

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

South West Hullbridge – Option SWH1

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH1 South West Hullbridge
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The scale of this development would ensure the phasing of infrastructure with the capacity to provide the required facilities including play space, public open space, youth, leisure and community facilities and leisure facilities allocated for this general location to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option is adjacent to the existing residential development to the south west of Hullbridge. This allocation would provide properties for families and ensure that they do not have to leave the local area. It would promote the regeneration and enhancement of existing rural communities through ensuring the provision of accommodation for young people and sustaining the future of the local school. The provision of a range of local facilities such as youth, leisure and community facilities, as well as open space, are proposed for this general location. There are opportunities to enhance the provision of sustainable transport modes.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option is in proximity to a range of services including schools (Riverside Infants School and Junior School are situated to the north along Ferry Road), and local convenience stores and other local shops, which would enable equal opportunities in terms of access to services and facilities, and that all sections of the community are catered for. There are also accessible community facilities and health facilities situated further along Ferry Road. The facilities along Ferry Road may also be accessible through use of the existing bus service. This public transport link also provides access to Rayleigh town centre to the south of the site. There are a range of outdoor sports facilities and public open space in proximity to the site. This option would provide a range of housing types and tenure, affordable housing, public open space, play space and a range of other facilities to meet the needs of the local community. It would ensure equal opportunities and that all sections of the community are catered for.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH1 South West Hullbridge
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This option is in proximity to a range of local services and facilities which can be accessed on foot or public transport, or there are a wider range of services situated in Rayleigh town centre to the south, which can be accessed using the existing bus service. Essential services may therefore be accessible to those without access to private transport and ensure that the needs of an ageing population are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	Potentially there is no impact, however, this will depend on what community facilities are provided within this general location. Community facilities may include the provision of an adult education centre which could enhance the qualifications and skills of the local community.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. A range of housing tenure, type and affordability would be provided, alongside youth and community facilities, play space and public open space and opportunities to improve access to public transport provision and local services.
	Healthy & Safe Communities		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	This option has a good relationship with the existing settlement, which would promote community cohesion. Design of the development will be determined through the development management process.
		Will it improve health and reduce health inequalities?	Accessible public open space and leisure facilities will be provided within this option. It would relate well with the proposed Sustrans route, although the proposed Greenways are less accessible from this site. There is also a playing field to south east along Lower Road, a golf course to the south along Hullbridge Road, and a playing field and other facilities to the north east at the top of Ferry Road along Pooles Lane. There are also yacht clubs along the river and Kendal Park. The existing and proposed facilities would provide equal opportunities for the local community, in terms of access, particularly for those without access to private transport. These have the potential to improve health and reduce health inequalities.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH1 South West Hullbridge
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space and leisure facilities to be incorporated into this development would promote informal recreation. In addition, the playing field and associated facilities along Pooles Lane and Lower Road, the golf course, yacht clubs and Kendal Park are also accessible from this site and would also promote informal recreation and encourage healthy, active lifestyles. This option relates well to the proposed Sustrans route, although it does not have the potential to connect to any proposed Greenways.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site has the potential to connect to the proposed Sustrans route, although the proposed Greenways would be less accessible from this general location.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.
	Housing		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Mixed communities can be ensured through the provision of a range and affordability of housing.
		Will a mix of housing types and tenures be promoted?	This option can provide an appropriate range of housing types and tenure to meet local needs.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of the development will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH1 South West Hullbridge
		Is there sustainable access to key services?	This option is in proximity to a range of services including schools (Riverside Infants School and Junior School are situated to the north along Ferry Road), local convenience stores and other local shops, which would ensure sustainable access to key services. There are also accessible community facilities and health facilities situated further along Ferry Road, as well as a range of outdoor sports facilities and public open space in proximity to the site. The facilities along Ferry Road may also be accessible through use of the existing bus service. This public transport link also provides access to Rayleigh town centre to the south of the site. A range of youth, leisure and community facilities would be allocated within this development, which would ensure that there is sustainable access to key services. This may include additional health facilities.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).
Economy & Employment			
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	Development in a village such as Hullbridge, which has a range of local services, would help to sustain such services. However, being a village it is primarily served by the services in the neighbouring town centre of Rayleigh situated to the south of this general location, and so does not seek to focus development within this centre.
		Will it improve business development?	Residential development in this location has the potential to support local shops and services.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would enhance consumer choice through the provision of public open space, play space, and youth, leisure and community facilities to meet the needs of the entire community. A range of local services including education, health and outdoor sports are accessible from this site. A range of other local services are located in Rayleigh to the south and are accessible via the existing public transport network, providing access and enhancing consumer choice for those without access to private transport.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rayleigh town centre.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH1 South West Hullbridge
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	The provision of youth, leisure and community facilities in this general location may provide more opportunities for residents to work in the District. This option would not lead to the loss of employment land and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There may be opportunities to increase the availability of sustainable transport modes in this location. This option is in proximity to an existing bus route along Ferry Road to the east and Lower Road to the south of the site. There is a proposed Sustrans route which would have a good relationship with this option, although none of the proposed Greenways would be accessible from this option.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	There is good access to local services along Ferry Road and other local facilities within Hullbridge. The site can link to Lower Road and existing minor roads to the east, however, pedestrian links to the east would be recommended to prevent a possible negative impact on the village's existing highway network, and to encourage more sustainable transport to the village's services. Thus there are opportunities to encourage walking and cycling to local village services and to connect to a proposed Sustrans route, although this general location does not have a good relationship with any proposed Greenways. There is also potential to improve public transport links in the locality. The layout of the option is such that there are numerous opportunities to create pedestrian accesses onto Ferry Road, and to the services and facilities available there.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH1 South West Hullbridge
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option is in proximity to a range of services including schools, a supermarket and other local shops along Ferry Road to the east of the site. Other local services situated in Hullbridge and Rayleigh town centre can contribute positively to reducing social exclusion by ensuring sustainable access. These can be accessed by using the existing public transport network.
		Will it reduce the need to travel?	There are a range of local services in proximity to this option. Other local services are located within Hullbridge which are in proximity to the site and in Rayleigh town centre to the south. Therefore the location of this option may not reduce the need to travel for some services. However, there is an existing bus route along Ferry Road and Lower Road, to the east and south of the site, respectively, which can provide sustainable access to these key services, particularly for those without access to private transport. There is also potential to improve the provision of this service as well as potential to encourage walking and cycling, as appropriate.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the south west of Hullbridge where there are some local services nearby, and there is an existing public transport route providing access to Rayleigh town centre. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There are local services located to the east of the site, which are within walking distance. There is an existing bus route in proximity to the site, which would ensure equal access for all sections of the community to the local services located in Hullbridge or those in the centre of Rayleigh to the south.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The south west of Hullbridge 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?	There may be opportunities to incorporate green infrastructure links into the development.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH1 South West Hullbridge
	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 situated to the south of the River Crouch and the northern section is within the designated Coastal Protection Belt, although 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 site is situated on grade 3 agricultural land (SEA Baseline Information Profile) and is not located in immediate proximity to any areas designated for their ecological importance. Although part of this site is situated within the Coastal Protection Belt, this is a landscape quality designation rather than an indication of ecological value. There is, however, a local nature reserve (Kendal Park) further to the north, which could be subject to increased recreational pressure with any development in this location. The inclusion of public open space within this option has the potential to reduce the recreational pressure on existing public open space including Kendal Park.
		Will it maintain and enhance sites designated for their nature conservation interest?	This site 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 option is situated on greenfield land.
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	This option is on grade 3 agricultural land (SEA Baseline Information Profile) and includes the provision of public open space. There is potential for new habitat creation in this area, which would facilitate species movement and colonisation.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH1 South West Hullbridge
	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 predominantly situated within Historic Environment Character Zone 36 (Rochford District Historic Environment Characterisation Project). This zone extends to the north west of Hullbridge to meet the River Crouch. There is potential for extensive surviving deposits, due to relatively little modern disturbance. The open area is sensitive to development. There are no Listed Buildings in 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?	Public open space on site will be allocated, which would provide accessible green space in this area. Play space will also be provided with any development.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is situated on grade 3 agricultural land. It follows the natural pattern and growth of the existing residential area (north to south) and would ensure the least projection to the west as opposed to SWH3 and SWH4. This option has a good relationship with the existing settlement and would be able to provide a robust and defensible Green Belt boundary.
		Will it reduce the amount of derelict, degraded and underused land?	This option is situated on greenfield land and would therefore not reduce the amount of derelict, degraded and underused land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH1 South West Hullbridge
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	<p>This option is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This option is enclosed by residential development to the north and east and Lower Road to the south. If the land to the south of the designated Coastal Protection Belt was developed (between Lower Road and Malyons Farmhouse) and the section to the north currently in the Coastal Protection Belt was left undeveloped then this would potentially undermine the robustness of the Green Belt boundary in the locality and its openness on a wider scale. Nevertheless, this area could be designated as public open space within this option to maintain this landscape and designation. Although the northern extent of the site between Malyons Farmhouse and Windermere Avenue is situated within the Coastal Protection Belt (but this is to a lesser extent than SWH3) this does not mean that this area is necessarily of ecological value. The purpose of the Coastal Protection Belt is to protect the rural and undeveloped coastline. Whilst this option extends north into the Coastal Protection Belt, this area may be allocated as public open space within the site which could maintain this landscape and designation.</p> <p>Part of this option is within the Coastal Protection Belt (which is a landscape quality designation rather than an indication of ecological value) and whilst, as stated above, the portion of the site within this landscape designation could potentially be used for public open space there may be other sustainability concerns with such an approach (such as the desire to integrate public open space and housing), and there would still be pressure on the landscape designation. Notwithstanding this, it is pertinent to note that, although development in this location may have an impact on the rural, undeveloped coastline, this option is bounded to the north – between the site and the River Crouch – by existing residential development.</p>
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH1 South West Hullbridge
	Climate Change & Energy		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	This option is not within an area at risk of flooding.
	Water		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is likely that the size of the site would make such measures more viable.
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed growth in this location. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	The site is not within an area at risk of flooding, although it is acknowledged that there is an area of flood zone 2 and 3 situated further to the west of the site around Watery Lane. A range of SUDs are available which can be used to manage excess surface water.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH1 South West Hullbridge
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	Public open space will be provided and SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
	Land & Soil		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option would promote mixed use development. It has the same area as SWH2, a greater area than SWH4 and a smaller area compared to SWH3. This option would therefore ensure the efficient use of land.
		Will soil quality be preserved?	The impact on soil quality is unknown. This option is on grade 3 agricultural land (SEA Baseline Information Profile).
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	This option is grade 3 and would not lead to a loss of the highest quality agricultural land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH1 South West Hullbridge
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are a range of local services located in Hullbridge, and there is an existing bus route nearby which can provide sustainable access to the centre of Rayleigh to the south, particularly for those without access to private transport. Although there may be limited opportunities to reduce the need to travel to some local services, public transport is available which can have a positive impact on air quality. There are also as opportunities to encourage walking and cycling, and there is a proposed Sustrans route in close proximity to the site.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The lack of constraints on site mean that sustainable design and construction will be viable and can also be incorporated into the development.
		Will climate proofing design measures be incorporated?	This will be managed through Concept Statements and the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through Concept Statements and the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through Concept Statements and the development management process.

