

Consultation Responses for Economic Development Strategy -

Responses Received from	Details of Response	Officer Comments	Suggested Amendments
Essex County Council	Generally Supportive of the Strategy	Noted	No Change
R A V S (Rayleigh & Rochford Association of Voluntary Services)	Suggest that the document recognises they are a Partner in the Local Strategic Partnership. Request that the Council recognise they have developed a Community Transport report, which will feed into the Community Transport Strategy.	There is no intention in this document to list members. However, the Council does recognise the supportive role Partners play in this area of work.	No Change
Thames Gateway South Essex	Page 23 & 30 Item 7.29 and 7.74 Question if Rochford District Council's Economic Development Strategy will feed into the developing Thames Gateway South Essex Partnership Strategy. Suggest that reference should be made to the 'Green Grid', which will deliver a network of green spaces across the TGSE area. The Council will be included in the development of this project.	The Council will work with its Partners and TGSEP to tie in with the emerging Strategic Framework document The Council is working with Partners to develop the 'Green Grid' in the South East Essex area.	Paragraph 3.15 Expanded information within the document to link with TGSE Strategic Framework. Paragraph 7.52 Grant funding has been received to assist the development of Cherry Orchard Country Park via TGSEP.

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Thames Gateway South Essex cont'd	Question if the Economic Development Strategy for the District will be monitored against the action plan in Appendix 1.	Performance measures and outcomes of work carried out by the Economic Development Officer will be tracked against the relevant areas in the Action Plan.	Appendix B An action plan has been produced to give guidelines and areas of responsibility for economic development activities in the District. In turn this will become the economic development officer's plan of work and will be monitored accordingly.
Rochford & District Chamber of Trade and Commerce	<p>Para 2.3 Objective 7</p> <p>Suggest this be amended to include the expansion of business activity as only by expansion is it possible 'to secure the economic prosperity of the District'.</p> <p>Paragraph 3.6 Concerned that we seem proud of the level of out-commuting.</p>	<p>Think this issue is already covered by Objective 1.</p> <p>The Council recognises the concerns raised, but paragraph is simply a statement of the facts.</p>	<p>No Change</p> <p>No Change</p>

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<p>Rochford & District Chamber of Trade and Commerce cont'd</p>	<p>Paragraph 3.16 Rochford District is a provider of high value housing with high socio-economic profile. However, there are areas of deprivation in Rochford, which relate to low skills and under achievement, in comparison with the more affluent Rayleigh.</p> <p>Paragraphs 4.4, 5, 6, & 9.</p> <p>Whilst congestion, infrastructure and transport are highlighted, there is no mention of the LOTS Study (London to Southend Transport Study) and its potential recommendations.</p> <p>Paragraph 7.21 Essex County Council should be included as a Partner in the Market Town Health Check being carried out by Chamber of Trade and Rochford Parish Council.</p>	<p>The District overall is amongst the more affluent in England. However there are small pockets of deprivation.</p> <p>The Council in association with ECC Highways Authority has developed a transport plan and is currently in the process of developing a Community Transport Strategy. The LOTS final report is due later this year.</p> <p>Agreed.</p>	<p>Expand para 3.7 to reflect the situation in Rochford District.</p> <p>Paragraph 7.37 to reflect the work now going on.</p> <p>Paragraph 7.15 Include Essex County Council as Partner in the Market Town Health check.</p>

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Rochford & District Chamber of Trade and Commerce cont'd	<p>Paragraph 7.31 Would like a reference to the reduction of fly tipping.</p> <p>Paragraph 7.35 Seek definition of 'key areas of business support activity'.</p> <p>Paragraph 7.40 It was noted by Chamber of the lack of larger sites for development and inward investment.</p> <p>Paragraph 7.49 Suggest re-write as "Rural businesses, mainly arable farming, makes up 4% of local employment, higher than average. This sector has experienced the deepest economic recession for 70 years. Government policy is to assist diversification into other land based business activity, including the conversion of redundant farm buildings, which will need to be accommodated within the District Council's Green Belt policy."</p>	<p>Agreed.</p> <p>Noted.</p> <p>Given 'Green Belt' designation of much of the District, and there are few large sites available. Hence the Chambers comment cannot be supported.</p> <p>The Local Plan already includes a policy in relation to the conversion of redundant farm buildings – in accordance with Government Policy. This change could not be supported by the facts.</p>	<p>Paragraph 7.20 Include reference to fly tipping.</p> <p>Paragraph 7.22 Expand to list some of the areas of business support activity.</p> <p>No Change</p> <p>Paragraph 7.28 Amend to clarify the Council's position.</p>

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Rochford & District Chamber of Trade and Commerce cont'd	Paragraph 7.53 Suggest the deletion of 'at peak times' and replacement with 'at all times, especially Sutton Road, Ashingdon Road and Main Road, Hockley.	The Highways Authority would not support a statement that suggests Sutton Road, Ashingdon Road and Main Road, Hockley is 'congested at all times'.	No Change
	Paragraph 7.55 Queries whether this relates to the Local Transport Plan.	Accepted that clarification is required.	Page 24 Paragraph 7.37 Will be amended to clarify this.
	Paragraph 7.57 Considers it would be helpful to the businesses at London Southend Airport to see a commitment to the plans put forward by the airport operators.	The Council supports the principle development of London Southend Airport.	Page 25 Paragraph 7.39 Include a reference to the Policy in the Emerging Local Plan.
	Paragraph 7.63 Express concern that the London to Southend Traffic Study not mentioned in the Strategy. Chamber feel it is important to consider this study as it may bring about step change in future infrastructure developments in the Thames Gateway South Essex area.	Note the comments, but feel it would be premature to reach any conclusions about the outcome of the LOTS study. Nonetheless reference to the existence of the LOTS study will be made.	Page 24 Paragraph 7.37 Include reference to the LOTS study.
	Paragraph 7.71 The Chamber suggest the River Roach should also be mentioned.	Agreed	Paragraph 7.49 Amend to include a reference to the River Roach.

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Rochford & District Chambers of Trade & Commerce cont'd.	<p>Paragraph 7.78 Consider that reference to tourism links should be extended to Southend Borough Council as well as Essex County Council.</p> <p>Inward Investment Feel an additional action point should be included around working with Partners such as TGSE, SBC and ECC to further attract inward investment to the South East Essex Area.</p>	<p>This reference was in connection with specific web site connections. The reference to web sites has been made more specific.</p> <p>Agreed.</p>	<p>Para 7.19 Make specific reference to web site.</p> <p>Paragraph 7.59 Add additional paragraph to this effect.</p>
Business Link for Essex	Generally supportive of the strategy	Noted	No Change