

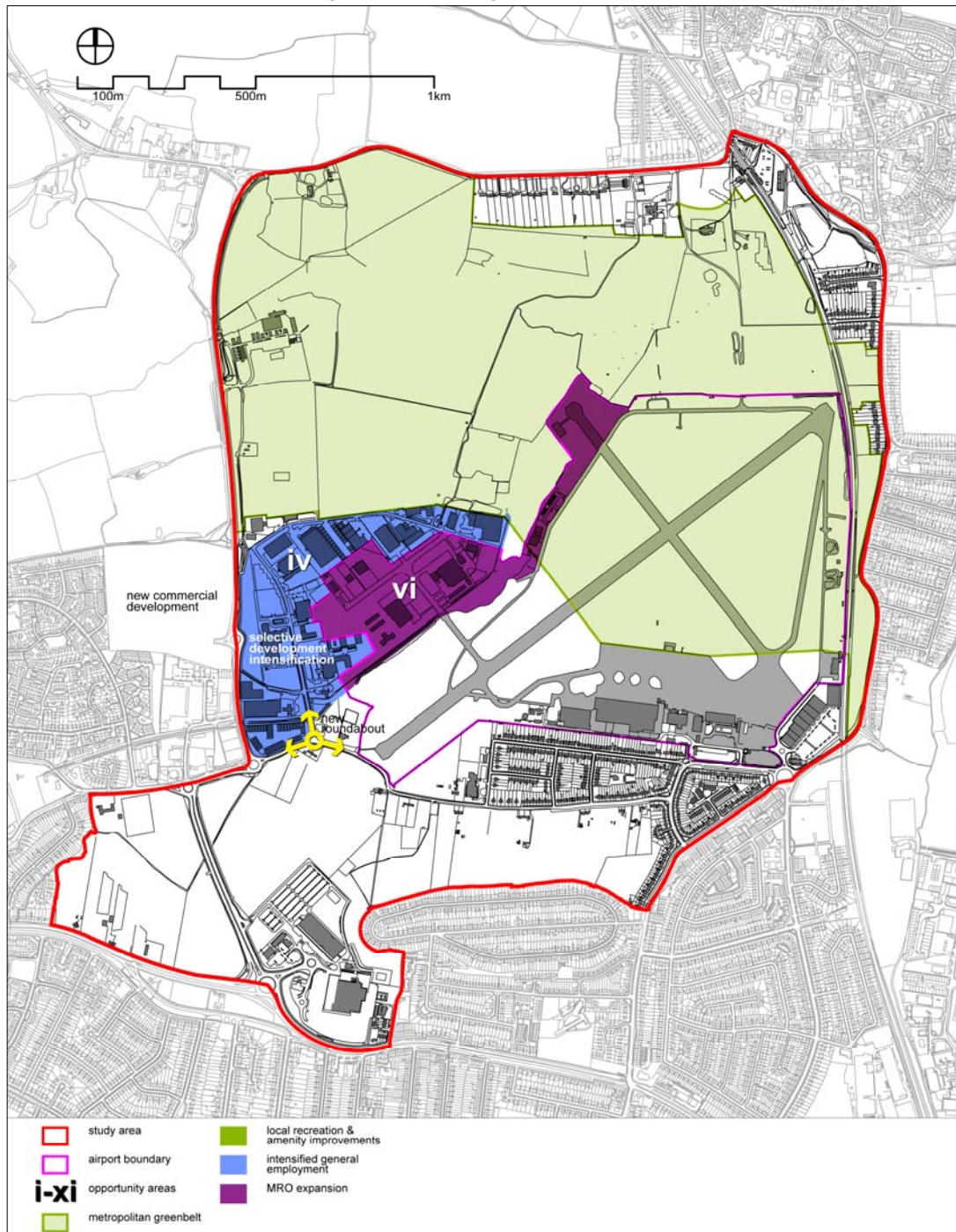
## London Southend Airport & Environs Joint Area Action Plan (JAAP)

We want your views

In conjunction with Southend Borough Council, we are preparing an action plan for the regeneration and economic growth of London Southend Airport and the surrounding area.

An Issues and Options report has been prepared and we want to hear your views on the four development scenarios outlined in the report. Each scenario is indicative and is presented to encourage debate and discussion. The scenarios are summarised on these pages and details of how to respond are provided at the end.

### Scenario 1: Low Growth (do minimum)



This scenario would see the current airport model continuing and would see limited investment; no new employment allocations would be committed and development would be concentrated within existing developed areas.

