

THE CASTLE POINT PLAN



Your community. Your views.

Issues and Options Consultation Report

April 2025



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1. Introduction

- 1.1 In 2022, the Council agreed to commence the production of the Castle Point Plan (CPP) based on the principles that there will be public consultation and engagement with the wider community and stakeholders in accordance with the Statement of Community Involvement (SCI) 2020. The SCI sets out how the community and other stakeholders will be engaged and consulted on local planning policy documents.
- 1.2 Between January 2023 and August 2023 engagement took place on issues with partners, the community, local businesses, and other stakeholders. This was set out in the: [Initial Engagement Outcomes Report 2023 \[pdf\] 4MB](#) . This stage of engagement was focused on determining the scope of the issues to be addressed through the Castle Point Plan. It was carried out in accordance with Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012.
- 1.3 Feedback from that early consultation stage was used in the development of the Issues and Options consultation document which outlined the options available for the development and use of land in the Borough.
- 1.4 The Issues and Options consultation document set out the preferred spatial strategy and options for new homes and jobs for the future growth and development of the Borough up to 2043 including site options. This consultation took place between 22 July and 16 September 2024 also in accordance with Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012. The document summarises the key issues that will be covered in the new Castle Point Plan by asking a series of questions.

2. Purpose of the Document

- 2.1 This document explains how Castle Point Borough Council has involved the community and interested parties in complying with the requirements of Regulation 18 stage of the Town and Country Planning (Local Development) (England) 2012 Regulations.
- 2.2 The Consultation Statement will be updated to include further consultation requirements in the plan preparation process under the Regulations including for the Proposed Submission consultation documents (Regulation 19).
- 2.3 A Consultation Statement is required under Regulation 22 (1)(c) of the 2012 Regulations. It should set out:
 - Which bodies and persons the Council invited to make representations under Regulation 18;
 - How these bodies and persons were invited to make representations under Regulation 18;
 - A summary of the main issues raised by the representations.
 - How many representations made pursuant to Regulation 18 have been taken into account;
 - If representations were made pursuant to Regulation 20, the number of representations made, and a summary of the main issues raised; and
 - If no representations were made in Regulation 20, that no such representations were made.

- 2.4 Public consultation has taken place within the context of para. 16(c) of the National Planning Policy Framework (NPPF) 2024 which states:

“Local Plans should be shaped by early, proportionate and effective engagement between plan- makers and communities, local organisations, businesses, infrastructure providers and operators and statutory consultees.”

3. Approach to the Consultation

Engagement within the community

- 3.1 Engagement with the community on the Issues and Options document took the form of an online survey using Citizen Space Software (Appendix 1) and was supported by a series of in person engagement events in community spaces across the borough. On 22nd July 2024 an email highlighting the survey (Appendix 2) was sent to residents who had expressed a wish to be placed on the mailing list (Approx 1489 people) to be kept updated on the progress of The Castle Point Plan. Residents without access to the internet were able to complete and return hard copy surveys (Appendix 3) which were made available in the reception area of the Council building, the four libraries within the Borough and the reception area of Waterside Leisure Centre on Canvey Island. In some instances, these were provided when requested at Workshop events, or hand delivered to home addresses if required to ensure people were given the opportunity to complete the survey.

Promotion of the engagement

- 3.2 This engagement activity was promoted using a ‘Poster Display’ (Appendix 5) which contained a QR code and a Link (Included in the email above) which took recipients directly to the ‘Castle Point Plan - Issues and Options Consultation’ survey. Other means of advertising the survey included Digital Billboards in Canvey Island and Hadleigh (Appendix 22), a 48-sheet sized Billboard advert (Hadleigh High Street), Telephone Kiosk adverts (Canvey & Benfleet), Bus side adverts and roadside adverts (Canvey Island). See Appendix 21 (Fabbrica Report) for images of these displays. The survey was also promoted on the Councils website (Appendix 4). Members of the Council were supplied with Castle Point Plan Posters, Post Cards (Appendix 7) and Business Cards (Appendix 8) to display or issue to the community during surgeries and other member activities.

The Poster was displayed on:

- All 16 of Castle Point Borough Council’s Public notice boards,
- All six of Canvey Island Town Council’s notice boards,
- All 21 prominent Supermarkets/Shops customer notice boards (Including Knightswick Shopping Centres six notice boards),
- All four Libraries,
- All 29 Churches/Religious venues,
- All 13 Doctors Surgeries waiting areas,
- All nine Dental Surgery waiting areas,
- All four Veterinary Surgery waiting rooms,
- All eight Sheltered Housing site notice boards,
- The 40 most prominent locations around the Borough where the community gather/visit in one form or another,

- The only identifiable Disabled venue within the community.
- 3.3 Social media (Appendix 20) was also used to reach as many in the community as possible. In addition to the Council's own forums, adverts were posted by the Council on each of the main Facebook Groups within the Borough and X (Previously known as twitter). Media company Fabbrica were utilized to advertise the Castle Point Plan which included posts on Instagram. The results from Fabbrica can be found at Appendix 21. The Survey was also highlighted in the 'Castle Point Together' publication (Appendix 6) which was delivered to every household within the Borough. This also contained details of the various community Workshops to be held across the Borough. The Post Card which contained a QR code and Link was later sent to every household as another reminder for residents to complete the survey. Finally, a reminder email (Appendix 9) was sent to everyone on the mailing list on the 6th and 13th of September 2024 to complete the survey before the consultation period concluded on the 16th September 2024.
- 3.4 Response to the engagement was monitored throughout the six-week timeframe. Due to the 'Initial Engagement Response' being low from the younger age groups, a tender was successfully secured by the 'Metal' and 'Estuary Festival' arts organisations to conduct 'This is Us,' a series of projects to engage with and gain the views of the younger demographic, disabled people and other people in the community who are interested in art and creativity. This provided an alternative route for young people specially to engage with the plan. This will continue through the plan-making process and will also supplement future engagement activities. Engagement with the USP college was conducted to ascertain student views. This culminated in a student visit to the Council where they completed a four-question survey (Appendix 18) to understand their perspective on how they see Castle Point Borough in ten years' time. The outcome of this can be found at Appendix 19.

Engagement activities

- 3.5 A series of Community Workshops were conducted in Castle Point Borough to establish the Community's views. The venues were specifically chosen to provide an even spread across all main areas of the Borough to enable a chance for all residents to be able to attend a Workshop. The Workshops were advertised on the council's website in addition to Social Media platforms and the Royal Mail post (Castle Point Together publication – Appendix 6). Afternoon and Evening workshops were conducted to ensure residents had a convenient option available for them to attend, participate and ask questions. Two Online Workshops were also available.
- 3.6 The Workshops comprised of an informative presentation and interactive audience participation using 'Mentimeter' software to ask five specific questions lifted from the main 'Issues & Options survey'. The audience submitted answers using their mobile phones, but the option to complete a hardcopy (Appendix 10) was also available to those either not in possession of, or unable to use, a mobile phone. Tablets were offered to anyone who wished to use them. The aim was to obtain an initial view from attendees and help them understand the process and promote the completion of the main survey. The Workshops concluded with sufficient time to allow for questions and answers, with an option for participants to submit questions on their mobile phones if they were not confident asking in person.
- 3.7 The Community 'Issues and Options Workshops' were held on the following dates, times, and locations:
- 06/08/24: 7:00pm to 8:30pm at St Georges Hall, Benfleet.
 - 07/08/24: 7:00pm to 8:30pm at Richmond Hall, South Benfleet.

- 09/08/24: 7:00pm to 8:30pm at Daws Heath Social Hall, Daws Heath
- 13/08/24: 2:00pm to 3:30pm at Castle Point Borough Council, Thundersley.
- 14/08/24: 7:00pm to 8:30pm at Richmond Hall, South Benfleet.
- 15/08/24: 2:00pm to 3:30pm at Castle Point Borough Council, Thundersley.
- 16/08/24: 7:00pm to 8:30pm at St Nicholas Church Hall, Canvey Island.
- 20/08/24: 2:00pm to 3:30pm at Runnymede Hall, Thundersley.
- 21/08/24: 2:00pm to 3:30pm at St Nicholas Church Hall, Canvey Island.
- 22/08/24: 7:00pm to 8:30pm at Hadleigh Baptist Church, Hadleigh.
- 03/09/24: 7:00pm to 8:30pm conducted Online.
- 04/09/24: 7:00pm to 8:30pm at Runnymede Hall, Thundersley.
- 05/09/24: 2:00pm to 3:30pm at Daws Heath Social Hall, Daws Heath.
- 06/09/24: 2:00pm to 3:30pm conducted Online.

A summary of the outcome of these Community Workshops can be found in Appendix 11.

- 3.8 The following related Consultation Surveys were also conducted between 22nd July 2024 and 16th September 2024. The surveys were promoted on the Councils website, and an email was also sent to those on the consultee database who had expressed an interest in being kept updated on the progress of The Castle Point Plan. These included:

- Call for Sites survey.
- Equality Impact Assessment Scoping Report survey.
- Habitats Regulations Assessment survey.
- Sustainability Appraisal and Strategic Environmental Assessment Scoping Report
- Open Space Assessment survey.

Engagement outcome

- 3.9 As a result of the engagement work, the community were given the opportunity to complete the survey. A total of 1349 responses were received. All responses were subsequently analysed to establish what the views of the community were. A copy of the outcomes can be found in the sections which follow.
- 3.10 The Citizens Space 'Issues and Options consultation' Survey contained 119 questions which covered each of the main areas of the borough and the full range of topics relevant to the development of the Castle Point Plan. The survey was designed to allow respondents to complete the questions that related to them, and therefore avoid being discouraged by the large number of questions posed.
- 3.11 For transparency, each respondent's name and their answers have been published unless the respondent requested to remain anonymous. These are available to view [online](#).
- 3.12 Age and Gender were also provided (unless the respondent selected 'Preferred not to say'). These and the areas where the respondents reside enabled the analysis to identify the key issues for different age groups and for different genders in respect of where people lived.

- 3.13 The analyses will provide the summary views of the community in Benfleet, Canvey Island, Daws Heath, Hadleigh and Thundersley, and The Borough as a whole.

Engagement with business

- 3.14 On the 2nd September 2024, engagement with the Business community within the Castle Point Borough commenced. This was by way of an email invite via a business contact distribution list (Appendix 12) and to the main mailing list (Appendix 13) which contained business owners (as well as the residents) who had expressed an interest in being kept up to date with the progress of The Castle Point Plan.
- 3.15 The two Business ‘Issues and Options Workshops’ were held on the following dates, times and locations:
- 02/08/24: 5:30pm to 7:00pm at International House, Canvey Island
 - 08/08/24: 5:30pm to 7:00pm at Hadleigh Old Fire Station, Hadleigh.

Engagement with statutory bodies

- 3.16 On the 19th July 2024 the Council sent an invite (Appendix 14) to Statutory Consultees and Organisations (Appendix 15) to attend a consultation meeting held at Castle Point Borough Council on 1st August 2024.

Engagement with landowners

- 3.17 On the 5th August 2024 the Council sent letters (Appendix 16) to landowners of potential development sites to establish whether their land was available for development. This was repeated on 29th October (Appendix 17) to ensure the Council knew whether landowners wished to submit their land or not.

4. Analysis of Responses

- 4.1 This section covers analysis of the characteristics of those who responded to the Issues and Options Consultation.

Respondent by category

- 4.2 A total of 1349 individuals and organisations responded to the Issues and Options Consultation, 913 of which were made via the online consultation portal with the remainder emailed or posted. The respondents came from a wide variety of groups and individuals including residents, developers, landowners, and their consultants. The breakdown of respondents by category is set out in Table 1 below:

Respondent Type	Email Responses	Total Online	Letters/Hardcopy Forms	Duplicates	Total
Resident	324*	888	57	16	1285
Business	2	4	0	0	6
Statutory	14	8	0	0	22
Interest Group	6	6	0	0	12
Developer/Landowner	14	7	0	3	24
Total	360	913	57	19	1349

*36 of these responses came from the Salvation Army Website responses

Table1: Who Responded and How?

Respondents by Age

- 4.3 As can be seen from the chart in figure 1 below the largest percentage of respondents to the consultation were in the 55-64 age range (26%) followed by the 65-67 age group with 24% of the responses. Responses from the younger age groups was much lower with 6% of responses made by individuals in the 35-44 age group.

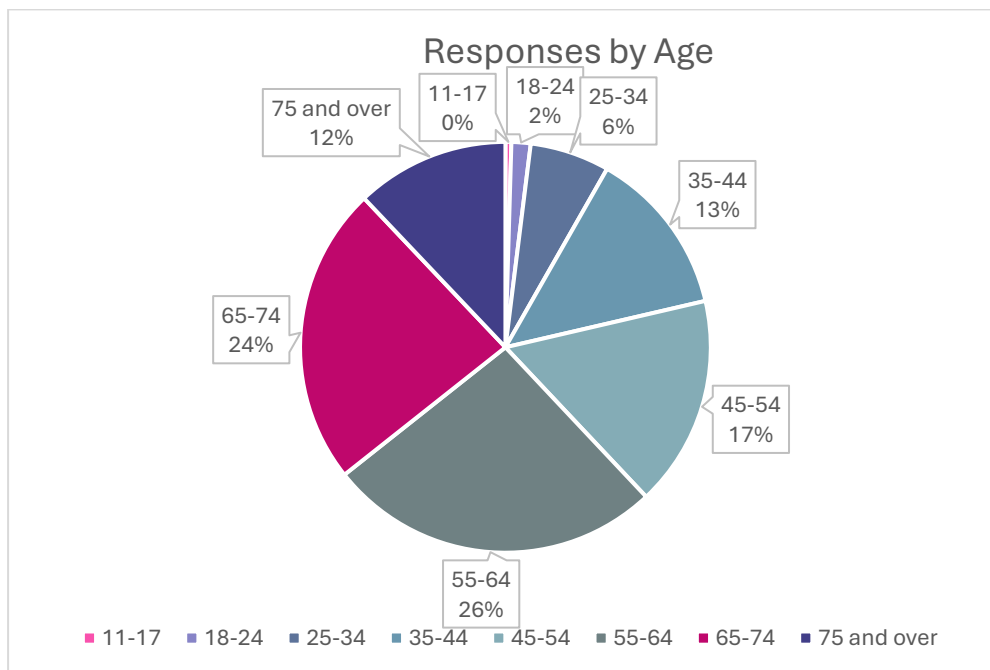


Fig 1: Pie Chart – Respondents by Age

Responses by geographic location

- 4.4 The largest proportion of respondents came from the Hadleigh area with 39% of all responses made followed by Thundersley and South Benfleet 12% each.

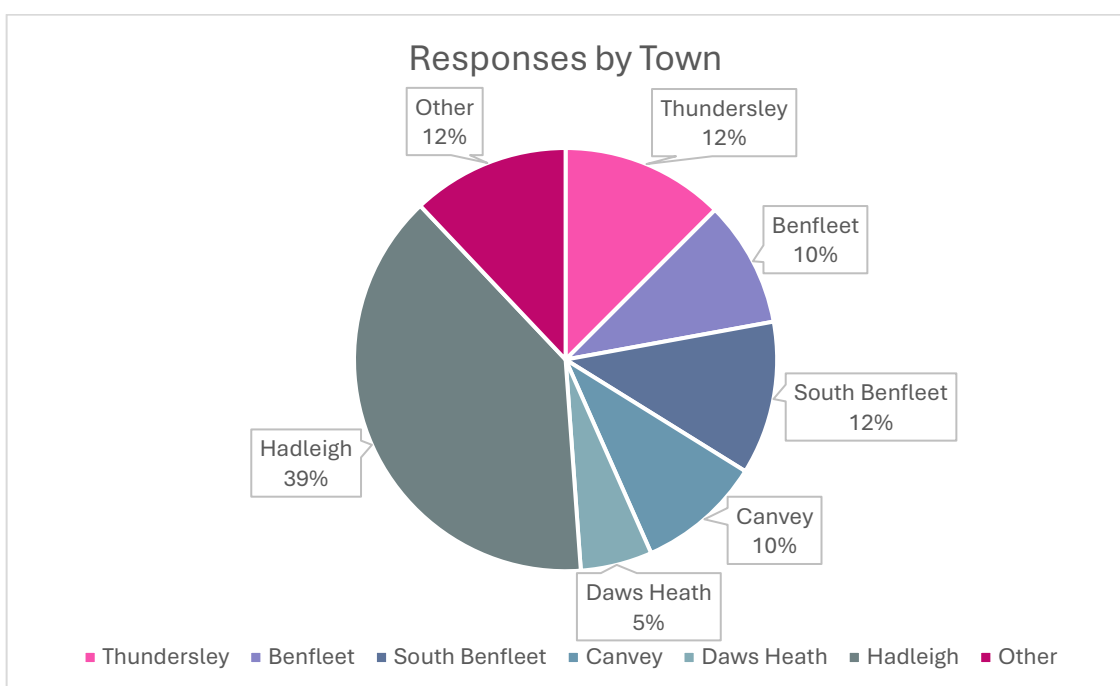


Fig 2: Pie Chart – Respondents by Town

Responses by Gender

4.5 More females than males responded.

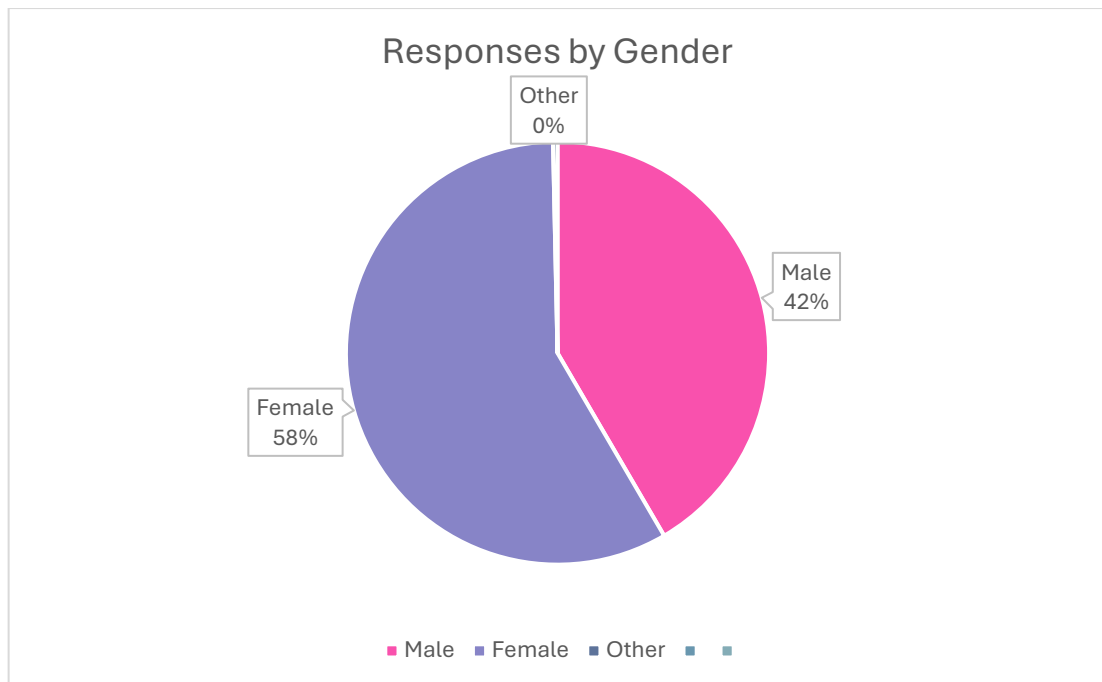


Fig 3: Pie Chart – Respondents by Gender

5. Analysis of Data

- 5.1 The data for this analysis was collected from three main sources: responses submitted via the online Citizen Space platform, written submissions, and emails. Handwritten responses were digitized using Microsoft Copilot, ensuring that no feedback was overlooked during the analysis process.
- 5.2 To analyse the responses, Python code was used to process the data systematically. This involved cleaning the data to remove inconsistencies, identifying recurring keywords and phrases, and categorizing feedback into themes. Python's analytical capabilities also enabled frequency analysis to determine how often key topics were mentioned, helping to prioritize issues raised by respondents.
- 5.3 Once the data was processed, NVIVO software (appendix 23) was utilized to manage and validate the themes identified. This included organizing feedback into sub-themes, tracking sentiments expressed in the responses, and identifying patterns or trends.
- 5.4 To complement the technical analysis, a manual review was conducted to refine the results further. This step ensured that unique or locally specific viewpoints were captured, and that the analysis was reflective of the nuances in the responses. The comprehensive analysis is documented in detail, with supplementary data and evidence provided in Appendix 23.

6. Consultation Feedback from Residents

6.1 A summary of the responses received during the consultation, highlighting the main issues raised, general sentiments and the number of representations made in response to each of the consultation questions is set out below.

Question	Summary of key issues raised	Sentiment	Number of Representations
Q1. What are your views on the draft Vision for the Castle Point Plan?	<ul style="list-style-type: none"> - Concerns over insufficient infrastructure, especially for roads and healthcare - Strong opposition to Green Belt development; concerns about flood risks - Support from some respondents for a focus on community and environmental goals - others expressed scepticism toward housing targets and cited a need for local considerations over national demands. 	Mixed reaction - Concerns on infrastructure provision. Some support for community/environmental focus	846
Q2. What are your views on the issues that need to be addressed on Canvey Island within the Castle Point Plan?	<ul style="list-style-type: none"> - Top issues include concerns relating to road congestion and flood risk. - Concerns over healthcare, school capacity, and environmental preservation. - Strong opposition to further development due to overdevelopment and distrust of planning - Respondents emphasized the single exit route's congestion and a desire to preserve Canvey's Green Belt. 	Negative	358
Q3. Do you have any comments on how we should improve access to and through Canvey?	<ul style="list-style-type: none"> - Concerns expressed relating to traffic congestion and need for road infrastructure improvements before development starts - Support for a third road access, widening Canvey Way, and improved public transport - Public transport and cycling improvements would improve accessibility - Respondent comment: Suggestions for alternative routes, public transit enhancements, and even a ferry were highlighted by several respondents. 	Generally positive	344
Q4. What changes or improvements would you like to see in Canvey Town Centre?	<ul style="list-style-type: none"> - Requests for more diverse shops, free parking, and lower rental costs to support local businesses - Suggestions for market improvements, better public amenities, and a cleaner environment - others emphasized the need for more family-friendly areas and safety improvements in the town centre environment 	Mixed - support for improvements, concerns about current state and need for enhancement.	201
Q5: What type of development	<ul style="list-style-type: none"> - General support for limited development (affordable housing, retail), but only if infrastructure (roads, drainage) is upgraded. 	Support for strong emphasis on	185

Question	Summary of key issues raised	Sentiment	Number of Representations
would you support within the Canvey Town Centre East development cluster?	<ul style="list-style-type: none"> - Strong calls to retain landmarks like Knightswick Centre, KFC, and War Memorial Hall for community use. -Concerns over flood risks and increased congestion led many to oppose further development without infrastructure improvements. 	infrastructure provision and improvements.	
Q6. What type of development would you support within the Canvey Town Centre West development cluster?	<ul style="list-style-type: none"> - Support for retail and business growth, contingent on infrastructure upgrades, especially a third road - Emphasis on retaining essential services like the library and job centre, with specific mentions of Knightswick Centre and Furtherwick Road - Opposition to New Development: Concerns about overdevelopment and congestion 	General opposition to development if it is not accompanied by the necessary infrastructure including, social and community facilities to support it.	192
Q7. What type of development would you support within the Long Road development cluster?	<ul style="list-style-type: none"> - Infrastructure First: Strong opposition without upgrades to roads and drainage - General Opposition: Concerns over congestion, overdevelopment, and flood risk - Preserve Key Services: Calls to retain fire and police stations for community access - Limited support for mixed-use development if infrastructure improvements are made. 	Generally negative without the necessary infrastructure and road improvements	186
Q8. What types of development could be considered as appropriate within the South & East parts of Canvey Island?	<ul style="list-style-type: none"> - General Opposition to Development: Strong opposition, with concerns about overdevelopment, infrastructure, and flood risk - Conditional Residential Development: Some support for limited housing if flood defences and roads are upgraded - Commercial/Retail Support: Some interest in small-scale retail to enhance local services - Green Space Protection: Desire to preserve green areas and improve access 	Generally negative without the necessary infrastructure and road improvements	162
Q9. What improvements to the Seafront Entertainment Area would you like to see?	<ul style="list-style-type: none"> - Calls for better parking, cleanliness, and new recreational facilities for families - Suggestions for more public amenities, such as picnic areas - some suggested improving walkways and seating along the seafront to attract more visitors 	Generally positive	179
Q10. Do you have any comments	<ul style="list-style-type: none"> - Safety concerns related to the COMAH (Control of Major Accident Hazards) sites - General opposition to expanding port 	Negative	162

Question	Summary of key issues raised	Sentiment	Number of Representations
on Canvey's port infrastructure?	infrastructure due to safety and environmental concerns - Respondents emphasized the need for strict safety protocols and transparency about potential risks associated with the port.		
Q11. What improvements should be made to the South & West Canvey Wildlife Corridor?	Strong support for maintaining the area as a natural habitat, avoiding development - Suggestions for walking paths, running tracks, and educational areas to make the corridor more accessible - Interest in adding benches, waste bins, and toilets to improve visitor experience - Emphasis on enhancing biodiversity and managing flood risks.	Positive	253
Q12. What approach to development in the West Canvey Employment Area (Charfleets Industrial Estate and the Canvey Retail Park) would you support?	- Support for attracting businesses and creating well-paying jobs - Preference for minimal expansion unless infrastructure improves, desire for more shops and leisure facilities - Emphasis on road maintenance and access upgrades before further development	Mixed (positive for economic growth, cautious on overexpansion)	183
Q13. Do you have any views about the potential Site Allocations in Canvey?	- Predominantly opposed to further development due to flood risk and limited infrastructure - Conditional support for specific, low-density sites only - Calls to protect specific areas, such as St Agnes Drive garages.	Negative	163
Q14. What are your views on the issues that need to be addressed in Benfleet within the Local Plan?	- Concerns about road congestion, green space preservation, and impacts on public services - Calls for balanced development that prioritizes existing infrastructure needs	Mixed (support for improvements, concerns over development)	341
Q15. What changes or improvements	- Support for aesthetic upgrades, waste management, and parking improvements	Neutral (positive for enhancements,	252

Question	Summary of key issues raised	Sentiment	Number of Representations
would you like to see in South Benfleet Local Centre?	- Some opposition to expanding commercial spaces	cautious on expansion)	
Q16. What type of development would you support within the South Benfleet development cluster?	- Opposition to dense development; preference for low-rise housing if necessary - Emphasis on protecting green areas and maintaining current infrastructure	Negative	238
Q17. What type of development would you support within the Benfleet Station development cluster?	- Concerns about preserving commuter parking and infrastructure for local transit - Mixed support for affordable housing, with suggestions to limit high-density projects	Mixed (positive for limited, affordable housing, cautious on high-density projects)	254
Q18. What approach should be taken to development in and around the South Benfleet Conservation Area?	- Opposition to development to preserve historical character - Limited support for development that aligns with conservation goals	Negative	246
Q19. What changes or improvements would you like to see in Tarpots Local Centre?	- Requests for more parking, increased shop variety, and improved safety - Concerns about anti-social behaviour and need for police presence	Neutral (support for improvements, concerns over current issues)	240
Q20. What type of development would you support within the Tarpots development cluster?	- Opposition to new development due to existing congestion - Some support for limited residential and commercial development with parking improvements	Mixed (positive for some development, negative on congestion)	207

Question	Summary of key issues raised	Sentiment	Number of Representations
Q21. What types of development could be considered as appropriate within the Manor Trading Estate?	<ul style="list-style-type: none"> - Support for relocating industrial area and repurposing for housing - Mixed views on maintaining it as a commercial hub - Calls for road improvements if redeveloped 	Neutral (support for repurposing, some opposition)	269
Q22. What opportunities for improvements and development within the A13 corridor in Benfleet are there?	<ul style="list-style-type: none"> - Support for targeted development along corridor, including housing - Concerns about traffic congestion and overcrowding - Suggestions for environmental improvements, like tree planting 	Neutral (positive for development with infrastructure caution)	211
Q23. What improvements should be made to the South Benfleet Playing Fields area?	<ul style="list-style-type: none"> - Suggestions for maintenance, cleanliness, and adding outdoor facilities - Support for keeping it as a recreational green space - Minimal opposition to major changes 	Positive	229
Q24. Do you have any views about the potential Site Allocations in Benfleet?	<ul style="list-style-type: none"> - Support/opposition to new site allocations - The proposed site allocations not sufficient to meet quantum of housing requirements - Limited support for planned housing without infrastructure upgrades - Strong concerns over specific sites like Jotmans Farm & GB7. Opposition due to Green Belt and flood risks. 	Negative	253
Q25. What are your views on the issues that need to be addressed in Hadleigh within the Local Plan?	<ul style="list-style-type: none"> - Concerns about preserving historical and cultural heritage - Opposition to further housing development - Calls for infrastructure improvements, especially traffic and parking. 	Neutral (support for heritage preservation, concerns over development)	502
Q26. How should the management of Benfleet and Southend	<ul style="list-style-type: none"> - Strong support for protection and conservation of marshes - Balanced management approach for public access and education 	Positive	385

Question	Summary of key issues raised	Sentiment	Number of Representations
Marshes be approached in the Plan?	- Concerns about overdevelopment near marshes		
Q27. What improvements should be made to the Hadleigh Castle Country Park area?	- Suggestions for better parking and access - Calls for regular maintenance and new facilities - Desire to preserve the natural environment	Positive	476
Q28. What changes or improvements would you like to see in Hadleigh Town Centre?	- Opposition to further development, particularly of flats - Support for traffic improvements and better road layout - Desire for more diverse shops and improved public spaces	Neutral (support for some enhancements, concerns over new development)	428
Q29. What type of development would you support within the Hadleigh Central development cluster?	- Opposition to further development in Hadleigh Central - Limited support for low-rise and community-friendly projects - Preference for mixed-use development with housing and businesses: conditional support for development in sites 302-305	Negative	428
Q30. What type of development would you support within the Vic House Corner Roundabout development cluster?	- Opposition to major development due to traffic concerns - Support for small-scale mixed-use or commercial development - Calls for traffic flow improvements over new development. - This development cluster should be developed for a variety of uses, including town centre uses and residential	Mixed (support for improvements, caution on new development)	403
Q31. What type of development would you support within the Hadleigh East development cluster?	- Strong opposition to new housing due to existing strain on infrastructure - Support for affordable housing if infrastructure is improved - Preference for mixed-use projects with residential and commercial spaces - This is an important area of employment and features only uses that support the existing uses should be proposed	Negative	342
Q32.	- Support for widening A13 and improving traffic flow	Neutral (positive for	328

Question	Summary of key issues raised	Sentiment	Number of Representations
What opportunities for improvements and development within the A13 corridor in Hadleigh are there?	<ul style="list-style-type: none"> - Opposition to overdevelopment along corridor - Interest in commercial development with green improvements 	infrastructure, cautious on development)	
Q33. Do you have any views about the potential Site Allocations in Hadleigh?	<ul style="list-style-type: none"> - Potential sites are not adequate to support the current and future housing needs for the community - General Opposition: Strong concerns over flood risks, overdevelopment, and inadequate infrastructure. Site-Specific Comments: Fairview Crescent: Concerns over traffic congestion. Near Hadleigh Castle: Desire to protect cultural heritage. Salvation Army Fields: Preference to preserve as community space. - Conditional Support: Limited, low-density development only if infrastructure improves. 	Negative	405
Q34. What are your views on the issues that need to be addressed in Daws Heath within the Castle Point Plan?	<ul style="list-style-type: none"> -Strong support for protecting Green Belt land. - Concerns about road congestion and infrastructure strain. - Requests for more healthcare and recreational facilities. -Desire to protect wildlife habitats and natural character. 	Negative	441
Q35. Do you have any views about the potential Site Allocations in Daws Heath?	<ul style="list-style-type: none"> - Strong opposition to site allocations in Daws Heath, with emphasis on preserving woodlands and Green Belt - Concerns about the impact of new development on local infrastructure, especially roads - Some conditional support for small-scale, low-density housing if environmental impacts are minimized 	Negative	219
Q36. What are your views on the issues that need to be addressed in Thundersley within the Local Plan?	<ul style="list-style-type: none"> - Concerns over infrastructure, particularly traffic congestion and road quality - Calls to preserve green spaces and maintain the rural character of Thundersley - Limited support for small-scale development if infrastructure is improved first 	Negative	308

Question	Summary of key issues raised	Sentiment	Number of Representations
Q37. What type of development would you support within the Kiln Road development cluster?	<ul style="list-style-type: none"> - Strong opposition to development, with many wanting the area left unchanged - Conditional support for housing or mixed-use projects, with green space preservation - Concerns over traffic and infrastructure, needing upgrades before any development Site-specific: Emphasis on retaining facilities at USP College, Council Offices, and Runnymede Leisure Centre for community use	Neutral (mainly opposed, some support with conditions)	203
Q38. What opportunities for improvements and development within the A13 corridor in Thundersley are there?	<ul style="list-style-type: none"> - Support for beautifying the corridor with green spaces - Concerns about traffic congestion, needing road improvements - Conditional support for limited housing and commercial development if infrastructure is upgraded Site-specific: Interest in improving Kenneth Road Junction and selective development on plots 401 and 402	Neutral (infrastructure improvements favoured, cautious on new development)	203
Q39. What types of development could be considered as appropriate within the Rayleigh Weir retail park and Stadium Way employment area?	<ul style="list-style-type: none"> - Support for mixed-use development with retail, housing, and offices - Interest in expanding commercial spaces and adding leisure facilities (gyms, entertainment) - Concerns about potential overcrowding and traffic impacts 	Mixed (positive for diverse uses, cautious on overdevelopment)	198
Q40. Do you have any views about the potential Site Allocations in Thundersley?	<ul style="list-style-type: none"> - Predominant opposition to new site allocations due to overdevelopment and infrastructure concerns - Conditional support for limited development if green spaces and infrastructure are prioritized - concerns for Rayleigh Road, Dark Lane, and Hart Road, with strong preference for Green Belt preservation 	Negative	220
Q41 What do you think the Castle Point Plan housing requirement need figure should be? Please select	- Most of the respondents to the question thought that housing requirement should be based upon the urban capacity that exists to accommodate.	The majority of the respondents (235) agreed that the housing requirement should be based on urban area capacity.	461