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South West Hullbridge – Option SWH2

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH2 South West Hullbridge
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The scale of this development would ensure the phasing of infrastructure with the capacity to provide the required facilities including play space, public open space, youth, leisure and community facilities and leisure facilities allocated for this general location to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option is adjacent to the existing residential development to the south west of Hullbridge. This allocation would provide properties for families and ensure that they do not have to leave the local area. It would promote the regeneration and enhancement of existing rural communities through ensuring the provision of accommodation for young people and sustaining the future of the local school. The provision of a range of local facilities such as youth, leisure and community facilities, as well as open space, are proposed for this general location. There are opportunities to enhance the provision of sustainable transport modes.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option is in proximity to a range of services including schools (Riverside Infants School and Junior School are situated to the north along Ferry Road), and local convenience stores and other local shops, which would enable equal opportunities in terms of access to services and facilities, and that all sections of the community are catered for. There are also accessible community facilities and health facilities situated further along Ferry Road. The facilities along Ferry Road may also be accessible through use of the existing bus service. This public transport link also provides access to Rayleigh town centre to the south of the site. There are a range of outdoor sports facilities and public open space in proximity to the site. This option would provide a range of housing types and tenure, affordable housing, public open space, play space and a range of other facilities to meet the needs of the local community. It would ensure equal opportunities and that all sections of the community are catered for.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH2 South West Hullbridge
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This option is in proximity to a range of local services and facilities which can be accessed on foot or public transport, or there are a wider range of services situated in Rayleigh town centre to the south, which can be accessed using the existing bus service. Essential services may therefore be accessible to those without access to private transport and ensure that the needs of an ageing population are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	Potentially there is no impact, however, this will depend on what community facilities are provided within this general location. Community facilities may include the provision of an adult education centre which could enhance the qualifications and skills of the local community.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. A range of housing tenure, type and affordability would be provided, alongside youth and community facilities, play space and public open space and opportunities to improve access to public transport provision and local services.
Healthy & Safe Communities			
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	This option has a good relationship with the existing settlement, which would promote community cohesion. Design of the development will be determined through the development management process.
		Will it improve health and reduce health inequalities?	Accessible public open space and leisure facilities will be provided within this option. It would relate well with the proposed Sustrans route, although the proposed Greenways are less accessible from this site. There is also a playing field to south east along Lower Road, a golf course to the south along Hullbridge Road, and a playing field and other facilities to the north east at the top of Ferry Road along Pooles Lane. There are also yacht clubs along the river and Kendal Park. The existing and proposed facilities would provide equal opportunities for the local community, in terms of access, particularly for those without access to private transport. These have the potential to improve health and reduce health inequalities.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH2 South West Hullbridge
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space and leisure facilities to be incorporated into this development would promote informal recreation. In addition, the playing field and associated facilities along Pooles Lane and Lower Road, the golf course, yacht clubs and Kendal Park are also accessible from this site and would also promote informal recreation and encourage healthy, active lifestyles. This option relates well to the proposed Sustrans route, although it does not have the potential to connect to any proposed Greenways.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site has the potential to connect to the proposed Sustrans route, although the proposed Greenways would be less accessible from this general location.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.
	Housing		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Mixed communities can be ensured through the provision of a range and affordability of housing.
		Will a mix of housing types and tenures be promoted?	This option can provide an appropriate range of housing types and tenure to meet local needs.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of the development will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH2 South West Hullbridge
		Is there sustainable access to key services?	This option is in proximity to a range of services including schools (Riverside Infants School and Junior School are situated to the north along Ferry Road), and a local convenience store with another one situated further along Ferry Road and other local shops, which would ensure sustainable access to key services. There are also accessible community facilities and health facilities situated further along Ferry Road, as well as a range of outdoor sports facilities and public open space in proximity to the site. The facilities along Ferry Road may also be accessible through use of the existing bus service. This public transport link also provides access to Rayleigh town centre to the south of the site. A range of youth, leisure and community facilities would be allocated within this development, which would ensure that there is sustainable access to key services. This may include additional health facilities.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).
	Economy & Employment		
4	To achieve sustainable levels of economic growth/prosperity and promote town centre vitality/viability	Does it promote and enhance existing centres by focusing development in such centres?	Development in a village such as Hullbridge, which has a range of local services, would help to sustain such services. However, being a village it is primarily served by the services in the neighbouring town centre of Rayleigh situated to the south of this general location, and so does not seek to focus development within this centre.
		Will it improve business development?	Residential development in this location has the potential to support local shops and services.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would enhance consumer choice through the provision of public open space, play space, and youth, leisure and community facilities to meet the needs of the entire community. A range of local services including education, health and outdoor sports are accessible from this site. A range of other local services are located in Rayleigh to the south and are accessible via the existing public transport network, providing access and enhancing consumer choice for those without access to private transport.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rayleigh town centre.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH2 South West Hullbridge
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	The provision of youth, leisure and community facilities in this general location may provide more opportunities for residents to work in the District. This option would not lead to the loss of employment land and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There may be opportunities to increase the availability of sustainable transport modes in this location. This option is in proximity to an existing bus route along Ferry Road to the east and Lower Road to the south of the site. There is a proposed Sustrans route which would have a good relationship with this option, although none of the proposed Greenways would be accessible from this option.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	There is good access to local services along Ferry Road and other local facilities within Hullbridge. The site can link to Lower Road and existing minor roads to the east, however, pedestrian links to the east would be recommended to prevent a possible negative impact on the villages existing highway network, and to encourage more sustainable transport to the village's services. Thus there are opportunities to encourage walking and cycling to local village services and to connect to a proposed Sustrans route, although this general location does not have a good relationship with any proposed Greenways. There is also potential to improve public transport links in the locality. The layout of the option is such that there are numerous opportunities to create pedestrian accesses onto Ferry Road, and to the services and facilities available there.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH2 South West Hullbridge
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option is in proximity to a range of services including schools, a supermarket and other local shops along Ferry Road to the east of the site. Other local services situated in Hullbridge and Rayleigh town centre can contribute positively to reducing social exclusion by ensuring sustainable access. These can be accessed by using the existing public transport network.
		Will it reduce the need to travel?	There are a range of local services in proximity to this option. Other local services are located within Hullbridge which are in proximity to the site and in Rayleigh town centre to the south. Therefore the location of this option may not reduce the need to travel for some services. However, there is an existing bus route along Ferry Road and Lower Road, to the east and south of the site, respectively, which can provide sustainable access to these key services, particularly for those without access to private transport. There is also potential to improve the provision of this service as well as potential to encourage walking and cycling, as appropriate.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the south west of Hullbridge where there are some local services nearby, and there is an existing public transport route providing access to Rayleigh town centre. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There are local services located to the east of the site, which are within walking distance. There is an existing bus route in proximity to the site, which would ensure equal access for all sections of the community to the local services located in Hullbridge or those in the centre of Rayleigh to the south.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The south west of Hullbridge 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?	There may be opportunities to incorporate green infrastructure links into the development.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH2 South West Hullbridge
	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 situated to the south of the River Crouch. The northern section is within the designated Coastal Protection Belt, however, this is to a lesser extent than SWH1 as it does not encompass the field to the north west. The Coastal Protection Belt 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 site is situated on grade 3 agricultural land (SEA Baseline Information Profile) and is not located in immediate proximity to any areas designated for their ecological importance. Although part of this site is situated within the Coastal Protection Belt, this is a landscape quality designation rather than an indication of ecological value. There is, however, a local nature reserve (Kendal Park) further to the north, which could be subject to increased recreational pressure with any development in this location. The inclusion of public open space within this option has the potential to reduce the recreational pressure on existing public open space including Kendal Park.
		Will it maintain and enhance sites designated for their nature conservation interest?	This site 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 option is situated on greenfield land.
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	This option is on grade 3 agricultural land (SEA Baseline Information Profile) and includes the provision of public open space. There is potential for new habitat creation in this area, which would facilitate species movement and colonisation.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH2 South West Hullbridge
	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 predominantly situated within Historic Environment Character Zone 36 (Rochford District Historic Environment Characterisation Project). This zone extends to the north west of Hullbridge to meet the River Crouch. There is potential for extensive surviving deposits, due to relatively little modern disturbance. The open area is sensitive to development. There are no Listed Buildings in 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?	Public open space on site will be allocated, which would provide accessible green space in this area. Play space will also be provided with any development.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is situated on grade 3 agricultural land. It would ensure the least projection to the west when compared to alternatives in this general location, although it extends further along the southern boundary than SWH1. This option has a good relationship with the existing settlement and would be able to provide a robust and defensible Green Belt boundary.
		Will it reduce the amount of derelict, degraded and underused land?	This option is situated on greenfield land and would therefore not reduce the amount of derelict, degraded and underused land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH2 South West Hullbridge
		<p>Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?</p>	<p>This option is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. This option is enclosed by residential development to the east and north, and Lower Road and Watery Lane to the south. It extends further to the west than SWH1 past the junction of Lower Road, Watery Lane and Hullbridge Road but the northern section does not extend as far to the west. The projection of this option further to the west would potentially have a greater visual impact in the locality from the roads to the south compared to SWH1. However, it would still be better placed to provide a defensible Green Belt boundary than SWH3 and SWH4. If the land to the south of this designated area was developed (between Lower Road and Malyons Farmhouse) and the section to the north currently in the Coastal Protection Belt was left undeveloped then this would potentially undermine the robustness of the Green Belt boundary in the locality and its openness on a wider scale. Nevertheless, this area could be designated as public open space within this option to maintain this landscape and designation.</p> <p>Although the northern extent of the site between Malyons Farmhouse and Windermere Avenue is situated within the Coastal Protection Belt (but this is to a lesser extent than SWH1 and SWH3) this does not mean that this area is necessarily of ecological value. The purpose of the Coastal Protection Belt is to protect the rural and undeveloped coastline. Whilst this option extends north into the Coastal Protection Belt, this area may be allocated as public open space within the site which could maintain this landscape and designation.</p> <p>Development in this location would have an impact on the rural, undeveloped coastline, although the area directly north of this option is existing residential development.</p> <p>Whilst the northern most portion of this site is within the Coastal Protection Belt, due to the aforementioned projection to the west within this option and the fact that the site is bounded to the north by existing residential development, this option would have less impact on the integrity of the landscape designation than alternatives such as SWH3.</p>
		<p>Will it preserve and/or enhance townscape character and value?</p>	<p>Design principles to enhance townscape character will be managed through the development management process.</p>

