

Appendix 4 – Existing Employment Land Options

Baltic Wharf – Option E1

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E1 Baltic Wharf
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This is a designated employment site situated to the north east of the District on the banks of the river Crouch. It is surrounded by Green Belt land, however, it is not designated as such. The Core Strategy Submission Document seeks to protect the future of the employment opportunities available at this site and enhance the east to west connectivity of the highway network.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The retention of this existing employment site has the potential to ensure the sustainability of existing communities through the continued provision of local employment opportunities.
		Will it ensure equal opportunities and that all sections of the community are catered for?	Equal opportunities may also be ensured through securing the future of this existing employment site and its associated employment opportunities.
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option seeks to retain the existing employment site to the north east of the District which has the potential to enhance the skills of the local community.
		Will income and quality-of-life disparities be reduced?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E1 Baltic Wharf
Healthy & Safe Communities			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	No impact.
		Will it improve health and reduce health inequalities?	No impact.
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	This option seeks to retain an existing employment site which may not minimise noise pollution.
		Will it minimise light pollution?	This option seeks to retain an existing employment site which may not minimise light pollution.
Housing			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E1 Baltic Wharf
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
Economy & Employment			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option is not situated within any town centres. It is an existing wharf situated to the north east of the District on the banks of the river Crouch.
		Will it improve business development?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area.
		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?	No impact.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within any town centres. It is an existing wharf situated to the north east of the District on the banks of the river Crouch.
		Does it promote a wide variety of jobs across all sectors?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area. However, due to the nature of the employment site and its location, it is unlikely to promote a wide variety of jobs across all sectors.
		Does it secure more opportunities for residents to work in the district?	This option would protect this employment land and has the potential to secure more opportunities for residents to work in the District in the future.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E1 Baltic Wharf
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	This option is situated to the north east of the District, which is relatively inaccessible compared to the western section of the District. It is unlikely that this option would increase the availability of sustainable transport modes significantly, although there is potential to increase the public transport service to this location.
		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 is unlikely to encourage people to use alternative modes of transportation other than the private car. There is, however, potential to increase the public transport service to this location.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option is situated in a relatively remote location to the north east of the District which impacts on the accessibility of local jobs, thus it may not positively contribute to reducing social exclusion.
		Will it reduce the need to travel?	This option is unlikely to reduce the need to travel due to its isolation from existing urban centres. However, due to the nature of the uses at this site, it is unlikely to reduce the need to travel.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option does not seek to ensure the retention of employment opportunities where large volumes of people and/or transport movements are located. There is, however, potential to increase the public transport service to this location.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option would not enable access for all sections of the community due to its isolated location.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This option would secure the future of this existing employment site therefore presenting more opportunities for residents to work in the District, which has the potential to reduce out-commuting.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E1 Baltic Wharf
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	No impact.
Biodiversity			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This option is located on the banks of the river Crouch which is protected through a range of nature conservation designations. Continuing to protect this employment site within this option may therefore impact on the District's estuaries. There is a need, however, to strike a balance between rural employment opportunities and the protection and conservation of the natural environment, and it is noted that the option seeks to allocate an existing site, rather than propose it be expanded.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This site is situated within the Coastal Protection Belt due to its estuarine location. It is adjacent to the Crouch estuary, which along with the Roach estuary, is a designated Ramsar Site, a Site of Special Scientific Interest, a Special Landscape Area, a Special Area of Conservation and a Special Protection Area. The established employment site may therefore continue to have a potential impact on biodiversity, although no significant effects were identified in the Core Strategy Submission Sustainability Appraisal.
		Will it maintain and enhance sites designated for their nature conservation interest?	Due to the location of this established employment site, it may continue to have an impact on sites designated for their nature conservation interest.
		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 is an existing brownfield site which this option seeks to protect for the future. This allocation would therefore not reflect the scope of using brownfield land for significant wildlife interest.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E1 Baltic Wharf
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	No impact.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is situated within the Wallasea Island historic environment character zone (Zone 4), which is a large island of reclaimed land between the Crouch and Roach estuaries, part of the south-east Essex marshland archipelago (Rochford District Historic Environment Characterisation Project). Most of the island is grade 3 agricultural land; the remainder is reed beds with areas of saltings at its edge and an area of industrial and leisure use at its western end. The island has been extensively changed due to agricultural improvement as a result of arable subsidies. With few exceptions archaeological deposits have been destroyed by these agricultural improvements in the second half of the 20th century on the island, but are likely to survive on the salt-marsh and inter tidal areas beyond the sea wall. The retention of this designated employment site is likely to have a nominal impact on the potential archaeological deposits surviving in the area. There are no Listed Buildings in close proximity to this site.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E1 Baltic Wharf
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is not situated on the urban fringe.
		Will it reduce the amount of derelict, degraded and underused land?	This option seeks to protect existing employment 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 Dengie and Foulness coast landscape character area which is highly sensitive to many types or scales of development or change (SEA Baseline Information Profile). The protection of this existing employment site will continue to have an impact on the landscape character of the area.
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	This site is situated within an area at risk of flooding and is currently protected by a sea wall which may need to be improved in the future with changing climate change predictions.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E1 Baltic Wharf
Water			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	There is capacity available at the existing waste water treatment works to support the retention of this employment site.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	This site is situated within flood zone 2 and 3, however, this is existing employment land and as per PPS25, wharves are water-compatible development.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.
Land & Soil			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option seeks to protect existing employment land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E1 Baltic Wharf
		Will the best and most versatile agricultural land be protected?	This option does not seek to redevelop this existing employment site and would therefore protect the best and most versatile agricultural land in the locality.
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	Due to the location of this established employment site, it is unlikely to reduce the need to travel. It would therefore not have a positive impact on air quality. Also due to the nature of the uses at this site, it is unlikely to reduce the need to travel.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	No impact.
Sustainable Design & Construction			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	No impact.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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Swaines Industrial Estate – Option E2