Question	Summary of key issues raised	Sentiment	Number of Representations
your preferred choice from the options below.			
Q42. Please rank the following options in your order of preference for delivering the housing growth we need.	Most respondents favoured the option (1a) of limiting development to the urban areas in order to deliver the housing need. This was followed by option (1b) of the regeneration of designated employment areas.	Positive response to limiting development to the urban areas in order to deliver the housing need.	446
Q43. Do you have any comments on the implications of the Options above?	<ul style="list-style-type: none"> - Concerns over infrastructure strain with housing growth - Strong opposition to Green Belt development; preference for brownfield sites - Protect Green Belt, Salvation Army Land; limited support for NW Thundersley (GB16); Manor Trading Estate preferred for development; visual impact concerns near Hadleigh Castle - 	Neutral	401
Q44. Do you have another preferred option, which may include a combination of the above, or alternative land sources?	<ul style="list-style-type: none"> - There is strong support for prioritizing brownfield sites over the development of Green Belt land. 	Neutral (strong preference for brownfield use over Green Belt)	257
Q45. What do you think about the sources of urban land identified, and how should they be managed if redeveloped?	<ul style="list-style-type: none"> - Strong support for retaining essential services on-site or within the borough to avoid loss of local amenities - Concerns about the potential loss of critical services, including healthcare and retail, if land is redeveloped - Calls for balanced development with infrastructure improvements to support increased demand 	Neutral (support for redevelopment if services are retained or replaced)	241
Q46. What types of development could be considered as appropriate within the North West of	<ul style="list-style-type: none"> - Strong opposition to large-scale development, with most preferring minimal or no development - Support for low-density housing or mixed-use development, prioritizing green space - Concerns about infrastructure limitations and traffic impacts 	Negative	300

Question	Summary of key issues raised	Sentiment	Number of Representations
Thundersley area?	- Concerns about traffic impacts on Fairglens Interchange; suggestions to relocate Manor Trading Estate to free up housing land; desire to protect Benfleet Football Club and Woodside Park from development impacts		
Q47. Please rank the following outcome options in your order of preference to show what you feel should be delivered alongside new housing in the Plan.	- Strong preference for delivery of new community infrastructure within new development.	Positive	397
Q48. Are there any other priorities not listed above which you feel should be delivered alongside new housing in the plan?	<ul style="list-style-type: none"> - Emphasis on infrastructure improvements (roads, schools, healthcare) - Requests for community and recreational facilities - Protection and addition of green spaces - Support for enhanced public transport 	Positive	245
Q49. What benefits could justify increased density in new development in the borough?	- Increased density could be acceptable if it delivers more infrastructure and affordable housing.	Positive	392
Q50. Are there any other benefits that you think it would be appropriate for higher density development to deliver?	<ul style="list-style-type: none"> - Biodiversity net gain, open space provision - Revitalizing Town Centres: Potential for higher density to increase activity in town centres and benefit local businesses - Improved Public Services: Calls for enhanced security, public services, and infrastructure to support denser areas - Opposition: Some respondents expressed concerns about overcrowding and infrastructure strain 	Mixed (positive for economic revitalization, cautious about overdevelopment)	242
Q51.	There is a need for a variety of affordable housing types.	Generally positive support	299

Question	Summary of key issues raised	Sentiment	Number of Representations
Which type of affordable housing product do you want to see prioritised?	The majority of the respondents (111) considered that a provision of 69 affordable homes per annum from all types to be just right.	for the provision of affordable housing	
Q52. Do you think there should be a different split of housing unit sizes than identified in the Local Housing Needs Assessment for market housing?	<ul style="list-style-type: none"> - In terms of the requirement of housing development to provide 34% of market dwellings as 4-bedrooms a large majority of the respondents (171) see this as being too high - The mix provided will vary from site to site and area to area. Policy should have regard to it but be flexible and not require full adherence to the proposed mix in all circumstances. 	Generally positive	284
Q53. Do you think there should be a different split of housing unit sizes than identified in the Local Housing Needs Assessment for affordable housing?	<ul style="list-style-type: none"> - Large number of respondents to the question (155) consider that the requirement for affordable housing to provide the new dwellings as 4-bedroomed should be lower than 12%. 	General support for mix	254
Q54. What proportion of new housing stock should be built to enhanced accessibility standards?	<ul style="list-style-type: none"> - Detailed local evidence is required to justify the final proportion. Requirement to meet Part M4(2) no longer necessary as it will now be met through the Building Regulations. - Older people's housing should be incorporated into the emerging Plan separately to adaptable and accessible housing and not confused with it. - Blanket 8% M4(3) target is ambiguous and should be amended to clarify what is required 	Positive	264
Q55. How do you feel about the supply of Caravan & Park Homes in the borough?	<ul style="list-style-type: none"> - Support for limited and controlled supply to prevent overcrowding - Concerns about potential overdevelopment and impact on green spaces - Some support for more park homes, especially for retirees, as affordable housing options 	Mixed (cautious support with emphasis on control and green space protection)	250

Question	Summary of key issues raised	Sentiment	Number of Representations
Q56. How do you feel about the provision of specialist housing (i.e., homes for older people)?	<ul style="list-style-type: none"> - Strong support for more specialist housing options, including retirement homes and bungalows - Concerns about insufficient current provision for elderly needs - Interest in mixed-use developments combining retirement living with care services 	Positive	276
Q.57 How much of a priority do you consider the provision of care homes to have?	<ul style="list-style-type: none"> - The Council will encourage the provision of specialist housing for older people across all tenures in sustainable locations. - Residential care homes, close care, Extra Care and assisted care housing and Continuing Care Retirement Communities should be encouraged. 	General support	320
Q58. How should we meet the needs for new Gypsy & Traveller homes?	<ul style="list-style-type: none"> - Opposition to new sites, citing existing provision as adequate - Suggestions to integrate Gypsy & Traveller housing into general housing policies - Conditional support with clear guidelines and community input 	Negative	262
Q59. Do you have any comments on the continued safeguarding of the Council's three principal employment areas for employment?	<ul style="list-style-type: none"> - Concerns over poor road conditions and accessibility, especially at Manor Trading Estate and Stadium Way. - Suggestions for partial repurposing to housing or offices to reduce heavy vehicle congestion. - Interest in sustainability efforts like rooftop solar power and urban farming. - Calls for better road links to main highways to ease traffic. - Support for maintaining employment, especially at Charfleets Industrial Estate. 	Mixed (support for safeguarding with improvements and repurposing ideas)	169
Q60. What additional uses should be introduced to help improve the operation of the borough's employment sites?	<ul style="list-style-type: none"> - Suggestions for shops, business units, and office spaces. - Improved roads, parking, and public transport. - Adding green spaces. - Establishing skills training centres. 	Neutral (support for improvements, cautious about extent)	121

Question	Summary of key issues raised	Sentiment	Number of Representations
Q61. How much protection do you feel un-designated smaller employment sites should be given?	<ul style="list-style-type: none"> - Support full protection for smaller employment sites to preserve local jobs and economic stability. - Minor suggestions for repurposing unused sites. 	Positive	113
Q62. Do you think that new development should be designed to support working from home?	<ul style="list-style-type: none"> - Some see hybrid work as essential, but others worry WFH causes “social isolation” and affects mental health. - Some feel WFH should be a “personal choice” rather than encouraged by council, noting a trend back to office work. - Keeping workers local is seen as beneficial for nearby businesses. 	Mixed (support for WFH with concerns about social and mental health impacts)	101
Q63. Do you think new facilities that aid working near home should be supported?	<ul style="list-style-type: none"> - Strong support for facilities close to home to reduce commute time, pollution, and improve work-life balance and mental health. - Some felt demand might not justify new facilities, citing space constraints and low anticipated usage. - Some suggested focusing on digital infrastructure rather than physical spaces. 	Neutral (support for convenience, but doubts on practicality)	75
Q64. How can the Castle Point Plan help to support the tourist economy of the borough?	<ul style="list-style-type: none"> - Calls for improved infrastructure (transport, signage, upkeep). - Need for more hotels and holiday accommodation. - Desire to protect and enhance green spaces for community and tourism. - Suggestions for increased promotion of local attractions (e.g., Hadleigh Castle, Canvey Island). - Requests for better parking options and accessibility. - Interest in adding recreational facilities like boat ramps. 	Positive	182
Q65.	<ul style="list-style-type: none"> - Strong calls for increased access to local training facilities, more diverse college 	Positive	128

Question	Summary of key issues raised	Sentiment	Number of Representations
How can the plan support the development of skills within the borough's workforce?	<p>courses, and emphasis on vocational skills.</p> <ul style="list-style-type: none"> - Support for apprenticeships and partnerships with local businesses to foster job opportunities. - Some respondents suggested career fairs and local initiatives for school leavers to promote employment pathways. 		
Q66. Would you support the development of a new facility to help improve local skills, and the ability of residents to improve their opportunities to find work locally?	<ul style="list-style-type: none"> - Support for a skills development facility to enhance employment opportunities for local residents. - Concerns about protecting Green Belt land, with preferences for using brownfield sites for development. - Some suggestions for maximizing existing facilities to reduce environmental impact. 	Positive	75
Q67. Are there any changes you would propose to the borough's network of centres? -	<ul style="list-style-type: none"> - Strong suggestions for regeneration in Hadleigh, emphasizing upgrades in public spaces and limiting flat development. - Some calls for pedestrian-friendly areas and better retail diversity in local centres. - A few respondents felt no changes were necessary, while others supported more focus on independent businesses and local amenities. 	Positive	154
Q68. How important is the safeguarding of retail floorspace within the heart of local centres to you?	<ul style="list-style-type: none"> - Majority expressed that safeguarding retail floorspace is very important to maintain local shopping options and support small businesses. - Concerns raised about oversupply in some areas, leading to vacant retail spaces. - Some respondents suggested balancing retail needs with other uses, such as community or leisure spaces, to enhance vitality in town centres. 	Positive	210
Q69. Do you have any improvements that you would like to see in your local centre	<ul style="list-style-type: none"> - Strong support for enhancing Hadleigh, particularly with a Market Square, new library, and community spaces. - Calls for more independent shops and cafés to improve variety and community feel. - Some respondents felt no changes were necessary, while others emphasized 	Neutral (interest in community improvements but with varying preferences on necessity)	213

Question	Summary of key issues raised	Sentiment	Number of Representations
or shopping parade?	cleanliness and better public space management.		
Q70. Do you support greater protection for individual shops outside of local centres and parades?	<ul style="list-style-type: none"> - Strong support for protecting individual shops, especially local businesses and corner stores that serve community needs. - Some concerns about the appearance and upkeep of certain shop types, such as fast-food takeaways. - Calls for conditional support based on each shop's viability and contribution to the community. 	Positive	179
Q71. What should the Council's approach to the provision of parking in town centres be?	<ul style="list-style-type: none"> - High support for free or affordable parking to encourage local shopping and support town centre businesses. - Some respondents suggested maintaining or even increasing current parking capacity, particularly in Hadleigh. - Concerns were raised about parking fees discouraging visitors, with some suggesting time-limited free parking to prevent misuse. 	Positive	250
Q72. What is your opinion of retail parks?	<ul style="list-style-type: none"> - Many respondents appreciated retail parks for their convenience and ample parking. - Concerns raised about retail parks drawing shoppers away from high streets, potentially harming local businesses. - Some felt retail parks lack character and called for a balance with traditional shopping areas. 	Neutral (convenience vs. impact on high streets)	222
Q73. How should hot food takeaways be managed in the borough?	<ul style="list-style-type: none"> - Many felt takeaways are beneficial if properly managed, suggesting strict hygiene and location regulations. - Some called for limits on the number of takeaways, especially near residential areas due to concerns about litter and noise. - A few suggested incentives for takeaways offering healthier options. 	Neutral (support for takeaways with concerns about regulation)	195
Q74. Do you support a more diverse range of uses in town centres, for example offices which would support the daytime economy, and	See response to quantitative questions in charts following the table.	Positive	262

Question	Summary of key issues raised	Sentiment	Number of Representations
flats, restaurants and bars that would support the evening economy?			
Q75. What issues do you think should be addressed through the borough-wide Design Code?	<ul style="list-style-type: none"> - Call for "good quality sustainable development" aiming for "net zero carbon." - Preserve "local character" with designs that fit and maintain "conservation standards." - Protect Green Belt and address environmental impacts. - Improve infrastructure to manage "higher density" impacts. - Preference for "smaller sites" and "low-rise flats" over big estates. 	Positive	147
Q76. What issues do you think should inform the density of new development in the borough?	<ul style="list-style-type: none"> - Strong emphasis on infrastructure capacity, particularly regarding transport and healthcare services, to avoid strain on local resources. - Concerns about protecting Green Belt land, with suggestions to prioritize brownfield sites for higher-density projects. - Environmental considerations, including green space preservation and air quality, were also highlighted as critical factors. 	Neutral (support for managed density with concerns over infrastructure and environmental impact)	153
Q77. If a planning application for a large development (100+ homes) comes forward, should a master plan be created guiding how the development should take place?	<ul style="list-style-type: none"> - High support for creating a master plan to ensure cohesive development and manage infrastructure. - Some felt each large development should undergo individual assessment, while others raised concerns about developers adhering to guidelines. 	Positive (strong support for structured planning)	233
Q78. What amenity considerations should be applied when considering new	<ul style="list-style-type: none"> - Major concerns included parking availability, noise, and privacy for existing residents. - Respondents supported incorporating green spaces and ensuring infrastructure sufficiency. - Some raised concerns about traffic management and school capacity. 	Mixed (support for amenities, with strong privacy and infrastructure concerns)	185

Question	Summary of key issues raised	Sentiment	Number of Representations
developments adjacent to existing homes?			
Q79. What are your feelings on the development of residential annexes within the curtilage of existing homes?	<ul style="list-style-type: none"> - Many supported annexes for family needs but stressed that they should be limited to avoid overcrowding. - Concerns raised about parking, privacy, and ensuring annexes align with neighbourhood character. - Some suggested case-by-case assessments based on property size. 	Mixed (support for family use, concerns about overcrowding)	179
Q80. How do you feel about public art being incorporated in new development (i.e. sculptures or murals)?	<ul style="list-style-type: none"> - Many respondents were supportive, seeing public art as a way to enhance community identity and aesthetics. - Some raised concerns over costs, suggesting that art installations be locally relevant and created by local artists. - A few opposed public arts due to worries about maintenance and subjective taste preferences. 	Positive	207
Q81. Do you have any views on protecting and enhancing the borough's heritage assets as set out above?	<ul style="list-style-type: none"> - Development close to heritage assets should not cause harm to it - Strong support for protecting heritage sites like Hadleigh Castle, with many citing their cultural and historic value. - Some respondents suggested increased funding for maintenance and preservation, while others recommended promoting these assets to boost tourism. - A few raised concerns about the cost of preservation but agreed on the importance of heritage. 	Positive	188
Q82. What are your views on building new homes to a net zero standard in advance of national policy timeframes?	<ul style="list-style-type: none"> - Strong support for net zero homes to reduce carbon emissions and future-proof housing. - Concerns about the higher costs, with some suggesting incentives for developers. - A few respondents concerned about potential impacts on housing affordability if costs are passed to buyers. - Building regulations are the most effective approach to achieving net zero in the agreed timescales. 	Positive	204
Q83. What do you think about large scale	<ul style="list-style-type: none"> - Mixed views, with some supporting renewable energy in green belt areas if it reduces carbon footprint and contributes to sustainability. 	Mixed (support for renewable energy with	245

Question	Summary of key issues raised	Sentiment	Number of Representations
renewable energy generation (i.e., a solar farm) in green belt locations?	<ul style="list-style-type: none"> - Concerns raised about potential impacts on natural landscapes and wildlife. - A few respondents suggested prioritizing brownfield sites before using green belt land for renewable projects. 	preservation concerns)	
Q84. Do you feel existing homes/buildings in the borough should be retrofitted to improve their energy efficiency?	<ul style="list-style-type: none"> - Strong support for retrofitting to enhance energy efficiency, reduce emissions, and lower energy costs for residents. - Concerns about the potential cost of retrofitting, with some suggesting government subsidies or incentives to support homeowners. - A few respondents emphasized prioritizing retrofitting for public buildings as a model for sustainable practices. 	Positive	130
Q85. Should the plan apply the optional requirement for increased water efficiency in new development?	<ul style="list-style-type: none"> - Strong support for enhanced water efficiency standards to conserve resources and prepare for climate resilience. - Some concerns about additional costs to developers and potential impacts on housing affordability. - A few respondents suggested incentives or phased implementation to manage costs. 	Positive (support for water efficiency with cost considerations)	72
Q86. Do you feel that Sustainable Drainage Systems (SuDS) should be incorporated into smaller, as well as major developments?	<ul style="list-style-type: none"> - Broad support for SuDS in both small and large developments to manage flood risk and enhance climate resilience. - Some concerns about costs and feasibility for smaller sites, with suggestions for adaptable guidelines. 	Positive	70
Q87. What do you think new development should be required to do in order to support a healthy design in new development?	<ul style="list-style-type: none"> - Strong support for integrating green spaces, walking paths, and cycling infrastructure to promote physical activity. - Emphasis on air quality improvements, natural lighting, and accessible recreational facilities. - Some respondents suggested incorporating community gardens and limiting fast-food outlets near residential areas. 	Positive	133
Q88. How do you feel the Plan should help to address existing and	<ul style="list-style-type: none"> - Strong support for reducing traffic and vehicle emissions through public transportation and cycling infrastructure. - Calls for improved drainage and sewage systems to prevent pollution run-off. 	Positive	150

Question	Summary of key issues raised	Sentiment	Number of Representations
potential new pollution impacts? -	<ul style="list-style-type: none"> - Emphasis on green spaces and tree planting to absorb pollutants. - Concerns about new developments increasing pollution, with calls for sustainable practices. 		
Q89. What new uses could be acceptable within the green belt area to support and enhance its use (i.e., cafes or sports infrastructure, etc)? Please provide details of any acceptable uses.	<ul style="list-style-type: none"> - Support for small cafes/visitor centres to enhance access and family-friendly use. - Preference for low-impact recreation (outdoor gyms, trails) to promote health and preserve green belt. - Calls for nature reserves and educational areas to protect biodiversity. - Concerns about large commercial developments affecting natural character. - Emphasis on preserving areas like Salvation Army Fields as green space. 	Neutral	268
Q90. How do you feel the risk of flooding should be managed in new development?	<ul style="list-style-type: none"> - Support for strict planning to avoid high-risk flood zones. - Recommendations for sustainable drainage systems (SUDS) to manage water. - Calls to protect natural floodplains and add buffer zones. - Concerns about current flood defences needing regular maintenance. - Urges for careful review of flood-prone areas before approving developments. 	Neural	217
Q91. What, beyond improved flood defences, do you want to see as part of the upgrades to coastal defences?	<ul style="list-style-type: none"> - Support for enhancing coastal aesthetics through regular maintenance, beach clean-ups, and improved lighting to make the areas more appealing. - Emphasis on protecting coastal habitats and integrating green spaces to promote biodiversity. - Calls for improved drainage systems and erosion control measures, such as planting vegetation to stabilize the coast. - Requests for additional public amenities like parking, restrooms, and cafes to improve accessibility and usability of coastal areas. 	Positive	114
Q92. How would you like the plan to	<ul style="list-style-type: none"> - Open space should be delivered alongside new housing 	Positive	230

Question	Summary of key issues raised	Sentiment	Number of Representations
protect and improve the borough's stock and network of open spaces?	<ul style="list-style-type: none"> - Strong emphasis on protecting Green Belt and floodplain areas from development to preserve natural landscapes. - Calls for improved maintenance of open spaces, with requests for leaseholders and responsible parties to take greater responsibility. - Support for enhancing accessibility to open spaces, including adding playgrounds, seating, and pathways to encourage use. - Interest in environmental protection, specifically preserving wildlife habitats and preventing ecosystem disruption. 		
Q93. What aspects of Castle Point's landscape should be protected and enhanced through new development?	<ul style="list-style-type: none"> - Emphasis on protecting Green Belt and open spaces from development to maintain natural landscapes. - Support for preserving historical sites and enhancing access to heritage areas. - Calls to maintain water drainage systems and protect Canvey Lake. - Interest in improving parks and public spaces for community use. 	Positive	238
Q94. Are there opportunities to improve areas of Castle Point's landscape?	<ul style="list-style-type: none"> - Selective Planning Permissions: Some respondents suggested stricter planning to ensure landscape preservation. - Maintenance of Open Spaces: Calls for better management and regular upkeep of open spaces. - Parks and Green Spaces: Interest in enhancing parks and adding green spaces with better facilities. 	Positive	140
Q95. Which landscape features should be protected in new development, and how?	<ul style="list-style-type: none"> - Green Belt & Open Spaces: Emphasis on protecting Green Belt land and open spaces from development - Flood Plains & Water Features: Protection of flood plains and drainage systems is seen as crucial - Woodland & Trees: Strong advocacy for preserving woodlands and trees 	Positive	202
Q96. What approach do you feel should be taken to protection of habitats and wildlife sites?	<ul style="list-style-type: none"> - No Building or Development: Some respondents emphasized no further building to protect habitats and allow wildlife to thrive - Consulting Specialists: Suggestions to involve environmental experts to guide protection efforts - Wildlife & Habitat Protection: Strong 	Positive	240

Question	Summary of key issues raised	Sentiment	Number of Representations
	emphasis on protecting natural habitats and avoiding disruption from new development		
Q97. Would you support seeking a higher than 10% Biodiversity Net Gain requirement?	<ul style="list-style-type: none"> - Support for Higher BNG: Many respondents endorse increasing the Biodiversity Net Gain (BNG) requirement above 10%, highlighting its importance for ecosystem preservation and future resilience - Opposition to Higher BNG: Some respondents express concerns over feasibility, cost, and practical implementation, particularly in Green Belt areas - Environmental Benefits: Additional comments discuss the broader environmental and ecosystem benefits of a higher BNG target 	Neutral (Predominantly Positive with concerns on feasibility)	83
Q98. Would you support the introduction of an Urban Greening Factor seeking to increase biodiversity in urban areas?	<ul style="list-style-type: none"> - Conditional Support: Some respondents support the Urban Greening Factor with conditions, such as ensuring sustainable and practical implementation - Opposition: Some express doubts about feasibility or necessity, suggesting it might bypass proper biodiversity considerations - Support for Urban Greening: A group supports the Urban Greening Factor for its potential benefits to urban biodiversity 	Neutral (Conditional and supportive sentiments with some scepticism)	63
Q99. What do you feel about the management of agricultural land?	<ul style="list-style-type: none"> - Balanced Use & Conservation: Many responses emphasize wise management of agricultural land, including promoting sustainable practices and diversifying land use responsibly - Protection from Development: Strong concerns were raised about preventing the conversion of agricultural land to housing or commercial use - Trust in Farmers: Some respondents prefer that management decisions remain with farmers, trusting their expertise 	Positive (Focus on preservation and sustainable management)	230
Q100. Would you like to see more community hubs which deliver a range of community facilities in one place as part of the plan?	<ul style="list-style-type: none"> - Support for Hubs: Many prefer central hubs for accessible services, especially in growing areas - Preference for Local Facilities: Some prefer smaller, nearby facilities over large hubs - Concerns: A few note potential costs and feasibility - Desired Facilities: Interest in youth clubs, mental health support, libraries, and inclusive spaces 	Positive	45

Question	Summary of key issues raised	Sentiment	Number of Representations
Q101. How do you think new health infrastructure should be brought forward in the borough?	<ul style="list-style-type: none"> - Expansion of Local Health Services: Many respondents support new clinics, GP facilities, and hospitals to meet growing health demands - Accessible, Localized Services: Emphasis on making health services more accessible, especially in areas with population growth - Funding and Staffing Concerns - Some raise issues about securing adequate resources and staff to sustain expanded services 	Positive (Support for expanded, accessible health services with resource concerns)	245
Q102. What type of improvements to entertainment and leisure facilities would you like to see in your local area?	<ul style="list-style-type: none"> - Recreational Spaces: Parks, outdoor gyms, and pet-friendly areas - Sports Facilities: Pools, gyms, and varied sports options. - Cultural Venues: Theatres, cinemas, and music spaces. - Family & Youth Facilities: Youth centres and playgrounds. - Dining & Nightlife: More cafes, dining, and nightlife options. 	Positive	191
Q103. How do you think new education infrastructure should be brought forward in the borough?	<ul style="list-style-type: none"> - Expansion of Schools: Strong support for new primary and secondary schools, especially in growing areas. - Funding & Staffing Concerns: Concerns about funding and staffing to support expanded facilities - Local Access: Emphasis on localized education to serve nearby communities, reducing travel. - Quality & Curriculum: Calls for a focus on quality education and practical, trade-based learning. 	Positive	182
Q104. How do you feel the cultural environment can be improved in the borough?	<ul style="list-style-type: none"> - Support for Arts Venues: Interest in more art spaces, theatres, and exhibitions to enhance local culture. - Community Events: Desire for festivals and public events to foster community and celebrate diversity. - Public Space Enhancements: Improved, cleaner, and more attractive public spaces. - Heritage Preservation: Support for museums and efforts to protect local history. 	Positive	135
Q105. What do you feel about the protection of	<ul style="list-style-type: none"> - Support for Protection: Many respondents support protecting public houses, especially those with historical value, as they contribute to local heritage and community life. 	Positive	195

Question	Summary of key issues raised	Sentiment	Number of Representations
public houses from speculative development?	- Concerns with speculative development and losing these places to commercial development, which could disrupt community connections.		
Q106. How would you like new communications infrastructure to be provided as part of new developments?	<ul style="list-style-type: none"> - Fiber-Optic Internet: Strong support for fibre as a standard with diverse providers. - 5G & Mobile Coverage: Calls for reliable mobile connectivity - Aesthetic Integration: Suggestions to blend infrastructure with landscape. - Future-Proof Tech: Interest in sustainable, advanced tech. 	Positive	135
Q107: What do you feel about the provision of utilities to new developments?	<ul style="list-style-type: none"> - Capacity Concerns: Fear of overburdening current utilities; need upgrades before new builds. - Sustainability: Calls for renewable energy (e.g., solar panels) in new homes. - Infrastructure Improvements: Demand for modernized water and sewage systems. - Comprehensive Planning: Support for ensuring full utility provision from the start. 	Mixed – Concerns over current capacity; support if upgrades and sustainability are addressed	150
Q108: Should land be allocated for large scaler renewable energy generation?	<ul style="list-style-type: none"> - Support: Broad support for renewables like solar/wind farms; some prefer dual-use or brownfield sites. - Environmental Concerns: Desire to protect Green Belt; preference for less impactful locations. - Opposition: Concerns over visual impact, land use, and project scale. - Small-Scale Preference: Some prefer community-based, smaller projects. 	mixed	141
Q109. How should waste management and refuse storage be designed into new developments?	<ul style="list-style-type: none"> - Dedicated Storage: Support for designated bin areas - Eco-Friendly: Interest in recycling and composting stations. - Aesthetic & Odor Control: Need for concealed waste areas. - Accessibility: Importance of easy access for residents and collectors. 	Positive	109
Q110 Which of the following active travel infrastructure improvements would you be in favour of?	The majority of respondents favoured improvements to pedestrian paths and walkways (272) followed by improvements to road crossings.	Positive	292

Question	Summary of key issues raised	Sentiment	Number of Representations
Q111. What issues do you think should be identified in Transport Assessments, and managed through Travel Plans?	<ul style="list-style-type: none"> - Traffic Congestion: Concerns about increased congestion from new developments, especially on major roads like the A13 and A127. - Public Transport Needs: Calls for improved bus routes and frequent services to reduce car dependency. - Road Safety: Emphasis on safer pedestrian crossings and cycling access. - Environmental Impact: Concerns about pollution and air quality due to traffic. 	Negative	187
Q112 What type of road infrastructure needs to be improved over the plan?	Road maintenance including addressing potholes was ranked by the majority of respondents as the top priority for road infrastructure, followed by increased capacity and junction improvements.	Positive	295
Q113. Which parts of the highway network should be prioritised for improvement?	<ul style="list-style-type: none"> - Major Roads: Emphasis on improving main routes like A13 and A127 to manage traffic flow and accessibility. - Local Roads: Calls for maintenance on residential roads, including pothole repairs. - Junctions: Specific focus on problematic junctions, such as Saddlers Farm and Waterside Farm, to ease congestion. - Safety & Access: Concerns about pedestrian and cyclist safety, especially on high-traffic roads. 	Positive	203
Q114. Are there any new transport routes that you feel should be introduced to provide better/quicker routes to ease congestion?	<ul style="list-style-type: none"> - Additional Access for Canvey Island: Strong demand for a third access road to improve safety and reduce congestion. - New Road Connections: Proposals for connections between A127 and A13, and extensions to Canvey Way. - Public Transport Routes: Calls for new bus routes linking train stations, hospitals, and key areas to reduce car use. - Bypass and Ring Road Options: Suggestions for a bypass or ring road to divert traffic from congested areas. 	Neutral	217
Q115. What would you like the Plan to do to assist the use of modes	<ul style="list-style-type: none"> - Improved Public Transport: Strong support for more reliable and frequent bus/train services to reduce car dependency. - Cycling and Walking Infrastructure: Calls for safe, dedicated cycle paths and pedestrian walkways to promote active travel. 	positive	198

Question	Summary of key issues raised	Sentiment	Number of Representations
other than the private car?	<ul style="list-style-type: none"> - Sustainable Options: Some suggest promoting electric bikes and green transport. - Affordability and Accessibility: Emphasis on affordable, accessible options for broader community use. 		
Q116 Rank these bus improvements in order of preference	Improved bus frequency was ranked by the majority of respondents as the preferred option for bus services, followed by wider network and route improvements, and starting earlier and finishing later respectively.	Positive	244
Q117. What approaches to improving pedestrian movement in and around centre in the borough would you like to see?	<ul style="list-style-type: none"> - Enhanced Walkways: Strong support for better-maintained pavements and expanded pathways. - Safety Measures: Emphasis on more pedestrian crossings, traffic lights, and lighting. - Accessibility for Disabled and Elderly: Calls for wheelchair-friendly walkways. - Green and Scenic Pathways: Interest in landscaped, scenic routes for walking. 	Positive	133
Q118. What do you think about the proposed parking standards?	<ul style="list-style-type: none"> - Support for Standards: Some respondents find the standards adequate or acceptable, with a few suggesting adjustments for larger homes. - Concerns About Insufficient Parking. and potential overflow issues, advocating for more parking to prevent street congestion. - Environmental Considerations: Strong support for eco-friendly options, like EV charging stations and sustainable practices. - Desire for Flexibility: A few suggest standards should vary by area and property type. 	Mixed	189
Q119. What measures would help to reduce the impact of rat running on unsuitable routes in the borough?	- In order to help to reduce the impacts of rat-running on unsuitable routes in the borough road calming measures (153 respondents) was seen as the most effective, followed by reducing speed limits.	Positive	

Quantitative Questions

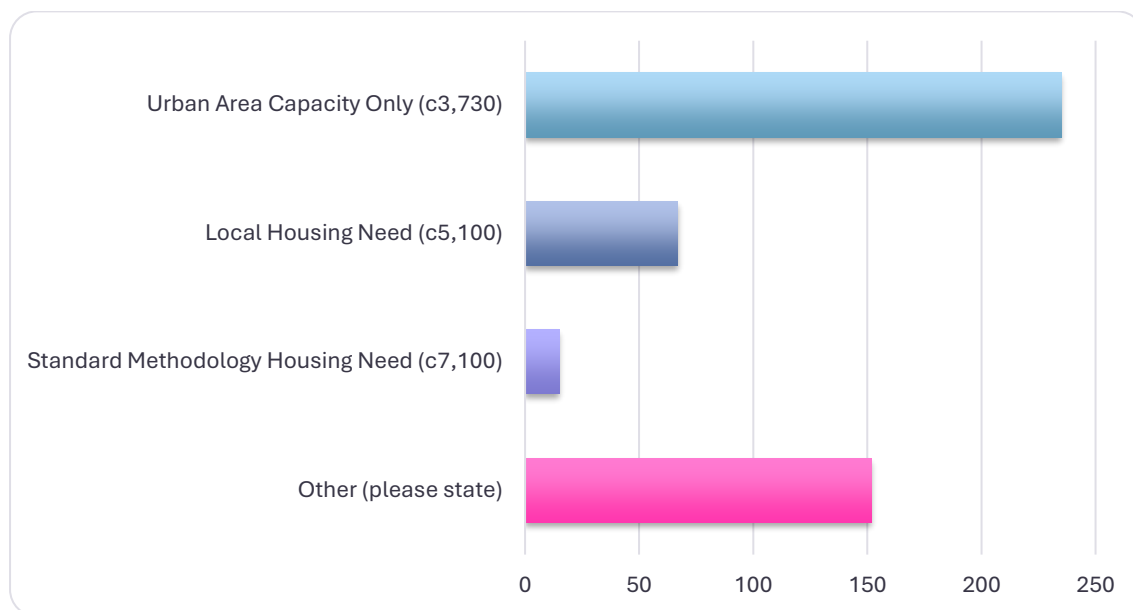
These are the questions which required respondents to express a preference for a value or to rank given choices in order of preference.

Question 41

What do you think the required Castle Point Plan housing need figure should be? Please select your preferred choice from the options below (For delivering the housing growth we need):

Response

As can be seen from the graph below most respondents to the question considered that the housing requirement should be based upon the urban capacity that exists to accommodate.

