MALDON DISTRICT
LOCAL DEVELOPMENT FRAMEWORK

CORE STRATEGY

REGULATION 25 CONSULTATION

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# Introduction and Context

## 1.1 Purpose and Status of Document

## 1.2 About Maldon District Council’s Local Development Framework (LDF)

## 1.3 What is a Core Strategy?

## 1.4 Policy Framework - National Policy, East of England Plan and Other External Influences

## 1.5 Community Engagement and Stakeholder Participation

## 1.6 Sustainability Appraisal and Appropriate Assessment

## 1.7 Equality Impact Assessment

# Spatial Vision and Development Strategy

## 2.1 Spatial Portrait and Location

## 2.2 Issues for Maldon District

## 2.3 Spatial Vision

## 2.4 Core Strategy Objectives

## 2.5 Settlement Hierarchy

## 2.6 Alternative Options

## 2.7 The Preferred Approach

## 2.8 Delivering the Spatial Vision

## 2.9 Development Strategy Key Diagram

# Balancing Housing

## 3.1 Policy Framework

## 3.2 Issues

## 3.3 Policy Objectives and Target

## 3.4 Future spatial distribution of New Housing

## 3.5 Strategic Housing Location Strategy

## 3.6 Phasing and Implementation Strategy

## 3.7 Design and Density

## 3.8 Requirement, Composition and Housing Mix

## 3.9 Rural Community Led Housing Development
1 Introduction and Context

1.1 Purpose and Status of Document

1.1.1 The Core Strategy is one of the key documents required to enable the delivery of the District's vision, setting the strategic planning framework for the next 15 years. The vision for 'Facing the Future' (which is the Sustainable Community Strategy) provides the opportunity for the Maldon District to be a sustainable coastal District, with a distinct identity, prosperous economy and cohesive communities.

1.1.2 The Maldon District Core Strategy aims to:

- Set a vision for the Maldon District with clear social, environmental and economic objectives;
- Consider the needs and aspirations of the District's communities; and,
- Achieve an integrated approach to the delivery, monitoring and management of development.

1.1.3 The Core Strategy builds upon the earlier Issues and Options 1 (MDC, 2007d) and 2 (MDC, 2007e) reports and sets out the spatial policies to guide development in the District. Once adopted, this Core Strategy will replace a number of policies in the Council's existing Replacement Local Plan (MDC, 2005b). In the interim, this document has been approved by the Council as a material consideration for development control purposes.

1.1.4 Allocations for individual sites and detailed policies for the management of development will be set out in separate Development Plan Document(s) (DPD[s]).

1.2 About Maldon District Council's Local Development Framework (LDF)

1.2.1 The LDF for the Maldon District will replace the saved policies in the current Replacement Local Plan (MDC, 2005b). It is being prepared under the legislative provisions of the Planning and Compulsory Purchase Act 2004, which requires the preparation of a portfolio of separate documents containing policies and proposals for the use of land across the District over the next 15 years.

The Core Strategy

1.2.2 The Core Strategy is the key statutory Development Plan Document. It sets out a variety of overarching policies to guide and manage future development and land use in the District, making the spatial connections with other strategies, plans and programmes. The strategy also sets the parameters for further DPDs including the Maldon Central Area Action Plan, Site Allocations and Development Management Policies, along with supporting Supplementary Planning Documents (SPDs). Once adopted, the suite of DPDs will supersede the entire Local Plan.

Local Development Scheme and other documents

1.2.3 The Council has published a Local Development Scheme (MDC, 2009d) which comprises a detailed timetable and project plan for the preparation and adoption of the component DPDs.
1.2.4 As set out in the Local Development Scheme (MDC, 2009d), the Core Strategy will replace a number of existing saved planning policies in the Maldon District Replacement Local Plan (MDC, 2005b). In due course the Core Strategy and other DPDs will replace the remaining policies. However, the adoption of the DPDs separately and over time, will mean that some Replacement Local Plan policies will continue to be a primary material consideration alongside DPD policies. The Council will ensure that the status of Replacement Local Plan (MDC, 2005b) is clearly explained throughout the interim period. The Council will also ensure that consultation and participation in the preparation of DPDs reflects commitments set out in the Maldon District Council’s Statement of Community Involvement (MDC 2007a).

Evidence Base

1.2.5 The LDF has been prepared using a comprehensive evidence base, derived from research and data compiled in the form of technical background studies. The evidence includes research on housing, employment, retail, health and wellbeing, built and natural environment and flooding (Appendix 2). These studies are available for inspection at the Council Offices in Maldon and, where practicable, have been placed on the Council’s website.

1.3 What is a Core Strategy?

1.3.1 As a spatial plan, the Core Strategy seeks to deliver the District’s vision and facilitate the land use requirements of local communities and service providers, including those set out in the Maldon District’s Sustainable Community Strategy ‘Facing the Future’ (MDLSP, 2008). The Strategy (MDLSP, 2008) was prepared by a number of partners including Essex County Council, the Learning and Skills Council, NHS Mid Essex, Maldon and District Council for Voluntary Services, Essex Police, Essex Fire and Rescue Services, Moat Homes and Maldon District Council.

1.3.2 The strategic elements of the planning framework for the District, which are central to achieving the aims of the Local Strategic Partnership, will be set out in the Core Strategy.

1.3.3 The Core Strategy consists of the following elements:

- Spatial Vision and Strategic Objectives
- Spatial Strategy
- Strategic Policies for:
  - Balancing Housing;
  - Prosperity;
  - Natural and Built Heritage;
  - Accessibility;
  - People & Communities.
- Monitoring and Implementation Framework.

1.3.4 Importantly all other DPDs produced as part of the LDF must be in conformity with the Core Strategy. Many of the policy topics included in the Core Strategy will be developed further and covered in greater detail in the Central Area Action Plan, and the Site Allocations and Development Management DPD.
1.4 Policy Framework - National Policy, East of England Plan and Other External Influences

1.4.1 The preparation of policies for the Maldon District, which reflect local needs and aspirations, must take account of a wide range of external strategies. In particular, the Core Strategy must conform to policies and guidance set nationally and regionally. A summary of the key national and regional planning policy context is set out below.

National

- The promotion of sustainable development to meet community development needs and the promotion of high quality design (Planning Policy Statement [PPS]1).
- Planning should help shape places with lower carbon emissions and which are resilient to the climate change (PPS1 Supplement).
- The allocation of a ‘rolling’ five year supply of housing sites (PPS 3).
- Identification of housing land for a further 10 years to enable 15 years total supply (PPS3).
- A reduction in the size of privately developed sites on which affordable housing must be provided from 25 units to 15 units (PPS3).
- Promotion of commercial activity within town centres (PPS 3).
- Housing development should be in suitable locations which offer a good range of community facilities and with good access to jobs, key services and infrastructure (PPS3).
- New developments in rural areas should be located in towns and service centres with good access to public transport (PPS7).
- Developments in rural area, should, where possible, give people the greatest opportunity to access by public transport, walking and cycling (PPS7).
- The Core Strategy needs to be supported by evidence of what physical, social and green infrastructure requirement to enable the amount of development proposed taking account of its type and distribution (PPS12).
- Promoting accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling and to reduce the need to travel, especially by car (PPG 13).
- The identification and protection of historic buildings, conservation areas and other elements of the historic environment (PPG 15).
- Positive planning and management can help to bring about sensible solutions to the treatment of sites with archaeological remains and reduce the areas of potential conflict between development and preservation (PPG 16).
- The role of sport and recreation in underpinning people's quality of life (PPG17).
- A sequential risk based approach to the location of development taking account of flood risk (PPS25).

Regional

1.4.2 The Core Strategy is being prepared in general conformity with the Regional Spatial Strategy for the East of England (also known as The East of England Plan or RSS 14 (East of England Regional Assembly [GO-East, 2008]), which replaced the Essex and Southend-on-Sea Replacement Structure Plan (ECC, 2001) – with the exception of a limited number of Structure Plan policies which have been saved under the provision of the Planning and Compulsory Purchase Act 2004.

1.4.3 Maldon District is not located within any of the sub regions identified in the East of England Plan (GO-East, 2008) but is adjoined by the growth points of Chelmsford and the Thames and Haven Gateways. The main policies in the East of England Plan (GO-East, 2008) that are applicable to the Maldon District’s Core Strategy are:
1.4.4 Housing

- A minimum target of 2,400 new homes to be built in the Maldon District between 2001 and 2021.
- Housing targets to be treated as minimum ‘floor’ figures rather than ‘ceilings’, i.e. a minimum requirement.
- A region wide affordable housing target of 35%.
- A requirement for Local Authorities to make provision for Gypsies and Travellers and Travelling Show-people.
- Implementation of a settlement hierarchy for all Local Authority areas.

1.4.5 Prosperity

- A sustainable relationship between jobs, homes and services with development focussed in or adjacent to major urban areas.
- A ‘job growth’ indicative target for the ‘rest of Essex’ for 56,000 jobs.
- A requirement to encourage sustainable investment in the maintenance, improvement, regeneration, extension and diversification of the Region’s tourist industry.
- Support for the urban renaissance of market towns and for maintaining the role of town centres.

1.4.6 Built and Natural Heritage

- The identification of a regionally exceptional network of historic market towns.
- Support and recognition of the importance of cultural assets.
- Areas of green infrastructure including a network of protected sites, nature reserves, open spaces, playing pitches, etc. should be identified and managed.
- An integrated approach to the coast and coastal management.
- Identify, preserve and enhance the natural, historic and built environment and protect from development likely to cause harm.
- Ensure new development will have a minimum impact upon biodiversity and earth heritage. Where appropriate, development should achieve net environmental gains.

1.4.7 Accessibility

- A requirement to manage travel behaviour to ensure the transport sector makes an appropriate contribution to reducing greenhouse gas emissions.
- A requirement to enable the provision of the infrastructure and transport services necessary to support existing communities and proposed development.
- To improve access to jobs, services and leisure facilities.
- Priority to provide sustainable access from villages and other rural settlements to market towns and urban areas.
- Provision for walking, cycling and other non-motorised transport.
1.4.8 People and Communities

- Ensuring new development fulfils the principles of sustainable communities and is supported by social and green infrastructure.
- Supporting the role of cultural assets in view of the District's rich coastal and rural heritage.
- Implementing the RSS (GO-East, 2008) achieved through the private, public and voluntary sectors by working in an effective coordinated way.
- Incorporating waste management objectives, including provision of adequate facilities, into developments.

Other External Influences

1.4.9 The strategies, plans and programmes of local stakeholders are of particular importance in preparing the Core Strategy. A number of these have potential land use implications and constraints and, as a starting point, it is important to ensure that policies in the Core Strategy and other DPDs are consistent with the delivery of stakeholder priorities. Areas of potential conflict with local and national requirements need to be identified at an early stage so that the Council’s spatial planning framework for the next 15 years is able to facilitate the delivery of the various service providers and their priorities.

1.4.10 The Maldon District adjoins several other local authority areas, sharing boundaries with Rochford District, Chelmsford Borough, Braintree District and Colchester Borough Councils. The Core Strategy must take account of the planned developments in these neighbouring authority areas and relevant key issues such as traffic congestion and the impact and viability of nearby town centres. Many of these external influences are being considered through the Sustainability Appraisal of the Core Strategy, detailed in a separate technical report.

1.5 Community Engagement and Stakeholder Participation

1.5.1 Community engagement is vitally important to the LDF process and the Council has already conducted extensive consultation and encouraged participation on issues relating to the future of the District, in accordance with the commitments contained within the Council's Statement of Community Involvement (MDC, 2007a).

1.5.2 In order to involve the public in the planning process and to gather their views on planning issues, two previous public consultations were conducted in 2007 and 2008. A questionnaire was sent to all households in Maldon District seeking views on the vision, objectives, targets and the main planning issues in the District. More than 800 responses were received and the following issues were identified:

- Integration of public transport;
- Protection of historic parks;
- Promotion of tourism with the current District character;
- Provision of more jobs and facilities in the District to enable growth;
- Reduction of the need to commute;
- Protection against flooding and preparation for climate change;
- Regeneration of key areas and development on brownfield sites.
1.5.3 Recognising the above issues, the Council summarised the findings and developed a revised version of issues and options for the second public consultation in September 2007. In addition to the household questionnaires, a number of meetings, presentations and workshops were arranged with various groups representing specific interests. Nearly 400 responses were received in the second consultation exercise and the majority supported options such as:

- No development on flood plains;
- To focus all service delivery on Maldon, Heybridge and Burnham-on-Crouch reflecting the needs for housing, employment and services for the entire District;
- To focus affordable housing development throughout the District where need is greatest to aid in reducing rural deprivation;
- To continue to vigorously promote the town as a town of small specialist retailers;
- To investigate fully the viability, practicality and cost of retaining the Causeway Area.

1.5.4 Approximately 2,500 Issues and Options reports were distributed to the statutory and non-statutory organisations, business groups, developers, and interest groups, along with those households on the LDF mailing list. The consultee list is regularly being updated and currently there are more than 2,600 people on the list that would like to be informed and take part in the process.

1.5.5 Linkage of the policies in the Core Strategy with the issues and options from previous consultations is summarised in Appendix 3.

1.6 Sustainability Appraisal and Appropriate Assessment

1.6.1 The concept of sustainability is central to the Local Development Framework. To ensure that the policies set out in the Core Strategy are in line with the objective of sustainable development, a Sustainability Appraisal ([SA] Atkins, 2009) has been prepared. The appraisal is intended to assess the impact of planning policies in terms of social, economic and environmental perspectives. The SA addresses the requirements of the EU Strategic Environmental Assessment Directive (OJEC, 2001) and suggests recommendations to policies on sustainability grounds.

1.6.2 In addition, an Appropriate Assessment ([AA] Atkins, 2009) was conducted to comply with the Habitats Directive (OJEC, 1992), assessing the impact of the land use plan against the conservation objectives and to ascertain whether there are any adverse impact on the integrity of ecologically important areas. Alternative options were examined to avoid any potentially damaging effects.

1.6.3 As a result of incorporating the recommendations from SA and AA, amendments were made to a number of policies together with the inclusion of policies on sustainability and design.

1.7 Equality Impact Assessment

1.7.1 An Equality Impact Assessment will be carried out on the Core Strategy to ensure that adverse impacts affecting people within the District are minimised. The Equality Impact Assessment will consider issues relating to gender, age, ethnicity, religion/belief, disability, sexuality and low disposable income.

1.7.2 Consultation responses to this draft document will be used to inform the Equality Impact Assessment process and ensure that the views of different equality target groups are taken in to account in the final version of this Strategy.
2 Spatial Vision and Development Strategy

2.1 Spatial Portrait and Location

2.1.1 Maldon is a predominately rural district with over 70 miles of coastline, located on the East Essex coast, approximately 60 miles from London. The District covers an area of 36,000 hectares. It wraps around the Blackwater Estuary with the North Sea providing the eastern boundary and the River Crouch the southern. The District has boundaries with Rochford District, Chelmsford Borough, Braintree District and Colchester Borough.

Settlements

2.1.2 The main towns are Maldon, Heybridge and Burnham-on-Crouch. Maldon is the District’s principal town. Over a third of the District’s population is concentrated in the urban areas of Maldon and Heybridge. Other settlements across the District have individual and distinctive characteristics.

2.1.3 Maldon and Heybridge have a combined population of 21,661 and are the only settlements that meet the Office of National Statistics typology of being urban. Burnham-on-Crouch and Southminster, which are in the South of the District, have populations of 7759 and 4021 respectively (ONS, 2003).

The People

2.1.4 The District of Maldon has a population of 62,400 (ONS, 2008). The population of the District has doubled over the last 40 years, but it still has one of the lowest population densities in Essex at just under 174 residents per sq. kilometre. Whilst the District falls outside the area of growth identified in the East of England Plan, projections from the Office on National Statistics indicate that the population will continue to increase and, in line with national trends, household growth will be even greater. Between 1998 and 2007 population growth in the District has been 13% compared to a regional figure of 7% and 5% nationally (ONS, 2007a).

2.1.5 The population is ageing. There will nearly be a decline of approximately 50% in the ratio of working age people to older people (ONS, 2007a). By 2016 it is estimated that approximately 53% of the population will be 65+(ONS, 2007a). The number of people over 75 is predicted to increase further. (ONS, 2007a) This will have implications for a number of issues in the Core Strategy.

2.1.6 The District has a small number of groups characterised as minorities. The area has the smallest percentage of non-white minority ethnic groups in Essex at around 3% of the population (ONS, 2003). There are two registered sites for the travelling community at Woodham Walter and Tolleshunt Major.

Quality of Life

2.1.7 The District was ranked 53rd out of 376 English Local Authority Areas (MDLSP, 2008). However, despite the overall high quality of life ranking, there are concentrations of deprivation in six of the District’s Lower Super Output Areas which rank at the bottom 10% in England and Wales for barriers to housing and services. Indeed the very characteristics that make the District so attractive – its rural character and relative isolation - are in part the causes of the deprivation.
2.2 Issues for Maldon District

2.2.1 For the Core Strategy to be effective it needs to be founded upon a clear understanding of the issues facing the District over the next 15 years. The strategic issues set out in the Core Strategy have been identified by the Local Strategic Partnership’s Sustainable Community Strategy (MDLSP, 2008), the Council’s corporate priorities and extensive research and consultation undertaken during the process.

2.2.2 The challenges facing the District are more subtle than accommodating significant development. Rather, they are focused on addressing the long term issues that have a significant impact upon the opportunities and cohesiveness of the District’s communities as well as issues resultant from the nearby growth including the Haven Gateway, the Thames Gateway and Chelmsford Growth Points where infrastructure investment will be focused.

Housing

2.2.3 Between 2001 and 2007, 892 homes were built across the District (averaging 148 per annum). Demand for new housing created by both the changing demography and in migration is high (nearly six times the rate of supply). This impacts upon the price of property (average of £248,008) and consequently results in issues of affordability which are exacerbated by average differential income between the resident working age population who commute (average weekly pay of £512) and those who work inside the District (average weekly pay of £448) (DCA, 2008).

2.2.4 The Draft Strategic Housing Market Assessment (SHMA [DCA, 2008]) has identified an annual housing need for 345 affordable units. However, affordable completions in the District have been low with only 48 units being completed since 2001 (5% of total completions). This is partly a reflection of the windfall nature of small scale development which is frequently below the threshold for affordable housing set in current policy.

2.2.5 There is also an imbalance in the size and composition of the housing stock against the requirement. More than 70% of owner occupied stock is three bedrooms or more while there is identified local demand for two and three bedroom (DCA, 2008).

2.2.6 There is an understanding that greater consideration will have to be given to how the housing needs of the District will be affected by an ageing population and the need for specialist provision, such as extra-care accommodation.

2.2.7 There is also a need to provide pitches for Gypsy and Travellers and Travelling Show-people. There are currently 1,150 caravans in the Essex and 575 Gypsy and Traveller households.

2.2.8 Improving the balance between level of need, demand, the composition of the housing stock and the specific requirements of communities within the District is a key issue for the Core Strategy. The Council needs to ensure that future developments contain an appropriate mix of unit sizes to counter housing schemes which have focussed on the middle and upper ends of the housing market. These future developments should be targeted to meet housing need across the District in the areas where the need is greatest as well as address the needs of the elderly and Gypsy and Traveller communities.
2 Spatial Vision and Development Strategy

**Maldon District Council | Local Development Framework**

**The Economy**

2.2.9 With the exception of few large scale companies, the economy of the District is generally defined by a large number of small firms (76% of businesses employing less than 10 people compared to the regional figure of 69%) (Roger Tym & Partners, 2008).

2.2.10 The economic base of the District is broad. Predominant businesses are property and business services (25%), construction (17%) production (11%) and agriculture (7%). Tourism makes a significant contribution to the local economy estimated at £140 million/annum (EET, 2007).

2.2.11 The main retail provision is located within the towns of Maldon and Burnham-on-Crouch supported by a District-wide network of shops to meet local need. The greatest strength in the District’s retail provision is the distinctive independent and niche offer in the town centres.

2.2.12 Whilst there is overall prosperity across the District, there is a skills shortage with a high proportion of working age population with no qualifications: 19.9% compared to 12.5% in the Region and 13.1% nationally (ONS, 2009). The 2007 Indices of Deprivation demonstrate that skills, education and training development needs are concentrated in parts of Maldon and Heybridge (Maldon East and Heybridge West wards) and in the Dengie (the wards of Southminster, Burnham-on-Crouch and part of Althorne).

2.2.13 A significant proportion of the population out-commute to work (16.1% to Chelmsford and 11.9% to London [DCA, 2008]). This results in a disparity in income levels of local workers and those who commute, exacerbating issues of affordability.

2.2.14 The District’s Sustainable Community Strategy (MDLSP, 2008) sets a target of 1,000 new jobs by 2021. In order to facilitate the development and generation of the jobs the Council is seeking to maintain and, where necessary, improve the quality of the existing network of employment sites across the District in the most accessible and sustainable locations.

2.2.15 The Government is currently considering the strategic criteria for locating the next generation of nuclear power stations and the site at Bradwell-on-Sea which has been nominated by the Nuclear Decommissioning Authority with the agreement of British Energy. This site currently hosts a nuclear station which is being decommissioned with an anticipated end date of 2018.

2.2.16 If a new station is to be developed on the Bradwell-on-Sea site it would have significant impacts on the District. However until there is a clear indication from Government on whether this site is considered suitable and, if so, when development would be likely, this major project is considered outside the scope of this Core Strategy. Sites considered suitable for hosting the next generation of nuclear power stations will be set out in a new National Planning Policy Statement. Due to the significance of this project, if the site is identified as a preferred location in the National Planning Policy Statement it may require a topic review of the Core Strategy and / or other relevant Development Plan Documents.
The Natural and Built Heritage

2.2.17 The Maldon District is characterised by a diverse and distinct natural, historic and built heritage which makes a significant contribution to the quality of life in the area. There is a need for the policy framework to optimise these assets whilst maintaining an appropriate balance with the requirement for development.

2.2.18 Due to the shoreline location and low lying topography, the District is particularly vulnerable to the impacts of climate change and flooding. The vulnerability of new development must be minimised to ensure that this risk is not worsened for future generations.

Accessibility

2.2.19 The District has direct links to the A12 trunk road via the A414 and the B1019. The roads within the District comprise B and C class country roads. There is one rail branch line (Crouch Valley Line) along the south of the District connecting Southminster, Burnham-on-Crouch, Althorne and North Fambridge to South Woodham Ferrers and to London. Bus and taxi services are the only public transport for the rest of the District and there are issues around the level and frequency of bus service provision. There are a number of footpaths and cycle routes within the District, however these are fragmented and there is not a single designated strategic network.

2.2.20 The rural character and relative poor accessibility across the District impacts upon the ability of individuals, particularly young people without access to their own transport to access education, work and social activities and the elderly to access key services.

People and Communities

2.2.21 The provision of infrastructure and facilities is a vital component in addressing the sustainability and well-being of communities and all new development needs to be supported by the provision of adequate infrastructure.

2.2.22 Within the District, communities with access to all key facilities and services (including primary and secondary school, post offices, convenience stores and health facilities) within 30 minutes of public transport travel time are limited to the main centres of Maldon, Heybridge and Burnham-on-Crouch. Across the rest of the District community facilities are more limited. Facilities such as village shops, post offices, community halls and pubs located in the more rural settlements have a key role in securing the cohesiveness of the local communities.

2.2.23 Engaging people through sports, arts, leisure and cultural activities strengthens communities and helps to reduce problems of anti-social behaviour and exclusion. All parts of the District need to have the opportunities to access activities and facilities and there is a need for investment in strategic community infrastructure across the District to enable and improve provision.
2.3 Spatial Vision

2.3.1 The Core Strategy and other Development Plan Documents aim to improve the quality of life for Maldon District residents to the benefit of both existing and future generations. A sustainable approach to social, economic and environmental issues is therefore at the centre of the Core Strategy, reflecting the objectives of the national strategy for sustainable development as set out in Planning Policy Statement 1 (Delivering Sustainable Development): namely,

1. Social progress which recognises the needs of everyone;
2. Effective protection of the environment;
3. Prudent use of natural resources; and
4. Maintenance of high and stable levels of economic growth.

2.3.2 ‘Facing the Future’, the Maldon District’s Sustainable Community Strategy (MDLSP, 2008), sets out the vision for the District. The Core Strategy will give the spatial interpretation and direction to the delivery of this vision, setting the place-shaping framework for the District over the next 15 years and beyond.

The Spatial Vision

2.3.3 The LDF’s Core Strategy Spatial Vision is for Maldon District to be:

…a sustainable coastal District, with a rich rural identity and heritage, underpinned by a vibrant local economy and active community life.

2.3.4 The Maldon District LDF will help deliver this by providing a framework for:

1. Balancing housing;
2. Maintaining and improving prosperity;
3. Protecting and enhancing the natural and built heritage;
4. Improving accessibility; and,
5. Securing cohesive communities.

2.3.5 Over the next 15 years, future development across the District will reflect the challenges internal to the District as well as the issues that will arise from the adjoining areas of significant growth. This will be centred on a need to take account of the distinctiveness of the settlements and communities (geographically, economically and socially) to facilitate a more sustainable pattern of development. This approach will help to reduce the need to travel and journey length, making it easier for people to access jobs, retail and leisure facilities by public transport, walking and cycling.

2.3.6 A sufficient supply of land will be made available to meet housing requirements where the need for accommodation is greatest focussing on Maldon, Heybridge, Burnham-on-Crouch and Southminster. Limited growth to meet locally identified housing need will be encouraged to improve access to affordable housing and the future sustainability of rural settlements.

