

Question 43

First Name	Last Name	Organisation	Question 43. Should the local plan policies strongly Support noted the economy in terms of a transition to a low carbon economy, ensuring development and growth opportunities are Support noted through this process?	COUNCILS RESPONSE
Ben	Binder	University of Adelaide		
Lorraine	Bailey	Wickham Bishops Parish Council		
Ali	Aldis			
David	Smye	The Maldon Society		
Stewart	Newlands	Fambridge Lake		
Paula	Stanbury			
Sonia	Whiskin	Financial Services		
Geoffrey	Charge	n/a		
Robert	Collins			
Gavin	Rowsell			The transition from a traditional linear economic model of 'make, use, dispose' to a low carbon 'circular' economy is integral to the UK meeting its legally binding requirement to reach Net Zero by 2050 and interim climate action targets to reduce greehouse gas emissions by 78% by 2035 compared to 1990 levels. There is no exceptions made for rural areas. The LDP therefore, has to plan positively to decarbonise all sectors of the economy to meet these national and legally binding commitments, and in response to the climate change emergency declared by MDC in 2021. The LDP will focus on planning positively to address the largest barriers to business growth and find and finance low carbon solutions to these problems in partnership with business, local communities, neighbouring local authorities and central government.
Gareth	Davies	N / A		
Ben	Thornett			
Matthew	Wood	Phase 2 Planning		
Jackie	Gibbs		I do believe the local plans should Support noted the economy of a transition to a low carbon economy, however, consideration needs to be given to timing, budgets, financial Support noted etc....where will the funds etc...come from?	The LDP will structured around the principles of sustainable development, which includes climate action. The decarbonisation of all sectors of our economy, including developing local skills and new supply chains is central to climate action and presents both a significant opportunity and enormous challenge. The LDP will focus on planning positively to address the largest barriers to business growth and find and finance low carbon solutions to these problems in partnership with business, local communities, neighbouring local authorities and central government.
Tim	Aves			
Helen	James			
Kathy	Day			
Mike	Hayes			
Peter	Wakling			
David	Sismey		It should Support noted all legitimate growth in the economy	Comment noted
Stuart	Willsher	Persimmon Homes Essex		
Sara	Howarth			
Anthony	Fittock		I am not entirely sure how the LDP can realitically do this without creating loopholes for delay.	This transition to a low carbon economy will require the LDP to be flexible and responsive as a greater understanding of what it takes to build a low-carbon society evolves, as well as a workforce with new skills to embrace changing labour markets and to navigate the significant economic uncertainty as a result of the COVID-19 global pandemic. The Council is committed to an inclusive and transparent planning service that will Support noted the transition to a low carbon economy as part of sustainable development without unnecessary delay.
Eissa	Leo			
Daniel	McAllister	Robert Mulholland And Company Limited		
Michele	Williams			
Tara	Strydom			
Jenny	Ball			
Cliff	Baron			
Gill	Winsor	Tesco		
Emily	Benham	Servoca complex care and nursing		
Laura	Cannon			
Shaneen	Illanes			
Sarah	Sapsford			
Merryl	Quilter			
Bear	Keen			
Jessica	Cox			
Robert	Burton			
Yvonne	Wade			
Louise	Bywaters-Smith	Hospitality		
Brooke	Roberts-Morgan			

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Patricia	Bunkle			
Stephanie	Ireland			
Marc	Rawinsky	M R Sovereign Services Ltd		
Roger	Tiffin			
Kathryn	Beighton	Publishing		
Roy	Warren	Sport England		
STUART	SOWTER			
Mark	Raffray			
April	Rowley			
e	e	e		
Kevin	Lagan			
Bill	Withers			
Joanna	Jeffery			
John	Mitchell			
Bethany	Jones	Colchester Borough Council		
magnus	Magnusson	Parker Planning Services		
Nick	Whiteley		Yes, but we do not need more coffee shops, especially of the same franchise within 10 minutes walk. This is a district, not a New York city. Encourage smaller entrepreneurial types. An example of this: Blackwater Retail Park. It takes a minute to move between 2 different Costa's - as you state, local businesses tend to offer greater pay for their employees. This in turn equals more available money for spending in other sectors of our local economy.	This transition to a low carbon economy will require the LDP to be flexible and responsive as a greater understanding of what it takes to build a low-carbon society evolves, as well as a workforce with new skills to embrace changing labour markets and to navigate the significant economic uncertainty as a result of the COVID-19 global pandemic. The LDP will focus on planning positively to address the largest barriers to local business growth and find and finance low carbon solutions to these problems in partnership with business, local communities, neighbouring local authorities and central government.
Peter	Layley			
Rex	Davenport		This should be made a key policy priority. Whilst recognising that the technology to Support noted tackling climate change is changing rapidly, policies should be developed which require the latest knowledge to be applied at the design and application for permission stage. Opportunities for individual and communal fossil fuel reduction should be incorporated in design, e.g. PV solar panels, air and ground heat source pumps rather than conventional boilers and electric car charging points to be available for all housing units, including flats. Policies should be developed in conjunction with existing and new climate change community societies based in the District.	This transition to a low carbon economy will require the LDP to be flexible and responsive as a greater understanding of what it takes to build a low-carbon society evolves, as well as a workforce with new skills to embrace changing labour markets and to navigate the significant economic uncertainty as a result of the COVID-19 global pandemic.
Lesley	Mitchelmore	Danbury Parish Council		
Linda	Flowers	Self Employed		
Karen	Neath	Tolleshunt Major Parish Council		
N	DA			
Peter	Holmes			
Dorreen	Linton	our group consists of adults, playschool and brownies group		
John	Wileman			
Colin	Pryke		Don't see how the low carbon economy will specifically help employment. Excellent educational , health and recreational facilities, broadband communications and roads, as well as an attractive environment are more likely to attract employers, and the self employed.	The transition to a low-carbon economy will lead to an overall increase in energy sector jobs which will be vital as the automation of technology changes the labour market and reduces employment in traditional sectors such as industry and agriculture. The decarbonisation of all sectors of our economy, including developing local skills and new supply chains is central to climate action and presents both a significant opportunity and enormous challenge. The LDP will focus on planning positively to address the largest barriers to business growth, including the current infrastructure deficit and in Support noting a partnership approach to delivering low carbon solutions to these problems.
Richard	Courtney	University Of East London	Yes there needs to be an emphasis on connectivity and encouraging low carbon based, professional and technical SMEs to base themselves in the area.	This transition to a low carbon economy will require the LDP to be flexible and responsive as a greater understanding of what it takes to build a low-carbon society evolves, as well as a workforce with new skills to embrace changing labour markets and to navigate the significant economic uncertainty as a result of the COVID-19 global pandemic. The LDP will focus on planning positively to address the largest barriers to local business growth, including the current infrastructure deficit.
sue	Rawlinson	Evolve		
Douglas	Milsted	Heybridge Basin Conservation Society		
Alan	Outlaw	Self Employed		

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John	Hitcham		In line with national policy	A fundamental principle of the National Planning Policy Framework's (NPPF) environmental ambition is Support noting the transition to a low carbon economy by encouraging energy reduction. This will be done by using renewable resources and energy, reusing existing resources and helping people to live more sustainably to minimise our impact on climate change. The LDP must be in compliance with the NPPF and is a vital part of the solution, making positive changes to policies around building and the natural environment to Support noted greener growth.
Richard	Kelly	Croudace Homes	See responses to Q40-Q42.	Comments noted
Lindsey	Squire	North Farnbridge Parish Council		
K	Jeffries			
John	Lakin	?		
Andy	Quelch			
Samantha	Weeks			
Carlie	Mayes			
James	Rushton			
Richard	Martin	Scott Properties		
Mike	Spurgeon	Phase 2 Planning and Development		
C/O Agent Mike	Spurgeon	Phase 2 Planning & Development		
Catherine	Champion			
Terence	Hughes	Burnham-on-Crouch constituent	Yes you can encourage low carbon economy unless it costs so much that it stops the market being less profitable.	This transition to a low carbon economy will require the LDP to be flexible and responsive as a greater understanding of what it takes to build a low-carbon society evolves, as well as a workforce with new skills to embrace changing labour markets and to navigate the significant economic uncertainty as a result of the COVID-19 global pandemic. The LDP will focus on planning positively to address the largest barriers to local business growth and find and finance low carbon solutions to these problems in partnership with business, local communities, neighbouring local authorities and central government.
Amanda	Mickelsen			
John	Tompkins		Local plan policies should strongly embrace the economy in terms of a transition to a low carbon economy, to ensure that development and growth opportunities are Support noted through the change process.	This transition to a low carbon economy will require the LDP to be flexible and responsive as a greater understanding of what it takes to build a low-carbon society evolves, as well as a workforce with new skills to embrace changing labour markets and to navigate the significant economic uncertainty as a result of the COVID-19 global pandemic. The Council is committed to an inclusive and transparent planning service that will Support noted the transition to a low carbon economy as part of sustainable development without unnecessary delay..
Samuel	Newton	Anglo European School		
Mary-Ann	Munford			
Jo	Harvey			
Jeremy	Potter	Chelmsford City Council	The City Council notes the issues set out in this section, and in particular Support notes the aims of Support noting smaller and niche businesses to expand, in order to provide jobs close to where people live and to minimise commuting. The growth of tourism in the district is noted, which may have an impact on traffic accessing Maldon via the City Council's roads including onward links to the strategic road network. The City Council would encourage the potential impact from growth of the tourism sector to be considered as part of the LDP forthcoming transport modelling work	This transition to a low carbon economy will require the LDP to be flexible and responsive as a greater understanding of what it takes to build a low-carbon society evolves. The LDP will focus on planning positively to address the significant opportunities and challenges for business growth, including the current infrastructure deficit and in Support noting a partnership approach to delivering low carbon solutions to these problems.
Terry	Fleming			
Daniel	Goodman	Rochford District council		
Chris	Harvey			
Phillip	Davies		It is essential that business development and growth opportunities are Support noted through the transition to a low carbon future. Following the pandemic business will need Support noted to do this.	This transition to a low carbon economy will require the LDP to be flexible and responsive as a greater understanding of what it takes to build a low-carbon society evolves, as well as a workforce with new skills to embrace changing labour markets and to navigate the significant economic uncertainty as a result of the COVID-19 global pandemic. The Council is committed to an inclusive and transparent planning service that will Support noted the transition to a low carbon economy as part of sustainable development without unnecessary delay..
Jane	Senior			
Susan	Cumming	not applicable		

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Amanda	Clack		Yes, the Council needs to set the Vision and Strategy around this and also provide policy and guidance to Support noted the objectives around net-zero Carbon. See response to Q40.	The LDP will structured around the principles of sustainable development, which includes climate action. The decarbonisation of all sectors of our economy, including developing local skills and new supply chains is central to climate action and presents both a significant opportunity and enormous challenge. The LDP will focus on planning positively to address the largest barriers to business growth and find and finance low carbon solutions to these problems in partnership with business, local communities, neighbouring local authorities and central government.
Ronald	Edge	Construction Industry	Not necessary if you don't build any more houses.	The transition from a traditional linear economic model of 'make, use, dispose' to a low carbon 'circular' economy is integral to the UK meeting its legally binding requirement to reach Net Zero by 2050 and interim climate action targets to reduce greenhouse gas emissions by 78% by 2035 compared to 1990 levels. There are no exceptions made for areas which do not plan positively for growth. The LDP therefore, has to plan positively to decarbonise all sectors of the economy to meet these national and legally binding commitments, and in response to the climate change emergency declared by MDC in 2021. The LDP will focus on planning positively to address the largest barriers to business growth and find and finance low carbon solutions to these problems in partnership with business, local communities, neighbouring local authorities and central government.
Daphne	Scott			
Gordon	Mussett	Little Braxted Parish Council		
Kenny	Alexander	Thomas Gainsborough School		
David	Kennedy		The pan should encourage the development growth of new technology industries associated with the green economy such as leveraging the districts rich maritime history in the new offshore wind industry	The transition to a low-carbon economy will lead to an overall increase in energy sector jobs which will be vital as the automation of technology changes the labour market and reduces employment in traditional sectors such as industry and agriculture. The decarbonisation of all sectors of our economy, including developing local skills and new supply chains is central to climate action and presents both a significant opportunity and enormous challenge. The LDP will focus on planning positively to address the largest barriers to business growth, finding low carbon solutions in partnership and that leverage the significant investment in the local area from nationally significant infrastructure developers.
Ronnie	Tongue	state school		
Mark	Behrendt	Home Builders Federation		
Matthew	Cooper			
Sue	Dobson	Essex Bridleways Association		
Terry	Inkpen	None	I did not understand the question.	The transition from a traditional linear economic model of 'make, use, dispose' to a low carbon 'circular' economy is integral to the UK meeting its legally binding requirement to reach Net Zero by 2050 and interim climate action targets to reduce greenhouse gas emissions by 78% by 2035 compared to 1990 levels. There is no exceptions made for rural areas. The LDP therefore, has to plan positively to decarbonise all sectors of the economy to meet these national and legally binding commitments, and in response to the climate change emergency declared by MDC in 2021.
christine	collins		developing large areas of the countryside away from established infrastruture would seem to go against any ideas of a low carbon economy	The transition from a traditional linear economic model of 'make, use, dispose' to a low carbon 'circular' economy is integral to the UK meeting its legally binding requirement to reach Net Zero by 2050 and interim climate action targets to reduce greenhouse gas emissions by 78% by 2035 compared to 1990 levels. There is no exceptions made for rural areas. The LDP therefore, has to plan positively to decarbonise all sectors of the economy to meet these national and legally binding commitments, and in response to the climate change emergency declared by MDC in 2021. A fundamental principle of the National Planning Policy Framework's (NPPF) environmental ambition is Support noting the transition to a low carbon economy by encouraging energy reduction. This will be done by using renewable resources and energy, reusing existing resources and helping people to live more sustainable loves to minimise our impact on climate change. The LDP must be in accordance with the NPPF and is a vital part of the solution, making positive changes to policies around building and the natural environment to Support noted greener growth that protects our population from coastal erosion, flooding, storm events and pollution.
Stuart	Williams	Ace group		

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Reegan	Howles		Yes absolutely.	Support noted.
David	Webb			
Andrew	Marsh	Historic England		
Brian	Haydon			
Jasbir	Singh			
Janice	Jackson			
Jenny	Clemo	Langford & Ulting Parish Council		
Hazel	Notley			
Jean	Brown			
Joanne	McGinilty			
Stuart	Dedman	Nil		
Roy A	Clare	Charities		
Kerry	McKenna			
Penny	McCaulley	Tiptree dental		
Jane	Phillips	Solicitors		
David	Rees			
Felicity	Gale			
Lindsey	Wright			
Darren	Weeks			
Phil	Manning			
Peter	Clack			
Doug	Lockwood	National Grid	Yes but for old and new prperties.	Comment noted
Sally	George			
Vara	Szajkowski			
Bob	Calver			
David	Hill	Dandara Ltd		
Tessa	Lambert	Natural England		
Dawn	Howles			
Steven	Potter		Yes, in principle.	A fundamental principle of the National Planning Policy Framework's (NPPF) environmental ambition is Support noting the transition to a low carbon economy by encouraging energy reduction. This will be done by using renewable resources and energy, reusing existing resources and helping people to live more sustainable loves to minimise our impact on climate change. The LDP must be in conformity with the NPPF and is a vital part of the solution, making positive changes to policies around building and the natural environment to Support noted greener growth that protects our population from coastal erosion, flooding, storm events and pollution. There are many things that the LDP can help with, but the Council recognises that it can't achieve everything. As individuals we all need to take responsibility and make changes in the way we live so that we can move towards a more sustainable future.
natasha	frith			
Vysian	Banyard	TKPC	Unrealistic.	A fundamental principle of the National Planning Policy Framework's (NPPF) environmental ambition is Support noting the transition to a low carbon economy by encouraging energy reduction. This will be done by using renewable resources and energy, reusing existing resources and helping people to live more sustainable loves to minimise our impact on climate change. The LDP must be in conformity with the NPPF and is a vital part of the solution, making positive changes to policies around building and the natural environment to Support noted greener growth that protects our population from coastal erosion, flooding, storm events and pollution. There are many things that the LDP can help with, but the Council recognises that it can't achieve everything. As individuals we all need to take responsibility and make changes in the way we live so that we can move towards a more sustainable future.
Anthony	Bates			
Russell	Howles	WSP		
Diane	Carter			
Gillian	Hollamby			
Luke	Garrett	Obsidian Strategic Asset Management Ltd	Do not wish to comment.	N/A
Brian	Townsend			
Robin	Fanshawe			
Malcolm	Finch			
Peter	Taylor	Retired		
Chris	Melbourne			
John	Brown			
Robert	Hollamby			
Chris	Waumsley	Inovo Consulting		

