strategy Submission Document. This allocation would provide properties for families and ensure that they do not have to leave the local area. It would promote the regeneration and enhancement of existing rural communities through ensuring the provision of accommodation for young people and sustaining the future of the local school. However, as noted in the document, the cumulative impact of any development in this location would need to be carefully considered. Furthermore the area to the east between this option and the existing residential development along Alexandra Road should be designated as public open space or similar to ensure that this area is not vulnerable to development pressure in the future and the Green Belt boundary undermined.

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		<p>Will it ensure equal opportunities and that all sections of the community are catered for?</p>	<p>There are a range of local facilities in proximity to this site, including a primary school to the east. Local leisure facilities such as Great Wakering Leisure Centre, allotments and a football ground are located in close proximity to the site. This option is at the western end of the High Street which provides numerous services to meet the day to day needs of the local community. This includes a local supermarket. These existing facilities should be accessible from this site and would ensure equal opportunities for the local community and that all sections of the community are catered for. Additional facilities will also be provided in this general location such as youth and community facilities and accessible public open space. There is a bus route along the High Street which can provide an alternative mode of transportation to neighbouring town centres. This option would also provide a range of housing types and tenure, and affordable housing to meet the needs of the local community. Whilst this site is enclosed which would promote a defensible Green Belt boundary in this location, there may be limited opportunities to connect the site to the existing highways network, which may impact on the accessibility of services. Several links to the High Street and Star Lane may be provided from this option although the impact on the highway network will need to be considered at these points. Pedestrian links may also be provided which could encourage walking and cycling to access the local services in the village as opposed to private transport. However, it is pertinent to note that the different land levels in the locality have the potential to impact on the provision of both highway and pedestrian links and would need to be overcome with any development coming forward.</p>
		<p>Will it meet the needs of an ageing population?</p>	<p>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 or via the existing bus services or a wider range of services situated in neighbouring town centres. 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. The different land levels in the locality, however, would need to be overcome with any development coming forward.</p>

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WG1 West Great Wakering</b>
		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.
<b>Healthy &amp; Safe Communities</b>			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	This site has good links to the existing settlement and local services and facilities within the village centre. The infrastructure requirements include an area of public open space within the development which could improve the biodiversity of the area and provide a community benefit. 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 the development, and there are existing areas of public open space (such as Great Wakering Leisure Centre) to the north of this general location, which are accessible to the site. Allotments and a football ground are also in proximity to the site, and have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space incorporated into the development would promote informal recreation and may also encourage healthy, active lifestyles. The proximity of the site to other areas of public open space and leisure facilities would also encourage healthy lifestyles and promote informal recreation.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is situated near a proposed Greenway (Greenway 20) to the west of this option.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WG1 West Great Wakering
		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.
<b>Housing</b>			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	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?	There are a range of local services and facilities which are accessible from this option, and there is potential to improve the provision of existing public transport services along the High Street. Although the different land levels in the locality have the potential to impact on accessibility of local services and facilities, and would need to be overcome with any development coming forward, this option has the potential to ensure sustainable access to key services, particularly for those without access to private transport.
		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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW1 West Great Wakering</b>
	<b>Economy &amp; Employment</b>		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	The village of Great Wakering is primarily served by the services in neighbouring town centres, and so does not seek to focus development within these centres.
		Will it improve business development?	The site is well located in relation to Great Wakering High Street, where the village's shops and services are focussed. As such, residential development here has the potential to support these local shops and services.
		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?	Local services are situated along the High Street and would be accessible for the local community from this option, although the differing land levels in the locality would need to be considered with any development. A range of other services and facilities are located in neighbouring town centres 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 a town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW1 West Great Wakering</b>
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	<p>Will it increase the availability of sustainable transport modes?</p> <p>Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?</p>	<p>There is an existing bus service in Great Wakering which runs to neighbouring town centres. There may be opportunities to increase the availability of public transport in this location. Whilst this option does not have good relationship with the proposed Sustrans route, it is in proximity to Greenway 20 to the west which runs south towards Shoebury.</p> <p>The location of this site to the west of Great Wakering is close to local services although other services and facilities in neighbouring town centres are situated further away and may be accessible using the existing public transport network. This general location has a good relationship with proposed Greenway 20 to the west. This site is enclosed by existing residential development to the north, existing employment land and Star Lane to the west, greenfield land to the east and a Local Wildlife Site to the south. This enclosure, whilst promoting a defensible Green Belt boundary has the potential to limit opportunities to link the site to the existing highway network as opposed to the other options for this general location. However, several road and pedestrian links may be provided to reduce the burden on the existing highway network at one point. This may therefore have a positive impact on the accessibility of local services from this option. Several pedestrian links in addition to potential road links may be created which could promote walking and cycling to the village services and the existing bus route. This option has the potential to connect to both the High Street and Star Lane, although the different land levels in the locality may also impact on the accessibility of local services and facilities and would need to be overcome with any development coming forward. There is also potential to improve public transport links in the locality and enhance opportunities for walking and cycling.</p>

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW1 West Great Wakering
		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 a primary school, a local supermarket and other local shops along the High Street to the north/north west of the site. Other local services and facilities situated in neighbouring town centres can contribute positively to reducing social exclusion by ensuring sustainable access. These can be accessed by using the existing public transport network. Despite the enclosure of the site, there is potential to connect the site to the existing highway network and increase the accessibility to the local village services along the High Street, although the aforementioned different land levels in the locality would need to be considered. Pedestrian links should also be created to encourage walking and cycling, although the impact on the capacity of the existing highway network in this location will need to be carefully considered.
		Will it reduce the need to travel?	There are a range of local services in proximity to this option, which should be accessible to this site provided that road and pedestrian links to the High Street are provided. Other local services and facilities may be located further away from this option in neighbouring town centres. Therefore the location of this option may not reduce the need to travel for some services and facilities. However, there is an existing bus route to the north 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 west of Great Wakering where there are some local services nearby, and there is an existing public transport route providing access to neighbouring town centres. 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 of the site along the High Street, which may be within walking distance provided that pedestrian routes are incorporated into this option. 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 away in neighbouring town centres.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WGW1 West Great Wakering</b>
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The west of Great Wakering has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.
<b>Biodiversity</b>			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location is not in close proximity to the District's estuaries, or salt marshes. The site does, however, bound a Local Wildlife Site to the south (R35. Star Lane Pits). Any development at this location would have to be carefully managed to avoid harm to this Local Wildlife Site. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	There is a Local Wildlife Site (R35. Star Lane Pits) to the south of the site. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. Development in this location may therefore increase the recreational pressure on this area as opposed to other options for this general location such as WGW5, and thus may have some impact on diversity. This option, however, does encompass an area of public open space which may be provided along the southern boundary of the site to provide a natural buffer between any development and this protected area. As such the impact on this designated area will need to be carefully considered with any development.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW1 West Great Wakering
		Will it maintain and enhance sites designated for their nature conservation interest?	This site is not situated within any nature conservation designations, and there is a Local Wildlife Site (R35. Star Lane Pits) to the south of the site. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. This option may 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. Nevertheless public open space will be provided within this general location itself and so this may reduce recreational pressure on the existing Local Wildlife Site. It may also provide opportunities for new habitat creation and could facilitate species movement.
