

MARKET TOWN HEALTH CHECK STUDY

1 SUMMARY

- 1.1 This report brings to Members' attention the Market Town Health Check study now produced by Rochford Regeneration Group for Members' consideration and comment.

2 INTRODUCTION

- 2.1 Members will recall that in 2003 the Council decided to help fund a Market Town Healthcheck Study for Rochford town. Other funders were the County Council, the Parish Council and the Local Chamber of Trade. The "Regeneration Group" which was subsequently formed have now completed their work and produced a Healthcheck Study, complete with Action Plan. The study is reproduced as Appendix 1. It is pleasing to note that in producing the Study, the Group have aligned its headings with the District Council's own Corporate Objectives.

3 DETAILED CONSIDERATIONS

- 3.1 As with the Parish Council's "Vision Statement" reported at the last meeting, the study includes a long list of things for action in its Action Plan. Many of these are sign-posted to the District Council. Broad timeframes are given, but there is no indication of the resources required, although some thought is given to potential funders. In some areas, where the District Council is down as the lead Authority, the Council has already implemented those items listed, e.g. kerbside recycling, tourism study, or has allocated funding as part of the 2005/2006 budget process, e.g. weed and litter control, or is currently out to consultation (at the time of writing this report) on proposed changes, e.g. car parking charges.
- 3.2 However, as with the Parish Vision Statement, it is important that the Council looks at the list within the context of its own strategies and action plans and within its own budgetary process. Many initiatives will require substantial work to develop the broad concepts outlined. The Council will need to keep a balance between its own priorities, those suggested in this document, and the funding streams available. In addition, some of the things attributable to this Authority may best be developed by other more appropriate partners.
- 3.3 The Council needs to look at the list in a partnership context and attempt to progress appropriate matters through other channels, such as the Local Strategic Partnership, for example. Otherwise, there is a

danger that the Action Plan will remain as it currently is, a list of aspirations rather than actions which can actually be implemented.

4 RECOMMENDATION

- 4.1 It is proposed that the Committee notes the proposals outlined by Rochford Regeneration Group in its Market Town Healthcheck Study and **RESOLVES** that in the planned future reviews of its own Strategies and Action Plans, particularly the Local Development Framework and the development of the Council's own vision for the District as a whole, the District Council considers the suggestions made and determines the most appropriate course of action for the Authority.

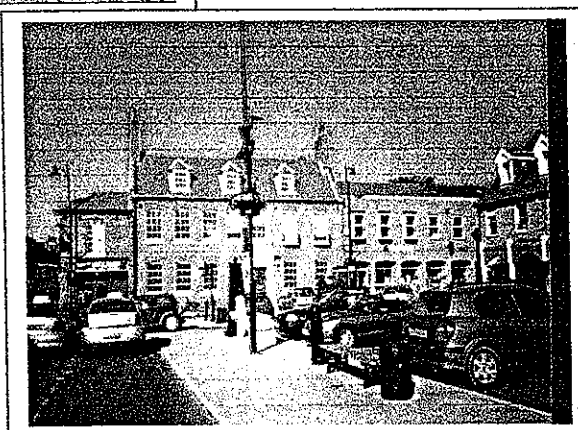
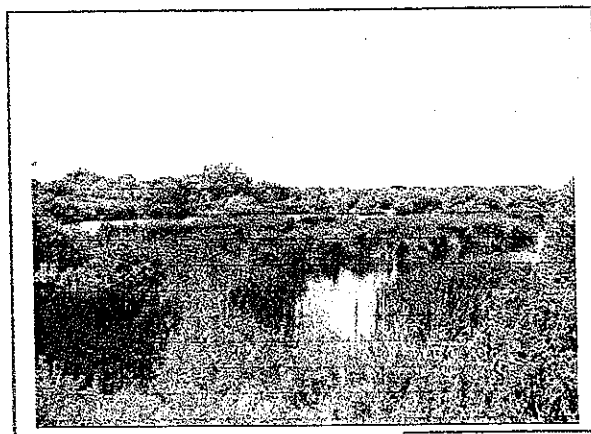
Paul Warren
Chief Executive

Background Papers : None

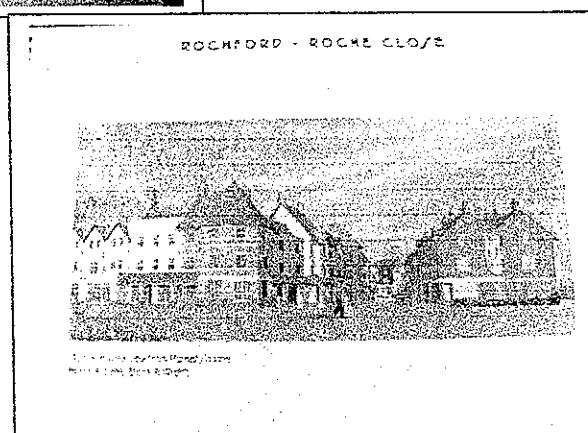
For further information please contact Paul Warren on:-

Tel:- 01702 318199
E-Mail:- paul.warren@rochford.gov.uk

ROCHFORD REGENERATION PROJECT



*A MARKET TOWN
INITIATIVE*



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PHOTOGRAPHS WITH PERMISSION OF RPC
HOUSING DEVELOPMENT PHOTOGRAPH –
HOUSECHERRY ROCHE DEVELOPMENT

Introduction

The Market Town Initiative

Market Town Initiatives were introduced in the Rural White Paper in November 2000 as a means for sustainable regeneration of market towns through public consultation and community involvement. A Market Town Partnership is formed to carry out a "healthcheck", set a vision for the town and its rural area, prepare an action plan, and put the plan into action.

Background

In early 1990, the Rochford General Hospital was gradually closed down and facilities re-located in Southend, leaving not only a large vacant site in the centre of Rochford, but local businesses suffered a severe loss of trade as a result. Whilst the Rochford District Council Local Plan identified the site for retail and mixed uses, private sector investment was reluctant to come forward and bring the necessary regeneration.

Rochford Regeneration Group

In 2003, the Chamber of Trade put a bid to Rochford District Council for its Business Support Fund to allocate a contribution to a Market Town Initiative (MTI) for Rochford itself. The bid was successful with £10,200 being approved leading to the formation of the Rochford Regeneration Group.

Unlike many other market town partnerships, Rochford Regeneration has not received East of England Development Agency (EEDA) or Countryside Agency (CA) funding to carry out the initiative but have been fortunate to secure support and funding from Essex County Council, Rochford District Council, Rochford Parish Council and Rochford Chamber of Trade. Rochford Parish Council have also supported the group by allowing it to meet in and use the Parish Council Rooms for which we thank them. The Partnership is made up of 15 people including representatives from the Chamber of Trade, businesses, Parish, District and County Councils and the various elements of the community through schools and the voluntary sector.

The results of the MTI will feed directly into the District Community Strategy and Local Development Framework in accordance with government aspirations for community-led consultation.

How the community was involved

The partnership has from the start been keen for the healthcheck and resulting action plan to be genuinely community led. The community consultation comprised open events and drop-in sessions in the town, schools workshops, a household questionnaire, a business survey and meetings held in surrounding villages, in an attempt to include all sections of the community in and around Rochford. Full details

of the methods and numbers of people involved in the community consultation are detailed in Appendix 1.

A great effort has been made to make the partnership itself inclusive by holding open meetings and inviting speakers to present topics of importance to the area. In addition, an invitation to be involved has been included in the surveys which have been distributed. Regular reports of progress with the healthcheck have been reported back to residents through local newspapers, "Rochford Matters", letters to parish councils and Parish Magazine articles to keep people informed.