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E2 Swaines Industrial Estate
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This is a designated employment site situated within existing residential development to the north of Leecon Way, Rochford. The Core Strategy Submission Document seeks to protect the future of the employment opportunities available at this site which would enable the site to continue to present local employment opportunities, as appropriate.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The retention of this existing employment site has the potential to ensure the sustainability of existing communities through the continued provision of local employment opportunities.
		Will it ensure equal opportunities and that all sections of the community are catered for?	Equal opportunities may also be ensured through securing the future of this existing employment site and its associated employment opportunities.
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option seeks to retain the existing employment site in Rochford which has the potential to enhance the skills of the local community.
		Will income and quality-of-life disparities be reduced?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E2 Swaines Industrial Estate
Healthy & Safe Communities			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	No impact.
		Will it improve health and reduce health inequalities?	No impact.
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	This option seeks to retain an existing employment site which may not minimise noise pollution.
		Will it minimise light pollution?	This option seeks to retain an existing employment site which may not minimise light pollution.
Housing			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E2 Swaines Industrial Estate
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
Economy & Employment			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option is situated within the existing residential development of Rochford to the north west of the town centre. It would therefore have a nominal impact on the town centre.
		Will it improve business development?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would continue to provide local employment opportunities and the services any established businesses provide which are accessible to the local community.
		Does it promote mixed use and high density development in urban centres?	This designated employment site is situated within the existing residential development of Rochford to the north west of the town centre. It would therefore not promote mixed use or high density development.
		Does it promote a wide variety of jobs across all sectors?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area. This option has the potential to promote a wide variety of jobs across all sectors.
		Does it secure more opportunities for residents to work in the district?	This option would protect this employment land and has the potential to secure more opportunities for residents to work in the District in the future.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E2 Swaines Industrial Estate
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	This option is situated within the existing residential development of Rochford to the north west of the town centre. There is potential to increase the availability of public transport in the locality.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option is situated on an existing bus route and it is in proximity to the town centre to the south east and train station to the south / south east. Therefore there is potential to encourage people to use alternative modes of transportation other than the private car, and there is potential to increase the public transport service to this location.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	The protection of this existing employment site which is situated within the existing residential development of Rochford, in close proximity to a bus route, and to the north/north west of a train station. It may therefore contribute positively to reducing social exclusion by ensuring access to local jobs.
		Will it reduce the need to travel?	This option has the potential to reduce the need to travel due to its proximity to an existing bus route and Rochford train station to the south / south east. However, due to the nature of the uses at this site, it is unlikely to reduce the need to travel.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option does seek to ensure the retention of an existing employment site where large volumes of people and/or transport movements are located. There is potential to increase the public transport service to this location.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option has the potential to enable access for all sections of the community due to its urban location.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E2 Swaines Industrial Estate
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This option would secure the future of this existing employment site therefore presenting more opportunities for residents to work in the District, which has the potential to reduce out-commuting. However, this area 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?	No impact.
Biodiversity			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This site is not situated in proximity to any nature conservation designations. Retaining this existing employment site has the potential to conserve natural / semi-natural habitats.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This site is not situated in immediate proximity to any nature conservation designations and its retention is unlikely to conserve or enhance species diversity.
		Will it maintain and enhance sites designated for their nature conservation interest?	The site is not situated in proximity to any nature conservation designations.
		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 is an existing brownfield site which this option seeks to protect for the future. This allocation would therefore not reflect the scope of using brownfield land for significant wildlife interest.

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		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	No impact.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is situated within Historic Environment Character Zone 21 which encompasses the built up area of Rochford and Ashingdon (Rochford District Historic Environment Characterisation Project). This is a large expanse of generally pre and post World War II housing interspersed with more recent suburbs. Few archaeological deposits have been recorded and dense housing is likely to have damaged any archaeological deposits that are present. There is also a grade II Listed Building to the south of the site (109 Ashingdon Road), however, the retention of this designated employment site is likely to have a nominal impact on the historic environment due to the built up nature of its immediate environment and its distance from the Listed Building.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option seeks to protect existing employment land within the existing residential area of Rochford.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E2 Swaines Industrial Estate
		Will it reduce the amount of derelict, degraded and underused land?	This option seeks to protect existing employment 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. Although this character area has a low to high sensitivity depending on the types or scales of development or change, this option is situated within the existing urban area and seeks to retain this employment site. This option would preserve Green Belt land outside the existing residential area.
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	This site is not situated within an area at risk of flooding.
Water			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.

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		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	There is capacity available at the existing waste water treatment works and the foul sewerage network to support the retention of this employment site.
		Will it require the provision of sustainable drainage systems in new development?	No impact. There is capacity within the existing surface water network to support the retention of this employment site.
		Will it reduce the risk of flooding?	This site is not situated within an area at risk of flooding.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.
	Land & Soil		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option seeks to protect existing employment land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	No impact.
		Will the best and most versatile agricultural land be protected?	This option does not seek to redevelop this existing employment site and would therefore protect the best and most versatile agricultural land in the locality.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E2 Swaines Industrial Estate
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	This option has the potential to reduce the need to travel due to its proximity to an existing bus route and Rochford train station to the south / south east. However, due to the nature of the uses at this site, it is unlikely to reduce the need to travel which may not improve air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	No impact.
Sustainable Design & Construction			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	No impact.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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Purdeys Industrial Estate – Option E3

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E3 Purdeys Industrial Estate
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This is a designated employment site situated to the south east of Rochford town centre and enclosed by Green Belt. It is not, however, allocated as such. The Core Strategy Submission Document seeks to protect the future of the employment opportunities available at this site which would enable the site to continue to present local employment opportunities, as appropriate.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The retention of this existing employment site has the potential to ensure the sustainability of existing communities through the continued provision of local employment opportunities.
		Will it ensure equal opportunities and that all sections of the community are catered for?	Equal opportunities may also be ensured through securing the future of this existing employment site and its associated employment opportunities.
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option seeks to retain the existing employment site which has the potential to enhance the skills of the local community.
		Will income and quality-of-life disparities be reduced?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E3 Purdeys Industrial Estate
Healthy & Safe Communities			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	No impact.
		Will it improve health and reduce health inequalities?	No impact.
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This option is well related to the proposed Sustrans route.
		Will it minimise noise pollution?	This option seeks to retain an existing employment site which may not minimise noise pollution.
		Will it minimise light pollution?	This option seeks to retain an existing employment site which may not minimise light pollution.
Housing			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.