**Benefits and Disbenefits**

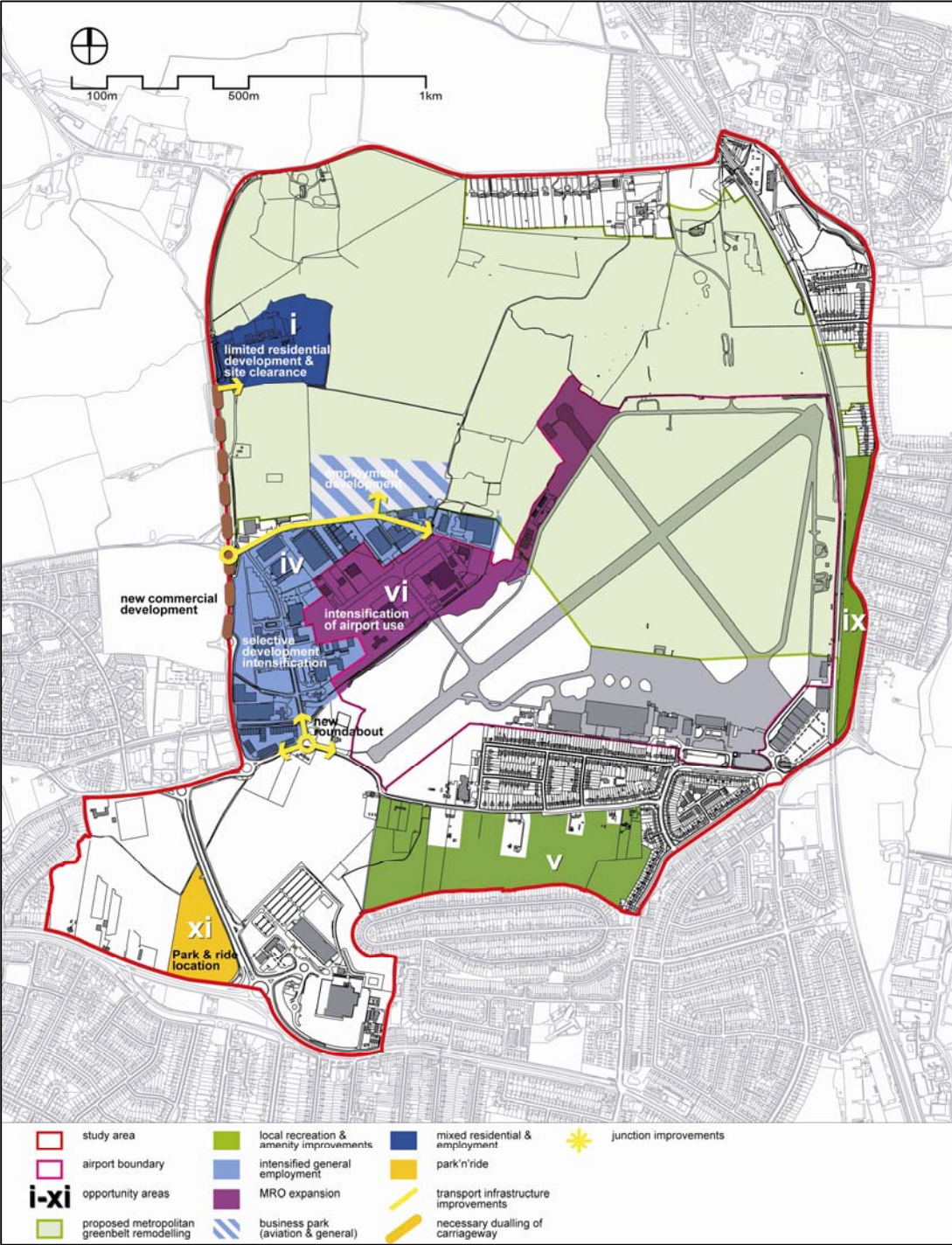
<b>Economic</b>	<b>Environmental</b>
<input checked="" type="checkbox"/> Potential employment growth within existing sectors. Additional jobs capacity of around 750 jobs in 15,000 sq.m. of new floorspace.	<input checked="" type="checkbox"/> Opportunities for environmental enhancement on existing open areas.
<input checked="" type="checkbox"/> Investor interest likely to be diminished as opportunities are infill rather than strategic.	<input checked="" type="checkbox"/> Existing habitats protected.
<input checked="" type="checkbox"/> Airport is not seen as a major driver for the sub-region.	<input checked="" type="checkbox"/> Minor impacts associated with increased airport activity given the slow incremental growth.
<input checked="" type="checkbox"/> Economic aspirations for the sub-region unlikely to be achieved.	<input checked="" type="checkbox"/> Increased traffic associated with new employment would require some mitigation in terms of noise, vibration and air quality.