The resulting vision and action plan for Rochford will clearly reflect the needs and aspirations of residents and it is hoped that local people will get involved in the working groups to take actions forward.

Report Layout

One section of the report summarises the findings of the MTI and is analysed under headings that link with strategic plans in Rochford District:

| | |
|--------------------------------------|---|
| a. Safer, More Caring Community | Health and Community Care Vandalism and Anti-Social Behaviour |
| b. Green and Sustainable Environment | Litter, Pollution and Recycling Transport and Access |
| c. Thriving Local Economy | Town Centre Retail Traffic and Parking |
| d. Quality of Life | Sport, Leisure and Open Space Natural Habitat Housing and Development |
| e. Local Heritage and Culture | Improve appearance of Rochford Arts, Culture, Heritage and Tourism |

The final section of the report outlines a Vision for the Future of Rochford and a detailed action plan. Further work will need to be done to link with other strategies, develop the action plan and take projects forward with partners who have the relevant statutory powers and funding.

November 2004

ROCHFORD

Rochford is an ancient market town which has grown over time from an agricultural settlement at a crossing place on the River Roach. It is, however, even older than that as evidence has been found of primitive tribes. It has been the centre of trade for the outlying villages for hundreds of years.

A charter was granted in 1247 for a weekly market to be held and a market still takes place in the Square each week, although this has long ceased to be a livestock market to which farmers from the hinterland villages came and which many older Rochfordians remember.

Rochford's Tudor history and connection with Henry VIII came through Henry's marriage to Anne Boleyn whose father acquired the Manor of Rochford. Rochford Hall is no longer the great house that it once was, but its character and splendour can still be seen in the parts that remain. Rochford also boasts one of the few cruciform junctions in the country at the conjunction of North, South, East and West Streets.

There is a great deal of history in the town which makes it well worth a visit but it is also a busy and friendly town trying hard to improve its economic success and to keep itself on the map whilst retaining its historic, friendly and rural atmosphere. It has a primary school, a comprehensive school, several active churches, a chamber of trade, historical, amenities and other societies. The community comes together each year for the turning on of the Christmas Lights (generally organized by the Parish Council), the May Fayre and other community activities.

There is a wide variety of local shops and services in Rochford and it will, hopefully, be revitalized by the proposed new development containing a supermarket, new, larger library and a variety of housing. This investment should set in motion additional regeneration and ensure a future here for the younger generation. These things, together with increased development of the Industrial Estate just outside the town centre and the proposed development of the nearby London Southend Airport, should all help towards its future prosperity.



THE ACTION PLAN HEADINGS BACKGROUND AND OUTCOMES

The 5 headings were chosen in order to link easily with the Rochford District Community Strategy and the Rochford District Council Corporate Strategy. The following short descriptions outline the situation as it is now in each area and what people would like to happen in order to regenerate Rochford.

a. SAFER, MORE CARING COMMUNITY

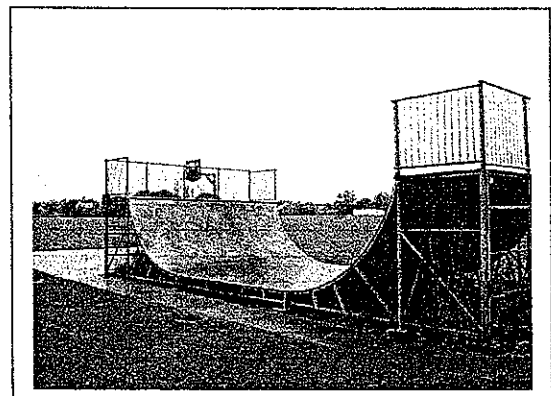
Visible policing has shown itself to be a major concern to both residents and businesses in Rochford. There is a perception that Rochford lacks law and order, that Public Houses encourage a rough element and the police do little or nothing to dispel people's fears.

In response to public concern the police have revised their shift patterns so more visible policing is now taking place. They have used dispersal powers under the Anti-social Behaviour Act 2003 to deal with the concerns of youth gathering and nuisance. In addition Rochford District Crime and Disorder Partnership has recruited an Anti-social Behaviour Co-ordinator who is based at Rochford police station. A review is being carried out to update all CCTV cameras with the latest technology. The police have a Community Safety Officer based at Rayleigh and the District Council has a Community Safety Team who can always discuss your concerns. Public Houses in Rochford belong to PubWatch in order to try to deal with under-age drinking.

There is a youth facility at 57 South street and over 200 other activities for young people. There is also a Youth Council which gives young people a voice. Many youngsters are just seeking somewhere to 'hang out'. The lack of this kind of facility featured strongly in our surveys. The cost of providing such a facility are high but with good will from the community this could be achieved as a long term project.

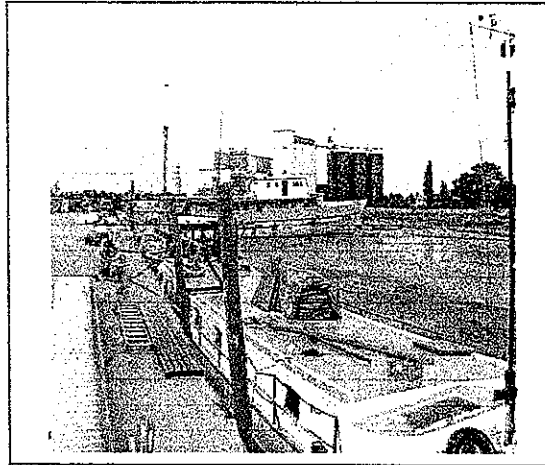
The derelict properties within the town centre are not acceptable in a conservation area. People feel owners should take a pride in their buildings and their place in our town. Improvements are already underway in West Street and the development of the 'Rumbelows' site is expected to begin in early 2005.

Rochford has a good community spirit. Residents of all ages enjoy various activities on offer from clubs based in the W.I. Hall to many Church based activities. However, constantly changing life styles have meant some people feel socially isolated and more is needed. Looking out for our neighbours a little more is one way of ensuring a safer and more caring community.



b. GREEN AND SUSTAINABLE ENVIRONMENT

The Rochford District is fortunate to have a large area of Green Belt land containing agricultural land, woods, river frontage and recreation areas. Rochford town itself has gradually lost many of its green areas over the years and must carefully preserve what remains. There is much agricultural land between Rochford and the hinterland villages but the remaining areas such as the Reservoir, Stambridge river front, fields, the footpaths, allotments and small recreational areas must be protected. There is also the gradually developing Country Park but at the moment there is very little access available for Rochford people as it can only be reached via some footpaths some distance from the town and has no vehicular access.



All areas are under pressure from the Government to provide housing but Rochford town and the entrances to it have been and are being developed with other plans in the pipe line, but it can take no more if it is to retain its rural market town identity. While a block of flats may look better than the shop or garage they replace, it is another retail amenity gone. Any development must be supported by the necessary infrastructure and Rochford needs to be considered as a whole, not piecemeal.

Many local farmers have diversified in order to survive and many support the Countryside Stewardship Scheme and the Farming and Wildlife Advisory Group. Farmers as well as residents have to deal with an increase in fly tipping, vandalism, trespass and wilful damage and these are areas that need to be addressed. In order to prevent fly tipping, a civic amenity site in Rochford would be a great asset to the community. Rochford Council is promoting re-cycling with its new kerbside collection but for the time being this does not deal with green waste. Making people accountable for litter dropping would also help to improve the look of the town.

Recent attention has been given to flooding and the relevant decision making authorities should continue to work with the Environment Agency and other strategic partnerships to see that river banks etc are maintained, repaired and improved and ensure Rochford is protected.