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		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
Economy & Employment			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option is situated to the south east of Rochford town centre. It would therefore have a nominal impact on the town centre.
		Will it improve business development?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would continue to provide local employment opportunities and the services any established businesses provide which are accessible to the local community.
		Does it promote mixed use and high density development in urban centres?	This designated employment site is situated to the south east of Rochford town centre. It would therefore not promote mixed use or high density development.
		Does it promote a wide variety of jobs across all sectors?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area. This option has the potential to promote a wide variety of jobs across all sectors.
		Does it secure more opportunities for residents to work in the district?	This option would protect this employment land and has the potential to secure more opportunities for residents to work in the District in the future.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E3 Purdeys Industrial Estate
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is potential to increase the availability of public transport in the locality and this option is well related to the proposed Sustrans route.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option is situated on an existing bus route. However, it is isolated from the town centre of Rochford and is therefore unlikely to encourage people to use alternative modes of transportation other than the private car. There is, however, potential to increase the public transport service to this location. This option is also well related to the proposed Sustrans route.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	The protection of this existing employment site is situated to the south east of Rochford town centre and is in close proximity to a bus route. It may therefore contribute positively to reducing social exclusion by ensuring access to local jobs.
		Will it reduce the need to travel?	This option has the potential to reduce the need to travel due to its proximity to an existing bus route, however, due to the nature of the uses at this site, it is unlikely to reduce the need to travel.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option does seek to ensure the retention of an existing employment site where large volumes of people and/or transport movements are located. There is potential to increase the public transport service to this location.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option has the potential to enable access for all sections of the community due to its urban location.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E3 Purdeys Industrial Estate
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This option would secure the future of this existing employment site therefore presenting more opportunities for residents to work in the District, which has the potential to reduce out-commuting. However, this area 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?	No impact.
Biodiversity			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This option is located on the banks of the river Roach which is protected through a range of nature conservation designations. Continuing to protect this employment site within this option may therefore impact on the District's estuaries. There is a need, however, to strike a balance between local employment opportunities and the protection and conservation of the natural environment.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This site is predominantly bounded by, but an eastern section is partly within, the Coastal Protection Belt due to its estuarine location. It is adjacent to the Roach estuary, which along with the Crouch estuary, is a designated Ramsar Site, a Site of Special Scientific Interest, a Special Landscape Area, a Special Area of Conservation and a Special Protection Area. This site is also adjacent to a Local Wildlife Site (R28. River Roach at Rochford) to the north. The established employment site may therefore continue to have a potential impact on biodiversity, although no significant effects were identified in the Core Strategy Submission Sustainability Appraisal.
		Will it maintain and enhance sites designated for their nature conservation interest?	Due to the location of this established employment site, it may continue to have an impact on sites designated for their nature conservation interest.
		Will it conserve and enhance sites of geological significance?	There will be no impact on known sites of geological significance.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E3 Purdeys Industrial Estate
		Does land use allocation reflect the scope of using brownfield land for significant wildlife interest where viable and realistic?	This is an existing brownfield site which this option seeks to protect for the future. This allocation would therefore not reflect the scope of using brownfield land for significant wildlife interest.
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	No impact.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is situated within the Historic Environment Character Zone 23 to the south-east of Rochford (Rochford District Historic Environment Characterisation Project). This zone is characterised by a gentle undulating landform and arable fields to the north of the Roach Estuary. The southern part of the zone, which encompasses Purdeys Industrial Estate, has been largely quarried. A number of archaeological finds have been made during quarrying and building work indicating that multi period occupation survives within the unquarried areas. The retention of this designated employment site is likely to have a nominal impact on the potential archaeological deposits surviving in the area. There are no Listed Buildings in close proximity to the site.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E3 Purdeys Industrial Estate
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is situated just beyond the urban fringe of Rochford.
		Will it reduce the amount of derelict, degraded and underused land?	This option seeks to protect existing employment 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. Although this character area has a low to high sensitivity depending on the types or scales of development or change, this option is situated just beyond the urban fringe of Rochford and seeks to retain this employment site. This option would preserve Green Belt land outside the existing residential area.
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	Part of this site is situated within an area at risk of flooding.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E3 Purdeys Industrial Estate
	Water		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	There is capacity available at the existing waste water treatment works to support the retention of this employment site. There would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	There existing surface water network capacity would need to be upgraded in the locality to support the retention of this employment site.
		Will it reduce the risk of flooding?	This site due to its estuarine location has small parts within flood zone 2 and 3 (to the north east and south west of the site) and is bounded by flood risk areas to the north and south. This site is, however, existing employment land whose on-site uses can be classified within the 'less vulnerable' category of PPS25 (which includes shops, general storage and storage and distribution).
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E3 Purdeys Industrial Estate
Land & Soil			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option seeks to protect existing employment land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	No impact.
		Will the best and most versatile agricultural land be protected?	This option does not seek to redevelop this existing employment site and would therefore protect the best and most versatile agricultural land in the locality.
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	Due to the location of this established employment site, it may not reduce the need to travel. It would therefore not have a positive impact on air quality. Also due to the nature of the uses at this site, it is unlikely to reduce the need to travel.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E3 Purdeys Industrial Estate
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	No impact.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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Riverside Industrial Estate – Option E4