		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 site has the potential to link to the Local Wildlife Site to the south, and public open space will be provided within this option. This has the potential to create new habitat in the area and could facilitate species movement and colonisation.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WG1 West Great Wakering</b>
<b>Cultural Heritage</b>			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is situated within Historic Environment Character Zone 7 which encompasses an extensive area of brickearth covered gravel terrace that is mostly cultivated (Rochford District Historic Environment Characterisation Project). Large parts comprise restored landscape following brickearth quarrying. It is characterised by a rectilinear pattern of land boundaries of ancient origin and contains extensive archaeological deposits of multi-period date. There is likely to be good below ground archaeological survival outside the quarried areas. The areas not quarried have a high sensitivity to change for below grounds deposits, however, the extensive quarrying has significantly altered the historic landscape. Any potential impact of development on the historic environment and the potential for surviving archaeological deposits would need to be carefully considered. There are no Listed Buildings in close proximity to this site, and Great Wakering Conservation Area is situated to the east.
		Will it support locally-based cultural resources and activities?	No impact.
<b>Landscape &amp; Townscape</b>			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space will be allocated on site, 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 1 agricultural land (SEA Baseline Information Profile). It is enclosed on all four sides by residential development to the north, greenfield land to the east, a Local Wildlife Site to the south, and Star Lane and Star Lane Industrial Estate to the west.
		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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW1 West Great Wakering</b>
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This character area has medium sensitivity to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This site is embedded between existing residential development to the north, greenfield land to the east, a Local Wildlife Site to the south, and Star Lane and Star Lane Industrial Estate to the west. Contrary to the text of the document, it is considered that this option would be able to 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.
<b>Climate Change &amp; Energy</b>			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The 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.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW1 West Great Wakering</b>
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	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.
		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 will be major constraints to provision of infrastructure and/or treatment to serve the proposed growth in this location.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	The site is not within an area at risk of flooding, although there are areas of flood zone 2 and 3 to the north east and south east of this area. A range of SUDs are available which can be used to manage excess surface water.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	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.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WG1 West Great Wakering</b>
<b>Land &amp; Soil</b>			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option has a smaller area than three of the other four options for this general location. Development would therefore be more dense and this option would ensure a more efficient use of land.
		Will soil quality be preserved?	This site is on grade 1 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	Whilst this option would result in a small loss of the highest quality agricultural land, the other options for west Great Wakering also encompass grade 1 agricultural land. It is therefore necessary to balance this potential loss of high quality agricultural land against wider sustainability issues such as community cohesion and providing homes for the future.
<b>Air Quality</b>			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are a range of local services located in proximity to this option along the High Street, and there is an existing bus route nearby which can provide sustainable access to neighbouring town centres for those without access to private transport. Local services will be accessible to this option provided that road and pedestrian links to the High Street are developed and having regard to the different land levels in the locality. There are also 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.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WG1 West Great Wakering</b>
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	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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**West Great Wakering – Option WGW2**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WGW2 West Great Wakering</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The scale of this development would ensure the phasing of infrastructure and this option 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 identifies two sites, one to the south of the High Street and one to the west of Little Wakering Road.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option is situated to the west/south west of existing residential development in Great Wakering. This allocation would provide properties for families and ensure that they do not have to leave the local area. It would promote the regeneration and enhancement of existing rural communities through ensuring the provision of accommodation for young people and sustaining the future of the local school. There are opportunities to enhance the provision of sustainable transport modes in this location. Any development within this option would, however, be segregated, rather than proposing development in one location on the edge of the village, which would have a negative impact on community cohesion and thus the regeneration and enhancement of existing communities within Great Wakering. The site to the west of Little Wakering Road and the site to the south of the High Street have a good relationship with existing residential development in the village. However, the separation of the sites in this option would have a negative impact on the sustainability of any development through encouraging piecemeal development on the edge of the village and presenting a much less defensible Green Belt boundary, particularly in relation to the site south of the High Street, as opposed to WGW1 for example. Furthermore, as noted in the document, the cumulative impact of any development in this location - given that Star Lane Industrial Estate is identified within the Core Strategy Submission Document to be reallocated for residential uses - would need to be carefully considered.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW2 West Great Wakering
		<p>Will it ensure equal opportunities and that all sections of the community are catered for?</p>	<p>There are a range of local facilities in proximity to this option, including a primary school to the east. Local leisure facilities such as Great Wakering Leisure Centre, allotments and a football ground are located in close proximity to this option. The sites are situated towards the western end of the High Street which provides numerous services to meet the day to day needs of the local community, including a local supermarket. These existing facilities should be accessible from this option and would ensure equal opportunities for the local community and that all sections of the community are catered for. Additional facilities will also be provided in this general location such as youth and community facilities and public open space, although these will be less accessible for some due to the separation of the sites in this option. Furthermore the different land levels in the locality have the potential to impact on the accessibility of local services and facilities and would need to be considered with any development coming forward. There is a bus route along the High Street which can provide an alternative mode of transportation to neighbouring town centres. This option would also provide a range of housing types and tenure, and affordable housing to meet the needs of the local community. The site to the west of Little Wakering Road is generally enclosed which would promote a defensible Green Belt boundary in this location, and a connection to the existing highways network to the north can be provided, although to the south this may need to be provided on land outside the designated area within this option. The site to the south of the High Street, however, is less able to provide adequate access to the existing highway network as it does not encompass the BT site to the west, which may impact on the accessibility of services. A link to the High Street may be provided through Exhibition Lane outside of the designated area, although this would be undesirable due to the impact this would have on the network at the point the lane meets the High Street. As such this has not been recommended as a solution in GW1. Nevertheless pedestrian links may be provided which could encourage walking and cycling to access the local services in the village. However, as aforementioned, the different land levels in the locality have the potential to impact on the provision of both highway and pedestrian links and would need to be overcome with any development coming forward.</p>

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WG2 West Great Wakering</b>
		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 or via the existing bus services or a wider range of services situated in neighbouring town centres. 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. The different land levels in the locality, however, would need to be overcome with any development coming forward.
		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.
<b>Healthy &amp; Safe Communities</b>			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	This option has good links to the existing settlement and local services and facilities within the village centre. The infrastructure requirements include an area of public open space within the development which could improve the biodiversity of the area and provide a community benefit, although the severance of the sites may impact on the accessibility of this. 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 the development, and there are existing areas of public open space (such as Great Wakering Leisure Centre) to the north/west of this option, which are accessible. Allotments and a football ground are also in proximity to this option, and have the potential to improve health and reduce health inequalities.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WG2 West Great Wakering
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space incorporated into the development would promote informal recreation and may also encourage healthy, active lifestyles. The proximity of this option to other areas of public open space and leisure facilities would also encourage healthy lifestyles and promote informal recreation.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This option is situated near a proposed Greenway (Greenway 20) to the west of this option.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the 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.
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	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?	There are a range of local services and facilities which are accessible from this option, and there is potential to improve the provision of existing public transport services along the High Street. Although the different land levels in the locality have the potential to impact on accessibility of local services and facilities, and would need to be overcome with any development coming forward, this option has the potential to ensure sustainable access to key services, particularly for those without access to private transport.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW2 West Great Wakering
		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).
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	The village of Great Wakering is primarily served by the services in neighbouring town centres, and so does not seek to focus development within these centres.
		Will it improve business development?	This option is generally well located in relation to Great Wakering High Street, where the village's shops and services are focussed. As such, residential development here has the potential to support these local shops and services.