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Phil	Jacklin			
Kate	Priest	Purleigh Community Primary School		
Robert	Jones	The University of Reading		
Robert	Stephens	N/A		
Gary	SPICER			
Pete	Butcher			
JO	COOMBES			
Helen	Bridge			
Melanie	Allen	Government		
Adam	Medlycott			
Jonney	Aldridge		Yes, but no green-wash. Real good quality jobs in the green economy, energy storage needs lots of development. PS nuclear is NOT green or economic, even if your MP tells you it is.	Comments noted. The Council accepts energy storage and nuclear power forms a key part of the current government's various low carbon energy policies and strategies.
Joanne	Maloney			
Mark	Hurley	Selfridges		
Portia	Roeleofs			
Neil	Burke	Bradwell Power Generation Company Limited	The concept of a transition to a low carbon economy is Support noted, but the detail will be important to ensure that the necessary infrastructure is provided to Support noted this within a predominantly rural area.	This transition to a low carbon economy will require the LDP to be flexible and responsive as a greater understanding of what it takes to build a low-carbon society evolves, as well as a workforce with new skills to embrace changing labour markets and to navigate the significant economic uncertainty as a result of the COVID-19 global pandemic. The LDP will focus on planning positively to address the largest barriers to local business growth, including the current infrastructure deficit.
Lynne	Goodbourn			
Christopher	Kent		As long as infra structure is in place to Support noted it.	This transition to a low carbon economy will require the LDP to be flexible and responsive as a greater understanding of what it takes to build a low-carbon society evolves, as well as a workforce with new skills to embrace changing labour markets and to navigate the significant economic uncertainty as a result of the COVID-19 global pandemic. The LDP will focus on planning positively to address the largest barriers to local business growth, including the current infrastructure deficit.
Lisa	Singh	Direct Call Centres Ltd		
Kevin	Head		Similarly, MDC should seek to reflect objectives and emerging policies in neighbouring districts to ensure a co-ordinated and common policy approach.	The Council is committed to working in partnership across sector, including with other local authorities and with the local communities.
Elizabeth	Sawyer Bayliss			
Michael	Partridge			
Kenneth	Northfield			
Jerry	Petts			
Frederick	McMahon			
Sophie	Pryor			
Tracey	Merritt	Dengie Hounds and Horses		
c/o Agent	c/o Agent	Clarion Housing		
Stephanie	Jones	home		
Jo	Crump	Servoca Secure Soutions		
Susan	ARCHER			
Phillipa	Griffiths			
Matthew	Taylor		The transition to a low carbon economy is important but it needs to be borne in mind that this will be achieved to a significant degree through the decarbonisation of existing businesses; and that the reuse of existing buildings (as opposed to new development) where possible will Support noted this transition.  The evidence in the Maldon Economy Study 2021 does not point to a significant quantum of new employment land being needed with Scenario 1b pointing to essentially no change in the quantum of overall employment land (+0.1ha), and at most 5.6 ha of land required in Scenario 2b.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study, which will provide updated evidence to Support noted positive planning for the economy and employment land provision. The LDP recognises the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Anne	Bailey			
Winifred	Sutherland			
Lucien	Taylor			
Chris	clark			
David	Baker			
Jeremy	Richardson			
Glenna	Wilkins			
Cheryl	Carter	Education		
Susan	Mason			
Melad	Kamlow			

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Danny	Soul		Given Maldon District Council approved 'Our Home Our Future' Climate Action Strategy due to climate emergency including 'Kick the Car Habit' and 'Show Nature We Care' – Jan 2022 - then yes to above. It should be taken into consideration that (for example in Purleigh): - creating new developments in areas with limited public transport does not Support noted the above policy - creating new developments on existing Greenfield sites is does not Support noted the above policy - building on areas with existing flooding will initially cause further local issues; and then by extension exacerbate further flood issues resulting from climate change	Comment noted
Dave	Draper	The Hartford Insurance Group	But with sensible, qualified timings	Comment noted
Fiona	Barkham	Private Individual	The transition to a low carbon economy is important but it needs to be borne in mind that this will be achieved to a significant degree through the decarbonisation of existing businesses; and that the reuse of existing buildings (as opposed to new development) where possible will Support noted this transition.  The evidence in the Maldon Economy Study 2021 does not point to a significant quantum of new employment land being needed with Scenario 1b pointing to essentially no change in the quantum of overall employment land (+0.1ha), and at most 5.6 ha of land required in Scenario 2b.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study, which will provide updated evidence to Support noted positive planning for the economy and employment land provision. The LDP recognises the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Isabel	Adcock		Needs the infrastructure	Comment noted
Kevin	Cooper			
Katherine	Whitehouse			
Linda	Soul			
Robert	Wilson			
Sarah-Jayne	Hunt	SJ Aesthetics LTD		
Jonathan	Hunt			
Deborah	de Boltz	Farleigh Hospice		
alan	johnson	sky broadcasting		
Tim	Murphy			
Claire	McGrane		I am not sure how a low carbon economy can be achieved in somewhere like Althorne where every new household will need at least one car.	The transition from a traditional linear economic model of 'make, use, dispose' to a low carbon 'circular' economy is integral to the UK meeting its legally binding requirement to reach Net Zero by 2050 and interim climate action targets to reduce greenhouse gas emissions by 78% by 2035 compared to 1990 levels. There is no exceptions made for rural areas but the Council recognises how challenging this will be and intends to draft flexible planning policies that can reasonable respond to different local circumstances
Tracey	Munford	NA	Renewable energy and the management and reduction of carbon emissions are important considerations for any planned development.  Increased cars and traffic to / from any site is a major consideration	Support noted
Victoria	Cutmore	Endurance Estates		
Jane	Potter	Purleigh Parish Council	In principle, local plan policies should strongly Support noted the economy in terms of a transition to a low carbon economy, ensuring development and growth opportunities are Support noted through this process.	Support noted
Brian	Haydon	Cold Norton Parish Council		
Rowan	Rampersad			
LUKE	MACFARLANE	S A RAVEN		
Anna	Wombwell	Morris Farm		
Lee	Foster			
Ronald	Owen	Not applicable		
Elizabeth	Johns			
Colin	Day			
Vanessa	Horner			
Natalie	Bradford			
Harriet	Hurst-Smith			
Brian	Howson	Pharmaceutical company	Low carbon economies / housing development are a misnomer	N/A
Tony	Vanner			
Josie	Vanner			
Tracy	Carroll			
Ian	Roberts	N/A		
Marion	Gunn			
Tony	Ashton	none		
mandy	SHORT			
BRIAN	COLLINS			

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Kevin	Money	St. Lawrence Parish Council	Without a vibrant local economy Maldon District will be a dormitory for other areas, where there are employment opportunities, and a community with a high level of retirees with the concomitant demands of adult care services. Neither is healthy.  Therefore, the LDP should be prioritising land for employment purposes and the redevelopment of employment premises into residential units should be prevented wherever possible. There will always be a few exceptions to this but they should be just that.  How to define the rural economy is difficult. This is not just agriculture in all its forms. And where does the rural economy stop and the urban one begin? Surely in a basically rural area the two are closely entwined. Much of the tourist offering is rural based.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study, which will provide updated evidence to Support noted positive planning for the economy and employment land provision. The LDP recognises the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Claire	Udall	1		
Linda	Raffray			
John	Cooper			
Peter	Lampard		As long as its done gently and sensibly.	Comment noted
Leah	Jewiss			
Elaine	Ketley	South Woodham Ferrers Town Council		
Tim	Chilvers			
Ruth	Bull	The Othona Community	We offer positive, sustainable growth in tourism as we enhance our opportunities for visitors drawn to the District because of the landscape and heritage, including the Christian heritage of this location. At the Othona Community we, too, have development plans, ours are focussed on spiritual, social and pastoral concerns. In the post-Covid economy we suggest to you that in the finalisation of the LDP you recognise that these aspects of life are increasingly important to very many people - and thus to tourism and the local economy	The Council recognises that tourism is the largest growth sector post pandemic and that visitors to the Maldon District are attracted to its tranquil setting that offers significant benefits for health and wellbeing. LDP policies will be written flexible to Support noted sustainable growth in this sector.
Mark	Jackson	Mark Jackson Planning		
Elliott	George			
ann	cutting			
Sharon	Cushen			
Ian	Tooley			
Sally	Tokeley			
Kate	Ellis			
Christina	Chan			
Tim.	Holdsworth			
Graham	Snow			
Kevin	Ashman	Estates and Agency Strategic Land	Homes / jobs / local economy / near transport nodes - will also assist in delivery of local facilities and reduce 'carbon trips'.	Comments noted
Sarah	Packard			
Jake	Nugent	Endurance Estates Ltd		
Martin	Cook			
Clifford	Brown			
Steve	Gallant	Crouch Valley Defence Group		
Lesley	Woodley			
John	Buchanan			
Kirsty	Rowsell			
Tim	Bradford	leadenhall		
Philip	Wakeling			
Jacky	Bannerman	Woodham Walter Parish Council	Local plan policies should strongly embrace the economy in terms of a transition to a low carbon economy, to ensure that development and growth opportunities are Support noted through the change process.	Comments noted
David	Brock			
Mark	Tentori	Mazdev Limited		
Niki	Halls			
Peter	Ingram			
Jane	Pilgrim			
Judith	Radcliffe		Transition to a low carbon economy should generate a lot of employment. The council should take advantage of, and Support noted this.	Comments noted
Stewart	Geden			
Anita	Thomas	Bank		
Andrew	Ashworth			
michael	smith			
Christopher	Mabbutt	Burnham Primary School		
Mary	Putt		It is vital that the LDP is resolved first and with least impact on the local structures - once sorted the ongoing issue of low carbon and climate change can then take priority, it is never sensible to muddle goals you just become reactive rather than presenting and sticking with a plan	The LDP recognises that climate adaption and mitigation is a key part of sustainable development and should be fully integrated in every planning policy going forward. The transition to a low carbon economy
Simon	Priest			
Phillippa	Marshall			
Lewis	Cook	Form Architecture Ltd.		
EDWARD	GITTINS	Edward Gittins & Associates		
Steve	Williamson			



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James	Cowell	E & B R Cowell		
Colin	Hawkes			
Ronald	PIPER			
Alan	Shrimplin	N/A	No specifics are given on how this will be done within MDC, so it is hard to comment on it, but reducing the carbon footprint should be included	Comment noted.
John	McLarty			
John	McLarty			
Norman	Branch	N/A		
John	McLarty			
Valerie	Coleby	Berrys		
James	Clarke			
David	Stilwell			
Ann	Thomas			
michael	harris			
Geoffrey	Cox			
John	McLarty			
Kevin	Bruce		Complicated	Comment noted
Barrington	Thomas			
Richard	Edwards			
Robyn	Woloszczuk			
Lesley	Speller			
William	Shepherd		However it should be done over a period to get the maximum benefit from the existing infrastructure unless the low carbon alternative is more cost effective to make an immediate transission	Comment noted.
Nicola	O'Dean	Balqores Motors		
Alexander	Romang			
Hayley	Holgate	ECC		
Eirlys	Parry	N/A		
victoria	newson	Childrens Nursery		
Michael	Unwin	N/A		
Tony	Barber			
Nick	Mason	ECOClassics		
David	Banfield			
Melanie	Osborne	Motor Trade		
Stuart	Turner	Essex search and rescue		
Mike	Carpenter	CODE Development Planners Ltd		
ian	wilson	cm36pt		
Phillip	Wright	CALA Homes (North Home Counties) Ltd	With regard to sustainable transport, provision will need to be made for EV (electric vehicle) chargers for all units, given that the sale of new diesel and petrol cars will be prohibited from 2030 onwards.	The Council welcomes the provision of EV charging units in all new development.
.	.	SN Developments		
.	.	Cooper Property Holdings Ltd		
Jane	Coleman	Maldon Town Council		
c/o Agent	c/o Agent			
kelly	tilley			
Catherine	Bicknell	Mid and South Essex Health and Care Partnership		
N	Baseley	IBA Planning Ltd		
Sue	White		Absolutely.	Comment noted
Sarah	Yates			
Leonard	Lewis			
Roy	Martin	Mr Roy Martin	Only in so far as the transition is set realistically in time span but must not be rigid as high energy costs will lead to review of existing national goals	Comment noted
R	Minney			
Tim	Grant	Evolution Town Planning		
Simon	Butler-Finbow	Pigeon Investment Management	Potentially, providing MDC has further discussions with all relevant stakeholders that can establish how a sustainable low carbon economy can be created within the plan period. MDC could emphasise Support noted for development that moves towards a low carbon economy, but must remain pragmatic about what can realistically be achieved in the plan period. Importantly, the submitted sites and employment proposals included therein, will Support noted the transition to a low carbon economy, through providing space for small businesses and start-ups, in Burnham-on-Crouch that will enable new residents to walk and cycle to their place of work and thus reduce their overall carbon emissions.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study, which will provide updated evidence to Support noted the sustainable development of existing and future employment sites. Carbon action is a key element of sustainable development. The LDP recognises the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
ANNE	OSBORN	Purleigh Community Shop		

Question 43

First Name	Last Name	Organisation	Question 43. Should the local plan policies strongly Support noted the economy in terms of a transition to a low carbon economy, ensuring development and growth opportunities are Support noted through this process?	COUNCILS RESPONSE
Stephen	Hodgkinson		Similarly, MDC should seek to reflect objectives and emerging policies in neighbouring districts to ensure a co-ordinated and common policy approach.	The Council as an organisation is committed to partnership working with all sectors, including with local communities. As a local planning authority in a two-tier administration (district and county) the Council is under a duty to cooperate with each other, and with other prescribed bodies, on strategic matters that cross administrative boundaries. The Council continues to work collaboratively to identify the relevant strategic matters which it needs to address in the LDP Review. The Council recognises that effective and on-going joint working between strategic policy-making authorities and relevant bodies is integral to the production of a positively prepared and justified development strategy for the LDP.
c/o Agent	c/o Agent	Maldon Wick Limited		
ZOE	HOSTY			
S	Swain			
Kevin	Coleman	Phase 2 Planning		
John	Lawrence			
Diane	Wallace			
Jonathan	Aldis	Good life Countryside Services		
sara	doran		definitely - it should be an imperative in the local plan policies	Support noted
Grace	Godwin			
Sue	Hillman			
michael	carr	NHS		
Colin	Horner	Villageretreat		
Simon	Plater	Plater+Claiborne		
Mark	Anderson			
Karen	Wellum			
Emma	Wright			
Robert	Scott	Lewis & Scott Retirement Living Ltd		
Linda	Coom			
Caitlin	Soul			
Michelle	Curtis	Tollesbury Parish Council		
Mary	Hammond			
Rob	Bard			
Ian	Drinkwater			
John	hand	N/A		
Emma	Smith	Bradwell on Sea Parish Council		
Tim	Dixon			
Nicola	Taylor	Elixirr		
Graham	Johnson	graham v johnson		
Chris	Yates			
Tim	Hann		Yes, especially with the presence on the High Street of the large retailer confined to city centres and large purpose built shopping outlets. With the high business rates, leases and an increasing online presence, the future of the High street will evolve comprising of bespoke boutique shops, hairdressers, restaurants, other such outlets that either do not require or compliment an online presence. For large vacated retail space, these should be converted to low carbon facilities which encourage low carbon businesses, with low rentals, with sufficient low grants for start up companies.	Support noted
Burnham	Town Council	Burnham on Crouch Town Council		
Sally	Everitt	Community360		
Mark	Garrett			