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH2 South West Hullbridge
	Climate Change & Energy		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	This option is not within an area at risk of flooding.
	Water		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is likely that the size of the site would make such measures more viable.
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed growth in this location. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	The site is not within an area at risk of flooding, although it is acknowledged that there is an area of flood zone 2 and 3 situated further to the west of the site around Watery Lane. A range of SUDs are available which can be used to manage excess surface water.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH2 South West Hullbridge
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	Public open space will be provided and SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
Land & Soil			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option would promote mixed use development. It has the same area as SWH1, a greater area than SWH4 and a smaller area compared to SWH3. This option would therefore ensure the efficient use of land.
		Will soil quality be preserved?	The impact on soil quality is unknown. This option is on grade 3 agricultural land (SEA Baseline Information Profile).
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	This option is grade 3 and would not lead to a loss of the highest quality agricultural land.
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are a range of local services located in Hullbridge, and there is an existing bus route nearby which can provide sustainable access to the centre of Rayleigh to the south, particularly for those without access to private transport. Although there may be limited opportunities to reduce the need to travel to some local services, public transport is available which can have a positive impact on air quality. There are also as opportunities to encourage walking and cycling, and there is a proposed Sustrans route in close proximity to the site.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH2 South West Hullbridge
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
Sustainable Design & Construction			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The lack of constraints on site mean that sustainable design and construction will be viable and can also be incorporated into the development.
		Will climate proofing design measures be incorporated?	This will be managed through Concept Statements and the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through Concept Statements and the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through Concept Statements and the development management process.

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South West Hullbridge – Option SWH3