		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?	Local services are situated along the High Street and would be accessible for the local community from this option, although the differing land levels in the locality would need to be considered with any development. A range of other services and facilities are located in neighbouring town centres 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 a town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW2 West Great Wakering</b>
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	<p>Will it increase the availability of sustainable transport modes?</p> <p>Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?</p>	<p>There is an existing bus service in Great Wakering which runs to neighbouring town centres. There may be opportunities to increase the availability of public transport in this location. Whilst this option does not have good relationship with the proposed Sustrans route, it is in proximity to Greenway 20 to the west which runs south towards Shoebury.</p> <p>The location of this option to the west of Great Wakering is close to local services although other services and facilities in neighbouring town centres are situated further away and may be accessible using the existing public transport network. This general location has a good relationship with proposed Greenway 20 to the west. The site to the west of Little Wakering Road is enclosed by existing residential development to the north, east and south, and the site to the south of the High Street is enclosed by residential development to the north, greenfield land to the east and an existing employment land and the BT site to the west. Although the site to the south of the High Street may promote a less defensible Green Belt boundary than GW1, this site can link to the existing highway network along the High Street. There may also be potential to provide pedestrian links to the High Street from this site which would enhance the accessibility of local services from this option. The site does not encompass the BT site to the west, however, this has been identified for redevelopment for residential uses. Highway access to Star Lane will therefore depend on the redevelopment of the neighbouring employment land for residential uses. Several pedestrian links to the High Street may also be created which could promote walking and cycling to the village services and the existing bus route. The site to the west of Little Wakering Road, however, only has potential to link to Barrow Hall Road. A link to Southend Road may be provided on land outside that proposed in this option. However, the different land levels in the locality may impact on the accessibility of provision of highway and pedestrian links and would need to be overcome with any development coming forward. Nevertheless this option does have potential to encourage walking and cycling and there is also potential to improve public transport links in the locality.</p>

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW2 West Great Wakering
		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 a primary school, a local supermarket and other local shops along the High Street to the west/north west. Other local services and facilities situated in neighbouring town centres can contribute positively to reducing social exclusion by ensuring sustainable access. These can be accessed by using the existing public transport network. The arrangement of this option may impact on the potential to connect the sites to the existing highway network and thus the accessibility of local services, although both road and pedestrian links may be created to link the site to the south of the High Street to the local services provided along the High Street. However, the aforementioned different land levels in the locality and the impact of potential connections to the existing highway network in this location will need to be carefully considered.
		Will it reduce the need to travel?	There are a range of local services in proximity to this option, which should be accessible to this option provided that pedestrian links to the High Street are provided. Other local services and facilities may be located further away from this option in neighbouring town centres. Therefore the location of this option may not reduce the need to travel for some services and facilities. However, there is an existing bus route to the north 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 west of Great Wakering where there are some local services nearby, and there is an existing public transport route providing access to neighbouring town centres. 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 of the site along the High Street, which may be within walking distance provided that pedestrian routes are incorporated into this option. There is an existing bus route in proximity to this option, which would ensure equal access for all sections of the community to the local services located further away in neighbouring town centres.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The west of Great Wakering has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW2 West Great Wakering
		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.
<b>Biodiversity</b>			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location is not in close proximity to the District's estuaries, or salt marshes. The site to the south of the High Street is, however, in close proximity to a Local Wildlife Site to the south (R35. Star Lane Pits). Any development at this location would have to be carefully managed to avoid harm to this Local Wildlife Site. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	The site to the south of the High Street is situated to the north of a Local Wildlife Site (R35. Star Lane Pits). Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. Development in this location may therefore increase the recreational pressure on this area as opposed to other options for this general location such as GW5, and thus may have some impact on diversity. This option, however, does encompass an area of public open space which has the potential to conserve and enhance species diversity in the area. As such the impact on the neighbouring Local Wildlife Site will need to be carefully considered with any development.
		Will it maintain and enhance sites designated for their nature conservation interest?	This option is not situated within any nature conservation designations. This option is, however, in proximity to a Local Wildlife Site (R35. Star Lane Pits) to the south of the High Street. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. The proximity of this option to the Local Wildlife Site may 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. Nevertheless public open space will be provided within this general location itself and so this may reduce recreational pressure on the existing Local Wildlife Site. It may also provide opportunities for new habitat creation and could facilitate species movement.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW2 West Great Waking</b>
		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?	Public open space will be provided within this option, which may facilitate species movement and colonisation. There is potential for new habitat creation in this area.
<b>Cultural Heritage</b>			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	The site to the west of Little Waking Road is situated within Historic Environment Character Zone 14 which is located between Southend-on-Sea to the south and the River Roach to the north, on sand and gravel terraces with areas of brickearth (Rochford District Historic Environment Characterisation Project). The historic settlement pattern is dispersed in this area, with both irregular and regular field systems. Although there has been little formal archaeological fieldwork chance finds indicate multi-period occupation. The historic dispersed settlement pattern and overall structure of fields, tracks and roads survives well, and the likelihood of extensive archaeological deposits and lack of development indicates good potential. The Plan suggests that the coherence of dispersed settlements and the structure of the historic landscape together with potential buried deposits would suffer if significant change occurred. The site to the south of the High Street is situated within Zone 7 which encompasses an extensive area of brickearth covered gravel terrace that is mostly cultivated (Rochford District Historic Environment Characterisation Project). Large parts comprise restored landscape following brickearth quarrying. It is characterised by a rectilinear pattern of land boundaries of ancient origin and contains extensive archaeological deposits of multi-period date. There is likely to be good below ground archaeological survival outside the quarried areas. The areas not quarried have a high sensitivity to change for below grounds deposits, however, the extensive quarrying has significantly altered the historic landscape. Any potential impact of development on the historic environment and the potential for surviving archaeological deposits would need to be carefully considered. There are no Listed Buildings in close proximity to this option and Great Waking Conservation Area is situated to the east.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WGW2 West Great Wakering
		Will it support locally-based cultural resources and activities?	No impact.
<b>Landscape &amp; Townscape</b>			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space will be allocated within this option, 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 1 agricultural land (SEA Baseline Information Profile).
		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 South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This character area has medium sensitivity to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible Green Belt boundary can be maintained. This site to the west of Little Wakering Road is enclosed by existing residential development to the north, east and south, and the site to the south of the High Street is enclosed by residential development to the north, greenfield land to the east and existing employment land including the BT site to the west. Particularly given the arrangement of the site to the south of the High Street, this option would be less able to provide a defensible Green Belt boundary as opposed to WGW1. If development in this option were to come forward then the area to the south of the High Street between the potential site and the Local Wildlife Site should be designated as public open space or be encompassed within the Local Wildlife Site itself to provide a substantial buffer and prevent further encroachment into the Green Belt in this area. The site to the west of Little Wakering Road would also have a significant impact on the openness of the Green Belt in this area, particularly compared to WGW1.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW2 West Great Wakering</b>
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
<b>Climate Change &amp; Energy</b>			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The 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.
<b>Water</b>			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	This option has the capacity to include Sustainable Drainage Systems (SUDs), although the severance of the sites may make the incorporation of SUDs to help mitigate any impact unviable. Grey water recycling and other water conservation measures may also be included at the design stage.
		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 will be major constraints to provision of infrastructure and/or treatment to serve the proposed growth in this location.