2.3.7 Economic prosperity will be facilitated by maintaining, improving and promoting the existing employment sites and concentrating employment use where it is most accessible to the majority of the population.

2.3.8 The importance of Maldon town centre as the District’s principal town for retail, service and leisure provision will be maintained and enhanced as will the secondary retail centre of Burnham-on-Crouch and key service centre of Southminster.
2.3.9 Accessibility across the District will be improved through the strategic positioning of development and the identification and management of strategic public transport routes, cycle-ways and footpaths.

2.3.10 Local service provision which facilitates a more sustainable and accessible pattern of development will be encouraged across the District.

2.3.11 The natural and built heritage of the District is one of its greatest assets. By improving the sustainability, quality and design of new development and enhancing the distinctive and specific settlement characteristics, the environmental assets such as biodiversity, geo-diversity and the historic environment will be safeguarded and enhanced.

2.3.12 The District Council will provide leadership in addressing the vulnerability of the District to climate change. Any new development that occurs will need to address issues of energy and resource conservation, good design practices and implementation of high levels of sustainability in new development.

2.4 Core Strategy Objectives

2.4.1 The overarching objective of the Core Strategy is that all development will be planned in a sustainable way to ensure that the quality of life for those living and working across the District is maintained and where possible enhanced. It will seek to ensure that the District as a whole makes a significant contribution to local housing needs and regional prosperity becoming a sustainable coastal District, with a rich rural identity and heritage, underpinned by a vibrant local economy and active community life.

2.4.2 The Core Strategy key objectives were initially identified in the previous Core Strategy Issues and Options (1 & 2) reports (MDC, 2007d & MDC, 2007e). These issues have subsequently been refined and amended to better reflect the priorities of the Sustainable Community Strategy (MDLSP, 2008), the recommendations of the sustainability and appropriate assessments, relate to the findings of research and to support the Spatial Vision. The objectives are set out in Table 1.
To provide sufficient housing to meet the minimum housing target of 2,400 dwellings arising from the East of England Plan and increase the supply of affordable housing in the District.

To maintain a diverse, vibrant, viable economy, encouraging equity and diversification of skills and employment opportunities across the District.

To facilitate the development of appropriate rural enterprises and protect and enhance rural service provision.

To develop and support sustainable tourism within the District.

To protect and enhance the distinctive built and natural environment of the District.

To secure high quality new development within the District, promoting a reduction in the use of resources, improving energy and water efficiency and promoting the use of renewable energy.

To ensure new development is either located away from high flood risk areas or is flood resilient when it is not possible to avoid such areas.

To maintain and improve public transport provision, promote sustainable modes of transport and reduce journey miles undertaken by car.

To ensure that people and communities enjoy quality sustainable lifestyles by enabling the provision of facilities and services where they are needed in the District.

Table 1 LDF Core Strategy Key Objectives

2.5 Settlement Hierarchy

2.5.1 The hierarchy of settlements across the District reflects the established structure of local communities. The settlement hierarchy aims to deliver the best practicable and sustainable options are delivered to ensure development supports existing communities and contributes to the maintenance and creation of safe, sustainable and cohesive communities.

2.5.2 The East of England Plan (GO-East, 2008) seeks to locate the majority of new development in the Region’s cities and towns whilst also recognising the important role of market towns. Policy SS4 requires local development documents to define the approach to development in towns and rural settlements and proposes that larger villages and settlements should be classified as key service centres, with potential to accommodate development which is sympathetic to local character and of an appropriate scale and nature in relation to local housing and employment needs.
2.5.3 In accordance with policy SS4 (GO-East, 2008), Maldon District’s settlement hierarchy includes:

- **Towns**: The main focus for development in the District.
- **Key service centres**: The main focus of development outside towns.
- **Villages**: Unsuitable for significant residential growth but capable of taking appropriate residential infill and development for local affordable housing, employment, community service and facility and amenity needs only.
- **Countryside**: The open countryside, settlements and buildings located in the countryside will accommodate only the specified types of development permitted in accordance with policy CS2. The open countryside will be protected for its own sake.

2.5.4 Table 2 identified the Maldon District’s Settlement Hierarchy.

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<tr>
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<td>Maldon</td>
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<td>Heybridge</td>
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<td>Burnham-on-Crouch</td>
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<table>
<thead>
<tr>
<th>Key Service Centre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southminster</td>
</tr>
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<table>
<thead>
<tr>
<th>Villages</th>
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<tr>
<td>Althorne</td>
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</tr>
<tr>
<td>Cold Norton</td>
</tr>
<tr>
<td>Goldhanger</td>
</tr>
<tr>
<td>Great Totham (North and South)</td>
</tr>
<tr>
<td>HeybridgeBasin</td>
</tr>
<tr>
<td>Langford</td>
</tr>
<tr>
<td>Latchingdon</td>
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<tr>
<td>Little Totham</td>
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<tr>
<td>Mayland</td>
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<tr>
<td>Mundon</td>
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<tr>
<td>North Fambridge</td>
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<tr>
<td>Purleigh</td>
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<td>St.Lawrence</td>
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<td>Tolleshunt Knights</td>
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<td>Tolleshunt Major</td>
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<tr>
<td>Woodham Mortimer</td>
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<tr>
<td>Woodham Walter</td>
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</table>

**Table 2 Maldon District Settlement Hierarchy**

2.6 Alternative Options

2.6.1 Through the previous stages in the Core Strategy process, the Council explored a number of alternative options to the strategic settlement hierarchy set out in Table 2. This process has been informed by the Sustainability Appraisal (Atkins, 2009) which assessed the number of approaches to accommodating development growth in terms of their environmental, social and economic effects. The following options were assessed and have subsequently been discounted.
2.6.2 Urban Intensification:

One of the alternative options considered was to concentrate all development within existing built-up areas. The need to accommodate all the requirements of housing, employment and commercial development will lead to high density development in urban areas. Most of the development would be concentrated on small sites within the town centres of Maldon and Burnham-on-Crouch. The implementation of this approach would result in a substantial increase in residential development, especially in the town of Maldon. It would transform the character of the towns and create significant pressure to historical assets. Compact development in small sites would result in high rise, multi-storey buildings likely to impact on the outlook of urban areas, particularly to Maldon with a specific historic skyline. Taking into account the potential adverse impacts on the character and appearance of the urban areas, pressure on public transport services and adverse impacts such as parking and traffic congestion, this option was discounted.

2.6.3 Rural Expansion:

An alternative strategy considered was spreading out development across the rural areas in the District. Diverting growth to the rural areas would result in expansion of rural communities, having adverse impacts upon limited local services and facility provision, increase car dependency and have negative impact on the overall landscape, built environment and ecological character of the District. Significant infrastructure would be required to support this approach. Additionally it would have cumulative negative impacts on the sensitive natural and built heritage in the District. Rural expansion is therefore considered to be an unsustainable option.

2.6.4 Removal of a Settlement Hierarchy:

The option of allowing development in all towns was considered by removing the hierarchy system. This would allow smaller towns to grow depending on their development potential. Whilst this strategy would potentially result in growth being more evenly distributed among settlements, the uncontrolled growth of various small towns could result in a competitive form of development, greatly affecting the established polycentric structure in the Maldon District. Similar to the impacts of rural expansion, the growth in other rural settlements would create delivery problems in prioritising infrastructure, services and other facilities, potentially over-burdening local schools and services and resulting in higher car-dependency and environmental pollution. This option therefore conflicts with the objectives of sustainable development and has been discounted.

2.6.5 Market Led:

Another option considered was to allow all housing, employment and other commercial development to be developed according to market forces. Instead of influencing development through a managed approach, the location, size and type of development would simply be based on the market demand and supply. Market preference is determined by the overall economic situation and the ability to yield monetary returns. This would not therefore address societal or sustainability issues which have resulted from market failure, such as poverty and social exclusion or loss of heritage and environmental assets without a clear monetary ‘price tag’. The strategy would also be entirely subject to market fluctuations. In consideration of the uncontrolled and potentially negative impacts, this approach has been discounted.

2.7 The Preferred Approach

A hybrid of the various options considered has been developed as the strategic approach for the Maldon District which is considered to be the most sustainable, realistic, effective and deliverable approach.
2.8 Delivering the Spatial Vision

Maldon District Strategic Spatial Policy

2.8.1 In taking forward the spatial vision, the Council has agreed two overarching strategic policies to guide development over the next 15 years and beyond, providing the direction for subsequent policies in the Core Strategy and other Local Development Documents.

2.8.2 Whilst recognising the differing roles of the Sustainable Community Strategy (MDLSP, 2008) and the LDF Core Strategy, the strategic spatial vision needs to be closely matched with the main objectives in the Sustainable Community Strategy as well as those set out in the Sustainability Appraisal. By doing so, the Core Strategy can therefore take account of the priorities of key service providers in the District and provide the framework for land use policies to help meet the various requirements.

Policy CS 1

Creating Sustainable Development

The Council will work with the Local Strategic Partnership, the County Council and other key stakeholders and service providers to enable development in the District to make a sustainable contribution to delivering the spatial vision, strategy and policies. Accordingly, new development will be required to prioritise the efficient use of land in the most sustainable locations. Development will be concentrated within the towns of Maldon, Heybridge, Burnham-on-Crouch and the key service centre of Southminster in accordance with the settlement hierarchy (Table 2). In villages appropriate development will be within the boundary of existing settlements.

All development must reflect the local character, scale, need and capacity of settlements.

All development across the District should address the Core Strategy Objectives (as set out in Table 1) and:

i. Ensure a safe, accessible and healthy living environment for residents and other users of a development;

ii. Minimise and mitigate individual and cumulative environmental impacts;

iii. Minimise and mitigate individual and cumulative impacts on local and strategic infrastructure and services;

iv. Avoid prejudicing, either individually or cumulatively, characteristics and features of the natural and built environment; and,

v. Comply with the policies set out in the Core Strategy and the Development Plan Documents contained within the Maldon District’s LDF.
Policy CS 2

Development in the Countryside

In the countryside development will be restricted to defined uses in accordance with other policies in the Core Strategy. The defined uses are:

- Essential and necessary agriculture and forestry
- Appropriate rural housing developments comprising 100% affordable housing;
- Appropriate sites for Gypsies and Travellers and Travelling show people;
- Appropriate new build employment generating proposals where there is a strategic, environmental or operational justification;
- Appropriate recreation and tourism where there is a strategic, environmental or operational justification;
- Appropriate community services and facilities to meet local need; and
- Appropriate and essential infrastructure.

2.9 Development Strategy Key Diagram

2.9.1 The key diagram (figure 1) shows the strategic links, landscape features, together with the location of towns and areas of future growth in the District. It is an indicative diagram showing the broad locations and is not intended to indicate all areas with development potential. The selection of the most appropriate sites for development will be determined through site specific allocations Development Plan Document and Maldon Central Area Action Plan (MCAAP).
Figure 1: Strategic Key Diagram

Maldon District Council | Local Development Framework
3 Balancing Housing

“Local planning authorities should plan for delivery of housing for at least 15 years…”
Policy H1, P.28, East of England Plan.

“More people supported to live independently in their own homes with better support for carers”

“To increase the supply of affordable housing in the District”
Priorities, P.14, Sustainable Community Strategy.

“To provide sufficient housing to meet the minimum housing target of 2,400 dwellings arising from the East of England Plan and increase the supply of affordable housing in the District”
LDF Objective.

3.1 Policy Framework

3.1.1 The Government is committed to improve the affordability and supply of housing in all communities. PPS1 sets out the Government’s policies on delivering sustainable development through the planning system and PPS3 details national housing policy, which aims to increase the overall supply of housing to meet housing requirements through the development of sustainable communities.

3.1.2 Regionally, policy H1 from the East of England Plan (GO-East, 2008) sets out the minimum housing target of 2,400 new dwellings for the Maldon District between 2001 and 2021. Policy H2 indicates that appropriate targets should be set for affordable housing and policy H3 indicates that sites or pitches should be provided to meet identified needs of Gypsies and Travellers taking into account the single issue review on Gypsy and Traveller accommodation needs (EERA, 2008).

3.1.3 The Maldon District Affordable Housing Guide (MDC, 2005a) will be updated to reflect Core Strategy policy and provide more detailed explanations and updated definition of terms.
3.2 Issues

In 2007, there were 26,308 units of housing in the District. The housing profile of the District is characterised by higher than average levels of owner occupation (80.2%), compared to the national average of 68.1%. Key issues identified in the District’s Draft Strategic Housing Market Assessment (DCA, 2008) include:

a. Projected increase of population by 11% from 62,804 to 69,716 people between 2004 and 2016;
b. Ageing population with those aged over 65 forecast to increase by 5,300 (53%) between 2004 and 2016;
c. Average housing prices in Maldon have risen by 36% between 2003 and 2008. Affordability of owner occupation has created an increased demand for intermediate housing initiatives and more private rented accommodation;
d. Average social housing stock is low; only 11.6% in the District, compared to 15% in Essex and the national figure of 19.3%;
e. The District has lower than national levels of flats (8.2%), terraced properties (16%) and semi-detached stock (30.6%);
f. Imbalanced housing stock to meet local demand for two and three bedroom. Currently, 73.6% of owner-occupied stock is three bedrooms or more while the social sector has only 30.4%;
g. Housing demand and housing need exceed the proposed minimum RSS supply level. The required RSS rate of housing supply up to 2026 is 98 units per annum but affordable housing need is 301 affordable units per annum.

3.3 Policy Objectives and Target

3.3.1 In delivering a balanced housing supply the following strategic approach will be delivered:

- To concentrate housing growth within the most sustainable locations and where housing need is greatest.
- Balance the housing market – overall demand exceeds supply and therefore an increased delivery of affordable units will be sought to balance communities.
- Ensure that new developments reflect the need to address identified imbalances in both market and social housing stock in terms of type, size and tenure to meet the needs of all households.
- Ensure that all aspects and groups within the community have their housing needs considered and that this is taken into account in the strategy, policy and accompanying guidance.
- Achieve sustainable communities and provide clarity as to requirements, process and delivery of housing by:
  - Increasing the proportion of affordable units;
  - Setting clear thresholds for contributing to the provision of affordable housing;
  - Setting standards for quality and sustainability;
  - Setting requirements for tenure, size and mix of all housing developments;
  - Setting expectations for management, allocation and accessibility;
  - Setting background for flexibility to be agreed through negotiation;
  - Setting requirements for alternate provision;
  - Ensuring other Local Development Documents and considerations of planning applications take account of the need for sustainable housing provision.
3.3.2 The targets for the District’s housing provision are as follows:

- 3,000 additional homes between 2001 – 2026.
- A minimum requirement of 40% of affordable housing provision of the housing supply.
- Provide approximately 15 Gypsy and Traveller pitches (2001 – 2026).

3.4 Future spatial distribution of New Housing

3.4.1 As stipulated in PPS3, the Local Development Framework is required to deliver housing for at least 15 years from the date of adoption, i.e. up to 2026. As the East of England Plan (GO-East, 2008) requires 2,400 new housing provision by 2021, Maldon District Council will have to continue facilitating the provision of housing from 2021 to 2026.

3.4.2 From 2001 to March 2008, a total of 1,052 dwellings were completed, with 804 units identified until 2013 leaving the balance of 544 homes to 2021. The housing trajectory (Figure 2) shows the actual completion and committed figures from 2001 to 2013. To date the District has been providing more than the required average annual units (210 between 2001 – 2021) [Table 3]. Hence, the minimum average completion rate will be 68 units from 2013 – 2021 and 120 units from 2021 – 2026 or 98 units as an annual average between 2011 – 2026. This level of provision does not apply to affordable housing where the delivery has been significantly below that required to meet either the RSS target or identified local need.

3.4.3 A review of the Core Strategy will be conducted if the Regional Spatial Strategy is reviewed and new housing targets beyond 2021 are set.

<table>
<thead>
<tr>
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<tr>
<td>Completed</td>
<td>749</td>
<td>303</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td>486</td>
<td>318</td>
<td></td>
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<td>Core Strategy Provision</td>
<td>204</td>
<td>340</td>
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<tr>
<td>Total housing supply</td>
<td>749</td>
<td>1538</td>
<td>2060 or (98x5)</td>
<td>2400 or (98x5)</td>
<td>3000 or (98x5)</td>
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</table>

Table 3 Housing provision figures
Figure 2: Maldon Housing Trajectory (Actual and projected)
3.4.5 A Strategic Housing Land Availability Assessment (SHLAA) undertaken by Maldon District Council. This assessment seeks to determine and evidence the availability, suitability and achievability of housing sites within the District. Initial findings of the assessment indicate that there is sufficient capacity within the District to accommodate the housing targets as specified in the East of England Plan (GO-East, 2008). However, it is not simply about quantifiable supply. In order to achieve the Core Strategy objectives (Table 1) it is fundamental that strategic allocations are consistent with the spatial vision and strategy for the settlement hierarchy and distribution of development (Table 2).

3.4.6 The identification of strategic locations of housing is based on a number of criteria, as defined below:

a. Local housing demand and needs criteria - to locate housing in areas of identified need.

b. Flooding - Areas located within Flood Zone 3 will be excluded from consideration.

c. Access - Areas that could only be accessed using existing minor sub-urban roads or cul-de-sac have been excluded from consideration.

d. Utility - Areas located out of the existing sewerage network areas have been excluded from consideration.

e. Open space - Areas that would result in the loss of school grounds or playing fields, allotment gardens, parks, town or village greens have been excluded from consideration.

f. Coalescence of towns - Areas that would result in coalescence of towns or settlements have been excluded from consideration.

g. Encroachment of countryside - No additions to towns that would require a clear defensible barrier (railway line, A-road, river or other substantial watercourse), that is presently unbroken, to be breached.

h. Character and Landscape - areas that would negatively impact on the nature or landscape conservation value or a designated Conservation Area have been excluded from consideration.

i. Area size - any area less than two hectares in size have been excluded from consideration.

Local housing demand

3.4.7 The Draft SHMA (DCA, 2008) confirms that the greatest housing need is in Maldon, Heybridge, Burnham-on-Crouch and Southminster (Table 4). Indeed, the four settlements account for more than 75% of the overall housing requirement by the locational preference. Maldon has the greatest level of locational preference, partly because of the quality of neighbourhood (23.9%) as well as the proximity or availability of better shopping or leisure facilities (11.4%).

<table>
<thead>
<tr>
<th>Settlement</th>
<th>Private</th>
<th>%</th>
<th>Affordable</th>
<th>%</th>
<th>Sub-total</th>
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<tr>
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<td>615</td>
<td>35.7</td>
<td>406</td>
<td>48.4</td>
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<td>Heybridge</td>
<td>174</td>
<td>10.1</td>
<td>86</td>
<td>10.3</td>
<td>260</td>
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<td>Burnham</td>
<td>166</td>
<td>9.6</td>
<td>107</td>
<td>12.8</td>
<td>273</td>
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<td>Southminster</td>
<td>332</td>
<td>19.3</td>
<td>54</td>
<td>6.4</td>
<td>386</td>
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<tr>
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<td>56</td>
<td>6.7</td>
<td>275</td>
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<tr>
<td>Rural South</td>
<td>212</td>
<td>12.3</td>
<td>133</td>
<td>15.9</td>
<td>345</td>
</tr>
<tr>
<td>District wide</td>
<td>1723</td>
<td>~100</td>
<td>839</td>
<td>~100</td>
<td>2562</td>
</tr>
</tbody>
</table>

Table 4 Housing requirement by location preference (DCA, 2008)
3.4.8 Initial findings from the work on the SHLAA indicate that there is sufficient capacity within sites around the four main urban settlements to meet the East of England Plan (GO-East, 2008) target. Upon completion of the SHLAA, a list of housing capacity of each of the main urban settlements will be provided.

3.4.9 Any growth beyond the identified towns and key centres should be within existing villages or solely to meet local affordable housing need.

Utility Constraints and Flood Risk

3.4.10 A number of infrastructural constraints impact upon the spatial distribution of housing in the District. The two most significant strategic constraints in the District are flood risk and infrastructure capacity, in particular sewage capacity.

3.4.11 The constraint on the sewerage network is a key consideration in the determination of the spatial distribution and phasing of future housing provision across the District. It is recommended by the service providers that major housing units should be provided close to the key urban areas where existing capacity is more deliverable to accommodate extra needs or where extension to the service network can be provided.

3.4.12 The Strategic Flood Risk Assessment ([SFRA] Scott Wilson, 2008) provides information and guidance on flood risk issues within the District. The areas at greatest risk of flooding are adjacent to the River Crouch, including South Burnham-on-Crouch and North Fambridge, and close to the River Blackwater, in particular Heybridge Basin and the Causeway area. A Shoreline Management Plan is currently being developed by the Environment Agency which may have implications for low-lying coastal and shoreline areas. It is therefore necessary to steer residential development away from areas at risk of flooding or future coastal change.

3.5 Strategic Housing Location Strategy

3.5.1 Major housing developments should be concentrated within and around the key urban areas in accordance with the settlement hierarchy (Table 2) and policy CS 1. This will address market need where it is greatest, in the most sustainable locations and help to protect the rural character of the District.

a. Maldon & Heybridge

3.5.2 Maldon has the greatest demand for both private and affordable housing supply (DCA, 2008) and is the most sustainable location for strategic development in consideration of proximity to services and facilities, employment opportunities and accessibility.

3.5.3 There is limited potential capacity for development within the current development boundary of the town of Maldon. However, in order to accommodate the level of required housing, a proportion of development will need to be located outside the existing boundary. In accordance with the strategic housing location criteria (para 3.4.6) and the initial findings of the SHLAA, the area to the north of the Town is considered to be the most appropriate strategic location.

3.5.4 Heybridge shares about 10% of locational preference in the District and in accordance with the locational criteria (para 3.4.6) and initial work on the SHLAA, there are potential development areas which are accessible, out of the high flood risk area and with adequate sewerage capacity.
b. Burnham-on-Crouch

3.5.5 The settlement has a coastal location with a railway station, retail and employment facilities. Flooding issues in the south restrict this area as a potential location for development. The current sewerage network can accommodate additional dwellings in the area. In accordance with the strategic housing criteria (para 3.4.6) and the initial work on the SHLAA, there is potential capacity to the north of the town.

c. Southminster

3.5.6 Southminster has relatively good links compared to other rural villages, including a railway station, retail and employment facilities. The existing sewerage network has limited capacity and accessibility to/from the settlement is more limited than Maldon, Heybridge and Burnham-on-Crouch. There are potential locations for housing which accord with the criteria for the strategic location of housing (para 3.4.6), land to the north of Southminster, subject to resolving infrastructure constraints and sustainability issues.

Policy CS 3

Spatial Distribution and Location of New Housing

The Council will allocate deliverable housing sites to supply 2,400 new dwellings between 2001 and 2021 as required by the East of England Plan (GO-East, 2008) and an additional 600 new units between 2021-2026 (a total of 3,000 units 2001 – 2026). New housing development will be focused within the Strategic Housing Locations of Maldon, Heybridge, Burnham-on-Crouch and Southminster. The location of new housing development must accord with the Core Strategy’s settlement hierarchy (Table 2). If located within villages, housing must be within the development boundary.

Development above the RSS requirement may be acceptable if it accords with the settlement hierarchy, strategic housing location criteria and addresses local affordable housing need. Small scale windfall developments will be supported on appropriate sites within identified settlement boundaries, subject to environmental constraints and the requirement of other relevant planning policies set out in the Core Strategy and other Development Plan Documents.

3.6 Phasing and Implementation Strategy

3.6.1 Government policy requires the provision of 15 year deliverable land supply for housing from the date of adoption of the LDF, phased over 5 year periods (Table 5) or at an annual average of 98 units.

3.6.2 Major housing sites with more than 80 dwellings will be phased into three periods, i.e. short term of less than five years, medium term of five to ten years and long term of 10 to 15 years in order to ensure continuity of delivery.

3.6.3 Details and the housing trajectory will be updated each year in the Annual Monitoring Report.
### Table 5 Core Strategy target

<table>
<thead>
<tr>
<th></th>
<th>Number of new units</th>
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<tbody>
<tr>
<td>By March 2013</td>
<td>At least 318</td>
</tr>
<tr>
<td>By March 2016</td>
<td>522 (+204)</td>
</tr>
<tr>
<td>By March 2021</td>
<td>862 (+340)</td>
</tr>
<tr>
<td>By March 2026</td>
<td>1462 (+600)</td>
</tr>
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### Policy CS 4

**Phasing of Development**

The Council will provide a steady and continual provision of new residential units in the District (2010-2026), phasing detailed site delivery and associated requirements through the Site Allocations DPD and infrastructure schedule.

### 3.7 Design and Density

**3.7.1** The Housing Green Paper (CLG, 2007b) aims to eliminate poor quality housing development and the Regional Housing Strategy further identifies the need to ensure provision of decent homes in a sustainable manner. By guiding the design and density, the quality of housing and the sustainability of the District will be enhanced.

**Design**

**3.7.2** All medium/major schemes will be subject to concept statements and the requirements of the statements will be clearly communicated to the developer and included as part of the assessment of viability.

**3.7.3** From May 2008 there is a mandatory requirement for all homes to be rated under the Code for Sustainable Homes (DCLG, 2008a). To minimise the impact of new homes on both the environment and local infrastructure the expectation will be that all new homes in the District will be built to Code Level 3 as a minimum. Encouragement and support will be given to exceed this level. When national targets are set that exceed Code 3 this will be supported. Only in exceptional circumstances should a reduction below Code Level 3 be considered acceptable.

