

Spatial Planning Team
Southend Borough Council
By email only

Ask for: [REDACTED]
Ext: [REDACTED]
Direct Dial: [REDACTED]
Email: [REDACTED]
My Ref: [REDACTED]

Date: 15 December 2016

Dear Sir / Madam,

Southend Central Area Action Plan: Revised Proposed Submission Draft

Thank you for inviting Rochford District Council, as a neighbouring Local Planning Authority, to comment on the above consultation.

In principle the Council does not object to the Southend Central Area Action Plan as currently drafted. Southend town centre offers one of the largest retail experiences in proximity to Rochford District, and on the whole has a different retail offer to the main towns of Rayleigh, Hockley and Rochford. The Council generally supports the draft proposals to enhance the main retail core within the primary shopping area.

The Council notes that the draft Southend Central Area Action Plan continues to be based on the Core Strategy, as this is the current local development plan for the Borough. In light of the identification of a much higher objectively assessed need for housing – although it is acknowledged that this is not the housing target, and needs to be tested through the plan-making process in line with national policy and guidance – the Council recommends that the draft Southend Central Area Action Plan should seek to exceed Core Strategy targets, wherever possible. It is recognised that bringing forward the draft Southend Central Area Action Plan will be instrumental in delivering dwellings in the short term, during the preparation of the new Southend Local Plan. A review of the draft Southend Central Area Action Plan prior to 2021, as appropriate, after adoption of a new Local Plan would also be welcomed.

I trust the above is of assistance, and I would be grateful if you could please accept this letter as the response of Rochford District Council to the above consultation.

Yours sincerely,

Natalie Hayward
Planning Policy and Economic Development Team Leader

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