		Will it require the provision of sustainable drainage systems in new development?	This option has the capacity to incorporate SUDs to help mitigate any impact of development on surface water, however, the severance of the sites within this option may make the incorporation of SUDs unviable.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW2 West Great Wakering
		Will it reduce the risk of flooding?	The site is not within an area at risk of flooding, although there are areas of flood zone 2 and 3 to the north east and south east of this area. A range of SUDs are available which can be used to manage excess surface water although the severance of the sites within this option may make the incorporation of SUDs unviable.
		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 which has the potential to create new habitats. The incorporation of SUDs to manage excess surface water and create new habitats, however, may not be viable due to the severance of the sites.
<b>Land &amp; Soil</b>			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	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 more dense and this option would ensure a more efficient use of land.
		Will soil quality be preserved?	This option is on grade 1 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	Whilst this option would result in a small loss of the highest quality agricultural land, the other options for west Great Wakering also encompass grade 1 agricultural land. It is therefore necessary to balance this potential loss of high quality agricultural land against wider sustainability issues such as community cohesion and providing homes for the future.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WG2 West Great Wakering</b>
<b>Air Quality</b>			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are a range of local services located in proximity to this option along the High Street, and there is an existing bus route nearby which can provide sustainable access to neighbouring town centres for those without access to private transport. Local services will be accessible to this option provided that pedestrian links to the High Street are developed. 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 option.
<b>Sustainable Design &amp; Construction</b>			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The 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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**West Great Wakering – Option WGW3**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WGW3 West Great Wakering</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The scale of this development would ensure the phasing of infrastructure and this option 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 identifies three sites, one to the south of Southend Road, one to the south of Star Lane Brickworks and one to the east of Alexandra Road.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option is situated to the west/south west of existing residential development in Great Wakering. This allocation would provide properties for families and ensure that they do not have to leave the local area. The site to the west of Alexandra Road would relate well with Option WGW1 and provide an alternative access route from the site. This option would promote the regeneration and enhancement of existing rural communities through ensuring the provision of accommodation for young people and sustaining the future of the local school. There are opportunities to enhance the provision of sustainable transport modes in this location. However, this option, when compared to alternatives, has a relatively poor relationship with the existing community. Any development within this option would be segregated, rather than proposing development in one location on the edge of the village, which would have a negative impact on community cohesion and thus the regeneration and enhancement of existing communities within Great Wakering. Furthermore this option does not have a good relationship with existing residential development in the village. The separation of the sites in this option would have a negative impact on the sustainability of any development through encouraging piecemeal development on the edge of the village and presenting a much less defensible Green Belt boundary, as opposed to WGW1, WGW4 and WGW5 for example. Furthermore, as noted in the document, the cumulative impact of any development in this location – given that Star Lane Industrial Estate is identified within the Core Strategy Submission Document to be reallocated for residential uses - would need to be carefully considered.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW3 West Great Wakering
		<p>Will it ensure equal opportunities and that all sections of the community are catered for?</p>	<p>There are a range of local facilities in proximity to this option, including a primary school to the east. Local leisure facilities such as Great Wakering Leisure Centre, allotments and a football ground are located in close proximity to this option. The sites are situated towards the western end of the High Street which provides numerous services to meet the day to day needs of the local community, including a local supermarket. These existing facilities should generally be accessible from this option, although they may be less accessible from the largest site situated to the south of Star Lane Brickworks. The different land levels in the locality also has the potential to impact on the accessibility of local services and would need to be overcome with any development coming forward. This option may therefore be less able to ensure equal opportunities for the local community and that all sections of the community are catered for. Nevertheless, additional facilities will also be provided in this general location such as youth and community facilities and public open space, although these will be less accessible for some due to the separation of the sites in this option. There is a bus route along the High Street which can provide an alternative mode of transportation to neighbouring town centres, although again this may be less accessible for some. This option would also provide a range of housing types and tenure, and affordable housing to meet the needs of the local community. The small site to the east of Star Lane is generally enclosed which would promote a defensible Green Belt boundary in this location, and a connection to the existing highways network to the east can be provided, as the existing BT site is proposed to be redeveloped for residential uses in conjunction with Star Lane Industrial Estate. The large site to the east of Star Lane is situated further away from the High Street than the other sites which would therefore impact on accessibility to local services for some. The site to the east of Alexandra Road is in proximity to the existing residential area although it may only be accessible via Exhibition Lane to the north which may impact on the local community. This option would lead to fragmented, piecemeal development which undermines the defensibility of the Green Belt boundary and would not promote community cohesion.</p>

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WGW3 West Great Wakering
		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 or via the existing bus services or a wider range of services situated in neighbouring town centres. 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. The different land levels in the locality, however, would need to be overcome with any development coming forward.
		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.
<b>Healthy &amp; Safe Communities</b>			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	This option does not have good links to the existing settlement and local services and facilities within the village centre as, when compared to WGW1 and WGW2 for example. The infrastructure requirements include an area of public open space within the development which could improve the biodiversity of the area and provide a community benefit, although the severance of the sites may impact on the accessibility of this. 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 the development, and there are existing areas of public open space (such as Great Wakering Leisure Centre) to the north/west of this option. These may, however, be less accessible from this option, in particular the large site to the east of Star Lane. Allotments and a football ground are also in proximity to this option, and whilst they have the potential to improve health and reduce health inequalities they may be less accessible from this option as opposed to WGW1, WGW2 and WGW5.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW3 West Great Wakering
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space incorporated into the development would promote informal recreation and may also encourage healthy, active lifestyles, although due to the severance of the sites this may be less accessible for some. The proximity of this option to other areas of public open space and leisure facilities would also encourage healthy lifestyles and promote informal recreation, although these may be less accessible from this option as opposed to GW1, GW2 and GW5.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This option is situated near a proposed Greenway (Greenway 20) to the west of this option.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the 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.
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WG3 West Great Wakering</b>
		Is there sustainable access to key services?	There are a range of local services and facilities which are generally accessible from this option and there is potential to improve the provision of existing public transport services along the High Street. However, due to the severance of the sites in this option and their extension further to the south away from the High Street, this option may be less able to ensure sustainable access to key services, particularly for those without access to private transport, as opposed to some of the other options for this general location. Furthermore the different land levels in the locality may also impact on the accessibility of local services and facilities and would need to be considered with any development.
		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), however, due to the severance of the sites, this option may be less able to provide the appropriate arrangement to provide lifetime homes.
<b>Economy &amp; Employment</b>			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	The village of Great Wakering is primarily served by the services in neighbouring town centres, and so does not seek to focus development within these centres.
		Will it improve business development?	This option is not as well related to Great Wakering High Street, where the village's shops and services are focussed. As such, residential development within this option has less potential to support these local shops and services.
		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?	Local services are situated along the High Street but would be less accessible for the local community from this option as opposed to other options for this general location due to the extension of this option to the south as well as the differing land levels in the locality. However, a range of other services and facilities are located in neighbouring town centres 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 a town centre.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WG3 West Great Wakering</b>
		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?	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.