**3.7.4** Good design should also provide homes that are comfortable to use, with adequate standards of space, attractive appearance and ready access to amenities. To ensure this is provided, all new homes should achieve a satisfactory score using the Homes and Communities Agency’s Housing Quality Indicators, irrespective of whether they are being built as affordable homes or for the open market.
3.7.5 Design should not be a barrier to access, limiting the options for people with disability either now or in the future. All new homes, irrespective of tenure, should comply with the criteria for Lifetime Homes.

**Housing Density**

3.7.6 It is important to ensure that housing sites are fully utilised to maximise local needs and demands without detriment to the character and environmental sensitivity of the Maldon District.

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### Policy CS 5

**Design and Density**

Development will be permitted if it can be adequately demonstrated that the proposal aims to:

a. Address the issues and meets the requirements of an area and/or site concept statements;
b. Be of good quality design having regard to local distinctiveness, of the high sustainability standards (as set out in the preceding sections of the Core Strategy) and to maintain or create a coherent townscape;
c. Demonstrate that it respects, reinforces or repairs the character of the neighbourhood and contributes positively to its sense of place.

The density of new residential development will be expected to achieve at least 40 dph. Lower densities will only be supported on sites where it is adequately demonstrated that higher densities are unsuitable and lower density development would meet the housing needs of a particular group or groups and contribute better towards creating a sustainable neighbourhood.

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### 3.8 Requirement, Composition and Housing Mix

3.8.1 Uninformed, speculative development can lead to an imbalance between the supply and demand of housing locally, in terms of size and tenure, which ultimately can frustrate the attempts to maintain sustainable communities into the future. Different locations will have diverse communities with unique requirements, creating varied housing markets. Developments which ignore these local factors may compound existing problems and be a waste of valuable resources.

3.8.2 The importance of understanding local housing requirements and responding to these through effective policies is well established. The Draft SHMA (DCA, 2008) included a housing needs survey as well as an analysis of the housing market in and around the District. This provides information on the type of homes that are required in order to achieve a better balance across all tenures for all communities.

3.8.3 Subject to the requirements of concept statements for a scheme, developments will be required to provide a balanced supply of homes that reflect the identified need, in terms of both size and tenure.
### Policy CS 6

#### Composition and mix

**Open-market homes**

Developments that provide homes for sale on the open market should comprise 70% smaller homes and 30% larger homes.

Smaller homes will be those that have one or two bedrooms, one-bedroom homes should be of a standard of design that is suitable for two-person and two-bedroom homes should be suitable for four-person unless otherwise agreed through negotiation.

Larger homes will be those that have three or more bedrooms and the design of which will as a minimum be for five persons.

**Affordable Homes**

Developments of affordable housing should comprise 65% smaller homes and 35% larger homes.

**Housing Mix**

Where a development is providing both open-market and affordable homes, the provision of affordable homes shall reflect proportionally in terms of size and design the provision of open-market homes. Subject to the constraints imposed and agreed by design, affordable homes shall be spread throughout a development.

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3.8.4 Whilst it is sometimes impractical to spread the provision of affordable housing to a degree that reflects the profile that has occurred across the District through purchase of ‘Right to Buy’ properties, consideration should be given to prevent obvious segregation by tenure. Similarly, where the design of a development limits the opportunity to provide a range of housing that proportionally reflects the overall requirements, the provision of affordable homes should be the same as that of the open-market homes in terms of both size and design.

3.9 Rural Community Led Housing Development

3.9.1 The preservation of the rural environment is essential to maintaining the distinctiveness of the area. Excessive and inappropriate development in rural areas can have an adverse impact upon local communities. However, the Taylor Review (Taylor, 2008) highlights how the sustainability and preservation of rural communities can be threatened by inaction as well as over-development.

3.9.2 Smaller rural communities are more sensitive to changes, facing greater risk of losing local services and amenities. The demand for affordable housing in these communities may be less in terms of numbers but with limited local housing options the consequences for local families in housing need will often lead to families having to move away from the area.
This heightened sensitivity to the impact of new developments and the consequences of failing to respond to local needs justifies a different approach to rural housing, linking more closely with the community in the area. Both the Taylor Review (Taylor, 2008) and the Government's response (DCLG, 2009) to the review recommend that local authorities are expected to be active housing enablers, engaging with communities to bring forward solutions to support rural areas through the provision of affordable housing. Furthermore, where it is inappropriate to allocate land for development in an existing settlement, enabling the use of exception sites should be the way forward for this purpose.

The first stage should be assessing the requirements for each community and encouraging as many parishes as possible to undertake surveys will help provide a general picture of housing issues and an outline of housing need requirements. Looking to see what options may exist to meet these needs from existing land and use of buildings is a natural second stage, followed where necessary by considering the need for an exception site. Although there may in some cases already be land offered, this should not preclude these first two stages. Where needs have been identified, local authorities will follow the spirit of the Taylor Review and any subsequent guidance in their role as enablers and should be clearly and transparently supporting the best use of options.

Making sure that affordable rural housing is ring-fenced for use by those who have strong ties with the local community is a pre-requisite to gaining permission to develop an exception site and the most effective practice will be sought in considering agreements and allocation systems to ensure that this is achieved. Likewise, a similar approach may also be possible with land or buildings within the existing settlement boundaries.

**Policy CS 7**

**Rural Housing**

Development of rural exception sites will only be supported where there is a recent needs survey that has been conducted in a recognised format, such as that approved by Defra or an alternative format approved by Maldon District Council or the Rural Communities Council for Essex (RCCE) and potential sites will not be considered until the needs for a Parish have been identified through such a needs survey.

In cases where sites have been suggested or offered as being suitable for development as an exception site for affordable housing this will not negate the need for a survey to justify the need. In cases where a need is subsequently evidenced through a local survey all possible sites will be considered and no preference nor prejudice will be given to those that have being previously offered or proposed.

The local community through the Parish Council will be consulted upon the development of the exception schemes to ensure that they adequately meet the identified need within that community and that this is a condition of the development and future occupation of the scheme.

Where there is an evidenced requirement for affordable housing the District Council as the Local Planning Authority and Housing Authority will use its best endeavours to support the development and operation of an adequate scheme in response to this need.
3.10 Affordable Provision

3.10.1 Meeting the need for affordable housing is one of the most obvious examples of how local authorities can attempt to balance the local housing supply.

3.10.2 Development in recent years indicates that, despite growth in housing numbers, the threshold level indicated in PPS3 of 15 units or more is inadequate in enabling the Council to rely on planning gain through Section 106 Agreements to meet either local need or even regional targets. This is evidenced through analysis undertaken by the East of England Regional Assembly, which show that for the period 2001 to 2008 the District had one of the lowest levels of growth in the supply of affordable housing as a proportion of overall new homes in the Region with just 5% of new homes being affordable. With one of the lowest proportions of affordable housing in the Region and a significant gap between the income levels of those working within the District to those who commute, the links with sustainability become clear. With an existing policy requirement of up to 30% affordable housing and a number of schemes being below the threshold level suggested by PPS3 there is no foreseeable way that the RSS target for affordable housing could be met nor local needs addressed.

3.10.3 This has been reflected by the Draft Strategic Housing Market Assessment (DCA, 2008). To meet identified local needs a requirement of 40% affordable housing is necessary and a threshold set lower than 15 in order to bring forward a supply through Section 106 agreements. Whilst viability may be difficult at the lowest level of development or in developments where there are other constraints, such as land contamination and infrastructure requirements, these issues can be ascribed usually as being unique to a particular scheme and as a basis should not undermine the overall requirement for the District. Taking 40% as a starting point, with the assumption that wherever possible the affordable housing should be provided on the same location, allows all parties to then assess the implications of meeting the requirements and the extent to which additional resources, such as grant to subsidise development, may be needed.

3.10.4 The expectation will be that in cases where developments exceed the threshold, a contribution will be made to allow the development of 40% of the total housing of a scheme to be provided as affordable. The definition of affordable shall be as defined in PPS3 and shall meet local needs through the provision and also ensure that the allocation is in accordance with the Council’s requirements. The contribution may be by way of providing free serviced land or in cases where this would not be appropriate due to design, through an agreed value for the transfer of homes to an approved Registered Social Landlord (RSL).

3.10.5 In all cases the expectation will be that the provision will be on the same site and compliant with the other requirements of this policy CS8. However, the Council may decide to accept a commuted sum where they feel this would be appropriate. It should not however be assumed that this will be acceptable, even in cases where there is reason to anticipate this due to economic viability, as this may be overcome. The Council shall have the right to require affordable housing to be provided on all relevant sites subject to adequate resources being available.

3.10.6 Examples of how the value of commuted sums are to be assessed, definitions of acceptable forms of affordable tenure and 106 Agreements will be made available through the Council’s Affordable Housing Guide (MDC, 2005a) which will be reviewed and updated as necessary to ensure this policy remains relevant and effective.
Policy CS 8

Contributions to Affordable Housing

All schemes that provide five or more homes shall be required to make a contribution to allow the development of 40% of those homes to be affordable. This may be through donating free serviced land to an RSL nominated or approved by the Council to allow the development of the required number of homes, or if required by the Council, to build and transfer the required number of homes to such an RSL at a value agreed to by the Council.

In cases where the proportion of affordable homes equates to partial numbers, for schemes of less than 15 homes this shall be rounded down to the lowest whole number and where the overall number of homes is 15 or more this shall be rounded up to the nearest whole number.

Expectation is that all provision will be on-site and consideration of commuted sums will only be considered in exceptional circumstances and only after full consideration has been given to the provision on-site. Where commuted sums are considered, developers will be expected to disclose the full benefit accrued through the sale of open market units that would otherwise have been affordable and share proceeds with the Council as part of the commuted sum.

The Council reserves the right to request the commuted sum as a proportion or full alternative to on-site provision in order to meet other strategic housing requirements. In such cases the value will be determined based upon what would otherwise have been provided on site. In cases where a request is made by a developer for consideration of a commuted sum, and this is agreed by the Council as being the only viable option, the calculation of the sum due will be as above with an additional premium to reflect the need to acquire access to an alternate site.

The Council requires provision made to ensure that affordable housing is available for perpetuity or as long as is possible. Where there is a right of an occupant to acquire partial or outright ownership of such a property the Council will require any receipt to be retained until allocated to alternate provision of affordable housing within the District.

For the avoidance of doubt, affordable housing is defined for the purpose of this policy as social rented and intermediate housing, provided to specified eligible households whose needs are not met by the market. Up to date definitions of intermediate housing are contained within the Council’s Affordable Housing Guide (MDC, 2005a) together with local income levels and the overall regular costs that must be regarded in assessing whether a home will constitute what is affordable for the area. No other type of provision should be considered as affordable unless expressly agreed by the Council.

Supplementary and updated information on how contributions should be evidenced and calculated will be provided within the Council’s Affordable Housing Guide.

3.11 Supported Housing and Development for Specific Needs

3.11.1 Supported housing provides accommodation where there is an accompanying provision of support to meet a specific requirement that enables the occupant to live more independently.
3.11.2 The Council has an obligation to ensure that the housing needs for everyone throughout the District are considered and provided for wherever possible. Whilst many people wish to have and retain their independence, for some there is a need for specially designed and/or managed accommodation, tailored to a particular need for support.

3.11.3 With a limited supply of land that can be developed the Council needs to ensure that, where there need for some form of supported housing is identified as a priority, adequate provision can be made available through planning policy to support these strategic housing requirements.

3.11.4 In some cases this may be through allocating specific sites for a particular purpose, either because of the scale of a development or the need for it to be located in a particular area. In other cases, there may be a need to require part of a larger development to be incorporated accommodation that is designed and/or will be managed specifically to meet the needs of a particular group of people who may not otherwise have their need met.

3.11.5 The requirement will be based upon an analysis of the needs locally and across a wider area, in partnership with other statutory agencies such as the County Council and Health Authority. In such cases the Council may make it a condition that such provision is enabled through this policy by requiring either free serviced land or developed units to be transferred to a nominated Registered Social Landlord or other party approved by the Council for the development of such a scheme.

3.11.6 The Council accepts that in some cases, due to design requirements, the cost per unit for such projects may be greater than for the same level of provision of general needs affordable housing. Where this can be evidenced a reduction of the overall proportion of affordable housing required will be considered. However, this should not be assumed and in other cases it may be that the cost is no greater or there is a higher level of subsidy available to offset any additional cost.

3.11.7 Providing a range of accommodation to meet the needs of everyone is desirable and evidence of a well-integrated approach. The Council does not accept that such developments have a negative impact upon the value of other properties and will not therefore consider reduced valuation on other properties as grounds to seek a further reduction in contribution or increased scheme costs beyond what has already been outlined above.

3.11.8 Many people with support needs will want to remain living independently in their existing homes or move into general purpose accommodation that is better suited to their requirements. However, in some cases there is a need either temporarily or permanently to provide supported accommodation, i.e. housing that is developed specifically for a particular client group such as older people or people with disabilities. In cases where such schemes are proposed, the Council will require the same proportion of housing to be made available as would be the case were it to be general needs so as not to exclude people who would benefit but otherwise would be excluded because of their financial limitations. Assumptions should not be made about the need to meet revenue funding for such schemes, details of these costs should be made available to the Council to ensure that the proposed scheme is viable for the purpose proposed and to explore how this would affect the viability of any affordable units within the scheme that may be required as a consequence of this policy.
3 Balancing Housing

Maldon District Council | Local Development Framework

Policy CS 9

Supported Housing

Where the provision of affordable housing is required the Council may require some or all of the provision of affordable housing to be made available as supported housing to meet an identified need, contributing to inclusive and sustainable communities and reducing the possibility that those with the need for supported housing will not be overlooked.

In such cases, the contribution will be based upon the cost of providing general needs affordable housing and additional costs may be sought through other sources or through a reduction in the number of units required.

In cases where new housing is developed for a specific client group, such as older people, the Council will seek a contribution towards the provision of affordable housing for the specific client group with the expectation that this will be provided on site in accordance with other policy requirements.

Proposals for supported housing and other accommodation that is intended to provide care should include proposals for ensuring that there is adequate revenue funding to fulfil the viability of the proposed scheme.

Proposals that seek to meet identified needs, where likely to make an impact upon the service provision of other stakeholder agencies, must evidence an adequate level of engagement and support.

3.12 Gypsy and Traveller Needs

3.12.1 Since the introduction of the Housing Act in 2004, local authorities are required to develop and implement accommodation strategies to address the needs of Gypsies and Travellers. Policy H3 in the adopted East of England Plan stresses the urgent need to improve provision of Gypsies and Travellers sites in order to meet the need within the Region.

3.12.2 As identified in the report of Assessing the Housing Needs of Gypsies and Travellers in Essex 2006 (Ahmed et al, 2006), there were disproportionately more caravans in Essex (1,150). A revised survey in 2008 commissioned to comply with current government guidance identified the current provision in the District as 52 pitches, most of which were part of the authorised sites managed by Essex County Council (Fordhams, 2009). The identified need arising from local families is for an additional 9.1 pitches, below the proposed level set by the East of England Plan (GO-East, 2008).

3.12.3 The single issue review on Gypsy and Traveller accommodation (EERA, 2008) identified that more pitches are needed to accommodate a growth in demand from the local community as well as those who may need to relocate to the District from other areas. The regional review and draft county wide assessment of needs being undertaken by Fordhams (2009) identifies a requirement for Maldon to provide an additional 15 Gypsy and Traveller pitches, thus contributing to the increase in demand across the County as well as within the District.

3.12.4 The possible need to meet the needs of Travelling Show People will be addressed through the development of positive criteria-based policy in the Site Allocations and Development Management Policies DPD to allow consideration of future applications.
Policy CS 10

Gypsy and Traveller sites

Suitable sites for Gypsies and Travellers will be identified by reference to the following criteria:

- accessibility to services and facilities;
- sufficient access, parking and manoeuvring space for vehicles and all users;
- appropriate in scale to the nearest settlement;
- impact on landscape, environment and biodiversity;
- impact on and from neighbouring residential, employment, commercial and utilities development; and,
- consistent with other policies in the development plan

The Council will work closely with adjacent authorities and partners to identify sufficient and appropriate transit sites to satisfy needs as well as meet the some of the identified requirements for travelling show people.

3.13 Delivery, Management and Allocation

3.13.1 In providing affordable housing the Council will usually require the developer to contribute free serviced land to an RSL nominated by the Council. In some cases it may be more appropriate for the developer to provide built homes to be transferred to a nominated RSL and in these cases the Council will expect the value to be capped so as not to frustrate the aims of this policy.

3.13.2 To provide clarity to developers, the Affordable Housing Guide (MDC, 2005a) which supports the implementation of this policy, contains guidance as to how such values should be assessed in order to satisfy the Council that adequate levels of contributions are being made by developers, whilst also ensuring that schemes remain economically viable. Only through evidencing an optimum level of contribution from developers can the Council ensure the best prospect for seeking subsidy where required.

3.13.3 The real benefit of affordable housing rests with the extent to which the allocation meets local needs and in the longer term the effectiveness of management. The Council believes that effective partnership working gives the best opportunities for delivering these aims and has developed a Social Housing Partnership with six RSLs to improve the quality and delivery of affordable housing in the District. As part of this partnership, all of the RSLs are required to allocate and manage social housing to prescribed standards which are regularly monitored. Whilst developers are free to select RSLs to work in partnership with, most understand and appreciate the benefits of working with one of those already in partnership with the local authority. Should a developer decline to work with one of the Council's partner RSLs, then the Council will need to ensure that the standards set by this partnership are covered through other arrangements, usually this will be through the Section 106 Agreement.

3.13.4 The Council may also be less able to support an application or request for subsidy from an RSL who has an uncertain or unproven record of management performance within the District, County or sub-region.

3.13.5 No permission shall be considered until there is confirmation as to how the affordable housing is to be allocated and this has been agreed by the Council's Strategic Housing Service.
Policy CS 11

Delivery through Partnership

The Council will encourage developers to provide affordable housing through partnership working with those RSLs who are formal partners with the Council.

Where an RSL has been appointed that is not a formal partner of the Council, standards of management including the allocation of the affordable housing will be required and ensured through the 106 Agreement.

The Council may impose a local lettings plan through negotiation with a RSL and the developer shall not have any influence as to whether this will be applied nor the criteria the Council and the RSL will set although the Council will notify them that this is being applied, the reasons why and an outline of the intended balance that is being sought.

Where the Council envisages the possibility of open market homes being occupied through private renting they may set a requirement for management arrangements by either a nominated RSL or some other appropriate managing agent as a stipulation in the 106 Agreement.
4 Prosperity

“Local Development Documents should ensure that an adequate range of sites/premises...are allocated to accommodate the full range of sectoral requirements to achieve the indicative job growth targets of Policy E1.”

“By 2031, the East of England will be:

- Internationally competitive with a global reputation for innovation and business growth.
- A region that harnesses and develops the talents and creativity of all.
- At the forefront of the low-carbon and resource-efficient economy”


“Achieving a strong and competitive Essex economy will involve:

- Ensuring people have the skills for higher value-added jobs in a knowledge based economy and improving employability and the attainment of lower level skills where this is a local issue.
- A dynamic business sector with higher levels of inward investment and international trade.
- Business innovation and expansion.”


“To promote a diverse, sustainable and vibrant local economy.”
Priority 6, P.35, Sustainable Community Strategy.

“To continue to raise educational attainment and skills levels” Priority 7, P.37, Sustainable Community Strategy.

“To maintain a diverse, vibrant, viable economy, encouraging equity and diversification of skills and employment opportunities across the District.”
LDF Core Strategy Objective.

“To ensure new development is either located away from high flood risk areas or is flood resilient when it is not possible to avoid such areas.”
LDF Core Strategy Objective.

“To develop and support sustainable tourism within the District.”
LDF Core Strategy Objective.

4.0.1 One of the key objectives for the LDF is to maintain a prosperous and thriving local economy. Over the last 10 years the District has been performing well in terms of average income and unemployment (Roger Tym & Partners [RTP], 2009). However, feedback from previous Core Strategy Issues and Options consultations (MDC, 2007d & MDC, 2007e) and the LDF evidence has identified a number of issues and challenges which will have to be addressed. In response to these issues and challenges, the prosperity theme focuses on a range of economic development issues including the strategies for employment and retail development, tourism, skills, education and rural diversification.
4.1 Local Economy Profile

The economy and economic development issues

4.1.1 The local economy in the Maldon District has been vibrant and active over the last ten years with average earnings of both residents and workers higher than that of most surrounding Districts. Between 1997 and 2007, the unemployment rate in Maldon has been lower than in the Region as a whole. The unemployment rate stands at 1.3% for the District compared with 1.8% for the East of England and 2.4% for the UK (RTP, 2009).

4.1.2 In 2006 there were 18,000 full time equivalent (excluding self-employed) jobs in the Maldon District (ONS, 2007b). Over the last decade, employment in the District has been growing at a faster rate (14%) than employment in the Region and at the national level, which both experienced an 8% increase since 1998. Construction, financial and business service sectors have had the greatest growth, 46% and 50% respectively. Employment in manufacturing has decreased by 9%. In absolute terms, employment growth remains modest.

4.1.3 Over 106 hectares of land across the District are currently used for employment, of which around 93 hectares were allocated in the Maldon District Replacement Local Plan (MDC, 2005b). This land allocation accounts for over 60% of the local jobs available. The major employment areas are located in the Causeway area and Burnham-on-Crouch for larger industrial and distribution premises and in Tollesbury where many maritime industries and businesses are based. Smaller allocations scattered across the District were made to provide spaces for local and smaller scale employment use. Over half of the jobs available were located in the Maldon ‘sub-district’ (covering the town centre and the Causeway employment area). Other areas with substantial numbers of employees include Heybridge West, South, Tolleshunt D’Arcy and Althorne (ONS, 2007b).

4.1.4 Approximately 50% of jobs are in public administration or banking/finance/insurance and the remainder in manufacturing and distribution.

4.1.5 Much of the District’s businesses are small in size and serve local needs. Over 90% of businesses, employ less than ten employees. This reflects the rural characteristics of the area and the high percentage of self-employment.

4.1.6 Although the District has enjoyed a relatively affluent economy, there is a high level of out-commuting. In 2001, of the 20,600 jobs in the District only 15,000 (52% of the total workforce) were taken by the local workforce. This is a significantly lower figure in comparison with 71% in Colchester and 59% in Chelmsford. Outside Maldon, the main commuter destinations are the surrounding districts of Basildon, Braintree, Brentwood, Chelmsford and Colchester and Braintree, accounting for 30% of the Maldon District’s total workforce. Further afield, 11% travel to London, and about 9% to the rest of the country (ONS, 2003).

Retail

4.1.7 Core Retail Areas are allocated for the town centres of Maldon and Burnham-on-Crouch in order to maintain and enhance the function of the high streets of the two towns. The retail study (GVA Grimley 2006) and update (GVA Grimley, 2009) indicate that Maldon town is performing well as the principal retail centre of the District with its strengths in independent shops and its traditional high street setting within a historic riverside town. The other retail centres in Burnham-on-Crouch and Heybridge are also considered healthy and serving the local community well.
Tourism

4.1.8 Owing to its maritime heritage, distinctive natural beauty, historic townscapes and proximity to London and other major towns in Essex, the Maldon District has always been a popular tourist destination. In 2006, tourism-related employment accounted for about 10% of all jobs within the District. About three million trips were made by tourists who generated more than £142 million tourism income for the District (EET, 2007). Tourism based businesses provide around 2,000 jobs locally.

Skills & training

4.1.9 The skills and education level of the workforce has identified pockets of deprivation in the District, in particular in some areas around Maldon, Heybridge and parts of the Dengie. The percentage of the population without any qualifications is about 20% in the District in comparison with 13% nationally; and only about 19% has NVQ4 or above compared to the national average of 28.6% (ONS, 2009)

4.2 Employment Allocation Strategy

4.2.1 To provide a robust evidence base for the LDF over the next 15 years and beyond, the Council commissioned an Employment Land Review [ELR] (RTP, 2009) to investigate current employment land supply, demand and market trends for the District. Taking account of the District's local economy and employment property market (in both qualitative and quantitative terms), the ELR informs the strategic approach by forecasting the future employment position of the District.

4.2.2 Key conclusions of the Maldon ELR (RTP, 2009) include:

- The indicative job growth target of 800 of the ‘rest of Essex’ allocation set in the RSS coincides with the “Enhanced Growth” scenario identified in the ELR.

- Identified long term vacancy on a number of the Replacement Local Plan employment allocations and based upon the Replacement Local Plan allocation (MDC, 2005b) there will be a net surplus of employment land over the next plan period.

- A recommendation that the Maldon District maintains a small allocation of employment land for each of the three identified sub-areas of the North, Maldon, and the South. These are distinct markets and employment space and should be provided for local need.

- Forecasts based on structural trends suggest that we can expect a continuous loss of jobs in industrial sectors. Gains are likely to be in retail, health and leisure sectors which do not occupy traditional B use class employment space.

- Given the projected trends and surplus of allocated sites, the Council should not consider allocating any extra employment land. De-allocation of existing employment allocations, in particular sites which are rated poor in the assessment, is recommended.

- Contrary to the declining need for employment land in the District, demand for office space presents an upward trend over the last ten years. Therefore a small scale allocation of land for office use should be considered.