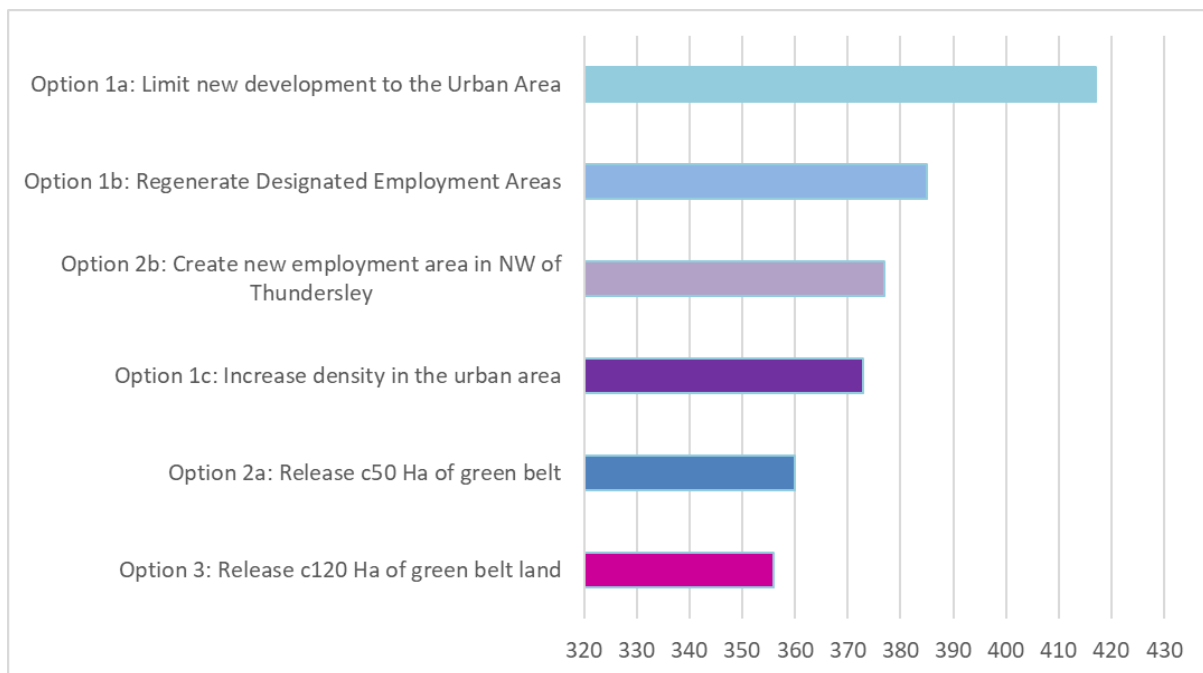


Question 42

Please rank the following options in your order of preference for delivering the housing growth we need (1 being your most preferred option):

Response

As can be seen from the graph below most respondents favoured the option (1a) of limiting development to the urban areas in order to deliver the housing need. This was followed by related option (1b) of the regeneration of designated employment areas within the urban area to meet local housing needs. However, there was also a significant support for options to increase density in existing urban areas and for the release of Green Belt land.

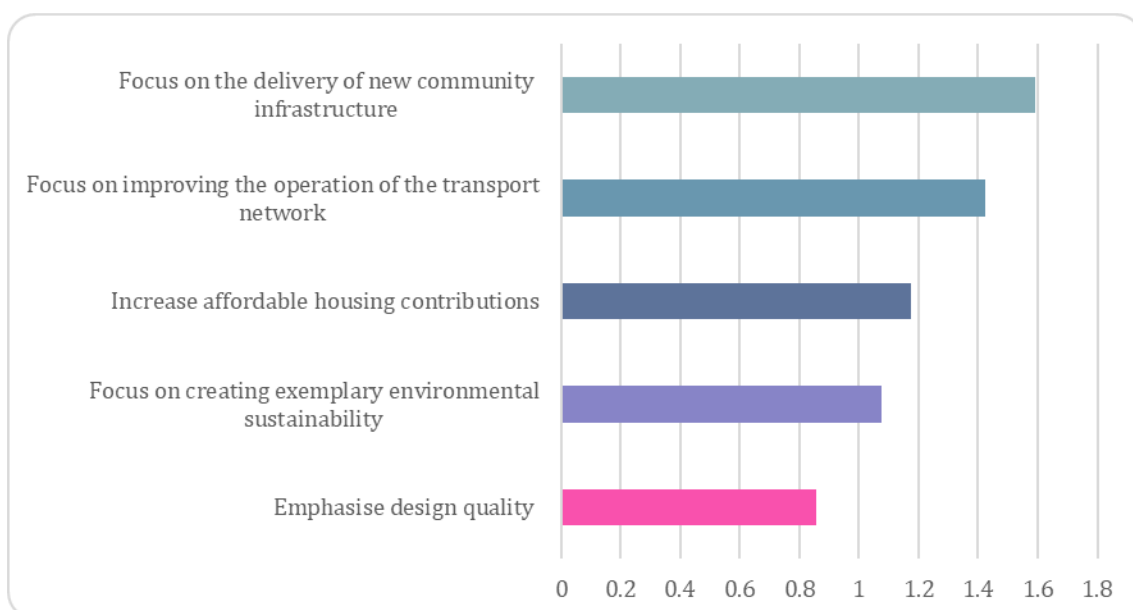


Question 47

Please rank the following outcome options in your order of preference to show what you feel should be delivered alongside new housing in the Plan (1 being your most preferred option).

Response

In terms of the preference as to what should be delivered alongside new housing the responses indicated a strong desire for the provision of new community infrastructure, followed by a focus on improving the operation of the transport network and the provision of affordable housing.

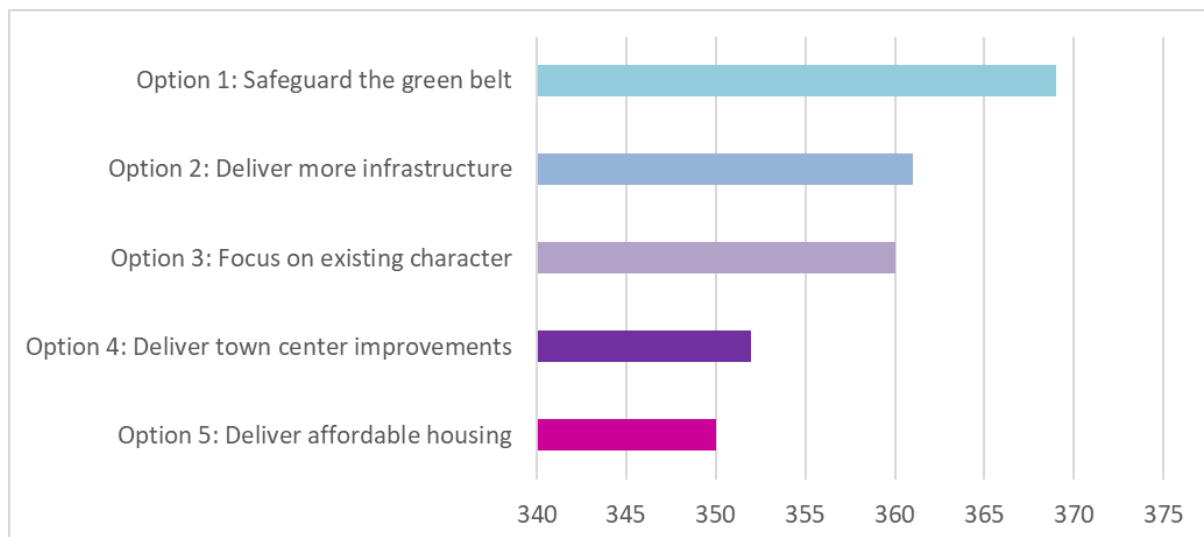


Question 49

What benefits could justify increased density in new development in the Borough? Please rank the following in your order of preference (1 being your most preferred option):

Response

All the suggested benefits resulting from an increase in development density on proposed housing sites received strong support particularly if it safeguards the Green Belt from development; if it delivers infrastructure; and if it is in keeping with existing character respectively.



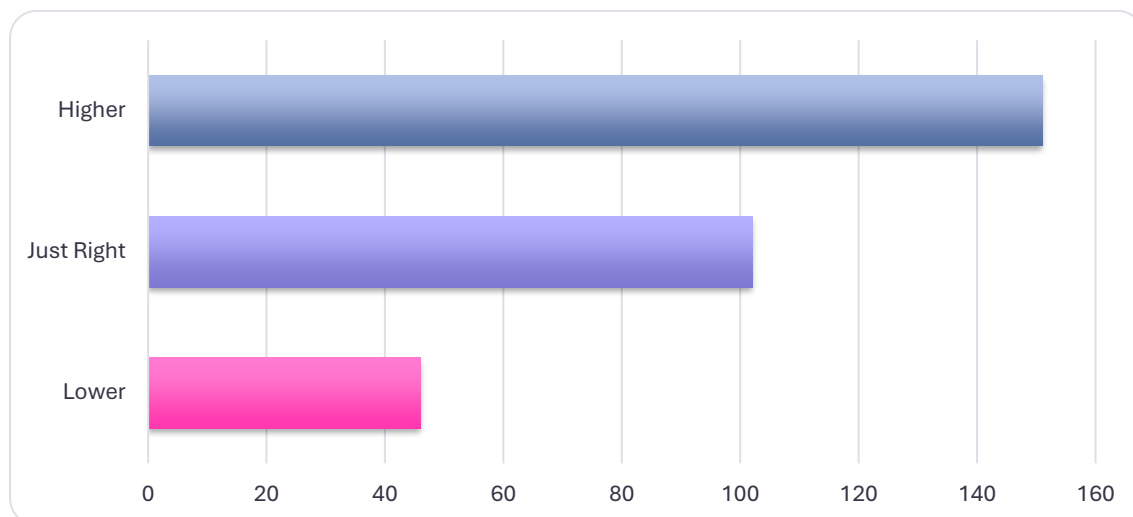
Question 51:

Which type of affordable housing product do you want to see prioritised? (Please select your preferred levels)

Responses

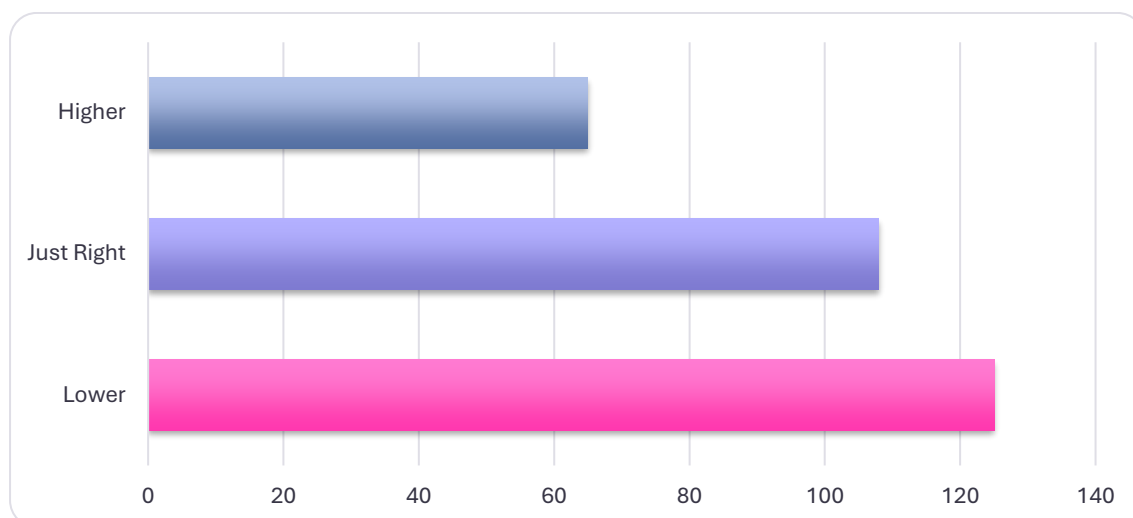
Type prioritised - First Homes: Government/Evidence benchmark = 17 houses per year)

The majority of respondents (151) to the question considered that there should be a higher provision of First Homes than the 17 identified in the Housing Needs Assessment. This was followed by 102 who considered 17 to be just right. Forty-six respondents thought the provision of First Homes should be lower.



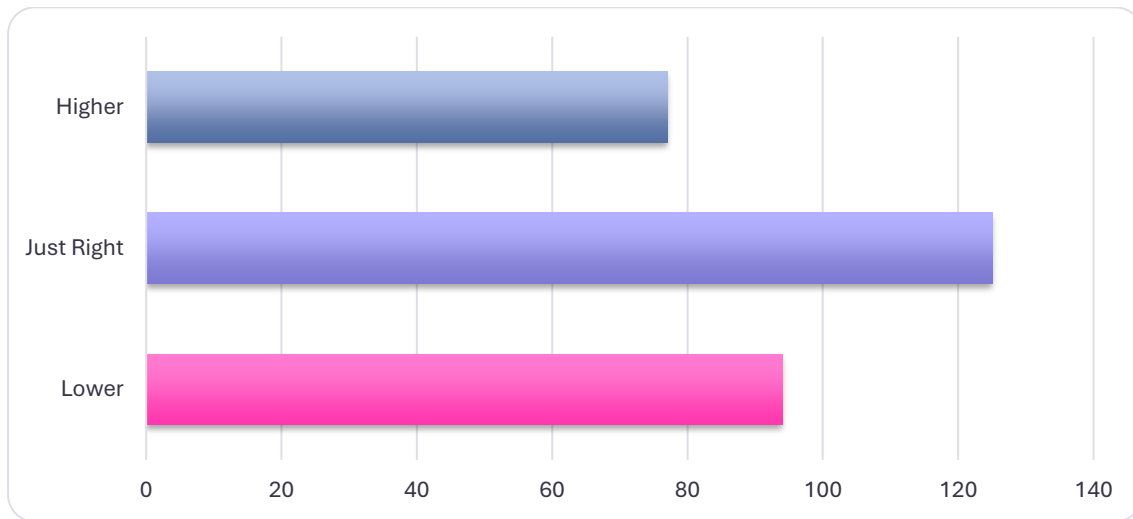
Type prioritised - Social Housing: Government/Evidence benchmark = 50 houses per year)

Most of the respondents to the question (125) consider that there should be a lower provision of social rented housing, followed by 108 respondents who considered 50 dwellings per annum to be just right.



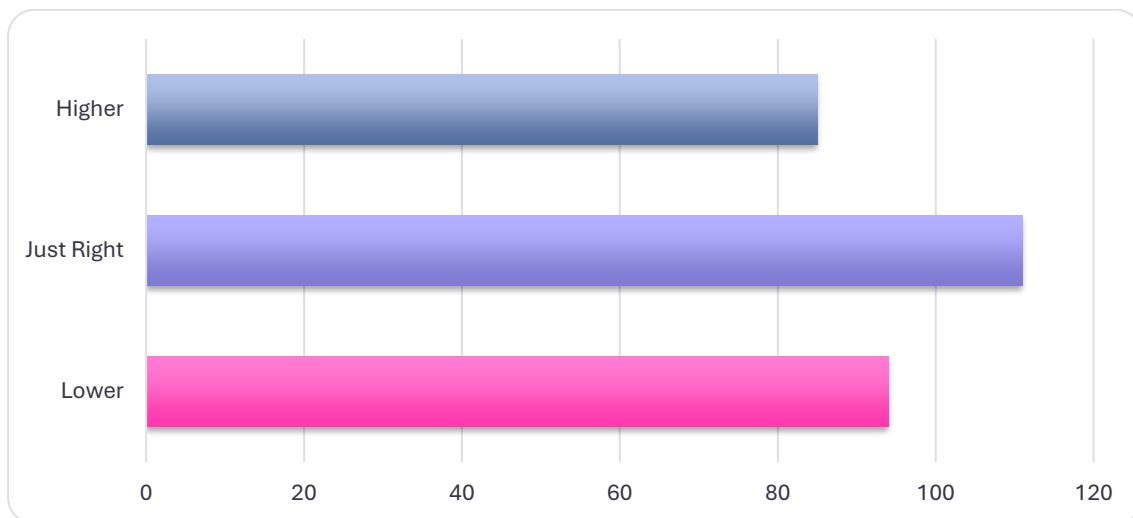
Type prioritised - Affordable rent: Government/Evidence benchmark = 50 houses per year)

The majority of respondents supported the provision of 7 affordable rent dwellings per annum to be just right.



Type prioritised - Total Affordable Housing: Government/Evidence benchmark = 69 houses per year)

The majority of the respondents (111) considered that a provision of 69 affordable homes per annum from all types to be just right.



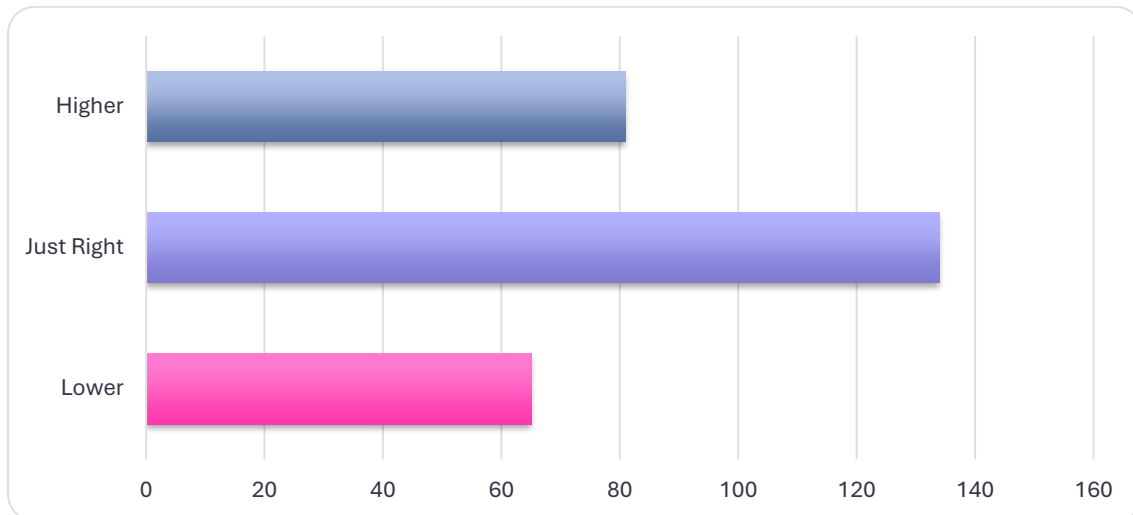
Question 52:

Do you think there should be a different split of housing unit sizes than identified in the Local Housing Needs Assessment for Market Housing?

Responses

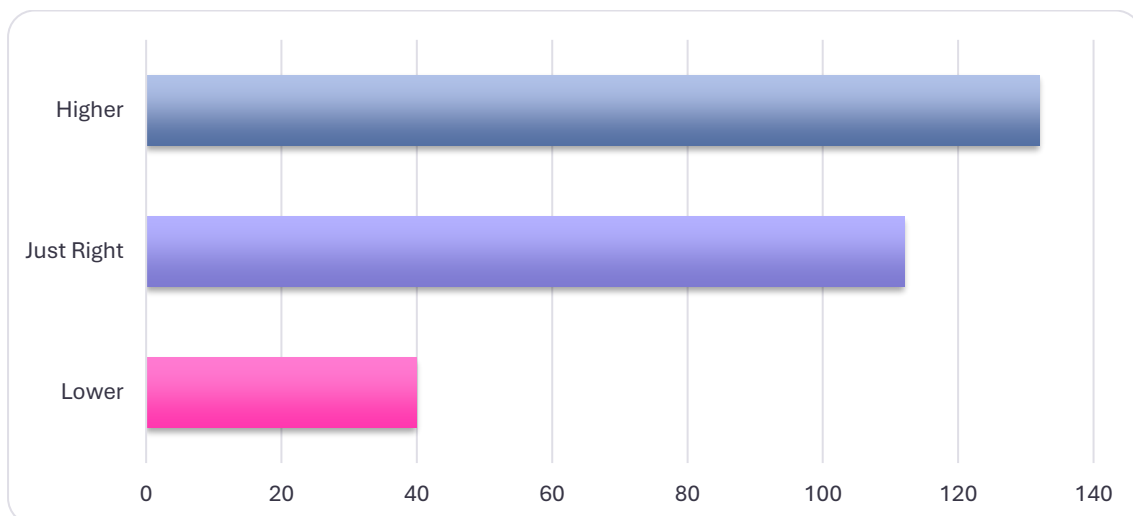
Split – market housing – 1 Bed.

The majority of the respondents (134) agree that on new housing sites 5% of the market housing should be provided as 1- bedroomed.



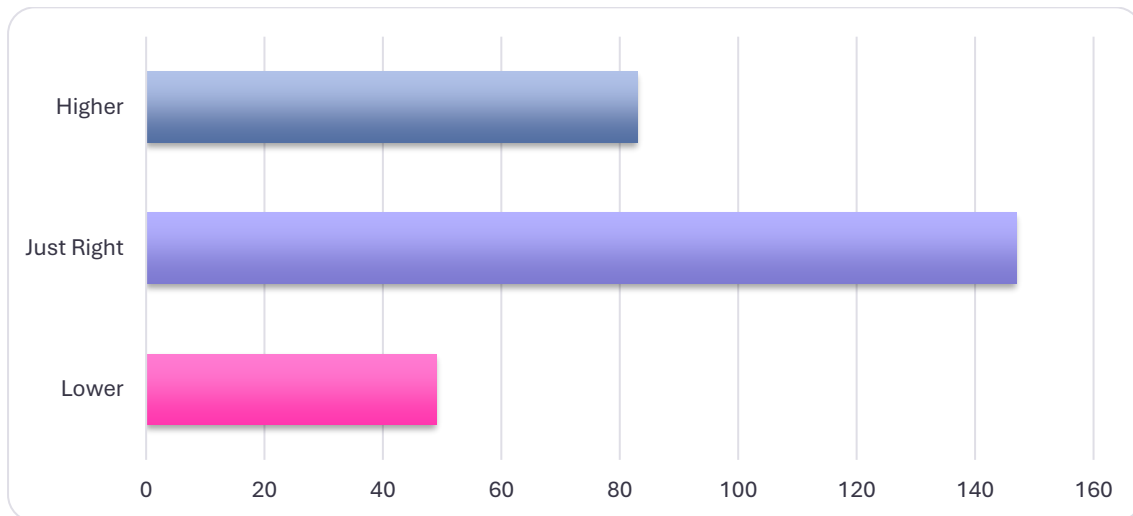
Split - market - 2 Bed.

The graph below shows that the majority of the respondents consider that there should be a higher provision of 2-bed dwellings than 18% identified in the Local Housing needs Assessment.



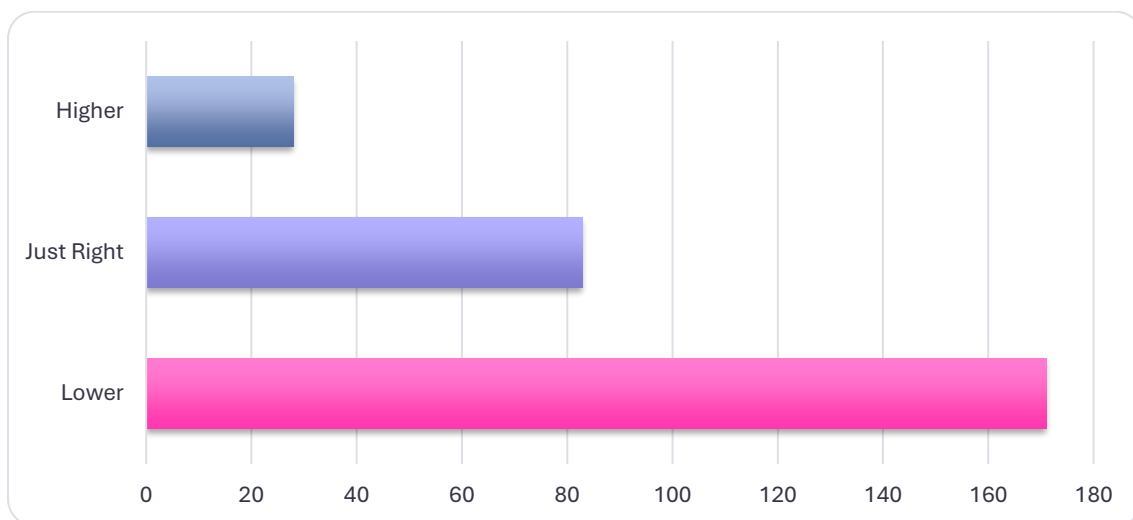
Split - market - 3 Bed.

Most of the respondents to the question consider that the requirement for development to provide 41% of new dwellings as 3-bedroomed to be just right.



Split - market - 4+ Beds.

In terms of the requirement of housing development to provide 34% of dwellings as 4-bedrooms a large majority of the respondents (171) consider that this is too high and should be lower.



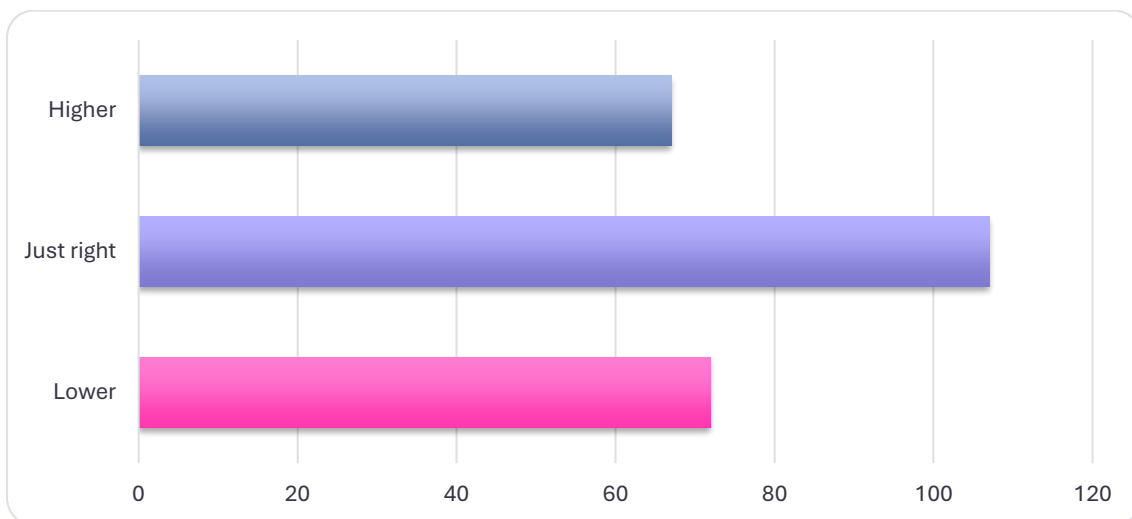
Question 53:

Do you think there should be a different split of housing unit sizes than identified in the Local Housing Needs Assessment for Affordable Housing?

Response

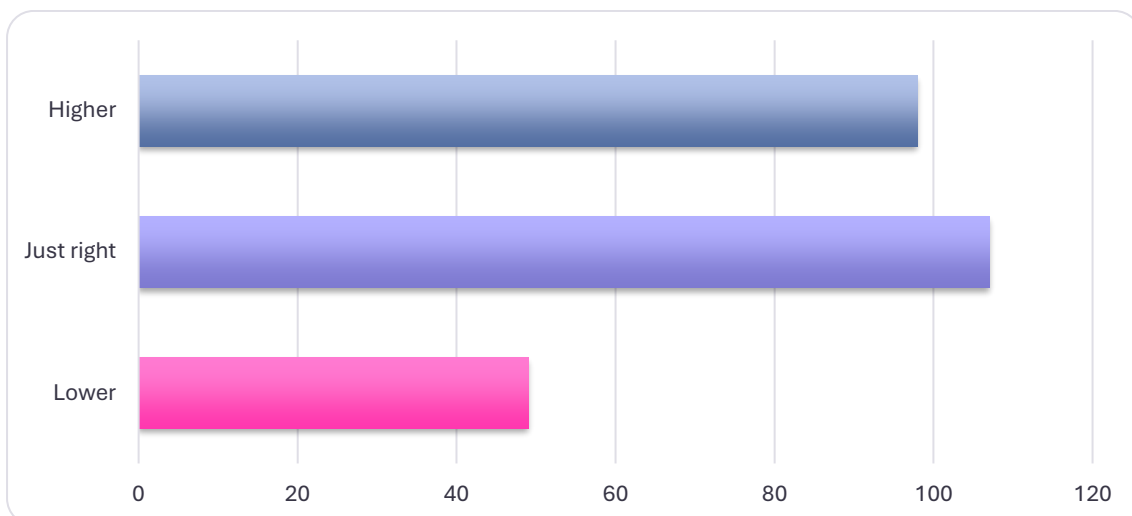
Split - affordable – 1 Bed.

The majority of the respondents consider that 21% of the affordable housing provision from new housing development as identified in the Local Housing Needs Assessment should be for 1-bed dwellings to be just right. A significant proportion, however, think it should be lower (72), with 67 who think that it should be higher.



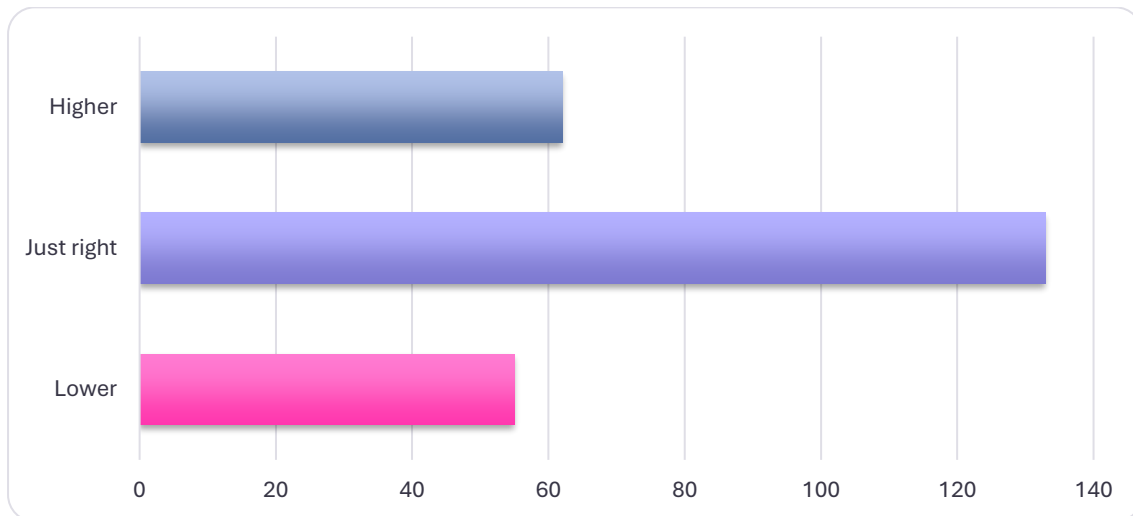
Split – affordable - 2 Bed.

The majority of the respondents (107) consider that 34% of the affordable housing provision from new housing development should be for 2-bed dwellings to be just right. A significant proportion, however, consider that it should be higher (98).



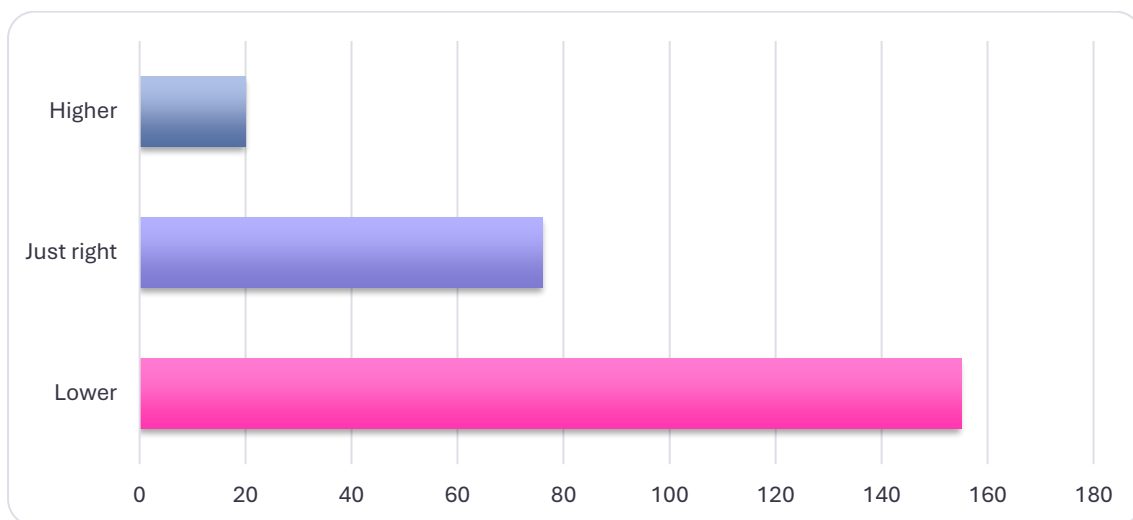
Split – affordable - 3 Bed.

The majority of the respondents (133) consider that 33% of the affordable housing provision from new housing sites should be for 3-bed dwellings to be just right.



Split – affordable - 4 Bed.

The overwhelming majority of the respondents to the question (155) consider that the requirement for affordable housing to provide the new dwellings as 4-bedroomed should be lower than 12%.