**Key:**    ☒ Benefit    ☒ Disbenefit





# Scenario 2(a): Medium Growth



This scenario envisages the protection and intensification of existing employment areas, supported by the provision of a new employment allocation to the north of Aviation Way. New transport infrastructure is envisaged to improve accessibility to employment areas.

## Benefits and Disbenefits

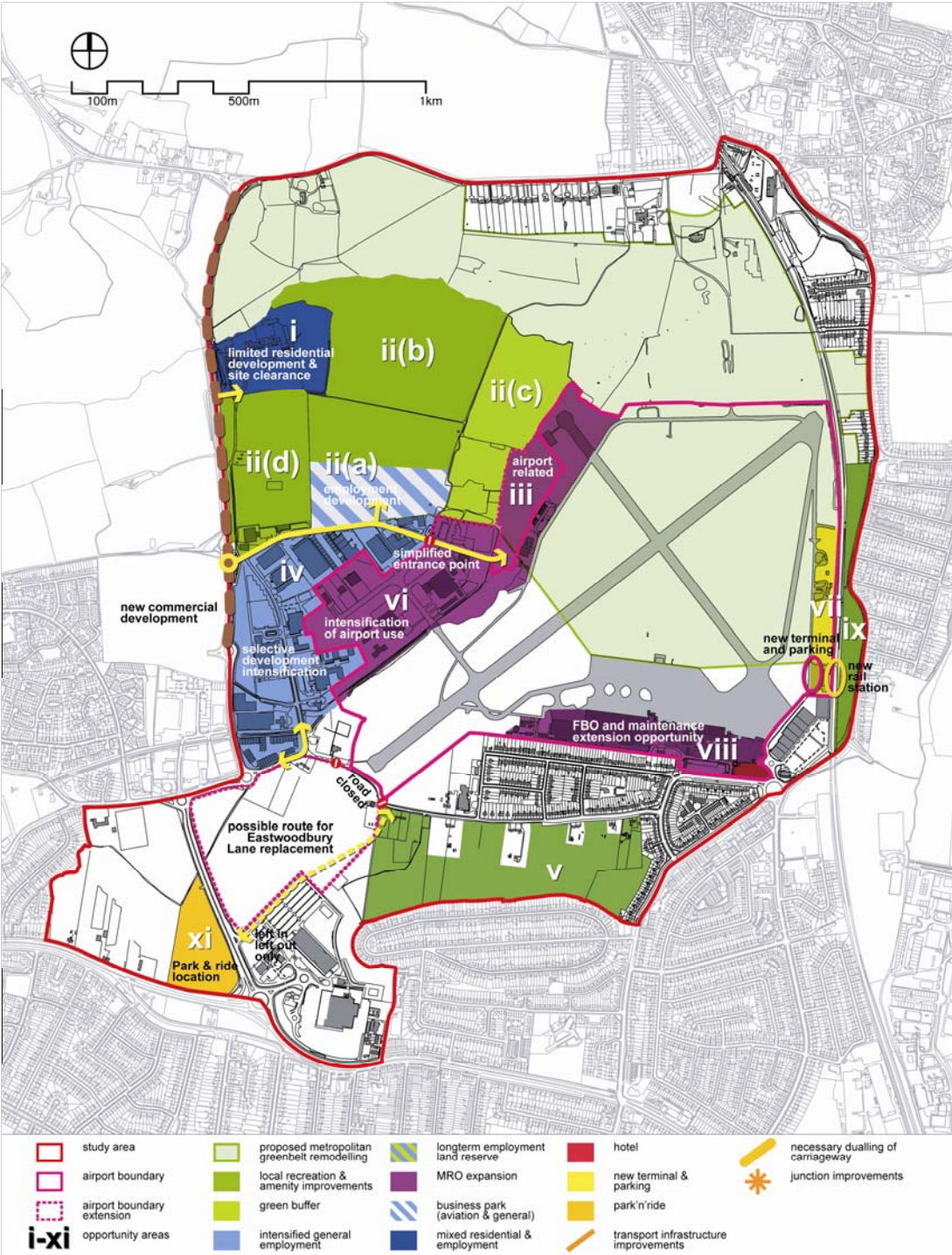
Economic	Environmental
<input checked="" type="checkbox"/> Potential employment growth of up to 3,200 jobs in existing and new sectors, accommodated in up to 64,000 sq.m. of new floorspace. This provision will primarily be in the form of a new business park to the north of Aviation Way.	<input checked="" type="checkbox"/> New opportunities for environmental enhancement on existing open areas, including visual amenity around the Brickworks' site, and recreational opportunity in the area. Increased potential for developer contribution to environmental mitigation and enhancement.
<input checked="" type="checkbox"/> New employment land allocation provide new market opportunities to attract investor interest and diversify the offer of the area.	<input checked="" type="checkbox"/> Limited new development means that existing habitats are largely protected.
<input checked="" type="checkbox"/> The area starts to contribute in a strategic way to the employment objectives of the sub-region, providing space for 3,200 jobs out of the 16,000 required for the area.	<input checked="" type="checkbox"/> Minor impacts associated with increased airport activity given the slow incremental growth
<input checked="" type="checkbox"/> The airport is not a major driver for the economy, placing a greater reliance on existing sectors which have struggled in the past.	<input checked="" type="checkbox"/> Potential landscape and habitat impact associated with increased employment and residential development.
<input checked="" type="checkbox"/> Economic aspirations for the sub-region will be harder to achieve and the new employment space will be starved of a source of potential demand from the aviation sector.	<input checked="" type="checkbox"/> New land uses would impact on noise, vibration and air quality (main source being road traffic).