<b>Accessibility</b>			
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is an existing bus service in Great Wakering which runs to neighbouring town centres. There may be opportunities to increase the availability of public transport in this location. Whilst this option does not have good relationship with the proposed Sustrans route, the sites to the west are in proximity to Greenway 20 to the west which runs south towards Shoebury.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW3 West Great Wakering
		<p>Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?</p>	<p>The location of this option to the west of Great Wakering is generally close to local services although the extension of this option further south towards the urban area of Shoebury may reduce the accessibility of these services for some, thus encouraging use of private transport as opposed to seizing opportunities to encourage walking and cycling which are promoted within some of the other options for this general location. Furthermore the different land levels in the locality may impact on the accessibility of local services and facilities and would need to be considered with any development coming forward. Other services and facilities in neighbouring town centres are situated further away and may be accessible using the existing public transport network. This general location has a good relationship with proposed Greenway 20 to the west. The small site the east of Star Lane is enclosed by Star Lane Industrial Estate to the south, existing residential development to the north, and the BT site to the west (which is proposed to be reallocated for residential development). The ability to connect this site to the existing highway network would depend on the redevelopment of Star Lane Industrial Estate and the adjacent BT site. The large site to the east of Star Lane is enclosed by Star Lane to the west, Star Lane Brickworks and a Local Wildlife Site to the north, which would enable good access to the existing highway network. The site to the west of Alexandra Road is generally enclosed but access may only be provided by Exhibition Lane. The impact of this on the junction with the High Street would need to be carefully considered. Alternatively another road outside of the designated areas within this option may be provided, although this may further undermine the defensibility of the Green Belt in this general location. On the whole, this option does not relate to the village centre as well as some of the other options for this general location, which in conjunction with the aforementioned different land levels in the locality, would impact on the accessibility of local services and facilities as well as the provision of highway and pedestrian links.</p>

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW3 West Great Wakering
		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 a primary school, a local supermarket and other local shops along the High Street to the west/north west. However, these may be less accessible for some due to the severance of the sites. Other local services and facilities situated in neighbouring town centres can contribute positively to reducing social exclusion by ensuring sustainable access. These can be accessed by using the existing public transport network. The arrangement of this option may impact on the potential to connect the sites to the existing highway network and thus the accessibility of local services, although both road and pedestrian links may be created to link the site to the south of the High Street to the local services provided along the High Street. The different land levels in the locality would need to be overcome with any development. The impact of potential connections to the existing highway network in this location would also need to be carefully considered.
		Will it reduce the need to travel?	There are a range of local services in proximity to this option, which may be less accessible from this option as opposed to some of the other options for this general location. Other local services and facilities may be located further away from this option in neighbouring town centres. Therefore the location of this option may not reduce the need to travel for some services and facilities. However, there is an existing bus route 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, although there may be less potential from this option than other options in this general location.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the west of Great Wakering where there are some local services nearby, and there is an existing public transport route providing access to neighbouring town centres. 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 of the site along the High Street, which may be within walking distance provided that pedestrian routes are incorporated into this option. There is an existing bus route in proximity to this option, which would ensure equal access for all sections of the community to the local services located further away in neighbouring town centres.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW3 West Great Wakering</b>
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The west of Great Wakering has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.
<b>Biodiversity</b>			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location is not in close proximity to the District's estuaries, or salt marshes. The large site to the east of Star Lane and the site to the west of Alexandra Road are partly bounded by a Local Wildlife Site (R35. Star Lane Pits). Any development at this location would have to be carefully managed to avoid harm to this Local Wildlife Site. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	There is a Local Wildlife Site (R35. Star Lane Pits) which bounds two of the sites in this option. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. Development in this location may therefore increase the recreational pressure on this area as opposed to other options for this general location such as GW5, and thus may have some impact on diversity. This option, however, does encompass an area of public open space which may be provided along the boundaries of the Local Wildlife Site to provide a natural buffer between any development and this protected area. As such the impact on this designated area will need to be carefully considered with any development.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW3 West Great Wakering
		Will it maintain and enhance sites designated for their nature conservation interest?	This option is not situated within any nature conservation designations. Two of the sites in this option, however, bound a Local Wildlife Site (R35. Star Lane Pits). Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. The proximity of this option to the Local Wildlife Site may 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. Nevertheless public open space will be provided within this general location itself and so this may reduce recreational pressure on the existing Local Wildlife Site. It may also provide opportunities for new habitat creation and could facilitate species movement.
		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 1 agricultural land (SEA Baseline Information Profile) and includes the provision of public open space. This option has the potential to create new habitat in the area which could facilitate species movement and colonisation.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WG3 West Great Wakering</b>
<b>Cultural Heritage</b>			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is predominantly situated within Historic Environment Character Zone 7 which encompasses an extensive area of brickearth covered gravel terrace that is mostly cultivated (Rochford District Historic Environment Characterisation Project). Large parts comprise restored landscape following brickearth quarrying. It is characterised by a rectilinear pattern of land boundaries of ancient origin and contains extensive archaeological deposits of multi-period date. There is likely to be good below ground archaeological survival outside the quarried areas. The areas not quarried have a high sensitivity to change for below grounds deposits, however, the extensive quarrying has significantly altered the historic landscape. Any potential impact of development on the historic environment and the potential for surviving archaeological deposits would need to be carefully considered. There are no Listed Buildings in close proximity to this site and Great Wakering Conservation Area is situated to the east.
		Will it support locally-based cultural resources and activities?	No impact.
<b>Landscape &amp; Townscape</b>			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space will be allocated within this option, 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 1 agricultural land (SEA Baseline Information Profile).
		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 GW3 West Great Wakering
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This character area has medium sensitivity to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. The small site the east of Star Lane is enclosed by Star Lane Industrial Estate to the south, existing residential development to the north, and the BT site to the west (which is proposed to be reallocated for residential development), which would ensure that the Green Belt boundary could be defended. The large site to the east of Star Lane is enclosed by Star Lane to the west, Star Lane Brickworks (the southern part of the Industrial Estate) and a Local Wildlife Site to the north, and it follows natural field boundaries to the south and east thus promoting a defensible Green Belt boundary. The site to the west of Alexandra Road is generally enclosed and would also promote a defensible boundary. The severance of the sites, however, would impact on the openness of the Green Belt on a wider scale than some of the other options for this general location. The large site to the east of Star Lane would also have a significant impact on the openness of the Green Belt in this area, particularly compared to GW1. This option would also extend the urban area of Great Wakering further to the south, which reduces the undeveloped area that maintains the separation between Great Wakering and Shoebury.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
<b>Climate Change &amp; Energy</b>			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The 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.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW3 West Great Wakering</b>
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	This option has the capacity to include Sustainable Drainage Systems (SUDs), although the severance of the sites may make the incorporation of SUDs to help mitigate any impact unviable. Grey water recycling and other water conservation measures may also be included at the design stage.
		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 will be major constraints to provision of infrastructure and/or treatment to serve the proposed growth in this location.
		Will it require the provision of sustainable drainage systems in new development?	This option has the capacity to incorporate SUDs to help mitigate any impact of development on surface water, however, the severance of the sites within this option may make the incorporation of SUDs unviable.
		Will it reduce the risk of flooding?	This option is not within an area at risk of flooding, although there are areas of flood zone 2 and 3 to the north east and south east of this area. A range of SUDs are available which can be used to manage excess surface water, although the severance of the sites may make such measures less viable.
		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 which has the potential to create new habitats. The incorporation of SUDs to manage excess surface water and create new habitats, however, may not be viable due to the severance of the sites.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WGW3 West Great Wakering</b>
<b>Land &amp; Soil</b>			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option has a greater area than WGW1 and WGW2. Development would therefore be less dense and this option would ensure a less efficient use of land.