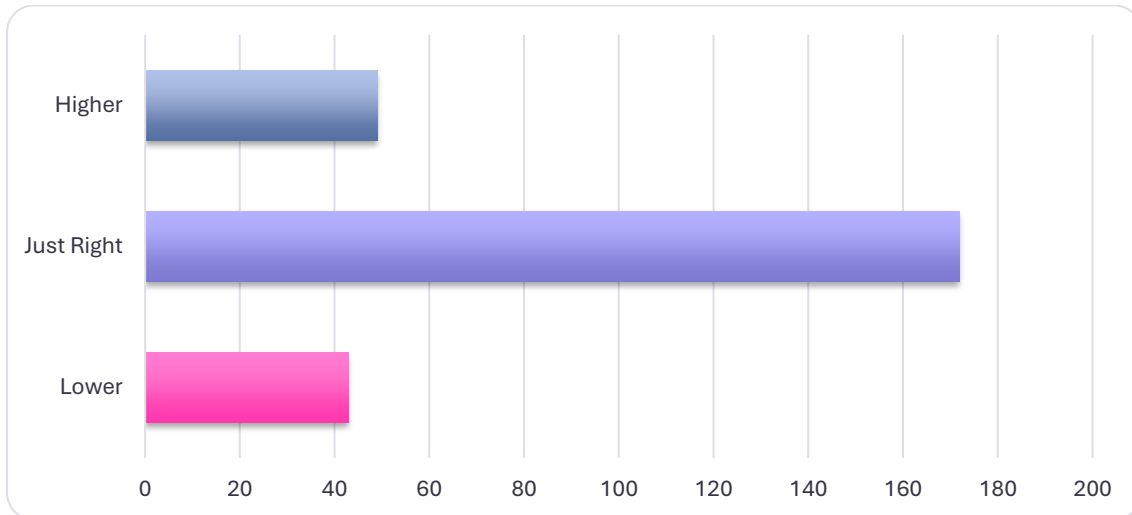
Question 54:

What proportion of new housing stock should be built to enhanced accessibility standards?

Response

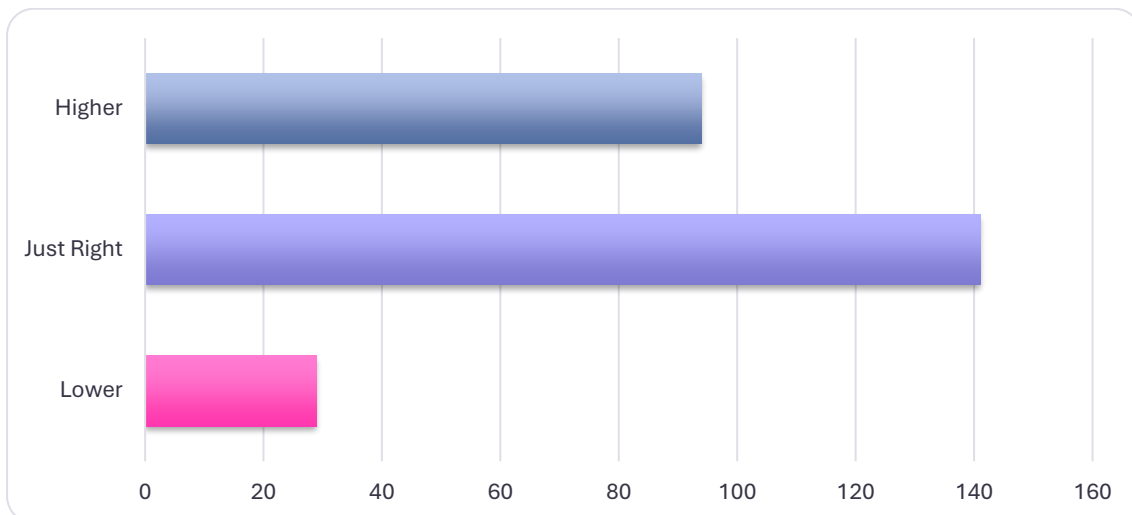
Accessible Housing - M4 (2) - Adaptable

The majority of the respondents (172) to the question expressed support that all-new housing should meet the M4(2) accessibility standards. Although the requirements to meet Part M4(2) is no longer necessary as it will become a mandatory requirement through the Building Regulations.



Accessible Housing - M4 (3) - Wheelchair Adapted. Evidence Benchmark is 8%

The majority of the respondents think that building 8% of all housing on new sites to meet the higher M4(3) wheelchair user standard is about right. A significant number, however, do consider that it should be even higher.

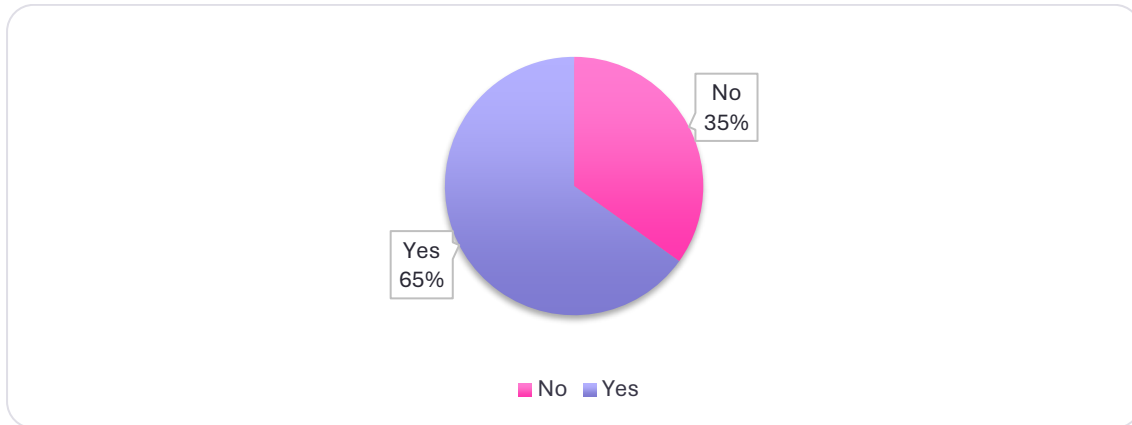


Question 62:

Do you think that new development should be designed to support working from home?

Response

As can be seen from the chart below a significant 65% of respondents agree that new development should be designed to support working from home.

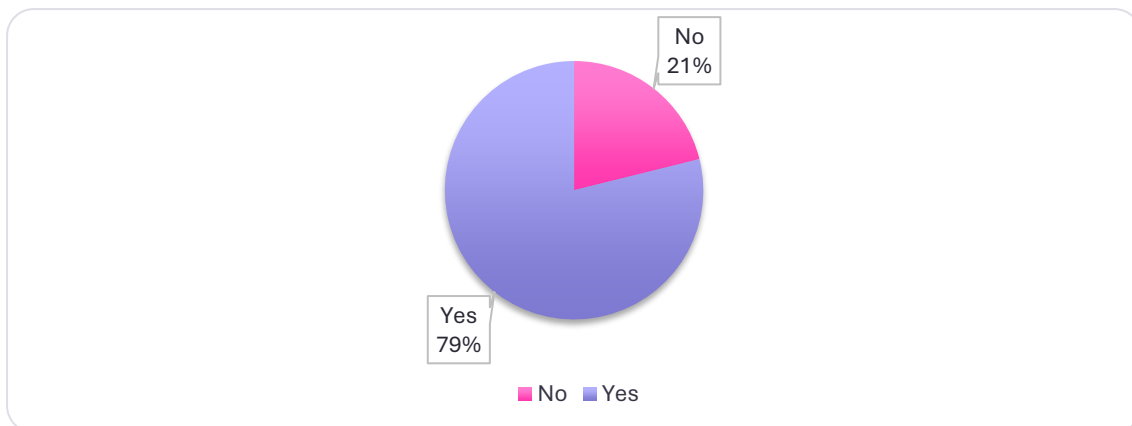


Question 63:

Do you think new facilities that aid working near home should be supported?

Responses

A large majority 79% agree new facilities that aid working near home should be supported.

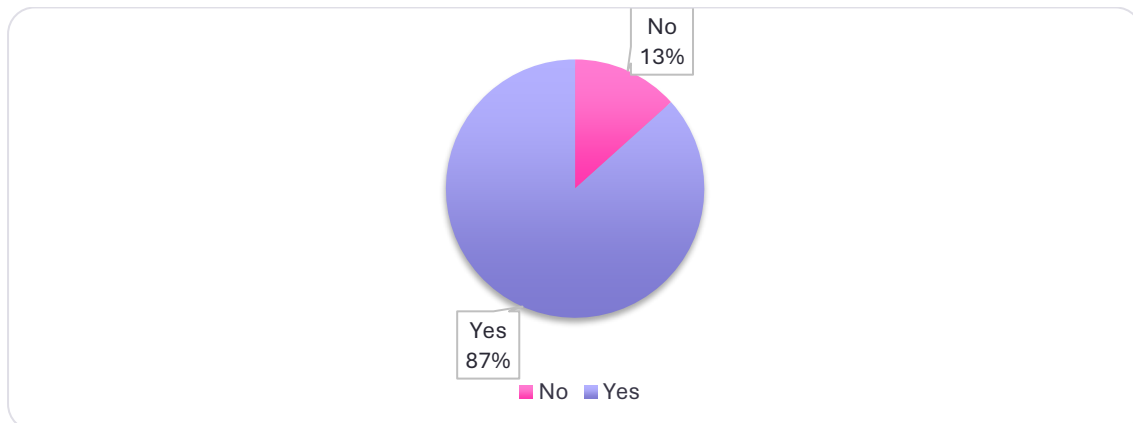


Question 66:

Would you support the development of a new facility to help improve local skills, and the ability of residents to improve their opportunities to find work locally?

Response

A large majority of 87% of respondents to the question would support the development of a new facility to help improve local skills, and the ability of residents to improve their opportunities to find work locally.

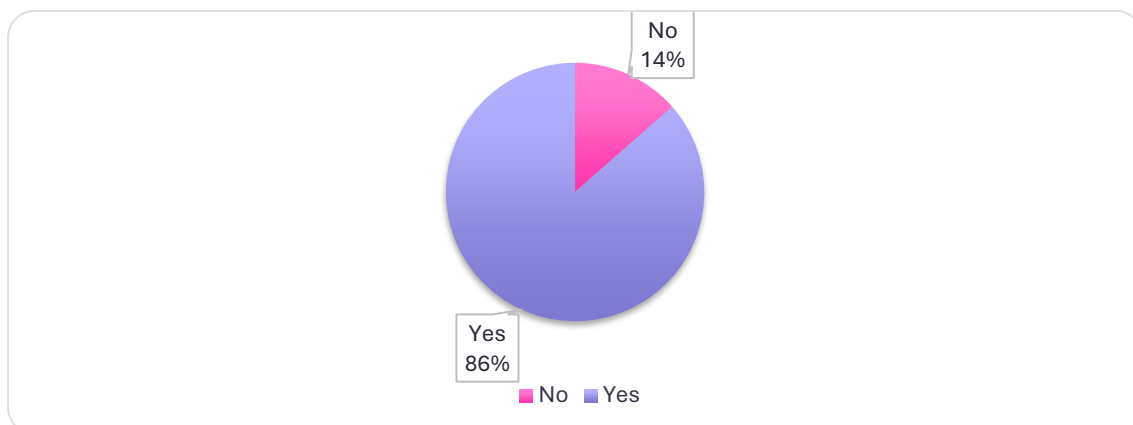


Question 70:

Do you support greater protection for individual shops outside of local centres and parades?

Responses

Eighty-six percent of respondents support greater protection for individual shops outside of local centres and parades compared to 14% who do not agree.

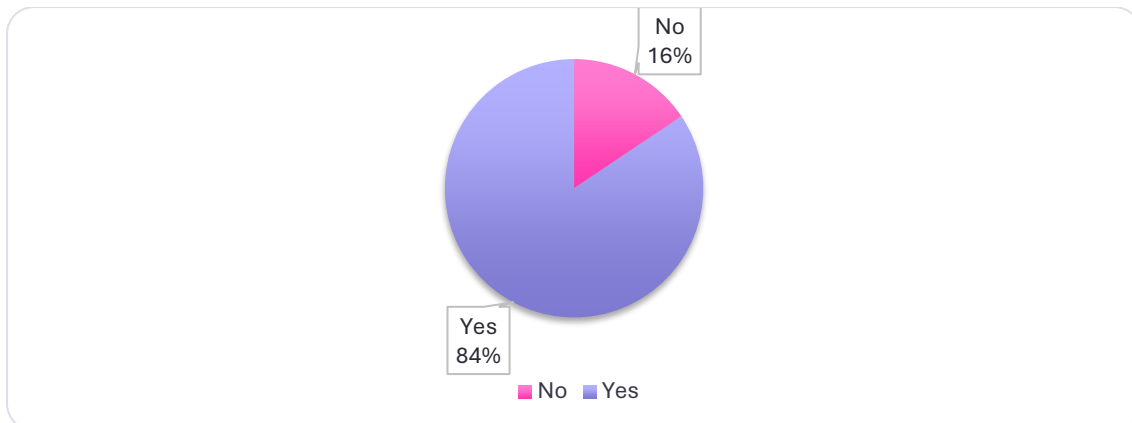


Question 74

Do you support a more diverse range of uses in town centres, for example offices which would support the daytime economy, and flats, restaurants and bars that would support the evening economy?

Response

As can be seen from the chart the overwhelming percentage (84%) of respondents support a more diverse range of uses in town centres, for example offices which would support the daytime economy, and flats, restaurants and bars that would support the evening economy?

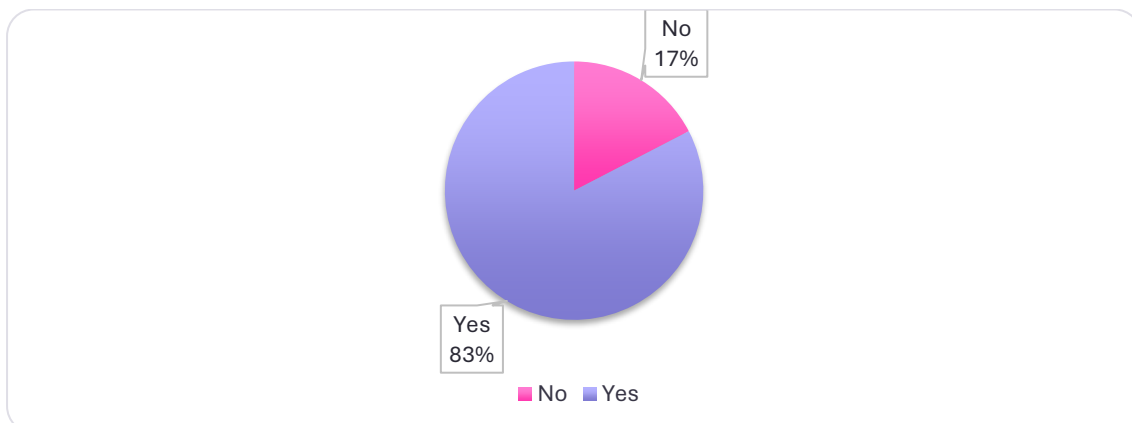


Question 84:

Do you feel existing homes/buildings in the borough should be retrofitted to improve their energy efficiency?

Response

There was strong support expressed for improving the energy efficiency of existing buildings.

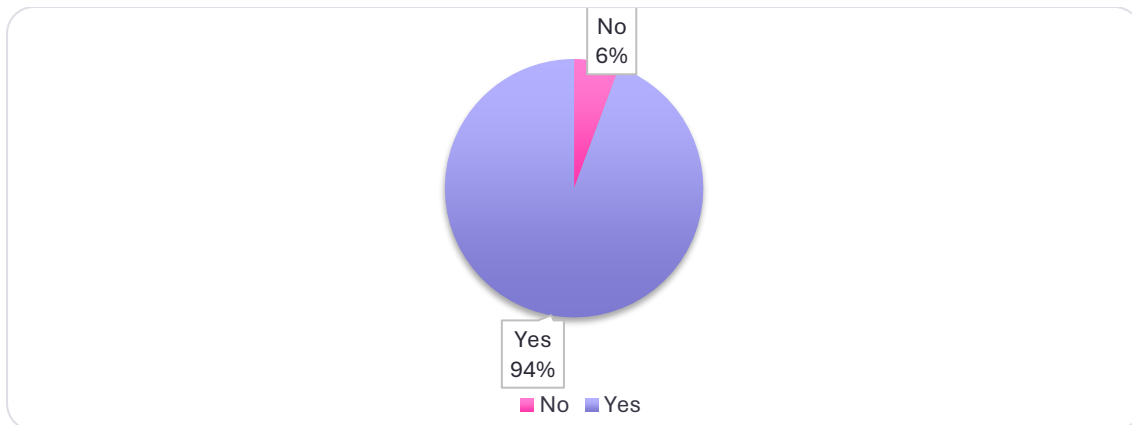


Question 85:

Should the plan apply the optional requirement for increased water efficiency in new development?

Response

Ninety-four percent of the respondents to the question agree that policies should apply the optional requirement for increased water efficiency. Only 6% do not agree.

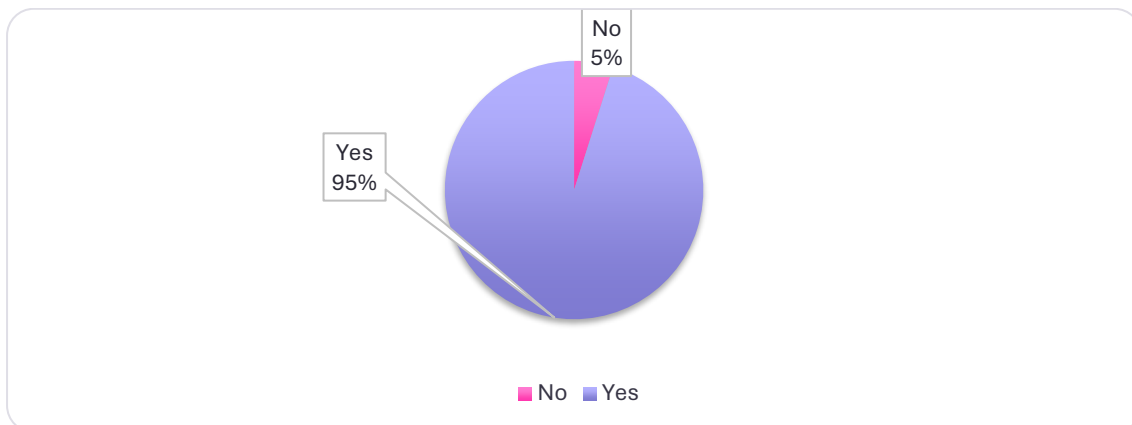


Question 86

Do you feel that Sustainable Drainage Systems (SuDS) should be incorporated into smaller, as well as major developments?

Response

There is strong support for the use of SUDS in small and large development proposals (95%).

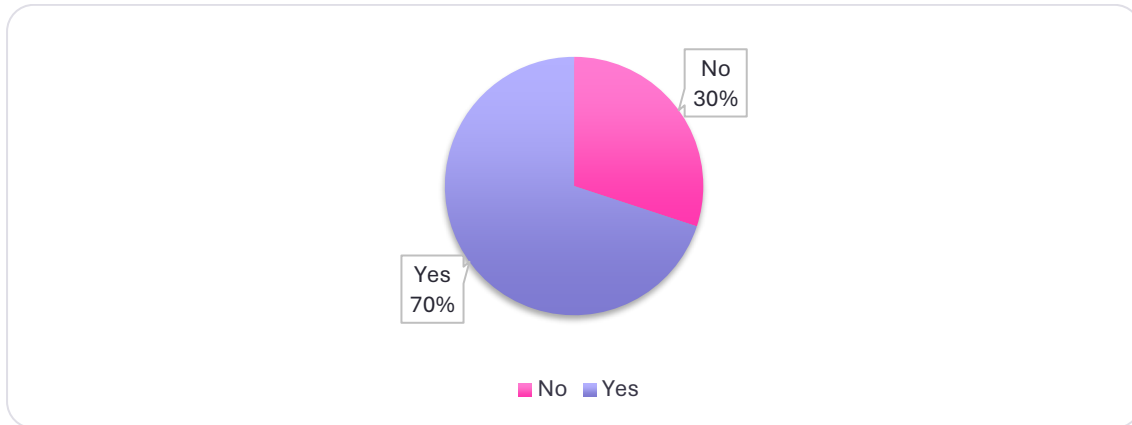


Question 94:

Are there opportunities to improve areas of Castle Point's landscape?

Response

Seventy percent of the respondents consider that there are opportunities to improve the landscape in Castle Point, whereas 30% do not.

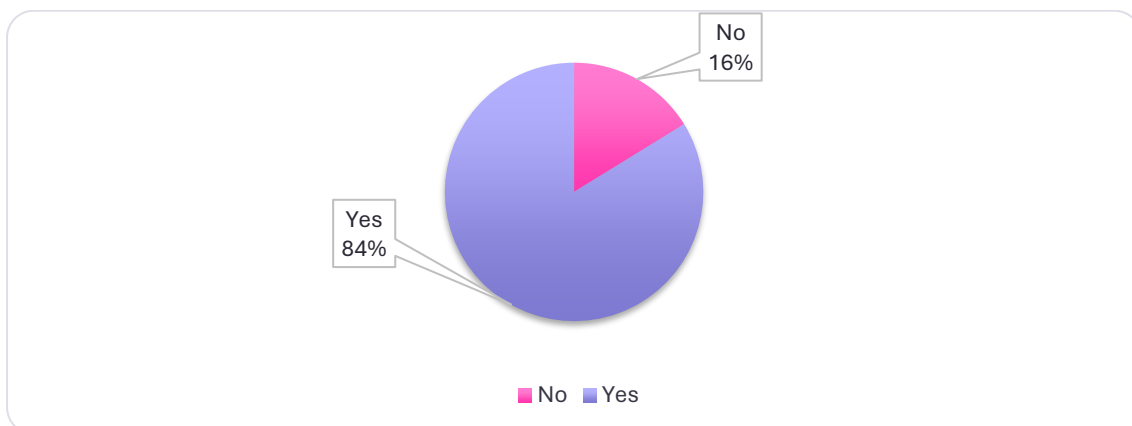


Question 97:

Would you support seeking a higher than 10% Biodiversity Net Gain requirement?

Response

The majority of respondents endorse increasing the Biodiversity Net Gain (BNG) requirement above 10%, highlighting its importance for ecosystem preservation and future resilience (see summary of key issues in table above).

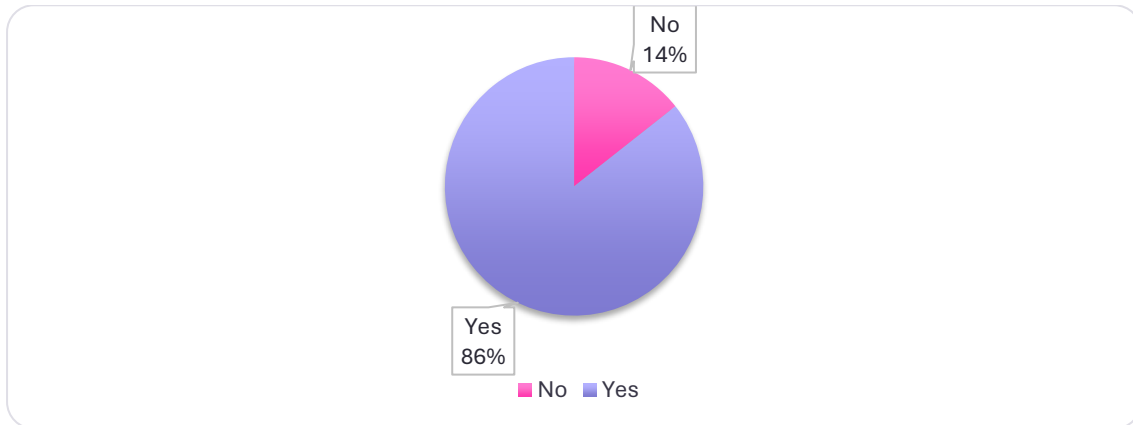


Question 98:

Would you support the introduction of an Urban Greening Factor seeking to increase biodiversity in urban areas?

Response

Strong support from respondents for the Urban Greening Factor for its potential benefits to urban biodiversity

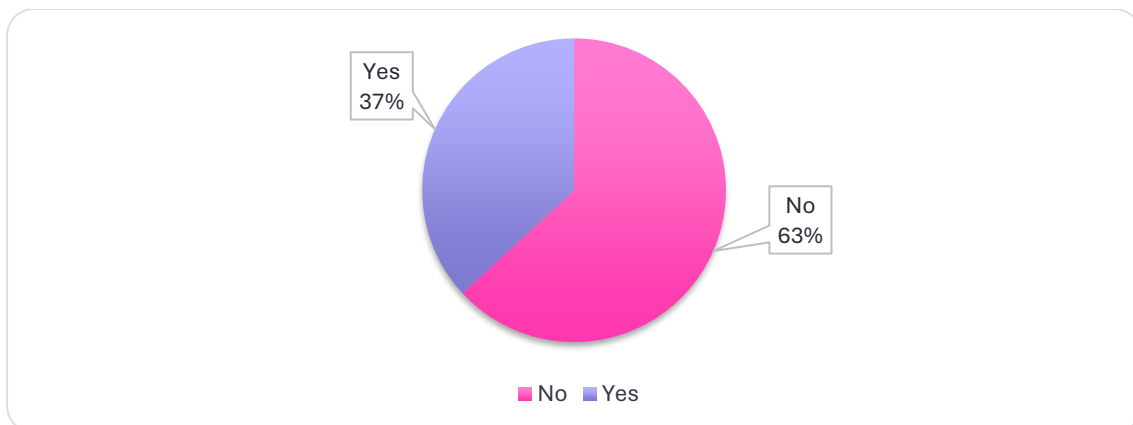


Question 108:

Should land be allocated for large scale renewable energy generation?

Response

Overall, there is general support for the allocation of large-scale renewable energy generation, however, there also appears to be significant opposition at 37% of respondents (see table of summary of key issues above)

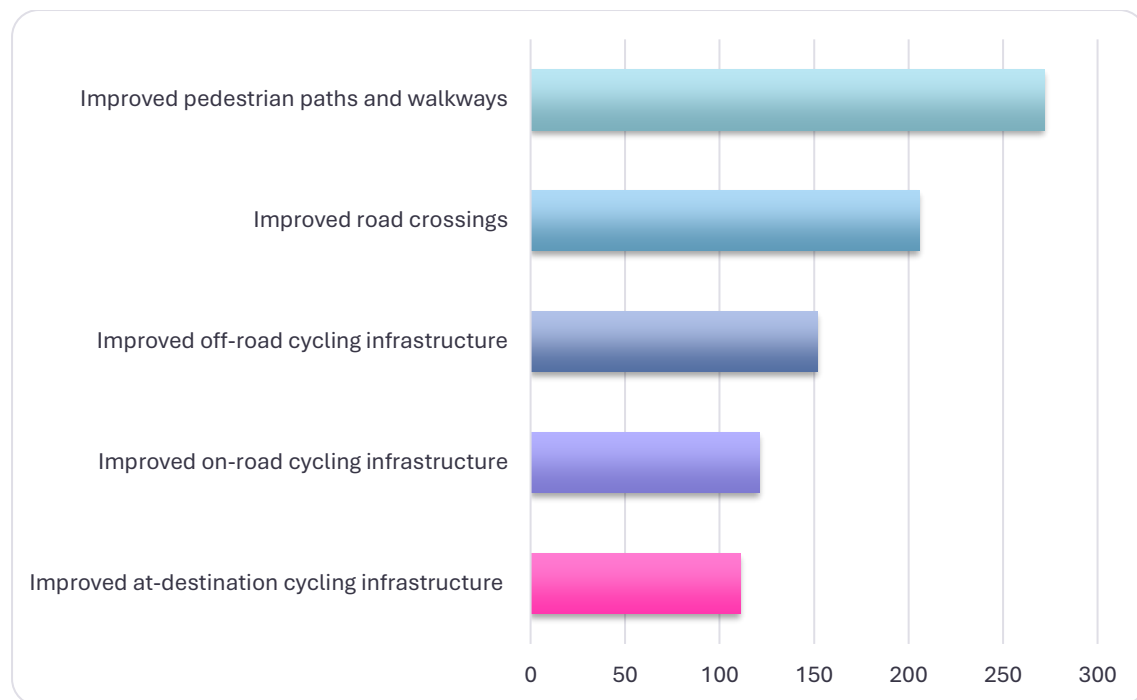


Question 110:

Which of the following active travel infrastructure improvements would you be in favour of?
(Please select your choices)

Response

The majority of respondents favoured improvements to pedestrian paths and walkways (272) followed by improved road crossings.

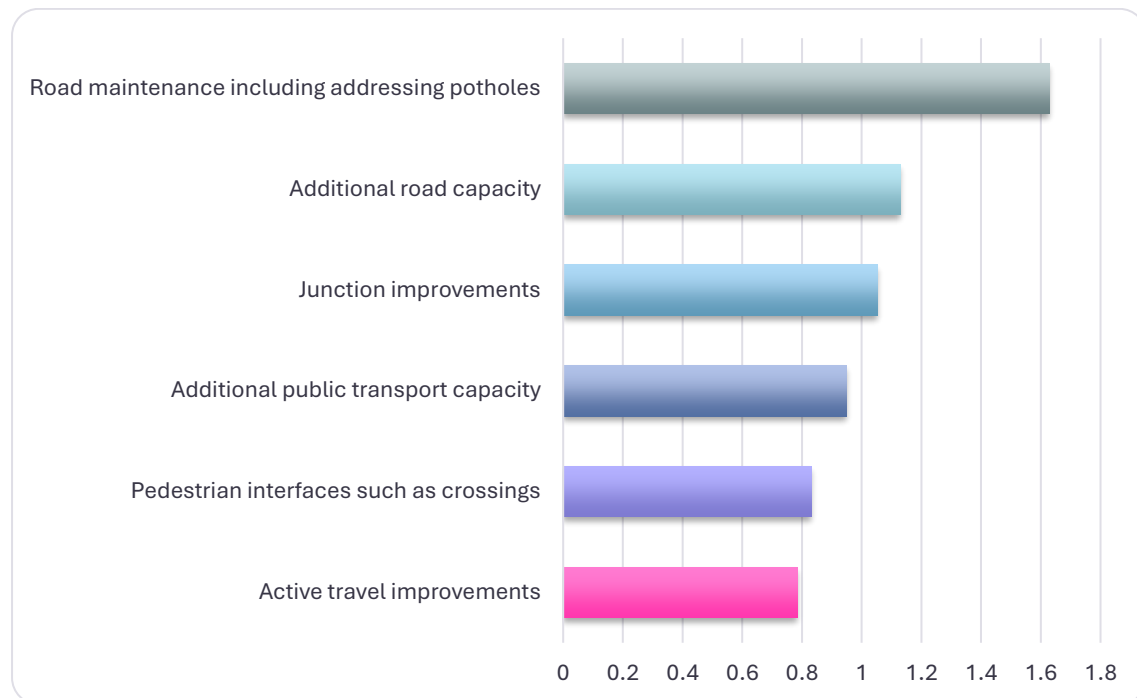


Question 112:

What type of road infrastructure needs to be improved over the Plan period? Please rank the following 'Benefits afforded by increasing development density' into your order of preference (1 being your most preferred option):

Response

Road maintenance including addressing potholes was ranked by the majority of respondents as the top priority for road infrastructure, followed by increased capacity and junction improvements.

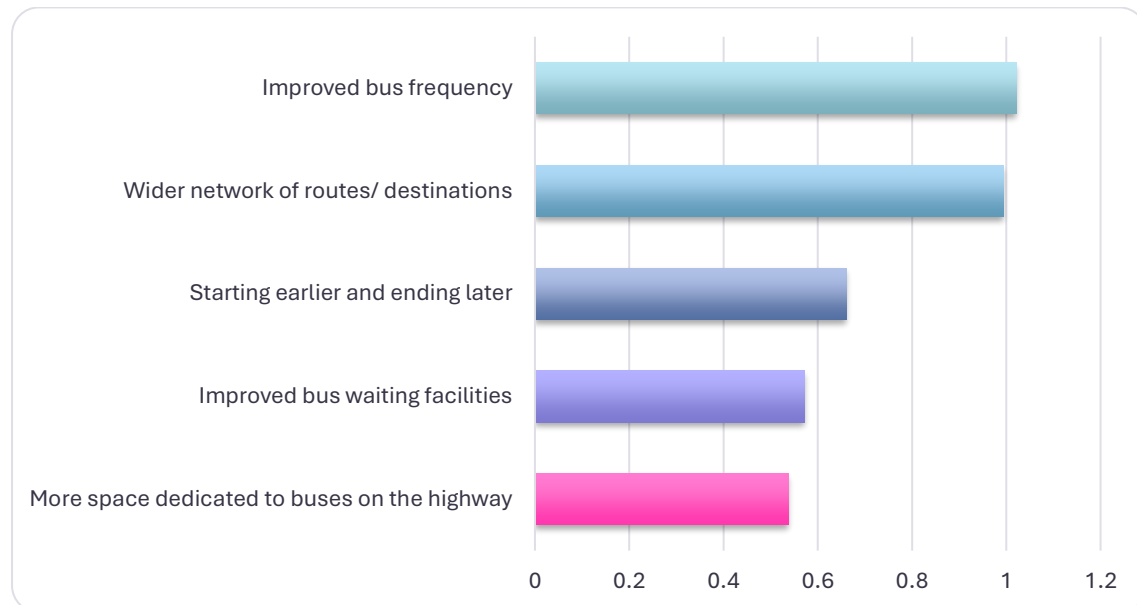


Question 116:

Please rank these bus improvements in your order of preference (1 being your most preferred option):

Response

Improved bus frequency was ranked by the majority of respondents as the preferred option for bus services, followed by wider network and route improvements, and starting earlier and finishing later respectively.