Question 43

First Name	Last Name	Organisation	Question 43. Should the local plan policies strongly Support noted the economy in terms of a transition to a low carbon economy, ensuring development and growth opportunities are Support noted through this process?	COUNCILS RESPONSE
Justin	Barkham	Self employed	<p>The transition to a low carbon economy is important but it needs to be borne in mind that this will be achieved to a significant degree through the decarbonisation of existing businesses; and that the reuse of existing buildings (as opposed to new development) where possible will Support noted this transition. The evidence in the Maldon Economy Study 2021 does not point to a significant quantum of new employment land being needed with Scenario 1b pointing to essentially no change in the quantum of overall employment land (+0.1ha), and at most 5.6 ha of land required in Scenario 2b.</p> <p>ANSWER TO 44 WHICH HAS NO SPACE FOR COMMENTS</p> <p>The evidence in the Maldon Economy Study 2021 does not point to a significant quantum of new employment land being needed with Scenario 1b pointing to essentially no change in the quantum of overall employment land (+0.1ha), and at most 5.6 ha of land required in Scenario 2b. The Plan should focus on meeting identified needs.</p> <p>The strategy for employment land allocations need to ensure that employment is focused in sustainable locations which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. This will ensure that District residents' benefit, and not those outside of the District; and that out-commuting to work can be reduced. Allocations should seek to avoid where possible, and minimise, landscape and heritage harm. The NPPF sets out that great weight should be given to the conservation of heritage assets.</p> <p>The appropriate strategy for any employment land allocations also needs to take account of employment supply and allocations coming forward in settlements outside of but close to the District's boundaries. We note that Braintree's Local Plan (Section 2) is likely to allocate 6.8 ha of land as an extension to the Eastways Industrial Estate in Witham; and there a further 3.8 ha of employment land retained at Maltings Lane Business Park (Gershwin Park) in Witham. It is inappropriate to allocate further employment land in the north of the District in Great Braxted Parish which will inhibit investment in and the delivery of these sites.</p> <p>The proposal for allocation of 57 ha at GB1 – Great Braxted is not appropriate. The Maldon Economy Study identifies a need for just 3 – 6 ha of land for warehousing development. The development is therefore simply not needed. Nor can this be considered a suitable site. It is located close to, and within the setting of, Braxted Park which is the only Grade II* listed park and garden in the District and is of exceptional historical significance. Development would harm the setting of this. Part of site GB1 is susceptible to flooding, and indeed the River Blackwater regularly floods in this area and is an important natural habitat. Development and associated hardstanding could increase the risk and prevalence of flooding. The proposal for allocation of 57 ha at GB1 – Great Braxted is not appropriate.</p>	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study, which will provide updated evidence to Support noted positive planning for the economy and employment land provision. The LDP recognises the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Paul	Vidler			
Poppy	Vidler	Crown Consumer Ltd		
Victoria	Long			
Victor	Staines			
Jayne	Moore	Essex County Fire and Rescue Service		
Stephen	Sutton			
Kevin	Bennett			
Nicholas	Matthams			
Christian	van Stolk	RAND Europe		
Nicholas	Jepson			
Pamela	Lacey			
Chloe	Soul			
carole	kirk			
Sharon	Jackson			
RICHARD	GROUT			
Tim	Madelin			
Charles	Bishop			
Paul	Jewiss	Self Employed		
Joanna	Jeffery	Althorne Parish Clerk	I did not understand the question.	The transition from a traditional linear economic model of 'make, use, dispose' to a low carbon 'circular' economy is integral to the UK meeting its legally binding requirement to reach Net Zero by 2050 and interim climate action targets to reduce greenhouse gas emissions by 78% by 2035 compared to 1990 levels. There is no exceptions made for rural areas. The LDP therefore, has to plan positively to decarbonise all sectors of the economy to meet these national and legally binding commitments, and in response to the climate change emergency declared by MDC in 2021.
Deborah	Anderson	NHS		
John	Pilgrim	Self employed		
Gloria	Gold	London Design and Engineering UTC		
Linda	Curry			
Lucy	Waterhouse			
Jon	Mayhew			
James	Goody	James Goody refurbishments		

Question 43

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Paul	Coppin		Transition to a low carbon economy is important to us. The Maldon Economy Study 2021 does not point to a significant need for new employment land	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study, which will provide updated evidence to Support noted positive planning for the economy and employment land provision. The LDP recognises the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Johanna	Dale			
Tracy	Kinnane			
Steven	Bardwell	S P Bardwell Ltd		
David	Oxford	Lloyds Banking Group		
Stephen Francis	Dewick	Curry Farm		
Carlos	Rodriguez			
George	Dixon			
Rebecca	Tucker			
Mark	Faraway		If affordable	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study, which will provide updated evidence to Support noted positive planning for the economy and employment land provision.
T	Ketteley			
Elizabeth	Weston			
Jacky	Barber			
Douglas	Channer	Private	The Council should Support noted the economy and appropriate economic growth full stop.	Comment noted
Ursula	Benjafield			
Paul	Mitchell			
Kristian	Tokeley	CTC Construction Ltd		
Lynda	Bugg		Yes, to Support noted businesses, but not force them.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study, which will provide updated evidence to Support noted positive planning for the economy and employment land provision. The LDP recognises the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Ziyad	Thomas	Churchill Retirement Living / McCarthy Stone		
James	Campbell	HMPPS	I think renewable energies should be encouraged without making it more expensive for current systems to remain. Planting further green areas and rewilding would be a good impact on the environment.	
William	Moss		Only if the sites are appropriate	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study, which will provide updated evidence to Support noted positive planning for the economy and employment land provision. The LDP recognises the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Simon	Mackenzie Smith			
Richard	Udall			
Rosalind	Bishop			
Paul	Burgess	None	It should reflect the economic realities not impose potentially distorting initiatives.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study, which will provide updated evidence to Support noted positive planning for the economy and employment land provision. The LDP recognises the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
John	Symington			
D	Cooper			
C/O Agent	C/O Agent			
Zoe	May	East of England Ambulance Service NHS Trust		
Roger	Woodcock			
Michael	Manning			
Jack	Inglis	Kelvedon Hall		
Peggy	Shields			
Dawn	Adams	Catesby Estates		

Question 43

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Braxted and Blackwater Conservation Grou	BBCG	The Braxted and Blackwater Conservation Group (BBCG)	<p>The transition to a low carbon economy is important but it needs to be borne in mind that this will be achieved to a significant degree through the decarbonisation of existing businesses; and that the reuse of existing buildings (as opposed to new development) where possible will Support noted this transition.</p> <p>The evidence in the Maldon Economy Study 2021 does not point to a significant quantum of new employment land being needed with Scenario 1b pointing to essentially no change in the quantum of overall employment land (+0.1ha), and at most 5.6 ha of land required in Scenario 2b.</p>	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study, which will provide updated evidence to Support noted positive planning for the economy and employment land provision. The LDP recognises the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Wayne	Tilley	RTG Group Limited		
David	Dronfield	Braxted park		
raymond	dundas	Householder		
John	Peirson			
Ron	Brown	Corporate		
Roger	HAWES			
Anne	Hull	Elmwood Equestrian Centre		
Matthew	Bloxham	Matt		
Julia	Morris			
Amanda	MacKenzie			
Jenny	Shepherd			
Jack	Ellum		Yes of course	Support noted
Bernard	Steeples			
Anna	mccomb	NHS Property Services Ltd		
Natalie	Kermath	Environment Agency		
Peter	Knights			
John	Watson		We are not entirely sure how the LDP can realistically do this without creating loopholes for delay.	This transition to a low carbon economy will require the LDP to be flexible and responsive as a greater understanding of what it takes to build a low-carbon society evolves, as well as a workforce with new skills to embrace changing labour markets and to navigate the significant economic uncertainty as a result of the COVID-19 global pandemic. The Council is committed to an inclusive and transparent planning service that will Support noted the transition to a low carbon economy as part of sustainable development without unnecessary delay.
Unknown	Unknown	Ministry of Defence		
Josh	Plant	Gladmans		
Duncan	Clark		<p>The transition to a low carbon economy is important but it needs to be borne in mind that this will be achieved to a significant degree through the decarbonisation of existing businesses; and that the reuse of existing buildings (as opposed to new development) where possible will Support noted this transition.</p> <p>The evidence in the Maldon Economy Study 2021 does not point to a significant quantum of new employment land being needed with Scenario 1b pointing to essentially no change in the quantum of overall employment land (+0.1ha), and at most 5.6 ha of land required in Scenario 2b.</p> <p>If existing employment premises were misconceived originally then the answer is no. There should be no presumption of suitability from simply existing. This is especially true where the existing employment premises has limited sustainability, no access to public services and does not offer employment opportunities to district residents as a priority (for instance if they lack decent public transport links) Equally harm to the local environment which has already occurred should not be rehearsed, enhanced and extrapolated by extension of development simply because it is there already. There should be a presumption of suitability and sustainability: past planning mistakes should not escape proper scrutiny because of past approvals which in retrospect well ill conceived. Allocations should seek to avoid where possible, and minimise, landscape and heritage harm. The NPPF sets out that great weight should be given to the conservation of heritage assets.</p> <p>The appropriate strategy for any employment land allocations also needs to take account of employment supply and allocations coming forward in settlements outside of but close to the District's boundaries. We note that Braintree's Local Plan (Section 2) is likely to allocate 6.8 ha of land as an extension to the Eastways Industrial Estate in Witham; and there a further 3.8 ha of employment land retained at Maltings Lane Business Park (Gershwin Park) in Witham. It is inappropriate to allocate further employment land in the north of the District in Great Braxted Parish which will inhibit investment in and the delivery of these sites.</p>	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study, which will provide updated evidence to Support noted positive planning for the economy and employment land provision. The LDP recognises the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Patricia	Smith			
Mick	Sargeant			
John	Cockereil	Hatfield Peverell Parish Council		
Catherine	Williams	C/O Savills (Agent)		
Tom	Kelly			
Linda	Gemmill			

Question 43

First Name	Last Name	Organisation	Question 43. Should the local plan policies strongly Support noted the economy in terms of a transition to a low carbon economy, ensuring development and growth opportunities are Support noted through this process?	COUNCILS RESPONSE
Linda	Gemmill			
Mark	Norman	Highways England		
*	*			
*	Willmott			
Thomasin	Foster			
Ivor	Watson			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
Alan	Massow		The Local Development Plan review will seek the provision of high quality employment land works to attract business and enterprise to an area, which in turn creates and diversifies employment opportunities, increases the addition of value and to strengthen the local economy. The Council Support notes this approach.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study, which will provide updated evidence to Support noted positive planning for the economy and employment land provision. The LDP recognises the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
*	*			
Ian	Butt			
Sarah	Sayer			
*	*			<b>CONCLUSION -</b>

## Question 45

First Name	Last Name	Organisation	Question 45. Should the Council contain a policy preventing the redevelopment of employment premises to residential units? If so, should the scope of such a policy be limited in any way? Please explain the rationale for your answer.	COUNCILS RESPONSE
Ben	Binder	University of Adelaide		
Lorraine	Bailey	Wickham Bishops Parish Council		
Ali	Aldis			
David	Smye	The Maldon Society	A blanket policy would be onerous and not take account of some situations.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth.
Stewart	Newlands	Fambridge Lake	Particularly the port maritime zones. However many agricultural buildings are now unsuitable for large agricultural equipment and should be redeveloped.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth.
Paula	Stanbury			
Sonia	Whiskin	Financial Services		
Geoffrey	Charge	n/a		
Robert	Collins			
Gavin	Rowsell		Keep it flexible.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth.
Gareth	Davies	N / A	Employment and commerce locally are a key part of a good life in the District. We should not plan to become another dormitory for London and its satellites.	The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Ben	Thornett			
Matthew	Wood	Phase 2 Planning		
Jackie	Gibbs		As we have seen in the retail sector, business / housing needs are quite precarious therefore consideration needs to be given to an element of flexibility in this area. Never say never.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth.
Tim	Aves		The council should allow no more significant housing developments until the district has the schools, GP and dental surgeries, roads sewerage and other vital infrastructure to Support noted all the people who have moved or are moving into the hundreds of homes already built in the past five years! No exceptions. It's time to say enough is enough. I have no problem with building houses per se. We desperately need more homes in this country and they have to go somewhere. However, I do not accept that any planning system worthy of the name should allow so much housing to be built without the infrastructure to Support noted it. Developers should be legally obliged to pay much, much more from the vast profits they rake in from these sites and this should be channelled directly into infrastructure to Support noted that housing. That's what sensible, responsible planning looks like. Anything less amounts to a dereliction of its duty as a local planning authority. It is time for the council to stop making excu	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district. However, it is accepted that there is an infrastructure deficit that LDP needs to address.
Helen	James			
Kathy	Dav			
Mike	Hayes		Robust marketing exercises should be carried out before sites are redeveloped.	Comment noted
Peter	Wakling			
David	Sismey		Flexibility is best.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth.
Stuart	Willsher	Persimmon Homes Essex		
Sara	Howarth			
Anthony	Fittock		as long as the employment premises are within the boundaries of existing settlements and subject to normal evidence required to Support noted such application. ie evidence of marketing etc	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Eissa	Leo			
Daniel	McAllister	Robert Mulholland And Company Limited	The assessment of need for employment land requires more than an assessment of the needs of existing businesses. There must be opportunities created in all developments to reduce out commuting and carbon emissions. Some employment premises may reasonably come forward for development but the plan must make provision for such redevelopments and should not rely on limited sites. Growth and jobs must be available in all settlements.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district. However, it is accepted that there is an infrastructure deficit that LDP needs to address within the context of a climate change emergency.
Michele	Williams		More people work from home so there will be many current employment sites that become redundant this applies to retail too	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth.
Tara	Strydom			
Jenny	Ball			
Cliff	Baron			
Gill	Winsor	Tesco		

## Question 45

First Name	Last Name	Organisation	Question 45. Should the Council contain a policy preventing the redevelopment of employment premises to residential units? If so, should the scope of such a policy be limited in any way? Please explain the rationale for your answer.	COUNCILS RESPONSE
Emily	Benham	Servoca complex care and nursing		
Laura	Cannon			
Shaneen	Illanes			
Sarah	Sapsford		As we are seeing in Chelmsford town centre, business changes. Make the most of that change and adapt appropriately	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth.
Merryl	Quilter			
Bear	Keen			
Jessica	Cox		This is something that should be approached in consultation with local residents and business owners on a case by case basis.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth.
Robert	Burton			
Yvonne	Wade			
Louise	Bywaters-Smith	Hospitality		
Brooke	Roberts-Morgan			
Patricia	Bunkle			
Stephanie	Ireland			
Marc	Rawinsky	M R Sovereign Services Ltd		
Roger	Tiffn			
Kathryn	Beighton	Publishing	Unless the land/premises is no longer suitable	Comment noted
Roy	Warren	Sport England		
STUART	SOWTER			
Mark	Raffray		It would depend on the policy requirements, and degree of protection of other key priorities.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority.
April	Rowley		Working from home the new norm	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including home working. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
e	e	e	Not an unvariable blanket policy, no.  There may be times when conversion is preferable to a derelict site – or a conversion may even be desirable.  Eg To introduce premises that allow people to live onsite.  Eg If the conversion were to be offset by delivering new commercial premises in a more suitable location.  Eg For a conversion to holiday homes which would contribute to the local economy. Otherwise I think there needs to be strong evidence of a sustained attempt to continue the	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Kevin	Lagan			
Bill	Withers			
Joanna	Jeffery			
John	Mitchell		But there needs to be a means of ensuring all available avenues have been explored	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Bethany	Jones	Colchester Borough Council	Yes. A criteria based policy should set out in what circumstances, if any, redevelopment of employment land to residential would be Support notated, beyond that which is permitted through Permitted Development Rights and Use Classes.  <i>Response is subject to call in until 15 March</i>	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority.
magnus	Magnusson	Parker Planning Services		
Nick	Whiteley		This policy should be something that can be reviewed periodically, every 5 years as an example. With the current environment, more people are working from home, meaning less office space etc. However, this could change in 5 years time and more employment premises could be required.  Affordable housing needs is currently the biggest issue across the country, where we have discovered that working from home can provide around the same economical benefit, without the office space.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including home working. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Peter	Layley			
Rex	Davenport		Policy should not "prevent" but should require clear evidence in any planning application that the employment premises have no value now or during the period of the LDP as employment premises	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Lesley	Mitchelmore	Danbury Parish Council		



Question 45

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Linda	Flowers	Self Employed	Sometimes employment land is just located in the wrong place.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Karen	Neath	Tolleshunt Major Parish Council		
N	DA			
Peter	Holmes			
Dorreen	Linton	our group consists of adults, playschool and brownies group		
John Colin	Wileman Pryke		If there is no demand, for whatever reason, for employment premises then of course let them be changed to residential use, and help meet our housing quotas. The alternative is that they are left empty - and what good does that do?	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority.
Richard	Courtney	University Of East London	Let the market decide	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority.
sue	Rawlinson	Evolve		
Douglas	Milsted	Heybridge Basin Conservation Society		
Alan	Outlaw	Self Employed	The retention and prohibitive nature of current policy that will not allow business/retail premises to be converted to housing is misguided. The High St's of our Country came to be because of residents serving fellow residents. New developments of retail parks now incorporate housing so that cafes/restaurants and entertainment can be used at all times and not just during peak shopping periods. Try driving through Maldon High Street on a weekday evening, the majority of places may as well be closed. I have always envisaged the High Street to be a vibrant mix of independent shops and residents.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority. The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority.
John	Hitcham		Although it sounds a bit too prescriptive, in fact given the shortage of local employment sites is the only sustainable way forward	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period.
Richard Lindsey	Kelly Squire	Croudace Homes North Fambbridge Parish Council		
K John	Jeffries Lakin	? ?		