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH3 South West Hullbridge
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The scale of this development would ensure the phasing of infrastructure with the capacity to provide the required facilities including play space, public open space, youth, leisure and community facilities and leisure facilities allocated for this general location to meet ongoing and future needs.
		Will it ensure the regeneration and enhancement of existing rural and urban communities?	This option is adjacent to the existing residential development to the south west of Hullbridge. This allocation would provide properties for families and ensure that they do not have to leave the local area. It would promote the regeneration and enhancement of existing rural communities through ensuring the provision of accommodation for young people and sustaining the future of the local school. The provision of a range of local facilities such as youth, leisure and community facilities, as well as open space, are proposed for this general location. There are opportunities to enhance the provision of sustainable transport modes.
		Will it ensure equal opportunities and that all sections of the community are catered for?	This option is in proximity to a range of services including schools (Riverside Infants School and Junior School are situated to the north along Ferry Road), and local convenience stores and other local shops, which has the potential enable equal opportunities in terms of access to services and facilities, and that all sections of the community are catered for. There are also community facilities and health facilities situated further along Ferry Road. However, the services in Hullbridge may be less accessible for those in the community without access to private transport as this option extend further away from the centre (Ferry Road to the east). The existing public transport link also provides access to Rayleigh town centre to the south of the site, but again this may be less accessible for some as the option extends further to the north west than SWH1 and SWH2. It also does not connect to Lower Road which may further limit the equal opportunities for the population. There are a range of outdoor sports facilities and public open space in proximity to the site. This option would provide a range of housing types and tenure, affordable housing, public open space, play space and a range of other facilities to meet the needs of the local community. It would ensure equal opportunities and that all sections of the community are catered for.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH3 South West Hullbridge
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This option is in proximity to a range of local services and facilities which can be accessed on foot or public transport, or there are a wider range of services situated in Rayleigh town centre to the south, which can be accessed using the existing bus service. Essential services may therefore be accessible to those without access to private transport and ensure that the needs of an ageing population are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	Potentially there is no impact, however, this will depend on what community facilities are provided within this general location. Community facilities may include the provision of an adult education centre which could enhance the qualifications and skills of the local community.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. A range of housing tenure, type and affordability would be provided, alongside youth and community facilities, play space and public open space and opportunities to improve access to public transport provision and local services.
	Healthy & Safe Communities		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	This option does not have a good relationship with the existing settlement, compared to SWH1 and SWH2. This option extends away from the village centre (along Ferry Road where many local services are located) which may negatively impact on community cohesion and accessibility. Design of the development will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH3 South West Hullbridge
		Will it improve health and reduce health inequalities?	Accessible public open space and leisure facilities will be provided within this option. It would not relate well with the proposed Sustrans route, as opposed to the other options, and the proposed Greenways are less accessible from this site. There is a playing field to south east along Lower Road, and a golf course to the south along Hullbridge Road, which would be less accessible from this option as opposed to SWH1, SWH2 and SWH4. There is, however, a playing field and other facilities to the north east at the top of Ferry Road along Pooles Lane, which would still be accessible. There are also yacht clubs along the river and Kendal Park. The existing and proposed facilities would provide equal opportunities for the local community, in terms of access, particularly for those without access to private transport. These have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space and leisure facilities to be incorporated into this development would promote informal recreation. In addition, the playing field and associated facilities along Pooles Lane, yacht clubs and Kendal Park are also accessible from this site and would also promote informal recreation and encourage healthy, active lifestyles. The golf course and the playing field along Lower Road, however, may be less accessible from this site as opposed to SWH1, SWH2 and SWH4. Furthermore, this option does not relate as well to the proposed Sustrans route, as opposed to the other options for this general location, and it does not have the potential to connect to any proposed Greenways.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site would be less able to connect to the proposed Sustrans route, and the proposed Greenways would be less accessible from this general location.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH3 South West Hullbridge
	Housing		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Mixed communities can be ensured through the provision of a range and affordability of housing.
		Will a mix of housing types and tenures be promoted?	This option can provide an appropriate range of housing types and tenure to meet local needs.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of the development will be determined through the development management process.
		Is there sustainable access to key services?	This option is in proximity to a range of services including schools (Riverside Infants School and Junior School are situated to the north along Ferry Road), and a local convenience store with another one situated further along Ferry Road and other local shops, which has the potential to ensure sustainable access to key services, although this option extends further away from these service which may impinge on accessibility for some. There are also accessible community facilities and health facilities situated further along Ferry Road, as well as a range of outdoor sports facilities and public open space in proximity to the site. The facilities along Ferry Road may also be accessible through use of the existing bus service. This public transport link also provides access to Rayleigh town centre to the south of the site. A range of youth, leisure and community facilities would be allocated within this development, which would ensure that there is sustainable access to key services. This may include additional health facilities.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH3 South West Hullbridge
	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?	Development in a village such as Hullbridge, which has a range of local services, would help to sustain such services. However, being a village it is primarily served by the services in the neighbouring town centre of Rayleigh situated to the south of this general location, and so does not seek to focus development within this centre.
		Will it improve business development?	Residential development in this location has the potential to support local shops and services.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would enhance consumer choice through the provision of public open space, play space, and youth, leisure and community facilities to meet the needs of the entire community. A range of local services including education, health and outdoor sports are accessible from this site. A range of other local services are located in Rayleigh to the south and are accessible via the existing public transport network, providing access and enhancing consumer choice for those without access to private transport. Some local services, due to the extension of this option away from Ferry Road to the east, may be less accessible as opposed to other options for this general location.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rayleigh town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	The provision of youth, leisure and community facilities in this general location may provide more opportunities for residents to work in the District. This option would not lead to the loss of employment land and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH3 South West Hullbridge