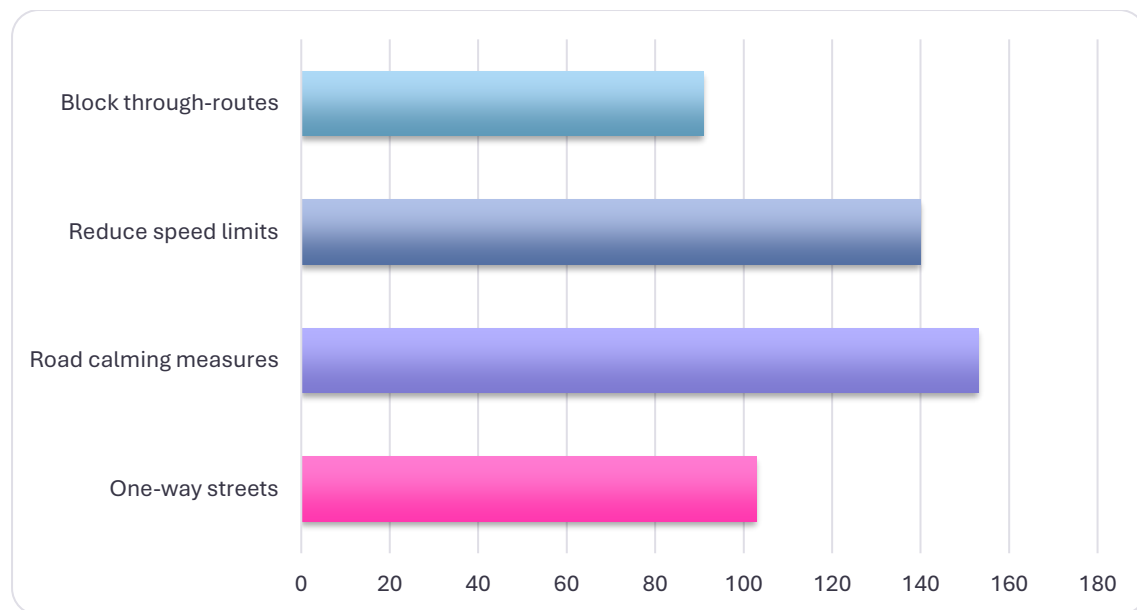


Question 119:

What measures do you feel would help to reduce the impacts of rat-running on unsuitable routes in the borough?

Response

In order to help to reduce the impacts of rat-running on unsuitable routes in the borough road calming measures (153) was seen as the most effective, followed by reducing speed limits.



7. Summary of responses from statutory consultees and Duty to Cooperate bodies

Anglian Water:

Anglian Water support the vision of the plan in terms of future proofing the borough and the whole of the area against the impacts of Climate Change.

Anglian Water are supportive of planning strategies that prioritise nature-based solutions wherever possible to manage flood and coastal erosion risk.

Anglian Water supports the use of SuDS and the betterment in terms of managing surface flood risk and increased resilience on infrastructure.

Anglian Water supports the improvement of the green and blue infrastructure within the public realm.

Anglian Water will not comment on potential sites until they are allocations.

Anglian Water supports creating exemplary environmental sustainability in new developments.

Basildon Borough Council:

Basildon support the options for growth approach, but the Council must consider the new proposed standard methodology figure set out in the proposed NPPF changes.

Basildon cannot accommodate any of Castle Point's housing need.

While meeting housing need is challenging, Castle Point must consider demand for employment spaces.

Basildon believes that if Northwest of Thundersley is chosen as a development option, the ongoing work between the councils must continue to ensure there are no detrimental impacts on Basildon.

Brentwood Borough Council:

Brentwood supports the vision of the plan.

Brentwood believes the council should attempt to meet the proposed standard methodology figure set out by the new government.

Brentwood is not capable of taking any of Castle Points unmet housing need.

Brentwood supports higher density development to meet housing need.

Brentwood support the inclusion of a net zero policy.

Brentwood supports large scale renewable energy generation as long as careful consideration is given over the harm to the environment.

Chelmsford City Council

CCC recognise constraints on developable land in Castle Point. CCC would expect Castle Point Council to meet their housing need in full through the Local Plan to meet the Standard Methodology Housing Need.

A Green Belt review should also be undertaken and further urban capacity/intensification assessment.

CCC would expect the provision for Gypsies and Travellers to be met within the administrative boundary of Castle Point and must take account of the on-going evidence base work.

CCC to actively engage with Castle Point on strategic cross-boundary matters in regard to housing, employment, transport infrastructure, education, Gypsy, Traveller's and Travelling Showpeople, and Essex Coast RAMS.

Environment Agency:

The EA highlighted challenges due to flood risk within Castle Point, particularly on Canvey Island and Benfleet.

They recommended incorporating a flood resilience requirement for all new developments.

They also support the implementation of a 19-metre buffer zone around flood defence infrastructure.

They recommend a holistic riverside strategy approach.

The EA encourage a BNG policy that exceeds the 10% minimum and advocates for measures to protect SSSIs and locally designated ecological sites.

The EA supports a brownfield first approach.

The EA suggests conducting a new Water Cycle Study due to concerns over increasing demand for water supply.

The EA stressed the importance of coordinating with Anglian Water to ensure Water Recycling Centre's have capacity to support increased demand.

Essex Fire and Rescue:

Essex Fire and Rescue support following the Essex Design Guide in regard to access for fire service vehicles, along with sprinklers and suppression systems within developments and suitably placed hydrant placements.

They also recommend planning for emergency responses and utilising community spaces with the borough to build community resilience.

They also recommend aiming to ensure safe development design, effective resource access and a proactive approach to risk management.

Historic England:

Historic England emphasise the plan should integrate conservation of the historic environment to align with sustainable development.

They have strong objections to specific sites including GB2 and GB8, with Historic England recommending not proceeding with GB8 at all.

They recommend creating site policies that preserve and enhance heritage assets and including scheduled monuments in local heritage maps.

They also recommend ongoing collaboration with local conservation officers and archaeologists.

Marine Management Organisation:

The MMO suggests that the plan should reference the South East Marine Plan.

The MMO recommends including the intertidal and marine elements in policy discussions where applicable.

They encourage the use of materials from MMO's previous training sessions to aid in marine planning.

National Highways:

Although there are no SRN's within Castle Point, development could impact upon the A1089, A12, A13 and M25.

There are concerns over potential traffic impacts on these roads and thus the encourage Castle Point to adopt vision led planning.

National Highways support prioritising sustainable transport to minimise SRN impacts.

They commend the plan for addressing SRN impacts in the IDP baseline review.

They also support adopting adaptive planning frameworks to manage long-term traffic impacts.

Natural England:

Natural England recommends strengthening the Local Plan's vision by incorporating ambitious goals for biodiversity, climate change adaptation, flood risk management, and water quality.

Supports enhancement of wildlife corridors following the "Lawton Principles," with a focus on increasing corridor widths to protect various species.

Recommends sustainable transportation improvements, encouraging safe and attractive routes for pedestrians and cyclists.

Emphasises the importance of interconnected green spaces like Benfleet and Southend Marshes, proposing specific protections for wildlife areas, including coastal marshes and parks.

Recommends standards for high-density developments with sustainable features such as rooftop solar panels, EV charging stations, and water efficiency fittings.

Supports sustainable public transport and walkable neighbourhoods for new developments to reduce traffic impact and encourage eco-friendly commuting.

Advises that any renewable energy projects within Green Belt areas should avoid high biodiversity lands.

Recommends prioritising renewable projects on brownfield sites over greenfield lands and stresses the need for strict environmental assessments.

Calls for a flood risk management strategy emphasising natural flood defences, SuDS, and integration of blue infrastructure in development sites.

Urges the integration of the Essex Local Nature Recovery Strategy (LNRS) to direct BNG implementation and establish a robust GI strategy.

Stresses the importance of equitable access to green spaces for health benefits, especially for disadvantaged communities.

NHS Integrated Care Board:

The ICB's include emphasising reducing health inequalities, focusing on wider determinants of health, supporting aging populations, mental health, and promoting healthy lifestyles.

The ICB welcomes Castle Point's vision but recommends stronger wording to emphasise reducing health inequalities as a priority, aligning with the ICB's own goals.

The ICB believes that development in Castle Point will increase demands on local health services, which already face capacity constraints.

They support the incorporation of community hubs and public services to try and assist with capacity constraints.

The board also supports accessible housing for wheelchair users.

The ICB advocates for planning policies that allow healthcare funding flexibility, enabling funds to be allocated based on emerging needs as developments progress.

The ICB supports inclusive design across Castle Point to ensure safety and accessibility for people with diverse sensory and mobility needs.

Southend City Council:

Southend and Castle Point share an administrative boundary, strategic transport connections, employment ties, and housing market overlaps, particularly concerning the South Essex housing market.

Southend recognises the challenge of meeting local housing need and highlights that Southend itself may not meet its own housing need due to physical constraints.

Southend supports prioritising brownfield land for development but stresses that any Green Belt release should follow a thorough review, in line with the National Planning Policy Framework (NPPF).

Objections are raised to the potential release of Green Belt site GB8 (Land South of Hadleigh), which serves as a buffer between Southend and Hadleigh.

Southend emphasises the importance of selecting larger sites capable of supporting infrastructure rather than numerous small, fragmented sites, which may strain existing infrastructure, particularly in Southend.

Collaboration with Castle Point and Essex County Council is encouraged to address infrastructure and transport concerns.

Southend formally requests that Castle Point consider accommodating some of Southend's unmet housing needs due to the city's spatial limitations.

Essex County Council:

ECC advocates for a minimum 60-unit affordable extra care scheme per development for sustainability. This aligns with ECC's "Essex Market Position Statement for Extra Care," ensuring feasibility and scalability in affordable housing provisions.

ECC recommends that Castle Point updates its housing mix and tenure regularly based on demographic needs, emphasizing a diverse mix of units across both private and affordable

sectors. The mix should prioritize housing for families, older adults, and individuals with disabilities, with provisions for flats and bungalows.

ECC supports a greater proportion of M4(3) homes (wheelchair-accessible housing) and calls for more developments to consider independent living options for older adults and those with specific needs.

ECC highlights the importance of analysing Green Belt sites to inform the spatial strategy options as well as identifying potential future education provision, especially in conjunction with housing plans.

ECC emphasises the need for freight and logistics considerations, suggesting that the plan accommodates future HGV traffic through main road improvements, especially for industrial access via strategic A roads. It recommends inclusion of designated HGV routes within Castle Point's Road network and suggests considering the Lower Thames Crossing and Fairglens Interchange in traffic plans.

ECC highlights the importance of integrating bus services and infrastructure early in the planning process, with alignment to the "Bus Back Better" and Bus Service Improvement Plans, focusing on sustainable and accessible routes to serve new developments.

They support LTN/120-compliant off-road cycle routes, especially where feasible, to ensure cycling safety and convenience. They recommend improving legibility through wayfinding and accessible routes for people of all ages.

ECC stresses that all road and transport improvements should include features that consider the needs of residents with disabilities, promoting inclusive design for pedestrians, cyclists, and other non-vehicle users.

ECC calls for safeguarding employment areas, such as the Manor Trading Estate and Charfleets, from conflicting uses like residential development, which may hinder existing industrial operations. This would help retain critical employment zones.

ECC suggests conducting HIAs for employment sites over 1,000 sqm to ensure they support health and wellbeing, in line with Essex's Healthy Places Checklist, ensuring that developments account for the wellbeing of the workforce.

ECC encourages flexible residential layouts that facilitate work-from-home arrangements, reflecting new work trends that emerged post-pandemic. This includes designing homes with adaptable spaces for remote work.

ECC advocates for policies mandating GI in new developments, promoting biodiversity net gain, recreation, and active travel. It suggests creating interconnected green spaces that serve ecological, recreational, and aesthetic functions.

ECC recommends embedding Local Nature Recovery Strategies (LNRS) to enhance biodiversity, create green corridors, and support habitat connectivity, incorporating strategies like SANGs (Suitable Alternative Natural Greenspaces) within larger development schemes.

ECC emphasises using the National Green Infrastructure Framework to assess GI needs. It supports measures like green corridors for wildlife, SuDS, and integration of active travel and public open spaces within developments.

ECC emphasises the importance of cumulative demand assessment for education infrastructure, particularly for early years and childcare provisions in growing areas like Benfleet and Hadleigh. This would ensure sufficient capacity to support growing residential areas.

ECC's latest Childcare Sufficiency Assessment indicates gaps in early years capacity, prompting the need for childcare provisions in residential planning. ECC recommends co-locating early years facilities with primary schools to optimize resource use.

ECC highlights that developer contributions should be directed towards educational facilities, especially in areas with projected population growth and housing development, ensuring primary and secondary capacity is adequate.

Recognising Essex's water-stressed status, ECC recommends setting a high-water efficiency standard for all new developments, targeting eighty litres per person per day for residential use. This would reduce overall water demand, particularly in drought-sensitive areas.

ECC emphasises the need for Sustainable Drainage Systems (SuDS) in all new developments to control surface water runoff, suggesting features like rainwater harvesting and ponds to manage flood risk. The focus is on natural drainage solutions to mitigate flood impacts, especially in flood-prone areas like South Benfleet.

ECC calls for comprehensive flood risk assessments for all developments within critical drainage areas (CDA), especially those near Canvey Island and South Benfleet, where flooding is a persistent challenge.

ECC recommends safeguarding and expanding Local Wildlife Sites (LoWS) within development areas, supporting biodiversity by establishing buffers and linking habitats. This approach supports the goals of Essex's Local Nature Recovery Strategy.

ECC supports requirements for biodiversity net gain in developments, advocating for measures such as green roofs, pollinator-friendly landscaping, and green walls. This aligns with the Essex Green Infrastructure Strategy's principles.

ECC identifies potential for sites like South and West Canvey Island to be integrated into the "B-Line" network, which connects wildflower habitats to support pollinators across Essex.

ECC, as the Waste Disposal Authority, stresses the need for safeguarding waste operations within Castle Point's Waste Local Plan. It underscores the importance of maintaining capacity and operations at waste sites in line with Essex's Waste Local Plan policies.

ECC advises on monitoring developments within 250m of former landfill sites (e.g., Canvey and Hadleigh), ensuring these areas remain safe post-remediation and do not pose risks to nearby developments.

ECC recommends that Castle Point's Local Plan incorporate a strategic Health and Wellbeing policy, guided by Essex's Health and Wellbeing Strategy. This would support the creation of healthy, accessible, and socially inclusive environments.

ECC promotes designs that are inclusive for individuals with disabilities, advocating for dementia-friendly elements within transportation and public spaces. This aligns with ECC's commitment to creating age-friendly and supportive community environments.

For larger developments, ECC suggests integrating HIAs to ensure new infrastructure supports the physical and mental health of residents, particularly in areas with historically high health inequalities.

The Port of London Authority:

The PLA supports the draft vision for the Plan, particularly around supporting the improvements to the seafront area and ensuring good access to training jobs and services.

The PLA would be keen to see the continued promotion of the boroughs existing riverside terminals.

Furthermore, the PLA recommends ensuring development proposals adjacent to these terminals take into account the noise, vibration impacts and highways access.

The PLA welcomes continued protection and enhancement of the borough's blue infrastructure.

The PLA support the reference that both facilities are identified as Hazardous Sites under health and safety regulations and that it is important that new development is located away from these facilities to help manage risk to life and property.

The PLA recommends that the policies map for the plan includes the zones of impact created by the riverside terminals.

Department of Education:

The DFE recommends that the next stage of the Local Plan should seek to provide further detail about the site-specific requirements for schools.

The DFE also recommends retaining a degree of flexibility about site specific requirements for school places.

The recommendations include specific requirements for developer contributions for enlargements to existing schools and the provision of new schools.

Furthermore, requirements to deliver schools on some sites could change in future if it were demonstrated and agreed that the site had become surplus to requirements.

The DFE would like to be included as early as possible in discussions on potential site allocations, as there could be pipeline school projects within the borough which may be appropriate for specific designation.

Leigh Town Council:

Leigh Town Council are appalled that the Salvation Army have put forward their land for consultation.

They believe the site is completely unsuitable for development due to factors including impact on the community of Leigh and a being a site of natural beauty that has been enjoyed by families across Leigh and Hadleigh for generations.

LTC has concerns over the site's potential effects of Leigh and the wider Southend area.

They also believe the Green Belt should be protected and maintained.

8. Non-Statutory Consultees and interest groups

Essex Police:

The police service has outlined several costs of developer funded police facilities required to mitigate and manage planned housing and population growth which will impact the Castle Point Policing Area.

They believe the evidence provides justification for a schedule of Police Facilities for inclusion within the Infrastructure Delivery Plan.

They support planning policies promoting public safety, including through the layout and design of developments.

Essex Police also recommend all new major developments of 250 dwellings or high engage in consultation with the Police in order to determine an appropriate level of developer contributions in the Section 106 agreement.

Home Builders Federation:

The HBF considers the Council's housing needs assessment to be unsound.

They believe that the discrepancy in net migration data from 2014 does not amount to exceptional circumstances and cite the Inspector examining the North Norfolk Local Plan who delivered a similar verdict.

The HBF supports a higher level of house building as proposed in the NPPF consultation from July 2024.

The HBF support a new access to Canvey.

They also warn caution regarding how many homes could be delivered in North West of Thundersley over a plan period.

The HBF support the future homes standard as set out in building regulations and a standard beyond current or future standards must be consistent with national policy assesses its consequences.

The HBF do not object to the lower standard of 110 l/p/d being adopted for water efficiency but believe any higher levels of efficiency are not supported by national policy.

The HBF do not consider it to be justified to aim for higher than 10% BNG.

Finally, they consider ensuring utilities capacity to be key and the Council must take this into account when plan making.

Leigh Conservation and Heritage:

The LCAH has issues with the green belt site GB8.

This is due to the impacts on the historical monument of Hadleigh Castle as well its proximity to the ancient town of Leigh-On-Sea.

Furthermore, the Green Belt creates an important separation between Leigh and Hadleigh and LCAH are worried about the clear visual separation between the two towns diminishing.

RSPB:

The RSPB supports involving natural habitats within the flood defences on Canvey.

The RSPB has issues with a new road off Canvey due to environmental concerns.

The RSPB agrees with the Council that recreational access to the South & West Canvey Wildlife Corridor should be within appropriate levels and they are pleased to see that the Council is working with landowners to continue to enhance wildlife provision in this area is considered important.

RSPB supports the protection of SSSI and SPA's within the borough.

The RSPB believes the brownfield land identified in option 1 to generally offer the most value and least environmental impact. However, each brownfield site should be assessed on a case-by-case basis as some are very biodiverse or have the potential to be so.

They are concerned with Option 2. Potential site GB1 is very close to Canvey Wick SSSI and would strongly recommend a policy of a minimum 400m buffer to residential development around the SSSI.

Furthermore, GB2 and GB3, along with GB7, which appears to be within c200m of Benfleet and Southend Marshes SSSI, and GB8 all may have possible cumulative and individual impacts on the SSSI and SPA nearby. This would mainly be through further recreational disturbance impacts. Currently the green belt in those locations is helping to buffer the designated areas, nature reserves and functionally linked land.

They also suggest the use of Swift bricks in all new developments both residential and commercial.

Any new or increased use of green belt should ensure recreational disturbance impacts on wildlife sites are addressed, which might require use of buffer zones and SANGS.

They suggest that policy ensures that the planting of trees and/or creation of woodland is not at the detriment of other important habitats such as flower-rich grassland, or low nutrient open ground habitats such as lowland dry acid grassland.

Finally, the RSPB would like to see the Council working with NGOs, farmers, and other land managers to increase the quality of the surrounding landscape and ensuring that agri-environmental schemes deliver the best results for nature.

The Woodland Trust:

The Woodland Trust supports the protection of valued habitats must be at the heart of the LP. In particular, irreplaceable habitats, including AVTs, must be protected from loss and damage.

They believe the Plan should give weight to the relevant Local Nature Recovery Scheme as it is refined.

They support adhering to appropriate buffering standards for ancient woodlands and AVTs.

The Woodland Trust supports acceding the minimum BNG standard and encourage the Council to aim for at least 20%.

In summary, the Woodland Trust consider that the Environmental Principles must be treated as a foundational component of the LP. As part of incorporating the principles, the LP must support the protection of sensitive natural assets, such as AVTs; be an exemplar of emerging

BNG practice; and set high standards for the retention and provision of trees within developments.

Essex Bridleways Association:

EBA emphasises the importance of commenting early in the consultation process to ensure their concerns are considered from the outset.

While EBA understands the need for future residential and commercial development to meet building targets, they stress that this should not compromise the safety and welfare of public road and rights of way users, particularly equestrians.

EBA highlights the increasing safety risks for vulnerable road users, including equestrians, due to the rising volume of vehicles from new developments and construction traffic. They note a worrying trend of accidents involving horses and riders caused by speeding motorists.

EBA calls for the Local Plan review to include definitive policies to protect vulnerable road users and the existing public rights of way (PRoW) network. They advocate for the creation of new safe off-road routes as a prerequisite for new planning applications.

EBA expresses disappointment that their previously raised issues have not been addressed in the current Issues and Options statement. They recount past meetings with local authorities where promises were made but not followed through, and they urge the Council to use this consultation phase to demonstrate responsiveness to constituent concerns.

9. Summary of responses from businesses interests

Oikos:

Oikos welcomes the statement that the facility is of national importance but would like to reword the text to include that part of the significance of the site is due to its geographical location and connection to two key pipeline networks.

Oikos does not consider the HSE maps to show “Risk” around both Oikos and Calor rather the maps show where certain levels of different controls over third party development are in place as a result of these facilities.

They do not believe it is a sound position to indicate that any future development at the facilities should be required to demonstrate no increase in the level of risk.

Oikos believes that only part of Brick House Farm should be considered part of the wildlife corridor.

Oikos recognises managing flood risk within the borough, however they suggest that policies surrounding flood risk take into account the circumstances and characteristics of the borough.

Oikos does not support GB3 as a development option and suggests it is heavily constrained irrespective of its green belt status.

10. Summary of responses from developers and landowners

Salvation Army (Nexus Planning):

Nexus Planning represent the Salvation Army in regard to GB8.

Their response draws on what they see as potential positives that developing that site would entail.

They also support Option 3 as a spatial strategy or using the housing target set out in the Governments proposed NPPF changes.

AA Homes & Housing:

AA Homes & Housing represent land at Ferry Road/Brook Road.

Their representation includes combining housing with developer contributions to both bolstering flood defences and designing in a sustainable manner.

They also suggest the land could be available for employment instead of housing.

Phase 2 Planning (On behalf of Vistry):

Phase 2 Planning represent the site Land at Brook Farm in Daws Heath.

Phase 2 notes the potential for enhancing biodiversity and improving connectivity around woodlands in Daws Heath.

The response calls for the Council to utilise the 685 figure from the NPPF consultation.

Furthermore, they believe the response supports the LHNA identification for larger properties.

Collective Planning (Blue Square Homes):

Collective Planning responded on behalf of Blue Square Homes who represent the site Land to the South of the Chase.

They believe that the housing target of 255 units pa is unjustified and instead suggest following the consultation version of the NPPF at 685 units pa.

They also requested increasing the average density of residential development.

Boyer Planning:

Boyer represent Land at Glyders.

Boyer supports the release of Green Belt land within the borough including their site.

They also support the use of the consultation version of the NPPF and that the current housing land supply is very low and artificially constrained.

They believe that release of their site from the green belt would assist in the housing shortfall.

Carter Jonas:

Carter Jonas represent Land at Oak Tree Farm.

They do not support an Urban only approach and instead support the current standard method figure.

However, under the proposed NPPF changes they support using a 13,700 housing figure.

They support a green belt release including their site.

Gladman Developments:

Gladman represent the site Land at Glebelands.

Gladman support the use of the NPPF consultation housing target.

Gladman supports a review of the green belt boundaries and believe they should not constrain development.

Gladman does not support an urban only development option.

McCarthy Stone:

McCarthy Stone supports delivering homes specifically specialist homes for older people.

They support benefits for specific housing for older people including economic and social aspects.

They do not support a higher level of BNG than 10%.

They support including a standalone policy actively support the delivery of specialist older housing with good access to services and facilities.

NHS Property Services:

NHS Property Services at this stage focused on highlighting priority areas important to embedding the needs of the health services into the local plan in a way that supports sustainable growth.

The recommend that with large developments there must be appropriate funding leveraged through developer contributions towards health and care facilities.

NHSPS require flexibility to the use of its estates to enable patient care and support key healthcare strategies.

NHSPS support policies that promote carbon neutral development and policies that create healthy developments.t

They also request that the integrated care board analyse any potential site allocations involving NHS sites.

Ceres Property:

Ceres Property represents GB12.

They support the Council utilising the governments standard methodology for housing delivery.

They support delivering this many houses to deal with affordable housing issues and meeting local need.

They also support a Green Belt review to enable more development within the borough.

DHA Planning:

DHA represents the site Johnsons Factory on London Road.

DHA support the draft vision and wish to deliver sustainable homes that optimise land in brownfield urban areas.

They strongly object to the LHNA figure and would suggest that it is misleading in the context of a potential standard methodology figure of 685.

They believe their site is capable of delivering 60 new homes instead of the listed 39.

DHA do not support a standard requirement for urban greening.

Stantec:

Stantec represent the Thames Enterprise Park.

They believe that Canvey is an important and growing source of local employment.

They believe that cross boundary collaboration with Thurrock and other South Essex Councils will enable essential infrastructure such as highway improvements to be delivered.

They support new homes in the borough to ensure the full economic potential of the sub region and to enable more employment opportunities for local people.

Whireledge and Nott:

Whireledge and Nott represent the landowner of Land at Grasmere Road.

Under the 2023 updates to the National Planning Policy Framework (NPPF), the method for calculating housing need has been revised. For Castle Point, the housing need under the standard method was approximately 350 homes per year, based on recent assessments using the revised formula.

Support for using the 355 homes per annum calculation based upon the formula under the December 2023 updates to the NPPF and PPG.

They believe attempting to justify exceptional circumstances to lower housing need as inappropriate and unjustified.

They support a green belt review and release of their site for development.

They believe the NPPF consultation must be taken into account for a potential increase to the housing target.

Peacock and Smith:

Peacock and Smith represent WM Morrisons Supermarkets.

They support the release of Land to the east of Roscommon Way from the Green Belt.

They reference the governments proposed changes to the NPPF and suggest that an urban first approach will not meet the Council's vision and not achieve emerging national planning policy.

Persimmon Homes:

Persimmon supports the release of GB2,5 and 12 from the Green Belt alongside other Green Belt sites.

Persimmon supports the Castle Point Plan Vision and encourages development within the borough, believing development will enable necessary infrastructure investment.

The response highlights a concern that the suggested potential site allocations are all small-scale urban sites, which may not provide the required infrastructure investment for areas like Canvey Island and Benfleet.

They believe option 3 is the only viable growth strategy and they believe it is the most effective way to meeting housing need. However, they argue the housing target should be 13,700 as a starting point as per the NPPF consultation set out by the new Government.

They do not support a BNG target of higher than 10% due to viability.

CODE:

Code Planners represent This Land regarding the site Land East of Rayleigh Road.

CODE argues that there are no exceptional circumstances in Castle Point that would justify deviating from the standard method for assessing housing needs. The evidence from the withdrawn Castle Point Local Plan (2018-2033) supports the ability to meet housing needs through urban sites and Green Belt releases.

A reduced housing need figure would negatively impact housing affordability and the delivery of new community infrastructure. Therefore, the plan should aim to provide a minimum of 7,100 new homes over a 20-year period, aligning with the current national planning policy context.

The response notes the government's proposed reforms to the NPPF and the standard method, which would significantly increase the local housing need figure for Castle Point to 685 dwellings per annum, up from the current 355. These new targets will be mandatory, removing the option for exceptional circumstances.

The proposed transitional arrangements mean the Council must account for the revised NPPF policies once implemented. This will impact how housing land supply is calculated before adopting a new local plan, emphasizing the need for the Council to prepare for these changes.

This Land Development Limited is open to amending the layout of the development in the southeast corner of the site to make it more visually open from Daws Heath Road. This adjustment aims to bring Thundersley closer to Daws Heath while maintaining their status as separate settlements.

Pegasus Group:

Pegasus Group submitted this response on behalf of Redrow Homes representing Land South of Jotmans Lane.

Redrow Homes, in collaboration with Persimmon Homes and other landowners, is working on a comprehensive development for the site identified as Land West of Benfleet (GB5).

Redrow Homes expresses significant concerns about the Council's ability to produce a sound Local Plan, noting a preference for a low growth strategy in the Issues and Options (IAO) document. They suggest there are deficiencies in the housing requirement calculations, growth options, and assumed housing supply.

The response notes that the potential site allocations for Benfleet are all urban sites. Redrow Homes argues that the Council should consider additional site allocations in the Green Belt, including GB5, to address the availability and capacity issues of urban sites.

They believe that preparing the new Plan with a housing requirement of only 3,727 homes would result in an unsound Plan and delay strategic, plan-led growth. This would lead to a continued lack of appropriate housing and employment opportunities and fail to deliver much-needed infrastructure.

11. Next Steps

- 11.1 All responses are being analysed in detail and will be used to inform the next stage of the Castle Point Plan (Pre-Submission - Regulation 19).
- 11.2 This Consultation Statement will be updated following representations on the Proposed Submission Local Plan (Reg. 20 consultation). It will be one of the documents to be submitted to the Secretary of State along with the Castle Point Plan for independent examination.
- 11.3 Once we have reviewed all the comments, on the Issues and Options Consultation the document will explain how those comments have been taken into consideration when preparing the Pre-Submission Plan.

APPENDICIES

Appendix 1 – Online Survey Landing Page:

Castle Point Plan - Issues & Options Consultation

Overview



Closes 16 Sep 2024

Opened 22 Jul 2024

Contact

Planning Policy

CPPlan@castlepoint.gov.uk

What is the Castle Point Plan?

The Castle Point Plan will set out the policies and proposals for the how the borough will develop over the next 20 years.

The plan will define what the needs of residents are including:

- The types of industrial and commercial spaces required.
- Infrastructure requirements such as roads, shops, and healthcare services.
- What green space and outdoor amenities should be protected and, where possible, enhanced.
- The types and sizes of homes and affordable housing.

It will also outline where the most appropriate locations are to accommodate these needs.

A plan such as this can only be created with broad and in-depth engagement with all sections of the Castle Point community at every stage of its development.

What is the Issues and Options Document?

We are now at the stage where, thanks in large part to feedback from residents, we are able to outline what the key issues facing our borough are and put forward a set of options to tackle these. The [Issues and Options document](#) sets this out and poses a series of questions to ensure we have identified the right issues and to find out what residents and stakeholders feel about the options for tackling the issues.

The Council values your involvement and will continue to seek your feedback during this process. This is at the heart of a plan which will help inform planning decisions and guide development over the next 20 years.

NOTE: On the 30 July, the government commenced consultation on proposed changes to national planning policy (the National Planning Policy Framework or NPPF).

These changes have potential implications for the Castle Point Plan if they are taken forward by Government as proposed later in the year.

The Council will be responding to the Government's consultation on the proposed changes to national planning policy.

Responses made to this consultation will not only be used to inform the Castle Point Plan as we progress, but will also be used to inform and underpin our response to the consultation on proposed changes to national planning policy.

IT HAS NEVER BEEN MORE IMPORTANT TO SUBMIT YOUR FEEDBACK.

► [Acceptable Use Policy](#)

Give us your views

[Submit your comments](#) >

Appendix 2 – Email to Residents: Sent 22nd July 2024

Castle Point Borough Council are seeking your views on a number of issues and options that will help to inform the emerging Castle Point Plan. The Issues and Options consultation on the Castle Point Plan takes place between 22 July and 16 September 2024. We want as many residents as possible to take part because the more feedback we have the more comprehensive and robust our final plan will be.

This consultation focuses on the issues and options for future planning policy in the area. Nothing is set in stone in this document. There will be a further consultation after this one with a final draft of the Castle Point Plan. Your opinion will help shape that final draft of the Castle Point Plan.

The consultation is open from Monday 22nd July until 16th September 2024.

What is the Castle Point Plan?

A local plan is a long-term plan which sets out a positive vision for the area and identifies where and how development should take place in the future.

The Castle Point Plan will set out all the planning policies and proposals for Castle Point. When complete, it will act as a framework to inform planning decisions and guide development in the Borough up to 2043.

It will include what kind of development can go where to ensure the right number and types of homes, space for businesses and the infrastructure, such as schools and health facilities, are delivered to support our growing population. It will also contain policies that safeguard the environment, enable climate change mitigation, and secure high-quality design.

How to access the Issues and Options consultation

From the start we promised the development of this plan would be resident led. To ensure this, we are making it as simple and easy as possible for people to put forward their views. Be it via the online portal or at one of our in-person workshops, please do take the time to have your say.

Details of the issues and options can be found online [here](#)

The council are also holding a number of in-person and online workshops which are open to all residents, no need to book. The timetable can be found below:

Date	Time	Venue
6 August	Evening – 7pm to 8:30pm	St. George's Church Hall (Benfleet)
7 August	Evening – 7pm to 8:30pm	Richmond Hall (Benfleet)
9 August	Evening – 7pm to 8:30pm	Daws Heath Social Hall
13 August	Afternoon – 2pm to 3:30pm	Council Offices (Thundersley)
14 August	Evening – 7pm to 8:30pm	Richmond Hall (Benfleet)
15 August	Afternoon – 2pm to 3:30pm	Council Offices (Thundersley)
16 August	Evening – 7pm to 8:30pm	St. Nicholas Church Hall (Canvey)
20 August	Afternoon – 2pm to 3:30pm	Runnymede Hall (Thundersley)
21 August	Afternoon – 2pm to 3:30pm	St. Nicholas Church Hall (Canvey)
22 August	Evening – 7pm to 8:30pm	Hadleigh Baptist Church Hall
3 September	Evening – 7pm to 8:30pm	Online
4 September	Evening – 7pm to 8:30pm	Runnymede Hall (Thundersley)
5 September	Afternoon – 2pm to 3:30pm	Daws Heath Social Hall
6 September	Afternoon – 2pm to 3:30pm	Online

The engagement sessions will be participatory, and it would be useful if you could bring your mobile phone with you to help with some of the interactive activities.