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E4 Riverside Industrial Estate
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This is an established employment site situated on the edge of Rochford town centre. The Core Strategy Submission Document seeks to protect the future of the employment opportunities available at this site which would enable the site to continue to present local employment opportunities, as appropriate.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The retention of this existing employment site has the potential to ensure the sustainability of existing communities through the continued provision of local employment opportunities.
		Will it ensure equal opportunities and that all sections of the community are catered for?	Equal opportunities may also be ensured through securing the future of this existing employment site and its associated employment opportunities.
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option seeks to retain the existing employment site which has the potential to enhance the skills of the local community.
		Will income and quality-of-life disparities be reduced?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E4 Riverside Industrial Estate
Healthy & Safe Communities			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	No impact.
		Will it improve health and reduce health inequalities?	No impact.
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This option is well related to proposed Greenway 18 and the Sustrans route.
		Will it minimise noise pollution?	This option seeks to retain an existing employment site which may not minimise noise pollution.
		Will it minimise light pollution?	This option seeks to retain an existing employment site which may not minimise light pollution.
Housing			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E4 Riverside Industrial Estate
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This is an established employment site situated on the edge of Rochford town centre. It therefore has the potential to promote and enhance this existing centre.
		Will it improve business development?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would continue to provide local employment opportunities and the services any established businesses provide which are accessible to the local community.
		Does it promote mixed use and high density development in urban centres?	This is an established employment site situated on the edge of Rochford town centre.
		Does it promote a wide variety of jobs across all sectors?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area. This option has the potential to promote a wide variety of jobs across all sectors.
		Does it secure more opportunities for residents to work in the district?	This option would protect this employment land and has the potential to secure more opportunities for residents to work in the District in the future.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E4 Riverside Industrial Estate
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There is potential to increase the availability of public transport in the locality and this option is well related to proposed Greenway 18 and the Sustrans route.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option is situated on an existing bus route and it is in proximity to the town centre to the north and train station to the north west. Therefore there is potential to encourage people to use alternative modes of transportation other than the private car, and there is potential to increase the public transport service to this location. This option is also well related to proposed Greenway 18 and the Sustrans route.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	The protection of this existing employment site is situated in close proximity to Rochford town centre and an existing bus route. It may therefore contribute positively to reducing social exclusion by ensuring access to local jobs.
		Will it reduce the need to travel?	This option has the potential to reduce the need to travel due to its proximity to Rochford town centre, as well as an existing bus route and train station. However, due to the nature of the uses at this site, it is unlikely to reduce the need to travel.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option generally seeks to ensure the retention of employment opportunities where large volumes of people and/or transport movements are located. Furthermore there is potential to increase the public transport service to this location.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option has the potential to enable access for all sections of the community due to relatively central location.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E4 Riverside Industrial Estate
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This option would secure the future of this existing employment site therefore presenting more opportunities for residents to work in the District, which has the potential to reduce out-commuting. However, this area 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?	No impact.
Biodiversity			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This option is located to the west of the river Roach which is protected through a range of nature conservation designations.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	The site is not situated in proximity to any nature conservation designations. No significant effects on biodiversity were identified in the Core Strategy Submission Sustainability Appraisal.
		Will it maintain and enhance sites designated for their nature conservation interest?	Due to the location of this established employment site, it may continue to have an impact on sites designated for their nature conservation interest.
		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 is an existing brownfield site which this option seeks to protect for the future. This allocation would therefore not reflect the scope of using brownfield land for significant wildlife interest.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E4 Riverside Industrial Estate
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	No impact.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is situated within Historic Environment Character Zone 16 (Rochford District Historic Environment Characterisation Project). Archaeological deposits are known adjacent to the Prittle Brook and are thought to extend across this whole area comprising a Roman rural settlement. Any open spaces within this zone have a high potential for surviving archaeological deposits. This zone largely comprises the urban expansion of Rochford. There is limited sensitivity to change except in the relatively few undeveloped areas particularly adjacent to the Prittle Brook, therefore it is likely that the retention of this existing employment site would have a nominal impact on the potential archaeological deposits surviving in the area. There are no Listed Buildings in close proximity to this option.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option seeks to protect existing employment land on the urban fringe.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E4 Riverside Industrial Estate
		Will it reduce the amount of derelict, degraded and underused land?	This option seeks to protect existing employment 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. Although this character area has a low to high sensitivity depending on the types or scales of development or change, this option is situated on the urban fringe of Rochford and seeks to retain this employment site. This option would preserve Green Belt land outside the existing residential area.
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	This site is situated within an area at risk of flooding.
Water			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E4 Riverside Industrial Estate
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	There is capacity available at the existing waste water treatment works to support the retention of this employment site. There would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	This site is situated within flood zone 2 and 3. This is, however, existing employment land whose on-site uses can be classified within the 'less vulnerable' category of PPS25 (which includes general storage and storage and distribution).
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.
Land & Soil			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option seeks to protect existing employment land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	No impact.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E4 Riverside Industrial Estate
		Will the best and most versatile agricultural land be protected?	This option does not seek to redevelop this existing employment site and would therefore protect the best and most versatile agricultural land in the locality.
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	Due to the location of this established employment site, its retention has the potential to reduce the need to travel. It therefore has the potential to have a positive impact on air quality.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	No impact.
Sustainable Design & Construction			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	No impact.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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Rochford Business Park – Option E5