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Andy	Quelch		I agree to a certain extent as if we build on all brown field sites then there is n where for businesses to start up, unless the council free up Greenfield land as and when it is requested to Support noted a new business	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority.
Samantha	Weeks			
Carlie	Maves			
James	Rushton		This makes sense - unless the employment premises that are earmarked for redevelopment to residential units are effectively brownfield sites - ie have lost their commercial sustainability through lack of infrastructure connectivity with nearby residential development or because of large-scale competitively commercial developments in the area. Certainly, I wouldn't want to see permanent reduction of employment premises on high streets, which can be a low carbon and accessible area for retail and services etc, and can provide additional employment for the increasing population.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority.
Richard	Martin	Scott Properties		
Mike	Spurgeon	Phase 2 Planning and Development		
C/O Agent Mike	Spurgeon	Phase 2 Planning & Development		
Catherine	Champion			
Terence	Hughes	Burnham-on-Crouch constituent	Don't allow changes of usage when it could be encouraged to use it for employment.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority.
Amanda	Mickelsen			
John	Tompkins		<p>Redevelopment of employment premises should be avoided at all costs: To ensure that there are employment opportunities.</p> <p>To ensure that the District does not become a dormitory.</p> <p>More residents will need more jobs and without businesses it will result in more travel and increased infrastructure. Extending existing employment land rather than creating new employment areas and working with businesses to ascertain future needs would be a preference. This approach would avoid creating new industrial areas in potentially controversial locations. It would ensure that existing patterns of infrastructure could be reused rather than creating new logistics routes.</p> <p>Policies should prevent the redevelopment of employment premises to residential units with the result outlined in 13 above.</p> <p>The rural economy is also important and will become increasingly so following Brexit.</p> <p>In order to capitalise on development, the advantages of locations should be considered especially where the critical massing of development offers a better chance of securing new infrastructure.</p>	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Samuel	Newton	Anglo European School		
Mary-Ann	Munford			
Jo	Harvey			
Jeremy	Potter	Chelmsford City Council		
Terry	Fleming		Conflicts with earlier question	N/A
Daniel	Goodman	Rochford District council	The Council would Support noted MDC planning to meet its local employment needs, whether this be through intensification of existing space or creation of need space in appropriate locations.	Support noted
Chris	Harvey			
Philip	Davies		<p>If the commercial property is surrounded by housing then there would be no objection to conversion to residential units. However, if the property is surrounded by commercial properties, it would be inappropriate to change it into residential.</p> <p>If the commercial property is in an area which is designated for commercial development in the LDP, conversion should not be permitted.</p>	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority.
Jane	Senior			
Susan	Cumming	not applicable		

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Amanda	Clack		The District needs to focus on attracting potentially new employment opportunities in more of the Tech, Agri and Life Sciences. Support noted to niche and heritage businesses that help put the District on the map should be Support noted e.g. Maldon Sea Salt, Maldon Oysters, Vineyards, and the Barges and Smacks that grace the quaysides, as well as the sailing and maritime pursuits enjoyed by many.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. This will include the niche and high value local businesses that are characteristic of the Maldon District. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Ronald	Edge	Construction Industry		
Daphne	Scott			
Gordon	Mussett	Little Braxted Parish Council	No – each must be judged on its merits.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority.
Kenny	Alexander	Thomas Gainsborough School		
David	Kennedy		The high street as we have known is is changing, the future is a mix of residential and retail on the high street failure to acknowledge this change with leave the district at a disadvantage	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority.
Ronnie	Tonque	state school		
Mark	Behrendt	Home Builders Federation		
Matthew	Cooper			
Sue	Dobson	Essex Bridleways Association		
Terry	Inkpen	None	Each application should be evaluated depending on particular circumstances, and planning guidelines should be developed for this, but not a firm policy to always drive the decision one way or another.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority.
christine	collins		one cannot have a blanket policy on this	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth as a key priority.
Stuart	Williams	Ace group		
Reegan	Howles		If converting employment premises into residential units helps to increase the housing stock whilst preserving our districts natural habitat, then I believe in some situations it is acceptable. There is a shift in where and how people are employed in recent years, caused in part to due the coronavirus pandemic and also because of increased virtual connectivity as technology improves. There is a reason why commercial sites are becoming vacant, derelict and underused - because many communities no longer rely on physical sites for their commercial needs.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including the rise in home working and any other trends identified post pandemic. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
David	Webb			
Andrew	Marsh	Historic England	Any proposals for new employment land should consider the potential impact on the historic environment. Our advice note (HEAN) 3 on Site Allocations in Local Plans offers information on a methodology for site selection assessment:  <a href="https://historicengland.org.uk/images-books/publications/historic-environment-and-site-allocations-in-local-plans/">https://historicengland.org.uk/images-books/publications/historic-environment-and-site-allocations-in-local-plans/</a>  This applies equally to site assessment for employment land as well as housing land allocations.	The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Brian	Haydon			
jasbir	Singh		This should be judged on suitability and on a case by case basis.  For example, are the employment premises currently in use. How long have they been empty for etc.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including the rise in home working and any other trends identified post pandemic. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Janice	Jackson			
Jenny	Clemo	Langford & Ulting Parish Council		
Hazel	Notley			
Jean	Brown			
Joanne	McGinity			
Stuart	Dedman	Nil		
Roy A	Clare	Charities	Flexibility and adaptability are key here.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including the rise in home working and any other trends identified post pandemic. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.

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Kerry	McKenna		There needs to be a balance of homes against employment premises. If the area is flooded with housing where are these people going to work? If it is all employment, where are they going to live?	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. This will include the niche and high value local businesses that are characteristic of the Maldon District. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Penny	McCauley	Tiptree dental		
Jane	Phillips	Solicitors		
David	Rees		This is a contentious issue since there have been cases in Essex of people being housed in under used office blocks which do not possess the basics for human occupation. There can be little doubt that with imaginative thinking it would be possible for successful conversion of existing commercial building but strict guidelines would need to be enforced	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. This will include the niche and high value local businesses that are characteristic of the Maldon District. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Felicity	Gale			
Lindsey	Wright			
Darren	Weeks			
Phil	Manning			
Peter	Clack		Focus on emphasising connectivity for work and employment in towns or cities beyond the District through improved road and rail provision.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district. However, it is accepted that there is an infrastructure deficit that LDP needs to address within the context of a climate change emergency.
Doug	Lockwood	National Grid		
Sally	George			
Vara	Szajkowski			
Bob	Calver		jobs could be lost	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. This will include the niche and high value local businesses that are characteristic of the Maldon District. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
David	Hill	Dandara Ltd		
Tessa	Lambert	Natural England		
Dawn	Howles			
Steven	Potter		Each application for redevelopment should be assessed on its own merits.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including the rise in home working and any other trends identified post pandemic. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.

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natasha	frith		As we have so little brownfield or greenfield sites it makes sense to adopt old unused business sites and use for housing.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. This will include the niche and high value local businesses that are characteristic of the Maldon District. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses
Vysian	Banyard	TKPC	There should be strict measures on ensuring there is no requirement for such employment premises in the future.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. This will include the niche and high value local businesses that are characteristic of the Maldon District. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses
Anthony Russell	Bates Howles	WSP	Essex needs local jobs just as much as it needs housing. Employment premises must be protected and expanded, where suitable, at all costs.  Currently youth employment is based too heavily on commuting into or towards London. This is not sustainable moving forward.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district. However, it is accepted that there is an infrastructure deficit that LDP needs to address within the context of a climate change emergency.
Diane	Carter		Local apprenticeships and jobs so reduce unnecessary journeys and the need for transport.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district. However, it is accepted that there is an infrastructure deficit that LDP needs to address within the context of a climate change emergency.
Gillian	Hollamby			
Luke	Garrett	Obsidian Strategic Asset Management Ltd	Do not wish to comment.	N/A
Brian	Townsend			
Robin	Fanshawe			
Malcolm	Finch			
Peter	Taylor	Retired		
Chris	Melbourne		the last two years have caused a seismic shift in the way people work - working from home has produced more productivity, less expense and a better work life balance	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. Both of these evidence- base studies should provide greater clarity on any short-term changes that arose as part of the COVID-19 pandemic and those which are now indicative of longer-term changes.
John	Brown			

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Robert	Hollamby		This is a complex question with a complex answer.  Essentially I believe in planning to decrease the amount of road traffic on existing roads, which would entail planning for the potential of local employment.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. Both of these evidence- base studies should provide greater clarity on any short-term changes in the way people live and work that arose as part of the COVID-19 pandemic and those which are now indicative of longer-term changes.
Chris	Waumsley	Inovo Consulting		
Phil	Jacklin			
Kate	Priest	Purleigh Community Primary School		
Robert	Jones	The University of Reading		
Robert	Stephens	N/A	THIS IS FOR QUESTION 44 Working with employers is key to encourage residents to both live and spend in the district, in order to reduce the possibility Maldon District becoming a dormitory / commuter location THIS IS FOR QUESTION 45 No, albeit first choice should be to employment	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. Both of these evidence- base studies should provide greater clarity on any short-term changes in the way people live and work that arose as part of the COVID-19 pandemic and those which are now indicative of longer-term changes.
Gary	SPICER			
Pete	Butcher		If an employment property is no longer required and unlikely to be used in the future, surely it makes perfect sense to redevelop it into residential property. However, If the property is being redeveloped into residential units because it is more profitable, then the council should have policies in place to determine if it is acceptable. Those policies would include future business requirements and the suitability of those buildings to meet those requirements. If they are clearly required and viable they should be protected.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. Both of these evidence- base studies should provide greater clarity on any short-term changes in the way people live and work that arose as part of the COVID-19 pandemic and those which are now indicative of longer-term changes.
JO	COOMBES			
Helen	Bridge			
Melanie	Allen	Government		
Adam	Medlycott			
Jonney	Aldridge			
Joanne	Maloney			
Mark	Hurley	Selfridges	Maybe. All depends on impact of local people and services.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. Both of these evidence- base studies should provide greater clarity on any short-term changes in the way people live and work that arose as part of the COVID-19 pandemic and those which are now indicative of longer-term changes.
Portia	Roelofs			
Neil	Burke	Bradwell Power Generation Company Limited	Bradwell B do not have any specific comments to make on this question.	N/A
Lynne	Goodbourn			
Christopher	Kent		Better to be re-developed.	Support noted
Lisa	Singh	Direct Call Centres Ltd		
Kevin	Head		Each case should be treated on its merits, but a policy could set out guidance and appropriate criteria to be satisfied.	Comment noted.
Elizabeth	Sawyer Bayliss		But not already derelict sites.	Comment noted.
Michael	Partridge		Employment premises should only be redeveloped for housing if there is no prospect of continuing employment. Local employment should always be encouraged throughout the district. With the huge improvement in digital communications there should be more scope for this.	
Kenneth	Northfield			

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Jerry	Petts			
Frederick	McMahon		But with rules to prevent inappropriate housing.	Comment noted.
Sophie	Byr			
Tracey	Merritt	Dengie Hounds and Horses		
c/o Agent	c/o Agent	Clarion Housing		
Stephanie	Jones	home		
Jo	Crump	Servoca Secure Soutions		
Susan	ARCHER			
Phillipa	Griffiths		If the property is empty for a period of time (maybe two years) then yes, it should be possible to develop it into residential property, particularly before it becomes an eyesore	Support noted
Matthew	Taylor		<p>The strategy for employment land allocations needs to ensure that employment is focused in sustainable locations which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. This will ensure that District residents' benefit, and not those outside of the District; and that out-commuting to work can be reduced. Allocations should seek to avoid where possible, and minimise, landscape and heritage harm. The NPPF sets out that great weight should be given to the conservation of heritage assets.</p> <p>The appropriate strategy for any employment land allocations also needs to take account of employment supply and allocations coming forward in settlements outside of but close to the District's boundaries. Braintree's Local Plan (Section 2) is likely to allocate 6.8 ha of land as an extension to the Eastways Industrial Estate in Witham; and there a further 3.8 ha of employment land retained at Maltings Lane Business Park (Gershwin Park) in Witham. It is inappropriate to allocate further employment land in the north of the District in Great Braxted Parish which will inhibit investment in and the delivery of these sites.</p> <p>The proposal for the allocation of 57 ha at GB1 – Great Braxted is not appropriate. The Maldon Economy Study identifies a need for just 3 – 6 ha of land for warehousing development in total, and there are other far more sustainable locations for this provision. The development is therefore simply not needed or suitable. It is located close to, and within the setting of, Braxted Park which is the only Grade II* listed park and garden in the District and is of exceptional historical significance. Development would harm the setting of this. Part of site GB1 is susceptible to flooding, and indeed the River Blackwater regularly floods in this area and is an important natural habitat. Development and associated hardstanding could increase the risk and prevalence of flooding. No regard has been had of the potential impact of development at GB1 on the buried remains of a Neolithic long mortuary enclosure at Appleford Farm which is a Scheduled Ancient Monument. The local road network is also ill equipped to cope with the resultant traffic.</p> <p>Warehousing development will have a high landscape impact, and Support noted low job numbers. The location and nature of proposals will have a minimal impact in creating jobs for Maldon District residents, and it likely that workers would not be able to afford to live nearby within the District.</p>	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district. However, it is accepted that there is an infrastructure deficit that LDP needs to address within the context of a climate change emergency.
Anne	Bailey		You should prevent the redevelopment of employment premises to residential, as these area could be useful in the future in making items for renewable energy.	
Winifred	Sutherland			
Luclen	Taylor			
Chris	clark		If a building has not been used for a couple of years it shold be built on to make new houses or made to change to housing	
David	Baker		Such premises offer a prime source of redevelopment land tar will reduce the pressure on greenbelt land and thus the impact on the rural communities. It is not difficult to imagine that the UK should have a goal to be less dependent on imports of food stuffs. Essex remains a largely agricultural county and if all its land is irreversibly developed it will reduce the counties potential to increase production	
Jeremy	Richardson		Reuse employment premises for infrastructure eg GP surgeries and shops	Comment noted
Glenna	Wilkins			
Cheryl	Cartier	Education		
Susan	Mason			
Melad	Kamlow			
Danny	Soul			
Dave	Draper	The Hartford Insurance Group	If the employments premises are not in use then definitely	Support noted