		Will soil quality be preserved?	This option is on grade 1 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	Whilst this option would result in a small loss of the highest quality agricultural land, the other options for west Great Wakering also encompass grade 1 agricultural land. It is therefore necessary to balance this potential loss of high quality agricultural land against wider sustainability issues such as community cohesion and providing homes for the future.
<b>Air Quality</b>			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are a range of local services located in proximity to this option along the High Street, although the extension of this option further south towards the urban area of Shoebury may reduce the accessibility of these services for some thus encouraging use of private transport as opposed to seizing opportunities to encourage walking and cycling which are promoted within some of the other options for this general location such as WGW1. There is, however, an existing bus route nearby which can provide sustainable access to neighbouring town centres 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. Local services will be accessible to this option provided that pedestrian links to the High Street are developed. There may also be opportunities to encourage walking and cycling.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW3 West Great Wakering
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this option.
<b>Sustainable Design &amp; Construction</b>			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The 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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**West Great Wakering – Option WGW4**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WGW4 West Great Wakering</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The scale of this development would ensure the phasing of infrastructure and this option has the capacity to provide the required public open space, play space and youth and community facilities to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	Unlike the other options for this general location, this site does not bound existing residential development. The north of the site is partly bounded by Star Lane Brickworks (the southern part of the Industrial Estate) which is proposed to be reallocated for residential development. Cohesive development of this site will therefore depend upon the redevelopment of this site for residential use as proposed in the Core Strategy Submission Document. This allocation would provide properties for families and ensure that they do not have to leave the local area. It would enable the provision of accommodation for young people, however, it would not promote the regeneration and enhancement of existing rural communities as opposed to other options for this general location due to its extension away from the existing communities in Great Wakering and thus a relatively poor relationship with the existing community. Instead this option extends south towards Shoebury, thus it may not sustain the future of the local school. Nevertheless, as noted in the document, the cumulative impact of any development in this location would need to be carefully considered.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW4 West Great Wakering
		Will it ensure equal opportunities and that all sections of the community are catered for?	There are a range of local facilities in proximity to this option, including a primary school to the north east. Local leisure facilities such as Great Wakering Leisure Centre, allotments and a football ground are located in close proximity to this option. This option is situated to the south west of the High Street towards the District's boundary with Shoebury. The High Street provides numerous services to meet the day to day needs of the local community, including a local supermarket, however, these services would be less accessible from this option as opposed to some of the other options for this general location which relate better to the High Street. Furthermore the different land levels in the locality has the potential to impact on the accessibility of local services and facilities, and would need to be overcome with any development coming forward. This option may therefore be less able to ensure equal opportunities for the local community and that all sections of the community are catered for. Nevertheless, additional facilities will also be provided in this general location such as youth and community facilities and public open space. There is a bus route along the High Street which can provide an alternative mode of transportation to neighbouring town centres, although again this may be less accessible for some. This option would also provide a range of housing types and tenure, and affordable housing to meet the needs of the local community.
		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 situated away from the range of local services and facilities along the High Street. The wider range of services situated in neighbouring town centres, however, may still be accessible via the existing bus service. 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. The different land levels in the locality, however, would need to be overcome with any development coming forward.
		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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WGW4 West Great Wakering
		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.
<b>Healthy &amp; Safe Communities</b>			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	This option has does not have good links to the existing settlement and local services and facilities within the village centre as opposed to WGW1, WGW2 and WGW5. The infrastructure requirements include an area of public open space within the development which could provide a community benefit, although the extension of this option away from the existing residential development to the north, in addition to the aforementioned different land levels in the locality, may impact on the accessibility of this. 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 the development, and there are existing areas of public open space (such as Great Wakering Leisure Centre) to the north/west of this option. These existing facilities may, however, be less accessible from this option than options that relate better to the High Street. Allotments and a football ground are also in proximity to this option, and whilst they have the potential to improve health and reduce health inequalities they may be less accessible from this option as opposed to other options for this general location.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space incorporated into the development would promote informal recreation and may also encourage healthy, active lifestyles. The proximity of this option to other areas of public open space and leisure facilities would also encourage healthy lifestyles and promote informal recreation, although these may be less accessible from this option as opposed to WGW1, WGW2 and WGW5.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is situated near a proposed Greenway (Greenway 20) to the west of this option.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WG4 West Great Wakering
		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.
<b>Housing</b>			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	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?	There are a range of local services and facilities which are less accessible from this option than other options within this general location. There is, however, potential to improve the provision of existing public transport services along the High Street. The extension of this option to the south of the High Street may be less able to ensure sustainable access to key services, particularly for those without access to private transport, as opposed to some of the other options for this general location. Furthermore the different land levels in the locality may also impact on the accessibility of local services and facilities and would need to be considered with any development.
		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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WG4 West Great Wakering</b>
	<b>Economy &amp; Employment</b>		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	The village of Great Wakering is primarily served by the services in neighbouring town centres, and so does not seek to focus development within these centres.
		Will it improve business development?	The site is not well located in relation to Great Wakering High Street, where the village's shops and services are focussed as opposed to WG1 for example. As such, residential development here has less potential to support these local shops and services.
		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?	Local services are situated along the High Street but would be less accessible for the local community from this option as opposed to other options for this general location due to the extension of this option to the south. Furthermore the different land levels between the High Street and land to the south may also impact on the accessibility of local services and facilities and would need to be considered with any development. However, a range of other services and facilities including are located in neighbouring town centres 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 a town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW4 West Great Wakering</b>
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is an existing bus service in Great Wakering which runs to neighbouring town centres. There may be opportunities to increase the availability of public transport in this location. Whilst this option does not have good relationship with the proposed Sustrans route, the sites to the west are in proximity to Greenway 20 to the west which runs south towards Shoebury.
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 option to the west/south west of Great Wakering is generally close to local services although the extension of this option further south towards the urban area of Shoebury may reduce the accessibility of these services for some, in addition to the aforementioned different land levels in the locality, thus encouraging use of private transport as opposed to seizing opportunities to encourage walking and cycling which are promoted within some of the other options for this general location such as GW1. Other services and facilities in neighbouring town centres are situated further away and may be accessible using the existing public transport network. This general location has a good relationship with proposed Greenway 20 to the west. This option is enclosed by Star Lane to the west, Star Lane Brickworks (the southern part of the Industrial Estate) and a Local Wildlife Site to the north, and it follows a natural field boundary which would enable good access to the existing highway network. As such this option is situated further away from the High Street than some of the other options for this general location which may discourage the use of alternative modes of transportation.	
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 a primary school, a local supermarket and other local shops along the High Street to the west/north west, however, these may be less accessible as opposed to some of the other options for this general location due to the extension of this option to the south, in addition to the aforementioned different land levels in the locality. Other local services and facilities situated in neighbouring town centres 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 GW4 West Great Wakering
		Will it reduce the need to travel?	There are a range of local services in proximity to this option, which may be less accessible from this option as opposed to some of the other options for this general location. Other local services and facilities may be located further away from this option in neighbouring town centres. Therefore the location of this option may not reduce the need to travel for some services and facilities. However, there is an existing bus route 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, although there may be less potential from this option than other options in this general location. Furthermore the different land levels in the locality has the potential to impact on accessibility and would need to be overcome with any development coming forward.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the west/south west of Great Wakering where there are some local services nearby, and there is an existing public transport route providing access to neighbouring town centres. 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/north east of the site along the High Street, which are less likely to be within walking distance as opposed to some of the other options for this general location. Furthermore the different land levels in the locality would need to be considered with any development coming forward. There is an existing bus route in proximity to this option, which would ensure equal access for all sections of the community to the local services located further away in neighbouring town centres.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The west/south west of Great Wakering has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW4 West Great Wakering</b>
	<b>Biodiversity</b>		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location is not in close proximity to the District's estuaries, or salt marshes. This option is partly bounded by a Local Wildlife Site (R35. Star Lane Pits). Any development at this location would have to be carefully managed to avoid harm to this Local Wildlife Site. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact.
Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?		There is a Local Wildlife Site (R35. Star Lane Pits) which partly bounds this option. Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. Development in this location may therefore increase the recreational pressure on this area as opposed to other options for this general location such as GW5, and thus may have some impact on diversity. This option, however, does encompass an area of public open space which may be provided along the northern boundary of the Local Wildlife Site to provide a natural buffer between any development and this protected area. As such the impact on this designated area will need to be carefully considered with any development.	
Will it maintain and enhance sites designated for their nature conservation interest?		This option is not situated within any nature conservation designations, but it does partly bound a Local Wildlife Site (R35. Star Lane Pits). Although Local Wildlife Sites may be used for recreational purposes, it is important that development does not have a negative impact. The proximity of this option to the Local Wildlife Site may 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. Nevertheless public open space will be provided within this general location itself and so this may reduce recreational pressure on the existing Local Wildlife Site. It may also provide opportunities for new habitat creation and could facilitate species movement.	
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 WG4 West Great Wakering
		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?	Public open space will be provided within this option, which may facilitate species movement and colonisation. There is potential for new habitat creation in this area.
<b>Cultural Heritage</b>			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is situated within Historic Environment Character Zone 7 which encompasses an extensive area of brickearth covered gravel terrace that is mostly cultivated (Rochford District Historic Environment Characterisation Project). Large parts comprise restored landscape following brickearth quarrying. It is characterised by a rectilinear pattern of land boundaries of ancient origin and contains extensive archaeological deposits of multi-period date. There is likely to be good below ground archaeological survival outside the quarried areas. The areas not quarried have a high sensitivity to change for below grounds deposits, however, the extensive quarrying has significantly altered the historic landscape. Any potential impact of development on the historic environment and the potential for surviving archaeological deposits would need to be carefully considered. There are no Listed Buildings in close proximity to this site and Great Wakering Conservation Area is situated to the north east.
		Will it support locally-based cultural resources and activities?	No impact.
<b>Landscape &amp; Townscape</b>			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space will be allocated within this option, 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 1 agricultural land (SEA Baseline Information Profile).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW4 West Great Wakering
		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 South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This character area has medium sensitivity to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. The option has the largest area as opposed to the other options for this general location. It is enclosed by Star Lane to the west, Star Lane Brickworks (the southern part of the Industrial Estate) and a Local Wildlife Site to the north, and it follows natural field boundaries to the south and east thus promoting a defensible Green Belt boundary. However, this option would extend the urban area of Great Wakering further to the south, which reduces the undeveloped area that maintains the separation between Great Wakering and Shoebury. It therefore has the potential to engender coalescence between Shoebury and Great Wakering, and would have a greater impact on the character of the landscape on a wider scale as opposed to other options. This option would also have a significant impact on the openness of the Green Belt in this area, particularly compared to GW1.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
<b>Climate Change &amp; Energy</b>			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The 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.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW4 West Great Wakering</b>
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	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.
		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 will be major constraints to provision of infrastructure and/or treatment to serve the proposed growth in this location.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	This option is not within an area at risk of flooding, although there are areas of flood zone 2 and 3 to the north east and south east of this area. A range of SUDs are available which can be used to manage excess surface water.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	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.
	<b>Land &amp; Soil</b>		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option has a greater area than the other options for this general location. Development would therefore be less dense and this option would ensure a less efficient use of land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option GW4 West Great Wakering
		Will soil quality be preserved?	This option is on grade 1 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	Whilst this option would result in a small loss of the highest quality agricultural land, the other options for west Great Wakering also encompass grade 1 agricultural land. It is therefore necessary to balance this potential loss of high quality agricultural land against wider sustainability issues such as community cohesion and providing homes for the future.
<b>Air Quality</b>			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are a range of local services located in proximity to this option along the High Street, although the extension of this option further south towards the urban area of Shoebury would reduce the accessibility of these services for some thus encouraging use of private transport as opposed to seizing opportunities to encourage walking and cycling which are promoted within some of the other options for this general location such as GW1. There is, however, an existing bus route nearby which can provide sustainable access to neighbouring town centres for those without access to private transport. Local services, however, would be less accessible to this option as opposed to GW1 for example. There may also be opportunities to encourage walking and cycling. Furthermore the different land levels in the locality has the potential to impact on accessibility and would need to be overcome with any development coming forward.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW4 West Great Wakering</b>
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	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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**West Great Wakering – Option WGW5**

	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WGW5 West Great Wakering</b>
	<b>Balanced Communities</b>		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The scale of this development would ensure the phasing of infrastructure and this option has the capacity to provide the required public open space, play space and youth and community facilities to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option is situated to the west of existing residential development in Great Wakering. This allocation would provide properties for families and ensure that they do not have to leave the local area. It would promote the regeneration and enhancement of existing rural communities through ensuring the provision of accommodation for young people and sustaining the future of the local school. There are opportunities to enhance the provision of sustainable transport modes in this location. Any development within this option would propose development in one location on the edge of the village, rather than identifying segregated sites, which would have a positive impact on community cohesion and thus the regeneration and enhancement of existing communities within Great Wakering. This option is situated to the west of Little Wakering Road which has a good relationship with existing residential development in the village, and as opposed to WGW2 for example this option would not encourage piecemeal development on the edge of the village which would have a positive impact on the sustainability of the local community.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WG5 West Great Wakering
		Will it ensure equal opportunities and that all sections of the community are catered for?	There are a range of local facilities in proximity to this site, including a primary school to the east. Local leisure facilities such as Great Wakering Leisure Centre, allotments and a football ground are located in close proximity to the site. This option is at the western end of the High Street which provides numerous services to meet the day to day needs of the local community. This includes a local supermarket. These existing facilities should be accessible from this site and would ensure equal opportunities for the local community and that all sections of the community are catered for. However, the different land levels in the locality has the potential to impact on accessibility and would need to be overcome with any development coming forward. Additional facilities will also be provided in this general location such as youth and community facilities and accessible public open space. There is a bus route along the High Street which can provide an alternative mode of transportation to neighbouring town centres. This option would also provide a range of housing types and tenure, and affordable housing to meet the needs of the local community.
		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 or via the existing bus services or a wider range of services situated in neighbouring town centres. 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. The different land levels in the locality, however, would need to be overcome with any development coming forward.
		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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WG5 West Great Wakering</b>
	<b>Healthy &amp; Safe Communities</b>		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	This option has good links to the existing settlement and local services and facilities within the village centre. The infrastructure requirements include an area of public open space within the development which could improve the biodiversity of the area and provide a community benefit. 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 the development, and there are existing areas of public open space (such as Great Wakering Leisure Centre) to the east of this general location, which are accessible to the site. Allotments and a football grounds are also in proximity to the site, and have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space incorporated into the development would promote informal recreation and may also encourage healthy, active lifestyles. The proximity of this option to other areas of public open space and leisure facilities would also encourage healthy lifestyles and promote informal recreation.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site is situated near a proposed Greenway (Greenway 20) to the west of this option.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the 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.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WG5 West Great Wakering</b>
	<b>Housing</b>		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	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?	There are a range of local services and facilities which are accessible from this site, and there is potential to improve the provision of existing public transport services along the High Street. This would ensure sustainable access to key services, particularly for those without access to private transport. However, the aforementioned different land levels in the locality have the potential to impact on accessibility and would need to be overcome with any development coming forward.