- Given the predominantly rural nature of the District and consistent with the objectives set out in PPS7, the Council should adopt a permissive attitude toward rural employment activities i.e. farm conversions, unless the proposal would have an adverse impact on the wider environment.
4.2.3  A surplus of at least 5.4ha of employment land is projected. On this basis, the Council does not consider that there is any current need to extend existing or create new employment allocations in the District. The retention of the majority of the designated employment sites in the District combined with the de-allocation of the sites identified as poor quality which are unoccupied or partly occupied represents the most reasonable and realistic way of managing employment land supply.

Policy CS 12

Employment Allocations

The Council will support employment development which will help to attract inward investment, maintain economic competitiveness and provide employment opportunities for the wider economy and for the needs of the local community. Employment Allocations will be maintained for the following sites up to 2026.

- The Causeway, Maldon
- Wycke Hill, Maldon
- West Station Industrial Park, Maldon
- Burnham Business Park, Burnham-on-Crouch
- Springfield Industrial Estate, Burnham-on-Crouch
- Station Approach Industrial Area, Burnham-on-Crouch
- Oval Park, Langford
- Water Works, Langford
- Bardwells Yard, Cold Norton
- Mapledean Industrial Estate, Latchingdon
- Mayfair Industrial Estate, Latchingdon
- Mayland Industrial Estate, Mayland
- Hall Road Estate, Southminster
- Scott's Hill, Southminster
- Beckingham Business Park, Tolleshunt Major
- Woodrolfe Road, Tollesbury

The boundary of these sites will be the Replacement Local Plan (2005) boundary until clarified in the Site Allocations DPD.

Any alterations to employment allocations will only be considered following comprehensive impact assessments.

4.2.4  The following Employment Allocations from the previous Replacement Local Plan (2005b) have been released due to long term vacancy and sustainability issues. The Council will no longer support any employment development on all if vacant or if partly occupied the vacant part of these sites. All of these sites or part thereof if un-developed and will no longer be considered as industrial allocation:

- Bradwell Bait Farm, Bradwell-on-Sea
- Hall Road, Southminster
- Goldsands Road, Southminster
4.3 Development within Employment Allocations

4.3.1 Planning Policy Guidance (PPG) 4 discourages the placing of restrictions on the type of activities which are permitted within the B1 Use Class. According to the Maldon ELR (RTP, 2009) there is likely to be a modest increase in demand for office use in the District. The assessment also suggests that to provide diversity of uses and help regenerate underperforming employment areas, the Council should provide space for small scale office development where appropriate. However, the Council also recognise that B1 uses, in particular office use, will increase employment density and therefore have implications on traffic generation and parking which may impact upon transport infrastructure. It is therefore considered appropriate that office development of more than 2,500 m² (net) within employment allocations is located in or around Maldon and Heybridge, which are more accessible and better serviced by existing transport infrastructure than other areas and where there is potential to stimulate regeneration.

4.3.2 Whilst the Council supports the principle of focusing B-class development within employment allocations, a limited range of other land uses will also be considered. These include uses which are most appropriately sited within a specific employment or industrial estate setting, for example waste management, industry-related skills and training facilities and quasi retail uses which should not be located within identified retail areas, such as car sales rooms.

Policy CS 13
Development within Employment Allocations

Developments within Employment Allocations will be limited to office, industrial, warehousing and other B-class uses as stated in the Use Class Order.

Any proposal for new office development exceeding 2,500 m² of net floorspace within employment allocations will be in or around Maldon and Heybridge employment areas.

Appropriate other uses will also be considered within employment allocations, including waste management, car dealership and vocational training. Any kind of retail operations associated with employment use will have to demonstrate that the extent of any (non-trade) retail or sales activity remains a limited and minor element of the overall use and that the activity will not have any adverse effect upon the retail functions of nearby towns and villages.

Any other land use on Employment Allocations will only be considered following comprehensive impact assessments.

4.4 Retail Strategy

4.4.1 Retailing is identified in the Employment Land Review (RTP, 2009) as the most important commercial sector in terms of employment in the District, providing around 1,500 jobs. In recognition of the significant role of retail for the District, the Council, together with North Essex Authorities (Braintree, Colchester, Maldon and Tendring), commissioned a Joint Retail Study which was undertaken by GVA Grimley in 2006. This report focuses on the network of centres, current market conditions, qualitative health checks, global capacity forecasting, local development opportunity sites throughout the centres, strategic growth opportunities, and provides advice on retail provision changes to the network of centres. An update commissioned of the study for Maldon District was completed in 2009 (GVA Grimley, 2009).
4.4.2 The Maldon District Retail Study (GVA Grimley, 2006) and update (GVA Grimley, 2009) focuses on the three main retail centres of Maldon, Burnham-on-Crouch and Heybridge. These are identified as town centres and district centres in the Replacement Local Plan (MDC, 2005b).

4.4.3 Key conclusions of the studies include:

- The retail performance of the three centres is generally good with strength in independent/niche retailers.

- At the regional level, centres in the Maldon District should not aim to compete with higher order sub-regional centres in terms of comparison goods shopping.

- There is no need for additional retail provision for convenience goods in the District between 2008 and 2023. While there may be a quantifiable need for comparison goods floorspace between 2013 and 2023, the qualitative impact of this must be considered. Development proposals for comparison goods retail should be assessed in their own merit and meet the PPS6 requirements.

- The Council should support improvements to retail areas, such as enhancing the shopping environment, retail frontages and improving accessibility in the network of town centres.

- The Council should be cautious of the impact of out-of-town shopping development on the vitality and viability of town and district centres in the District.

4.4.4 While the condition of retail provision is generally good across the District there are identified concerns and challenges which the LDF will have to address. Retail centres in the District are of lower order in the retail hierarchy in comparison with surrounding centres of Chelmsford and Colchester. As a result of the retail offer of the larger surrounding towns of Chelmsford and Colchester and nearby Lakeside and Bluewater combined with the independent and niche nature of Maldon’s retail functions, there is inevitable leakage of retail spending, particularly for comparison goods. Therefore, in consideration that there will be no surplus expenditure available to support any further retail floorspace in the District between now and 2023 for convenience goods and a limited need for comparison goods from 2013 to 2023, combined with the potential for additional out-of-town retail to adversely impact upon the town centres, the strategic approach is to resist out-of-town development thereby protecting and enhancing existing retail centres and maintaining the character and identity of retail in the District.

4.4.5 There is a need to maintain a between retail and non-retail uses. The Core Strategy will designate Core and Local Retail Areas in order to achieve a vibrant local economy while accommodating local needs.

4.4.6 There is also a need to secure and maintain retail functions within the rural settlements across the District. Consequently the strategy seeks to continue to apply strict controls to prevent any further loss of local retail functions.

4.4.7 Boundaries of Core Retail Areas and Local Retail Areas and other retail allocations will be clarified in the Site Allocations and Development Management Policies DPD and the Central Area Action Plan. Until these DPDs are adopted the Replacement Local Plan (MDC, 2005b) boundaries should be applied.
Policy CS 14

Core Retail Areas

Within the Core Retail Areas of Maldon and Burnham-on-Crouch, ground floor retail units will be protected from changes of use. Within these areas only changes of use that result in A1 retail uses will be permitted.

Policy CS 15

Local Retail Areas

Within the Local Retail Areas of Maldon, Heybridge and Burnham-on-Crouch, ground floor retail units will be protected. Within these areas there must be no additional loss to non-retail uses from A1 from the 2009 baseline or if the proposal would result in more than three consecutive non-retail uses in the street frontage.

Policy CS 16

Retention of Local Retail Function

Outside Core Retail Areas and Local Retail Areas, ground floor retail units will be protected from changes to uses other than Class A1. Where a proposal will result in a loss of local retail frontage, it will have to demonstrate that:

- The existing business has been marketed by estate agents operating in the locality for at least three months immediately prior to the application at a realistic price and conditions that reflects the existing business use;
- The existing business use is not and cannot be made viable; and,
- There is no alternative business use for the premises.

4.5 Tourism

4.5.1 Tourist provision, including tourist attractions and tourist facilities, is generally supported by national planning policy. The Good Practice Guide on Planning for Tourism (DCLG, 2007) highlights the value of tourism to local economy. The Guide indicates a number of potential benefits of tourism, including:

- as a key element in rural and farm diversification;
- helping to revitalise market towns and villages;
- supporting important rural services and facilities; and
- delivering of environmental schemes and improvements to the built and natural environment.
4.5.2 Tourism is a cross cutting issue which covers a range of different areas in the Core Strategy including prosperity, retail, accessibility, the historic environment and nature conservation. Many of these issues are addressed dealt within the respective chapters of the Core Strategy and should not be replicated. However, it is important to stress that the Council recognises the value of tourism to the District and therefore support appropriate proposals which will lead to prosperous local tourism, provided that they accord with the other policies set out in the Core Strategy and DPDs.

Policy CS 17

Tourism

The Council will support and promote appropriate proposals which will contribute to the growth of local tourism in a sustainable manner.

In particular the Council will identify a network of tourist attractions for the District and explore the full potential of this.

This Council will also support the development of a new hotel in an appropriate location with at least 80 beds which will help to fill the existing gap of hotel accommodation in the District.

Any tourism attractions which encourage the use of the Essex Estuaries SAC or Mid Essex SPA, or which are adjacent to these designated sites will be designed in consultation with Natural England to prevent adverse impacts on the European Sites. If mitigation measures are required to prevent impacts on the SAC/ SPA/ Ramsar sites these may include one of more of the following:

- The design of vegetation and landscaping schemes to ensure adequate screening and buffering to the SAC/ SPA/ Ramsar site;
- If necessary, fencing and/or controlled access to the most sensitive areas of the SAC/ SPA/Ramsar site; and,
- The use of interpretation / information boards if appropriate. If neccessary, fencing and/or controlled access to the most sensitive areas of the SAC/ SPA/ Ramsar.

4.6 Rural Diversification

4.6.1 PPS7 stresses that diversification into non-agricultural activities is vital to the viability of many farm enterprises. The Council recognises the District’s economy functions not just on formally allocated employment sites but also through employment activities that occur on farm conversions and similar rural sites which provide low cost accommodation and encourage local entrepreneurial activity. The strategic approach is therefore generally supportive of such developments, except where the scale or nature of development has a demonstrably adverse impact on the wider economy and environment. Rural diversification should not take place at the expense of the local economy and the environment. It is therefore a priority for the Council to strictly control the extent and possible impact of proposed developments and the external features in relation to the development of the local economy, built and natural environment, infrastructure and local communities.
Policy CS 18

Rural Diversification

The Council will support the rural economy by encouraging appropriate rural diversification, such as local tourist accommodation, farm shops, small business development, small scale recreation activities, horse related activities, catering, etc., through the conversion and re-use of existing rural buildings. This will help to open up opportunities for economic development in the countryside.

Any rural diversification proposals will have to be able to demonstrate that the proposal and its cumulative impacts:

- Will not harm the economic vitality and viability of nearby towns or villages;
- Will be compatible with existing buildings in the farm;
- Do not harm the rural character of the landscape; and
- Do not detract from the amenity of the locality.

4.7 Maldon Central Area Action Plan

Maldon town is the focus of the District’s retail, employment, transport and community functions. The Maldon Central Area Action Plan will set out a strategic framework for facilitating and delivering prosperity and renaissance of the central area of the Town. The boundary will be determined through the Area Action Plan process. It will include Maldon Town Centre, the Causeway, the Hythe Quay and the Promenade Park.
5 Natural and Built Heritage

"...ensure that the region’s wider biodiversity, earth heritage and natural resources are protected and enriched through the conservation, restoration and re-establishment of key resources...”

“identify, protect, conserve and, where appropriate, enhance the historic environment of the region, its archaeology, historic buildings, places and landscapes, including historic parks and gardens and those features and sites (and their settings)...”

“require new development to be of high quality which complements the distinctive character and best qualities of the local area and promotes urban renaissance and regeneration.”
Policy ENV7, P.60, East of England Plan

“A smaller carbon footprint with less waste.”

“A well managed environment.”

“...maintain and encourage a sustainable coastal District, with a rich identity and heritage...”
Long term vision, P., Sustainable Community Strategy.

“To protect and enhance the distinctive environment of the District and encourage enjoyment of it.” Priorities, P.14, Sustainable Community Strategy.

“To protect and enhance the distinctive built and natural environment.”
LDF Core Strategy Objective.

5.0.1 Maldon District has been characterised by its diverse and distinct natural, historic and built environment reflective of its geology, geography and continuous settlement from prehistory to the present. The attractive built and natural heritage of the District makes a significant contribution to the quality of life and identity of the local area and encourages people to come into the area both to live, work and for tourism and leisure activities. The Council is therefore committed, through the LDF, to delivering robust and pro-active planning policies for the next 15 years and beyond in order to conserve and enhance these valuable natural and built assets while accommodating the need for growth and change.

5.0.2 The strategy contains four key policy components;

1. Preservation and enhancement of the natural environment.
2. Conservation and improvement of the built environment.
3. Addressing the impact of new development on the environment.
4. Responding to climate change, flooding and renewable energy.
5.1 The Natural Heritage

5.1.1 Maldon’s natural landscape is dominated by the two estuaries and the extensive flat and gently undulating alluvial plain along the Rivers Blackwater and Crouch. The rich soils, most of which are classified good to very good, have been intensively cultivated for centuries. Yet there are significant areas of semi-natural habitat that make an important contribution to the area’s diverse landscape character. The presence and distribution of these habitats is strongly influenced by geology and landform and include woodland, grassland, estuary, salt marsh and mudflat and freshwater and open water habitats. Many of the areas are of international, national and local importance and subsequently have been designated as Ramsar Sites, Sites of Special Scientific Interest (SSSI), Special Protection Areas (SPA), Special Areas of Conservation (SAC) and National Nature Reserves (NNR). A list of Local Wildlife Sites (LoWS) has also been identified in accordance with the principle of PPS9 which stresses the local authority’s role in planning future development and the management of land beyond statutory requirements (EECOS, 2006).

5.1.2 Currently there are around 280 ha of easily accessible green space of varying sizes and functions across the District. Almost two thirds of the sites are smaller than 0.4ha. which are usually within or close to residential areas and are therefore easily accessible to large numbers of people. Around 80% of the households in the District are within 5 minutes walk (or 400m) to a green space of at least 1 ha. in size (MDC, 2007b). All green space makes a significant contribution to the natural heritage and character of an area and enables potential health and well-being and other social and economic benefits. It also makes a significant contribution to the enhancement of biodiversity, for example even the heavily used sites such as Promenade Park is home to a number of protected species such as water voles, lizards and bats.

5.1.3 Given the potential for change and growth in the District over the next 15 years and beyond, there is a need to include strategic policies which will help to balance potential conflicts between development and use of land with the protection of the natural environment.

5.1.4 The strategic approach is therefore to ensure that any development proposal contribute towards the preservation and enhancement of the natural environment. Together with national agencies and local organisations, the Council will also seek to identify and manage a network of green infrastructure in order to:

- Conserve and enhance existing green infrastructure for its biodiversity and landscape value;
- Create sense of place through enhancement of natural and historic landscape character and heritage as well as the engagement of communities;
- Improve “access for all” to green spaces as well as connecting new communities with existing neighbourhoods and the wider environment;
- Plan and promote the network as part of a sustainable transport system where appropriate;
- Promote the network for recreation and tourism, education and healthy living; and,
- Contribute to flood management, improved air and water quality and noise abatement.
Policy CS 19

Protection and Enhancement of Natural Heritage

Through the management of development the Council will maintain and enhance the natural environment of the District, including biodiversity, landscape characters, and sites of ecological and geological value. A strategic multi-functional network of green infrastructure will be identified, managed and enhanced.

All developments will be expected to contribute toward measures which will help to maintain and enhance the quality of the environment both on site and for the wider community. With regards to LoWS, all developments on or adjacent to LoWS will have to achieve this site’s maximum biodiversity potential.

There will be a presumption against any development which may lead to the degradation of important habitats, species or the overall environmental value of areas. Where the loss of natural environment is unavoidable, developers will be required to provide compensation towards the loss and be able to demonstrate the compensation is at least of equal value to the loss on a case by case base.

Any proposed development which could have an adverse effect on internationally important sites (SPA/ SAC/ Ramsar) will be subject to an Appropriate Assessment. The Strategy therefore ensures that the competent authority (in this case Maldon District Council) will give consideration to international sites in order to inform development control decisions. Where it cannot be demonstrated that a development proposal will not have an adverse effect on the integrity of a site of international importance to nature conservation, such development is not supported by the Strategy and will not be permitted.

5.2 The Built Heritage

5.2.1 The composition and quality of the historic environmental assets (including the buildings, archaeology and landscape) defines the character and distinctiveness of the District’s towns, villages and hamlets and is reflective of its historic settlement patterns, land use, industry, and social and economic history.

5.2.2 Currently there are in total 1,031 entries on the statutory list of buildings of architectural and historic interest, 20 Scheduled Monuments from cropmarks to a monument of the Second World War, one Registered Park and Garden, and one Registered Battlefield where the Battle of Maldon took place AD 991. There are also 13 designated Conservation Areas in the District which incorporate historic cores of towns and villages, 8 miles of waterway incorporating the Chelmer and Blackwater Navigation and the buildings and open space of a nationally important World War One Aerodrome.

5.2.3 A local list (MDC, 2007f) has been established to include local heritage assets not considered to merit inclusion on the statutory list as being of national importance but deemed to be of local historic, architectural, religious or civic importance. These buildings will receive a level of protection to reflect the basis for their local listing with a presumption against allowing permission for their demolition and subsequent redevelopment and any inappropriate development. Furthermore, given the rural character of the District and its agricultural tradition, agricultural buildings also make a significant contribution to landscape characteristics and historic land use and are a distinctive feature in the District especially the unique, weatherboarded Essex Barns.
5.2.4 Archaeology is an important way of understanding the history of the District and the people that lived in the area. A large number of sites of archaeological interest exist in the District according to the Sites and Monuments Record maintained by Essex County Council. The Maldon District Historic Environment Characterisation Report (ECC, 2008a) and the Inter-tidal Archaeology Survey (ECC, 2009) identify further sites as being of sensitive or potential archaeological value. The strategic approach is therefore to make a presumption against development which adversely affects these sites, or their settings. There are 1,942 archaeological sites recorded in the Maldon District on the Historic Environment Record. The Historic Environment Record only records known sites, and there is high potential for the identification of further sites within the District.

5.2.5 Managing change in the historic environment is challenging. While it is recognised that securing new uses and adapting changes in the built environment over time is essential, it is also important that the value of historic assets to the community should not be undermined, particularly for districts like Maldon where the historic and built environment plays such an important role. Nevertheless historic assets should not be seen as obstacles which will delay or dismiss opportunities for development but instead can add value to the development if their potential as an asset can be fully exploited.

### Policy CS 20

**Protection and Enhancement of Built Heritage**

Development proposals must preserve and enhance the quality of identified historic assets and their setting including Listed Buildings, Conservation Areas, Registered Parks and Gardens, Registered Battlefield and Scheduled Ancient Monuments.

To protect historic assets of local importance, development proposals must not adversely impact upon buildings which are on the local list and their setting or identified Essex Barns and any structures within their curtilage.

Development proposals must not cause harm to sites of known, sensitive or potential archaeological value. Any development proposal which may impact upon known, sensitive or potential archaeological sites must be accompanied by archaeological assessment upon which any proposal will be assessed.

5.2.6 The historic and built environment of the District is distinctive in character and diverse in its location across towns and villages. Many of the new developments are undoubtedly attractive, with sensitive modern infill development complementing local vernacular architecture and there are many examples of good design in the District. There are, however, concerns that the unique design character of some parts of the District are being gradually eroded due to insufficient and inconsistent design principles. Good design is not just about appearance. It is also about the way places function – enabling and encouraging people to live healthy lifestyles, reducing opportunities for crime, creating accessible environments which are inclusive for all sectors of society, increasing opportunities for social interaction and allowing easy cleansing and maintenance.
Policy CS 21

Design for New Development

New development proposal must accord with the following design principles:

- Be sympathetic to the particular character of the site and its surroundings with high quality design, appropriate construction methods and building materials. Innovative high quality design solutions will also be welcomed;
- Make the most efficient use of the site with regard to the size and arrangement of the site, the position, orientation, proportion, scale and massing of buildings and the arrangement of spaces between them;
- Create and/or improve a safe and attractive public realm while maintaining a clear distinction between public and private space;
- Not result in unacceptable impact on the privacy and amenities of occupiers of any nearby properties; and,
- Reduce crime and the fear of crime with appropriate design and layout.

Development proposals should also be in conformity with sustainability, design and density requirement detailed in other Core Strategy policies and any subsequent DPDs and SPDs.

Policy CS 22

Concept Statement for Development Schemes

The aim of a Concept Statement is to clarify the preferred design approach to development based on site analysis, local context, market demands and design principles and to give guidance for development on issues such as density, design, layout, landscaping, biodiversity etc.

Concept Statements will be undertaken where:

- Sites are of strategic importance i.e. sites of major allocation and/or any major development;
- Any potential development will have significant impacts on the surrounding environment; or,
- With clusters of smaller sites the developments of which will have a potential cumulative impact on the environment.
5.3 Environmental Impact of New Development

5.3.1 All new development will have an impact on the environment and it is crucial to prevent or mitigate against adverse impacts. The Council will need to ensure that all new developments will genuinely be sustainable and mitigate against climate change impacts irrespective of the size of development. Environmental issues that should be taken into account with new development proposals include, but are not restricted to, air quality, water consumption and quality, drainage, sewerage, energy, noise, light, skyline, waste, contamination, design and building materials.

Climate change

5.3.2 There is a global recognition that the Earth’s climate has been changing in a way that is imposing a threat to our future. It is the Government’s policies to tackle the challenges of climate change by reducing the human contribution and to ensure all development is sustainable.

5.3.3 Global warming is the most obvious impact of climate change. Unsustainable human activities have resulted in high concentrations of greenhouse gases, such as carbon dioxide (CO₂), ozone, chlorofluorocarbons and methane etc., which are trapping heat in the atmosphere. It is therefore important to combat the release of these greenhouse gases, especially from new development and minimise unsustainable activities.

Air quality

5.3.4 Public health is closely related to the quality of the air. The combustion of fossil fuel and traffic emission adversely impact on air quality. The Council measures air quality using passive tubes at nine locations which are all located along busy roads or at busy road junctions (Table 6).

<table>
<thead>
<tr>
<th>ID</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>MD1</td>
<td>Opposite Cherry Oak, A414</td>
</tr>
<tr>
<td>MD2</td>
<td>Wycke Hill A414, Wincroft</td>
</tr>
<tr>
<td>MD3</td>
<td>Heybridge Approach A414</td>
</tr>
<tr>
<td>MD4</td>
<td>Heybridge Street/ Causeway</td>
</tr>
<tr>
<td>MD5</td>
<td>Colchester Rd/ Heybridge Street</td>
</tr>
<tr>
<td>MD6</td>
<td>Market Hill/ High Street</td>
</tr>
<tr>
<td>MD7</td>
<td>Wantz Road/ High Street</td>
</tr>
<tr>
<td>MD8</td>
<td>Latchingdon Road/ Burnham Road</td>
</tr>
<tr>
<td>MD9</td>
<td>The Roothings</td>
</tr>
</tbody>
</table>

Table 6 Air monitoring areas in Maldon District

5.3.5 Currently there are no Air Quality Management Areas in the District. The main air quality issues are resultant from emissions of nitrogen dioxide (NO₂) and particulate matter (PM₁₀) from vehicles on the A414. That there are no current or predicted exceedances of the NO₂ annual mean objective. However, Market Hill and Wantz Road are higher in terms of emissions than other areas.
Regarding the carbon dioxide emission, the District has a low per capita emission rate (6.4 kt CO\textsubscript{2}) compared to the national average of 7.4 kt CO\textsubscript{2} in 2006. The Council is also one of the only two authorities in Essex that achieved a reduction in the per capita emission rate from 2005 to 2006 (Table 7).

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maldon</td>
<td>6.5</td>
<td>6.4</td>
</tr>
<tr>
<td>Basildon</td>
<td>7.1</td>
<td>7.2</td>
</tr>
<tr>
<td>Braintree</td>
<td>7.0</td>
<td>6.9</td>
</tr>
<tr>
<td>Brentwood</td>
<td>8.1</td>
<td>8.2</td>
</tr>
<tr>
<td>Castlepoint</td>
<td>4.6</td>
<td>4.6</td>
</tr>
<tr>
<td>Chelmsford</td>
<td>6.9</td>
<td>6.9</td>
</tr>
<tr>
<td>Colchester</td>
<td>6.3</td>
<td>6.3</td>
</tr>
<tr>
<td>Epping Forest</td>
<td>6.3</td>
<td>6.3</td>
</tr>
<tr>
<td>Harlow</td>
<td>7.2</td>
<td>7.2</td>
</tr>
<tr>
<td>Rochford</td>
<td>5.5</td>
<td>5.5</td>
</tr>
<tr>
<td>Tendring</td>
<td>5.5</td>
<td>5.5</td>
</tr>
<tr>
<td>Uttlesford</td>
<td>8.9</td>
<td>9.0</td>
</tr>
<tr>
<td>UK Total</td>
<td>7.4</td>
<td>7.4</td>
</tr>
</tbody>
</table>

Table 7 Per capita carbon dioxide emission (kt CO\textsubscript{2}) (Source: NI 186 by DFRA, 2009)

The new sources of emission of air pollutants include the change of industrial use and new development. With regard to the amount of housing provision and employment use in the plan period, it is crucial to ensure that new developments do not, as far as practicable, increase traffic emissions, particularly in the areas of lower air quality, and instead contribute to greenhouse gases reduction in order to improve the overall air quality in the District. Any development likely to pose a risk to air quality, particularly in problem areas such as along the A414, Market Hill and Wantz Road, will be required to submit an air quality assessment.