Question 45

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Fiona	Barkham	Private Individual	<p>This the the response for QUESTION 44 WHICH DOES NOT HAVE SPACE FOR COMMENTS</p> <p>The evidence in the Maldon Economy Study 2021 does not point to a significant quantum of new employment land being needed with Scenario 1b pointing to essentially no change in the quantum of overall employment land (+0.1ha), and at most 5.6 ha of land required in Scenario 2b. The Plan should focus on meeting identified needs.</p> <p>The strategy for employment land allocations need to ensure that employment is focused in sustainable locations which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. This will ensure that District residents' benefit, and not those outside of the District; and that out-commuting to work can be reduced. Allocations should seek to avoid where possible, and minimise, landscape and heritage harm. The NPPF sets out that great weight should be given to the conservation of heritage assets.</p> <p>The appropriate strategy for any employment land allocations also needs to take account of employment supply and allocations coming forward in settlements outside of but close to the District's boundaries. We note that Braintree's Local Plan (Section 2) is likely to allocate 6.8 ha of land as an extension to the Eastways Industrial Estate in Witham; and there a further 3.8 ha of employment land retained at Maltings Lane Business Park (Gershwin Park) in Witham. It is inappropriate to allocate further employment land in the north of the District in Great Braxted Parish which will inhibit investment in and the delivery of these sites.</p> <p>The proposal for allocation of 57 ha at GB1 – Great Braxted is not appropriate. The Maldon Economy Study identifies a need for just 3 – 6 ha of land for warehousing development. The development is therefore simply not needed. Nor can this be considered a suitable site. It is located close to, and within the setting of, Braxted Park which is the only Grade II* listed park and garden in the District and is of exceptional historical significance. Development would harm the setting of this. Part of site GB1 is susceptible to flooding, and indeed the River Blackwater regularly floods in this area and is an important natural habitat. Development and associated hardstanding could increase the risk and prevalence of flooding. No regard has been had of the potential impact of development at GB1 on the</p>	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district. However, it is accepted that there is an infrastructure deficit that LDP needs to address within the context of a climate change emergency.
Isabel	Adcock		We need local employment to build up the whole area but again this depends on what in individual cases is the correct procedure. Not a hard and fast line.	Comment noted
Kevin	Cooper			
Katherine	Whitehouse			
Linda	Soul			
Robert	Wilson		Each application for redevelopment and change of use should be assessed on its own merits and its suitability in terms of facilities and location.	Comment noted
Sarah-Jayne	Hunt	SJ Aesthetics LTD		
Jonathan	Hunt			
Deborah	de Boltz	Farleigh Hospice		
alan	Johnson	sky broadcasting		
Tim	Murphy			
Claire	McGrane		No because the pandemic has created opportunities for people to work from home and there may become less need for employment premises in the future, where this is clearly a need for more residential.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. Both of these evidence- base studies should provide greater clarity on any short-term changes in the way people live and work that arose as part of the COVID-19 pandemic and those which are now indicative of longer-term changes.
Tracey	Munford	NA	Not if there is the infrastructure to Support noted it	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district. However, it is accepted that there is an infrastructure deficit that LDP needs to address within the context of a climate change emergency.
Victoria	Cutmore	Endurance Estates		



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Jane	Potter	Purleigh Parish Council	Please see the following comment on Q44. Yes, the Local Plan should allocate employment land so that it extends existing employment premises/areas in the district by working with existing businesses to ascertain their future needs. Dialogue between the Planning Authority, local businesses, residents and parish councils should be encouraged at all times.  Q45: Each application for redevelopment of employment premises to residential should be assessed on its own merits.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district. However, it is accepted that there is an infrastructure deficit that LDP needs to address within the context of a climate change emergency.
Brian	Haydon	Cold Norton Parish Council		
Rowan	Rampersad			
LUKE	MACFARLANE	S A RAVEN		
Anna	Wombwell	Morris Farm	It is better to develop surplus to requirement employment premises then destroy farmland to build houses.	The district does not have a history of industrial land use so there is limited brownfield land opportunities or opportunities to build within settlement boundaries. Therefore it is inevitable that greenfield sites will be required to accommodate future growth. When carrying out site allocations, brownfield land should be prioritised in the settlements chosen for growth.
Lee	Foster		disused buildings should be use rather than be left to ruin	Support noted
Ronald	Owen	Not applicable		
Elizabeth	Johns			
Colin	Day			
Vanessa	Horner		The plan should be flexible	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth.
Natalie	Bradford			
Harriet	Hurst-Smith			
Brian	Howson	Pharmaceutical company	The council should pursue a policy of no development at all - Maldon and the district are fine as they are. Employment levels and quality of life levels are high. Any future development will be detrimental	The LDP Review process has to take into account future growth, the Council has a statutory duty to ensure that the future housing and economic needs of the district are planned for and it will make a choice on where that growth is going to go and will be undertaking the necessary work to make that decision in the coming months.
Tony	Vanner			
Josie	Vanner			
Tracy	Carroll			
Ian	Roberts	N/A		
Marion	Gunn		Each proposal should be carefully considered, there have been maby such developments that have proved totally unsuitable in terms of location and access to infrastructure. Hardow is a particular example	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth.
Tony	Ashton	none		
mandy	SHORT			
BRIAN	COLLINS		common sense suggests that at all times provision should be made for the generation of businesses, that sustain us all, directly or indirectly.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth.
Kevin	Money	St. Lawrence Parish Council		
Claire	Udall	1		
Linda	Raffray			
John	Cooper			
Peter	Lampard			
Leah	Jewiss			
Elaine	Ketley	South Woodham Ferrers Town Council		
Tim	Chilvers			
Ruth	Bull	The Othona Community		
Mark	Jackson	Mark Jackson Planning	This would be against the Government's objectives to significantly increasing housing provision.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Elliott	George			
ann	cutting			
Sharon	Cushen		Only redevelop if no commercial activity on the site within a period...say 2years.	Support noted
Ian	Tooley			
Sally	Tokeley			
Kate	Ellis			

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Christina	Chan			
Tim	Holdsworth			
Graham	Snow			
Kevin	Ashman	Estates and Agency Strategic Land	No comment.	N/A
Sarah	Packard			
Jake	Nuqent	Endurance Estates Ltd		
Martin	Cook			
Clifford	Brown			
Steve	Gallant	Crouch Valley Defence Group		
Lesley	Woodley			
John	Buchanan			
Kirsty	Rowsell			
Tim	Bradford	leadenhall		
Philip	Wakeling		There should be a general presumption of protecting employment land subject to that land still being of significant value in that use. Businesses requirements change over time; some sites may therefore become redundant.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. Both of these evidence- base studies should provide greater clarity on any short-term changes in the way people live and work that arose as part of the COVID-19 pandemic and those which are now indicative of longer-term changes.
Jacky	Bannerman	Woodham Walter Parish Council	<p>Redevelopment of employment premises should be avoided at all costs: To ensure that there are employment opportunities. To ensure that the District does not become a dormitory. More residents will need more jobs and without businesses it will result in more travel and increased infrastructure.</p> <p>Extending existing employment land rather than creating new employment areas and working with businesses to ascertain future needs would be a preference. This approach would avoid creating new industrial areas in potentially controversial locations. It would ensure that existing patterns of infrastructure could be reused rather than creating new logistics routes. Policies should prevent the redevelopment of employment premises to residential units with the result outlined in 13 above.</p> <p>The rural economy is also important and will become increasingly so following Brexit.</p> <p>In order to capitalise on development, the advantages of locations should be considered especially where the critical massing of development offers a better</p>	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. Both of these evidence- base studies should provide greater clarity on any short-term changes in the way people live and work that arose as part of the COVID-19 pandemic and those which are now indicative of longer-term changes. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
David	Brock			
Mark	Tentori	Mazdev Limited	Please see our response to Question 23. In summary, redevelopment of redundant employment sites which have no realistic prospect of employment use should be allowed for, but not at the cost of losing viable employment sites	Support noted
Niki	Halls			
Peter	Ingram		Policies are blunt instruments. Individual cases must be considered appropriately.	The LDP review process has to take into account future growth, the Council has a statutory duty to ensure that the future housing and economic needs of the district are planned for and it will make a choice on where that growth is going to go and will be undertaking the necessary work to make that decision in the coming months. A plan-led system provides a degree of certainty for communities, businesses and investors, and a framework for guiding decisions on individual planning applications.
Jane	Pilgrim			
Judith	Radcliffe		The policy should be expressed as a strong preference that would need an alternative to be very well justified.	Support noted
Stewart	Geden			
Anita	Thomas	Bank		
Andrew	Ashworth			
michael	smith			
Christopher	Mabbutt	Burnham Primary School		
Mary	Putt		If employment premises have continually failed to meet the need, it makes sense to reallocate them to residential, thereby providing the alleged required housing stock and reducing abandoned and empty units	Support noted
Simon	Priest			
Philippa	Marshall			
Lewis	Cook	Form Architecture Ltd.		
EDWARD	GITTINS	Edward Gittins & Associates	There is a need for partnership with major employers and SMEs. Each case should be considered on its own particular merits.	The Council is committed to partnership working and the LDP Review will be a shared endeavour that includes extensive cross-sector consultation.

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Steve	Williamson			
James	Cowell	E & B R Cowell		
Colin	Hawkes			
Ronald	PIPER			
Alan	Shrimplin	N/A	Yes, and it must include BOC, the identified business areas must not be converted for houses	Comment noted
John	McLarty			
John	McLarty			
Norman	Branch	N/A		
John	McLarty			
Valerie	Coleby	Berrys		
James	Clarke			
David	Stilwell			
Ann	Thomas		Existing business properties, especially shops and post offices, should not revert to domestic dwellings.	Comment noted
michael	harris			
Geoffrey	Cox			
John	McLarty			
Kevin	Bruce			
Barrington	Thomas			
Richard	Edwards		Employment premises should only be redeveloped to residential units if it can be demonstrated that the premises or site can no longer support noted any commercial activity. Jobs are important	Support noted
Robyn	Woloszczuk			
Lesley	Speller			
William	Shepherd		A decision should be made on the state and location of the building. If it is old and in a suitable location then redevelopment may be appropriate	Support noted
Nicola	O'Dean	Balqores Motors		
Alexander	Romang			
Hayley	Holgate	ECC		
Eirlys	Parry	N/A		
Victoria	newson	Childrens Nurserv	A growing population needs more jobs to accommodate them to create new jobs.	Support noted
Michael	Unwin	N/A		
Tony	Barber			
Nick	Mason	ECOClassics		
David	Banfield			
Melanie	Osborne	Motor Trade		
Stuart	Turner	Essex search and rescue		
Mike	Carpenter	CODE Development Planners Ltd		
ian	wilson	cm36pt	soem ind sites are not usable	Support noted
Phillip	Wright	CALA Homes (North Home Counties) Ltd		
		SN Developments		
		Cooper Property Holdings Ltd		
Jane	Coleman	Maldon Town Council		
c/o Agent	c/o Agent			
kelly	tillley			
Catherine	Bicknell	Mid and South Essex Health and Care Partnership		
N	Baseley	IBA Planning Ltd		
Sue	White		Yes, as mentioned previously, some landlords are deliberately making premises unusable and putting up rents disproportionately. Account also needs to be taken of contamination. We must be careful not to lose existing employment premises for more valuable residential use, as otherwise where are our residents going to work going forward? I answered no to question 44, as we need a range of local employment premises and many rural businesses are housed in old agri units and because of their nature are better suited to rural premises. We also need to have local employment areas in the district, so rural workers can work and live in the local area and not have long commutes. Having a diverse range and location of employment helps our district to thrive.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. Both of these evidence- base studies should provide greater clarity on any short-term changes in the way people live and work that arose as part of the COVID-19 pandemic and those which are now indicative of longer-term changes. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Sarah	Yates			
Leonard	Lewis		There should be flexibility in this area as some old industrial sites may now be surrounded by housing development that were not there when these industrial sites were first created and are now out of place with environmental issues now having to be taken into account. Also a better use for redundant town centre offices could be their conversion to domestic living accommodation.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that support noted economic growth.

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Roy	Martin	Mr Roy Martin	Patterns of employment are changing drastically, nowhere more so than in high streets where unsustainable and unfair trading conditions with on line retailing will mean increasing redevelopment of employment premises. Initiatives are needed to retain employment sites if possible (little national or local assistance forthcoming on this front) but more residential inevitable from this source.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. Both of these evidence- base studies should provide greater clarity on any short-term changes in the way people live and work that arose as part of the COVID-19 pandemic and those which are now indicative of longer-term changes. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
R	Minney			
Tim	Grant	Evolution Town Planning		
Simon	Butler-Finbow	Pigeon Investment Management	Question 44 (no opportunity provided to comment on Question 44): As part of the evidence gathering stage of LDPR, it is expected that MDC will carry out an employment land review, and where applicable, engage with existing businesses to establish their needs or potential needs for expansion. However, it is considered likely that this will reaffirm that employment needs in and around Burnham-on-Crouch are localised, with an evident insular economy whereby there is limited in-migration of businesses, and a greater level of very local businesses or out-migration, making use of the connections provided by the Crouch Valley Railway line. Equally, with the new economic climate that has mostly arisen as a result of the pandemic, it is anticipated that the employment needs assessment will confirm that there is a lack of need for new office space, with many opting to work from home wherever possible. Question 45: Such a policy would conflict with the NPPF. MDC must ensure that any such policy requirement aligns with the NPPF in order to be positively prepared and therefore capable of being	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
ANNE	OSBORN	Purleigh Community Shop		
Stephen	Hodgkinson		Each case should be treated on its merits, but a policy could set out guidance and appropriate criteria to be satisfied.	Comment noted
c/o Agent	c/o Agent	Maldon Wick Limited		
ZOE	HOSTY			
S	Swain			
Kevin	Coleman	Phase 2 Planning		
John	Lawrence			
Diane	Wallace			
Jonathan	Aldis	Good life Countryside Services		
sara	doran		we need to develop employment within the district. However, if there is an employment premises that has been unused for eg10 years then it could be proposed for residential units - however, if possible, the council might require that the property is first offered for sale or rent as an employment premises prior to any development for a prolonged period at appropriate rates.  employment is even more important than housing in our district  relating to question 44 that does not allow a comment, I think that it is important that new businesses that become established over the next 20 years are not disadvantaged in terms of their opportunities for growth compared to businesses that are established at the time that the plan goes live. The plan should establish clear criteria for employment extensions so that new and developing business can also take advantage of this rather than move out of the area	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Grace	Godwin			
Sue	Hillman			
michael	carr	NHS		
Colin	Horner	Villageretreat	The plan should be flexible.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth.
Simon	Plater	Plater + Claiborne	However as stated in q.24 I Support noted having a greater emphasis on the change to residential for redundant employment premises.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Mark	Anderson			
Karen	Wellum			
Emma	Wright			

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Robert	Scott	Lewis & Scott Retirement Living Ltd		
Linda	Coom		I think the council needs to look at such plans and ask local people. It would be silly to reject applications if there's no chance of business use in the foreseeable future, as such a development could save a green field. But, we need job and businesses and don't want to see sites that would continue in business being changed to residential just because the building owner gets more money that way.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Caitlin	Soul			
Michelle	Curtis	Tollesbury Parish Council	In our proposed Neighbourhood Plan we seek to have a new business area to the west of the village. This would not be repurposing a brownfield site.	Comment noted
Mary	Hammond			
Rob	Bard			
Ian	Drinkwater			
John	Hand	N/A		
Emma	Smith	Bradwell on Sea Parish Council		
Tim	Dixon			
Nicola	Taylor	Elixirr	MDC needs to ensure a very stringent policy here, its currently seen as an easier option to get land for employment needs then switch to residential in time by claiming the employment use is no longer sustainable. A minimum timeframe should be considered on top of extra stringent measures.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth.
Graham	Johnson	graham v johnson		
Chris	Yates			
Tim	Hann		The redevelopment of employment areas can be a good idea. Firstly it would be a good use of the short supply of Brownfield sites. Secondly certain sites are likely to make excellent conversion dwellings such as one and two bed apartments. The only stipulation would be the need for adequate parking with charging points.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Burnham	Town Council	Burnham on Crouch Town Council	This provides local employment, apprenticeships, and reduces unnecessary car journeys.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study, which will provide updated evidence to Support noted the sustainable development of existing and future employment sites. Carbon action is a key element of sustainable development. The LDP recognises the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Sally	Everitt	Community360		
Mark	Garrett		No – each must be judged on its merits	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth.