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There may be opportunities to increase the availability of sustainable transport modes in this location. This option is in proximity to an existing bus route along Ferry Road to the east and Lower Road to the south of the site, although these may be less accessible for some due to the sites extension away from these routes. There is a proposed Sustrans route which would not have such a good relationship with this option as opposed to the other options for this general location, and none of the proposed Greenways would be accessible from this option.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	There would be good access to local services along Ferry Road and other local facilities within Hullbridge for most of this option, however, as the site extends further to the west these services and facilities may be less accessible for some. As the site is detached from the main roads to the south (Lower Road and Watery Lane), this makes the access onto these routes less viable. The site may only be accessible via the minor roads to the east, which all connect to Ferry Road. Such an arrangement would have a negative impact in terms of traffic and accessibility, particularly at the junction of Ferry Road and Lower Road. This option would therefore potentially require a new road link outside of the site which would further encroach into the Green Belt. In this case, pedestrian links to the existing minor roads to the east would be recommended to prevent a possible negative impact on the villages existing highway network, and to encourage more sustainable transport to the village's services. Thus there are potential opportunities to encourage walking and cycling to local village services from this option. This general location does not have a good relationship with any proposed Greenways, and this site is not well related to the proposed Sustrans route when compared to the alternatives. However, there is potential to improve public transport links in the locality.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option is in proximity to a range of services including schools, a supermarket and other local shops along Ferry Road to the east of the site, however, the extension of this site away from these services and facilities may make them less accessible for some. Other local services situated in Hullbridge and Rayleigh town centre may contribute positively to reducing social exclusion by ensuring sustainable access. These can be accessed by using the existing public transport network.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH3 South West Hullbridge
		Will it reduce the need to travel?	There are a range of local services in proximity to this option, although the extension of this site away from these may make them less accessible for some. Other local services are located within Hullbridge which are in proximity to the site and in Rayleigh town centre to the south. Therefore the location of this option may not reduce the need to travel for some services. However, there is an existing bus route along Ferry Road and Lower Road, to the east and south of the site, respectively, which may provide sustainable access to these key services, particularly for those without access to private transport. There is also potential to improve the provision of this service as well as potential to encourage walking and cycling, as appropriate.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the south west of Hullbridge where there are some local services nearby, and there is an existing public transport route providing access to Rayleigh town centre. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives. As the site is detached from the main roads to the south (Lower Road and Watery Lane), this makes the access onto these routes less viable. The site may only be accessible via the minor roads to the east, which all connect to Ferry Road. Such an arrangement would have a negative impact in terms of traffic and accessibility, particularly at the junction of Ferry Road and Lower Road. This option would therefore potentially require a new road link outside of the site.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There are local services located to the east of the site, which may be within walking distance for some of this option, however, the extension of the site away from these local services may make them less accessible for some. This therefore may impact on accessibility for all sections of the community, although there is an existing bus route in proximity to the site, which would ensure equal access for all sections of the community to the local services located in Hullbridge or those in the centre of Rayleigh to the south.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The south west of Hullbridge 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.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH3 South West Hullbridge
		Does it enable access to green infrastructure and the wider natural environment to all sections of the community?	There may be opportunities to incorporate green infrastructure links into the development.
	Biodiversity		
6	To conserve and enhance the biological and geological diversity of the environment as an integral part of social, environmental and economic development	Will it conserve and enhance natural/semi natural habitats, including the District's distinctive estuaries and salt marshes?	This option is situated to the south of the River Crouch. The majority of the northern section of this option is within the designated Coastal Protection Belt, however, this is to a greater extent than SWH1 and SWH2 as it does not encompass the fields to the south along Watery Lane/Lower Road. The Coastal Protection Belt is, however, a landscape 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 site is situated on grade 3 agricultural land (SEA Baseline Information Profile) and is not located in immediate proximity to any areas designated for their ecological importance. Although part of this site is situated within the Coastal Protection Belt, this is a landscape quality designation rather than an indication of ecological value. There is, however, a local nature reserve (Kendal Park) further to the north, which could be subject to increased recreational pressure with any development in this location. The inclusion of public open space within this option has the potential to reduce the recreational pressure on existing public open space including Kendal Park.
		Will it maintain and enhance sites designated for their nature conservation interest?	This site 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 option is situated on greenfield land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH3 South West Hullbridge
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	This option is on grade 3 agricultural land (SEA Baseline Information Profile) and includes the provision of public open space. There is potential for new habitat creation in this area, which would facilitate species movement and colonisation.
Cultural Heritage			
7	To maintain and enhance the cultural heritage and assets of the District	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value in both urban and rural areas?	This option is predominantly situated within Historic Environment Character Zone 36 (Rochford District Historic Environment Characterisation Project). This zone extends to the north west of Hullbridge to meet the River Crouch. There is potential for extensive surviving deposits, due to relatively little modern disturbance. The open area is sensitive to development. There are no Listed Buildings in 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?	Public open space on site will be allocated, which would provide accessible green space in this area. Play space will also be provided with any development.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is situated on grade 3 agricultural land. It projects further to the west than the other options for this general location. This option has a good relationship with the existing settlement but would be less able to provide a robust and defensible Green Belt boundary.
		Will it reduce the amount of derelict, degraded and underused land?	This option is situated on greenfield land and would therefore not reduce the amount of derelict, degraded and underused land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH3 South West Hullbridge
		<p>Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?</p>	<p>This option is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. The site is enclosed by residential development to the east and to the north and agricultural land to the south and west. This option extends further to the west than the other three options for the general location past the junction of Lower Road, Watery Lane and Hullbridge Road, however, it does not extend as far to the south to enable a direct link to either Lower Road, Watery Lane or Hullbridge Road. The arrangement of this option would be less able to provide a defensible Green Belt boundary through leaving the area to the south undeveloped, which may weaken the boundaries in the locality and undermine the openness of the Green Belt on a wider scale, compared to some of the other options for this locality (SWH1 and SWH2).</p> <p>Although much of the site is situated within the Coastal Protection Belt (SWH1 and SWH2 encroach to a lesser extent, and SWH4 does not encroach at all into this designation) this does not mean that this area is necessarily of ecological value. The purpose of the Coastal Protection Belt is to protect the rural and undeveloped coastline. Whilst this option extends into the Coastal Protection Belt, some of this area may be allocated as public open space to maintain this landscape and designation. However, with this option it would be very challenging to accommodate the dwelling numbers within the portion of the site which is not designated as Coastal Protection Belt.</p> <p>Development in this location would therefore have an impact on the rural, undeveloped coastline, although the area directly north of this option is existing residential development.</p> <p>This option extends further into the Coastal Protection Belt than the alternatives and, as such, is likely to have the greatest impact on this landscape designation.</p>
		<p>Will it preserve and/or enhance townscape character and value?</p>	<p>Design principles to enhance townscape character will be managed through the development management process.</p>