The Council will continue to monitor the air quality through Air Quality Review on a three yearly basis. Annual progress reports will also be produced.

Drainage & Flooding

As a result of climate change, there is a higher possibility of experiencing extreme weather conditions, such as heavy rainfall and storms. New developments can increase the risk of flooding by causing more surface run-off and disrupting the flow or storage of flood water. Preventive or alleviation measures should be taken to ensure a sustainable surface water discharge, including investment in sewerage discharge capacity and treatment, rainwater harvesting and the introduction of Sustainable Urban Drainage Systems.
Skyline

5.3.10 The town of Maldon and village of Purleigh have elevated skylines which help to build up the identity and character of the District. In order to preserve the distinctive character of these areas, the scale and bulk of any new developments should have regard to the effects on the skyline. The significant views of skylines will be informed by the skyline survey. Similarly, views from elevated settlements to the surrounding areas should not be adversely affected by development.

Energy efficiency

5.3.11 The National Indicator of per capita CO\textsubscript{2} emission identify the main source of CO\textsubscript{2} in the District is from industrial, commercial and domestic energy use (more than 60%).

5.3.12 Efficient use of energy is essential to combat CO\textsubscript{2} emissions and allow sustainable use of energy for the future generations.

5.3.13 The growing population and increased provision of residential dwellings imply that there will be a greater demand on energy in the near future. In order to address this implied increase in demand new development should minimise the energy consumption by introducing energy efficient devices and making use of renewable energy where possible.

Waste

5.3.14 Waste is generated in different sources. Although waste generation is inevitable it is possible to minimise the amount of waste produced and to ensure that it is treated and disposed in an environmentally acceptable way. When meeting the need for development provision in the District, new development should minimise construction and demolition waste by making use of recycled building materials. In addition, new developments should also provide adequate facilities for storage, recycling and collection of waste during construction and occupation.

Contamination

5.3.15 Within the District, the Council is aware of 550 sites that are potentially contaminated mainly through previous and current industrial processes. Under the Environmental Protection Act 1990, the Council is seeking to ensure that land contamination is identified through risk-based inspection and remediated as part of the re-development process. It is, under the Act, the developer’s primary responsibility to ensure that the development is safe and suitable for use and to include any remediation measures if required.
Policy CS 23

Environmental Impact of New Development

All new development proposals should aim to minimise their impact on the environment by:

a. ensuring the prudent use of natural resources through layout, design and construction;

b. minimising possible pollutants including air, water, oil, noise and light;

c. maximising the use of locally sourced materials where possible;

d. reducing water consumption through the application of water saving devices and water efficiency measures and incorporating Sustainable Urban Drainage Systems (SUDS);

e. demonstrating that the development has no adverse impact on important views of landmark buildings and the historic skylines;

f. minimising energy consumption and adopting the use of renewable energy;

g. securing that at least 10% of total energy is generated from renewable or low-carbon sources for development of more than 10 dwellings or 1000 m$^2$ of non-residential floorspace;

h. minimising waste and making provision for recycling facilities within the development;

i. remediating land affected by contamination and locating an appropriate distance from hazardous establishments;

j. seeking Code 3 in Code for Sustainable Homes and be of Lifetime Homes standard within new housing developments: and,

k. addressing land instability where practicable.

Development proposals must demonstrate through appropriate assessments that any adverse effects are adequately addressed by appropriate alleviation and mitigation measures.
5.4 Renewable Energy

5.4.1 In accordance with Government policy, the Council will seek to support an increase in the overall use of renewable energy throughout the District encouraging the use of solar power, wind power and hydro power as alternative energy sources.

5.4.2 Small scale and community-based renewable energy schemes will be supported if the proposals improve the energy efficiency. Larger and commercial renewable energy developments will need to be considered on their merits as well as their impacts on the neighbourhood and the environment.

5.5 Flooding

5.5.1 With the rise of global temperatures, the sea level is rising at an accelerating rate and is affecting the flood risk issue. Being a coastal District with more than 70 miles of coastline, much of the area is affected or at risk of flooding. It is the Government's policy to avoid inappropriate development in areas of flood risk and to divert vulnerable development away from areas of high flood risk. The potential types, sources and pathways of risk as summarised in Table 8.

5.5.2 The Strategic Flood Risk Assessment (Scott Wilson, 2008) identifies that the flood risk posed to properties within the District arises from different sources including river flooding, tidal flooding and surface water flooding. The main fluvial flooding sources in the District are the Rivers Blackwater and Chelmer while the estuary of the River Crouch also imposes a flood risk to the southern regions. The report (Scott Wilson, 2008) identified that the main areas considered at risk are to the south Burnham-on-Crouch, North Fambridge, Heybridge Basin and the Causeway. In addition, two breach locations are identified in Maylandsea Marina and Burnham-on-Crouch.

<table>
<thead>
<tr>
<th>Flood type</th>
<th>Source</th>
<th>Pathway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fluvial</td>
<td>River Blackwater and Chelmer</td>
<td>Floodplain ponding/ conveyance/ breach</td>
</tr>
<tr>
<td>Tidal</td>
<td>Tidal surge</td>
<td>Floodplain ponding/ conveyance/ breach</td>
</tr>
<tr>
<td>Overland flow</td>
<td>Greenfield runoff</td>
<td>Flow paths merging from surrounding fields</td>
</tr>
<tr>
<td>Drainage systems</td>
<td>Urban runoff</td>
<td>Surcharged sewers</td>
</tr>
<tr>
<td>Groundwater</td>
<td>Potential perched water</td>
<td>Rising water level</td>
</tr>
</tbody>
</table>

Table 8 Summary of potential flood sources in the District (SFRA 2008)
Policy CS 24

Flood Risk

Proposals for development will need to respect the environment of the District and in particular be aware of the potential impact of climate change. The sequential test will be applied rigorously throughout the District and most new development should be located in Flood Zone 1.

Proposals should avoid functional floodplain areas (unless they are appropriate uses as defined by PPS 25). New development in Flood Zone 3a will be restricted to the following categories:

- Water compatible uses as defined in PPS25;
- Minor development as defined in PPS25;
- Changes of use to an equal or lower risk category in the flood risk vulnerability classification, where there is no operational development.

Strategic land allocations will not be made in Flood Zone 3 except within the boundary of the Central Area Action Plan where development will contribute to the regeneration objectives and all the following criteria can be met to the satisfaction of the Environment Agency:

- alternative appropriate land at a lower risk is not available;
- there are exceptional reasons for locating development within such areas; and,
- the risk can be mitigated by engineering and design measures.

Appropriate developments in Flood Zones 2 and 3 will require a flood risk assessment taking account of future climate change. The SFRA defines Zones 2, 3a and the functional floodplain (3b) in Maldon District. Where this information is not available, the Environment Agency Flood Risk Zones and a site specific Flood Risk Assessment will be used to apply the sequential test.

Land in Flood Zone 1 that is surrounded by areas of Flood Zones 2 or 3 will be treated as if it is the higher risk zone and a Flood Risk Assessment will be required to prove that safe access and egress exists for the development or that the land will be sustainable for the duration of the flood period.
6 Accessibility

“To manage travel behaviour and the demand for transport, to reduce the rate of road traffic growth and to ensure the transport sector makes an appropriate contribution to reducing greenhouse gas emissions...to encourage efficient use of existing transport infrastructure...to enable the provision of the infrastructure and transport services necessary to support existing communities and development proposed in the spatial strategy...to improve access to jobs, services and leisure facilities...”
Policy T1, P.39, East of England Plan.

“Changing travel behaviour, a reduction in distances travelled and shift towards greater use of sustainable modes...”
Policy T2, P.40, East of England Plan.

“In rural areas priority should be given to providing sustainable access from villages and other rural settlements to market towns and urban areas.”

“Provision for walking, cycling and other non motorised transport should be improved and developed...”
Policy T9, P.43, East of England Plan.

“Public transport provision, including demand responsive services, should be improved as a package of measures to improve accessibility”.

“Parking Controls, such as the level of supply or the charges should be used as part of packages for managing transport demand.”

“Delivering Accessibility, Tackling Congestion, Promoting Better Air Quality, Safer Roads, Enhancing Maintenance.”
Key Objectives, P12, Essex Local Transport Plan 2006/2011.

“To improve and sustain transport and access to services and facilities in rural areas.”
Priorities, P.14, Sustainable Community Strategy.

“ To maintain and improve public transport provision, promote sustainable modes of transport and reduce journey miles undertaken by car. ”
LDF Core Strategy Objective.

6.0.1 Accessibility is about making it easier for all people, irrespective of age, disability or other differences, to access work, key facilities and services, including leisure activities. It is fundamental of creating sustainable communities, as people need a range of goods, key services and facilities to support their everyday lives.
6.1 Profile of Accessibility

6.1.1 Rurality and relative isolation is a major characteristic of the District. Over half of the residents in the District (approximately 33,400) live in the urban area of Maldon, Heybridge, Burnham-on-Crouch and Southminster (ONS, 2003). The factors listed below identify both the causes and consequences of the District’s accessibility which the Core Strategy seeks to take account of and, where relevant, address.

6.1.2 The Rivers Crouch and Blackwater restrict north-south transport movement within the District and the connectivity to adjoining areas. Internally, the road network comprises B and C class roads, the majority of which are single carriageway roads and some are particularly narrow.

6.1.3 Mainline railway links to Maldon were closed in the 1960’s, making Maldon the largest town in Essex without a railway station. The remaining branch-line is restricted to the south of the District providing a service to London.

6.1.4 Bus services remain the predominant public transport offer for most settlements, however the provision and frequency of services is limited, especially for the more rural settlements where services are being subsidised by Essex County Council.

6.1.5 The District has dedicated cycle routes and footpaths. Currently these are concentrated in Maldon and Heybridge. The existing networks are not comprehensive across the District and even within the urban areas are disjointed. Nevertheless, Maldon and Burnham-on-Crouch have higher percentages of walking or cycling than the national and regional averages. Tollesbury has the highest percentage of residents cycling to work (over twice the national average [ONS, 2003]).

6.1.6 The remoteness, the lack of alternatives to the car combined with the relative affluence of the population tends to encourage high car ownership which has created an increased dependency on the private motor car as a mode of transport (as detailed in Table 9).

6.1.7 The impact of the need to travel from isolated areas of housing is evidenced by the distances that Maldon District residents travel to work (21.21 km is 8 km further than the England average according to the 2001 Census [ONS, 2003]).

6.1.8 Accessibility impacts upon the modes of travel to work (Table 9). Approximately half of the workers resident in Maldon District travel out of the District to work. Two thirds of all workers drive to work. Under 10% of residents walk or cycle to work in the District a figure lower than the national and regional averages of almost 13% (ONS, 2003).

6.1.9 During the LDF consultation a number of additional issues were raised regarding Maldon town centre, including the availability of car parking spaces in the town centre car parks and adjoining streets, freight movements and the servicing of shops which result in congestion and safety problems at particular times of the day. Poor signage was also identified as an issue (MDC 2007d & MDC, 2007e).
### Table 9 Transport Mode to Work (Source: ONS, 2003)

<table>
<thead>
<tr>
<th>Mode of Transport</th>
<th>Maldon District</th>
<th>East of England</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>All people aged 16-74 in employment</td>
<td>28,943</td>
<td>2,579,378</td>
<td>22,441,498</td>
</tr>
<tr>
<td>Average distance (km) travelled to fixed place of work</td>
<td>21.21</td>
<td>15.88</td>
<td>13.31</td>
</tr>
<tr>
<td>Driving a Car or Van (%)</td>
<td>62.81</td>
<td>58.88</td>
<td>54.92</td>
</tr>
<tr>
<td>Passenger in a Car or Van (%)</td>
<td>5.22</td>
<td>5.84</td>
<td>6.11</td>
</tr>
<tr>
<td>Bus, Mini Bus or Coach (%)</td>
<td>1.31</td>
<td>3.99</td>
<td>7.51</td>
</tr>
<tr>
<td>Train (%)</td>
<td>7.29</td>
<td>6.05</td>
<td>4.23</td>
</tr>
<tr>
<td>Bicycle (%)</td>
<td>2.38</td>
<td>3.88</td>
<td>2.83</td>
</tr>
<tr>
<td>On foot (%)</td>
<td>7.46</td>
<td>9.06</td>
<td>9.99</td>
</tr>
<tr>
<td>People who work mainly at or from home (%)</td>
<td>11.73</td>
<td>9.44</td>
<td>9.16</td>
</tr>
<tr>
<td>Other (%)</td>
<td>1.8</td>
<td>2.86</td>
<td>5.25</td>
</tr>
</tbody>
</table>

### 6.2 Strategic Approach

#### 6.2.1 The Core Strategy does not determine transport policy directly. However, by guiding new development to locations that reduce the need for car journeys and the distances driven and which permit the choice of more sustainable energy efficient public transport, the adverse environmental effects of increased traffic may be minimised and the possible need for costly highway improvements avoided.

#### 6.2.2 In accordance with the balancing housing theme, major housing development will be concentrated in the more urban settlements, namely Maldon, Heybridge, Burnham-on-Crouch and Southminster. Concentrating most new employment, housing, services and facilities to the more accessible areas in the District will minimise the need to travel. Furthermore, it should make the provision of public transport together with other infrastructure more deliverable.

#### 6.2.3 Additionally, by shaping the pattern of development, including the scale, density, design and mix of land uses, the LDF can help to reduce the need to travel, reduce the length of journeys and make it safer and easier for people to access jobs and key services by public transport, walking, and cycling in preference to the private car, which forms the basis of sustainable transport.

#### 6.2.4 The strategic approach for accessibility seeks to:

- Improve access to jobs, education, services and facilities and intra and inter connectivity, ensuring that people have access to key facilities and services.
- Ensure reliable and efficient transport networks meet local need and support economic activities.
- Promote walking and cycling as alternative means of transport to reduce the District’s over dependence on the car and enable benefits for the environment and the health and well being of individuals.
Facilitate movement through better land use allocation and transportation management.

Ensure that accessibility considerations are fully integrated into Maldon’s LDF, DPDs and future planning decisions.

6.2.5 This will be achieved by applying a strategic approach to development and specific policies to new development which encourage more sustainable access for everyone.

6.3 New Development

6.3.1 New development impacts upon accessibility. As a result of development there may be a need to provide new transport infrastructure, which should firstly be directed to support more sustainable forms of travel. This may provide opportunities to improve existing transport infrastructure by enhancing connectivity within the development and to other established land uses.

6.3.2 There is potential to provide a new transport linkage in Heybridge connecting the B1018 & B1022. This will have the potential of diverting traffic away from the historic core of Heybridge and Maldon to the by-pass.

Policy CS 25

Accessibility Requirements for New Development

All new development must:

- be located close to and have ready access to areas with an established transport network and public transport services so as to reduce reliance to travel by private car;
- not have a detrimental impact on the existing main road networks;
- seek to assist and contribute to the provision and maintenance of infrastructures, transport facilities and resources to support public transport services;
- provide and/or enhance safe and convenient dedicated footpaths for pedestrians, including those with mobility difficulties and cyclists that enhance connectivity and can be used by all;
- improve accessibility to buildings, streets and public spaces for all users especially for those with mobility impairments;
- where appropriate, provide green travel plans together with implementation and monitoring strategies that aim to minimise the need to travel and show a preference for more environmental friendly choices;
- provide adequate parking facilities, especially for mobility equipment and bicycles, in accordance with Parking Standards to be agreed by the Council; and,
- take into account the cumulative impact they would have and where appropriate be accompanied by a Transport Statement.

Major developments should be supported by a Transport Assessment which will take into account any potential impacts of transport and assess measures to improve access by public transport, walking and cycling.
6.4 Sustainable Transport for Everyone

6.4.1 Specific groups in society are more likely to be affected by accessibility constraints. Single pensioners and lone parents are the least likely households to own a car in the East of England (EEDA, 2009). Consideration should be given to make all households more inclusive by improving their access to key services and facilities. Where this requires some form of transport, there should be a preference for walking (or wheelchair use), cycling and the use of public transport.

Public Transport Services

6.4.2 Public Transport is fundamental to the communities in the District. It is crucial to ensure that the District is internally and externally linked by good public transport services, enabling improved access to jobs, services and facilities. For the 14% of households in the Maldon District that do not have access to a private car or van (ONS, 2008), public transport is one of the main means by which they can access work, health facilities and the range of facilities and services.

6.4.3 In order to deliver a sustainable transport system for everyone, public transport should be the backbone of the District’s transport network. All residents should have access to a safe, reliable, comfortable and cost-effective public transport service.

Bus

6.4.4 Currently, all towns and the majority of villages in the District are served by a bus service, however, the frequency and hours of operation vary across the District. The more rural and remote parts of the District are not well served simply because they are less viable than provision in the more urban settlements. For instance, Maldon, Heybridge, Burnham-on-Crouch and Southminster have a regular hourly bus connection to each other and to Chelmsford in comparison to Purleigh which has a twice weekly bus service to Maldon.

6.4.5 To sustain and improve provision of bus services, Essex County Council offers a number of subsidies to enable bus companies to operate a scheduled service. Settlements with less than 400 residents do not meet the minimum service level and are without a Sunday service.

6.4.6 Public and private investment is required to improve bus services in order to attract more people onto public transport. This may include the provision of bus shelters, subsidies to support bus services and maintenance and upgrading information provision, for example through telematics. Such investments would need to be effectively targeted at settlements where more people are likely to make a modal shift from the private car to a public bus.

Train

6.4.7 Rail services are limited to the south of the District with stations at Althorne, Burnham-on-Crouch, North Fambridge and Southminster. The principal town of the District, Maldon, is not served by train. The possibility of re-opening the former branch line to Witham has been ruled out by Network Rail as parts of the route have been built over. Potential to increase rail patronage therefore focuses on improving trains services using the Southminster to London line together with provision of connecting bus services from nearby settlements.
6.4.8 Network Rail has confirmed that there will be a longer passing loop in the line which, together with additional engineering works at North Fambridge Station, will allow four additional train carriages, increasing carrying capacity by 50%. To optimise the increased future capacity and to encourage a modal shift away from residents using the private car there is a need for improved connections to Stations on the Southminster branch line and to the mainline stations of Hatfield Peverel, Witham and Chelmsford.

Demand Responsive Schemes & Community Transport

6.4.9 Rural settlements are increasingly having to be dependent on demand responsive services because population thresholds do not support scheduled bus services. There are two schemes currently operated by Viking Community Transport (subject to the availability of drivers and vehicles):

- Social Car Scheme: open to any resident who meets the membership criteria within the Maldon District who cannot access public or private transport.
- Minibus Scheme: available for local non profit-making organisations to enable their members to attend social clubs and go on group trips. A group membership is applicable.

Taxi

6.4.10 Taxis are the simplest and most flexible form of demand responsive transport, providing an essential part of the public transport network. There are two distinct types of taxis operating in the Maldon District. The Hackney Carriage is licensed to be able to stand on taxi ranks and pick up passengers when hailed and private hire vehicles are restricted to pre-booked journeys.

6.4.11 In 2008/09 the number of licensed taxis and drivers in the District were (MDC, 2009e):

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hackney Carriage Vehicles</td>
<td>80</td>
</tr>
<tr>
<td>Hackney Carriage Drivers</td>
<td>120</td>
</tr>
<tr>
<td>Private Hire Vehicles</td>
<td>14</td>
</tr>
<tr>
<td>Private Hire Drivers</td>
<td>28</td>
</tr>
</tbody>
</table>

Cycling & Walking

6.4.12 Cycling and walking are the most environmentally friendly forms of transport which can provide an alternative to a number of short car journeys, therefore will be the preferred means of transport to connect to public transport and to neighbouring settlements. In the more urban parts of the District, a greater proportion of residents in Maldon and Burnham-on-Crouch walk or cycle to work.

6.4.13 In the District where the number of residents over the age of 65 is increasing and those over 80 are predicted to more than double between 2006 and 2026 (ONS, 2007a), mobility issues are going to become more paramount. Cycle routes and footpaths will need to be suitably adapted for use by people with mobility impairments.
6.4.14 Cycling and pedestrian networks can also provide a recreational asset, linking the wide range of green infrastructure assets in the District. These will be particularly relevant along the coast and across the Dengie where vast areas of the District have international and national protection and are considered to be very sensitive environments. Managed properly, such networks will ensure that more people can access and enjoy parts of the District which they would otherwise not visit.

Policy CS 26

Sustainable Transport for Everyone

The Council will support a range of measures to enhance the provision of more sustainable forms of transport and overcome barriers that limit accessibility by:

- Requiring improvements in provision of public transport facilities in the District;
- Developing a high quality, safe and more comprehensive cycle route and public path network for the Maldon District. Specifically, the Council will seek to continue to extend the existing network in Maldon and Heybridge, connecting it to Witham via the Blackwater Trail, along the Canal and connecting Southminster and Burnham-on-Crouch;
- Giving priority to wheelchair users, pedestrians, cyclists and public transport over the private car, particularly in town centres and also in residential areas where there is an identified conflict in order to make the more sustainable modes more attractive.

Any green infrastructure assets which are adjacent to the SAC/ SPAs/ Ramsar sites within the district will be designed in consultation with Natural England to prevent adverse impacts on the European Sites. If mitigation measures are required to prevent impacts on the SAC/ SPAs/ Ramsar sites these may include one of more of the following:

- The design of vegetation and landscaping schemes to ensure adequate screening and buffering to the SAC/ SPA/ Ramsar site;
- If necessary, fencing and/or controlled access to the most sensitive areas of the SAC/ SPA/ Ramsar site; and,
- The use of interpretation/information boards if appropriate.
Maldon Town Centre

6.4.15 Maldon Town Centre and the Causeway Area will remain as the principal shopping and employment areas in the District. A number of accessibility issues were identified that will be addressed through the Maldon Central Area Action Plan including:

- **Vehicle parking**
  As a market town, Maldon is the largest retail and service centre within the District. A significant number of people rely on the private car for journeys to the Town which results in parking problems in the popular car parks in the centre. Parking close to the shops and services along the upper High Street often lead to a shortage of parking spaces in the White Horse Lane and Butt Lane car parks, whilst the High Street East car park is often not fully utilised.

- **Freight Movements**
  The loading and unloading of goods to service stores along Maldon High Street is known to cause problems with safety and result in localised congestion.

- **Signage**
  Poor signage has been identified as an issue at an earlier consultation for the LDF. Signage is considered to be confusing with some failing to divert traffic to the by-pass around Maldon and instead through the historic core.

Maldon Central Area Action Plan

6.4.16 The Council will seek to manage car park provision for both short-stay and long-stay spaces to promote the economic viability of the whole Town Centre. By improving public transport provision through improved timetabling and connectivity to Maldon from the more remote rural settlements, people would have an alternative to driving the car to the centre. Furthermore, by expanding the network of safe cycle routes and footpaths, residents will have a greater choice of more sustainable means of travel for shopping or other facilities in Maldon. All these issues, in addition to improved signage and better traffic/transportation management in Maldon Town Centre and the Causeway, will be addressed by the proposed Maldon Central Area Action Plan.

6.5 Implementation

6.5.1 Accessibility in the District can be improved by better coordination between service and facility providers in the delivery of their service.

6.5.2 Transport infrastructure delivery is reliant on public sector investment which for Maldon is via Essex County Council, the Highway Authority. However, it will be expected that developer contributions, through Community Infrastructure Levy (CIL) or an alternative strategic approach will help fund prioritised schemes that will result in a more sustainable and accessible District.
6.5.3 The LDF provides the opportunity to ensure that accessibility in the District is given proper consideration. Policies will be implemented through:

- The determination and monitoring of planning applications;
- Partnership working with Essex County Council, the private sector especially transport operators and with developers, employers, public services organisations and also the voluntary sector; and,
- Monitoring the implementation of travel plans (including targets, incentives for compliance and adequate funding streams).

6.5.4 Specific policies and further guidance will be provided to support the Core Strategy in the Maldon Central Area Action Plan and the Site Allocations and Development Management Policies DPDs.
7 People and Communities

"To improve the quality of life for the people of the region..."
Objective (iv) P.7, East of England Plan.

“Areas and networks of green infrastructure should be identified, created, enhanced and managed to ensure an improved and healthy environment is available for present and future communities.” PolicyENV1, P.51, East of England Plan.

“Local Development Documents and the wider strategies of local authorities should include policies that support and grow the region’s cultural assets.”
Policy C1, P.36, East of England Plan.

“...Local Development Documents should plan to site new development so as to maximise the potential of existing water/waste water treatment infrastructure and minimise the need for new/improved infrastructure.”

“Local planning authorities should work with partners to ensure their plans, policies, programmes and proposals take account of the environmental consequences.”

“Implementation will be achieved through the private, public and voluntary sectors working in an effective coordinated way.”
Policy WM1, P.71, East of England Plan.

“...waste management policies should ...ensure timely and adequate provision of facilities... minimise the impact of new development...minimise the environment impact of waste management, seek community support ...”
Policy IMP1, P.107, East of England Plan.

“To improve the health and well-being of residents...To strengthen and encourage opportunities that will sustain and develop active communities with strong community spirit ...To make Maldon District a safer place.”
Priorities, P.14, Sustainable Community Strategy.

“To ensure that People and Communities enjoy quality sustainable lifestyles by enabling the provision facilities and services where they are needed in the District.”
LDF Core Objective.