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Justin	Barkham	Self employed	<p>THIS IS REALLY AN ANSWER TO 44</p> <p>The evidence in the Maldon Economy Study 2021 does not point to a significant quantum of new employment land being needed with Scenario 1b pointing to essentially no change in the quantum of overall employment land (+0.1ha), and at most 5.6 ha of land required in Scenario 2b. The Plan should focus on meeting identified needs.</p> <p>The strategy for employment land allocations need to ensure that employment is focused in sustainable locations which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. This will ensure that District residents' benefit, and not those outside of the District; and that out-commuting to work can be reduced. Allocations should seek to avoid where possible, and minimise, landscape and heritage harm. The NPPF sets out that great weight should be given to the conservation of heritage assets.</p> <p>The appropriate strategy for any employment land allocations also needs to take account of employment supply and allocations coming forward in settlements outside of but close to the District's boundaries. We note that Braintree's Local Plan (Section 2) is likely to allocate 6.8 ha of land as an extension to the Eastways Industrial Estate in Witham; and there a further 3.8 ha of employment land retained at Maltings Lane Business Park (Gershwin Park) in Witham. It is inappropriate to allocate further employment land in the north of the District in Great Braxted Parish which will inhibit investment in and the delivery of these sites.</p> <p>The proposal for allocation of 57 ha at GB1 – Great Braxted is not appropriate. The Maldon Economy Study identifies a need for just 3 – 6 ha of land for warehousing development. The development is therefore simply not needed. Nor can this be considered a suitable site. It is located close to, and within the setting of, Braxted Park which is the only Grade II* listed park and garden in the District and is of exceptional historical significance. Development would harm the setting of this. Part of site GB1 is susceptible to flooding, and indeed the River Blackwater regularly floods in this area and is an important natural habitat. Development and associated hardstanding could increase the risk and prevalence of flooding. No regard has been had of the potential impact of development at GB1 on the</p>	<p>The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.</p>
Paul	Vidler			
Poppy	Vidler	Crown Consumer Ltd		
Victoria	Long			
Victor	Staines			
Jayne	Moore	Essex County Fire and Rescue Service		
Stephen	Sutton			
Kevin	Bennett			
Nicholas	Matthams		<p>Any such decision would need to be evaluated on a case by case basis in the case of where the premises are no longer considered viable for employment as to enforce too hard would lead to an empty derelict building.</p>	
Christian	van Stolk	RAND Europe	<p>To us, it seems clear that a few principles need to be at work here:</p> <p>Economic development should take place in areas where there are services and infrastructure. That is the most likely way to contribute to employment in the District. This would also more likely mean that any benefits would accrue to the District. Economic success then also means that the redevelopment of employment premises for housing will not be required.</p> <p>Economic development should also be driven by demand. With regards to GB1, we note that other adjacent local authorities see the demand for additional warehousing in the area as rather modest (much smaller) compared to the development aims of GB1. It seems odd that Maldon District, which has much less development in this corridor, has such a different view with regards to demand. These proposed developments are also much better integrated in existing services and economic development than GB1. GB1 seems completely disproportionate and as such unrealistic and inappropriate. It also clashes with the stated aim of preserving heritage assets in the District. Finally, in our opinion it is unlikely that GB1 will do much for economic development and employment in the</p>	<p>The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.</p>

Question 45

First Name	Last Name	Organisation	Question 45. Should the Council contain a policy preventing the redevelopment of employment premises to residential units? If so, should the scope of such a policy be limited in any way? Please explain the rationale for your answer.	COUNCILS RESPONSE
Nicholas	Jepson		<p>It is important that employment is focused in sustainable locations which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. This will ensure that District residents' benefit, and not those outside of the District; and that out-commuting to work can be further reduced. The NPPF sets out that great weight should be given to the conservation of heritage assets.</p> <p>The appropriate strategy for any employment land allocations also needs to take account of employment supply and allocations coming forward in settlements outside of but close to the District's boundaries. We note that Braintree's Local Plan (Section 2) is likely to allocate 6.8 ha of land as an extension to the Eastways Industrial Estate in Witham; and there a further 3.8 ha of employment land retained at Maltings Lane Business Park (Gershwin Park) in Witham. It is inappropriate to allocate further employment land in the north of the District in Great Braxted Parish which will inhibit investment in and the delivery of these sites.</p> <p>The proposal for allocation of 57 ha at GB1 – Great Braxted is not appropriate. The Maldon Economy Study identifies a need for just 3 – 6 ha of land for warehousing development. The development is therefore simply not needed. Nor can this be considered a suitable site. It is located close to, and within the setting of, Braxted Park which is the only Grade II* listed park and garden in the District and is of exceptional historical significance. Development would harm the setting of this. Part of site GB1 is susceptible to flooding, and indeed the River Blackwater regularly floods in this area and is an important natural habitat. Development and associated hardstanding could increase the risk and prevalence of flooding. No regard has been had of the potential impact of development at GB1 on the buried remains of a Neolithic long mortuary enclosure at Appleford Farm which is a Scheduled Ancient Monument. The local road network is also ill equipped to cope with the resultant traffic.</p> <p>Warehousing development will have a high landscape impact, and Support noted low job numbers. The location and nature of proposals will have a minimal impact in creating jobs for Maldon District residents, and it likely that workers would not be able to afford to live nearby within the District.</p>	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Pamela	Lacey		If people have to travel miles to work we aren't going to save emissions!!	
Chloe	Soul			
carole	kirk			
Sharon	Jackson			
RICHARD	GROUT			
Tim	Madelin			
Charles	Bishop			
Paul	Jewiss	Self Employed		
Joanna	Jeffery	Althorne Parish Clerk	Each application should be evaluated depending on particular circumstances, and planning guidelines should be developed for this, but not a firm policy to always drive the decision one way or another.	
Deborah	Anderson	NHS		
John	Pilgrim	Self employed	Some properties are better suited to be developed to housing as they are already close to the relevant infrastructure.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district. However, it is accepted that there is an infrastructure deficit that LDP needs to address within the context of a climate change emergency.
Gloria	Gold	London Design and Engineering UTC		
Linda	Curry			
Lucy	Waterhouse			
Jon	Mayhew			
James	Goody	James Goody refurbishments		
Paul	Coppin		This must ensure that existing employment premises are not lost to developers	Comment noted
Johanna	Dale			
Tracy	Kinnane			
Steven	Bardwell	S P Bardwell Ltd		
David	Oxford	Lloyds Banking Group		
Stephen Francis	Dewick	Curry Farm		

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Carlos	Rodriguez		<p>The strategy for employment land allocations need to ensure that employment is focused in sustainable locations which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. This will ensure that District residents' benefit, and not those outside of the District; and that out-commuting to work can be reduced. Allocations should seek to avoid where possible, and minimise, landscape and heritage harm. The NPPF sets out that great weight should be given to the conservation of heritage assets.</p> <p>The appropriate strategy for any employment land allocations also needs to take account of employment supply and allocations coming forward in settlements outside of but close to the District's boundaries. We note that Braintree's Local Plan (Section 2) is likely to allocate 6.8 ha of land as an extension to the Eastways Industrial Estate in Witham; and there a further 3.8 ha of employment land retained at Maltings Lane Business Park (Gershwin Park) in Witham. It is inappropriate to allocate further employment land in the north of the District in Great Braxted Parish which will inhibit investment in and the delivery of these sites.</p> <p>The proposal for allocation of 57 ha at GB1 – Great Braxted is not appropriate. The Maldon Economy Study identifies a need for just 3 – 6 ha of land for warehousing development. The development is therefore simply not needed. Nor can this be considered a suitable site. It is located close to, and within the setting of, Braxted Park which is the only Grade II* listed park and garden in the District and is of exceptional historical significance. Development would harm the setting of this. Part of site GB1 is susceptible to flooding, and indeed the River Blackwater regularly floods in this area and is an important natural habitat. Development and associated hardstanding could increase the risk and prevalence of flooding. No regard has been had of the potential impact of development at GB1 on the buried remains of a Neolithic long mortuary enclosure at Appleford Farm which is a Scheduled Ancient Monument. The local road network is also ill equipped to cope with the resultant traffic.</p> <p>Warehousing development will have a high landscape impact, and Support noted low job numbers. The location and nature of proposals will have a minimal impact in creating jobs for Maldon District residents, and it likely that workers would not be able to afford to live nearby within the District.</p>	<p>The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.</p>
George	Dixon			
Rebecca	Tucker			
Mark	Faraway		Some sites are not suitable for employment and these should be used to create residential development.	
T	Ketteley		We should prevent the redevelopment of employment premises to residential units and also restrict the rezoning of employment areas in new development plots which are not utilised so as to encourage developers to meaningfully consider the use of those areas as part of the overall building of a sustainable new development.	
Elizabeth	Weston			
Jacky	Barber		<p>Allocation of Employment Land</p> <p>The strategy for employment land allocations need to ensure that employment is focused in sustainable locations which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. This will ensure that District residents' benefit, and not those outside of the District; and that out-commuting to work can be reduced. Allocations should seek to avoid where possible, and minimise, landscape and heritage harm. The NPPF sets out that great weight should be given to the conservation of heritage assets.</p> <p>The appropriate strategy for any employment land allocations also needs to take account of employment supply and allocations coming forward in settlements outside of but close to the District's boundaries. We note that Braintree's Local Plan (Section 2) is likely to allocate 6.8 ha of land as an extension to the Eastways Industrial Estate in Witham; and there a further 3.8 ha of employment land retained at Maltings Lane Business Park (Gershwin Park) in Witham. It is inappropriate to allocate further employment land in the north of the District in Great Braxted Parish which will inhibit investment in and the delivery of these sites.</p> <p>The proposal for allocation of 57 ha at GB1 – Great Braxted is not appropriate. The Maldon Economy Study identifies a need for just 3 – 6 ha of land for warehousing development. The development is therefore simply not needed. Nor can this be considered a suitable site. It is located close to, and within the setting of, Braxted Park which is the only Grade II* listed park and garden in the District and is of exceptional historical significance. Development would harm the setting of this. Part of site GB1 is susceptible to flooding, and indeed the River Blackwater regularly floods in this area and is an important natural habitat. Development and associated hardstanding could increase the risk and prevalence of flooding. No regard has been had of the potential impact of development at GB1 on the buried remains of a Neolithic long mortuary enclosure at Appleford Farm which is a Scheduled Ancient Monument. The local road network is also ill equipped to cope with the resultant traffic.</p> <p>Warehousing development will have a high landscape impact, and Support noted low job numbers. The location and nature of proposals will have a minimal impact in creating jobs for Maldon District residents, and it likely that workers would not be able to afford to live nearby within the District.</p>	<p>The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.</p>



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Douglas	Channer	Private	please refer to earlier answers whereby evidence presented to ensure market research and marketing has been carried out as required.	Comment noted.
Ursula	Benjafield			
Paul	Mitchell			
Kristian	Tokeley	CTC Construction Ltd		
Lynda	Bugg		Once employment land has been lost, it's lost. It's not always in the right location for housing.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Ziyad	Thomas	Churchill Retirement Living / McCarthy Stone		
James	Campbell	HMPPS		
William	Moss			
Simon	Mackenzie Smith		<p>The strategy for employment land allocations need to ensure that employment is focused in sustainable locations which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. This will ensure that District residents' benefit, and not those outside of the District; and that out-commuting to work can be reduced. Allocations should seek to avoid where possible, and minimise, landscape and heritage harm. The NPPF sets out that great weight should be given to the conservation of heritage assets.</p> <p>The appropriate strategy for any employment land allocations also needs to take account of employment supply and allocations coming forward in settlements outside of but close to the District's boundaries. We note that Braintree's Local Plan (Section 2) is likely to allocate 6.8 ha of land as an extension to the Eastways Industrial Estate in Witham; and there a further 3.8 ha of employment land retained at Maltings Lane Business Park (Gershwin Park) in Witham. It is inappropriate to allocate further employment land in the north of the District in Great Braxted Parish which will inhibit investment in and the delivery of these sites.</p> <p>The proposal for allocation of 57 ha at GB1 – Great Braxted is not appropriate. The Maldon Economy Study identifies a need for just 3 – 6 ha of land for warehousing development. The development is therefore simply not needed. Nor can this be considered a suitable site. It is located close to, and within the setting of, Braxted Park which is the only Grade II* listed park and garden in the District and is of exceptional historical significance. Development would harm the setting of this. Part of site GB1 is susceptible to flooding, and indeed the River Blackwater regularly floods in this area and is an important natural habitat. Development and associated hardstanding could increase the risk and prevalence of flooding. No regard has been had of the potential impact of development at GB1 on the buried remains of a Neolithic long mortuary enclosure at Appleford Farm which is a Scheduled Ancient Monument. The local road network is also ill equipped to cope with the resultant traffic.</p> <p>Warehousing development will have a high landscape impact, and Support noted low job numbers. The location and nature of proposals will have a minimal impact in creating jobs for Maldon District residents, and it likely that workers would not be able to afford to live nearby within the District.</p>	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Richard	Udall			
Rosalind	Bishop			
Paul	Burgess	None	Demand for employment facilities should be responsive to market factors. Productivity growth could well mean plenty of buildings are obsolete or will become obsolescent.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
John	Symington			
D	Cooper			
C/O Agent	C/O Agent			
Zoe	May	East of England Ambulance Service NHS Trust		
Roger	Woodcock			
Michael	Manning			

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Jack	Inglis	Kelvedon Hall		
Peggy	Shields			
Dawn	Adams	Catesby Estates		
Braxted and Blackwater Conservation Grou	BBCG	The Braxted and Blackwater Conservation Group (BBCG)	It is important that the Plan restricts the potential for residential development on sites which are allocated for employment, to ensure that an appropriate supply of employment land is retained, in particular in locations which are unsuitable or unsustainable locations for residential development. This is essential to ensure that development takes place in sustainable locations.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Wayne	Tilley	RTG Group Limited		
David	Dronfield	Braxted park	<p>Q44 – Allocation of Employment Land</p> <p>The strategy for employment land allocations need to ensure that employment is focused in sustainable locations which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. This will ensure that District residents' benefit, and not those outside of the District; and that out-commuting to work can be reduced. Allocations should seek to avoid where possible, and minimise, landscape and heritage harm. The NPPF sets out that great weight should be given to the conservation of heritage assets.</p> <p>The appropriate strategy for any employment land allocations also needs to take account of employment supply and allocations coming forward in settlements outside of but close to the District's boundaries. We note that Braintree's Local Plan (Section 2) is likely to allocate 6.8 ha of land as an extension to the Eastways Industrial Estate in Witham; and there a further 3.8 ha of employment land retained at Maltings Lane Business Park (Gershwin Park) in Witham. It is inappropriate to allocate further employment land in the north of the District in Great Braxted Parish which will inhibit investment in and the delivery of these sites.</p> <p>The proposal for allocation of 57 ha at GB1 – Great Braxted is not appropriate. The Maldon Economy Study identifies a need for just 3 – 6 ha of land for warehousing development. The development is therefore simply not needed. Nor can this be considered a suitable site. It is located close to, and within the setting of, Braxted Park which is the only Grade II* listed park and garden in the District and is of exceptional historical significance. Development would harm the setting of this. Part of site GB1 is susceptible to flooding, and indeed the River Blackwater regularly floods in this area and is an important natural habitat. Development and associated hardstanding could increase the risk and prevalence of flooding. No regard has been had of the potential impact of development at GB1 on the buried remains of a Neolithic long mortuary enclosure at Appleford Farm which is a Scheduled Ancient Monument. The local road network is also ill equipped to cope with the resultant traffic.</p> <p>Warehousing development will have a high landscape impact, and Support noted low job numbers. The location and nature of proposals will have a minimal impact in creating jobs for Maldon District residents, and it likely that workers would not be able to afford to live nearby within the District.</p>	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
raymond	dundas	Householder		
John	Peirson			
Ron	Brown	Corporate		
Roger	HAWES			
Anne	Hull	Elmwood Equestrian Centre		
Matthew	Bloxham	Matt		
Julia	Morris			
Amanda	MacKenzie			
Jenny	Shepherd			
Jack	Ellum			
Bernard	Steeple			
Anna	mccomb	NHS Property Services Ltd		
Natalie	Kermath	Environment Agency		
Peter	Knights			
John	Watson		As long as the employment premises are within the boundaries of existing settlements and subject to normal evidence required to Support noted such application. ie evidence of marketing etc	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.