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E5 Rochford Business Park
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This is an established employment site situated to the west of London Southend Airport. The Core Strategy Submission Document seeks to protect the future of the employment opportunities available at this site which would enable the site to continue to present local employment opportunities, as appropriate.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The retention of this existing employment site has the potential to ensure the sustainability of existing communities through the continued provision of local employment opportunities.
		Will it ensure equal opportunities and that all sections of the community are catered for?	Equal opportunities may also be ensured through securing the future of this existing employment site and its associated employment opportunities.
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option seeks to retain the existing employment site which has the potential to enhance the skills of the local community.
		Will income and quality-of-life disparities be reduced?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E5 Rochford Business Park
Healthy & Safe Communities			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	No impact.
		Will it improve health and reduce health inequalities?	No impact.
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	This option seeks to retain an existing employment site which may not minimise noise pollution.
		Will it minimise light pollution?	This option seeks to retain an existing employment site which may not minimise light pollution.
Housing			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E5 Rochford Business Park
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option is not situated within any town centres and would therefore have a nominal impact on the District's town centres.
		Will it improve business development?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would continue to provide local employment opportunities and the services any established businesses provide which are accessible to the local community.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within any town centres and would therefore have a nominal impact on the District's town centres.
		Does it promote a wide variety of jobs across all sectors?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area. However, due to the nature of the employment site at present it is unlikely to promote a wide variety of jobs across all sectors.
		Does it secure more opportunities for residents to work in the district?	This option would protect this employment land and has the potential to secure more opportunities for residents to work in the District in the future.
		Will it aid the realisation of London Southend Airport's economic potential?	This option is well related to London Southend Airport which is situated to the south east of this option.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E5 Rochford Business Park
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	This option is situated to the south of the District and has good access to the highway network. There is potential to increase the public transport service to this location.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option is situated away from the existing residential areas within the District and has good links to the highway network. There is limited public transport available in this locality, however, there is an existing footpath and cycle network from Rochford town centre running past this existing employment site. There is potential to increase the public transport service to this location.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	The protection of this existing employment site is situated to the south west of Rochford town centre and is in close proximity to a bus route. It may therefore contribute positively to reducing social exclusion by ensuring access to local jobs.
		Will it reduce the need to travel?	This option is unlikely to reduce the need to travel due to its isolation from existing urban centres. Nevertheless there is potential to increase the public transport service to this location. However, due to the nature of the uses at this site, it is unlikely to reduce the need to travel.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the west of London Southend Airport. It therefore seeks to retain an existing employment site where large volumes of transport movements are located. There is also potential to increase the public transport service to this location.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option would not enable access for all sections of the community due to its somewhat isolated location.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E5 Rochford Business Park
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This option would secure the future of this existing employment site therefore presenting more opportunities for residents to work in the District, which has the potential to reduce out-commuting. However, this area 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?	No impact.
Biodiversity			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This option is located to the west of London Southend Airport. It is not situated within any nature conservation designations. Although the site is located to the south of the Upper Roach Valley Special Landscape Area, this is a landscape quality designation rather than an indication of ecological value.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This option is not situated in immediate proximity to any nature conservation designations.
		Will it maintain and enhance sites designated for their nature conservation interest?	This option is not situated within any nature conservation designations.
		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 is an existing brownfield site which this option seeks to protect for the future. This allocation would therefore not reflect the scope of using brownfield land for significant wildlife interest.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E5 Rochford Business Park
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	No impact.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is situated within Historic Environment Character Zone 18 which encompasses the area between Stroud Green and Eastwood (Rochford District Historic Environment Characterisation Project). This zone is primarily rural with the exception of a golf course in its north-eastern corner and Rochford Business Park at its centre. The western half of the area has been subject to extensive brickearth quarrying. The remainder of the landscape retains a patchwork pattern of irregular and regular shaped hedged arable fields, mixed with an area of secondary woodland. There are many archaeological sites of multi-period date within this zone. As such any below ground deposits and the historic landscape is sensitive to change in the unquarried areas. Therefore it is likely that the retention of this existing employment site would have a nominal impact on the potential archaeological deposits surviving in the area. There are no Listed Buildings in close proximity to this site.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is not situated on the urban fringe.
		Will it reduce the amount of derelict, degraded and underused land?	This option seeks to protect existing employment land.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E5 Rochford Business Park
		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. Although this character area has a low to high sensitivity depending on the types or scales of development or change, this option is situated beyond the urban fringe of Rochford and seeks to retain this employment site. This option would preserve Green Belt land outside the existing residential area.
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	This site is not situated within an area at risk of flooding, however, there are areas at risk further to the south, east and north of this location.
Water			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E5 Rochford Business Park
		Will it provide for effective wastewater treatment?	There is capacity available at the existing waste water treatment works to support the retention of this employment site. There would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	The existing surface water network capacity would need to be upgraded in the locality to support the retention of this employment site.
		Will it reduce the risk of flooding?	This site is not situated within an area at risk of flooding.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.
Land & Soil			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option seeks to protect existing employment land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	No impact.
		Will the best and most versatile agricultural land be protected?	This option does not seek to redevelop this existing employment site and would therefore protect the best and most versatile agricultural land in the locality.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E5 Rochford Business Park
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	Due to the location of this established employment site, it may not reduce the need to travel. It would therefore not have a positive impact on air quality. Also due to the nature of the uses at this site, it is unlikely to reduce the need to travel.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	No impact.
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	No impact.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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Imperial Park Industrial Estate – Option E6