The Issues and Options Document, as well as associated consultation documents can also be viewed at the following locations during normal opening hours from 29 July:

Castle Point Borough Council Offices	Waterside Farm Leisure Centre
Canvey Island Library	Hadleigh Library

How to respond

Once approved and adopted, the plan will help guide Castle Point Borough Council's decision making for decades to come. Therefore, as you would expect, the Issues and Options document is quite large. Please don't worry.

We know from previous experience that this can put people off, so we have worked hard to simplify things as much as possible. Rather than requiring you to read through a large document, we have split it into bitesize pieces with easy to-understand sections. The document is divided into each place in the borough, and key themes that you would expect to see or may want in a local plan.

There are questions related to each section. You don't have to answer all the questions, just the ones that you are interested in.

Responses can be made through the online portal that can be found [here](#). Alternatively, responses can be emailed to CPPlan@castlepoint.gov.uk or via post to Castle Point Plan, Council Offices, Kiln Road, Thundersley, Essex, SS7 1TF

Please bear in mind, the more feedback you give, the stronger the end plan will be. We are grateful for any and all feedback you provide and appreciate that everyone approaches something like this in their own way. If the online consultation seems too much then please come along to one of our face-to-face sessions where our experts will talk you through the document and take your views. You can do both if you wish.

What else is the council seeking views on?

Along with the Issues and Options consultation the council are also consulting and welcome any comments on the following documents:

- Sustainability Appraisal and Strategic Environmental Assessment Scoping Report
- Habitats Regulations Assessment Screening Report
- Equality Impact Assessment Scoping Report
- South Benfleet Conservation Area Character Appraisal Plan and Design Code

Following an initial call for sites in early 2024 the council are also re-opening the call for sites for landowners to submit sites to be considered for inclusion in the Castle Point Plan. If you have a site you would like to be assessed please submit it [here](#).

Data protection

In responding to this consultation, the Council will receive and process your personal information and you are consenting to the storage and future use of your personal information in line with the Council's privacy notice. If you wish to know more about the processing of your personal information please see the [Council's privacy notice](#).

Anyone who submits a representation will be notified of future stages of the Local Plan.

At every stage we are here to help. If you have any questions, please just email us at CPPlan@Castlepoint.gov.uk or call 01268 882200.

Appendix 3 – Hard Copy survey form: Form:

The Castle Point Plan Issues & Options Consultation.
Your Community. Your Views.



Name:

Age:

Gender:

Address:

Email Address:

**The Castle Point Plan Issues & Options Consultation.
Your Community. Your Views.**

Local Plan - Privacy Notice

The purpose for this processing

Obtaining of representations regarding Council consultations and exhibitions, [inquiries](#) and examinations (both in person and virtual) relating to the Local Plan and other related planning policy matters.

Legal basis for this processing

Article 6 Lawfulness of Processing (Section 1, (e))

Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

The Town and Country Planning (Local Planning) (England) Regulations 2012, as amended.

What data we collect about you (fields)?

Personal details as required. These may include:

- Name
- Address
- Email address
- Telephone number(s)

How long do we keep your personal data?

Personal information is retained in accordance with the Council's published Corporate Retention Schedule.

Who do we share it with?

- Relevant internal departments
- Printing contractors for the purpose of mailings related to the Local Plan [only](#)
- Programme Officer
- Planning Inspectorate (name only)
- Other Parties Associated with Local Plan (name only)

Where we get it from?

Individuals themselves (Data subjects) or nominated representative.

If automated decision making applies to this processing

No automated decision making applies to this [process](#)

We will publish your response to the 'Castle Point Plan - Issues & Options Consultation' How should we present your response? Please tick one.

Please publish my response with my name and organisation showing ☐

Please publish my response anonymously ☐

The Castle Point Plan Issues & Options Consultation.
Your Community. Your Views.

Question Number: ____

Response:

Question Number: ____

Response:

Question Number: ____

Response:

The Castle Point Plan Issues & Options Consultation.
Your Community. Your Views.

Question Number: ____

Response:

Question Number: ____

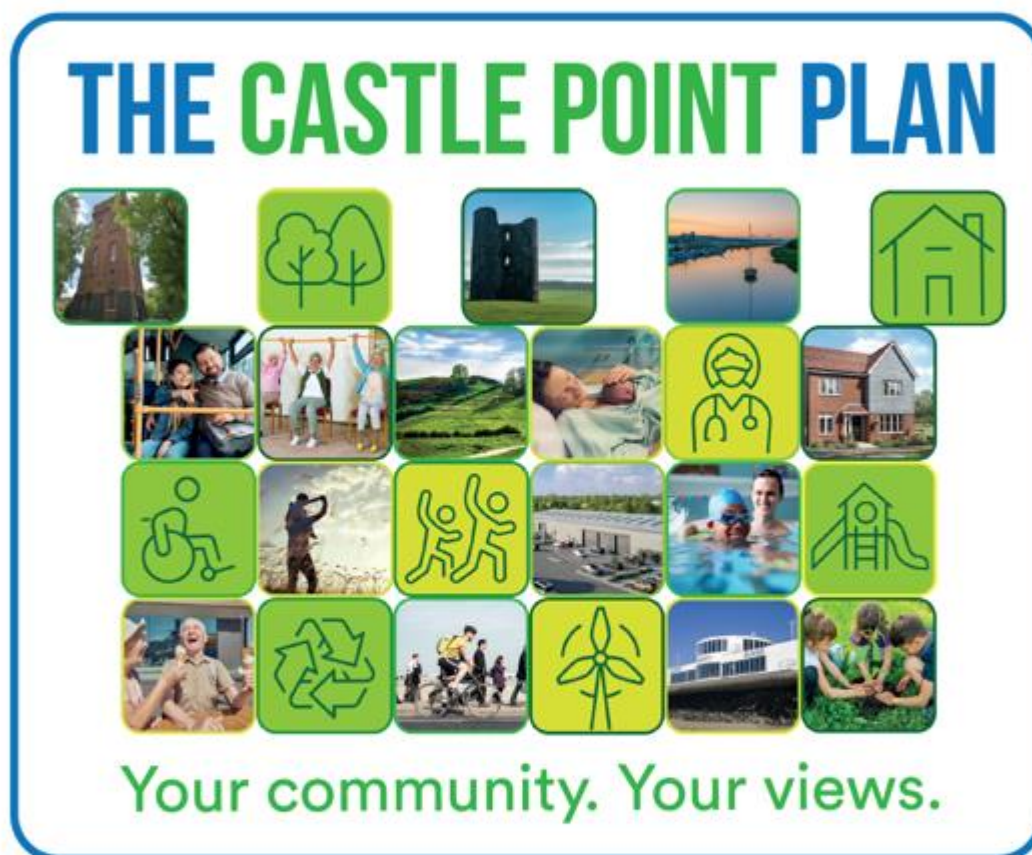
Response:

Question Number: ____

Response:

Submitting This Response

You can submit this response by post to: CP Plan, Council Offices, Kiln Road, Benfleet, SS7 1TF





RESPONSE FORMS




IF YOU ARE UNABLE TO PARTICIPATE ONLINE AND WISH TO ANSWER QUESTIONS FROM THE 'ISSUES & OPTIONS' DOCUMENT THEN PLEASE USE THE RESPONSE FORMS PROVIDED, THANK-YOU.

Appendix 4 – Castle Point Borough Council Website Landing Page:





Supporting our residents this winter




Apply for it




Pay for it



Report it



Check your bin date



Consultations

Benefits

- Universal credit
- Send us evidence
- Cost of living support

Council tax

- OPENPortal online account
- How to pay
- Discounts

For business

- Business rates
- Choose local business signups
- Business support and registration

Housing and homelessness

- Apply for council housing
- Housing repairs
- Your tenancy

Leisure and halls

- View activities
- Book online
- Community halls

Planning and building control

- Planning applications
- Building control
- Castle Point Plan

Refuse and recycling

- Check your collection day
- Report a missed collection
- Waste and Recycling Consultation


Street scene

- Report a problem
- Fly tipping
- Abandoned vehicles

About the council

- Councillors
- Information governance
- Council agendas and minutes

Castle Point Plan page:



[Home](#) / [Planning](#) / [Planning Policy](#) / [Castle Point Plan](#)

Council Opening Times


Mon/Tue/Thursday: 08:45 - 17:15
 Wednesday: 10:00 - 17:15
 Friday: 08:45 - 16:45


Phone and Email contacts

Tracking notice


This page uses Cookies and Pixels.

Castle Point Plan







Issues and Options Consultation



Castle Point Plan Overview and Programme




General Evidence Documents



Castle Point Plan Progress Reports

Appendix 5 – Poster Display (A3 & A4):




THE CASTLE POINT PLAN



GET INVOLVED & HELP SHAPE YOUR BOROUGH

Scan me for more information!
Have your say at: castlepoint.gov.uk/castle-point-plan



Appendix 6 – Castle Point Together: Front Cover:



Advert page containing Workshop Dates:

2024 Workshop Dates		
Date	Time	Venue
6 August	Evening – 7pm to 8:30pm	St. George's Church Hall (Benfleet)
7 August	Evening – 7pm to 8:30pm	Richmond Hall (Benfleet)
9 August	Evening – 7pm to 8:30pm	Daws Heath Social Hall
13 August	Afternoon – 2pm to 3:30pm	Council Offices (Thundersley)
14 August	Evening – 7pm to 8:30pm	Richmond Hall (Benfleet)
15 August	Afternoon – 2pm to 3:30pm	Council Offices (Thundersley)
16 August	Evening – 7pm to 8:30pm	St. Nicholas Church Hall (Canvey)
20 August	Afternoon – 2pm to 3:30pm	Runnymede Hall (Thundersley)
21 August	Afternoon – 2pm to 3:30pm	St. Nicholas Church Hall (Canvey)
22 August	Evening – 7pm to 8:30pm	Hadleigh Baptist Church Hall
3 September	Evening – 7pm to 8:30pm	Online
4 September	Evening – 7pm to 8:30pm	Runnymede Hall (Thundersley)
5 September	Afternoon – 2pm to 3:30pm	Daws Heath Social Hall
6 September	Afternoon – 2pm to 3:30pm	Online

We are also holding two workshops specifically for business owners		
Date	Time	Venue
2 August	Evening – 5:30pm to 7pm	International House (Canvey)
8 August	Evening – 5:30pm to 7pm	Hadleigh Old Fire Station

The engagement sessions will be participatory and it would be useful if you could bring your mobile phone with you to help with some of the interactive activities.

Keep up to date
To find out more go to www.castlepoint.gov.uk/castle-point-plan or call 01268 882200.
If you would like to receive regular email updates as the Castle Point Plan develops please email CPPlan@castlepoint.gov.uk

Scan the QR code to watch our Castle Point Plan explainer video



Rear Cover:

THE CASTLE POINT PLAN

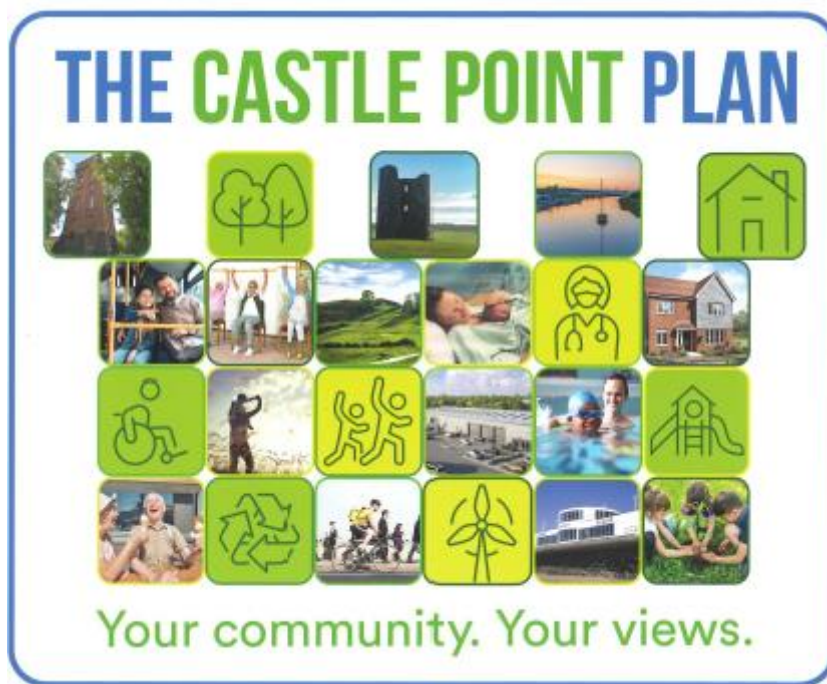


GET INVOLVED & HELP SHAPE YOUR BOROUGH

Scan me for more information!

Have your say at:
castlepoint.gov.uk/castle-point-plan

Appendix 7 – Post Card: Sent 12th August: **Front:**

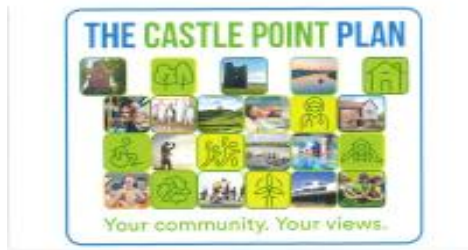


Rear:



Appendix 8 – Business Card:

Front:



Rear:



Appendix 9 – Email reminders to Residents:

6th September 2024

Dear resident,

I am writing to you because you have registered an interest in being kept up to date on the preparation of the Castle Point Plan. If you no longer wish to receive such emails please email CPPlan@castlepoint.gov.uk

Please feel free to share the information below with friends and family who live in Castle Point.

The Castle Point Plan – Issues and Options consultation underway until 16th September

It is vital we capture your views about the solutions we are proposing to the problems you told us we face.

We want as many residents and other stakeholders as possible to take part in this engagement, because the more feedback we have the more comprehensive and robust our final plan will be.

From the start we promised the development of this plan would be resident led. To ensure this, we are making it as simple and easy as possible for people to put forward their views. Please do take the time to have your say.

In providing your response to the engagement, there are some key things you should know:

- Nothing is set in stone, these are potential options at this stage. There will be a further stage of consultation after this one. Your opinion will help shape the draft final plan and you will then have the opportunity to give your view on that document.
- Only sites that have development potential have been included in the engagement document, however, just because they are included does not mean they will be developed. Also, their inclusion does not necessarily mean it is proposed to knock down the existing structures and buildings on the site. It could mean there is potential to build on just a part of the site.
- You don't have to answer all the questions, just the ones that relate to you.
- To demonstrate that we have considered all options when it comes to the examination of plan, green belt sites have been included in the document. The more urban sites are developed, the less need there will be to consider green belt sites for potential development.
- Further sites can be submitted for consideration. If you have a site to put forward it is not too late. You can do this via the [engagement portal](#) or by emailing CPPlan@castlepoint.gov.uk

The Council values your involvement and will continue to seek your feedback during this process. This is at the heart of a plan which will help inform planning decisions and guide development over the next 20 years.

NOTE: On the 30 July, the government commenced consultation on proposed changes to national planning policy (the National Planning Policy Framework or NPPF).

These changes have potential implications for the Castle Point Plan if they are taken forward by Government as proposed later in the year.

The Council will be responding to the Government's consultation on the proposed changes to national planning policy.

Responses made to this consultation will not only be used to inform the Castle Point Plan as we progress, but will also be used to inform and underpin our response to the consultation on proposed changes to national planning policy.

IT HAS NEVER BEEN MORE IMPORTANT TO SUBMIT YOUR FEEDBACK.

[Respond to The Castle Point Issues and Options Consultation](#)

13th September:

Dear resident,

I'm sure you have either commenced or completed the Consultation survey, but, if you have not completed the survey this is just a reminder to say that the survey closes at Midnight on Monday (16th September). Your survey response is the important evidence we need to help inform the next stage of The Castle Point Plan. The link to this and associated surveys are below. Thank-you.

The Castle Point Plan – Issues and Options consultation underway until 16th September

It is vital we capture your views about the solutions we are proposing to the problems you told us we face.

We want as many residents and other stakeholders as possible to take part in this engagement, because the more feedback we have the more comprehensive and robust our final plan will be.

From the start we promised the development of this plan would be resident led. To ensure this, we are making it as simple and easy as possible for people to put forward their views. Please do take the time to have your say.

In providing your response to the engagement, there are some key things you should know:

- Nothing is set in stone, these are potential options at this stage. There will be a further stage of consultation after this one. Your opinion will help shape the draft final plan and you will then have the opportunity to give your view on that document.
- Only sites that have development potential have been included in the engagement document, however, just because they are included does not mean they will be developed. Also, their inclusion does not necessarily mean it is proposed to knock down the existing structures and buildings on the site. It could mean there is potential to build on just a part of the site.
- You don't have to answer all the questions, just the ones that relate to you.
- To demonstrate that we have considered all options when it comes to the examination of plan, green belt sites have been included in the document. The more urban sites are developed, the less need there will be to consider green belt sites for potential development.
- Further sites can be submitted for consideration. If you have a site to put forward it is not too late. You can do this via the engagement portal or by emailing CPPlan@castlepoint.gov.uk

The Council values your involvement and will continue to seek your feedback during this process. This is at the heart of a plan which will help inform planning decisions and guide development over the next 20 years.

NOTE: On the 30 July, the government commenced consultation on proposed changes to national planning policy (the National Planning Policy Framework or NPPF).

These changes have potential implications for the Castle Point Plan if they are taken forward by Government as proposed later in the year.

The Council will be responding to the Government's consultation on the proposed changes to national planning policy.

Responses made to this consultation will not only be used to inform the Castle Point Plan as we progress, but will also be used to inform and underpin our response to the consultation on proposed changes to national planning policy.

IT HAS NEVER BEEN MORE IMPORTANT TO SUBMIT YOUR FEEDBACK.

Respond to The Castle Point Issues and Options Consultation

Appendix 10 – Hardcopy of Workshop Questions:

Survey Questions

Question 1 = "About you":

Please provide your Name:

"We would like your name so we can simply see who has completed the survey.

Please provide the area in which you live:

"We would like to know where you live so that when we start to analyse the responses, we can see what representation we have from each area of the Borough.

Data you provide will be stored and protected in line with General Data Protection Regulations.

Question 2 = "What issues need to be addressed in the Castle Point Plan?"

--

Question 3 = "What type of road infrastructure needs to be improved over the plan period?"

Type of Road Infrastructure	Preferred Ranking
1. Road maintenance including addressing potholes	
2. Additional Road capacity	
3. Junction improvements	
4. Pedestrian interfaces such as crossings	
5. Active travel improvements	
6. Additional public transport capacity	

Question 4 = "Please rank the following options in your order of preference for delivering the housing growth we need:"

Options for delivering the housing growth we need	Preferred Ranking
1. Option 1a - Limit new development to the Urban Area	
2. Option 1b - Regenerate Designated Employment Areas within the urban area to meet local housing needs	
3. Option 1c - Increase density in the urban area to meet local housing needs	
4. Option 2a - Release c50 Ha of green belt to meet local housing needs	
5. Option 2b - Create a substantial new employment area in NW of <u>Thundersley</u> to release some existing employment land for new homes to meet local housing needs	
6. Option 3 - Release c120 Ha of green belt land to meet the Standard Methodology housing requirement	

Question 5 = "What benefits could justify increased density in new development in the Borough"

Benefits afforded by increasing development density	Ranking Preference
1. Development should focus on being in keeping with existing character	
2. Some increased density could be acceptable if it delivers more affordable housing	
3. Some increased density could be acceptable if it safeguards the green belt	
4. Some increased density could be acceptable if it delivers more infrastructure	
5. Some increased density could be acceptable if it delivers town centre improvements	

Question 6 = "Please rank the following outcome options in your order of preference to show what you feel should be delivered alongside new housing in the plan"

Outcome options you would like to see delivered with new development	Ranking Preference
1. Increase affordable housing contributions from new developments	
2. Emphasise design quality in new developments	
3. Focus on the delivery of new community infrastructure within new developments	
4. Focus on creating exemplary environmental sustainability in new developments	
5. Focus on improving the operation of the transport network	

Appendix 11 – Workshop Summary Outcomes:

Castle Point Community Engagement Workshop: Combined Report

Executive Summary

This report consolidates data from **454 respondents** across 13 sessions. The analysis highlights recurring concerns regarding infrastructure (specifically road maintenance), protection of green belt land, and preferences for urban and employment land-based housing growth.

1. Respondent Demographics

Question: What town do you live in?

Session	Number of Respondents	Primary Towns Represented
Session 1	22-24	Benfleet, Thundersley, New Thundersley
Session 2	15-16	Benfleet, South Benfleet, Thundersley
Session 3	16	Daws Heath, Thundersley, Hadleigh
Session 4	17	Thundersley, Benfleet, Leigh-on-Sea
Session 5	30	Benfleet, South Benfleet, Thundersley
Session 6	6-7	Hadleigh, Thundersley
Session 7	26-33	Canvey Island, Hadleigh
Session 8	16	Hadleigh, Thundersley, Benfleet
Session 9	23	Canvey Island
Session 10	78	Hadleigh
Session 11	6	Hadleigh, Thundersley, Canvey Island
Session 12	63-70	Hadleigh, Benfleet, Thundersley
Session 13	16-27	Hadleigh, Daws Heath, Benfleet

2. Key Questions Asked and Respondent Feedback

2.1. What issues need to be addressed in the Castle Point Plan? (Question 8)

Across all sessions, the key issues raised involved concerns about infrastructure, housing, and environmental sustainability. Below is a detailed count of mentions and votes for each issue across the sessions.

Session	Location	Most Mentioned Issues
Session 1	St George's Hall	Road Safety and Maintenance (12 mentions), Traffic Management (21 mentions), Green Belt Protection (7 mentions), Housing (5 mentions)
Session 2	Richmond Hall	Green Belt Protection (8 mentions), Road Infrastructure (7 mentions), Traffic Management (5 mentions)
Session 3	Daws Heath Social Club	Infrastructure (16 mentions), Green Belt Protection (14 mentions), Traffic and Congestion (10 mentions)
Session 4	CPBC	Green Belt Protection (10 mentions), Infrastructure (9 mentions), Healthcare Services (5 mentions), Transport and Roads (7 mentions)

Session 5	Richmond Hall	Roads/Road Maintenance (12 mentions), Traffic Congestion (11 mentions), Green Belt Protection (10 mentions), Infrastructure (10 mentions)
Session 6	CPBC	Traffic (4 mentions), Housing (3 mentions), Environment (1 mention), Infrastructure (2 mentions)
Session 7	St Nicholas Church Hall	Infrastructure (12 mentions), Roads (15 mentions), Housing (5 mentions), Traffic Congestion (4 mentions)
Session 8	Runnymede Hall	Protect Green Belt (6 mentions), Traffic and Congestion (8 mentions), Healthcare Services (7 mentions), Housing (3 mentions)
Session 9	St Nicholas Church Hall	Traffic (9 mentions), Roads and Infrastructure (4 mentions), Housing (2 mentions), Green Spaces (1 mention)
Session 10	Hadleigh Baptist Church	Traffic (22 mentions), Infrastructure (32 mentions), Green Belt and Green Space (32 mentions), Healthcare (15 mentions), Housing (7 mentions)
Session 11	Online Workshop	Roads (3 mentions), Affordable Housing (2 mentions), Traffic Flow (1 mention), Green Spaces (1 mention)
Session 12	Runnymede Hall	Infrastructure (40 mentions), Green Belt Protection (30 mentions), Traffic (25 mentions), Housing (25 mentions), Environmental Concerns (10)
Session 13	Daws Heath Social Club	Green Belt Protection (18 mentions), Traffic/Road Issues (19 mentions), Infrastructure Development (11 mentions), Environmental Protection (7)

3. Infrastructure and Traffic Concerns

Question: What type of road infrastructure needs to be improved over the Plan period? (Question 11)

Participants were asked to rank road infrastructure priorities across categories such as road maintenance, junction improvements, and additional road capacity. Below is the analysis based on the feedback received.

3.1. Road Maintenance

Across all sessions, **road maintenance** consistently emerged as the most mentioned infrastructure issue. Participants raised concerns about the condition of the roads, including potholes and general wear.

- **Road Maintenance** was the highest-ranked issue in **8 sessions**, particularly in Sessions 4, 5, and 10. In **Session 10**, it received **323 points**, the highest of any infrastructure issue (Session 10 Aug 22nd).
- Concerns about **potholes** were specifically mentioned in **5 sessions**, notably in Benfleet and Hadleigh.

3.2. Traffic Congestion

Traffic congestion was highlighted as a significant issue, with **143 mentions** across all sessions.

- Peak-hour traffic and congestion in key areas such as **Thundersley** and **Benfleet** were frequently cited (Session 5 Aug 14th)(Session 4_ Aug 13th) (Session 10 Aug 22nd).
- **Session 12** had **30 mentions** specifically focused on traffic issues, with respondents calling for solutions that would ease congestion (Session 12 Sept 4th).

4. Housing Growth and Development

Question: Please rank the following options in your order of preference for delivering the housing growth we need (Question 19)

Respondents were asked to rank their preferences for housing growth in urban areas, employment land, or green belt land. Below is the analysis of the votes and preferences from all sessions.

4.1. Housing Preferences

Respondents supported **urban area development** (Option 1A) and **employment land development** (Option 1B), while showing significant opposition to developing green belt land (Options 2A and 2B).

- **Urban Area Development (Option 1A)** was the most preferred, receiving **568 points** across all sessions. In **Session 10**, urban development garnered **335 points**, highlighting strong support for limiting urban sprawl into green belt areas (Session 10 Aug 22nd).
- **Employment Land Development (Option 1B)** also ranked highly, with **439 points**, suggesting that respondents were open to using existing employment land for housing development (Session 8 Aug 20th (1))(Session 5 Aug 14th) (Session 11 Sept 3rd).
- **Green Belt Development (Options 2A and 2B)** received the least support, with **221 points**. Green belt protection was a recurring theme, with opposition to any significant development on green belt land (Session 12 Sept 4th)(Session 10 Aug 22nd).

5. Environmental and Green Belt Concerns

Question: What benefits could justify increased housing density in new development in the Borough? (Question 20)

Respondents provided insights on what would justify higher-density housing in Castle Point. The top justification across all sessions was the need to **protect green belt land**, followed by improved infrastructure and town centre improvements.

5.1. Green Belt Protection

- **Protect Green Belt:** The most frequently mentioned benefit for higher density housing, with **387 points** across all sessions (Session 10 Aug 22nd)(Session 8 Aug 20th (1)).
- In **Session 10**, green belt protection had **311 points**, showing that respondents are willing to accept denser housing in urban areas if it helps protect the green belt (Session 10 Aug 22nd).

5.2. Environmental Sustainability

Environmental concerns, including the preservation of green spaces, wildlife, and the reduction of pollution, were highlighted in **245 points** across all sessions. Participants frequently called for sustainable development practices, particularly in Sessions 5, 8, and 12 (Session 10 Aug 22nd)(Session 8 Aug 20th (1))(Session 12 Sept 4th).

6. Community Infrastructure

Question: Please rank the following outcome options in your order of preference to show what you feel should be delivered alongside new housing in the Plan. (Question 22)

Respondents consistently stressed the importance of **community infrastructure**, especially in relation to any future housing developments. Below is the breakdown of preferences for community outcomes.

6.1. Preferred Outcomes alongside New Housing

- **Add Community Infrastructure:** This was the top priority, receiving the most votes across all sessions. In **Session 12**, it received **261 points**, reflecting a strong demand for better healthcare, schools, and public services to support new housing (Session 12 Sept 4th)(Session 10 Aug 22nd).
- **Improve Transport Networks:** This was the second-highest ranked outcome, with **220 points** in **Session 12**, indicating concerns about current transport facilities (Session 12 Sept 4th).

Appendix 12 – Email to Businesses: Sent 18th July 2024



Castle Point Plan Issues and Options Consultation 22 July to 16 September 2024

Castle Point Borough Council are seeking your views on a number of issues and options that will help to inform the emerging Castle Point Plan. The Issues and Options engagement on the Castle Point Plan takes place between 22 July and 16 September 2024. We want as many businesses as possible to take part because the more feedback we have the more comprehensive and robust our final plan will be. Even if you may not be a resident of the borough, but just work or run a business here, we want to hear from you!

Further details on the consultation will be released on 22 July and can be found [here](#), however, in the meantime the council would like to invite you to an in-person business focused workshop. These are being held at the following locations and times:

Date	Time	Venue
2 August	Evening – 5:30pm to 7pm	International House, Charfleets Road, Canvey Island, SS80PQ
8 August	Evening – 5:30pm to 7pm	Hadleigh Old Fire Station, High Street, Hadleigh, SS7 2PA

There is no need to book for these events, simply turn up.

If you would like further details please contact us at CPPlan@castlepoint.gov.uk or 01268 882200

Appendix 13 – Email to Businesses: Sent 22nd July 2024

I am writing to advise you that Castle Point Borough Council is inviting comments on the issues and options consultation for the emerging local plan (known as the Castle Point Plan). This consultation is being carried out under regulation 18 of the Town and County Planning (Local Development) (England) (Amendment) Regulations 2012.

The Council is also inviting representations on the following documents:

- Sustainability Appraisal and Strategic Environmental Assessment Scoping Report
- Habitats Regulations Assessment Screening Report
- Equality Impact Assessment Scoping Report
- South Benfleet Conservation Area Character Appraisal Plan and Design Code

Following an initial call for sites in early 2024 the council are also re-opening the call for sites for landowners to submit sites to be considered for inclusion in the Castle Point Plan. If you have a site you would like to be assessed please submit it [here](#).

The consultation is open from Monday 22nd July until 16th September 2024.

What is the Castle Point Plan?

The Castle Point Plan will set out all the planning policies and proposals for Castle Point. When complete, it will act as a framework to inform planning decisions and guide development in the Borough. The Castle Point Plan will cover the period from 2023-2043.

It will include what kind of development can go where to ensure the right number and types of homes, space for businesses and the infrastructure, such as schools and health facilities, are delivered to support our growing population. It will also contain policies that safeguard the environment, enable climate change mitigation, and secure high-quality design.

Issues and Options consultation

Further details of the issues and options consultation can be found online [here](#). The document is split into a number of sections, covering various topics. Within each section there are a number of questions. You do not have to answer all the questions, just the ones that relate to you. The sections and summary of the content can be found below:

- Castle Point vision (Q1)
- Area based sections (Canvey Island, Benfleet, Hadleigh, Thundersley and Daws Heath Q2-40)
- Borough-wide strategy options (including developer contributions Q41-50)
- Providing the right types of new homes (size, type, mix, affordable housing etc Q51-58)
- Developing Castle Point's economy (economic strategy, employment land, skills and tourism Q59-66)
- Ensuring the vibrancy of the borough's town centres (retail provision, town centre parking and hot food takeaways Q67-74)
- Creating well designed development and protecting the borough's character (masterplans, design codes, densities, heritage etc Q75-81)
- Creating environmentally sustainable new development (net zero, water efficiency, SuDS, healthy design, pollutions etc Q82-88)
- Protecting and enhancing green and blue infrastructure (uses in Green Belt, flood risk, coastal, landscape, biodiversity and agriculture etc Q89-99)
- Providing the services local residents and businesses need (community, sports and health facilities, utilities and renewable energy Q100-109)

- Improving accessibility for all in Castle Point (transport, parking, electric charging Q110-118)

The Council will be holding an engagement event for developers, planning agents and landowners from 2pm-4pm on Thursday 29th August. This will be a hybrid meeting at the Council Offices and on Microsoft Teams. Please let us know if you will be attending either in person or online.

The Issues and Options Document and associated consultation documents can also be viewed at the following locations during normal opening hours from 29 July:

Castle Point Borough Council Offices	Waterside Farm Leisure Centre
Canvey Island Library	Hadleigh Library
Great Tarpots Library	South Benfleet Library

How to respond

Due to the number of responses we anticipate receiving as part of this consultation please respond to this consultation through the online portal that can be found [here](#). By providing responses online in response to the specific questions set out in the consultation it helps to support the Council and reduce administration time in processing representations. This will help the Council to keep to the timetable set out in the Local Development Scheme.

Responses should be concise and avoid duplication where possible.

Data protection

In responding to this consultation, the Council will receive and process your personal information and you are consenting to the storage and future use of your personal information in line with the Council's privacy notice. If you wish to know more about the processing of your personal information please see the [Council's privacy notice](#).

Anyone who submits a representation will be notified of future stages of the Local Plan.

If you have any questions, please email us at CPPlan@Castlepoint.gov.uk or call 01268 882200

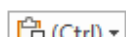
Appendix 14 – Email to Statutory Consultees and Organisations: Sent 19th July 2024

Castle Point Borough Council will be commencing a public consultation on the Issues and Options Document, which will be released in due course. This consultation is being carried out under regulation 18 of the Town and County Planning (Local Development) (England) (Amendment) Regulations 2012.

The Council is also inviting representations on the following documents:

- Sustainability Appraisal and Strategic Environmental Assessment Scoping Report
- Habitats Regulations Assessment Screening Report
- Equality Impact Assessment Scoping Report
- South Benfleet Conservation Area Character Appraisal Plan and Design Code

Prior to the consultation material being released, we would like to invite you to a stakeholder engagement event from 1pm-4pm on Thursday 1 August. This will be a hybrid meeting at the Council Offices and on Microsoft Teams.