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Unknown	Unknown	Ministry of Defence		
Josh	Plant	Gladmans		
Duncan	Clark		It is important that the Plan restricts the potential for residential development on sites which are allocated for employment, to ensure that an appropriate supply of employment land is retained, in particular in locations which are unsuitable or unsustainable locations for residential development. This is essential to ensure that development takes place in sustainable locations.	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. Both of these evidence- base studies should provide greater clarity on any short-term changes in the way people live and work that arose as part of the COVID-19 pandemic and those which are now indicative of longer-term changes. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district
Patricia	Smith			
Mick	Sargeant		All re-development (especially shops and offices) should require full planning applications and ensure the highest Building Regs requirements are applied. Where the economy is changing there needs to be reality of what to do with redundant buildings. However, there have been many examples of inappropriate conversion often facilitated by Government Policy	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. Both of these evidence- base studies should provide greater clarity on any short-term changes in the way people live and work that arose as part of the COVID-19 pandemic and those which are now indicative of longer-term changes. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district
John	Cockerell	Hatfield Peverell Parish Council		
Catherine	Williams	C/O Savills (Agent)		
Tom	Kelly			
Linda	Gemmill			
Linda	Gemmill			
Mark	Norman	Highways England		
*	*			
*	Willmott			
Thomasin	Foster			
Ivor	Watson			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
Alan	Massow			
*	*			
Ian	Butt			
Sarah	Sayer			
*	*			
				<b>CONCLUSION -</b>

## Question 46

First Name	Last Name	Organisation	Question 46. How important is the rural economy? How do you believe the rural economy can be Support notated through policy?	COUNCILS RESPONSE
Ben	Binder	University of Adelaide		
Lorraine	Bailey	Wickham Bishops Parish Council	The rural economy in the District should be Support notated. Allowing existing employment premises to be redeveloped into residential units should be discouraged unless it can be shown that converting to residential is the only viable option	Support noted. The present LDP policy is not clear about setting the criteria for supporting change of use of sites from employment/commercial to residential and this needs to be rectified
Ali	Aldis		Small Business Start Up grants be readily available.	Comment noted, though this is not part of the LDP process.
David	Smye	The Maldon Society		
Stewart	Newlands	Fambridge Lake		
Paula	Stanbury			
Sonia	Whiskin	Financial Services		
Geoffrey	Charge	n/a		
Robert	Collins			
Gavin	Rowsell		The planning department should be far more open to changes in the rural economy, with much better open and sensible dialogue regarding changes of use, improvements and expansions of existing businesses, as well as new.	Comment noted, it is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy.
Gareth	Davies	N / A	The LDP and the Council should be prepared to review the initial plan when the consequences of the changes in agricultural / rural subsidies become clearer. The rural economy is facing great uncertainty and the District will not flourish if the LDP and other Council policies act as a brake to changes that enable the local rural economy to prosper.	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy.
Ben	Thornett			
Matthew	Wood	Phase 2 Planning		
Jackie	Gibbs		I do not believe any policy can Support noted economy...there needs to be a desire to grow, all a policy can do is give an incentive to invest which can sometimes be viewed as a "bribe" to invest.	Comment noted. It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth.
Tim	Aves			
Helen	James		Rural economy should be encouraged	Support noted
Kathy	Day			
Mike	Hayes		The rural economy's health is paramount for the wider districts prosperity. It is essential that Larger Villages see growth, more housing will lead to localised rural business prospering. As such, policies must direct development to Larger and Smaller Villages as well as Towns	Support noted
Peter	Wakling			
David	Sismey		Good infrastructure esp roads / broadband etc	The present LDP has an Infrastructure Delivery Plan which was approved through its examination, infrastructure is agreed with statutory providers such as the NHS and ECC and should be to mitigate the impact of development. Infrastructure is being provided under the terms of S106 legal agreements and will be assessed further as part of the LDP Review work. The matter in the majority of cases is not that infrastructure has not been provided but that its trigger points such as the number of homes completed has not been reached. This matter is monitored carefully and contributions pursued as they become
Stuart	Willsher	Persimmon Homes Essex		
Sara	Howarth			
Anthony	Fittock		There is in reality little influence that policy will have on the economy other than to encourage large employers into the District. There has however the need to be realistic expectations . A company involved in distribution will not want its vehicles spending 40 to 60 minutes each way travelling from the far east of the District to major arterials connecting to very large locations such as Basildon, Chelmsford ,Southend etc	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. The District can play to its strengths by encouraging medium and small businesses to flourish.
Eissa	Leo			
Daniel	McAllister	Robert Mulholland And Company Limited		
Michele	Williams		By allowing more growth in all villages encouraging small self build sites and allowing outbuildings to be used for cottage industry	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth.
Tara	Strydom			
Jenny	Ball			
Cliff	Baron			
Gill	Winsor	Tesco	If agricultural land wasn't disappearing to the concrete jungles then jobs go plus the economy coming from the farms disappears	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. Farming is under pressure from other quarters rather than housing and the amount of land lost to housing is very small in comparison to the total amount of land available.
Emily	Benham	Servoca complex care and nursing		
Laura	Cannon			
Shaneen	Illanes			
Sarah	Sapsford		Support notating local rather than cheap national or multinationals. There are too many costas, too many supermarkets and not enough small businesses	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth.
Merryl	Quilter			
Bear	Keen			
Jessica	Cox		The rural economy is important and is adequately Support notated through policy.	Support noted
Robert	Burton			
Yvonne	Wade			
Louise	Bywaters-Smith	Hospitality		
Brooke	Roberts-Morgan			

Question 46

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Patricia	Bunkle			
Stephanie	Ireland			
Marc	Rawinsky	M R Sovereign Services Ltd		
Roger	Tiffin			
Kathryn	Beighton	Publishing	Stop turning down every application for business parks in rural areas	Comment noted. It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth
Roy	Warren	Sport England		
STUART	SOWTER		The obsession with building houses is causing people to move away, why not value your residents and encourage more spending via easier parking and better facilities within Burnham/Maldon.	The LDP Review process has to take into account future growth. The Housing Requirement is established by using the standard methodology as set out by the Government. The Council does not have any evidence that this figure should be reduced, therefore the Council needs to make a choice on where that growth is going to go and will be undertaking the necessary work to make that decision in the coming months. The LDP does not control parking controls.
Mark	Raffray		By policy to encourage emphasis on niche rural businesses, tourism-linked enterprise and other approaches compatible with the District's socioeconomic situation.	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth.
April	Rowley			
e	e	e	<p>We clearly need our local (rural) economy to give people a way to stay in the District when they reach adulthood without an onerous commute to work.</p> <p>We should encourage development that allows people to live and work at the same property, or in the same vicinity such as a small group of homes that include office / retail / workshop space.</p> <p>Developing a District business hub could be a major contribution.</p> <p>Sympathetic tourism and leisure developments should be encouraged.</p> <p>We should Support noted planning applications that include enhanced infrastructure networks in rural areas.</p>	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be.
Kevin	Lagan			
Bill	Withers			
joanna	jeffery			
John	Mitchell			
Bethany	Jones	Colchester Borough Council		
magnus	Magnusson	Parker Planning Services	<p>The rural economy is very important. As the consultation document identifies, in a predominantly rural area such as Maldon, the prosperity and success of the rural economy can help with job growth and retention when other sectors are struggling.</p> <p>The emerging LDP Review has the opportunity to allocate 'opportunity sites' in rural areas that promote and Support noted, among other, tourism and leisure uses (see details at Appendix D).</p> <p>As identified in the Consultation document, tourism and leisure are growing employment sectors although a lack of visitor accommodation for overnight stays means that visitors tend not to prolong their stays and invest even more in the local community. Site BRS7 (or part thereof) is ideally located on the Dengie Peninsula for appropriate tourism and leisure uses (potentially for allocation as such an 'Opportunity Site') and possibly including an overnight accommodation offer.</p> <p>'Opportunity Site' Policies need not be overly prescriptive in terms of the permissible uses in order to enable a rapid response to changes in economic circumstances and leisure/tourism interests and pursuits over the plan?period and in accord with para. 82 (d) of the NPPF2021.</p> <p>Even were the LDP Review not to allocate 'opportunity sites' per se, tourism and leisure uses can still be promoted or encouraged in more rural locations (outside settlement boundaries) via other appropriately worded planning policies and where this is appropriate, having regard to (among</p>	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be. The Council cannot respond on site specifics at this stage of LDP Review. Work on site allocations will be undertaken in the coming months with a Preferred Options consultation being carried out at the end of this period.
Nick	Whiteley			
Peter	Layley			
Rex	Davenport			
Lesley	Mitchelmore	Danbury Parish Council		
Linda	Flowers	Self Employed	<p>The rural economy is important but fewer people are employed in it in modern times. However it is the backbone of the identity of the area visually. Small rural business should be Support noted.</p> <p>Pressure to remove arable land will create future issues of importing basic foods..</p>	The Council cannot respond on site specifics at this stage of LDP Review. Work on site allocations will be undertaken in the coming months with a Preferred Options consultation being carried out at the end of this period.
Karen	Neath	Tolleshunt Major Parish Council	We believe that the policy needs to be clear on what is considered to be rural economy. Is this activity that can only be carried out in a rural location e.g. farming or is it just any employment that is in a rural location.	Comment noted. It is any employment or commercial activity that can be carried out in a rural setting or supports the rural aspect of life in the District. The Council cannot respond on site specifics at this stage of LDP Review. Work on site allocations will be undertaken in the coming months with a Preferred Options consultation being carried out at the end of this period.

## Question 46

First Name	Last Name	Organisation	Question 46. How important is the rural economy? How do you believe the rural economy can be Support noted through policy?	COUNCILS RESPONSE
N	DA			
Peter	Holmes			
Dorreen	Linton	our group consists of adults, playschool and brownies group		
John	Wileman			
Colin	Pryke		Not a matter on which MDC can have material influence	Comment noted
Richard	Courtney	University Of East London	The rural economy needs to be developed to be sustainable and more diverse with more SMEs working less large scale agricultural land usage.	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be
sue	Rawlinson	Evolve		
Douglas	Milsted	Heybridge Basin Conservation Society		
Alan	Outlaw	Self Employed		
John	Hitcham		Favourable treatment in planning terms for employment creation	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be
Richard	Kelly	Croudace Homes		
Lindsey	Squire	North Farnbridge Parish Council		
K	Jeffries			
John	Lakin	?		
Andy	Quelch			
Samantha	Weeks			
Carlie	Maves			
James	Rushton		There is a need for greater sustainability within rural areas - (a) a stronger public transport infrastructure within the rural sector, and (b) lower-cost housing which would enable younger people to have a greater opportunity to continue to live and work where they were brought up. Importantly, the latter - certainly within medium and small villages - should be in-fill housing, with the result that the intrinsic character and natural beauty of the local environment is not compromised and that there is the potential for local economic growth within the medium and small villages. High speed broadband is patchy in some rural areas and needs to be improved, in order that there is no hindrance to working from home or flexible working, which, if effective, can encourage local niche and artisan-type rural businesses.	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be. Broadband is a strategic issue and effects a wider area than just the District and will be considered in the issues discussed under the Duty to Cooperate.
Richard	Martin	Scott Properties		
Mike	Spurgeon	Phase 2 Planning and Development		
C/O Agent Mike	Spurgeon	Phase 2 Planning & Development		
Catherine	Champion			
Terence	Hughes	Burnham-on-Crouch constituent	Without rural economy the areas will become a commuter towns with all the problems that go with that. Young people who have limited resources will move out and the clubs, pubs, eateries and sports centres will struggle.	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be
Amanda	Mickelsen			
John	Tompkins		The rural economy is very important and will become increasingly so following Brexit and the emrging current new world order.  Greater Support noted of Farmers' Market and Farm Gate Sales would assist in growing this sector of the economy.  Sacrificing agricultural land to the ever increasing march of urbanity should be considered a folly.	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be. Markets is not a matter that the LDP has any control over.
Samuel	Newton	Anglo European School		
Mary-Ann	Munford			
Jo	Harvey			
Jeremy	Potter	Chelmsford City Council		
Terry	Fleming			
Daniel	Goodman	Rochford District council		
Chris	Harvey			
Philip	Davies		Rural business Support noted rural employment and reduces travel to employment elsewhere. However, manufacturing and offices should be on the outskirts in an area designated for commercial development	Support noted, though any activity which could be done in a rural area should be supported, this could include some types of agricultural manufacturing.
Jane	Senior			
Susan	Cumming	not applicable		
Amanda	Clack			
Ronald	Edge	Construction Industry		
Daphne	Scott			
Gordon	Mussett	Little Braxted Parish Council	Extremely – small rural businesses offer more job opportunities and generally better quality jobs	Support noted
Kenny	Alexander	Thomas Gainsborough School		

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David	Kennedy		Exiting the EU means the UK needs to be more self sufficient in the area of food. The district is well placed to play a key part in this move and as such the loss of valuable agricultural land to housing development needs to be kept to a minimum.  Maximise brownfield development through higher destiny of smaller sized properties in order to meet as much of the districts housing obligations	The district does not have a history of industrial land use so there is limited brownfield land opportunities or opportunities to build within settlement boundaries. Therefore it is inevitable that greenfield sites will be required to accommodate future growth. When carrying out site allocations, brownfield land should be prioritised in the settlements chosen for growth.
Ronnie	Tonque	state school		
Mark	Behrendt	Home Builders Federation		
Matthew	Cooper		The rural areas of a district and the communities that live there are a key part of our local heritage that the LDP should seek to protect. To do so, the rural economy should be Support notated in a flexible and reactive way in response to supply and demand	Support notated
Sue	Dobson	Essex Bridleways Association		
Terry	Inkpen	None	We should think carefully before taking good quality agricultural land for housing or other bricks & mortar projects. We should provide a business environment where new agricultural diversification activities are encouraged and approved.	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be. The district does not have a history of industrial land use so there is limited brownfield land opportunities or opportunities to build within settlement boundaries. Therefore it is inevitable that greenfield sites will be required to accommodate future growth. When carrying out site allocations, brownfield land should be prioritised in the settlements chosen for growth.
christine	collins		agricultural land is likely to be even more important in the future	Comment noted, though the district does not have a history of industrial land use so there is limited brownfield land opportunities or opportunities to build within settlement boundaries. Therefore it is inevitable that greenfield sites will be required to accommodate future growth. When carrying out site allocations, brownfield land should be prioritised in the settlements chosen for growth.
Stuart	Williams	Ace group	Do not over develop rural land and destroy our beautiful countryside	Comment noted. The district does not have a history of industrial land use so there is limited brownfield land opportunities or opportunities to build within settlement boundaries. Therefore it is inevitable that greenfield sites will be required to accommodate future growth. When carrying out site allocations, brownfield land should be prioritised in the settlements chosen for growth.
Reegan	Howles		The rural economy can be Support notated through policies that promote tourism and local employment in suitable, sustainable jobs. For example in Althorne, there is a fantastic opportunity to further develop the riverside area into vineyards, which not only protects the natural environment, but it also provides employment opportunities and encourages tourism. This is the sort of development that should be encouraged to promote the rural economy	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be.
David	Webb			
Andrew	Marsh	Historic England		
Brian	Haydon			
Iasbir	Singh			
Janice	Jackson			
Jenny	Clemo	Langford & Ulting Parish Council		
Hazel	Notley			
Jean	Brown			
Joanne	McGinity			
Stuart	Dedman	Nil		
Roy A	Clare	Charities	Reducing commuting by distributing business and employment opportunities.	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be.
Kerry	McKenna			
Penny	McCaughey	Tiptree dental		
Jane	Phillips	Solicitors		
David	Rees			
Felicity	Gale		Your constant house building is destroying the area and causing people to move out. Maldon is becoming like Basildon, no one wants to live here - you are destroying the local economy by house building and not looking after infrastructure.	The population of the district is growing not reducing so the impact of house building is not driving people out of the District. It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be.
Lindsey	Wright			
Darren	Weeks			
Phil	Manning			
Peter	Clack			
Doug	Lockwood	National Grid		
Sally	George			
Vara	Szaikowski			
Bob	Calver			
David	Hill	Dandara Ltd		
Tessa	Lambert	Natural England		
Dawn	Howles			