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E6 Imperial Park Industrial Estate
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This is a designated employment site situated to the west of Rayleigh. The Core Strategy Submission Document seeks to protect the future of the employment opportunities available at this site which would enable the site to continue to present local employment opportunities, as appropriate.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The retention of this existing employment site has the potential to ensure the sustainability of existing communities through the continued provision of local employment opportunities.
		Will it ensure equal opportunities and that all sections of the community are catered for?	Equal opportunities may also be ensured through securing the future of this existing employment site and its associated employment opportunities.
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option seeks to retain the existing employment site which has the potential to enhance the skills of the local community.
		Will income and quality-of-life disparities be reduced?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E6 Imperial Park Industrial Estate
Healthy & Safe Communities			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	No impact.
		Will it improve health and reduce health inequalities?	No impact.
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	This option seeks to retain an existing employment site which may not minimise noise pollution.
		Will it minimise light pollution?	This option seeks to retain an existing employment site which may not minimise light pollution.
Housing			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E6 Imperial Park Industrial Estate
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option is not situated within any town centres. It is an existing employment site situated to the west of Rayleigh.
		Will it improve business development?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would continue to provide local employment opportunities and the services any established businesses provide which are accessible to the local community.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within any town centres and would therefore have a nominal impact on the District's town centres.
		Does it promote a wide variety of jobs across all sectors?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area. This option has the potential to promote a wide variety of jobs across all sectors.
		Does it secure more opportunities for residents to work in the district?	This option would protect this employment land and has the potential to secure more opportunities for residents to work in the District in the future.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E6 Imperial Park Industrial Estate
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	This option is situated to the west of Rayleigh and there is public transport available along Rawreth Lane (there are several bus routes such as the number 24 and 3 service) which increases the accessibility of those without access to a private car to local services. There is potential to improve public transport links in the locality.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	Although this option is situated to the far west of the District, it is embedded within the existing residential area. The location of this option has the potential to encourage people to use alternative modes of transportation other than the private car due to the presence of an existing bus route along Rawreth Lane. Nevertheless there is potential to increase the public transport service to this location. There may be opportunities for encouraging walking and cycling.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would continue to provide local employment opportunities and the services any established businesses provide which are accessible to the local community.
		Will it reduce the need to travel?	This option is embedded within the existing urban area and has the potential to reduce the need to travel. There is also potential to improve public transport provision in the locality. However, due to the nature of the uses at this site, it is unlikely to reduce the need to travel.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the west of Rayleigh. It therefore seeks to retain an existing employment site where large volumes of people and/or transport movements are located. Nevertheless there is potential to increase the public transport service to this location.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option has the potential to enable access for all sections of the community as it is embedded within the existing residential area which is situated on a bus route.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E6 Imperial Park Industrial Estate
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This option would secure the future of this existing employment site therefore presenting more opportunities for residents to work in the District, which has the potential to reduce out-commuting. However, this area has links with the neighbouring economic centres of Chelmsford and Basildon 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?	No impact.
Biodiversity			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This option is not in proximity to the District's estuaries or salt marshes, or other important natural/semi-natural habitats.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This option is not in immediate proximity to the District's natural or semi-natural habitats and its retention would therefore not have an impact on species diversity.
		Will it maintain and enhance sites designated for their nature conservation interest?	Due to the location of this established employment site, its retention is unlikely to impact on sites designated for their nature conservation interest.
		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 is an existing brownfield site which this option seeks to protect for the future. This allocation would therefore not reflect the scope of using brownfield land for significant wildlife interest.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E6 Imperial Park Industrial Estate
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	No impact.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is situated within Historic Environment Character Zone 38 identified as Rayleigh outside the historic core (Rochford District Historic Environment Characterisation Project). This zone encompasses the modern urban expanse of Rayleigh. It forms a distinctive topographical unit of a raised ridge/plateau running east-west and north-south composed of a mixture of head, sand and gravel and clay. Archaeological deposits have been identified in the area and there is potential for encountering further deposits. However, the area has been largely developed so there is little sensitivity to change. It is likely that the retention of this existing employment site would therefore have a nominal impact on any potential archaeological deposits surviving in the area. There are no Listed Buildings in close proximity to this site.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is embedded within existing residential area to the west of Rayleigh.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E6 Imperial Park Industrial Estate
		Will it reduce the amount of derelict, degraded and underused land?	This option seeks to protect existing employment 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. Although this character area has a low to high sensitivity depending on the types or scales of development or change, this option is embedded within existing residential area to the west of Rayleigh and seeks to retain this employment site. This option would preserve Green Belt land outside the existing residential area.
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	This site is not situated within an area at risk of flooding.
Water			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.

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SA Objective		Decision-Aiding Question Will it (the Option)...?	Option E6 Imperial Park Industrial Estate
		Will it provide for effective wastewater treatment?	There is capacity available at the existing waste water treatment works to support the retention of this employment site.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	This site is not situated within an area at risk of flooding.
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.
Land & Soil			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option seeks to protect existing employment land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	No impact.
		Will the best and most versatile agricultural land be protected?	This option does not seek to redevelop this existing employment site and would therefore protect the best and most versatile agricultural land in the locality.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E6 Imperial Park Industrial Estate
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	Due to the location of this established employment site, this option has the potential to reduce the need to travel. Whilst not situated within Rayleigh town centre, it is situated on an existing bus route, and the provision of this service has the potential to be improved in the future. This would therefore have a positive impact on air quality. However, due to the nature of the uses at this site, it is unlikely to reduce the need to travel.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	Rawreth Industrial Estate which is situated to the west of the site has recently been designated as an AQMA. This site, however, is identified in the document to be reallocated for residential development.
Sustainable Design & Construction			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	No impact.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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Brook Road Industrial Estate – Option E7