Rochford District is rightly proud of its Green Belt but pride should also be taken in the Historic town of Rochford within it and care taken to ensure the approaches to it are as attractive as possible. New developments should echo its rural location with room for landscaping and tree planting to help them blend in. This is no less important for the proposed new shopping/housing development behind the Marking Square which, although welcomed, must be an attractive addition not a concrete eyesore.

c. THRIVING LOCAL ECONOMY

In order to have a thriving business community there needs to be a commitment from the local authority and a resolve to push this forward by the local business partnership. The local council has recently appointed an Economic Development Officer who has forged a link with local businesses. We now have a protocol for business with the development of an Economic Strategy.

With regard to financial business support there are now only two high street banks in Rochford, surveys suggest there is a great need to encourage a building society back into the town. There are currently no funding initiatives in place to assist new businesses or expansions of local firms. Our district does not meet the national criteria to obtain funds. Rent levels are traditionally low in this area despite our proximity to London and office space can be obtained quite cheaply in Rochford.

There has been little increase in floor space for industrial and commercial use recently although consent has been given for about 10,000 sq ft at Purdey's Estate. The conversion of a redundant mushroom farm for smaller, light industrial use was also recently approved. All good signs though the introduction of a resource such as a "Seed Bed Centre" would be of great benefit to start up businesses. This is a segment that so often flounders and fails.

The Rochford Chamber of Trade represents a wide mix of businesses and meets regularly. It actively promotes Rochford as a town with potential. However, it is felt care must be taken through the Housing and Planning policies to ensure that Rochford is not neglected in favour of the larger town of Rayleigh. During the last two to three years there have been many vacant premises, both shops and offices, however, with the promise of a new supermarket, shops and houses and major NHS development in the town, a much needed boost to regeneration and interest in town centre premises has been provided.

Brown field sites must be strategically managed and considered. A prime site at Stambridge Mills on the outskirts of the town has been allocated for light industrial use. It is vitally important that any development here is well planned and designed to reflect the waterside environment in which it sits and should be sympathetic with marine and wildlife. The site of the old brick works in Cherry Orchard Lane, now re-designated as greenbelt, should also be sympathetically steered making the best possible use of a unique rural setting.

Rochford district falls within the Thames Gateway Partnership which has identified us as the "green lung" of the area and a centre for arts and crafts. Whereas this can be a good indication for our future, it does not necessarily create an impression of a vibrant business community and the market town centre for the hinterland villages. We see ourselves as having the potential for greater growth and regeneration.

Under the employment and dwelling provision 2002-2021, Rochford District must provide 4600 new dwellings and 3000 jobs, so we must have a strategy for the provision of jobs. Fortunately indications show that business support is now high on the agenda for our Council.

d. **QUALITY OF LIFE**

Rochford boasts a number of facilities and natural advantages which contribute to the level of Quality of Life in the area. Amongst these are:-

1. **Reasonable Sports Facilities**
 - a. Leisure Centre
 - b. Playing Fields for soccer, cricket, tennis
 - c. Sea water and fresh water fishing
 - d. Bowls Clubs
 - e. Flying from Airport
 - f. Sailing at Sutton, Wallasea and Hullbridge
 - g. Rugby, football, cricket and hockey, golf clubs
2. **Walking Opportunities**
 - a. Long sea wall walks
 - b. Adjoining Countryside
 - c. Many footpaths across open farmland
3. **Adult Education at the Rocheway Centre**
4. **Function Suites, pubs and restaurants**

There is however a notable lack of attention directed towards the occupation and interest of the school children of the area and their frustration inevitably does affect their quality of life which ultimately impinges on the quality of the lives of other residents.

The housing in Rochford is a good mixture of basic affordable flats and public housing, cottages, 2 and 3 bed houses, old established county style homes and luxury houses. There is a constant pressure for more first time buyers houses and this has to be matched with a care for the surrounding Green Belt and a good spread of types of property development.

The Town Centre of Rochford is generally of good appearance with money being invested in the Market Square revamp making it more pedestrian friendly. There have been some notable building restorations in keeping with the conservation area notable Horner's Corner and the old Kings Head Forge – now a private residence.

Work has begun on some of the derelict shops in West Street (although progress is painfully slow). The old Rumbelow's Building and Garage in West Street are in urgent need of renovation/rebuilding as they are a blight to the visual quality of life in the Town.

With the stated facilities and its excellent transport links to Southend and London, the Quality of Life is generally very well serviced and this will be enhanced by improved policing, recreational facilities for youth and a speed up of the renovation of derelict properties.



e. LOCAL HERITAGE AND CULTURE

Rochford has a very fine heritage having been the centre of the Rochford Hundred and the seat of local government from the 12th century. The Law Courts for the area were situated in Rochford until the mid 20th century. They have now moved to Southend but are still called the Rochford Law Courts.

It would be beneficial and of great interest to the public if Rochford Hall, once the home of Anne Boleyn and now the home of Rochford Hundred Golf Club, could be open to visitors, perhaps once a year, in conjunction with Local Heritage Weekend which Rochford District Council runs in September when it is possible to view the Old House, W.I. Hall and other places of interest around Rochford.



Rochford still holds a market every Tuesday and although there are no longer any animals, it keeps the market tradition alive.

The heritage of the area is to be found further afield also. Canewdon is famed for its witches, which many people say may still be seen on dark nights in the older parts of the village, and Paglesham is famed for its oysters and ship building and thought to be the final resting place of Darwin's ship The Beagle. There are also the marshes that surround these areas famed in times past for smuggling and now important as areas of Special Scientific Interest (SSI). They also supply fine walks along the sea walls etc.

Rochford tends to look to Southend for its culture where there are two theatres, several amateur dramatic societies and choirs which attract members from the Rochford area.

These are activities that we should look to provide in Rochford and the District Council now has a Cultural Officer who is helping to revive local interest in cultural activities. This, hopefully, may lead to art, music and drama groups being formed in Rochford.

PROPOSED ACTION PLAN

Issues to be tackled under each heading supported by action plan details



MAY FAYRE 2003

THE ISSUES TO BE TACKLED UNDER EACH ACTION PLAN HEADING BASED ON WHAT PEOPLE CONSIDERED TO BE THE HIGHEST PRIORITIES

a. Safer, More Caring Community

- Provide activities for young people Short/Medium term
- Reduce fear of crime Short/Medium term

b. Green and Sustainable Environment

- New civic amenity site for Rochford Short term
- Continue to promote recycling – increase
Kerbside collection of grey/green/blue bins Short/Medium term
- Improve appearance of Rochford (see (d) also) Short/Medium/Long term
- Increase street cleaning. Make people accountable
for dropping litter. Short/Medium/Long term
- Safeguard and promote our countryside Short/Medium/Long term
- Improve public transport to/from hinterland villages Medium/Long term

c. Thriving Local Economy

- Entry/exit into Market Square to revert to clockwise
direction to improve traffic flow and safety Short term
- Request RDC to review policy for shops/businesses
in the Market Square to enable some service or non
retail outlets to operate. Short/Medium term
- Promote markets Short/Medium term
- Give start up help/advice/encouragement to new
businesses in the town Short/Medium term
- Lobby Central Government for reduction in business
rates Medium/Long term
- Ensure good links between new development in
Rochford and its town centre (Square) Medium/Long term
- Address parking costs and provide more spaces Medium/Long term

d. Quality of Life

- Improve appearance of Rochford (see (b) also) Short/Medium/Long term
- Provide adequate housing in all ranges but keeping
town 'look and atmosphere' Medium/Long term
- Safeguard Stambridge Mill riverfront for leisure and
pleasure Long term

e. Local Heritage and Culture

- Promote Rochford as an ancient, thriving town Medium/Long term
- Assist and encourage the 'Hotel/B&B' business Medium/Long term
- Set up Community Arts Centre Long term