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH3 South West Hullbridge
	Climate Change & Energy		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	This option is not within an area at risk of flooding.
	Water		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is likely that the size of the site would make such measures more viable.
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed growth in this location. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	The site is not within an area at risk of flooding, although it is acknowledged that there is an area of flood zone 2 and 3 in proximity to the site, to the west (which is particularly close to the boundary), south west and further to the north.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH3 South West Hullbridge
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	Public open space will be provided and SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
	Land & Soil		
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option has a greater area than the other three options. Development would therefore be less dense and this option would ensure a less efficient use of land than the other options.
		Will soil quality be preserved?	The impact on soil quality is unknown. This option is on grade 3 agricultural land (SEA Baseline Information Profile).
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	This option is grade 3 and would not lead to a loss of the highest quality agricultural land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH3 South West Hullbridge
	Air Quality		
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	Although the extension of this site away from the range of local services located in Hullbridge may make them less accessible for some, there is an existing bus route nearby which may provide sustainable access to the centre of Rayleigh to the south, particularly for those without access to private transport. Although there may be limited opportunities to reduce the need to travel to some local services, public transport is available which can have a positive impact on air quality. There are also as opportunities to encourage walking and cycling, and there is a proposed Sustrans route in close proximity to the site.
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
	Sustainable Design & Construction		
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The lack of constraints on site mean that sustainable design and construction will be viable and can also be incorporated into the development.
		Will climate proofing design measures be incorporated?	This will be managed through Concept Statements and the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through Concept Statements and the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through Concept Statements and the development management process.

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South West Hullbridge – Option SWH4

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH4 South West Hullbridge
	Balanced Communities		
1	To ensure the delivery of high quality sustainable communities where people want to live and work	Will it ensure the phasing of infrastructure, including community facilities to meet ongoing and future needs?	The scale of this development would ensure the phasing of infrastructure with the capacity to provide the required facilities including play space, public open space, youth, leisure and community facilities and leisure facilities allocated for this general location to meet ongoing and future needs. This option identifies two sites; one to the north and one to the south of Lower Road.
Will it ensure the regeneration and enhancement of existing rural and urban communities?		This option is situated in proximity to existing residential development, although the severance of the sites may have an impact on the regeneration and enhancement of existing communities. Nevertheless this allocation would provide properties for families and ensure that they do not have to leave the local area. It would promote the regeneration and enhancement of existing rural communities through ensuring the provision of accommodation for young people and sustaining the future of the local school. The provision of a range of local facilities such as youth, leisure and community facilities, as well as open space, are proposed for this general location. There are opportunities to enhance the provision of sustainable transport modes.	
Will it ensure equal opportunities and that all sections of the community are catered for?		This option is in proximity to a range of services including schools (Riverside Infants School and Junior School are situated to the north along Ferry Road), local convenience stores and other local shops, which has the potential enable equal opportunities in terms of access to services and facilities, and that all sections of the community are catered for. There are also community facilities and health facilities situated further along Ferry Road. However, the services in Hullbridge may be less accessible for those in the community without access to private transport as this option extend further away from the centre to the south of Lower Road. The existing public transport link, however, also provides access to Rayleigh town centre to the south of the site. There are a range of outdoor sports facilities and public open space in proximity to this option. This option would provide a range of housing types and tenure, affordable housing, public open space, play space and a range of other facilities to meet the needs of the local community. It may not ensure equal opportunities and that all sections of the community are catered for compared to SWH1 and SWH2 as it extends further to the south away from many local services.	

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH4 South West Hullbridge
		Will it meet the needs of an ageing population?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010). A range of housing type, tenure and affordability can also be provided to meet the needs of an ageing population. This option is in proximity to a range of local services and facilities which may be less accessible on foot than SWH1 and SWH2. A wider range of services situated in Rayleigh town centre to the south can be accessed using the existing bus service. Essential services may therefore be less accessible to those without access to private transport and may not ensure that the needs of an ageing population are met in this location.
		Will the policies and options proposed seek to enhance the qualifications and skills of the local community?	Potentially there is no impact, however, this will depend on what community facilities are provided within this general location. Community facilities may include the provision of an adult education centre which could enhance the qualifications and skills of the local community.
		Will income and quality-of-life disparities be reduced?	Mixed communities would reduce such disparities within the local community, although this is not spatially specific. A range of housing tenure, type and affordability would be provided, alongside youth and community facilities, play space and public open space and opportunities to improve access to public transport provision and local services.
	Healthy & Safe Communities		
2	Create healthy and safe environments where crime and disorder or fear of crime does not undermine the quality of life or community cohesion	Will it ensure the delivery of high quality, safe and inclusive design?	The site to the north is enclosed by residential development to the east, Lower Road to the south and agricultural land to the north and west. It has good links with the existing settlement. The site to the south is enclosed by residential development to the east, Lower Road and Hullbridge Road to the north and west respectively and a golf course to the south. The severance of the sites by Lower Road may potentially have an impact on community cohesion, although there is residential development adjacent to both sites. Design of the development will be determined through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH4 South West Hullbridge
		Will it improve health and reduce health inequalities?	Accessible public open space and leisure facilities will be provided within this option. It would relate well with the proposed Sustrans route, although the proposed Greenways are less accessible from this option. There is also a playing field to east along Lower Road, a golf course in close proximity along Hullbridge Road, and a playing field and other facilities to the north east at the top of Ferry Road along Pooles Lane. There are also yacht clubs along the river and Kendal Park. The existing and proposed facilities may provide equal opportunities for the local community, in terms of access, particularly for those without access to private transport. These have the potential to improve health and reduce health inequalities.
		Will it promote informal recreation and encourage healthy, active lifestyles?	The proposed public open space and leisure facilities to be incorporated into this development would promote informal recreation. In addition, the playing field and associated facilities along Pooles Lane and Lower Road, the golf course, yacht clubs and Kendal Park are also accessible from this site and would also promote informal recreation and encourage healthy, active lifestyles. This option relates well to the proposed Sustrans route, although it does not have the potential to connect to any proposed Greenways.
		Will green infrastructure (non-vehicular infrastructure routes and links) and networks be promoted and/or enhanced?	This site has the potential to connect to the proposed Sustrans route, although the proposed Greenways would be less accessible from this general location.
		Will it minimise noise pollution?	The impact on noise pollution is uncertain and will depend on the details of any scheme coming forward.
		Will it minimise light pollution?	The impact on light pollution is uncertain and will depend on the details of any scheme coming forward.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH4 South West Hullbridge
	Housing		
3	To provide everybody with the opportunity to live in a decent home	Will it increase the range and affordability of housing for all social groups?	Mixed communities can be ensured through the provision of a range and affordability of housing.
		Will a mix of housing types and tenures be promoted?	This option can provide an appropriate range of housing types and tenure to meet local needs.
		Will it reduce the number of unfit homes?	No impact.
		Does it promote high quality design?	Design of the development will be determined through the development management process.
		Is there sustainable access to key services?	A range of local services would be allocated within this development. This option is in proximity to a range of services including schools (Riverside Infants School and Junior School are situated to the north along Ferry Road), and a local convenience store with another one situated further along Ferry Road and other local shops, may would ensure sustainable access to key services. There are also accessible community facilities and health facilities situated further along Ferry Road, as well as a range of outdoor sports facilities and public open space in proximity to the site. Although the facilities along Ferry Road may be less accessible on foot than SWH1 and SWH2, as this option extends further to the south, they may be accessible through use of the existing bus service. This public transport link also provides access to Rayleigh town centre to the south of the site. A range of youth, leisure and community facilities would be allocated within this development, which would ensure that there is sustainable access to key services. This may include additional health facilities.
		Does it meet the resident's needs in terms of sheltered and lifetime homes or those that can be easily adapted so?	Dwellings built to the lifetime homes standard should be viable for this site given the inherent small costs involved (Affordable Housing Viability Study 2010).