7.1 Sustainable Communities and Growth

7.1.1 Communities are considered to be sustainable when they are active, inclusive, safe, well designed and connected and crucially enjoyed by the people who live within them. To ensure the delivery of sustainable communities across the District, the Core Strategy aims to orchestrate the provision of all types of infrastructure to help sustain good quality of life for the residents.
7.1.2 Infrastructure comprises a range of services and facilities that will support and enrich people’s lives from the cradle to the grave. The availability and quality of infrastructure has a significant influence on the community at large. It is important for the Core Strategy to respond to the needs arising from growth and to enable the provision of sufficient infrastructure to satisfy the specific needs of the District’s people and also to cope with the wider growth needs of the population.

7.2 The People

7.2.1 The District’s demography is the main influence on which facilities and services are required. The population of the Maldon District currently stands at 62,400 (ONS, 2008). Over the past 10 years (1998 to 2007), the population of the District has grown by over 13%, achieving an annual rate of growth of around 1%. The increase in population results mainly from migration; the number of births and deaths are roughly equal. The total population is predicted to grow by some 17% by 2026.

7.2.2 As Figure 3 indicates, the population of the District is ageing. Whilst the increase in the population of the District is projected to be 18%, those aged between 65 and 84 will increase at about 77%, whilst those aged over 85 will more than double in number. The needs of an older population in terms of leisure, health and other community facilities are different from the requirements of a younger population. Older people are more likely to suffer from a range of ailments and disabilities, and may require extra care.

![Population Change 2006-2026](image)

**Figure 3: Population by Age Group 2004-2026 (Source: ONS 2007a)**

7.2.3 Reflecting national trends, whilst the number of households in the District is projected to increase to 33,000, the average household size has been falling. This represents an increase of some 7,000 households who will require facilities and services in the District (DCLG, 2008b).
The key demographic changes identified in Table 10 will have a significant impact on the infrastructure requirements of the District, however all of the consequences of these changes can be very complex and cannot be fully captured within the Core Strategy.

<table>
<thead>
<tr>
<th>u5 population</th>
<th>3% increase but below District average</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-9 year olds</td>
<td>5% increase in population yet below District average</td>
</tr>
<tr>
<td>10-19</td>
<td>No changes which may have implications for secondary school provision</td>
</tr>
<tr>
<td>Working age population</td>
<td>Dependency Ratio is the highest in Essex (Essex Partnership, 2008a)</td>
</tr>
<tr>
<td>Aged 65+</td>
<td>Nearly an 80% increase, equal to over 8,000 extra people</td>
</tr>
<tr>
<td>Aged 85+</td>
<td>Nearly 120% increase, equal to around 1,400 extra people</td>
</tr>
<tr>
<td>Total population</td>
<td>17% increase a total of about 11,000 people (ONS, 2007a)</td>
</tr>
<tr>
<td>Total Households</td>
<td>Seven thousand more households (DCLG, 2008b), average household size reducing from 2.41 (ONS, 2003) to 2.21 (DCLG, 2008b)</td>
</tr>
</tbody>
</table>

Table 10 Key Demographic Changes

The District will need to provide more housing to accommodate the increasing population and households. However, there are other service areas where the impacts are not so obvious, for example on health provision. The Council is therefore working with infrastructure providers and other stakeholders to develop an infrastructure schedule (as detailed below) and monitor implementation.

**7.3 Infrastructure Schedule**

The infrastructure schedule (MDC, 2009b) supports the Core Strategy by evidencing and analysing the requirements for the physical, social, environmental and transportation infrastructure. The Schedule will include details to cover the sequencing, phasing, funding and delivery of infrastructure. The Council will work with service providers to understand and influence any strategies and investment plans which relate to the delivery of infrastructure.

The key infrastructure required to facilitate development and secure the delivery of the Core Strategy include, but are not limited to, those set out in Table 11. Infrastructure planning needs to consider the requirements to support development, costs, sources of funding, timescales for delivery and gaps in funding. The schedule will enable the identified infrastructure to be prioritised in discussions with key local partners, including the Maldon District LSP.
<table>
<thead>
<tr>
<th>Infrastructure Type</th>
<th>Service Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social</td>
<td>- Affordable Housing</td>
</tr>
<tr>
<td></td>
<td>- Health Primary Care</td>
</tr>
<tr>
<td></td>
<td>- Emergency Services: Police, Fire, Ambulance</td>
</tr>
<tr>
<td></td>
<td>- Education: Preschool, Nursery, Primary, Secondary, Adult, Extended &amp; Special Education Needs</td>
</tr>
<tr>
<td></td>
<td>- Social Services: Children, Adult, Special Needs</td>
</tr>
<tr>
<td></td>
<td>- Community, Social &amp; Spiritual Centres &amp; Halls</td>
</tr>
<tr>
<td></td>
<td>- Sports Centres including swimming pools</td>
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<tr>
<td></td>
<td>- Arts/heritage/entertainment/cinema</td>
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<tr>
<td></td>
<td>- Libraries (including mobile)</td>
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<tr>
<td></td>
<td>- Museum and Archives</td>
</tr>
<tr>
<td></td>
<td>- Town Centres public realm</td>
</tr>
<tr>
<td></td>
<td>- Post Offices, Pubs, Markets &amp; Village Shops</td>
</tr>
<tr>
<td>Physical</td>
<td>- Refuse Collection &amp; Recycling</td>
</tr>
<tr>
<td></td>
<td>- Waste Disposal</td>
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<td></td>
<td>- Water Supply, Sewerage &amp; Treatment</td>
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<td></td>
<td>- Drainage</td>
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<td></td>
<td>- Flood Defences</td>
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<tr>
<td></td>
<td>- Telephone/Broadband/ Cable coverage</td>
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<tr>
<td></td>
<td>- Energy Generation &amp; Transmission</td>
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<tr>
<td></td>
<td>- Renewable Energy</td>
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<tr>
<td>Green</td>
<td>- Strategic Network of Green Infrastructure</td>
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<td></td>
<td>- River Blackwater Estuary</td>
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<td></td>
<td>- River Crouch Estuary</td>
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<tr>
<td></td>
<td>- Dengie &amp; Other Water Courses including the Chelmer &amp; Blackwater Canal</td>
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<td></td>
<td>- Coastal</td>
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<tr>
<td></td>
<td>- Climate Change</td>
</tr>
<tr>
<td></td>
<td>- Nature Reserves and Local Wildlife Sites and open space</td>
</tr>
<tr>
<td></td>
<td>- Playing pitches</td>
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<td></td>
<td>- Children’s play areas</td>
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<td></td>
<td>- Parks</td>
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<tr>
<td></td>
<td>- Allotments</td>
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<tr>
<td></td>
<td>- Crematoria and burial grounds</td>
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<tr>
<td>Transport</td>
<td>- Roads</td>
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<td>- Rail projects</td>
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<td>- Footpaths</td>
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<td>- Cycle Routes</td>
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<td>- Ports/harbour/marina</td>
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<td>- Rivers/Canals</td>
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<td>- Travel Management Plans</td>
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<tr>
<td></td>
<td>- Car Parking</td>
</tr>
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<td></td>
<td>- Voluntary Transportation</td>
</tr>
</tbody>
</table>

**Table 11 Types of Infrastructure to be incorporated into a Schedule**
7.3.3 The intention is for the schedule to serve as a starting point for three ongoing processes, namely:

a. To provide a transparent negotiating tool for efficient and effective contribution agreements with potential developers.
b. To inform sequencing and funding specific to each project category, particularly where funding gaps are identified.
c. To provide an opportunity for the LDF to orchestrate infrastructure provision between the different providers from the public, private and voluntary sector over a longer term timescale.

7.3.4 The Schedule is an ongoing process requiring regular monitoring and review. Issues identified to date in the District include sewerage capacity, education, health and open space provision. Each of which is summarised below.

**Sewerage Capacity**

7.3.5 The Service Provider has identified potential capacity issues with a number of sewer networks and treatment works which may not be adequate in all areas and consequently may impose some constraints on the quantity, location and phasing of new development.

**Education**

7.3.6 There is predicted to be a disparity between the level of primary and secondary school entrants with 0-4 year olds increasing by 3%, 5-9 year olds just over 5% and the numbers of 10-19 years projected to be stable (ONS, 2007a).

7.3.7 There is some evidence of a surplus of both childcare and nursery provision across the District. However, there are identified wards for example Maldon West and Maldon South that have no formal available places in day nurseries, breakfast or after school clubs. (Essex County Council, 2008b)

**Health**

7.3.8 The main hospital for the District is St. Peter’s located in Maldon town and the nearest Accident and Emergency hospital to Maldon town is Broomfield Hospital in Chelmsford. Access to primary and strategic health care facilities is problematic in parts of the District, particularly along the Dengie Peninsular. This will be an issue of increasing significance due to the requirements of the ageing population, although it clearly impacts upon all demographics.

7.3.9 The implications of health provision options, such as the introduction of Polyclinics (large health centres housing a range of services with longer opening times), may impact upon future requirements and will need to be clarified in the schedule.

**Recreation/Open/Green Space**

7.3.10 There are 260 publicly accessible green spaces across the District ranging in size from approximately 5,500ha (the Blackwater Estuary) to a small amenity area measuring just 35 square metres (MDC, 2007b). The Maldon District Council Play Strategy (Maldon District Council, 2007c) and the audit of Green Spaces proposes local standards for play and recreational land in the District. Based upon this standard, the District's urban settlements are deficient and require greater provision of open, green and play space.
7.4 Developer Contributions

7.4.1 Infrastructure is provided by a variety of commercial and public bodies through a range of different sources and delivery mechanisms. Decisions about prioritisation and delivery are taken at different levels varying from the national level, through regional and local level.

7.4.2 The Council will work with infrastructure providers, stakeholders and the public to maintain and improve existing infrastructure as well as to determine local priorities and provide infrastructure for future growth in population.

Policy CS 27

Infrastructure and Services

The Council will seek to:

a. Ensure that existing infrastructure and services (as listed in Table 11) are protected and improved to meet the needs of existing and future residents.

b. Ensure that an appropriate level and type of infrastructure is provided for new developments where required.

c. Identify opportunities for co-location of facilities and services where it will result in securing a greater benefit for local communities.

d. Give clarity as to the requirements, process and delivery of infrastructure together with potential of funding from private, public and voluntary organisations.

Appropriate levels of infrastructure and services will be sought through both public and private funds. In assessing infrastructure and service requirements the Council will have regard to the cumulative impact of development. Developers will be required to contribute to improved infrastructure and services (including community needs) necessary to support the proposed development. The Council may require development to be phased to take account of infrastructure delivery and will generally require such provision be made before development is occupied.

Planning permission will only be granted for developments that increase demand for off-site services and infrastructure if sufficient capacity exists or where extra capacity can be provided, if necessary through developer funded contributions.

Planning applications which in the Council’s opinion will require the provision of infrastructure or a financial contribution to services will be expected to be accompanied by unilateral obligations, as described in ODPM Circular 5/2005.

The Council will seek to introduce a Community Infrastructure Levy or an alternative strategic approach to ensure more equitable contributions are made to infrastructure and service provision from new residential and commercial development. The contribution will be set at a suitable level to ensure that the development does not adversely affect existing community facilities and services, having regard to the viability of developing land in the District.

Where appropriate, the Council will use a Community Infrastructure Levy or an alternative strategic approach to supplement any negotiated Section 106 agreement. Negotiated agreements will still be necessary to secure affordable housing and to address costs related to specific development sites.
8 Implementation and Monitoring

8.0.1 The Core Strategy and other DPDs within the LDF provide the basis for meeting the land use requirements of the local community. The Core Strategy is intended to be a flexible document, capable of responding to changing needs and circumstances, nationally, regionally and most importantly at the local level. As a spatial planning framework for land use change over the next 15 years and beyond, its implementation will be dependent upon the actions of various organisations, alongside the determination of individual planning applications by Maldon District Council.

8.0.2 Individual partners within the Local Strategic Partnership, such as Essex County Council, the Learning and Skills Council, NHS Mid Essex, Essex Police and Essex Fire and Rescue Service, have an important role to play in delivering the objectives of the Core Strategy and all stakeholders will need to work together to enable the key objectives (Table 1) in this document are effectively delivered.

8.0.3 All organisations have their own service priorities, targets and timescales, which may not necessarily align with those set out in the Core Strategy. However, the setting of a strategic approach to developer contributions should enable the level of required capital funding to be established (and captured) in support of the planned levels of growth within the District. The Essex Local Area Agreement and the Comprehensive Area Assessment has the potential to support a more joined up approach to public service regulation and delivery.

8.0.4 Regular monitoring will assess the effectiveness of policies and whether the District’s spatial vision and strategy is being implemented as originally intended. Future Annual Monitoring Reports (AMRs) prepared by the Council will need to indicate the extent to which the Core Strategy (and other DPDs) policies are being achieved and whether targets are being met. The AMR will therefore evidence the extent to which revision to the Core Strategy or other DPDs will be required. Other factors may also prompt the need for review, such as if Government identify the Bradwell-on-Sea site as a location for a next generation nuclear energy power station or if the decommissioning on site of the current facility progressed quicker than anticipated.

8.0.5 Indicators have been developed to provide a consistent basis for monitoring the performance of the Core Strategy. A number of these have been derived from the existing AMR, Sustainable Community Strategy and Local Area Agreement indicators. Wherever possible they have been chosen to be SMART, i.e. specific, measurable, achievable, realistic and timely. Some indicators will also be dependent upon external events. The proposed monitoring framework is set out in Table 12.
<table>
<thead>
<tr>
<th>Indicator</th>
<th>Type</th>
<th>Source</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of vulnerable people achieving independent living</td>
<td>NI141</td>
<td>ECC</td>
<td></td>
</tr>
<tr>
<td>Net additional homes provided</td>
<td>NI154</td>
<td>RSS AMR</td>
<td></td>
</tr>
<tr>
<td>Number of households living in temporary accommodation</td>
<td>NI156</td>
<td>CLG</td>
<td></td>
</tr>
<tr>
<td>Supply of ready to develop housing sites</td>
<td>NI159</td>
<td>MDC</td>
<td></td>
</tr>
<tr>
<td>Household spaces and accommodation type</td>
<td>KS16</td>
<td>Census</td>
<td></td>
</tr>
<tr>
<td>Tenure</td>
<td>KS18</td>
<td>Census</td>
<td></td>
</tr>
<tr>
<td>Rooms, amenities, central heating and lowest floor level</td>
<td>KS19</td>
<td>Census</td>
<td></td>
</tr>
<tr>
<td>Household composition</td>
<td>KS20</td>
<td>Census</td>
<td></td>
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<tr>
<td>Lone parents households with dependent children</td>
<td>KS22</td>
<td>Census</td>
<td></td>
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<tr>
<td>Number of new affordable housing</td>
<td>Local 2.2 (LAA)</td>
<td>MDC</td>
<td></td>
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<tr>
<td>Barriers to Housing and Services</td>
<td></td>
<td>IMD</td>
<td></td>
</tr>
<tr>
<td>Average House Prices</td>
<td>AMR</td>
<td>MDC</td>
<td></td>
</tr>
<tr>
<td>Dwellings vacant for more than 6 months</td>
<td>Local</td>
<td>MDC</td>
<td></td>
</tr>
<tr>
<td>Net additional pitches (Gypsy and Traveller)</td>
<td>Local</td>
<td>MDC</td>
<td></td>
</tr>
<tr>
<td>Number of affordable housing arising from Rural Community Led Housing Development</td>
<td>Local</td>
<td>MDC</td>
<td>New</td>
</tr>
<tr>
<td>Number of dwellings built on windfall sites</td>
<td>Local</td>
<td>MDC</td>
<td></td>
</tr>
<tr>
<td>Number of dwellings built on previously developed land</td>
<td>Local</td>
<td>MDC</td>
<td>New</td>
</tr>
<tr>
<td>Number of new dwellings with Building for Life Assessment</td>
<td>Local</td>
<td>MDC</td>
<td>New</td>
</tr>
<tr>
<td>Number of new dwellings meeting the Lifetime Homes Standard</td>
<td>Local</td>
<td>MDC</td>
<td>New</td>
</tr>
<tr>
<td>Prosperity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net employment land</td>
<td>Core Output Indicator</td>
<td>ECC</td>
<td>BD1, BD2, BD3</td>
</tr>
<tr>
<td>Net amount floorspace for town centre uses</td>
<td>Core Output Indicator</td>
<td>ECC</td>
<td>BD4</td>
</tr>
<tr>
<td>% of population which are economically active</td>
<td>Local</td>
<td>ONS</td>
<td></td>
</tr>
<tr>
<td>Weekly income</td>
<td>Local</td>
<td>ONS</td>
<td></td>
</tr>
<tr>
<td>Overall employment</td>
<td>Local</td>
<td>ONS</td>
<td></td>
</tr>
<tr>
<td>JSA claimant</td>
<td>Local</td>
<td>ONS</td>
<td></td>
</tr>
<tr>
<td>Number of business by employment size</td>
<td>Local</td>
<td>ONS</td>
<td></td>
</tr>
<tr>
<td>Number of business by age</td>
<td>Local</td>
<td>ONS</td>
<td></td>
</tr>
</tbody>
</table>
## 8 Implementation and Monitoring

### Maldon District Council | Local Development Framework

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Type</th>
<th>Source</th>
<th>Remarks</th>
</tr>
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<tbody>
<tr>
<td>Number of business by industry</td>
<td>Local</td>
<td>ONS</td>
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</tr>
<tr>
<td>Level of qualification</td>
<td>Local</td>
<td>ONS</td>
<td>Relate to relevant NIs</td>
</tr>
<tr>
<td>Employment by industry</td>
<td>Local</td>
<td>ABI</td>
<td>Relate to relevant NIs</td>
</tr>
<tr>
<td>Amount of vacant employment land</td>
<td>Local</td>
<td>ECC</td>
<td></td>
</tr>
<tr>
<td>Amount of employment land loss to residential uses</td>
<td>Local</td>
<td>ECC</td>
<td></td>
</tr>
<tr>
<td>Amount of other land uses loss to residential uses</td>
<td>Local</td>
<td>ECC</td>
<td></td>
</tr>
<tr>
<td>Number of C1 application granted and completed, and the number of beds</td>
<td>Local</td>
<td>ECC</td>
<td>New</td>
</tr>
<tr>
<td>Annual tourist income</td>
<td>Local</td>
<td>MDC</td>
<td>New</td>
</tr>
<tr>
<td>Tourist trips by accommodation</td>
<td>Local</td>
<td>MDC</td>
<td>New</td>
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</table>

### Natural & Built Heritage

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Type</th>
<th>Source</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO₂ reduction from Local Authority operations</td>
<td>NI185</td>
<td>MDC</td>
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<td>Per capita reduction in CO₂ emissions in the LA area</td>
<td>N186</td>
<td>DEFRA</td>
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<tr>
<td>Tackling fuel poverty – people receiving income based benefits living in homes with a low energy efficiency rating</td>
<td>N187</td>
<td>MDC</td>
<td>New data</td>
</tr>
<tr>
<td>Adapting to Climate Change</td>
<td>N188</td>
<td>MDC</td>
<td>New data</td>
</tr>
<tr>
<td>Flood and Coastal erosion risk management</td>
<td>N189</td>
<td>MDC</td>
<td>New data</td>
</tr>
<tr>
<td>Residual household waste per household</td>
<td>N191</td>
<td>BVPI/MDC</td>
<td>New data</td>
</tr>
<tr>
<td>Percentage of household waste sent for reuse, recycling and composting</td>
<td>N192</td>
<td>BVPI/MDC</td>
<td></td>
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<tr>
<td>Municipal waste landfilled</td>
<td>N193</td>
<td>BVPI/MDC</td>
<td>New data</td>
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<tr>
<td>Level of Air quality – reduction in NOₓ and primary PM₁₀ emissions through Local authority’s estate and operations</td>
<td>N194</td>
<td>MDC</td>
<td>New data</td>
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<tr>
<td>Improved local biodiversity – proportion of local sites where positive conservation management (PCM) has been or is being implemented</td>
<td>N197</td>
<td>Essex Wildlife Trust</td>
<td>New data</td>
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<tr>
<td>Progressing the Living Landscapes vision – the number of Living Landscapes Areas with a Management Vision</td>
<td>Local 10.1 (LAA)</td>
<td>Essex Wildlife Trust</td>
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<tr>
<td>Change in number and area of designated ecological sites</td>
<td></td>
<td>Natural Heritage/MDC</td>
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<tr>
<td>Change in number of geological sites</td>
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<td>MDC</td>
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<tr>
<td>Reported conditions of SSSIs</td>
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<td>Natural Heritage/MDC</td>
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<tr>
<td>Area of designated landscape</td>
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<td>Natural Heritage/MDC</td>
<td></td>
</tr>
<tr>
<td>Energy Consumption per capita</td>
<td>Local</td>
<td>MDC</td>
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</tr>
<tr>
<td>Number of approved applications meeting and going above the Code of Sustainable Homes towards carbon neutral development</td>
<td>Local</td>
<td>MDC</td>
<td>New</td>
</tr>
<tr>
<td>Indicator</td>
<td>Type</td>
<td>Source</td>
<td>Remarks</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>-------</td>
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</tr>
<tr>
<td>Energy efficiency of homes</td>
<td>Local</td>
<td>MDC</td>
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<tr>
<td>Air quality</td>
<td>Local</td>
<td>MDC</td>
<td></td>
</tr>
<tr>
<td>Number of planning applications refused due to poor design</td>
<td>Local</td>
<td>MDC</td>
<td>New</td>
</tr>
<tr>
<td><strong>Accessibility</strong></td>
<td></td>
<td></td>
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<tr>
<td>Congestion – average journey time per mile during the morning peak</td>
<td>NI167</td>
<td></td>
<td></td>
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<tr>
<td>Access to services and facilities by public transport, walking &amp; cycling</td>
<td>NI175</td>
<td></td>
<td></td>
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<tr>
<td>Working age people with access to employment by public transport (and</td>
<td>NI176</td>
<td></td>
<td></td>
</tr>
<tr>
<td>other specified modes)</td>
<td></td>
<td></td>
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<tr>
<td>Local bus passenger journeys originating in the authority area</td>
<td>NI177</td>
<td></td>
<td></td>
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<tr>
<td>Bus Services running on time</td>
<td>NI178</td>
<td></td>
<td></td>
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<tr>
<td>Children travelling to school – mode of travel usually used</td>
<td>NI198</td>
<td>New data</td>
<td></td>
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<tr>
<td><strong>Travel to Work</strong></td>
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<td></td>
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</tr>
<tr>
<td>Train increase in use</td>
<td>KS15</td>
<td>Census</td>
<td></td>
</tr>
<tr>
<td>Bus increase in bus provision/settlements</td>
<td></td>
<td>Transport Operator</td>
<td></td>
</tr>
<tr>
<td>% of new development within 30 minutes of PPT</td>
<td>Local</td>
<td>MDC</td>
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<tr>
<td>Number of planning applications with approved Travel Plans</td>
<td>Local</td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of planning permission meeting parking standards</td>
<td>Local</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Length of cycling routes</td>
<td>Local</td>
<td>ECC</td>
<td></td>
</tr>
<tr>
<td>Length/number of footpaths</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Settlements connected by cycle routes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Settlements connected by footpaths</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resident satisfaction with access to key services</td>
<td>LSP 8</td>
<td>LSP Place survey</td>
<td></td>
</tr>
<tr>
<td><strong>People &amp; Communities</strong></td>
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<td></td>
</tr>
<tr>
<td>People killed or seriously injured in road traffic accidents</td>
<td>NI47</td>
<td>ECC</td>
<td></td>
</tr>
<tr>
<td>Children killed or seriously injured in road traffic accidents</td>
<td>NI48</td>
<td>MDC</td>
<td></td>
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<tr>
<td>Number of Extended Schools</td>
<td>NI88</td>
<td>MDC/DCSF</td>
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<tr>
<td>Number of schools in special measures</td>
<td>NI89</td>
<td>Ofsted</td>
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<tr>
<td>Proportion of children in poverty</td>
<td>NI116</td>
<td>DWP</td>
<td>New data</td>
</tr>
<tr>
<td>Self-reported measures of people’s overall health and wellbeing</td>
<td>NI119</td>
<td>Place Survey</td>
<td>New data</td>
</tr>
<tr>
<td>All-age all cause mortality rate</td>
<td>NI120</td>
<td>ONS</td>
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<tr>
<td>Healthy life expectancy at age 65</td>
<td>NI137</td>
<td>Census</td>
<td></td>
</tr>
</tbody>
</table>
## 8 Implementation and Monitoring

**Maldon District Council | Local Development Framework**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Type</th>
<th>Source</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction of people over 65 with both home and neighbourhood</td>
<td>NI138</td>
<td>Place Survey</td>
<td></td>
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<tr>
<td>Fair treatment by local services</td>
<td>NI140</td>
<td>Place Survey</td>
<td>New data</td>
</tr>
<tr>
<td>Principle roads where maintenance should be considered</td>
<td>NI168</td>
<td>ECC</td>
<td></td>
</tr>
<tr>
<td>Non-principle roads where maintenance should be considered</td>
<td>NI169</td>
<td>ECC</td>
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<td>Usual resident population</td>
<td>KS01</td>
<td>Census</td>
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<tr>
<td>Age Structure</td>
<td>KS02</td>
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<tr>
<td>Ethnic group</td>
<td>KS06</td>
<td>Census</td>
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</tr>
<tr>
<td>Health and provision of unpaid care</td>
<td>KS08</td>
<td>Census</td>
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<tr>
<td>Migration</td>
<td>KS24</td>
<td>Census</td>
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</tr>
<tr>
<td>Crime figures (by offence groups)</td>
<td></td>
<td></td>
<td>Home Office</td>
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<tr>
<td>Number of planning applications granted including S106/planning obligation</td>
<td></td>
<td></td>
<td>MDC</td>
</tr>
</tbody>
</table>

Table 12 Monitoring Framework
9 Responding to this Document

9.0.1 This document has set out a range of policy options and the policy approach for the Council’s Core Strategy. Your views are now invited. A response form is enclosed which you are encouraged to use. In your response you are asked to state the paragraph number (s) and / or policy requirement to which you are responding.