PROPOSED ACTION PLAN FOR ROCHFORD

Objective **Provide activities for young people (a.d.e.)**

| WHAT ACTION? | WHO LEADING? | WHO ELSE INVOLVED? | HOW FUNDED? | WHEN? |
|---|------------------------------------|--|----------------------------|---------------------|
| Establish casual meeting place – e.g. demountable with 'informal supervision' – coffee, drinks machine, computer, games machines, T.V. etc. Suggested site – end of Freight house car park | RDC ECC Parish Council RR | Star Partnership Footprints Volunteers | ECC/RDC | As soon as possible |
| Skateboard ramp. Suggested sites <ul style="list-style-type: none"> • Rocheway • Freight House • Recreation Ground | RDC | Parish Council ECC Young People Adult Community College | RDC Funding Bids | 2005/2006 |
| Community arts centre -to encourage music/drama/dance for young and old. -Suggested site Rocheway Hall | ECC | Adult Com. College Volunteers Drama groups Music/dance groups | ECC RDC Funding bids | |

PROPOSED ACTION PLAN FOR ROCHFORD

Objective Improve Community Safety (a)

| WHAT ACTION? | WHO LEADING? | WHO ELSE INVOLVED? | HOW FUNDED? | WHEN |
|---|--|--|--------------------------------------|---------------------|
| More lighting/improved lighting in specific problem area. <ul style="list-style-type: none"> • Back lane carpark and alleys • Church Road | Parish Council ECC RDC | Volunteers (to carry out surveys to establish need) | Parish Council ECC | As soon as possible |
| More visible policing And improved police response | Essex Constabulary | RDC (details of plans to improve this are in RDC Community Strategy) | Essex Constabulary | As soon as possible |
| CCTV in town, at station and at North Street used to full capacity and monitored | RDC Railways | Property owners | RDC Owners Railways Funding | Soonest |
| Reduce fear of crime <ul style="list-style-type: none"> • Better police response • Police station open daily | Crime and disorder reduction partnership Essex Constabulary | Local Community | Home Office | Yesterday! |

PROPOSED ACTION PLAN FOR ROCHFORD

Objective Improve Appearance of Rochford (b.d.)

| WHAT ACTION? | WHO LEADING? | WHO ELSE INVOLVED? | HOW FUNDED? | WHEN? |
|---|-----------------------|----------------------------------|--|------------------|
| Roundabout sponsorship for Hall Road roundabout ? Tesco/Potash Nursery/Somerfield/Bank of Scotland | RR | RDC ECC – County Highways | By the sponsor | Within 12 months |
| Ensure new town development is well landscaped into existing areas | RDC Developers | | | On going |
| Renovate all buildings that need it | RDC | Owners | Commercial Dev. | Soonest |
| Identify sites for more trees, baskets and window boxes | Parish Council | Businesses Residents | "Plant a tree" scheme sponsor a window box or hanging basket | Within 12 months |
| Improve Street cleaning and litter control | RDC | General public Parish Council | | On going |
| Improve weeding and grass cutting | RDC Parish Council | | | On going |

PROPOSED ACTION PLAN FOR ROCHFORD

Objective **Improve Waste Disposal and Recycling (b)**

| WHAT ACTION? | WHO LEADING? | WHO ELSE INVOLVED? | HOW FUNDED? | WHEN? |
|---|----------------------|--------------------|-------------|------------------------------------|
| New Civic Amenity Site- Possible site at Purdeys? | RR Parish Council | ECC RDC | | On Going |
| Increase grey bin collection to weekly – Continue to encourage re-cycling with blue bins (weekly) green bins (fortnightly) | RDC | | RDC | Actioned Nov. 2004 On Going |

PROPOSED ACTION PLAN FOR ROCHEFORD

Objective Alleviate Congestion and Address Parking Issues (b.c.)

| WHAT ACTION? | WHO LEADING? | WHO ELSE INVOLVED? | HOW FUNDED? | WHEN? |
|---|-----------------------|--|---|---|
| Entry/exit route into square to revert to clockwise direction - will improve traffic flow | ECC RDC | | | Soonest (most requested change/improvement in all surveys) |
| By-pass (feasibility study) | ECC Eastern Region | Supermarket B & Q Hospital MP | Gateway Development New Airport growth | |
| Address parking costs and provide more spaces. (1 hour for say 40p suggested in several surveys) | RDC | ECC Residents | RDC | Early 2005 |
| Taxis <ul style="list-style-type: none"> • Too many in Square • North St. suggested • Back Lane Car Park | RDC | ECC | RDC | 2005 |

PROPOSED ACTION PLAN FOR ROCHFORD

| Objective Improve Town Centre Trade/Increased Customers (c) | | | | |
|---|------------------------|---------------------|---------------------|---------------------------|
| WHAT ACTION? | WHO LEADING? | WHO ELSE INVOLVED? | HOW FUNDED? | WHEN? |
| Promote and advertise market | Market Promoter RDC | | Market contributors | Soonest |
| Promote and advertise Community bus service | RDC | RAVS | | Soonest |
| Support Economic Development officer to encourage new shops e.g. Building Society | RDC | New Business Owners | RDC | As soon as possible |
| Give start-up help encouragement and advice to new shops/businesses (Similar to Seedbed Centre) | RDC | New Business Owners | RDC | As soon as possible |
| Request RDC to review policy for shops in Square to enable some non-retail outlets to open | RDC | | | |
| Ensure good links established between new development and town centre (Square) | RDC | Developer ECC | Developer | As development progresses |

PROPOSED ACTION PLAN FOR ROCHFORD

Objective Assist Local Businesses (c)

| WHAT ACTION? | WHO LEADING? | WHO ELSE INVOLVED? | HOW FUNDED? | WHEN? |
|---|-------------------------|---------------------------|------------------|---------------------|
| Encourage business (training, start up help???) | Chamber of Trade RDC | Small Business Federation | | |
| Lobby central Government to reduce business rates for 'start up' businesses | RR | MP RDC | | |
| Local map of businesses - improve and extend | Chamber of Trade | | Chamber of Trade | As soon as possible |

PROPOSED ACTION PLAN FOR ROCHFORD

Objective Tourism (b.d.e.)

| WHAT ACTION? | WHO LEADING? | WHO ELSE INVOLVED? | HOW FUNDED? | WHEN? |
|---|-----------------------|---|---|---------------------------------------|
| Promote Rochford as an ancient town and so put historic Rochford 'on the map'. Small leaflet available at many outlets. | RDC Parish Council | ECC English Heritage Church(es) Golf club Rochford Historical Society | RDC Development Agency Thames Gateway English Heritage Parish Council | 2005/2006 |
| Promote/assist hotels and B & B provision | Chamber of Trade | RDC Hotel Owners House Owners | Hotel and house owners Chamber of Trade | |
| Safeguard, promote our countryside, green areas, walks, wildlife. Provide trees, seats etc. | RDC Parish Council | Ramblers Association | RDC ECC Parish Council | |
| Safeguard Stambribe Mill site river frontage for leisure and pleasure when development takes place – suggestions include restaurant, walks, seats, trees etc. | RDC | RDC ECC CARP Developer | Developer RDC | At time of preparation of development |

PROPOSED ACTION PLAN FOR ROCHFORD

Objective Provide Housing To Meet Local Needs (d)

| WHAT ACTION? | WHO LEADING? | WHO ELSE INVOLVED? | HOW FUNDED? | WHEN? |
|--|---|--------------------|-------------|---------|
| <p>Adequate housing in all price ranges.</p> <ul style="list-style-type: none"> - keep village 'look' and 'atmosphere' - mixed housing for young and old, houses with "granny flats" | RDC Planning | | Developers | Soonest |
| <p>Ensure adequate drainage for new and existing developments</p> | ECC Anglia Water/ESW Environment Agency | RDC | | Soonest |

PROPOSED ACTION PLAN FOR ROCHEFORD

Objective Community Involvement In Decision Making

| WHAT ACTION? | WHO LEADING? | WHO ELSE INVOLVED? | HOW FUNDED? | WHEN? |
|--|--------------|--------------------|-------------|---------|
| <p>More action on involvement of the public</p> <ul style="list-style-type: none"> - set up volunteer force? - Keep public clearly informed before rather than after proposals are decided and passed. | Councils | Population RAVS | ? | Soonest |

ROCHFORD REGENERATION

Action Planning Workshop – 23rd June 2004

The Workshop was the final stage of the consultation process of the Regeneration project. The Group's remit was to consult the community of Rochford and from that consultation to produce a report suggesting how Rochford should develop based on the information gathered from those consultations.