Appendix 15 – List of Statutory Consultees and Service Providing Organisations:

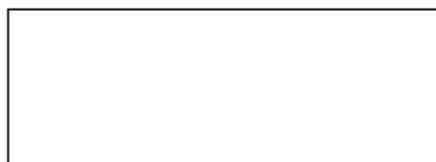
HCR Care Group	EA
Essex FA	Epping
RSPB	ES Water
DWP	Essex Fire and Rescue
EBA	Homes England
metal	Kent
England Netball	Leigh Town Council
Salvation Army	Southend Airport
FA	Maldon
Interlink Foundation	Marine Management
Barnardo's	Medway
Cavs	Avison Young
NHS	Highways England
Essex Wildlife Trust	Shotgate
Canvey Youth Project	Natural England
USP	Network Rail
Active Essex	ORR
Anglian Water	Port of London Authority
Bowers Gifford	Rayleigh Town Council
Braintree	Rochford
Basildon	Southend CC
Brentwood	Sport England
BPA	Swale
C2C	Tendering
Canal River Trust	Coal Authority
Chelmsford	Thurrock
CAA	TFL
Colchester	Uttlesford
The Crown Estate	Essex CC
Canvey Town Council	
English Heritage	

Appendix 16 – Letter to Landowners of potential development sites: Sent on the 5th August 2024



Planning Policy
Castle Point Borough Council
Council Offices, Benfleet,
Essex SS7 1TF
Tel: 01268 882200
Email: CPplan@castlepoint.gov.uk

5th August 2024



Dear ,,

Your land has been identified as a site option in the Regulation 18 Castle Point Plan Issues and Options. The following is the site(s) ID: 40243; 40244; 40273

The Council is currently preparing a local plan, known as the Castle Point Plan.

What is a local plan?

A local plan is a long-term plan which sets out a positive vision for the area and identifies where and how development should take place in the future.

The Castle Point Plan will set out all the planning policies and proposals for Castle Point. When complete, it will act as a framework to inform planning decisions and guide development in the Borough up to 2043.

It will include what kind of development can go where to ensure the right number and types of homes, space for businesses and the infrastructure, such as schools and health facilities, are delivered to support our growing population. It will also contain policies that safeguard the environment, enable climate change mitigation, and secure high-quality design.

Why are we contacting you?

The Council are consulting on a number of issues and options, including potential site options for development. We are contacting all of the landowners of sites that have been identified and this is why we are contacting you today. We have obtained your contact details from Land Registry and we want to know if your land is available for development.

The Council has prepared a paper called the Development Options Technical Paper, which sets out the process for how sites have been included as a site option. This can be found online via www.castlepoint.gov.uk/general-evidence-documents

We are aware that many of the urban sites identified have existing businesses and uses on them. It is worth noting that the Castle Point Plan looks at development until 2043 and we are looking at the availability of sites over a 20-year period, so it may be the case that your land is not available now but may become available in the future. It may also be that development can accommodate businesses, community spaces or other uses in addition to residential development. |

Next steps

If your site is likely to be available for development within the next 20 years, please confirm this by completing the online questionnaire on the Call for Sites found online at <https://consultation.castlepoint.gov.uk/cplan/>. This survey is open until 16 September 2024. You are also welcome to respond to the full Issues and Options consultation found on that link.

If your site is not available, even in the longer term, please also let us know.

Following the close of the consultation the Council will prepare a draft Castle Point Plan and consult on that in early 2025 before it is submitted to be examined by a Planning Inspector.

If you would like to speak to a member of the team to discuss the content of this letter [further](#) please let us know at CPPlan@castlepoint.gov.uk or 01268 882200.

Kind Regards

The Planning Policy Team

Place & Communities

Castle Point Borough Council



Please direct any correspondence to cpplan@castlepoint.gov.uk



Appendix 17 – Follow up Letter to Landowners of potential development sites:



Planning Policy
Castle Point Borough Council
Council Offices, Benfleet,
Essex SS7 1TF
Tel: 01268 882200
Email: CPplan@castlepoint.gov.uk

29 October 2024

Dear X,

With regards to X with Land Title X (Site Plan attached)

Castle Point Borough Council is preparing the Castle Point Plan which, once adopted, will become the development plan for the borough to 2043. As part of this work, the Council is identifying sites which are capable of being further developed and could potentially form part of the Castle Point Plan. The site listed above, and on the map attached, has been identified as having the potential to accommodate additional floorspace.

The Council is interested in understanding what your ambitions are for this site. This will help inform how the plan sets out its future development strategy within the Borough. If you feel there is an opportunity to further develop your site for any of the following uses, then please let us know by contacting Maria or Matt from the Planning Policy team at CPPlan@castlepoint.gov.uk or on XXXXXXX.

If further development of your site is not in your thoughts at this time we would still like to hear from you. Please note, if you own several sites, you may receive several copies of this letter. Please let us know by 12th November 2024.

For more information, please see the 'frequently asked questions' on the next page, you can also contact one of my officers using the details above.

Yours sincerely,

Amanda Parrott

Amanda Parrott
Assistant Director – Climate & Growth
Castle Point Borough Council

Frequently Asked Questions

Why am I receiving this letter?

In preparing the Castle Point Plan, the Council is looking for land that is available, suitable and capable of being developed over the next 20 years. The Council has been identifying such land within its urban area which could potentially fulfil the development needs within the borough. The land identified in this letter has been found through this exercise.

Do I need to reply to this letter?

No, you do not need to respond to this letter. However, we would encourage you to complete our online survey to let us know if your land is either available or not available. The survey can be found on the following link - <https://cfs.castlepoint.urbanintelligence.co.uk/>

Is the Council going to develop on my land?

We are only looking to see if your land is available for development in the next 20 years, if land is available, we may work with you to see what the development opportunities are. If your land is not available for development for any reason, that is okay, you can let us know this by filling out the online survey found on the link above or by emailing us. It is not our intention to seek development on land that is not available.

I have an existing business on my land, will it be affected?

This exercise is to determine the availability of the land in the next 20 years. If you are considering developing the land in the future and there are existing businesses on the site, we will want to work with you to ensure that existing businesses are supported, and to find a suitable solution for the accommodation needs of any potentially displaced businesses either on-site or nearby. The circumstances of each site will be assessed on an individual basis, and it may be the case that development may not be suitable on your site if the impact on business needs is significant and cannot be addressed.

I have existing tenants or leaseholders on my land, will they be affected?

This exercise is to determine the availability of the land in the next 20 years. If you are considering developing the land in the future and there are existing tenants or leaseholders on the site, we may be able to work with you to find a suitable solution. We are looking to work with you and any existing tenants or leaseholders on the site to ensure all needs are met. The circumstances of each site will be assessed on an individual basis. It may be the case that development may not be suitable on your site if the needs of those being displaced is significant and cannot be addressed.

What happens after I complete the online survey?

If you complete the online survey and you state that your land is not available, then we will update our records accordingly and mark your land as not available for development. You are unlikely to hear from us again on this matter.

If you complete the online survey and state that your land is available for development, then we may get in contact with you to discuss your aspirations further. This may lead to your site being allocated as a development site in the Castle Point Plan, but not necessarily, as sites will also need to be suitable and capable of being developed in the period to 2043.

Will the Council be buying my land?

We are only looking to establish if your land is available for development in the next 20 years. If your land is available, we may work with you to see what the development opportunities are. If your land is not available for development, for any reason, it is not our intention to buy your land.

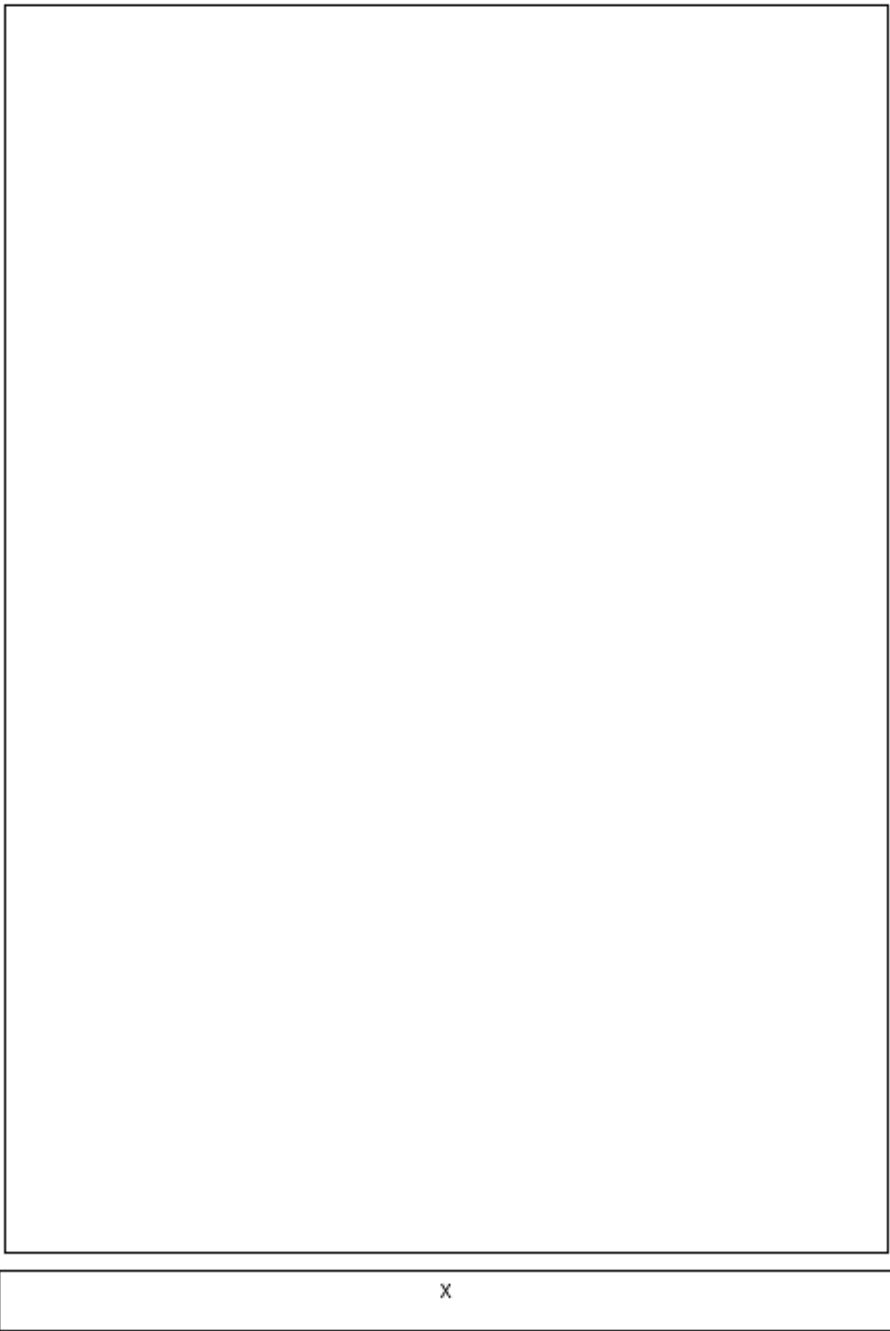
If my land is available, will I need planning permission to develop it?

If your land is available and deemed to be suitable and capable of being developed, it will still be necessary to get planning permission through the normal application process if you wish to develop the site.

Please see below a map of the site to provide clarification on the location of the site.

Site Map

|




Appendix 18 – USP College student survey:

Ten Years from now:

Ten years from now what type of house would you like to live in and where do you see yourself living?

Ten years from now where will you work and what will you do?

In ten years from now how will you travel to town?

 *Over the next 10 years how would you suggest we deal with Climate Change?*

/

Appendix 19 – USP College student survey outcome:

Student Analysis Report

Housing Preferences

- **Quiet, Spacious Homes:** 11 respondents desire detached houses, cottages, or unique homes (like converted barns) in rural or suburban settings, valuing space, privacy, and a connection to nature.
- **Modern-Traditional Blend:** 8 prefer a mix of modern functionality and traditional charm, such as modern interiors with rustic exteriors.
- **Location Flexibility:** While most (15) prefer the UK, a few (6) are open to living abroad (e.g., Sweden, Portugal, Romania) for affordability or a quieter lifestyle.

Career Aspirations

- **Creative and Design Roles:** 12 aim for careers in architecture, interior design, or graphic design, with some (4) wanting to start their own firms.
- **Diverse Careers:** 6 express interest in other fields (e.g., engineering, archaeology, animal care, aviation).
- **Urban Work Locations:** 10 want to work in or near cities (e.g., London) for job opportunities in their chosen fields.

Transportation Choices

- **Public and Personal Transport Mix:** 14 plan to use both public transport and personal vehicles, with 9 preferring electric cars for sustainability.
- **Sustainable Alternatives:** 5 mention e-bikes or walking, hoping for walkable, bike-friendly cities.

Climate Change Solutions

- **Renewable Energy:** 13 emphasize adopting renewable energy sources (e.g., solar panels), advocating for affordability and accessibility.
- **Plastic Reduction and Recycling:** 10 suggest reducing plastic use and boosting recycling efforts to tackle everyday pollution.
- **Eco-Friendly Urban Planning:** 8 advocate for preserving green spaces, avoiding overdevelopment, and creating walkable environments.
- **Public Transport Improvements:** 7 recommend enhancing public transport to reduce car dependency, supporting measures like ULEZ expansion.
- **Pollution Reduction:** 5 propose actions like minimizing plastic waste, addressing light pollution, and collecting rainwater.

Summary

Respondents envision living in quiet, character-rich homes that balance modern amenities with nature. They seek creative careers, mostly in architecture and design, while staying open to various fields. There's a shared commitment to environmental sustainability, with practical climate solutions like renewable energy, waste reduction, and improved public

transport. This group aspires to a future where personal lifestyle choices and systemic changes work together for a sustainable world.

Appendix 20 – Social Media advertising:

Facebook - 22nd July 2024



Castle Point Borough Council

Published by Orlo

- 22 July · 🌐

...

The Castle Point Plan will inform planning decisions and guide development in our borough to the year 2050. The more resident feedback we get, the stronger the plan will be.

We want to hear your voice. Get involved at [https://consultation.castlepoint.gov.uk/cpplan/...](https://consultation.castlepoint.gov.uk/cpplan/) See more

GET INVOLVED AND HAVE YOUR SAY
HELP US PLAN THE FUTURE

THE CASTLE POINT PLAN



Your community. Your views.

Results:

Date posted	Time	Seen by	Likes	Comments	Shares	Link clicks
22-Jul	12:00	3,000	13	2	6	30

Facebook - 9th August:



Castle Point Borough Council
Published by Orlo
- 9 August -

It's never been more important to have your say! Visit the Castle Point Plan Issues and Options workshop TODAY at Daws Heath Social Hall at 7pm. Don't forget to bring your phone so you can get involved and have your say.
<https://orlo.uk/IVnsy...> See more

**BE PART OF THE PLAN
HELP SHAPE THE FUTURE
FOR CASTLE POINT**

THE CASTLE POINT PLAN




Your community. Your views.

Results:

Date posted	Time	Seen by	Likes	Comments	Shares	Link clicks
09-Aug	08:00	3,200	2	0	10	6

Facebook Post – 15th August



Castle Point Borough Council

Published by Orlo

- 15 August -

...

It's never been more important for you to have your say - attend our interactive engagement workshops for the Issues & Options section of our Castle Point Plan and give us your views. Here is a preview of the remaining sessions for August.

See all sessions: <https://orlo.uk/KQtFc...> See more

Thundersley 'Issues & Options' workshop

From 15 Aug 2024 at 14:00 to 15 Aug 2024 at 15:30

▶ [More information](#)

[Add to my Calendar \(.ics\)](#)

Canvey Island 'Issues & Options' workshop

From 16 Aug 2024 at 19:00 to 16 Aug 2024 at 20:30

▶ [More information](#)

[Add to my Calendar \(.ics\)](#)

Thundersley 'Issues & Options' workshop

From 20 Aug 2024 at 14:00 to 20 Aug 2024 at 15:30

▶ [More information](#)

[Add to my Calendar \(.ics\)](#)

Canvey 'Issues & Options' workshop

From 21 Aug 2024 at 14:00 to 21 Aug 2024 at 15:30

▶ [More information](#)

[Add to my Calendar \(.ics\)](#)

Hadleigh 'Issues & Options' workshop

From 22 Aug 2024 at 19:00 to 22 Aug 2024 at 20:30

▶ [More information](#)

[Add to my Calendar \(.ics\)](#)

Results:

Date posted	Time	Seen by	Likes	Comments	Shares	Link clicks
15-Aug	10:20	5,000	3	0	5	9

111

Castle Point Plan | Issues and Options Consultation Statement April - 2025

Facebook Post – 15th August:



Castle Point Borough Council

Published by Orlo

- 15 August · 🌐

 Have you received your postcard? We're contacting every household to encourage residents to have their say on the Castle Point Plan. Scan the QR code on your postcard or visit <https://orlo.uk/f1mcn> You can answer as many or as few questions as you want, but it's more important than ever that you let us know what you think!... See more



Results:

Date posted	Time	Seen by	Likes	Comments	Shares	Link clicks
15-Aug	11:55	4,100	10	0	5	9

Facebook Post – 21st August:



Castle Point Borough Council
 Published by Orlo
 - 21 August · 🌐

Have you seen our communications promoting the Castle Point Plan Issues & Options consultation?

We're committed to ensuring residents are informed and have the chance to get involved and help shape the borough! Thanks to everyone who's contributed already – there's still time to have your say at <https://orlo.uk/vE4aM...> See more








Boost


 4

 1  6 

Results:

Date posted	Time	Seen by	Likes	Comments	Shares	Link clicks
21-Aug	10:45	2,600	4	1	7	7

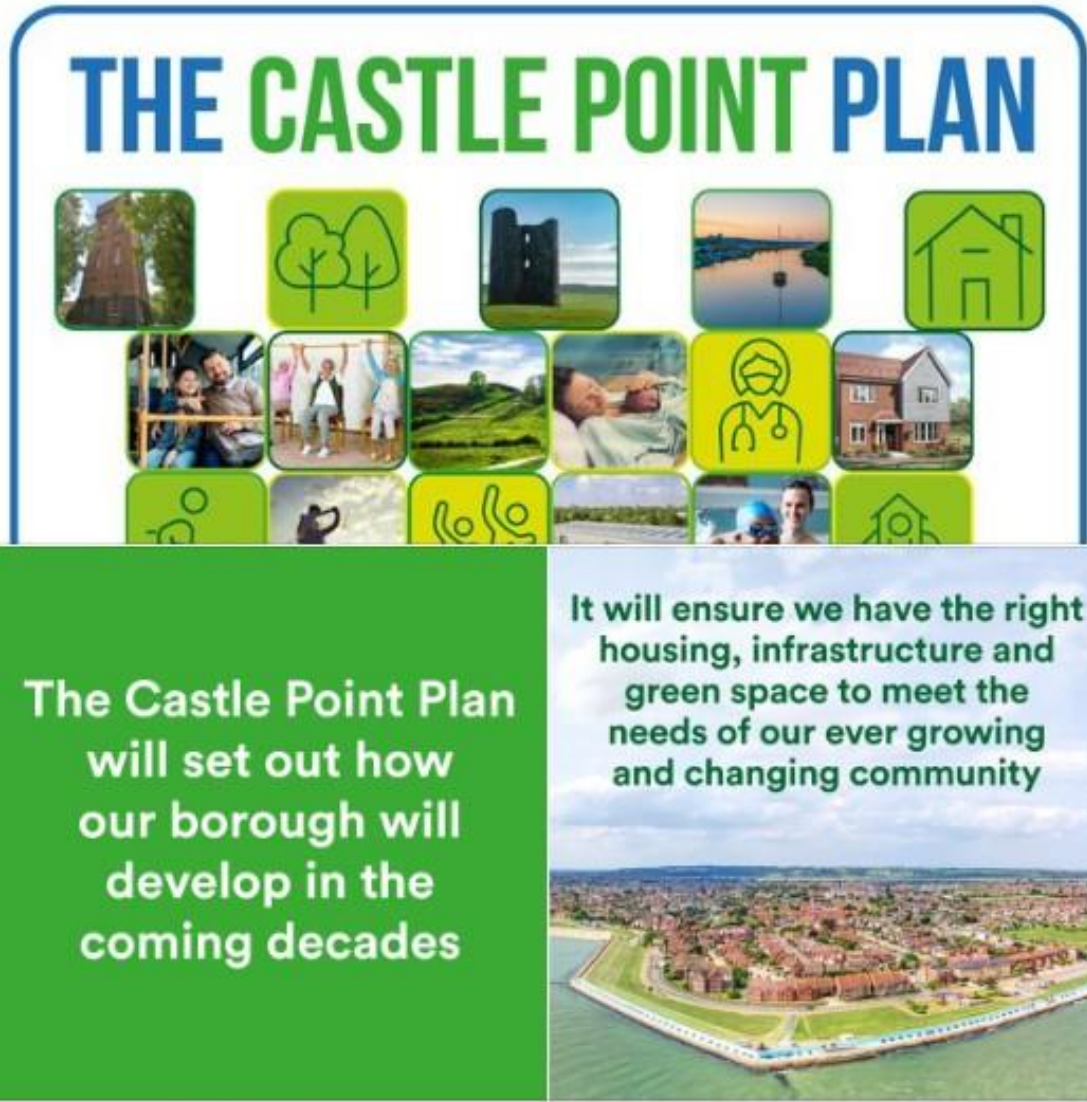
Facebook Post – 25th August:



Castle Point Borough Council
 Published by Orlo
 · 25 August ·

A big thank you to everyone who's submitted a response to our Issues and Options consultation so far. The deadline for submitting your response is 16 September so make sure you give us your views if you haven't already!

<https://orlo.uk/3hMnu>





THE CASTLE POINT PLAN

The Castle Point Plan will set out how our borough will develop in the coming decades

It will ensure we have the right housing, infrastructure and green space to meet the needs of our ever growing and changing community

[See insights and ads](#)
[Boost post](#)



4

1 comment 3 shares

Results:

Date posted	Time	Seen by	Likes	Comments	Shares	Link clicks
25-Aug	08:00	1,700	4	1	3	3

Facebook Post – 28th August:



Castle Point Borough Council

Published by Orlo

- 28 August · 🌐

...

We are running two online engagement sessions for the Castle Point Plan, on 3 and 6 September. Find out more and give us your views:
<https://orlo.uk/rqwVK...> See more



THE CASTLE POINT PLAN

Your community. Your views.

Residents are invited to help us shape the future of Castle Point from 22 July - 16 Sept. Tell us what you think at:
castlepoint.gov.uk/castle-point-plan

Results:

Date posted	Time	Seen by	Likes	Comments	Shares	Link clicks
28-Aug	17:10	3,700	2	0	12	15

Facebook Post – 3rd September:



Castle Point Borough Council

Published by Orlo

3 September

We want your views! Join our Castle Point Plan Engagement Session tonight at 7pm - 8:30pm.

Join here: <https://orlo.uk/7DVMo>

HOUSING - HERITAGE - WILDLIFE - GREEN SPACES
BUSINESS - TRANSPORT - HEALTH - COMMUNITY

THE CASTLE POINT PLAN



Your community. Your views.

HELP SHAPE THE FUTURE FOR CASTLE POINT
YOUR OPINION IS VALUABLE SO PLEASE GET INVOLVED

Boost

4

1

5

Like

Comment

Share

Most relevant


Results:

Date posted	Time	Seen by	Likes	Comments	Shares	Link clicks
03-Sep	16:45	1,400	4	1	5	9

116

Castle Point Plan | Issues and Options Consultation Statement April - 2025

Facebook Post – 4th September:



Castle Point Borough Council


Published by Orlo

- 4 September -

...

There's never been a better time to have your say about your local area. Come and join the discussion at Runnymede Hall, Thundersley this evening, 7pm-8:30pm.

<https://orlo.uk/p7K97...> See more



Boost

Results:

Date posted	Time	Seen by	Likes	Comments	Shares	Link clicks
04-Sep	12:00	2,200	6	1	2	1

Facebook Post - 5th September:



Castle Point Borough Council

Published by Orlo

- 5 September -

Thank you to everyone that has taken the time to come to our in-person or online engagement sessions for the Castle Point Plan - we really need your views on what's important to you in the Borough.

Another session will take place this afternoon from 2pm , at Daws Heath Social Hall, and another online session will take place tomorrow.

<https://orlo.uk/1xi0C...> See more

Daws Heath 'Issues & Options' workshop

From 5 Sep 2024 at 14:00 to 5 Sep 2024 at 15:30

[More information](#)

Online Workshop

From 6 Sep 2024 at 14:00 to 6 Sep 2024 at 15:30

[More information](#)

Results:


Date posted	Time	Seen by	Likes	Comments	Shares	Link clicks
05-Sep	12:00	1,100	3	1	1	2

Facebook Post – 12th September:




Castle Point Borough Council
Published by Orla
- 12 September - 

Four days to go! Don't miss a chance to have your say in our Castle Point Plan consultation - the deadline for responses is Midnight Monday 16 September.
Give us your views: <https://consultation.castlepoint.gov.uk/.../castle-point...>





See insights and ads


Boost post


 4

1 share

 Like

 Comment

 Send

 Share

Results:

Date posted	Time	Seen by	Likes	Comments	Shares	Link clicks
12-Sep	17:00	914	4	0	1	5

Facebook Post – 16th September:



Castle Point Borough Council

Published by Orlo

- 16 September

...

Today is the deadline for responses to our Castle Point Plan Consultation (closing at 11:59pm). Don't miss your chance to have your say about your local area!

Submit responses here: <https://orlo.uk/LPv1H...> See more

THE CASTLE POINT PLAN



It's time to have your say

Results:

Date posted	Time	Seen by	Likes	Comments	Shares	Link clicks
16-Sep	12:00	1,200	4	0	3	4

Facebook Post – 25th September:



Castle Point Borough Council

Published by Orlo

- 25 September -

...

Councillor Warren Gibson, Deputy Leader and Chair of the Castle Point Plan Board, said:

"The Council would like to thank all those residents that took the time to attend engagement sessions and respond to the Issues and Options consultation for the Castle Point Plan. The response to the consultation was excellent, with over 600 attendees at the engagement sessions and around 1,300 responses to the online Issues and Options consultation.

"It is incredibly important to the ... [See more](#)



Results:

Date posted	Time	Seen by	Likes	Comments	Shares	Link clicks
25-Sep	17:20	4,700	12	1	12	6

FABBRICA

Castle Point Borough Council Local Plan Campaign Final Report

22 July 2024 - 16 September 2024

Castle Point Borough Council

<https://castlepoint.gov.uk/castle-point-plan>

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Key takeaways

1

The Meta campaign was the best performing digital media channel with 2.30% CTR (against 1.51% benchmark) with a low £0.15 CPC (against £0.64 CPC benchmark) and 1.02% link CTR and 4,973 clicks through to the website. It allowed precision targeting as well as split targeting across all age groups. We'd recommend continuing to use this media channel in future campaigns.

2

The display campaign (which used responsive display, with different versions of the ads appearing according to the user reached) achieved 265,987 impressions with over 3,000 clicks to the website and 1.13% CTR and performed well overall. We would recommend using this channel in future activity.

3

Spotify had a comparatively low engagement though there was a 9.5K reach with nearly 55,000 impressions served overall across the campaign. For this reason some budget was diverted away from Spotify and into GDN. We would recommend avoiding this channel in future activity, at least for such tight targeting.

4

OOH had a high number of impressions associated with it and for high precision local targeting we would recommend continuing to utilise this media channel, subject to budgets.

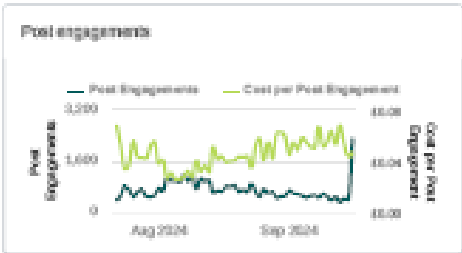
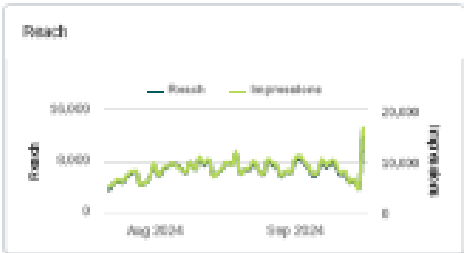
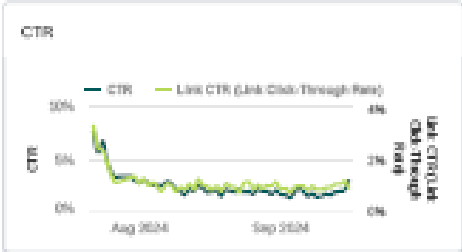
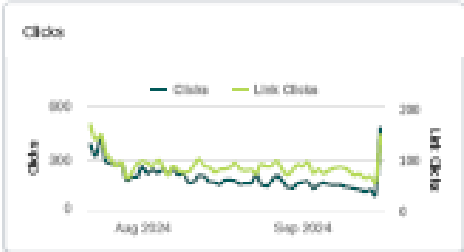
5

Overall, females were the most likely to engage with the advertising. We were able to achieve reach across all age groups by utilising different media channels, a strategy we'd recommend continuing with. Meta has a high prevalence of older people whereas Meta and Spotify allowed us to effectively reach, and in the case of GDN, engage with younger people.

Activity comparison

Meta					
Link Clicks	Impressions	Link CTR (Link Click-Through ...	Reach	Average CPC	
4,973	486 K	1.02%	70,101	£0.15	
Spotify					
Clicks	Impressions	CTR	Reach	CPC	
74	54,656	0.14%	24,551	\$2.54	
Google Display Network					
Clicks	Impressions	CTR	Measurable Impressions	Avg CPC	
3,009	266 K	1.13%	236 K	£0.09	
OOH					
Phone Kiosk Impressions	Roadside 6 Sheets Imp...	Bus Streetliners Impress...	Digital Billboard Impress...	48 Sheets Impressions	Total OOH Impressions
430,290	1,280,090	273,000	50,000	195,859	2,229,239
Total					
Clicks (digital only)		Impressions (digital only)		Impressions (digital and OOH)	
8,056		806,715		3,035,954	
				CTR (digital only)	
				1%	

Meta Ads - Campaigns



Commentary

The Meta campaign performed well against Meta benchmarks with 2.30% CTR (against 1.51% benchmark) with a low £0.15 CPC (against £0.64 CPC benchmark) and 1.02% link CTR and 4,973 clicks through to the website.

There was a reach of 70,101 of those people who are resident or recently in Castle Point (Meta targeting limitations).

Overall breakdown

Clicks	Link Clicks	Impressions	Reach	Average CPC	CTR
11,159	4,973	486 K	70,101	£0.15	2.30%
Link CTR (Link Click-Th...	3s Video Views	Video Watches at 25%	Video Watches at 100%	Frequency	Amount Spent
1.02%	34,571	1,988	382	6.93	£1,715.33

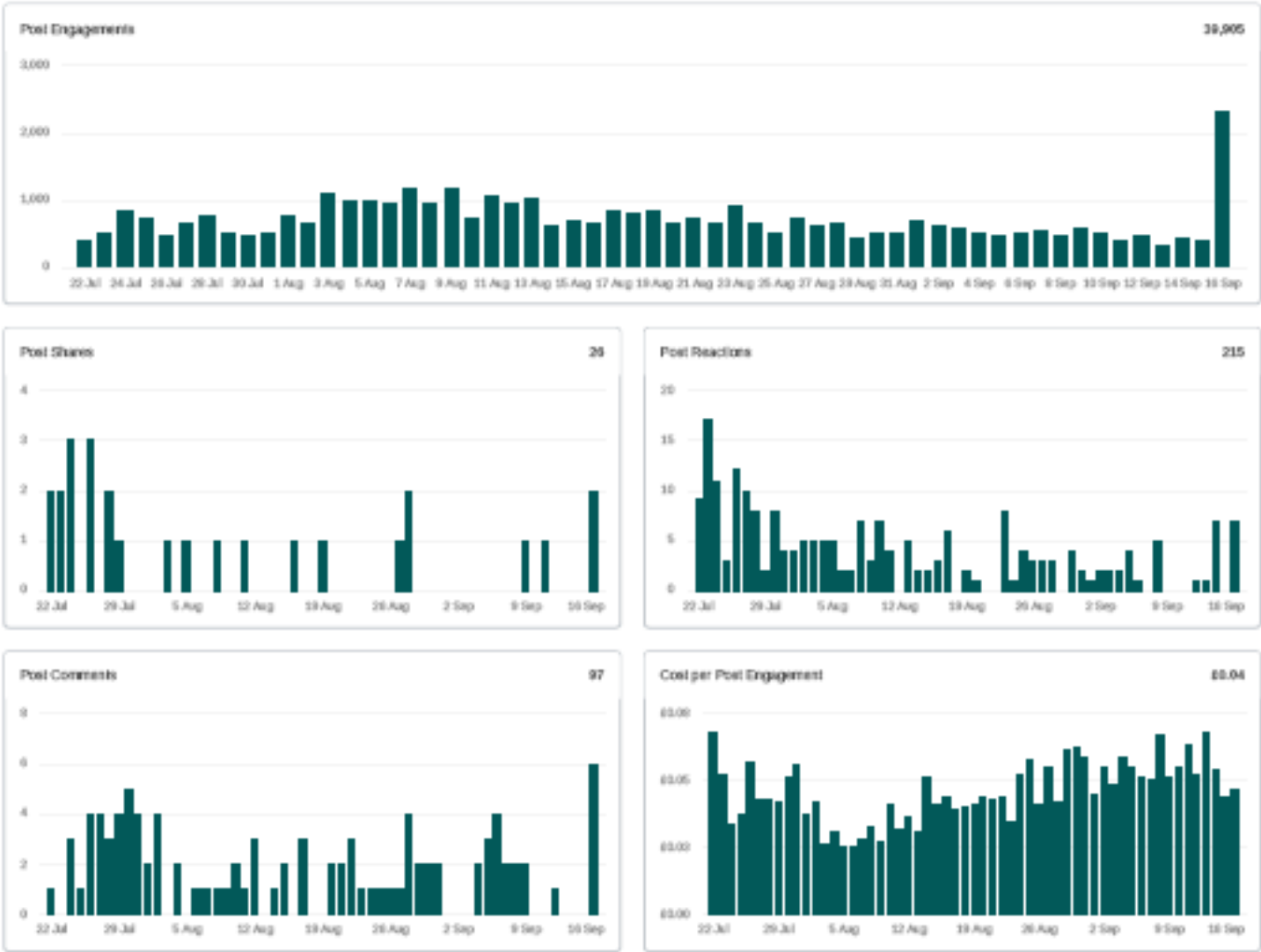
Facebook breakdown

Clicks	Link Clicks	Reach	Average CPC	CTR	Link CTR (Link Click-Th...
10,267	4,281	55,597	£0.14	2.39%	0.99%

Instagram breakdown

Clicks	Link Clicks	Reach	Average CPC	CTR	Link CTR (Link Click-Th...
865	665	18,794	£0.34	1.70%	1.31%

Meta Ads - Ad Engagement



Commentary

There was consistent engagement with the advertising throughout the length of the campaign with a noticeable peak in engagement (that included clicks on the posts, shares, reactions, comments) on the last day of the campaign that coincided with the closing date of the consultation.