9.0.2 The Core Strategy is a culmination of wide consultation with key stakeholders. This is the period for more formal public consultation and participation.

9.0.3 The Council will take your representations into account and aims to publish a revised Core Strategy in November. The revised Core Strategy will be consulted on for another 6 weeks, but unlike the current consultation, comments will be restricted to focus on the soundness of the submitted plan.

9.0.4 Comprehensive guidance on soundness and legal compliance can be found in Planning Policy Statement (PPS) 12 but attention is drawn to the requirement, in paragraph 4.36 of PPS 12, which states that Core Strategies must be justifiable, effective, consistent with national policy and in general conformity with the regional plan – in this instance the East of England Plan (GO-East, 2008). This means that DPDs should be:

- Founded on a robust and credible evidence base;
- The most appropriate strategy when considered against the reasonable and realistic alternatives;
- Deliverable, flexible and able to be monitored.

9.0.5 Please take time to consider the contents of this document and the accompanying Sustainability Appraisal and Appropriate Assessment. You can submit your responses via

The online consultations portal: http://maldon.limehouse.co.uk/portal

Email: Policy@Maldon.gov.uk

Address:

Spatial Planning and Implementation Team
Maldon District Council
Princes Road
Maldon
Essex
CM9 5DL

Phone: 01621 876202

You may use the enclosed form to submit your representation but are asked to complete a separate form for each policy section.
Appendix 1 Glossary and Acronyms

**Affordable Housing**
Housing subsidised in some way for people unable to rent or buy on the open housing market. The accepted forms of affordable housing tenure would be social rented, shared ownership and intermediate rent.

**Amenity**
A positive element or elements that contribute to the overall character or enjoyment of an area. For example, open land, trees, historic buildings and the inter-relationship between them, or less tangible factors such as tranquillity.

**Annual Monitoring Report (AMR)**
Produced by the Council to provide an assessment of the progress made against targets and the performance of policies. The monitoring period is April to March.

**Area Action Plans (AAPs)**
Area Action Plans are used to provide the planning framework for areas where significant change or conservation is needed. A key feature of Area Action Plans will be the focus on implementation. They will deliver the planned ‘growth’ areas and resolve conflicting objectives in the areas subject to the major development pressures.

**Biodiversity**
The whole variety of life on earth. It includes all species of plants and animals, their genetic variation and the ecosystems of which they are a part.

**Brownfield**
Previously developed land (PDL). In the sequential approach this is preferable to greenfield land. Previously-developed land is that which is or was occupied by a permanent structure (excluding agricultural or forestry buildings), and associated fixed surface infrastructure. The definition covers the curtilage of the development. Previously-developed land may occur in both built-up and rural settings. A precise definition is included in Planning Policy Guidance Note 3 ‘Housing’.

**Code of Sustainable Home**
The Code sets minimum standards for energy and water use at each level for new homes against categories of sustainable design. The Code uses a 1 to 6 star rating system to communicate the overall sustainability performance of a new home.

**Community Facilities and Service**
Facilities or services for the community, including open space, sport and recreational facilities, community halls or buildings, doctor’s surgeries, libraries, pubs, churches, and children’s play areas.

**Comparison Retail**
Retail stores selling items not bought on a frequent basis, for example televisions and white goods (fridges, dishwashers etc). Customers often compare items and prices between several of these stores before making a purchase.

**Conservation Area**
An area of special architectural and/or historical interest, the character or appearance of which it is desirable to preserve or enhance. It is a recognition of the value of a group of buildings and their surroundings and the need to protect not just individual buildings but the character of the area as a whole.
Convenience Retail
Retail stores selling everyday essential items, such as food and newspapers.

Core Strategy
The Core Strategy sets out the key elements of the planning framework for the area. It is comprised of a spatial vision and strategic objectives for the area; a spatial strategy; core policies; and a monitoring and implementation framework with clear objectives for achieving delivery. Once adopted, all other Development Plan Documents must be in conformity with it.

Curtilage
The area occupied by a property and land closely associated with that building. E.g. in terms of a house and garden, the garden normally forms the curtilage of the property.

Development Boundary
The proposed geographic limit of the built-up area

Development Plan Documents (DPDs)
The Local Development Framework is partly comprised of Local Development Documents. This includes Development Plan Documents within it, which in turn comprise the Core Strategy, Site Allocations, Area Action Plans, Proposals Map, General Development Control Policies.

Employment Land
For the purpose of this Core Strategy, the term "Employment Land" means land for uses within Use Classes B1 (Offices), B2 (General Industry) and B8 (Warehousing and Distribution)

East of England Plan
The East of England Plan is the regional spatial strategy for the region prepared by the East England Regional Assembly.

Employment Land Review (ELR)
An assessment of the demand for and supply of land for employment purposes. The suitability of sites for employment development are assessed to safeguard the best sites in the face of competition from other higher value uses and help identify those which are no longer suitable for employment development which should be made available for other uses.

Environmental Impact Assessment (EIA)
A process by which information about the environmental effects of a project is collected, whether by the developer or others, and taken into account by the local planning authority in determining planning applications. Project types which should be subjected to EIA, are listed in the Town and Country Planning (Environmental Impact Assessment) Regulations 1999.

Evidence Base
The information and data gathered by local authorities to justify the "soundness" of the policy approach set out in Local Development Documents, including physical, economic, and social characteristics of an area.

Greenfield
Land which has not been developed before. Applies to most sites outside built-up area boundaries.

Green Infrastructure
Green infrastructure can include components such as parks, gardens, open spaces, woods, nature reserves and water-bodies with or without public access. It also includes linkages between these components such as paths, highways, rivers, streams or hedgerows.
Historic Landscape Characterisation
An analysis of the countryside, that combines computer technology and the evidence from old maps to create a new, ‘broad brush’ digital map of historic landscape ‘character’. This is achieved by analysing landuse and the various historical influences which have created today’s mosaic of fields, woods and other components of the landscape.

Independent Examination
Undertaken on the ‘soundness’ of the Submission Local Development Framework Documents. The examination is held by an independent inspector appointed by the Secretary of State. The final report is binding on the Council. For Development Plan Documents an examination is held even if there are no representations.

Infrastructure
A collective term for services such as roads, electricity, sewerage, water, children’s services, health facilities and recycling and refuse facilities (Please see Table 11).

Issues and Options preliminary consultation document
This was the first stage in the production of development plan documents for the District.

Landscape Character Assessment
An assessment to identify different landscape areas which have a distinct character based on a recognisable pattern of elements, including combinations of geology, landform, soils, vegetation, land use and human settlement.

Local Development Document
The Local Development Framework will be partly comprised of the Local Development Document, prepared by the District Councils. These documents include the Statement of Community Involvement; Supplementary Planning Documents; and Development Plan Documents (being the Core Strategy, Site Allocations, Area Action Plans, Proposals Map, General Development Control Policies).

Local Development Framework (LDF)
The Local Development Framework is not a statutory term, however it sets out, in the form of a 'portfolio/ folder', the Local Development Documents which collectively deliver the spatial planning strategy for the local planning authority's area. The Local Development Framework will be comprised of Local Development Documents, and Supplementary Planning Documents. The Local Development Framework will also include the Statement of Community Involvement, the Local Development Scheme and the Annual Monitoring Report.

Local Development Scheme (LDS)
This is a public statement of the Council’s programme for the production of Local Development Documents. The scheme will be revised when necessary. This may either be as a result of the Annual Monitoring Report which should identify whether the Council has achieved the timetable set out in the original scheme or if there is a need to revise and/or prepare new local development documents.

Local Strategic Partnership (LSP)
A group of public, private, voluntary and community organisations and individuals that is responsible for preparing the Community Strategy.
Local Wildlife Sites (LoWS)
Local Wildlife Sites, whilst not of national status, have a county-wide significance. Each site identified provides a high-grade habitat for a diverse range of flora and fauna meriting careful conservation. Sites are evaluated according to criteria, including: diversity of species; features of wildlife importance; rarity of habitat and species in local and county context; management and current use; public access and linkages with other sites and areas.

Material consideration
A matter that should be taken into account in deciding a planning application or on an appeal against a planning decision.

Mitigation measures
These are measures requested/carried out in order to limit the damage by a particular development/activity.

Planning Policy Guidance Notes (PPG)/Planning Policy Statements (PPS)
Central Government produce Planning Policy Guidance Notes, to be replaced by Planning Policy Statements which direct planning in the country.

Previously Developed Land (PDL)
(See Brownfield.)

Registered Social Landlords (RSLs)
These are independent housing organisations registered with the Housing Corporation under the Housing Act 1996. Most are housing associations, but there are also trusts, co-operatives and companies.

Rural Diversification
A term relating to improving and sustaining the quality, range and occupational mix of employment in rural areas in order to provide wide and varied work opportunities for rural people, including those formerly or currently employed in agriculture and related sectors.

Rural Exception Site
Sites solely for the development of affordable housing on land within or adjoining existing small rural communities, which would not otherwise be released for general market housing.

Saved Plan
The Planning and Compulsory Purchase Act allows for existing plans to be "saved"; that is they will remain a material consideration (i.e. has to be taken into account) as part of the development plan for three years and be contained within the Local Development Framework.

Saved Policy
A policy from an existing development plan that has been "saved" in the manner described in Saved Plan.

Sequential Approach
A planning principle that seeks to identify, allocate or develop certain types or locations of land before others. For example, brownfield sites before greenfield sites, or town centre retail sites before out-of-centre sites. In terms of employment a sequential approach would favour an employment use over mixed use and mixed use over non-employment uses.
Settlement Hierarchy
Settlements are categorised in a hierarchy based on the services and facilities in the settlement.

Social rented
Social Rented Housing is housing available to rent at below market levels. Lower rents are possible because the Government subsidises local authorities and registered social landlords in order to meet local affordable housing needs.

Spatial Planning
Spatial planning goes beyond traditional land use planning to bring together and integrate policies for the development and use of land with other policies and programmes which influence the nature of places and how they function. This will include policies which can impact on land use, for example, by influencing the demands on or needs for development, but which are not capable of being delivered solely or mainly through the granting of planning permission and may be delivered through other means.

Stakeholders
Groups, individuals or organisations which may be affected by or have a key interest in a development proposal or planning policy. They may often be experts in their field or represent the views of many people.

Statement of Community Involvement (SCI)
This sets out the standards to be achieved by the local authority in involving the community in the preparation, alteration and continuing review of all Local Development Documents and planning applications. The Statement is a clear public statement enabling the community to know how and when they will be involved in the preparation of Local Development Documents and how they will be consulted on planning applications.

Statutory Organisations
Organisations the Local Authority has to consult with at consultation stages of the Local Development Framework.

Strategic Housing Land Availability Assessment (SHLAA)
A Strategic Housing Land Availability Assessment is to identify sites with potential for housing and assess their deliverability.

Strategic Housing Market Assessment (SHMA)
The Strategic Housing Market Assessment analyses the local housing market characteristics and seeks to identify what factors influence those housing markets.

Strategic Flood Risk Assessment (SFRA)
A Strategic Flood Risk Assessment is the assessment of flood risk at a catchment-wide basis for proposed development in a district / districts.

Submission
The final stage in preparation of Development Plan Documents. The documents are sent to the Secretary of State and an Independent Examination will be held.

Supplementary Planning Guidance (SPG)/ Supplementary Planning Documents (SPDs)
Where prepared under the new planning system, Supplementary Planning Documents will be included in the Local Development Framework and will form part of the planning framework for the area. Supplementary planning documents may cover a range of issues, both topic and site specific, which may expand policy or provide further detail to policies in a Development Plan Document.
Sustainability Appraisal (SA)/ Strategic Environmental Assessment (SEA)
The Planning and Compulsory Purchase Act 2004 requires Local Development Documents to be prepared with a view to contributing to the achievement of sustainable development. Sustainability appraisal is a systematic appraisal process. The purpose of sustainability appraisal is to appraise the social, environmental and economic effects of the strategies and policies in a Local Development Document from the outset of the preparation process. This will ensure that decisions are made that accord with sustainable development.

Tenure
Refers to the way in which a property is held e.g. freehold, leasehold, shared equity or rented.

Tourism and Cultural Facilities
Uses or activities which relate to the arts, culture or tourism including hotels, guest and bed & breakfast accommodation, theatres and concert halls, museums, galleries and conference facilities.

Urban Renaissance
A revival in the image and reality of the physical, economic and social infrastructure of urban environments. This is accompanied by a greater environmental awareness and responsibility.

Use Class Orders
Planning regulations outlining a schedule of uses to which a given premises or building can be put. Some changes of use require planning permission.

Vitality and Viability
In terms of retailing, vitality is the capacity of a centre to grow or to develop its level of commercial activity. Viability is the capacity of a centre to achieve the commercial success necessary to sustain the existence of the centre.

Windfall site
A site not specifically allocated for development in a development plan, but which unexpectedly becomes available for development during the lifetime of a plan. Most "windfalls" are referred to in a housing context. They tend to be very small sites for one or a small number of homes.
Appendix 2 References


East of England Tourism (EET), 2007. Economic Impact of Tourism

EECOS, 2006. Maldon Natural Conservation Study (Draft).

Essex County Council (ECC), 2009. Maldon District Inter-tidal Archaeological Survey.


Maldon District Council (MDC), 2005a. *Affordable Housing Guide.*


Maldon District Council, 2007d. *Issues and Options Report 1*

Maldon District Council, 2007e. *Issues and Options Report 2*


Maldon District Council, 2009b. *Infrastructure Assessment & Schedule* (Draft)


Maldon District Council, 2009d. *Local Development Scheme.*

Maldon District Council, 2009e. *Report to Planning & Licensing Committee April 2009.*

Maldon District Local Strategic Partnership (MDLSP), 2008. *Facing the Future; Maldon District Sustainable Community Strategy.*


Appendix 2 References

**Maldon District Council** | Local Development Framework


### Strategic Policies

<table>
<thead>
<tr>
<th>Preferred Option Issues</th>
<th>CSIO1 and CSIO2 Issues</th>
<th>CSIO1 and CSIO2 Options</th>
<th>Preferred Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>How can development be managed in the District in order to achieve sustainable development?</td>
<td>Issue 4 (CSIO1): Where should the general balance lie in Maldon District's relationship with its neighbours in terms of provision of jobs, housing, shops and facilities?</td>
<td>Become more reliant on the neighbouring growth areas to meet the needs of the District.</td>
<td>Combination of option 4b, 5b, 5i, 13c, 15d, and 1f(CSIO2)</td>
</tr>
<tr>
<td></td>
<td>Issue 5 (CSIO1): How should the plan ensure the best approach to service delivery and cater for specific growth requirements?</td>
<td>Seek to undergo a level of growth, which while not matching those in neighboring areas ensures that the District maintains a level of strength in its own facilities provision.</td>
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<td></td>
<td>Issue 13 (CSIO1): How should Maldon District seek to develop its retail offer in relation to other neighbouring centres?</td>
<td>Other Option</td>
<td></td>
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<tr>
<td></td>
<td>Issue 15 (CSIO1): In helping to deal with climate change where should the spatial plan for Maldon District focus?</td>
<td>Urban and Village intensification - Fitting more onto previously developed land</td>
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<td></td>
<td>Issue 1 (CSIO2): In what way do the urban areas, countryside settlements, and the Dengie Hundred settlements relate and function with each other and what difficulties are they experiencing?</td>
<td>Urban Regeneration of key sites such as the Causeway area of Maldon / Heybridge</td>
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<td>Large scale urban extension of Maldon, Heybridge or Burnham</td>
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<td>Limited Urban Expansion of Maldon, Heybridge or Burnham</td>
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<td>Limited Village Expansion - 'Pepper potting' of development around settlements</td>
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<td>Linear Transport Corridor - development at points along communications routes e.g. Crouch Valley Branch Line or a bus route that can develop with the extra housing</td>
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<td>A new village / settlement somewhere to be decided</td>
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<td>Combinations of some or all of the above</td>
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<td>Any other option</td>
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<td></td>
<td></td>
<td>Seek to expand retail provision via encouraging more local shopping in smaller centres</td>
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<td>Seek to move Maldon higher up the retail network towards being a major town centre.</td>
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<td>Encourage sufficient retail growth to retain the current balance</td>
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<td>Other Option</td>
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<td></td>
<td>Focus on existing urbanised areas and seek their effective protection from the effects of climate change</td>
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<td>Maximise benefits where coastal change becomes inevitable</td>
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<td>Focus on emissions reduction in the form and design of development</td>
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<td>All of the above</td>
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<td>Other option</td>
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<td>To focus all service delivery on Maldon and Heybridge reflecting the needs for housing, employment and services for the entire District.</td>
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<tr>
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<td></td>
<td>To focus all service delivery on Maldon, Heybridge and Burnham reflecting the needs for housing, employment and services for the entire District.</td>
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<td></td>
<td></td>
<td>For the villages in the north and west area all service delivery to be confined to being provided by Maldon and Heybridge.</td>
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<tr>
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<td></td>
<td>For the villages in the Dengie Hundred all service delivery is confined to being provided by Burnham and the village of Latchingdon.</td>
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<td>To align all service delivery in line with the areas defined by our strategic partners.</td>
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<td>Other options</td>
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<tr>
<td>Issue</td>
<td>Policy Options</td>
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<tr>
<td>6 (CSIO1): How should Maldon District aim to reconcile the imbalance between the housing growth set for the plan period and the housing needs of the District?</td>
<td>Seek to deliver more housing than set out in the DraftEast of England Plan, particularly affordable housing. &lt;br&gt; Accept that housing need will not be met during the plan period and try to mitigate the effects. &lt;br&gt; Other option. &lt;br&gt; To deliver an average annual rate of at least 98 new dwellings between 2011 and 2026. To focus on addressing housing need.</td>
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<tr>
<td>7 (CSIO1): What steps should be taken to help address the shortage of affordable housing?</td>
<td>Promote exception sites for affordable housing beyond the Draft East of England Plan housing allocation for the district. &lt;br&gt; Reduce the threshold for affordable housing contribution on development sites. &lt;br&gt; Increase the level of affordable housing required in development of larger sites. &lt;br&gt; Increase the level of affordable housing on all development sites. &lt;br&gt; Increase affordable housing levels on housing development on greenfield development. &lt;br&gt; Other option, (including “do nothing”).</td>
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<tr>
<td>5 (CSIO1): How should the plan ensure the best approach to service delivery and cater for specific growth requirements?</td>
<td>Urban and Village intensification – fitting more onto Previously Developed Land. &lt;br&gt; Urban Regeneration of key sites such as the Causeway area of Maldon / Heybridge. &lt;br&gt; Large scale urban extension of Maldon, Heybridge or Burnham. &lt;br&gt; Limited Urban Expansion of Maldon, Heybridge or Burnham. &lt;br&gt; Limited Village Expansion - ‘Pepper potting’ of development around settlements. &lt;br&gt; Linear Transport Corridor - development at points along communications routes e.g. Crouch Valley Branch Line or a bus route that can develop with the extra housing. &lt;br&gt; A new village / settlement somewhere to be decided. &lt;br&gt; Combinations of some or all of the above. &lt;br&gt; Option 5h (Combination). Location of new housing development be located in and around urban settlements of Maldon, Heybridge, Burnham-on-Crouch and Southminster and be sequentially tested to concentrate on previously developed land.</td>
<td></td>
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<tr>
<td>19 (CSIO1): How can the supply of housing be matched to the changing needs of the community?</td>
<td>Seek to encourage more lifetime homes. &lt;br&gt; Provide more targeted housing to match sectoral need e.g. elderly, starter homes, rural and Gypsies &amp; Travellers. &lt;br&gt; Other option. &lt;br&gt; Housing to be Lifetime Homes standard. Provision made for Gypsy and travellers.</td>
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<tr>
<td>2 (CSIO2): How should the housing needs for particular types, size and affordability of housing be met in the District?</td>
<td>To identify the need for any further work in parallel with the local housing needs and markets assessment to help understand the workings of the local housing market and to examine the viability of various Spatial Principles as set out in Community Issue 1 that could be implemented relating to affordable housing provision. &lt;br&gt; To undertake work to examine the most recent successful delivery mechanisms in Districts with similar difficulties of restricted housing growth and acute housing needs. &lt;br&gt; To examine the viability of setting high percentage targets for the mix of affordable housing in schemes, lower thresholds for when affordable housing will be required and the likely success of working with registered social landlords or housing associations in partnership. &lt;br&gt; To rely solely on economies of scale and allow between one and four urban expansions to the two towns. These could be situated adjacent to the existing urban area to the north of Heybridge, to the south of Limebrook Road Maldon, and to the west of Burnham. Policy on the housing composition, size, and type.</td>
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<tr>
<td>Natural and Built Heritage</td>
<td>Focus affordable housing development throughout the District where need is greatest to aid in reducing rural deprivation.</td>
<td>Other options</td>
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</tbody>
</table>

**LDF theme**

**Natural and Built Heritage**

The District has a rich and diverse natural and built heritage

Existing design principles are insufficient and inconsistent to protect and enhance the quality of the built environment.

Gradual erosion of historic built environment due to change of use in particular within town centre areas.

There are many buildings in the District which do not meet the criteria for national statutory listing but are nonetheless of considerable local historic and/or architectural merit.

<table>
<thead>
<tr>
<th>Issue 1 (CSIO1): Is this a good spatial portrait of the district?</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue 40 (CSIO1): What should be the preferred approach to Conservation Area protection?</td>
<td>The historic details of Conservation Areas should be fully preserved and replicated.</td>
<td>A balance should be found which combines preservation of Conservation Areas with modern living and design.</td>
</tr>
<tr>
<td>Issue 41 (CSIO1): How should historic parks and gardens be best protected?</td>
<td>The historic details of Conservation Areas should be fully preserved and replicated.</td>
<td>A balance should be found which combines preservation of Conservation Areas with modern living and design.</td>
</tr>
<tr>
<td>Issue 42 (CSIO1): How should historic parks and gardens be best protected?</td>
<td>The historic details of Conservation Areas should be fully preserved and replicated.</td>
<td>A balance should be found which combines preservation of Conservation Areas with modern living and design.</td>
</tr>
<tr>
<td>Issue 43 (CSIO1): What should be the preferred approach to protection of archaeology?</td>
<td>The historic details of Conservation Areas should be fully preserved and replicated.</td>
<td>A balance should be found which combines preservation of Conservation Areas with modern living and design.</td>
</tr>
</tbody>
</table>

**Other options**

Combination of 40b, 40c, 40d, 41d, 42c and 43c

Introduction of Concept Statement and sustainability standard

Development proposals must preserve and enhance the quality of identified protection Historic assets and their setting including Listed Buildings, Conservation Areas, Registered Parks and Gardens, Registered Battlefield and Scheduled Ancient Monument and archaeology.

Material weight to be given to protect buildings of local importance.

**Local wildlife sites are a non statutory designation and often suffer from lack of appropriate management.**

Potential development is an opportunity, challenge and threat to the built and natural environment.

<table>
<thead>
<tr>
<th>Issue 50 (CSIO1): What level of protection should be given to designated sites, especially those of more local importance?</th>
<th>Ensure all designated sites are fully protected from development.</th>
<th>Adopt a focused approach to site protection based on the importance of the site as being of International, National, Regional, Sub-regional or Local interest.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue 51 (CSIO1): How important is protection of wildlife habitats and species outside designated areas when set against other priorities?</td>
<td>Ensure all designated sites are fully protected from development.</td>
<td>Adopt a focused approach to site protection based on the importance of the site as being of International, National, Regional, Sub-regional or Local interest.</td>
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<td></td>
<td>Take a cautious approach when considering all development, to ensure no archaeological remains are missed, in recognition of the strong history of the District.</td>
<td>Focus on those developments proposed at or near identified and recorded archaeological sites and take a less cautious approach in other locations.</td>
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<td></td>
<td>Historic Parks and Gardens of local interest should be carefully protected from development.</td>
<td>Historic Parks and Gardens of local interest should be carefully protected from development.</td>
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<td></td>
<td>Historic Parks and Gardens of local interest should generally be safeguarded but other development needs may take priority if appropriate.</td>
<td>Other options</td>
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<td></td>
<td>Take a proactive approach to habitat improvement and creation across the district.</td>
<td>Other options</td>
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<tr>
<td></td>
<td>Continue a reactive planning approach to habitats by ensuring they are safeguarded where considered appropriate.</td>
<td>Other options</td>
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<tr>
<td></td>
<td>Focus habitat improvement and creation on wildlife corridors.</td>
<td>Other options</td>
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<td></td>
<td>Ensure species identification resulting from the Phase 1 habitat survey of the District is used to inform the protection of important species in all development across the District and to enhance localised habitats.</td>
<td>Other options</td>
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<tr>
<td></td>
<td>Prioritise species protection to key species and locations.</td>
<td>Other options</td>
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</tbody>
</table>

**Other options**

Combination of option 50a, 51a, and 51f

The Council will protect all designated sites including Local Wildlife Sites.

All developments will be expected to contribute toward measures which will help to maintain and enhance the quality of natural environment both on site and for the wider community.