The exercises were based on the problems, suggestions, ideas, likes and dislikes of the people of Rochford and its surrounding villages who took part in the many consultation events.

The consultations resulted in dozens of these suggestions and comments and a full list of these can be seen at the Parish Council Rooms, but for the purposes of this report, only the high and medium priority ideas have been shown here.

The workshop was successful in attracting a variety of local groups and officers and elected members of external stakeholder organisations.

A profile of those participating in the workshop is shown below. Unfortunately no young people (only one person under 30) took part in the workshop so their views were not represented in the priorities for action or the proposed project plans. Similarly, there were only six representatives from the hinterland villages. This will need to be borne in mind when finalising the Rochford Regeneration Action Plan.

Total of 47 participants

| | | | |
|----------|----|--------------|----|
| Male | 27 | Rochford | 27 |
| Female | 19 | Ashingdon | 0 |
| | | Canewdon | 1 |
| Under 20 | 0 | Hawkwell | 2 |
| 21-30 | 1 | Hockley | 1 |
| 31-40 | 6 | Sutton | 0 |
| 41-50 | 8 | Gt. Wakering | 2 |
| 51-60 | 11 | Other | 13 |
| 61-70 | 17 | | |
| Over 70 | 3 | | |

One comment asked "is any of this discussion relevant as government has decided what is going to happen no matter what?"

The production of an Action Plan will focus discussions with renewed purpose and get the right people talking to each other. It will provide direction for Rochford and with funding, will provide input into strategic plans and lead to tangible local results.

PRIORITIES

What needs improving?

Each participant was given two sticky dots to indicate their top priorities.

- 19 Things for young people to do (d)
- 16 Dealing with Crime (a)
- 14 Roads (b) (c)
- 13 The amount of traffic (b) (c)
- 8 Public Transport (b)
- 8 Entertainment in the Area (d) (e)

STATEMENT OF PURPOSE / VISION

We are....

a partnership of local people, community leaders and officers/managers of local organisations;

Who want to....

preserve the heritage of Rochford (but not keep everything that is old), improve the town square, support local groups, look after green spaces *and address the above priorities*;

In a way which....

involves everyone, attracts external/grant funding and encourages organisations to work together;

In order to achieve....

a thriving, crime free, safe community – a happy healthy town for all

ACTION PLAN HEADINGS

In order to link easily with the Rochford District Community Strategy and the Rochford District Council Corporate Strategy, the action planning workshop (and therefore this report) explored issues under the following headings:

- a. SAFER, MORE CARING COMMUNITY
 - Health and Community Care
 - Vandalism and Anti-Social Behaviour
- b. GREEN AND SUSTAINABLE ENVIRONMENT
 - Litter, Pollution and Recycling
 - Transport and Access
- c. THRIVING LOCAL ECONOMY
 - Town Centre Retail
 - Traffic and Parking
- d. QUALITY OF LIFE
 - Sport, Leisure and Open Space (including activities for young people)
 - Natural Habitat
 - Housing and Development
 - Improve Appearance of Rochford
- e. LOCAL HERITAGE AND CULTURE
 - Arts, Culture, Heritage, Tourism

SAFER, MORE CARING COMMUNITY (a)

Health and Community Care

Concern about..

- Changes in care provision at Rochford Hospital Site
- Access to Southend Hospital services
- Care of the elderly

Current and Recent Developments

- Redevelopment of hospital site due to start in 2005
- McCarthy and Stone assisted elderly scheme in Ashingdon Road
- Park & Ride from Airport to Southend Hospital
- NHS no change in service provision. Trying to redevelop and put services back in.
- NHS looking at services generically – taking account of needs/care of elderly
- New diagnostic centre in Southend (Rochford lost out)
- Increase in Day Care (St.Lukes)

Vandalism and Anti-Social Behaviour

Concern about..

- Lack of policing
- Lack of amenities for youth
- Youth trouble in square in the evening
- Lack of law and order, crime, vandalism

Current and Recent Developments

- Additional powers with ASBOs, and NoGo/curfews.
- We have the go ahead to recruit ASBO officer for RDC – will work at Police station
- Slight increase in visible policing (CSOs)
- Dispersal orders
- Alcohol bans in some areas
- On going consultation
- Information Station in Rochford and long standing club in Stambridge – run by County Youth Service and volunteers respectively.
- New art initiatives very successful e.g. working in school with children and drama club in Freight House (organised by council)
- There are 2 “Safer Schools” Partnership officers across RDC area.
- Walking buses

Proposed Actions

High Priority

More lighting at night in specific problem areas

Community project for young people and the community to be involved in

Outreach workers to youth and communities

More mobile units targeting early teens avoiding boredom

A place for teenagers to let off steam, under supervision

Youth Club in Rochford. Conversation with youth to determine what they would like to see.

Pay “volunteer” staff to assist with youth clubs

Re-open Rocheway youthclub (removes problem from town centre and enables drug and family planning counselling)
 Personal visits to schools to "sell" to children the various activities on offer e.g. scouts, cubs, sports activities
 More community policing to provide a better relationship between young people and the police
 Make publicans responsible for serving alcoholic drink to individuals who become drunk and disorderly.
 Ban on alcohol in town because of effect of drink, especially at weekends.
 Square should be patrolled in the evenings – it is intimidating
 Persistent offenders to receive stiffer sentences to stop other young people following in their footsteps
 Police station open 24 hours
 Skateboard Park

Medium Priority

Sell police station for housing –use the money to open another smaller one in the square in an empty shop with longer more appropriate hours and a better police presence
 More use of information station 57 South Street i.e. cyber café
 CCTV cameras extended and monitored
 Visible police presence
 Dispersal orders enforced in Rochford Town
 Introduction in nearby schools of junior/youth crime panels
 Youth council
 Young people's voice should be listened to

GREEN AND SUSTAINABLE ENVIRONMENT (b)

Litter, Pollution and Recycling

Concern about..

- Litter not collected
- Dirty and untidy pavements
- Noise pollution from airport traffic

Current and Recent Developments

- Expansion of kerbside recycling throughout the district expected later this year
- Twice yearly chewing gum clean in the square
- Strict rules in place to deal with aircraft noise

Proposed Actions

High Priority

New civic amenity site

Graffiti squads

People made accountable/responsible for dropping litter

Re-education for litter louts

Greater attention to cutting of grass verges – need removal

Encourage sponsorship of roundabouts (maintenance) but control extent of advertising

Encourage recycling by long term planning i.e. new developments to have shared recycling points etc

Roll out kerbside collection of recyclables
Special recycling bins per household and penalise if not used!