**Key:** ☒ Benefit    ☒ Disbenefit





# Scenario 2(b): Medium Growth – Aviation Cluster



The aim of this scenario would be to support the growth and investment in the airport to enable it to develop a passenger based market of up to 2 million passengers.

## Benefits and Disbenefits

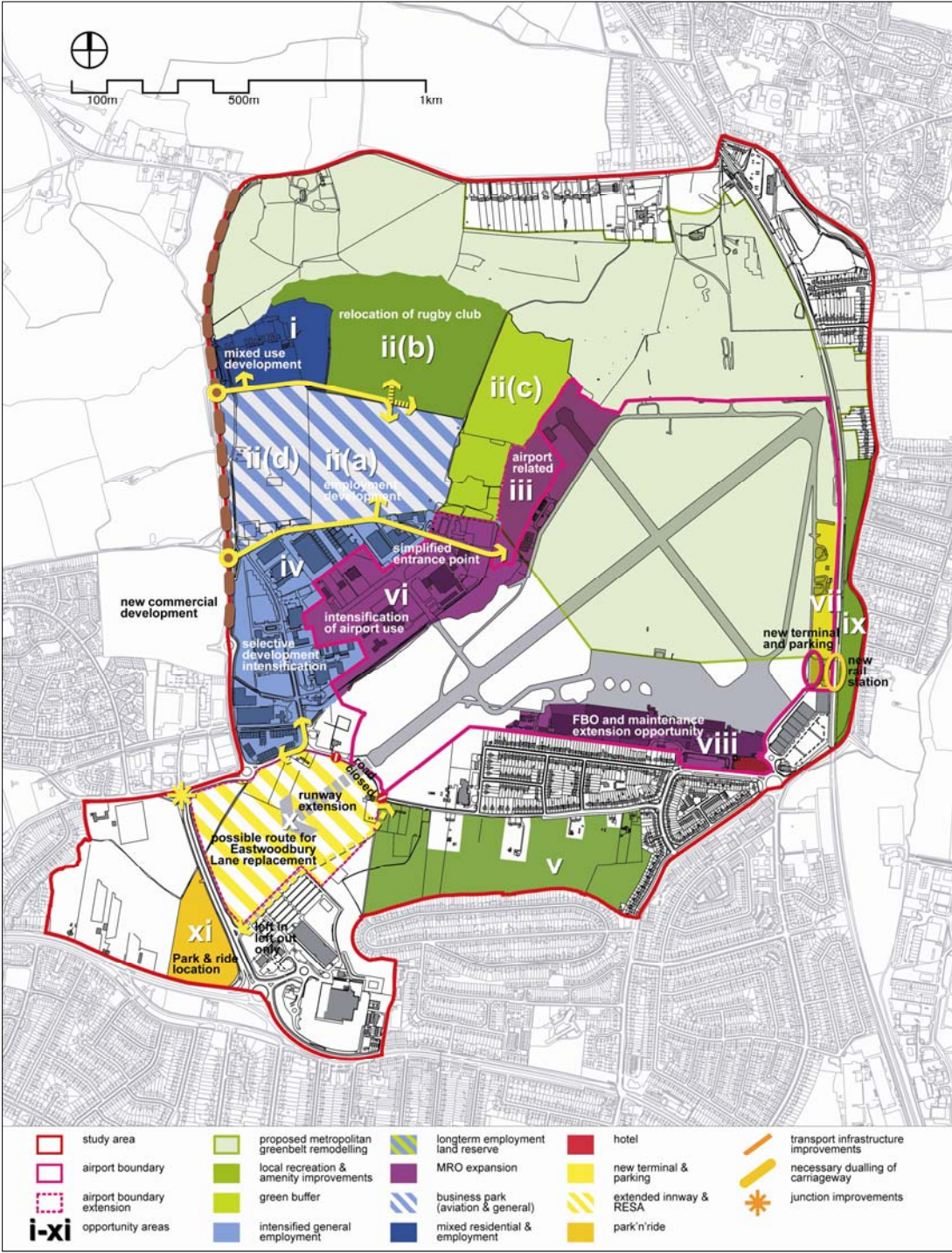
Economic	Environmental
<input checked="" type="checkbox"/> New and additional high value direct employment associated with the growth of the airport. Total direct employment up to 2,110 jobs, an additionality of 1,180 jobs over current levels.	<input checked="" type="checkbox"/> Visual amenity to the Brickworks' site improved as are recreational and amenity assets in the area. In addition the flying clubs could be improved in new accommodation.
<input checked="" type="checkbox"/> Potential capacity for an additional 64,000 sq.m. housing up to 3,200 jobs in wider employment land allocations, focused towards aviation-related sectors.	<input checked="" type="checkbox"/> New railway station would support modal shift of airport users, reducing impact of increased passenger numbers.
<input checked="" type="checkbox"/> Clearly defined employment location policy given direction and guidance on growth of the aviation cluster.	<input checked="" type="checkbox"/> Increased potential for developer contribution/public sector contribution to environmental mitigation and enhancement.
<input checked="" type="checkbox"/> JAAP provides limited support to the wider growth of employment in the sub-region, helping to meet growth targets.	<input checked="" type="checkbox"/> Negative noise, vibration and air quality impacts associated with the increased aircraft movements and number of passengers using the airport.
<input checked="" type="checkbox"/> Uncertainty over the capacity of the aviation cluster to grow significantly in this location given the constraint in terms of size of aircraft service in the area, and the competition from other locations (UK and overseas).	<input checked="" type="checkbox"/> An increasing amount of development increases the impact on habitat, landscape character and architectural features.