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH4 South West Hullbridge
	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?	Development in a village such as Hullbridge, which has a range of local services, would help to sustain such services. However, being a village it is primarily served by the services in the neighbouring town centre of Rayleigh situated to the south of this general location, and so does not seek to focus development within this centre.
		Will it improve business development?	Residential development in this location has the potential to support local shops and services.
		Does it enhance consumer choice through the provision of a range of shopping, leisure, and local services to meet the needs of the entire community?	This option would enhance consumer choice through the provision of public open space, play space, and youth, leisure and community facilities to meet the needs of the entire community. A range of local services including education, health and outdoor sports are accessible from this site. A range of other local services are located in Rayleigh to the south and are accessible via the existing public transport network, providing access and enhancing consumer choice for those without access to private transport.
		Does it promote mixed use and high density development in urban centres?	This option is not situated within Rayleigh town centre.
		Does it promote a wide variety of jobs across all sectors?	No impact.
		Does it secure more opportunities for residents to work in the district?	The provision of youth, leisure and community facilities in this general location may provide more opportunities for residents to work in the District. This option would not lead to the loss of employment land and the scale of this development has the potential to provide economic benefits through directly generating employment from the design to the construction stage although such benefits are not site specific. In addition an increase in population would also boost the local economy.
		Will it aid the realisation of London Southend Airport's economic potential?	No impact.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH4 South West Hullbridge
	Accessibility		
5	To promote more sustainable transport choices both for people and moving freight ensuring access to jobs, shopping, leisure facilities and services by public transport, walking and cycling	Will it increase the availability of sustainable transport modes?	There may be opportunities to increase the availability of sustainable transport modes in this location. This option is in proximity to an existing bus route along Ferry Road and Lower Road, although these may be less accessible for some due to the sites extension away from these routes. There is a proposed Sustrans route which would have a good relationship with this option, although none of the proposed Greenways would be accessible from this option.
		Will it seek to encourage people to use alternative modes of transportation other than the private car, including walking and cycling?	This option has good links to Lower Road, Hullbridge Road, existing minor roads to the east. As with other options, pedestrian links to the east would be recommended to prevent a possible negative impact on the villages existing highway network, and to encourage more sustainable transport to the village's services. However, when compared to options SWH1, SWH2 and SWH3, there are fewer opportunities with this site to provide pedestrian routes to the shops and facilities along Ferry Road, as this option does not adjoin Ambleside Gardens or Windermere Avenue which run east-west and link to Ferry Road. Thus opportunities to encourage walking and cycling to local village services may be more limited within this option when compared to the alternatives. This general location does not have a good relationship with any proposed Greenways. There is also potential to connect to a proposed Sustrans route and improve public transport links in the locality.
		Will it contribute positively to reducing social exclusion by ensuring access to jobs, shopping, leisure facilities and services?	This option is in proximity to a range of services including schools, a supermarket and other local shops along Ferry Road to the east of the site, however, the extension of this site away from these services and facilities may make them less accessible for some. Other local services situated in Hullbridge and Rayleigh town centre may contribute positively to reducing social exclusion by ensuring sustainable access. These can be accessed by using the existing public transport network.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH4 South West Hullbridge
		Will it reduce the need to travel?	There are a range of local services in proximity to this option. Other local services are located within Hullbridge which are in proximity to the site and in Rayleigh town centre to the south. Therefore the location of this option may not reduce the need to travel for some services. However, there is an existing bus route along Ferry Road and Lower Road, to the east and south of the site, respectively, which can provide sustainable access to these key services, particularly for those without access to private transport. There is also potential to improve the provision of this service as well as potential to encourage walking and cycling, as appropriate.
		Does it seek to encourage development where large volumes of people and/or transport movements are located in sustainable accessible locations?	This option is situated to the south west of Hullbridge where there are some local services nearby, and there is an existing public transport route providing access to Rayleigh town centre. The Core Strategy Submission Sustainability Appraisal notes that the general locations identified are considered to be the most sustainable given the alternatives.
		Does it enable access for all sections of the community, including the young, the socially deprived, those with disabilities and the elderly?	There are local services in proximity to this option which are within walking distance. There is an existing bus route in proximity to the site, which would ensure equal access for all sections of the community to the local services located in Hullbridge or those in the centre of Rayleigh to the south.
		Does it secure more opportunities for residents to work in the District, and for out-commuting to be reduced?	The south west of Hullbridge 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?	There may be opportunities to incorporate green infrastructure links into the development.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH4 South West Hullbridge
	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 situated to the south of the River Crouch. The site to the north of Lower Road bounds the Coastal Protection Belt designated between Malyons Farmhouse and Windermere Avenue. The Coastal Protection Belt 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 situated on grade 3 agricultural land (SEA Baseline Information Profile) and is not located in immediate proximity to any areas designated for their ecological importance. There is, however, a local nature reserve (Kendal Park) further to the north of this option, which could be subject to increased recreational pressure with any development in this location. The inclusion of public open space within this option has the potential to reduce the recreational pressure on existing public open space including Kendal Park.
		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 option is situated on greenfield land.
		Does new development integrate within it opportunities for new habitat creation, particularly where they could facilitate species movement and colonisation in relation to climate change pressures on biodiversity and its distribution?	This option is on grade 3 agricultural land (SEA Baseline Information Profile) and includes the provision of public open space. There is potential for new habitat creation in this area, which would facilitate species movement and colonisation.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH4 South West Hullbridge
	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 predominantly situated within Historic Environment Character Zone 36 (Rochford District Historic Environment Characterisation Project). This zone extends to the north west of Hullbridge to meet the River Crouch. There is potential for extensive surviving deposits, due to relatively little modern disturbance. The open area is sensitive to development. There are no Listed Buildings in 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?	Public open space on site will be allocated, which would provide accessible green space in this area. Play space will also be provided with any development.
		Will it contribute to the delivery of the enhancement, effective management and appropriate use of land in the urban fringe?	This option is situated on grade 3 agricultural land but does not extend as far north as the other options. This option does not relate as well to the existing settlement as opposed to SWH1 and SWH2. It would be less able to provide a robust and defensible Green Belt boundary.
		Will it reduce the amount of derelict, degraded and underused land?	This option is situated on greenfield land and would therefore not reduce the amount of derelict, degraded and underused land.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH4 South West Hullbridge
		Will it conserve (as preservation is neither realistic or desirable) the landscape character areas of the plan area?	<p>This option is situated within the Crouch and Roach Farmland landscape character area (SEA Baseline Information Profile), which has a medium to high sensitivity to change. This character area is highly sensitive to major urban extensions (>5ha) and new settlements, therefore it is important that a defensible boundary can be maintained. The site to the north may not be able to provide a robust and defensible Green Belt boundary compared to the other options for this locality (SWH1 and SWH2) through not extending north to adjoin existing development along Windermere Avenue. The site to the south is enclosed by residential development to the east, Lower Road and Hullbridge Road to the north and west respectively and a golf course to the south. This enclosure would therefore ensure that a robust and defensible Green Belt boundary could be maintained in this locality. Whilst this option generally avoids the Coastal Protection Belt, the exclusion of the land to the north may weaken the defensibility of Green Belt boundaries in the locality and undermine the openness of the Green Belt on a wider scale. The cluster of development around Lower Road, however, would potentially have a greater visual impact in the locality from this road compared to the other options for this general location. In addition, whilst options SWH 1 and SWH2 are able to utilise Lower Road as a robust, defensible Green Belt boundary to the south, such an approach is not possible within this option, as it entails development to the south of Lower Road.</p> <p>Although the site to the north of Lower Road bounds the Coastal Protection Belt this does mean that this area has ecological value. The purpose of the Coastal Protection Belt is to protect the rural and undeveloped coastline. This option may have less of an impact on this designated area than the other three options, although land to this north may be designated as public open space to act as a buffer between any development and the Coastal Protection Belt, and to maintain this landscape and designation.</p> <p>Development in this location could potentially have an impact on the rural, undeveloped coastline, although it does not actually encompass this designated area unlike the other options for this general location. Furthermore the area directly north of this option is existing residential development and so would expose the field to the north of Malyons Farm to development pressure.</p>
		Will it preserve and/or enhance townscape character and value?	Design principles to enhance townscape character will be managed through the development management process.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH4 South West Hullbridge
	Climate Change & Energy		
9	To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?	The site has the capacity to include Code for Sustainable Homes compliant dwellings which may help mitigate the impact of the development on the local climate.
		Will it lead to an increased proportion of energy needs being met from renewable sources?	Onsite renewable or low carbon energy technologies may be provided.
		Does it adapt to and provide for the consequences of climate change in a largely low-lying area?	This option is not within an area at risk of flooding.
	Water		
10	To improve water quality and reduce the risk of flooding	Will it improve the quality of inland water?	No impact.
		Will it improve the quality of coastal waters?	No impact.
		Will it provide for an efficient water conservation and supply regime?	The site has the capacity to include Sustainable Drainage Systems (SUDs). Grey water recycling and other water conservation measures may also be included at the design stage. It is likely that the size of the site would make such measures more viable.
		Will it provide for effective wastewater treatment?	There is capacity at the existing Waste Water Treatment Works to accommodate the proposed growth in this location. However, there would need to be infrastructure and/or treatment upgrades to the foul sewerage network.
		Will it require the provision of sustainable drainage systems in new development?	This site has the capacity to incorporate SUDs to help mitigate any impact of development on surface water.
		Will it reduce the risk of flooding?	This option is not within an area at risk of flooding, although it is acknowledged that there is an area of flood zone 2 and 3 situated further to the west of this option around Watery Lane. A range of SUDs are available which can be used to manage excess surface water.