Medium Priority

Promote reduction in waste
Promote re-use of plastic bags (RDC could provide re-usable bags for farmers market)
More education in schools about litter
Recycling bins for plastics

Transport and Access

Concern about..

- Limited bus services to surrounding villages
- Access to town centre
- Extension of Southend Airport

Current and Recent Developments

- Difficult to justify economically some rural routes.
- London to Southend transport study ongoing
- New airport terminal and railway station soon
- Bus pass from Council
- Community transport bus available for individuals and groups at reasonable prices
- Taxi voucher scheme for mature people

Proposed Actions

High Priority

By pass road needed

New airport terminal and railway station

Airport growth with new quieter aircraft will generate jobs and new business

Further development of community transport schemes and better co-ordination of existing transport (public and private)

Improve bus service – bus route Eastwood to Ashingdon

Re-site taxis in Rochford town – with a direction notice in square

School traffic needs to be addressed; too many vehicles, too little “drop off”

District and county councils to get together on matters of Highways and transport

Medium Priority

Safe cycle path from Canewdon (depends on route ..avoid Brays Lane)

Mini roundabout at junction of Sutton Rd and Shopland Rd

Make West Street and the Square more pedestrian friendly and less congested by rerouting buses along North Street

Encourage use of cycles and walking in town centre

Better bus service from Canewdon to Rochford and Southend

A post bus from Canewdon to terminate at Rochford for the main bus to Southend

Non-use of cycle tracks on Ashingdon Road and Hall road holds up traffic

Wider pavements

Limit the length of lorries using the lower road from Hullbridge to Ashingdon

Buses in the evening

Park and ride outside town to help town centre

Establish car share schemes in surrounding villages

THRIVING LOCAL ECONOMY (c)

Town Centre and Retail

Valued attributes..

- Attractive town centre
- Weekly market

Concern about..

- Derelict shops and buildings
- Lack of major supermarket
- Lack of basic shop outlets

Current and Recent Developments

- Rumbelows site and BP site about to be redeveloped
- Monthly farmers market (10 months of year – volunteers)
- Money put by at RDC to evaluate tourism in district
- Town Map being erected
- 35 – 39 west street renovation in progress
- Planning consent for redevelopment of 50 – 54 West St
- Footway link from Square to new supermarket
- Planning granted for development of supermarket on site behind Square

Proposed Actions

High Priority

Affordable housing to encourage young families to stay

Integration of supermarket – open lower floor of library to pedestrian traffic

Encourage local shopping

Keep the look/character of Rochford

Interesting art/antique/book commercial activities should be encouraged in the town centre

Put community info/town centre info in all the shops

General emphasis on Rochford as an historic Centre. Town walks, maps etc

Mini bus for outlying communities to use Rochford for shopping

Advertise the weekly market – park and ride to the market from Southend...Link to tourism

Concern re derelict shops – ease planning restrictions. Enforce owners responsibilities to condition of building

RDC to use enforcement powers more forcefully

Hold a list of empty and derelict shops/buildings to match owners to incoming businesses wanting property

Sort out West Street; it should be a hive of activity

Promote local businesses working together “Think local, buy locally”

Encourage new shops – more quality shops – clothes/well managed food store

Building society in Rochford

If Square development goes ahead, make sure it is well landscaped

Support market

Accelerate the controlled development of the town centre to improve the general perception of Rochford as an ancient town

Apply for EU or lottery funding to reduce rates and encourage smaller businesses

Make allowance on rates for certain time for vacant shops – rates too high for small businesses

Medium Priority

Develop BP site as soon as possible

Rochford website

Re-think on restructuring of Square

Renew derelict shops and buildings

Market the availability of premises outside the area to introduce new and varied ideas to the town

Private landlords should be actively encouraged to maintain their properties

Existing shops to have first refusal on any new shop units that become available

More flower baskets/trees

Encourage “start-up businesses”

More aggressive marketing to encourage better use of empty shops

Clean area outside Spar/Kebab shop, much chewing gum and rubbish and dirty stains around

Traffic and Parking

Concern about..

- Car parking (amount and cost)
- Congestion/traffic, especially in town centre
- Access to town centre

Current and Recent Developments

- Decriminalisation of parking starts 1st October
- Old Ship Lane toilets demolished to make way for more car parking places
- Change to entrance/exit of Back Lane car park
- Supermarket planning application includes additional 90 spaces
- “No loading” markings at top of West Street

Proposed Actions

High Priority

Reduce allocated taxi parking

Charge for parking in Market Square

Turn Old Ship car park area into a taxi rank and free up places in the Square for shoppers to park

Parking – first half hour free

Free parking for patients visiting Back Lane Surgery

Short-term free parking for surgery

Enforce parking restrictions

1 hour ticket for car park 30p

Greater traffic warden presence at random times

Through traffic in South and North Streets travels much too fast – a 15mph limit is needed

Medium Priority

More parking to encourage shoppers into the town

Remove Spar supermarket completely open access to Square

Re-alignment of corner at South Street/Square
 Encourage larger employers to promote car sharing/use of public transport
 Pedestrian crossing by Horse & Groom
 No further development Purdeys traffic problems on Sutton Road
 Back Lane car park free on Saturdays
 The station car parks should be much better lit
 Could taxis be sited at Railway Station and called for by phone as required
 Speed cameras between Anne Boleyn and Fire Station

QUALITY OF LIFE (d)

Sport, Leisure and Open Space (including activities for young people)

Valued attributes..

- Community spirit
- Boating on local rivers
- Reservoir and parks – good walks

Concern about..

- Lack of amenities for young people

Current and Recent Developments

- 57 South Street – community facility for young people
- Youth Service unable to provide staff for 57 South Street
- Cherry Orchard Country Park

Proposed Actions

High Priority

Youth service to operate more generally not just focus on “special groups” where funding is channelled e.g. problem children

Young people need to be listened to. Even if we can't deliver we must show that we are taking them seriously

High fear of crime because old fear young and youths fear each other. Need to attract more activities in the streets

A community centre where we can get involved and do things in summer holidays

We need better co-ordination of events than at present

Skate board facility IN ROCHFORD recreation ground

Make more use of children's play areas

Medium Priority

Less pubs more restaurants

Clements Hall to be less exclusive and expensive – cheaper to go to Southend at the moment

Better transport to Clements Hall e.g. Leisure Bus

Clothes shopping for teenagers

Promote food/drinks arts/crafts and create a cultural retreat for all of Essex.

Sports scheme

Internet café

Gymnasium

Tapas Bar

More use of Rocheway centre and grounds

Social club for over 60s like the one in Southend for talks and outings

Natural Habitat

Valued attributes..

- Countryside
- Conservation areas

Concern about..

- Building into the countryside – too built up

Current and Recent Developments

- Range of tasks to be carried out to preserve wildlife
- Crouch and Roach Estuary Management Project – lots of consultation going on
- Jubilee Country Park
- Parish Ramble
- Proposal for houses on Mill Lane site (Stambridge Mill) rejected and remains zoned for industry.

Housing and Development

Valued attributes

- Quaint, friendly, village atmosphere – peace and quiet

Concern about..

- Loss of historic country town character

Current and Recent Developments

- Planned new development enlarging and enhancing Rochford Town Centre
- Lots of homes for elderly being built
- Small flats on supermarket site
- Other small more affordable flats in Weir Pond Road

Proposed Actions

High Priority

Utilise and repair all premises left to disintegrate before taking over green sites

Renew drains before swamping the area with new dwellings

More cheaper houses- rented housing

Encourage more young professionals as we are a commuter town. Make it easy for small interesting businesses to start up here

The ex petrol station in West Street needs redeveloping

New shops to be something other than beauty salons, nail bars, hairdressers (we must be an ugly lot in Rochford!)