**Key:** ☒ Benefit    ☒ Disbenefit





Scenario 3: High Growth



This is a high growth scenario that would involve the provision of a runway extension for the airport and very substantial new employment land allocations.

## Benefits and Disbenefits

Economic	Environmental
<input checked="" type="checkbox"/> New and additional high value direct employment associated with the growth of the airport. Total direct employment up to 2,110 jobs, an additionality of 1,180 jobs over current levels. This benefit is also likely to occur earlier than under previous scenarios.	<input checked="" type="checkbox"/> Strategic revision to Green Belt to provide a clearer focus and role in maintaining the environmental quality of the area.
<input checked="" type="checkbox"/> Potential capacity for an additional 4,700 jobs in wider employment land allocations, based on business park provision and attracting a wider range of employment sectors.	<input checked="" type="checkbox"/> Significant opportunities for environmental enhancement on existing open areas and habitat creation to mitigate losses. Facilitated through private and public sector contribution.
<input checked="" type="checkbox"/> Area produced significant support to the achievement of RSS targets for the sub-region.	<input checked="" type="checkbox"/> Potentially significant negative impact on landscape character and visual amenity resulting from the development of the Brickworks' site, agricultural land, airport sites and employment areas.
<input checked="" type="checkbox"/> A balanced approach to employment growth ensures greater economic sustainability.	<input checked="" type="checkbox"/> Negative noise, vibration and air quality impacts associated with the increased aircraft movements and number of passengers using the airport.
<input checked="" type="checkbox"/> The dominance of the JAAP area in employment terms may have a negative impact on less viable employment areas.	<input checked="" type="checkbox"/> An increasing amount of development reducing the overall amenity of the JAAP from current levels.

**Key:** ☒ Benefit    ☒ Disbenefit

## How to Comment

You can submit your comments by going to the Council's website and clicking the JAAP link – this will take you to an online version of the issues and options document where you can enter your answers to a series of questions about the document.

Alternatively, please email your comments to [JAAP@rochford.gov.uk](mailto:JAAP@rochford.gov.uk) or call 01702 318 165 for more information.