		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).
	<b>Economy &amp; Employment</b>		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	The village of Great Wakering is primarily served by the services in neighbouring town centres, and so does not seek to focus development within these centres.
		Will it improve business development?	The site is well located in relation to Great Wakering High Street, where the village's shops and services are focussed. As such, residential development here has the potential to support these local shops and services.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option WG5 West Great Wakering
		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?	Local services are situated along the High Street and would be accessible for the local community from this option, although the different land levels in the locality has the potential to impact on accessibility and would need to be considered with any development coming forward. A range of other services and facilities are located in neighbouring town centres 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 a town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	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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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW5 West Great Wakering</b>
	<b>Accessibility</b>		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is an existing bus service in Great Wakering which runs to neighbouring town centres. There may be opportunities to increase the availability of public transport in this location. Whilst this option does not have good relationship with the proposed Sustrans route, it is in proximity to Greenway 20 to the west which runs south towards Shoebury.
		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 west of Great Wakering is close to local services although other services and facilities in neighbouring town centres are situated further away and may be accessible using the existing public transport network. This general location has a good relationship with proposed Greenway 20 to the west. This site is enclosed by Barrow Hall Road to the north, existing residential development to the east and south, Southend Road to the south and by a track to the west. This enclosure would promote a defensible Green Belt boundary whilst enabling several links to the existing highway network to dissipate the transport burden on this network. This may therefore have a positive impact on the accessibility of local services from this option. Several pedestrian links in addition to potential road links may be created which could promote walking and cycling to the village services and the existing bus route. There is also potential to improve public transport links in the locality and enhance opportunities for walking and cycling. The aforementioned different land levels which was the potential to impact on accessibility and would need to be considered with any development coming forward.
		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 a primary school, a local supermarket and other local shops along the High Street to the west/north west, however, these may be less accessible as opposed to some of the other options for this general location due to the extension of this option to the west. Other local services and facilities situated in neighbouring town centres 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 WG5 West Great Wakering
		Will it reduce the need to travel?	There are a range of local services in proximity to this option, which should be accessible to this site provided that road and pedestrian links to the High Street are provided. Other local services and facilities may be located further away from this option in neighbouring town centres. Therefore the location of this option may not reduce the need to travel for some services and facilities. However, there is an existing bus route in proximity to this 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 west of Great Wakering where there are some local services nearby, and there is an existing public transport route providing access to neighbouring town centres. 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 of the site along the High Street, which may be within walking distance provided that pedestrian routes are incorporated into this option. 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 away in neighbouring town centres.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The west of Great Wakering has links with the neighbouring economic centre of Southend, which is recognised in the Core Strategy Submission Document. This relationship may therefore not reduce out-commuting.
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW5 West Great Wakering</b>
	<b>Biodiversity</b>		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This general location is not in close proximity to the District's estuaries, or salt marshes. This option does not bound the Local Wildlife Site (R35. Star Lane Pits) as opposed to other options for this general location.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This option, however, has the potential to have less of an impact on local biodiversity as it is not in close proximity to the Local Wildlife Site. Species diversity is therefore more likely to be preserved within this designated area.
		Will it maintain and enhance sites designated for their nature conservation interest?	This option is not situated within any nature conservation designations. As opposed to some of the other options for this general location, this option has the potential to have less of an impact on local biodiversity as it is not in close proximity to the Local Wildlife Site. Furthermore public open space will be provided within this general location and this may also provide opportunities for new habitat creation which could facilitate species movement.
		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 has less potential to link to the Local Wildlife Site to the south than other options within this general location. Nevertheless, public open space will be provided within this option, which may facilitate species movement and colonisation. There is potential for new habitat creation in this area.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WG5 West Great Waking</b>
<b>Cultural Heritage</b>			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is situated within Historic Environment Character Zone 14 which is located between Southend-on-Sea to the south and the River Roach to the north, on sand and gravel terraces with areas of brickearth (Rochford District Historic Environment Characterisation Project). The historic settlement pattern is dispersed in this area, with both irregular and regular field systems. Although there has been little formal archaeological fieldwork chance finds indicate multi-period occupation. The historic dispersed settlement pattern and overall structure of fields, tracks and roads survives well, and the likelihood of extensive archaeological deposits and lack of development indicates good potential. The Plan suggests that the coherence of dispersed settlements and the structure of the historic landscape together with potential buried deposits would suffer if significant change occurred. Any potential impact of development on the historic environment and the potential for surviving archaeological deposits would need to be carefully considered. There are no Listed Buildings in close proximity to this option and Great Waking Conservation Area is situated to the east.
		Will it support locally-based cultural resources and activities?	No impact.
<b>Landscape &amp; Townscape</b>			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	Public open space will be allocated on site, 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 1 agricultural land (SEA Baseline Information Profile). It is enclosed on all four sides by Barrow Hall Road to the north, existing residential development to the east and south, Southend Road to the south and by a track to the west.
		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 WG5 West Great Wakering
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	This option is situated within the South Essex Coastal Towns landscape character area (SEA Baseline Information Profile), which has a medium sensitivity to change. This character area has medium sensitivity to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This site is embedded between Barrow Hall Road to the north, existing residential development to the east and south, Southend Road to the south and by a track to the west. This option would be able to ensure that a robust and defensible Green Belt boundary could be maintained in this locality, although there would be some concerns in respect of the boundary to the west. This option would also have a significant impact on the openness of the Green Belt in this area, particularly compared to WG1.
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.
<b>Climate Change &amp; Energy</b>			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The 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.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option GW5 West Great Wakering</b>
	<b>Water</b>		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	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.
		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 will be major constraints to provision of infrastructure and/or treatment to serve the proposed growth in this location.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	The site is not within an area at risk of flooding, although there are areas of flood zone 2 and 3 to the north east and south east of this area. A range of SUDs are available which can be used to manage excess surface water.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	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.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WG5 West Great Wakering</b>
<b>Land &amp; Soil</b>			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option has a greater area than WG1 and WG2. Development would therefore be less dense and this option would ensure a less efficient use of land.
		Will soil quality be preserved?	This site is on grade 1 agricultural land (SEA Baseline Information Profile). Therefore there would be an impact on soil quality.
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	Whilst this option would result in a small loss of the highest quality agricultural land, the other options for west Great Wakering also encompass grade 1 agricultural land. It is therefore necessary to balance this potential loss of high quality agricultural land against wider sustainability issues such as community cohesion and providing homes for the future.
<b>Air Quality</b>			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are a range of local services located in proximity to this option along the High Street, and there is an existing bus route nearby which can provide sustainable access to neighbouring town centres for those without access to private transport. There are also as opportunities to encourage walking and cycling. Although the different land levels would need to be considered.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.

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	<b>SA Objective</b>	<b>Decision-Aiding Question Will it (the Option)...?</b>	<b>Option WG5 West Great Wakering</b>
	<b>Sustainable Design &amp; Construction</b>		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	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.