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E7 Brook Road Industrial Estate
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This is a designated employment site situated to the south of Rayleigh. The Core Strategy Submission Document seeks to protect the future of the employment opportunities available at this site which would enable the site to continue to present local employment opportunities, as appropriate.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The retention of this existing employment site has the potential to ensure the sustainability of existing communities through the continued provision of local employment opportunities.
		Will it ensure equal opportunities and that all sections of the community are catered for?	Equal opportunities may also be ensured through securing the future of this existing employment site and its associated employment opportunities.
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option seeks to retain the existing employment site which has the potential to enhance the skills of the local community.
		Will income and quality-of-life disparities be reduced?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E7 Brook Road Industrial Estate
Healthy & Safe Communities			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	No impact.
		Will it improve health and reduce health inequalities?	No impact.
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	This option seeks to retain an existing employment site which may not minimise noise pollution.
		Will it minimise light pollution?	This option seeks to retain an existing employment site which may not minimise light pollution.
Housing			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E7 Brook Road Industrial Estate
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
Economy & Employment			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option is not situated within any town centres. It is an existing employment site situated to the south of Rayleigh.
		Will it improve business development?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would continue to provide local employment opportunities and the services any established businesses provide which are accessible to the local community.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within any town centres and would therefore have a nominal impact on the District's town centres.
		Does it promote a wide variety of jobs across all sectors?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area. This option has the potential to promote a wide variety of jobs across all sectors.
		Does it secure more opportunities for residents to work in the district?	This option would protect this employment land and has the potential to secure more opportunities for residents to work in the District in the future.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E7 Brook Road Industrial Estate
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	This option is situated to the south of the District and has good links to the highway network (A127) although there are limited bus routes along this road. It is unlikely that this option would increase the availability of sustainable transport modes significantly, although there is potential to increase the public transport service to this location.
		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 is unlikely to encourage people to use alternative modes of transportation other than the private car. There is, however, potential to increase the public transport service to this location.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would continue to provide local employment opportunities and the services any established businesses provide which are accessible to the local community.
		Will it reduce the need to travel?	This option is embedded within the existing urban area and has the potential to reduce the need to travel. There is also potential to improve public transport provision in the locality. However, due to the nature of the uses at this site, it is unlikely to reduce the need to travel.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the south of Rayleigh. It therefore seeks to retain an existing employment site where large volumes of people and/or transport movements are located. Nevertheless there is potential to increase the public transport service to this location.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option has the potential to enable access for all sections of the community as it is embedded within the existing residential area which is situated on a bus route.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E7 Brook Road Industrial Estate
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This option would secure the future of this existing employment site therefore presenting more opportunities for residents to work in the District, which has the potential to reduce out-commuting. However, this area 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?	No impact.
Biodiversity			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This option is not in proximity to the District's estuaries or salt marshes, or other important natural/semi-natural habitats.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This option is not in immediate proximity to the District's natural or semi-natural habitats and its retention would therefore not have an impact on species diversity.
		Will it maintain and enhance sites designated for their nature conservation interest?	Due to the location of this established employment site, its retention is unlikely to impact on sites designated for their nature conservation interest.
		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 is an existing brownfield site which this option seeks to protect for the future. This allocation would therefore not reflect the scope of using brownfield land for significant wildlife interest.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E7 Brook Road Industrial Estate
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	No impact.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is situated within Historic Environment Character Zone 38 identified as Rayleigh outside the historic core (Rochford District Historic Environment Characterisation Project). This zone encompasses the modern urban expanse of Rayleigh. It forms a distinctive topographical unit of a raised ridge/plateau running east-west and north-south composed of a mixture of head, sand and gravel and clay. Archaeological deposits have been identified in the area and there is potential for encountering further deposits. However, the area has been largely developed so there is little sensitivity to change. It is likely that the retention of this existing employment site would therefore have a nominal impact on any potential archaeological deposits surviving in the area. There are no Listed Buildings in close proximity to this site.
		Will it support locally-based cultural resources and activities?	No impact.
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is embedded within existing residential area to the south of Rayleigh.
		Will it reduce the amount of derelict, degraded and underused land?	This option seeks to protect existing employment land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E7 Brook Road Industrial Estate
		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. Although this character area has a low to high sensitivity depending on the types or scales of development or change, this option is embedded within existing residential area to the south of Rayleigh and seeks to retain this employment site. This option would preserve Green Belt land outside the existing residential area.
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	Part of this site to the south west is situated within an area at risk of flooding and there is an area of flooding to the south of Brook Road.
Water			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	There is capacity available at the existing waste water treatment works and the foul sewerage network to support the retention of this employment site.
		Will it require the provision of sustainable drainage systems in new development?	No impact. There is capacity within the existing surface water network to support the retention of this employment site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E7 Brook Road Industrial Estate
		Will it reduce the risk of flooding?	Part of this site to the south west is situated within flood zone 2. There is also an area of flood zone 2 and 3 running the length of the industrial estate to the south of Brook Road. However, this is existing employment land whose on-site uses can be classified within the 'less vulnerable' category of PPS25 (which includes general storage and storage and distribution).
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.
Land & Soil			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option seeks to protect existing employment land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	No impact.
		Will the best and most versatile agricultural land be protected?	This option does not seek to redevelop this existing employment site and would therefore protect the best and most versatile agricultural land in the locality.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E7 Brook Road Industrial Estate
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	Due to the location of this established employment site, it is unlikely to reduce the need to travel. It would therefore not have a positive impact on air quality. Also due to the nature of the uses at this site, it is unlikely to reduce the need to travel.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	No impact.
Sustainable Design & Construction			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	No impact.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.

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Aviation Way Industrial Estate – Option E8