Better CCTV maybe linked to Railway Station

Medium Priority

Rochford Square and West Street pedestrianised

Distribute older people's residential homes throughout the district rather than concentrating in one place (and creating a ghetto)

Provide low cost housing to alleviate problems of getting on bottom rung of the ladder; available only to young people of Rochford

More flats and starter houses required

Is it sensible to build so many houses close to sea? – flood risk as sea level rises

Need to ensure continuation of London financial success if local high paid job area will suffer economically

Expansion of Rochford – new properties for all types of people

If proposed development behind West St/North St goes ahead, ensure it will be well landscaped

Release more land for building on – more affordable houses

LOCAL HERITAGE AND CULTURE (e)

Arts, Culture and Heritage

Valued attributes..

- Heritage, listed buildings and architecture
- Old part Rochford Square

Concern about..

- Restructuring of square
- Lack of arts and heritage facilities

Current and Recent Developments

- NHS preserving historic and listed buildings
- Many adult courses to encourage art and culture
- Thames Gateway has identified this district as “Green Lung” Heritage Centre
- Arts Development Officer at RDC
- The Old House and Heritage Weekend
- Renovation of 35-39 West St – listed buildings
- Conservation Area guidelines in place

Proposed Actions

High Priority

Use history to promote Rochford/Promote Rochford history

Invest in tourism/history

Redevelop the eastern side of market square

Better use and more diverse activities at adult college

More promotion of Adult Community College and learning/training opportunities through council amenities

Make more use of the reservoir – NOT building on it- more information about conservation/habitat etc

Medium Priority

Arts Centre – Music, drama, visual (paint), performing, workshops

Brickworks in Cherry Orchard Lane to be turned into living museum – agriculture, artefacts from area etc

Arts project for the whole community

Develop Stambridge Mill as Business Centre linked to businesses on water and include leisure facilities to tie in with this

Encourage redevelopment of Stambridge Mill as an arts and crafts centre by submission of a lottery bid to purchase and refurbish

Promote Rochford as a green tourism area through marketing that gives a focus to its wealth of listed buildings and beautiful countryside

Brown heritage road signs

Museum and art gallery to create tourism/ Museum/arts/heritage centre

Open a tourist information office in the Square – old library site perhaps

Historical/ghost walks for tourists

Notice board in Rochford and each village for calendar of events/event details
Care must be taken when old buildings are renovated to allow for disabled access

SUMMARY

It can be seen that some actions and projects appear under more than one topic heading, sometimes with different priorities allocated to them. There are also very strong links between some of the headings for example the important contribution that arts, culture and heritage can make to a thriving local economy, and the effect that sports and leisure provision may have on anti-social behaviour

The topic groups were working independently and were not aware of the amount of overlap between them. It is now the task of the Rochford Regeneration partnership to bring the suggested actions and projects of the various groups together into one Action Plan for Rochford.

Participation Table

| Date | Location | Method | Number | GENDER | | Under 20 | AGE | | | | | | |
|----------|---------------------|---------------|--------|--------|--------|----------|----------|----------|----------|----------|-----------|--|--|
| | | | | Male | Female | | 31 to 40 | 41 to 50 | 51 to 60 | 61 to 70 | 71 & over | | |
| 17/02/03 | Public Meeting | Workshop | 52 | | | | | | | | | | |
| 04/05/03 | May Fair | Drop in | 49 | | | | | | | | | | |
| 03/06/03 | WI Hall Event | Drop in | 79 | 18 | 61 | 3 | 10 | 8 | 13 | 16 | 28 | | |
| 26/06/03 | Street Survey | Drop in | 244 | 91 | 153 | 22 | 45 | 35 | 31 | 33 | 24 | | |
| 15/09/03 | Ashingdon | Workshop | 9 | 2 | 7 | | | 2 | 1 | 2 | 4 | | |
| 22/09/03 | Hawkwell | Workshop | 6 | 5 | 1 | | 1 | 2 | 3 | | | | |
| 30/09/03 | Primary School | Workshop | 61 | 32 | 29 | 61 | | | | | | | |
| 14/10/03 | King Edmund Year 10 | Workshop | 24 | 15 | 9 | 24 | | | | | | | |
| 14/10/03 | King Edmund Year 9 | Workshop | 27 | 13 | 14 | 27 | | | | | | | |
| 14/10/03 | Sutton | Workshop | 9 | 5 | 4 | | | | 5 | 4 | | | |
| 21/10/03 | Canewdon | Workshop | 33 | 17 | 16 | 28 | 2 | 1 | | 2 | | | |
| 30/11/03 | Household | Questionnaire | 74 | 34 | 40 | 2 | 11 | 11 | 14 | 22 | 15 | | |
| 30/11/03 | Hinterland | Questionnaire | 51 | 20 | 31 | 17 | 2 | 5 | 11 | 10 | 4 | | |
| | | | 718 | 252 | 365 | 184 | 53 | 64 | 78 | 89 | 75 | | |

* Profile not available

* Mostly Rochford & Ashingdon

NB

| Date | Location | Method | RESIDENT IN | | | | | | | | | |
|----------|---------------------|---------------|-------------------|----------|----------|----------|---------|----------|--------|----------|-------|--|
| | | | Ashingdon | Canewdon | Eastwood | Hawkwell | Hockley | Rochford | Sutton | Wakering | Other | |
| 17/02/03 | Public Meeting | Workshop | | | | | | | | | | |
| 04/05/03 | May Fair | Drop in | 5 | | 1 | 9 | 4 | 56 | | | 1 | |
| 03/06/03 | WI Hall Event | Drop in | 17 | 4 | 8 | 7 | 8 | 163 | 1 | 1 | 2 | |
| 26/06/03 | Street Survey | Drop in | 5 | | | | 2 | 1 | | | 1 | |
| 15/09/03 | Ashingdon | Workshop | 1 | | | 1 | 4 | | | | | |
| 22/09/03 | Hawkwell | Workshop | | | | | | | | | | |
| 30/09/03 | Primary School | Workshop | 5 | | | | | 7 | | 10 | 2 | |
| 14/10/03 | King Edmund Year 10 | Workshop | 6 | | | | | 10 | 11 | | | |
| 14/10/03 | King Edmund Year 9 | Workshop | | | | | | 2 | 5 | 2 | 4 | |
| 14/10/03 | Sutton | Workshop | | | 1 | | 1 | 2 | 1 | 2 | | |
| 21/10/03 | Canewdon | Workshop | | | | | | 74 | | | | |
| 30/11/03 | Household | Questionnaire | 7 | 19 | | 2 | 6 | 1 | 11 | 3 | 2 | |
| 30/11/03 | Hinterland | Questionnaire | 46 | 45 | 10 | 19 | 25 | 316 | 29 | 18 | 12 | |

ROCHFORD REGENERATION
STREET SURVEY

Gender: Male ☐ Female ☐

Age group; Under 20y ☐ 21-30y ☐ 31-40y ☐

41-50y ☐ 51-60y ☐ 61-70y ☐ 71 and over ☐

Are you a Rochford resident (parish not district) Yes/No.....