A strategic multi-functional network of green infrastructure will be identified, managed and enhanced.
Climate change, especially flooding, extreme weather condition and the need for renewable energy is likely to have major impacts on the District.

<table>
<thead>
<tr>
<th>Issue 15 (CSI01)</th>
<th>Focus on existing urbanised areas and seek their effective protection from the effects of climate change</th>
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<tbody>
<tr>
<td></td>
<td>Maximise benefits where coastal change becomes inevitable</td>
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<td></td>
<td>Focus on emissions reduction in the form and design of development</td>
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<td></td>
<td>All of the above</td>
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<td>Other option.</td>
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<td></td>
<td>Recognise areas such as the Causeway as important regeneration opportunities and mitigate flood risk accordingly.</td>
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<td></td>
<td>Accept the limitations imposed by flood risk on sites such as the Causeway and take a more low key approach to regeneration.</td>
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<td>Other option.</td>
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<tr>
<td></td>
<td>Aim to preserve the characteristics of the areas which are likely to experience the potential impact of climate change.</td>
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<td></td>
<td>Prepare for change in landscape character as a result of climate change</td>
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<td>Other option</td>
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<td></td>
<td>Conserve the existing landscape character of the District, including positive / distinctive features.</td>
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<td></td>
<td>Improve access to the countryside by the introduction of additional footpaths, cycleways and bridleways and other associated recreational infrastructure facilities.</td>
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<td>The existing landscape character doesn’t need to integrate into new development, because societies can adapt their environment in some way and eventually create a new form of landscape.</td>
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<td>Other option</td>
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<td></td>
<td>For new building to support only the emerging requirements of the Building Regulations for reduced carbon emissions.</td>
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<td></td>
<td>For new building the District should support the introduction of more stringent, local targets above and ahead of the requirements under the Building Regulations.</td>
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<td>Further limitations on the provision of car parking associated with new developments.</td>
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<td>Other options.</td>
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<td></td>
<td>How should the Local Development Framework respond to the prospect of large scale renewable infrastructure projects in the District.</td>
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<td></td>
<td>What should be taken into account in the Local Development Framework to respond to a new Nuclear Power Station being constructed and commissioned in the District</td>
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<td>Other options.</td>
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**Prosperity**

<table>
<thead>
<tr>
<th>Issue 4 (CSI01)</th>
<th>Combination of options 4b, 24c, 25c</th>
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<tbody>
<tr>
<td></td>
<td>Become more reliant on the neighbouring growth areas to meet the needs of the District.</td>
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<tr>
<td>Issue</td>
<td>Description</td>
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<tr>
<td>24 (CSI01)</td>
<td>Where should the general balance lie in Maldon District's relationship with its neighbours in terms of provision of jobs, housing, shops and facilities?</td>
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<tr>
<td>25 (CSI01)</td>
<td>How much more employment land should be made available?</td>
</tr>
<tr>
<td>22 (CSI01)</td>
<td>If we look to provide more employment land which areas should we look in?</td>
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<tr>
<td>9 (CSI01)</td>
<td>High proportion of small and micro-business and self-employed of which the need for employment space is different from larger scale industries.</td>
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<tr>
<td>10 (CSI01)</td>
<td>High level of out-commuting suggest that there maybe a mismatch between jobs currently available within the district and the skills level of local residents.</td>
</tr>
<tr>
<td>8 (CSI02)</td>
<td>Can and should the Causeway be retained as an area of economic activity</td>
</tr>
</tbody>
</table>

The Preferred Option will propose to maintain most of existing employment land allocation in response to local need while deallocate a small number of sites which are no longer required.

Combination of options 22a and 22b; propose to maintain most of existing employment maintain small employment allocation across the District for small and micro business.

Combination of options 9a, 9b, 9c and 10a

Unlikely to compete with higher level regional employment centres; expect high level of out-commuting; Maintain an active local economy promoting local job creation.

Encourage the use of sustainable mode of transport to reduce carbon emission.

Support a new vocational centre in Maldon town for training opportunities. Allow training facilities within employment allocation.

Combination of options 8a, 8b, 8c and 8d

Retain Causeway as an employment allocation. Details to be set out in AAP.
<table>
<thead>
<tr>
<th>Issue 4 (CSIO1)</th>
<th>The Preferred Option is a combination of options 4b, 13c, 31b, 33a, 35b, 36b, 37a, 37b, 38a and 38b. The Council acknowledged that Maldon District is not going to compete with higher level regional retail centre such as Chelmsford, Colchester and the Bluewater. And evidence clearly suggests that there will be limited quantitative and no demonstrable qualitative need for additional provision. Therefore the LDF will seek in the retention of existing retail provision with a view to focus on Maldon’s unique offer of small, independent shops. The Core retail areas will be preserved for Maldon town and Burnham-on-Crouch. Local retail areas will be set up in to protect local retail function and frontage. And a strict retention policy will apply to preserve retail facilities in the rural villages.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where should the general balance lie in Maldon District’s relationship with its neighbours in terms of provision of jobs, housing shops and facilities?</td>
<td>Need to balance the supply of retail floorspace.</td>
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<tr>
<td>How should Maldon District seek to develop its retail offer in relation to other neighbouring centres?</td>
<td>Risk of losing retail frontage to other landuse i.e. residential, offices.</td>
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<tr>
<td>How much further convenience (food) retailing should be considered?</td>
<td>Good selection of small independent retailers in Maldon town and Burnham but lack national multiples.</td>
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<td>What should be the nature and extent of any extra retail provision for comparison goods in the district?</td>
<td>Other Option</td>
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<tr>
<td>What should be the response to low retail turnover?</td>
<td>Provide for more convenience retail growth beyond identified capacity.</td>
</tr>
<tr>
<td>Should Maldon seek to attract more High Street brand names?</td>
<td>Identify about 3300 square metres of comparison goods shopping space (report recommendation) and improve performance of existing floorspace.</td>
</tr>
<tr>
<td>Should Maldon and other centres seek to attract more restaurants and eateries?</td>
<td>Re-examine Maldon Town Centre and edge of centre locations to undertake revised sequential test for suitable sites to accommodate recommended growth. Consider disaggregation of provision.</td>
</tr>
<tr>
<td>What is the future role of retail at Burnham-on-Crouch?</td>
<td>Provide for further retail space via retail park type development with associated car parking on site. Options could include an edge of town development or regeneration of brownfield land.</td>
</tr>
<tr>
<td>Issue 13 (CSIO1)</td>
<td>Issue 32 (CSIO1)</td>
</tr>
<tr>
<td>Other option</td>
<td>Other Option</td>
</tr>
<tr>
<td>Issue 31 (CSIO1)</td>
<td>Restrict further food retailing in the district.</td>
</tr>
<tr>
<td>Issue 33 (CSIO1)</td>
<td>Restrict further high volume/supermarket retail within the District but recognise role played by smaller quality retail outlets which may contribute to Maldon’s unique selling point.</td>
</tr>
<tr>
<td>Issue 35 (CSIO1)</td>
<td>Provide for more convenience retail growth beyond identified capacity.</td>
</tr>
<tr>
<td>Issue 36 (CSIO1)</td>
<td>Other Option</td>
</tr>
<tr>
<td>Issue 37 (CSIO1)</td>
<td>Other Option</td>
</tr>
<tr>
<td>Issue 38 (CSIO1)</td>
<td>Other Option</td>
</tr>
<tr>
<td>Issue 4b, 13c, 31b, 33a, 35b, 36b, 37a, 37b, 38a and 38b. The Council acknowledged that Maldon District is not going to compete with higher level regional retail centre such as Chelmsford, Colchester and the Bluewater. And evidence clearly suggests that there will be limited quantitative and no demonstrable qualitative need for additional provision. Therefore the LDF will seek in the retention of existing retail provision with a view to focus on Maldon’s unique offer of small, independent shops. The Core retail areas will be preserved for Maldon town and Burnham-on-Crouch. Local retail areas will be set up in to protect local retail function and frontage. And a strict retention policy will apply to preserve retail facilities in the rural villages.</td>
<td></td>
</tr>
</tbody>
</table>

### Issue 4 (CSIO1)
- Become more reliant on the neighbouring growth areas to meet the needs of the District.
- Seek to undergo a level of growth, which while not matching that in neighbouring areas ensures that the District maintains a level of strength in its own facilities provision.
- Other Option

### Issue 13 (CSIO1)
- Seek to expand retail provision via encouraging more local shopping in smaller centres.
- Seek to move Maldon higher up the retail network towards being a major town centre.
- Encourage sufficient retail growth to retain the current balance.
- Other option

### Issue 31 (CSIO1)
- Restrict further food retailing in the district.
- Restrict further high volume/supermarket retail within the District but recognise role played by smaller quality retail outlets which may contribute to Maldon’s unique selling point.
- Provide for more convenience retail growth beyond identified capacity.
- Other Option

### Issue 33 (CSIO1)
- Identify about 3300 square metres of comparison goods shopping space (report recommendation) and improve performance of existing floorspace.
- Re-examine Maldon Town Centre and edge of centre locations to undertake revised sequential test for suitable sites to accommodate recommended growth. Consider disaggregation of provision.
- Provide for further retail space via retail park type development with associated car parking on site. Options could include an edge of town development or regeneration of brownfield land.
- Make no further provision in the LDF.
- Other Option

### Issue 35 (CSIO1)
- Maldon should aim to increase performance of the existing floorspace (report recommendation) through intervention measures.
- Do nothing and make no changes.
- Other option

### Issue 36 (CSIO1)
- Seek to increase recognised High Street brand representation.
- Maintain the current high representation of independent brands and put the emphasis on breaking down barriers which inhibit turnover and promoting the independent nature of the High Street as a unique selling point.
- Other Option

### Issue 37 (CSIO1)
- Give greater focus to unique selling point aspects of retail (including the café/restaurant sector) to help improve the visitor offer of the District and help maintain retail status.
- Do not focus on restaurants/cafes as a unique selling point.
- Other option

### Issue 38 (CSIO1)
- Focus policy on retention of key facilities including the post office and banks.
- Focus policy on retention of all current facilities.
- Seek to grow provision to fully exploit a niche retail role linked to yachting/tourism.
- Other option
<table>
<thead>
<tr>
<th>Issue</th>
<th>Description</th>
<th>Options/Proposals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue 2 (CSI02)</td>
<td>The balance between growing the town centre as opposed to retail provision on the edge of the urban area.</td>
<td>To continue to vigorously promote the town as solely a town of small specialist retailers. To allow redevelopment of the Town's car parks for small specialist retailers and/or other retail sales. To allow only the redevelopment of Butt Lane for any retail purposes to reinvigorate the eastern end of the high street. To allow a site within the urban area to be redeveloped for bulky retail sales. To allow a green field site on the edge of the town to be developed for bulky retail sales. Other options.</td>
</tr>
<tr>
<td>Issue 10 (CSI01)</td>
<td>What should be the response to the poor skills situation in the district?</td>
<td>Proactively encourage the development of local training facilities for the current and future workforce e.g. Vocational Training Centre. This carries the implication that land may have to be found to build a centre. Support the expansion of local companies as larger firms tend to have the resources available for personal development. Whilst developing this through existing firms may not lead to spatial or land use development requirements such development opportunities are unlikely to be available to people who do not work for the company. Accept current levels of educational attainment. Other options.</td>
</tr>
<tr>
<td>Issue 27 (CSI01)</td>
<td>What should be the approach to further marina proposals?</td>
<td>Actively encourage marina proposals. Allow for consideration of marina proposals subject to strict criteria. Restrict such developments, similar to existing policy. Other option. Promote the line as a tourist facility to the District. Locate employment opportunities and commercial freighter facilities at or near railway stations. Develop housing near the railway stations. Improve access to the Railway Stations with integrated transport facilities. Other options. Take a proactive approach which seeks to actively identify and utilise built heritage assets for tourism and other economic purposes. Take a more passive approach focused on conservation of built heritage assets in their own right. Other options.</td>
</tr>
<tr>
<td>Issue 29 (CSI01)</td>
<td>How can the Crouch Valley Railway Line be used to maximum benefit?</td>
<td>Promote the line as a tourist facility to the District. Locate employment opportunities and commercial freighter facilities at or near railway stations. Develop housing near the railway stations. Improve access to the Railway Stations with integrated transport facilities. Other options. Take a proactive approach which seeks to actively identify and utilise built heritage assets for tourism and other economic purposes. Take a more passive approach focused on conservation of built heritage assets in their own right. Other options.</td>
</tr>
<tr>
<td>Issue 44 (CSI01)</td>
<td>How should the economic and tourism potential of the built heritage be maximised?</td>
<td>In principle the Council recognise the important role of tourism to the District’s. To explore tourism potential, the Council is conducting a tourist study with the EETB to assess and analyse a range of tourist related issues. In response to the need for higher quality tourist accommodation, New hotel development will be supported. No identified need for further marina provision.</td>
</tr>
<tr>
<td>Accessibility</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New development &amp; transport demand</td>
<td>Issues 9 (CSIO1)</td>
<td>9a. Seek to address the level of out commuting and try to encourage further local jobs.</td>
</tr>
<tr>
<td>----------------------------------</td>
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</tr>
<tr>
<td></td>
<td>efforts should be made to reduce the level of out commuting from Maldon District for work</td>
<td></td>
</tr>
<tr>
<td>Over reliance on private car use</td>
<td>Issue 11 (CSIO1)</td>
<td>11a. Promote better linkages to the wider economic area by locating development where there is a match between homes and jobs and that development near sustainable transport networks.</td>
</tr>
<tr>
<td></td>
<td>How can the district’s access to the wider economy be improved and less constrained by the relative remoteness from the trunk road network and fragmented road</td>
<td></td>
</tr>
<tr>
<td>Public transport</td>
<td>Issues 5 (CSIO2)</td>
<td>combination of 5e, 12a, 12b, 12c.</td>
</tr>
<tr>
<td></td>
<td>Is there a public will to use public transport and if not would investment in it make it a more desirable alternative to the private motor car in such a rural District?</td>
<td>Strategic development allocations in the District to be located within 30 minutes of PPT.</td>
</tr>
<tr>
<td></td>
<td>Issue 12 (CSIO1)</td>
<td>MDC together with Essex County Council will continue to negotiate with the public transport operators to improve frequency, timetabling and capacity of Public Transport. We will also examine the possibility to improve provision of connecting services from settlements to major transport interchange.</td>
</tr>
<tr>
<td></td>
<td>How can public transport use become a more attractive alternative to the car in the district?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Issue 29 (CSIO1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>How can the Crouch Valley Railway Line be used to maximum benefit?</td>
<td></td>
</tr>
<tr>
<td>Parking</td>
<td>Issue 34 (CSIO1)</td>
<td>Issue of Parking in Maldon Town Centre would be dealt with specifically by the AAP.</td>
</tr>
<tr>
<td></td>
<td>What should be the approach to car parking provision in Maldon town centre?</td>
<td>Park and Ride will be considered in other DPD if appropriate</td>
</tr>
<tr>
<td></td>
<td>Issue 6 (CSIO2)</td>
<td></td>
</tr>
</tbody>
</table>

### Public transport

- To re-introduce a bus station in Maldon and to improve the time tabling, frequency and capacity of the bus services to enable swift transportation between villages, the towns and major transport links.
- To provide a new transport station for bus or tram and a high speed public transport link between Maldon and the major transport intersections at Hatfield Peverel, Chelmsford and as proposed at Boreham.
- To provide highway improvements to the A414 and A12 intersection and/or to the B1019 to Hatfield Peverel.
- To open a railway line link between Maldon and the Southminster line.
- Other options
- In conjunction with future development promote public transport as the preferred travel solution and seek improvements in service
- Develop a development approach that helps reduce the need to travel at all
- Accept existing limitations in public transport provision when planning future development
- Other option
- New development with 30 minutes of Public transport.
- Promote the line as a tourist facility to the District
- Locate employment opportunities and commercial freighter facilities at or near railway stations
- Develop housing near the railway stations
- Improve access to the Railway Stations with integrated transport facilities
- Other options

### Over reliance on private car use

- Promote better linkages to the wider economic area
- Identify employment opportunities closer to the trunk road network that may attract and retain employers in the district.
- Other Option
- Maintain the status quo
- Allocating land in areas with improved public accessibility
- Promote Car Free Development
- Encourage the use of public transport

### New development & transport demand

- Seek to address the level of out commuting and try to encourage further local jobs.
- Accept levels of out commuting and related consequences.
- Other options
<table>
<thead>
<tr>
<th>Signage</th>
<th>Lack and inconsistency of signage in the town centre for traffic, tourists &amp; pedestrians</th>
<th>County Council working on signage. Would be looked at specifically as part of AAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incomplete cycling routes and footpaths network</td>
<td>New issue</td>
<td>Develop a high quality safe and more comprehensive route network. Giving priority to wheelchair users, pedestrians and cyclists over the private car</td>
</tr>
<tr>
<td>Town Centre Parking, Freight movements, traffic management.</td>
<td>New issue</td>
<td>The AAP will deal with other specific transport issues associated with the Town Centre and Causeway.</td>
</tr>
</tbody>
</table>

**People & Communities**

<table>
<thead>
<tr>
<th>Infrastructure (and Service) Provision to support existing and future population.</th>
<th>Issue 4 (CSI01)</th>
<th>Become more reliant on the neighbouring growth areas to meet the needs of the District.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Seek to undergo a level of growth, which while not matching those in neighbouring areas ensures that the District maintains a level of strength in its own facilities provision.</td>
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<td></td>
<td>Other Option</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Urban and Village intensification - Fitting more onto previously developed land</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Urban Regeneration of key sites such as the Causeway area of Maldon / Heybridge</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Large scale urban extension of Maldon, Heybridge or Burnham</td>
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<tr>
<td></td>
<td></td>
<td>Limited Urban Expansion of Maldon, Heybridge or Burnham</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Limited Village Expansion - 'Pepper potting' of development around settlements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Linear Transport Corridor - development at points along communications routes e.g. Crouch Valley Branch Line or a bus route that can develop with the extra housing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A new village / settlement somewhere to be decided</td>
</tr>
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<td></td>
<td></td>
<td>Combinations of some or all of the above</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Any other option</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Focus on existing urbanised areas and seek their effective protection from the effects of climate change</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maximise benefits where coastal change becomes inevitable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Focus on emissions reduction in the form and design of development</td>
</tr>
<tr>
<td></td>
<td></td>
<td>All of the above</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Other option</td>
</tr>
<tr>
<td></td>
<td></td>
<td>To focus all service delivery on Maldon and Heybridge reflecting the needs of housing, employment and services for the entire District.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>To focus on the north and west area all service delivery to be confined to being provided by Maldon and Heybridge.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>For the villages in the Dengie Hundred all service delivery is confined to being provided by Burnham and the village of Latchingdon.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>To align all service delivery in line with the areas defined by our strategic partners.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Other options</td>
</tr>
</tbody>
</table>

The Council believes that the most sustainable option for development is that it should be concentrated within the towns of Maldon, Heybridge, Burnham on Crouch and the key service centre of Southminster in accordance with the settlement hierarchy and elsewhere within the boundary of existing settlements. This can help to maximise the use of existing infrastructure and services as well as the transport network.

The Council will work with infrastructure and service providers.

The Core Strategy will also minimise and mitigate the individual and cumulative impacts on the natural and built environment when planning for development.

With regard to Climate change, the Council recognise the threat from increasing flood risk to the District and will coordinate development accordingly. In help to ease climate change the Core Strategy also propose measure to reduce carbon emission e.g. sustainable building, promoting public transport, promoting renewable/sustainable energy.

Policy on supported housing

Rural diversification must be appropriate
### How much should rural diversification affect landscape character?

- Encourage villages for the frail and elderly.
- Allow for consideration of villages for the frail and elderly subject to strict criteria.
- Restrict such developments, similar to existing policy.
- Other option.
- Encourage sustainable forms of farm diversification which provides the opportunity for farmers, foresters and landowners to manage land for environmental and recreational benefits. This will provide incentives for the protection and enhancement of the valued and threatened landscape. There are two potential income streams. Payments made by DEFRA for increased public access and environmental stewardship or commercial diversification as part of the farms business plan.
- Continue as at present. Agriculture has the greatest visual impact on the countryside of any land use in the District. The unique character of the countryside needs to be protected by retaining the agricultural land for the farming industry.
- Other option.

### New Issue

- Developer Contributions

```
<table>
<thead>
<tr>
<th>Developer Contributions</th>
<th>New Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
```

Developers will be expected to make an appropriate contribution to ensure that adequate infrastructure is provided and or maintained to support new development through the possible introduction of CIL or an alternative strategic approach.
## Appendix 4 Summary of Responses received from Issues and Options Consultations 2007

<table>
<thead>
<tr>
<th>Key issue</th>
<th>Main conclusion</th>
<th>Other key points raised</th>
</tr>
</thead>
</table>
| **Spatial development and growth** | • Vision centred on Maldon.  
• Do not merge with Chelmsford.  
• Growth is welcome with limited village expansion. | • Urban expansion of modest scale.  
• Do not merge with Chelmsford.  
• Growth is welcome with limited village expansion. |
| **Housing**                        | • Promoting affordable housing.  
• Need infrastructure before development.  
• Encourage more lifetime homes. | • Additional housing is required.  
• Encourage a mix of houses and business in large villages.  
• Require small houses, 2/3 beds with gardens.  
• Simplify whole system.  
• Build more affordable homes. |
| **Service delivery**               | • No specific consensus.                                                                                                                        | • Service delivery is required at a more local level.  
• All areas should be treated equally.  
• Focus delivery on Maldon and Burnham-on-Crouch. |
| **Flooding**                       | • Need policy on flood protection.                                                                                                                | • No housing on flood plains.  
• Flooding on Causeway must be addressed. |
| **Accessibility**                  | • Improve transport linkages, including bus, train, cycle routes and connection of Maldon/A12 links.  
• Public transport as preferred travel solution for business and services should be improved.  
• No multi-storey car parks.  
• Improve access to walkers. | • Develop a tram from Maldon to Chelmsford.  
• Provide adequate bus service for villages.  
• Develop a park and ride.  
• Consider mono-rail system.  
• Deliver timetables to every households.  
• Introduce more (free) parking.  
• Maldon High Street is jammed because of parked cars.  
• Pedestrianise High Street and Market Hill. |
| **Prosperity**                     | • More jobs in the District.  
• Make existing employment sites more attractive.  
• Encourage small special shops.  
• Retain current retail character of Maldon. | • Develop growth and employment for young in villages.  
• Employment growth throughout district required.  
• Must allow expansion to business sites or companies will move out of the District. |
<table>
<thead>
<tr>
<th>Key issue</th>
<th>Main conclusion</th>
<th>Other key points raised</th>
</tr>
</thead>
</table>
| Preserve Maldon High Street. | • Promote tourism by actively identifying and using the District's heritage assets.  
• Provide a vocational training centre to improve skills in the District. | • Too many similar shops splits customer base.  
• Restrict growth of out of town centres. |
| Climate Change     | • Recognise the need to deal with climate change.  
• Design of new developments should include a focus on reduction of emission and low energy use.  
• New houses should aim for sustainable construction and energy efficiency. |                                                                                      |
| Renewable Energy   | • Promote the use of renewable energy.                                                                 | • No wind farms.  
• Support offshore windfarms.  
• Support large scale renewable energy.  
• Incinerate waster to provide energy.  
• Support tidal energy.  
• Support new nuclear site at Bradwell-on-Sea.  
• Concentrate on Biomass production.  
• Safety & security concerns regarding about a new nuclear power station. |
| Built heritage     | • Fully preserve historic conservation areas and modern development should not be allowed within them.  
• Vigorously protect all listed buildings.  
• Ensure no archaeological remains are missed or damaged. | • Allow changes to some listed buildings where a clear base can be made for sensitive change. |
| Natural heritage   | • Protect designated wildlife sites from development.  
• Improve current wildlife habitats. | • Create new wildlife habitats within “wildlife corridors”.  
• Increase the level of protection to key species and locations. |
| Crime              | • Design out crime.                                                               |                                                                                      |
Appendix 5 List of Core Strategy Policies

Policy CS 1 Creating Sustainable Development
Policy CS 2 Development in the Countryside
Policy CS 3 Spatial Distribution and Location of New Housing
Policy CS 4 Phasing of Development
Policy CS 5 Design and Density
Policy CS 6 Composition and mix
Policy CS 7 Rural Housing
Policy CS 8 Contributions to Affordable Housing
Policy CS 9 Supported Housing
Policy CS 10 Gypsy and Traveller sites
Policy CS 11 Delivery through Partnership
Policy CS 12 Employment Allocations
Policy CS 13 Development within Employment Allocations
Policy CS 14 Core Retail Areas
Policy CS 15 Local Retail Areas
Policy CS 16 Retention of Local Retail Function
Policy CS 17 Tourism
Policy CS 18 Rural Diversification
Policy CS 19 Protection and Enhancement of Natural Heritage
Policy CS 20 Protection and Enhancement of Built Heritage
Policy CS 21 Design for New Development
Policy CS 22 Concept Statement for Development Schemes
Policy CS 23 Environmental Impact of New Development
Policy CS 24 Flood Risk
Policy CS 25 Accessibility Requirements for New Development
Policy CS 26 Sustainable Transport for Everyone
Policy CS 27 Infrastructure and Services
This document can be made available, on request, in larger print, braille and audio and languages other than English. To obtain a copy in an alternative format, please contact The Spatial Planning Team on 01621 876202. It can also be viewed on our website: www.maldon.gov.uk.