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E8 Aviation Way Industrial Estate
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	This is a designated employment site situated to the south of Rochford adjacent to London Southend Airport. The Core Strategy Submission Document seeks to protect the future of the employment opportunities available at this site which would enable the site to continue to present local employment opportunities, as appropriate.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	The retention of this existing employment site has the potential to ensure the sustainability of existing communities through the continued provision of local employment opportunities.
		Will it ensure equal opportunities and that all sections of the community are catered for?	Equal opportunities may also be ensured through securing the future of this existing employment site and its associated employment opportunities.
		Will it meet the needs of an ageing population?	No impact.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	This option seeks to retain the existing employment site which has the potential to enhance the skills of the local community. This will be explored through the London Southend Airport Joint Area Action Plan.
		Will income and quality-of-life disparities be reduced?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E8 Aviation Way Industrial Estate
Healthy & Safe Communities			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	No impact.
		Will it improve health and reduce health inequalities?	No impact.
		Will it promote informal recreation and encourage healthy, active lifestyles?	No impact.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	No impact.
		Will it minimise noise pollution?	This option seeks to retain an existing employment site which may not minimise noise pollution.
		Will it minimise light pollution?	This option seeks to retain an existing employment site which may not minimise light pollution.
Housing			
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	No impact.
		Will a mix of housing types and tenures be promoted?	No impact.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	No impact.
		Is there sustainable access to key services?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E8 Aviation Way Industrial Estate
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	No impact.
Economy & Employment			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	This option is not situated within any town centres and would therefore have a nominal impact on the District's town centres.
		Will it improve business development?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would continue to provide local employment opportunities and the services any established businesses provide which are accessible to the local community.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within any town centres and would therefore have a nominal impact on the District's town centres.
		Does it promote a wide variety of jobs across all sectors?	This site will be protected through the planning process which has the potential to secure the future of the employment opportunities in this area. This option has the potential to promote a wide variety of jobs across all sectors, and potential opportunities will be explored through the London Southend Airport Joint Area Action Plan.
		Does it secure more opportunities for residents to work in the district?	This option would protect this employment land and has the potential to secure more opportunities for residents to work in the District in the future.
		Will it aid the realisation of London Southend Airport's economic potential?	This option is well related to London Southend Airport which is situated to the south of this option. The potential of the airport and adjoining employment land at Aviation Way will be explored through the London Southend Airport Joint Area Action Plan.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E8 Aviation Way Industrial Estate
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	This option is situated to the south of Rochford adjacent to London Southend Airport. There is limited public transport in close proximity to this existing employment site. There is, however, potential to increase the public transport service to this location.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option is situated away from the existing residential areas within the District and has good links to the highway network. There is limited public transport available in this locality, however, there is an existing footpath and cycle network from Rochford town centre running past this existing employment site. There is potential to increase the public transport service to this location.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option would continue to provide local employment opportunities and the services any established businesses provide which are accessible to the local community.
		Will it reduce the need to travel?	This option is unlikely to reduce the need to travel due to its isolation from existing urban centres. Nevertheless there is potential to increase the public transport service to this location. However, due to the nature of the uses at this site, it is unlikely to reduce the need to travel.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the north of London Southend Airport. It therefore seeks to retain an existing employment site where large volumes of transport movements are located. There is also potential to increase the public transport service to this location.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	This option would not enable access for all sections of the community due to its somewhat isolated location.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E8 Aviation Way Industrial Estate
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	This option would secure the future of this existing employment site therefore presenting more opportunities for residents to work in the District, which has the potential to reduce out-commuting. However, this area 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?	No impact.
Biodiversity			
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	The site is not situated within any nature conservation designations; although it is acknowledged that the Upper Roach Valley Special Landscape Area is located further to the north west (to the west of Cherry Orchard Way). This is, however, a landscape quality designation rather than an indication of ecological value.
		Will it conserve and enhance species diversity, and in particular avoid harm to protected species and priority species?	This option is not located in immediate proximity to any areas designated for their ecological importance.
		Will it maintain and enhance sites designated for their nature conservation interest?	This option is not situated within any nature conservation designations.
		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 is an existing brownfield site which this option seeks to protect for the future. This allocation would therefore not reflect the scope of using brownfield land for significant wildlife interest.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E8 Aviation Way Industrial Estate
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	No impact.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is situated within Historic Environment Character Zone 17 which encompasses London Southend Airport (Rochford District Historic Environment Characterisation Project). It is noted that the use of this area by the military, and now as a civil airport has potentially protected archaeological deposits. As such WW II assets survive well, and evaluation has indicated that below ground deposits also survive, although the original historic landscape removed. There is high potential for WW II and below ground archaeology, which are sensitive to change. The retention of this existing employment site may therefore have a nominal impact on the potential archaeological deposits surviving in the area. Any development in this location should carefully consider the potential for surviving deposits beyond the boundary of the airport. This option is also in close proximity to the Church of St Laurence and All Saints which is a Listed Building. This is situated at the junction of Eastwoodbury Lane and Aviation Way. There is also a Listed Building (Cherry Orchard Farm House) to the north / north west of this existing employment site which would need to be considered with any development.
		Will it support locally-based cultural resources and activities?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E8 Aviation Way Industrial Estate
Landscape & Townscape			
8	To maintain and enhance the quality of landscapes and townscapes	Does it seek to enhance the range and quality of the public realm and open spaces?	No impact.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is not situated on the urban fringe.
		Will it reduce the amount of derelict, degraded and underused land?	This option seeks to protect existing employment 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. Although this character area has a low to high sensitivity depending on the types or scales of development or change, this option is situated beyond the urban fringe of Rochford and seeks to retain this employment site. This option would preserve Green Belt land outside the existing residential area.
		Will it preserve and/or enhance townscape character and value?	No impact.
Climate Change & Energy			
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	This site has the potential to include buildings in the future which comply with the BREEAM standards which may help mitigate the impact of any future development in this location on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E8 Aviation Way Industrial Estate
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	Parts of this option to the south are situated in an area at risk of flooding and there is an area at risk which extends along the southern boundary of the site.
Water			
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	No impact.
		Will it provide for effective wastewater treatment?	There is capacity available at the existing waste water treatment works and the foul sewerage network to support the retention of this employment site.
		Will it require the provision of sustainable drainage systems in new development?	No impact.
		Will it reduce the risk of flooding?	Parts of this option to the south are predominantly designated as flood zone 2 with smaller sections of flood zone 3. An area of flood zone 2 and 3 also extends along the southern boundary of the site. However this is existing employment land whose on-site uses can be classified within the 'less vulnerable' category of PPS25 (which includes general storage and storage and distribution).
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E8 Aviation Way Industrial Estate
Land & Soil			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option seeks to protect existing employment land.
		Will higher-density development be promoted where appropriate?	No impact.
		Will soil quality be preserved?	No impact.
		Will it promote the remediation of contaminated land?	No impact.
		Will the best and most versatile agricultural land be protected?	This option does not seek to redevelop this existing employment site and would therefore protect the best and most versatile agricultural land in the locality.
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	Due to the location of this established employment site, it may not reduce the need to travel. It would therefore not have a positive impact on air quality. Also due to the nature of the uses at this site, it is unlikely to reduce the need to travel.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option E8 Aviation Way Industrial Estate
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	No impact.
		Will climate proofing design measures be incorporated?	No impact.
		Will the local character/vernacular be preserved and enhanced through development?	No impact.
		Will it require the re-use and recycling of construction materials?	No impact.
		Will it encourage locally-sourced materials?	No impact.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	No impact.