If no, are you visiting for the purpose of:

Work ☐ Study ☐ Shopping ☐ Other ☐

If no, do you live in any of these villages:

Ashingdon ☐ Canewdon ☐ Eastwood ☐ Fambridge ☐
Hawkwell ☐ Hockley ☐ Paglesham ☐ Shopland ☐
Sutton ☐ Wakering ☐

WHAT DO YOU MOST LIKE ABOUT ROCHFORD? (strengths)

WHAT DO YOU LEAST LIKE ABOUT ROCHFORD? (weaknesses)

IS THERE ANYTHING THAT WORRIES YOU ABOUT THE FUTURE OF
ROCHFORD? (threats)

WHAT SUGGESTIONS DO YOU HAVE FOR IMPROVING ROCHFORD?
(opportunities)

ROCHFORD REGENERATION

BUSINESS SURVEY

The Rochford Regeneration Group is in the process of carrying out a Market Town Healthcheck linking the town and surrounding parishes – an initiative funded by Essex County Council (through the Crouch and Roach Estuary Management Project) and Rochford District Council with support from Rochford Parish Council.

Work started in June 2003 with a street survey to gather views and opinions about the town and was followed by evening meetings in four of the surrounding parishes and class workshops in King Edmunds School and Rochford Primary School to involve young people. A questionnaire has recently been delivered with the Rochford Parish Pump to every house in the market town to provide all residents with the opportunity to have their say. This questionnaire is being distributed to businesses to ensure that you too can have your say. All responses will be treated in confidence and the published findings will not make reference to individual respondents.

The completed questionnaire will be collected by a representative of Rochford Regeneration Group week ending 5th March 2004. Thank you for your co-operation.

| | |
|------------------|--|
| Company name | |
| Address | |
| Telephone number | |
| Web Address | |
| e-mail | |
| Contact person | |

Q1 Is your business located in:

| | |
|----------------------------|--|
| Domestic premises? | |
| Exclusively business site? | |

Q2 What is the nature of your business?

| Retail | Leisure | Health and Beauty | Agricultural | Service | Manufacturing | Construction | Other |
|--------|---------|-------------------|--------------|---------|---------------|--------------|-------|
| | | | | | | | |

Description of main business activity:

| |
|--|
| |
|--|

Q3 How many people are employed at your premises?

| | Male | Female |
|---------------------|------|--------|
| Part time employees | | |
| Full time employees | | |

Q4 How many employees live in Rochford Town? (Up to Golden Cross on Ashingdon Rd)

| | Male | Female |
|---------------------|------|--------|
| Part time employees | | |
| Full time employees | | |

Q5 How long has your business been in Rochford Town?

Q6 How long have you operated from the present site?

Q7 What effect does being located in Rochford have on recruitment? Compared to elsewhere is it....?

| | |
|----------------|--|
| Easier | |
| More difficult | |
| No different | |

Q8 Do employees have problems in finding appropriate local accommodation?

| | |
|-----|--|
| Yes | |
| No | |

Q9 Do employees have problems with public transport?

| | |
|-----|--|
| Yes | |
| No | |

Q10 Are electronic communications important to your business?

| | |
|-----|--|
| Yes | |
| No | |

Q11 Does being located in Rochford Town restrict your access to the electronic communication infrastructure?

| | |
|-----|--|
| Yes | |
| No | |

Q12 Do you have an:

| | Yes | No |
|----------------|-----|----|
| E-mail address | | |
| A web site | | |

Q13 If you needed to expand the size of your business premises would you be able to do that in Rochford Town?

| | |
|-----|--|
| Yes | |
| No | |

Q14 Does Rochford Town have sufficient facilities to enable you to continue to operate from the town for the foreseeable future? If No please specify.

| | |
|-----|--|
| Yes | |
| No | |

No, because...

Q15 What, if any, are the advantages of being located in Rochford Town?

Q16 Do you think that an increase in units for small businesses in or close to Rochford Town would be a benefit to the business community?

| | |
|-----|--|
| Yes | |
| No | |

Q17 What changes could be made in the town to benefit your business?

| |
|--|
| |
|--|

Q18 Are you aware there is an economic development officer at Rochford District Council who can signpost you to local business services?

| | |
|-----|--|
| Yes | |
| No | |

Q19 Are you aware of any local grant aid for Rochford Town businesses?

| | |
|-----|--|
| Yes | |
| No | |

Please add any comments you may have on the questionnaire or on any issues that you feel to be relevant but that have not been dealt with by the questionnaire.

Comments:

| |
|--|
| |
|--|

Rochford Regeneration

Community Questionnaire

The Rochford Regeneration Partnership is conducting a market town healthcheck in Rochford – a detailed appraisal to assess the environmental, social and economic health of the town. The surrounding parishes also have a direct bearing on the sustainability and vitality of Rochford. Please think about the extent to which the services and facilities of the market town meet your current needs and how the role of Rochford may be strengthened and expanded to provide a vibrant and sustainable focus for the area.

First of all please tell us something about yourself

Gender:

male ☐ female ☐

Age:

under20yrs ☐ 21-30yrs ☐ 31-40yrs ☐ 41-50yrs ☐ 51-60yrs ☐ 61-70yrs ☐ over70 ☐

1. Environment

- 1.1 Which single aspect of Rochford contributes most to the distinctive character of the market town? Please state why.

.....

.....

- 1.2 Which areas of the local countryside are most important to you. Please state why.

.....

.....

.....

2. Social and Community

- 2.1 Is the present level of arts and leisure facilities in Rochford:

more than adequate ☐ adequate ☐
less than adequate ☐ very inadequate ☐ no opinion ☐

Comments:.....

.....

2.2 Is the present level of adult education and employment training facilities in Rochford:

more than adequate ☐ adequate ☐
less than adequate ☐ very inadequate ☐ no opinion ☐

Comments:.....

.....

2.3 Is the present level of availability of affordable housing in Rochford:

more than adequate ☐ adequate ☐
less than adequate ☐ very inadequate ☐ no opinion ☐

Comments:.....

.....

2.4 Is the present level of community safety in Rochford:

more than adequate ☐ adequate ☐
less than adequate ☐ very inadequate ☐ no opinion ☐

Comments:.....

.....

2.5 Is the level of provision of activities/centres for young people:

more than adequate ☐ adequate ☐
less than adequate ☐ very inadequate ☐ no opinion ☐

Comments:.....

.....

2.6 Do you consider the quality and quantity of provision of medical services for the people of Rochford:

more than adequate ☐ adequate ☐
less than adequate ☐ very inadequate ☐ no opinion ☐

Comments:.....

.....

3. Economy

3.1 Is the present level of job availability in Rochford:

- more than adequate ☐ adequate ☐
less than adequate ☐ very inadequate ☐ no opinion ☐

Comments:.....

.....

3.2 Is the present level of retail provision in Rochford:

- more than adequate ☐ adequate ☐
less than adequate ☐ very inadequate ☐ no opinion ☐

Comments:.....

.....

3.3 Is the quality of tourist attractions and visitor services in Rochford:

- good ☐ average ☐ poor ☐ no opinion ☐

Comments:.....

.....

4. Transport and Accessibility

4.1 Is the present level of access by public transport to and from Rochford:

- more than adequate ☐ adequate ☐
less than adequate ☐ very inadequate ☐ no opinion ☐

Comments:.....

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4.2 Is the present level of public parking in Rochford:

- more than adequate ☐ adequate ☐
less than adequate ☐ very inadequate ☐ no opinion ☐

Comments:.....

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What is special about Rochford?

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What are the problems in Rochford?

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What are the opportunities for improving Rochford?

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Thank you for taking the time to complete this questionnaire

Please return your completed questionnaire to one of the collection points listed below by 14th November 2003

Jackos – Daly's Parade
Rochford Parish Council Rooms – next door to Whittingham's garage
29 Oak Road
Rio's – West Street
Gleadells Butchers – Rochford Square
11 Mornington Drive
Déjà vu – Southend Road

If you would like to know more about the partnership and join one of the working groups or would like additional questionnaires, please contact the Co-ordinator, Wendy Edwardes at: Rochford Parish Council Rooms,

West St.,
Rochford.
Tel. 01702 540722