Meta Ads - Ad Sets



Commentary

At the start of the campaign there was one ad set which targeted people of all ages. We found that the vast majority of people who engaged with the ads were in older age groups so we split this into two ad sets: 18-44 and 45 and over. This improved the number of younger people who were served ads though by comparison to older groups they were less engaged with the advertising. Consistent with the older audiences, there was more activity across Facebook.

Showing 2 of 2 Rows

AD SET	CLICKS	IMPRESSIONS	AVERAGE CPC	CTR	LINK CTR (LINK CLICK-THROUGH RATE)
TOTALS	11,159	491,072	£0.15	2.30%	1.92%
Local Plan 2024 45-65+	8,941	290,207	£0.12	3.08%	1.25%
Local Plan 2024 18-44	2,210	195,865	£0.29	1.13%	0.69%

18-44 yo Ad Set

Facebook breakdown

Clicks	Link Clicks	Reach	Average CPC	CTR	Link CTR (Link Click-Th...
1,894	1,109	26,383	£0.26	1.19%	0.70%

Instagram breakdown

Clicks	Link Clicks	Reach	Average CPC	CTR	Link CTR (Link Click-Th...
320	223	13,483	£0.48	0.92%	0.64%

45-65+ yo Ad Set

Facebook breakdown

Clicks	Link Clicks	Reach	Average CPC	CTR	Link CTR (Link Click-Th...
8,374	3,170	33,189	£0.11	3.09%	1.17%

--	--	--	--	--	--

Instagram breakdown





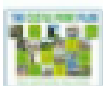



Clicks	Link Clicks	Reach	Average CPC	CTR	Link CTR (Link Click-Th...
544	442	6,263	£0.26	3.41%	2.77%

Meta Ads - Ads

Commentary

The best performing creative was Carousel 4 (please see add to the right) which created the most clicks and the highest link CTR at 1.61%. Though in second place was Video collateral which had a high overall CTR indicating good on-ad engagement, overall the Carousels worked better in terms of link CTR and clicks to the website.



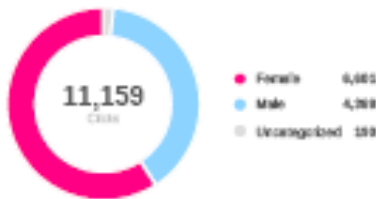
Ad performance all campaign							
AD	CLICKS	LINK CLICKS	REACH	AVERAGE CPC	CTR	LINK CTR (LINK CLICK-THROUGH RATE)	
 <u>Local Plan Carousel 4</u>	1,874	960	58,752	£0.14	3.11%	1.61%	
 <u>Local Plan Video 2</u>	396	99	5,105	£0.12	5.79%	1.45%	
 <u>Local Plan Carousel 2</u>	1,139	592	14,214	£0.16	2.60%	1.40%	
 <u>Local Plan Carousel 1</u>	870	425	12,148	£0.14	2.39%	1.17%	
 <u>Local Plan Carousel 3</u>	320	120	5,633	£0.15	1.92%	1.12%	
 <u>Local Plan Video 1</u>	4,442	1,424	25,288	£0.10	3.34%	1.07%	
 <u>Local Plan Video 1</u>	1,227	625	20,460	£0.24	1.73%	0.00%	
 <u>Local Plan Video 2</u>	139	54	5,323	£0.29	1.94%	0.75%	

AD	CLICKS	LINK CLICKS	REACH	AVERAGE CPC	CTR	LINK CTR (LINK CLICK-THROUGH RATE) +
 <u>Local Plan Consultation 2</u>	363	283	17,854	£0.41	0.70%	0.50%
 <u>Local Plan Consultation 2</u>	89	86	6,526	£0.41	0.60%	0.50%

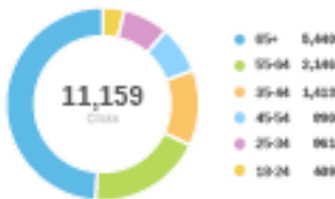
Meta Ads - Demographics

Overall

Gender



Age



Commentary

Overall, females aged 65+ were the most likely to engage with the advertising. There was a general trend that the older the age group, the more likely it was to engage with the advertising. Following optimisation there was a more even reach across age groups but CTRs were heavily biased towards those older groups.

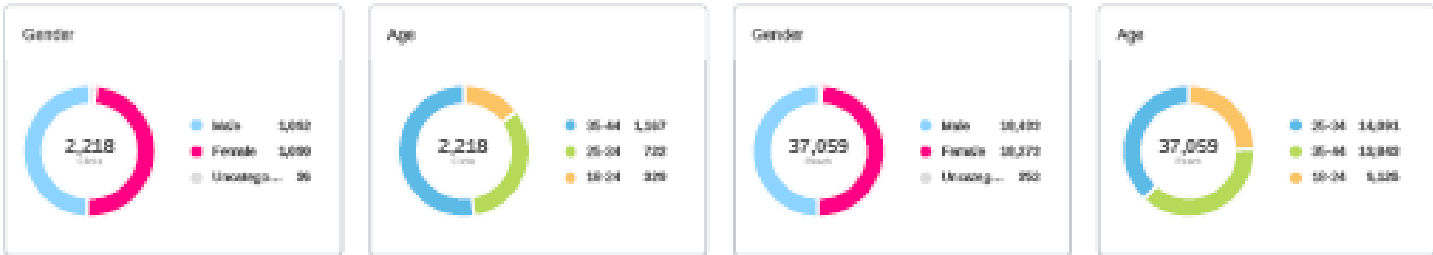
Showing 3 of 3 Rows

GENDER	CLICKS*	IMPRESSIONS	AVERAGE CPC	CTR	LINK CLICKS	LINK CTR (LINK CL...	REACH
female	6,601	257,618	£0.15	2.56%	2,033	1.10%	36,339
male	4,268	221,666	£0.17	1.97%	2,050	0.93%	32,097
unknown	190	6,788	£0.14	2.80%	82	1.21%	854

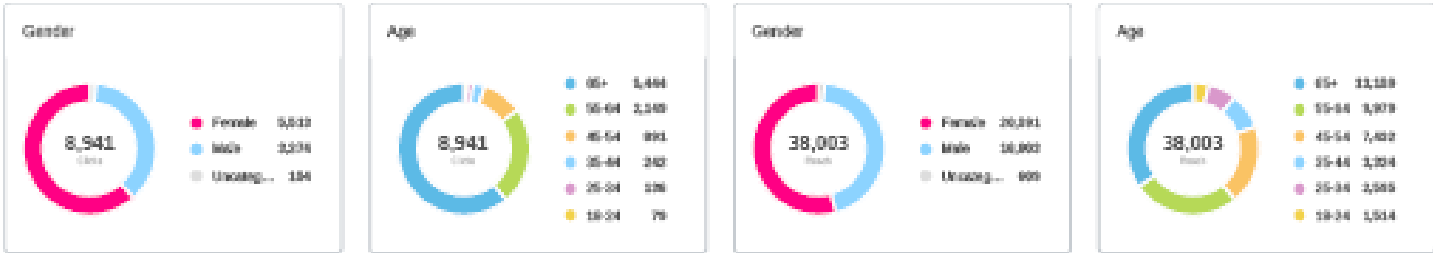
Showing 7 of 7 Rows

AGE	CLICKS*	IMPRESSIONS	AVERAGE CPC	CTR	LINK CLICKS	LINK CTR (LINK CL...	REACH
65+	5,440	161,681	£0.13	3.36%	2,414	1.49%	13,207
55-64	2,145	73,501	£0.11	2.92%	741	1.01%	10,245
35-44	1,413	92,752	£0.23	1.52%	726	0.78%	15,000
45-54	890	35,946	£0.11	2.40%	268	0.83%	7,700
25-34	861	82,595	£0.29	1.05%	546	0.66%	14,408
18-24	409	40,026	£0.20	1.02%	248	0.62%	9,541
Unknown	0	0	—	—	—	—	0

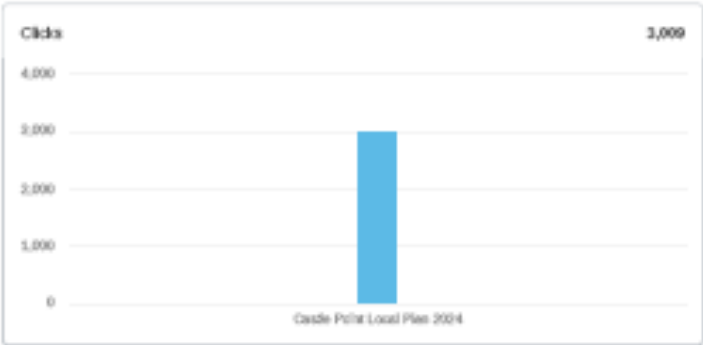
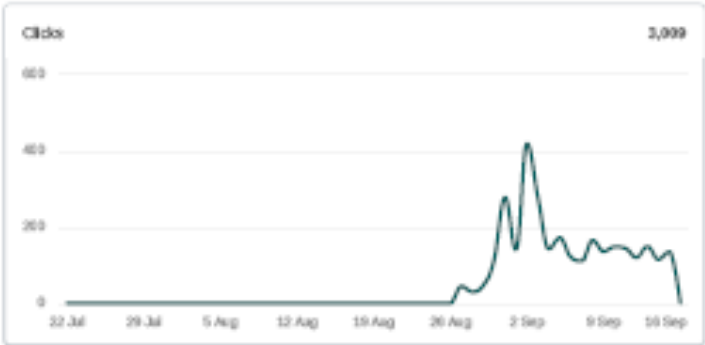
18-44 yo Ad Set



45-55+ yo Ad Set



Google Ads - Campaigns

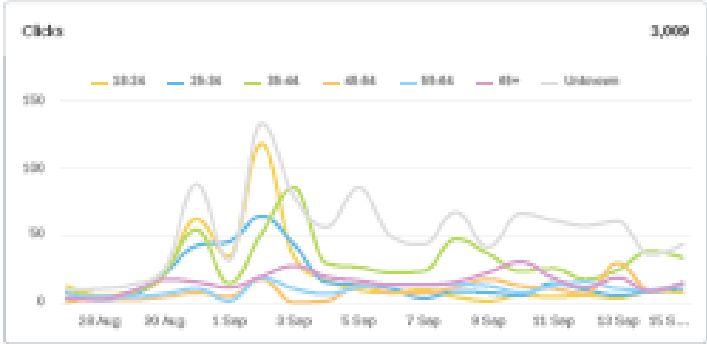
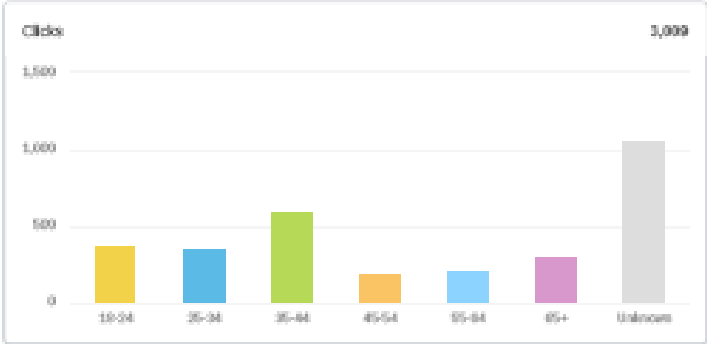


Avg CPC	Clicks	Impressions	Measurable Impressions	CTR
£0.09	3,009	266 K	236 K	1.13%

Commentary

We introduced GDN part way through the campaign to ensure a higher reach against the relative lower performance of Spotify. The display campaign (which used responsive display, with different versions of the ads appearing according to the user reached) achieved 265,987 impressions with over 3,000 clicks to the website and 1.13% CTR which is over benchmark (median 0.97% with range 0.4%-2.33%, source: Varos).

Google Ads - Age



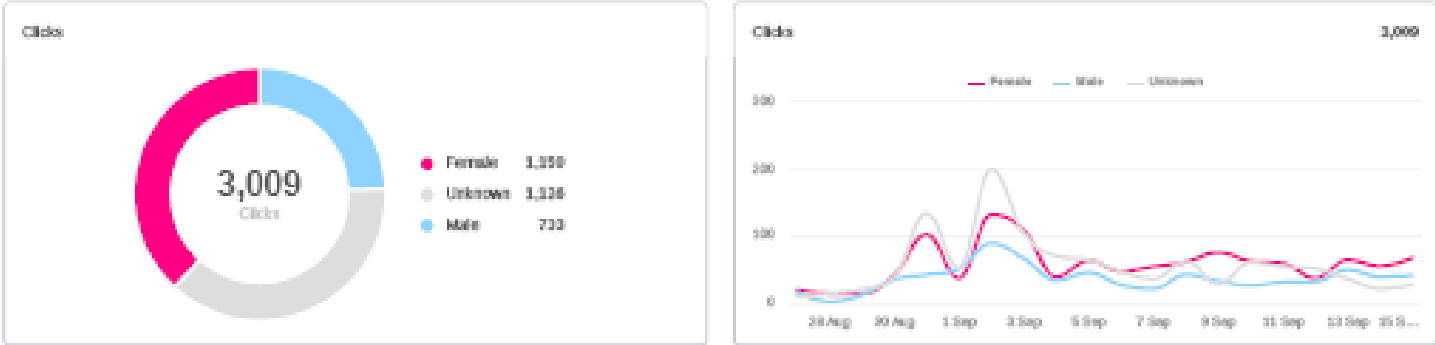
Showing 7 of 7 Rows

AGE+	CLICKS	IMPRESSIONS	MEASURABLE IMPRESSIONS	CTR	Avg CPC
18-24	371	21,370	20,750	1.74%	£0.00
25-34	326	18,977	18,030	1.68%	£0.00
35-44	589	40,376	38,397	1.46%	£0.09
45-54	172	20,287	19,304	0.85%	£0.11
55-64	182	28,314	27,410	0.65%	£0.13
65+	269	41,502	40,761	0.73%	£0.11
undetermined	1,050	94,361	79,016	1.11%	£0.09

Commentary

In contrast to Meta there was more engagement with the advertising from younger age groups than older age groups (who were still served more ads). The highest CTRs were achieved by 18-24 and 25-34 year old at 1.74% and 1.68% CTRs, respectively, though with lower impressions and therefore lower clicks than 35-44 yo - which achieved the most clicks overall.

Google Ads - Gender

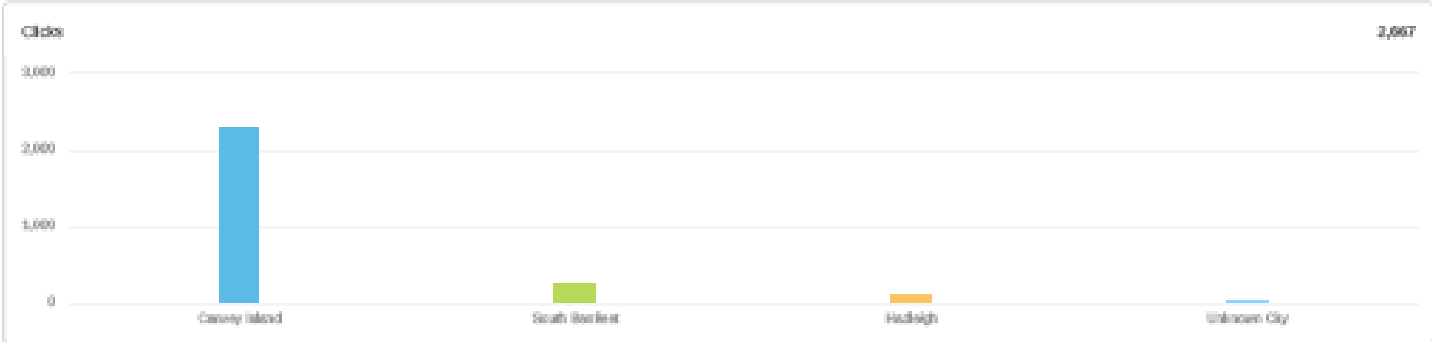


Showing 3 of 3 Rows					
GENDER	CLICKS	IMPRESSIONS	MEASURABLE IMPRESSIONS	CTR	Avg CPC
Female	1,150	118,487	115,951	0.97%	£0.10
Male	733	62,919	60,500	1.18%	£0.10
Undetermined	1,126	60,571	58,906	1.88%	£0.08

Commentary

Like Meta, most clicks came from females, though a large portion of clicks were from an unknown gender (where Google is unable to track demographics). Having said that, CTRs were lower for females - this points to higher reach / more impressions going to female users but males were the most likely to engage when they saw the ad.

Google Ads - Locale

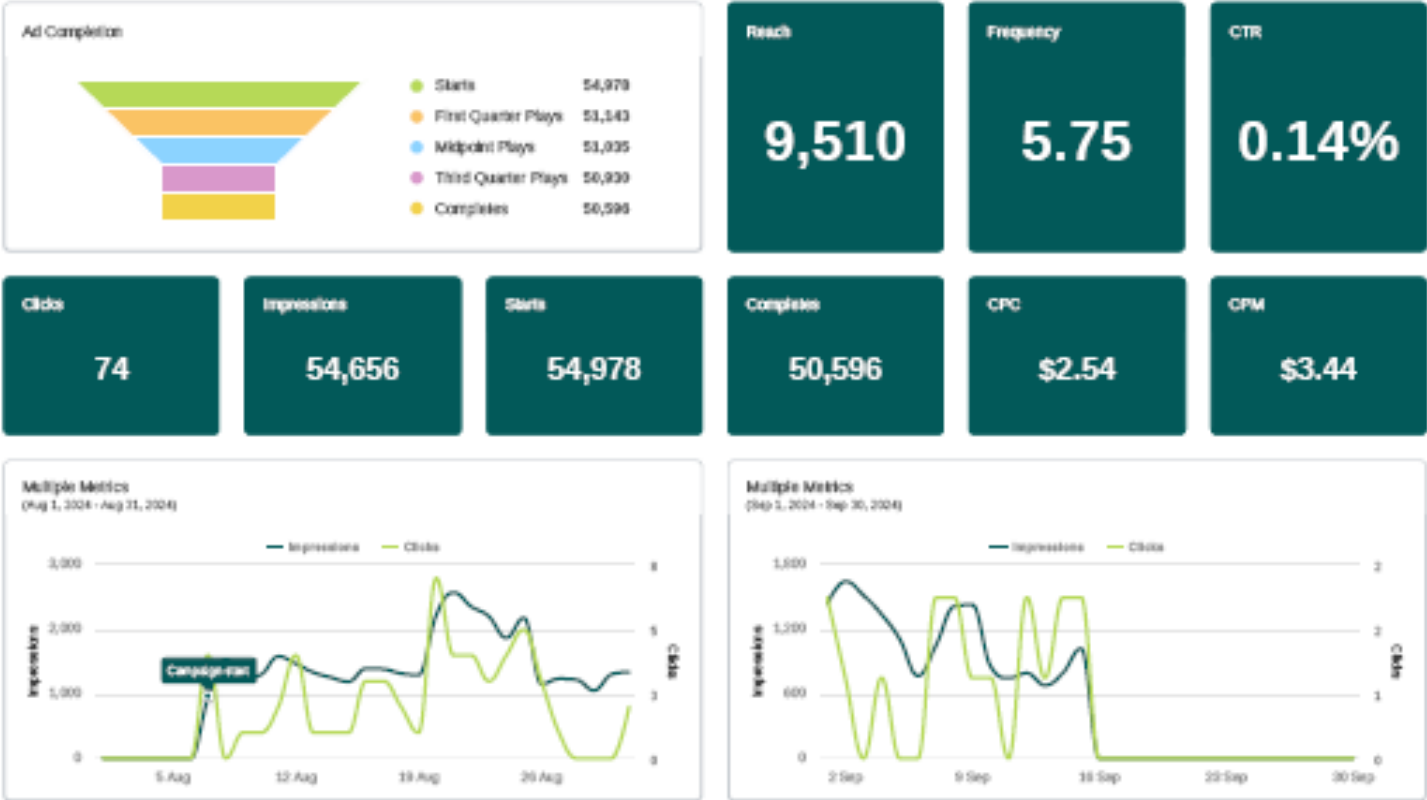


Showing 4 of 4 Rows					
CITY	CLICKS	IMPRESSIONS	CTR	Avg CPC	COST
Carvey Island	2,067	201,300	1.14%	£0.09	£213.70
South Benfleet	240	22,400	1.05%	£0.09	£22.51
Hadleigh	94	10,502	0.89%	£0.10	£9.47
Unknown City	33	1,892	1.74%	£0.09	£3.07

Commentary

Carvey Island was the most likely to engage with the advertising overall. Unfortunately, Meta no longer shares town/city level location data on advertising therefore we can't do a comparison here.

Spotify Ads - Summary



Commentary

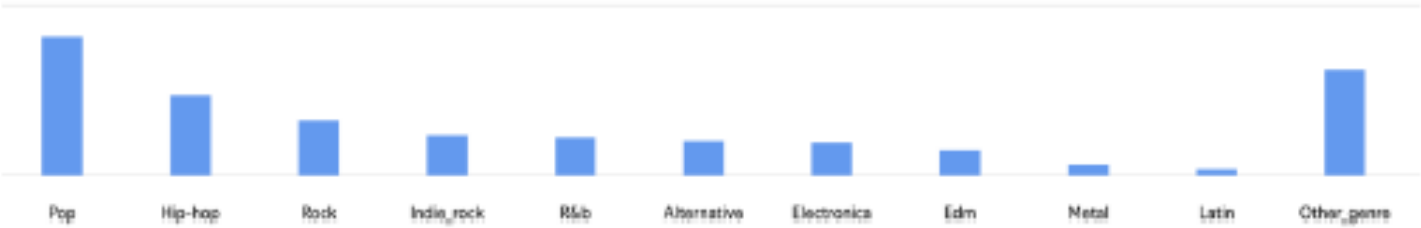
Spotify had a comparatively low engagement though there was a 9.5K reach with nearly 55,000 impressions served overall across the campaign. For this reason some budget was diverted away from Spotify and into GDN.

Spotify Ads - Demographics

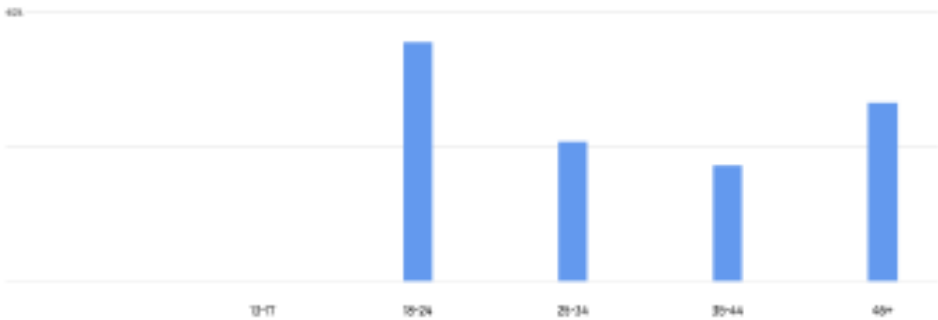
Commentary

Like Google Display, younger audiences were the most reached audiences by the advertising though 45+ was in second place. With the exception of 25-34 yo which had a lower figure, CTRs were reasonably even across age groups at 0.17-0.19%. Women were the most likely to engage with the ad with 0.19% CTR versus 0.12% for men.

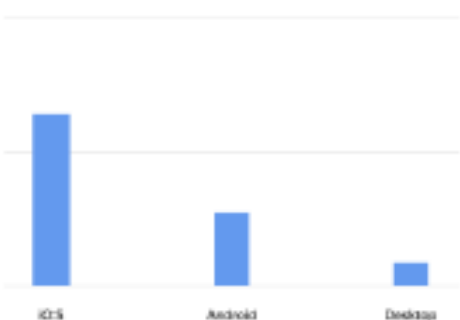
Genre



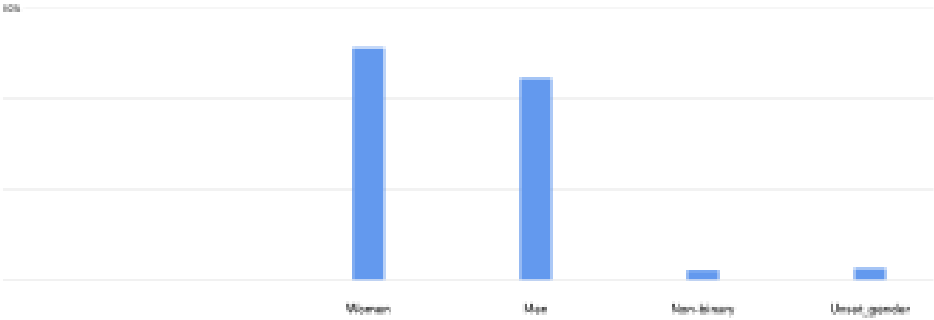
Age



Device



Gender



OOH

48 sheet - 195,859 impressions



Phone Kiosk - 430,290 impressions



Bus - 273,000 impressions

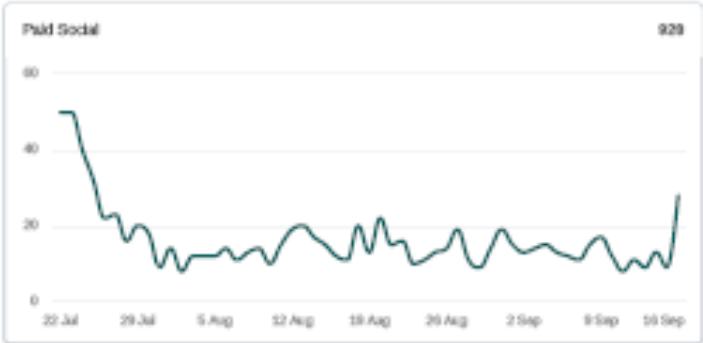
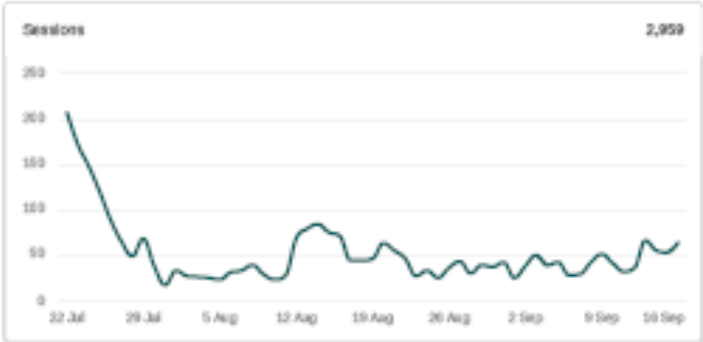


Roadside 6 sheets - 1,280,090 impressions (+ Digital Billboard by Entertainers - 50,000 impressions)



GA4 - All Channels

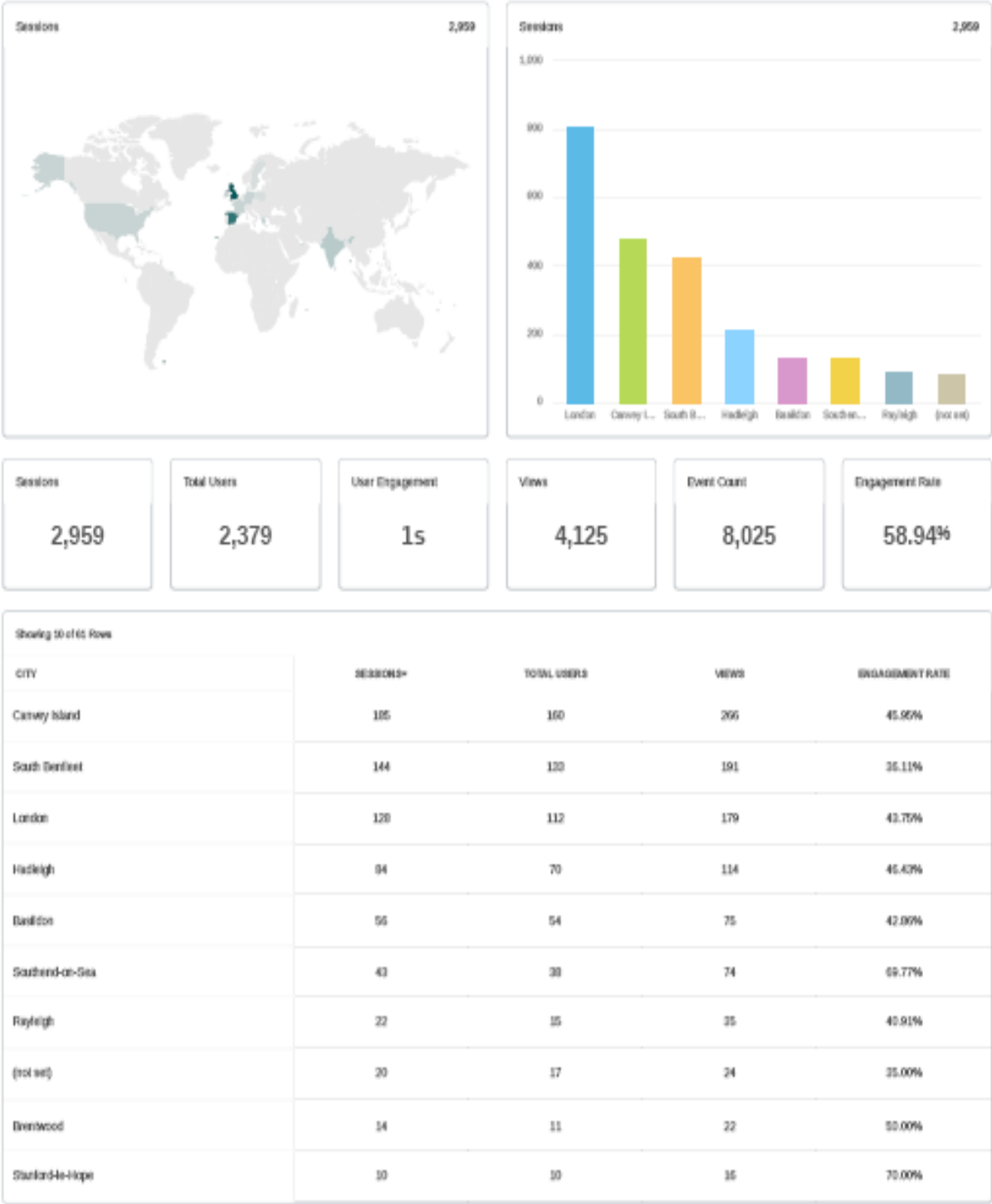
User Acquisition



Sessions	Total Users	User Engagement	Views	Event Count	Engagement Rate
2,959	2,379	1s	4,125	8,025	58.94%

Showing 11 of 11 Rows				
CHANNEL	SESSIONS	TOTAL USERS	VEWS	EVENT COUNT
Direct	1,041	908	1,396	2,775
Paid Social	929	761	1,346	2,853
Organic Search	649	460	905	1,337
Paid Search	157	124	225	492
Organic Social	144	120	187	353
Referral	33	22	43	61
Display	6	3	7	15
Audio	5	5	9	17

GA4 - Landing Page by Location



CHANNEL	SESSIONS	TOTAL USERS	VEWS	EVENT COUNT
Email	2	2	3	7
Organic Video	1	1	3	3
Unsigned	1	1	1	1

Appendix 22 – Digital Billboards:

Digital Billboard – Canvey Island:



Display 1



Display 2

Digital Billboard – Hadleigh:



Display 1



Display 2

Appendix 23: Technical Note on Text Analysis Methodology

1. Systematic and Thematic Approach

The consultation responses were analysed using a systematic and thematic method. The process combined automation, thematic coding, and manual refinement to ensure a comprehensive review. Key steps included categorizing responses, identifying recurring themes, and capturing sentiments and specific community concerns. This structured approach ensured the analysis reflected the patterns, priorities, and nuances expressed by respondents.

2. Tools and Techniques

To manage the large volume of qualitative data effectively, the following tools and techniques were employed:

2.1. Thematic Coding with Python

Python scripts were used for an initial analysis, identifying recurring keywords and phrases.

Automated coding categorized responses based on common topics, enabling rapid identification of key themes.

This process provided a foundation for quantifying and prioritizing feedback.

2.2. Frequency Analysis with Python

Python's analytical capabilities quantified the frequency of themes.

Themes were ranked based on the volume of mentions, supporting the prioritization of community concerns.

2.3. NVIVO Software for Data Management and Validation

NVIVO was used to systematically organize and manage coded themes.

NVIVO's word frequency tools identified patterns and trends, supporting validation of the automated analysis.

The tool also facilitated the systematic breakdown of themes into sub-themes and tracked sentiments linked to specific feedback.

2.4. Manual Review and Refinement

A manual review ensured accuracy and captured nuanced perspectives.

Themes were refined to account for unique viewpoints and validate the automated results.

This step identified unique or locally specific feedback not captured through automation.

3. Analysis Workflow

The workflow consisted of three key stages:

Preprocessing: Data was cleaned, standardized, and digitized where necessary. **Analysis:** Initial coding and frequency analysis were conducted using Python and **NVIVO**. **Manual Validation:** Themes were reviewed and refined to ensure depth and accuracy.