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	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH4 South West Hullbridge
		Will it integrate sustainable flood management which works with natural processes, presents habitat enhancement opportunities and is landscape character sensitive?	Public open space will be provided and SUDs can be used to manage excess surface water. This also has the potential to create new habitats.
Land & Soil			
11	To maintain and improve the quality of the District's land and soil	Does it ensure the re-use of previously-developed land and urban areas in preference to Greenfield sites, as far as is practicable given the characteristics of the District?	This option is situated on greenfield land.
		Will higher-density development be promoted where appropriate?	This option has the smallest area of the options for this general location. Development would therefore be more dense and this option would therefore ensure a more efficient use of land.
		Will soil quality be preserved?	The impact on soil quality is unknown. This option is on grade 3 agricultural land (SEA Baseline Information Profile).
		Will it promote the remediation of contaminated land?	Greenfield land is not thought to be contaminated.
		Will the best and most versatile agricultural land be protected?	This option is grade 3 and would not lead to a loss of the highest quality agricultural land.
Air Quality			
12	To improve air quality	Will air quality be improved through reduced emissions (e.g. through reducing car travel)?	There are a range of local services located in Hullbridge, and there is an existing bus route nearby which can provide sustainable access to the centre of Rayleigh to the south, particularly for those without access to private transport. Although there may be limited opportunities to reduce the need to travel to some local services, public transport is available which can have a positive impact on air quality. There are also as opportunities to encourage walking and cycling, and there is a proposed Sustrans route in close proximity to the site.

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

	SA Objective	Decision-Aiding Question Will it (the Option)...?	Option SWH4 South West Hullbridge
		Will it direct transport movements away from AQMAs and/or potentially significant junctions?	There are no AQMAs in proximity to this site.
Sustainable Design & Construction			
13	To promote sustainable design and construction	Will it ensure the use of sustainable design principles, e.g. encouraging a mix of uses?	The lack of constraints on site mean that sustainable design and construction will be viable and can also be incorporated into the development.
		Will climate proofing design measures be incorporated?	This will be managed through Concept Statements and the development management process.
		Will the local character/vernacular be preserved and enhanced through development?	This will be managed through Concept Statements and the development management process.
		Will it require the re-use and recycling of construction materials?	This is not specific to the allocation of land.
		Will it encourage locally-sourced materials?	This is not specific to the allocation of land.
		Will it require best-practice sustainable construction methods, for example in energy and water efficiency?	This will be managed through Concept Statements and the development management process.