Question 46

First Name	Last Name	Organisation	Question 46. How important is the rural economy? How do you believe the rural economy can be Support noted through policy?	COUNCILS RESPONSE
Steven	Potter		Very important – remove unnecessary bureaucracy and improve connectivity.	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be. Connectivity and active travel choices are an important priority in the LDP review.
natasha Vysian	frith Banyard	TKPC	The Plan needs to be very specific as to what is meant by the rural economy. Does this mean activities such as agriculture, or any business carried out in a rural setting? Does this include leisure and tourism?	It is any employment or commercial activity that can be carried out in a rural setting or supports the rural aspect of life in the District, this includes leisure and tourism activities.
Anthony	Bates		We should strive to become as self sufficient as possible	Comment noted. It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be.
Russell	Howles	WSP		
Diane	Carter		Must be need led not capitalist / greed led.	The LDP is evidenced based and therefore the policies should be based on the evidence for the plan and need.
Gillian	Hollamby			
Luke	Garrett	Obsidian Strategic Asset Management Ltd	Do not wish to comment.	
Brian	Townsend		I consider that a rural economy that includes promoting agriculture will be of vital importance in the very near future should the UK be forced towards a self-sustaining food production policy.	Support noted
Robin	Fanshawe			
Malcolm	Finch			
Peter	Taylor	Retired		
Chris	Melbourne			
John	Brown			
Robert	Hollamby			
Chris	Waumsley	Inovo Consulting	Very Important, Support noted for the rural economy also requires provision for growth of rural communities with sufficient housing allocations particularly to the larger villages.	Support noted
Phil	Jacklin			
Kate	Priest	Purleigh Community Primary School		
Robert	Jones	The University of Reading		
Robert	Stephens	N/A	Very important, in order to reduce our reliance on imports	Support noted
Gary	SPICER			
Pete	Butcher			
JO	COOMBES			
Helen	Bridge		Growth of economy depends on access to quality roads and adequate parking which isn't available in most settlements.	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be. The rural economy does not always need better connections because it is already based in the area where the work is being carried out.
Melanie	Allen	Government		
Adam	Medlycott			
Jonney	Aldridge		'For the planet to survive we must radically change what we eat and how we farm.' We should encourage regenerative farms - that are good for the environment, wildlife and biodiversity and discourage 'industrial farming' that is bad for the climate and biodiversity. Lauriston Farm is an example of how 'good' a farm can be.	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be.
Joanne	Maloney			
Mark	Hurley	Selfridges		
Portia	Roelofs			
Neil	Burke	Bradwell Power Generation Company Limited	Bradwell B do not have any specific comments to make on this question.	
Lynne	Goodbourn		Top priority	Support noted
Christopher	Kent			
Lisa	Singh	Direct Call Centres Ltd	Any planning granted in rural areas should be done with the view of whether the current local infrastructure can Support noted it and whether the location proposed is suitable. Does it add or takeaway from the character of the area etc. ALT2 for example is completely unsuitable as a location	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be. The Council cannot respond on site specifics at this stage of LDP Review. Work on site allocations will be undertaken in the coming months with a Preferred Options consultation being carried out at the end of this period.
Kevin	Head		Improving the rural economy is necessary to help reduce social isolation, rural economic decline and create more sustainable settlements. New housing and job growth which can benefit the rural economy should be focussed towards the district's existing villages.  Additionally, the trend towards homeworking and 'hybrid' working resulting from the necessity during the Covid pandemic, should be encouraged. This should encourage the creation of home offices and workshops, including annexes within gardens. Not only do such facilities reduce travel, but they boost the local economy and personal wellbeing/healthy living.	Support noted. The Council cannot respond on site specifics at this stage of LDP Review. Work on site allocations will be undertaken in the coming months with a Preferred Options consultation being carried out at the end of this period.
Elizabeth	Sawyer Bayliss		The adoption of regenerative agricultural practices would bring more productive land.	The LDP does not have any control over farming practises.
Michael	Partridge			



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Kenneth	Northfield			
Jerry	Petts			
Frederick	McMahon		Vertical farming	The LDP does not have any control over farming practises.
Sophie	Pryor			
Tracey	Merritt	Dengie Hounds and Horses		
c/o Agent	c/o Agent	Clarion Housing		
Stephanie	Jones	home		
Jo	Crump	Servoca Secure Soutions		
Susan	ARCHER			
Phillipa	Griffiths			
Matthew	Taylor		There is a direct link to the rural and urban economies within the District, and employment allocations should be focused in sustainable locations. which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. It is important to ensure that it is the residents of Maldon District that will benefit from employment opportunities available, and the local spend that they will bring, rather than areas outside of the district, which would be the case where employment growth is allocated in the north of the district, rather than near established settlements within Maldon District. There is not a need for strategic employment allocations in the rural area.	It is unlikely that the Council would make a strategic employment allocation in a new rural area because of the lack of services and facilities, we might consider expansion of an existing site if requested because this could enable an existing business to expand and not leave the District taking vital jobs with them.
Anne	Bailey			
Winifred	Sutherland			
Lucien	Taylor			
Chris	clark			
David	Baker			
Jeremy	Richardson			
Glenna	Wilkins			
Cheryl	Carter	Education		
Susan	Mason			
Melad	Kamlow		See above regarding comments on infrastructure.	Noted
Danny	Soul			
Dave	Draper	The Hartford Insurance Group		
Fiona	Barkham	Private Individual	The rural and urban economies in the District are interlinked with one another. Employment allocations should be focused at sustainable locations. which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. This will ensure that District residents' benefit, and not those outside of the District; and that out-commuting to work can be reduced. There is not a need for strategic employment allocations in the rural area.	It is unlikely that the Council would make a strategic employment allocation in a new rural area because of the lack of services and facilities, we might consider expansion of an existing site if requested because this could enable an existing business to expand and not leave the District taking vital jobs with them.
Isabel	Adcock		The infrastructure is essential to this. No updated infrastructure and then the economy will always be playing catch up.	Comment noted. It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be.
Kevin	Cooper			
Katherine	Whitehouse			
Linda	Soul			
Robert	Wilson			
Sarah-Jayne	Hunt	SJ Aesthetics LTD		
Jonathan	Hunt			
Deborah	de Boltz	Farleigh Hospice		
alan	johnson	sky broadcasting		
Tim	Murphy			
Claire	McGrane			
Tracey	Munford	NA		
Victoria	Cutmore	Endurance Estates		
Jane	Potter	Purleigh Parish Council	The rural economy is very important. Policy can Support noted the rural economy by removing unnecessary bureaucracy, improving connectivity and Support noteding qualifying new and start-up businesses with networking opportunities and access to Government grants where appropriate.	Support noted
Brian	Haydon	Cold Norton Parish Council		
Rowan	Rampersad			
LUKE	MACFARLANE	S A RAVEN		
Anna	Wombwell	Morris Farm	The rural areas are vital in bringing in tourism to the area and should be nurtured. They are also vital in the production of low carbon footprint food. We should aim to be a self sufficient district and trade from our local farmers in order to improve our carbon foot print and a community.	Support noted. Though the LDP does not control how farming is carried out.
Lee	Foster		Farming and local produce should be encouraged to feed the ever growing local population	Support noted. Though the LDP does not control how farming is carried out.
Ronald	Owen	Not applicable		
Elizabeth	Johns			
Colin	Day			
Vanessa	Horner			
Natalie	Bradford			
Harriet	Hurst-Smith			
Brian	Howson	Pharmaceutical company		
Tony	Vanner			
Josie	Vanner			

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Tracy	Carroll			
Ian	Roberts	N/A		
Marion	Gunn			
Tony	Ashton	none		
mandy	SHORT			
BRIAN	COLLINS			
Kevin	Money	St. Lawrence Parish Council		
Claire	Udall	1		
Linda	Raffray			
John	Cooper			
Peter	Lampard			
Leah	Jewiss			
Elaine	Ketley	South Woodham Ferrers Town Council		
Tim	Chilvers			
Ruth	Bull	The Othona Community	Othona protects and enhances the acreage owned by the Community, through sustainable practices, including tree planting and nature conservation, bringing in many visitors and volunteers to Support noted this work	Support noted
Mark	Jackson	Mark Jackson Planning	The Council needs to be much less restrictive over farm diversification and other activities in the Rural Area. Community needs, whether in the urban areas or rural areas are similar, and the current emphasis of directing commercial uses solely into the two major towns, and treating such uses or developments in the rural areas, as only being permitted in exceptional circumstances, is illogical.	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be.
Elliott	George			
ann	cutting			
Sharon	Cushen		encouraging local work / employment is fundamental in reducing negative impact on our area.	Support noted
Ian	Tooley			
Sally	Tokeley			
Kate	Ellis			
Christina	Chan		There should be more local initiatives like click it local and local community shops (example Purleigh Community Shop) which encourage the purchase of local goods reducing carbon footprint and upholding the local economy	Noted though the LDP cannot in itself create shops except if there is a large strategic allocation when policy can ensure it happens.
Tim.	Holdsworth			
Graham	Snow			
Kevin	Ashman	Estates and Agency Strategic Land	Directing growth to communities that currently lack scale to Support noted viable facilities. Focused / defined growth can provide sufficient critical mass to a " tipping point " that enables services to be delivered.	Support noted
Sarah	Packard			
Jake	Nugent	Endurance Estates Ltd		
Martin	Cook			
Clifford	Brown			
Steve	Gallant	Crouch Valley Defence Group		
Lesley	Woodley			
John	Buchanan			
Kirsty	Rowse			
Tim	Bradford	leadenhall		
Philip	Wakeling		Working from home means a stronger rural economy hence good infrastructure including telecomms is vital.	Support noted
Jacky	Bannerman	Woodham Walter Parish Council	The rural economy is very important and will become increasingly so following Brexit and the emrging current new world order.  Greater Support noted of Farmers' Market and Farm Gate Sales would assist in growing this sector of the economy.  Sacrificing agricultural land to the ever increasing march of urbanity should be considered a folly.	Support noted though the LDP does not have control over markets.
David	Brook			
Mark	Tentori	Mazdev Limited	The rural economy can be Support notated by encouraging growth in sustainable settlements outside of the main towns. This would make more vibrant and diverse settlements, and increase population sizes closer to smaller rural businesses, thereby encouraging local trade	Support noted
Niki	Halls			
Peter	Ingram		I worry that we are building on prime agricultural land all over the country, how will we ever be able to Support noted ourselves. We can see what has happened in Russia and Ukraine has had to a very much wider effect.	The district does not have a history of industrial land use so there is limited brownfield land opportunities or opportunities to build within settlement boundaries. Therefore it is inevitable that greenfield sites will be required to accommodate future growth. When carrying out site allocations, brownfield land should be prioritised in the settlements chosen for growth.
Jane	Pilgrim			
Judith	Radcliffe			
Stewart	Geden			
Anita	Thomas	Bank		
Andrew	Ashworth			
michael	smith			
Christopher	Mabbutt	Burnham Primary School		
Mary	Putt		Rural economy is vital to retaining the character of the district	Support noted

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Simon	Priest			
Philippa	Marshall			
Lewis	Cook	Form Architecture Ltd.		
EDWARD	GITTINS	Edward Gittins & Associates	Live/Work units' and 'work locally' trends reduce the need for out-commuting and make the District more self-contained. Applications relating to working from home via the provision of home offices, studios or workshops should be Support noted and encouraged.	Support noted for home working and home office studios.
Steve	Williamson			
James	Cowell	E & B R Cowell	Important, as a healthy rural economy will allow those in local employment and younger people to stay and work in their communities. Maldon District Council must ensure that suitable housing is available to a varied cross-section of the local community, to ensure that local residents will not be priced out of areas of employment. Site SMIN20 is available, appropriately located, and suitable for development.	Support noted. The Council cannot respond on site specifics at this stage of LDP Review. Work on site allocations will be undertaken in the coming months with a Preferred Options consultation being carried out at the end of this period.
Colin	Hawkes			
Ronald	PIPER			
Alan	Shrimplin	N/A		
John	McLarty		The rural economy is essential and needs a balance of housing and employment allocations to sustain the rural community.	Support noted
John	McLarty		Ernest Doe & Sons Ltd is fully committed to the long term stewardship of the rural economy and continues to play an important role in Support noting rural landowners and the farming community. We would Support noted policies that continue to develop a strong rural community.	Support noted
Norman	Branch	N/A		
John	McLarty		The rural economy is essential and needs a balance of housing and employment allocations to sustain the rural community.	Support noted
Valerie	Coleby	Berrys		
James	Clarke			
David	Stilwell			
Ann	Thomas			
michael	harris			
Geoffrey	Cox			
John	McLarty		The rural economy is essential and needs a balance of housing and employment allocations to sustain the rural community.	Support noted
Kevin	Bruce		Retain as much agricultural land as possible - we are going to need all we have got for the country's future sustainability. If climate change does eventually cause coastal flooding, 1100 acres of productive agricultural land will be lost on the eastern end of the Dengie peninsula.  The Rural Economy is vitally important for the well being of the rural communities.	Support noted. The LDP Review process has to take into account future growth, the Council has a statutory duty to ensure that the future housing and economic needs of the district are planned for and it will make a choice on where that growth is going to go and will be undertaking the necessary work to make that decision in the coming months.
Barrington	Thomas			
Richard	Edwards		Without a sustainable rural economy the countryside will become a dormitory for commuters and a valuable way of life will be lost.	Support noted
Robyn	Woloszczuk			
Lesley	Speller			
William	Shepherd			
Nicola	O'Dean	Balqores Motors		
Alexander	Romang			
Hayley	Holgate	ECC		
Eirlys	Parry	N/A		
Victoria	newson	Childrens Nursery	To decrease carbon footprint through commuting on congested roads as no adequate train and bus routes in most semi rural locations.	Comment noted, active travel choices are an important priority for the LDP.
Michael	Unwin	N/A		
Tony	Barber			
Nick	Mason	ECOCClassics		
David	Banfield			
Melanie	Osborne	Motor Trade		
Stuart	Turner	Essex search and rescue		
Mike	Carpenter	CODE Development Planners Ltd		
ian	wilson	cm36pt		
Phillip	Wright	CALA Homes (North Home Counties) Ltd		
		SN Developments		
		Cooper Property Holdings Ltd		
Jane	Coleman	Maldon Town Council		
c/o Agent	c/o Agent			
kelly	tilly			
Catherine	Bicknell	Mid and South Essex Health and Care Partnership		
N	Baseley	IBA Planning Ltd		
Sue	White		Our rural economy is the backbone of our district as we are a rural District. We must Support noted and encourage the rural economy in any way we can.	Support noted
Sarah	Yates			

## Question 46

First Name	Last Name	Organisation	Question 46. How important is the rural economy? How do you believe the rural economy can be Support notated through policy?	COUNCILS RESPONSE
Leonard	Lewis		The rural economy is necessary to Support noted local employment and to maintain certain local services but cannot be allowed to over-ride all other considerations in a rural area such as ours. There must be a balance between local employment needs and the preservation of our rural character that is so important to our many residents that have moved into the area for that sole reason.	Support noted.
Roy	Martin	Mr Roy Martin	My comments are not impartial on this matter being involved with viticulture along the Crouch Valley, but its unique climatic and growing qualities are already widely recognised nationally for its high quality fruit and wines and the local industry will grow very rapidly over the next few years with much outside investment already in the offing creating significant employment, tourism and visitor opportunities. It is probably the fastest growing industry in the Maldon District and recognition and Support noted is very important indeed (already more vineyard sites in Maldon District than any other administrative district in the country). All rural economies should be Support notated and encouraged for its own sake and for the benefit of the district.	Support noted. It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth, this will also include the viticulture economy. This also includes a review of the tourism policy which is at present not as supportive as it could be.
R	Minney			
Tim	Grant	Evolution Town Planning		
Simon	Butler-Finbow	Pigeon Investment Management	Whilst the rural economy is important to the overall functioning of the District, the relationship of this to the (deliberately retitled) settlement pattern needs to be fully understood. It is considered that the rural economy plays a vital role but is inherently linked to and Support noted by the villages and towns that operate within the context of their respective hinterlands.	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be. The rural economy covers the whole of the rural area it is not just confined to settlements and could include a more rural business.
ANNE	OSBORN	Purleigh Community Shop		
Stephen	Hodgkinson		Improving the rural economy is necessary to help reduce social isolation, rural economic decline and create more sustainable settlements. New housing and job growth which can benefit the rural economy should be focussed towards the district's existing villages.  Additionally, the trend towards homeworking and 'hybrid' working resulting from the necessity during the Covid pandemic, should be encouraged. This should encourage the creation of home offices and workshops, including annexes within gardens. Not only do such facilities reduce travel, but they boost the local economy and personal wellbeing/healthy living.	Support noted and comments concerning home working.
c/o Agent	c/o Agent	Maldon Wick Limited		
ZOE	HOSTY			
S	Swain			
Kevin	Coleman	Phase 2 Planning		
John	Lawrence		Important, as a healthy rural economy will allow those in local employment and younger people to stay and work in their communities. Maldon District Council must ensure that suitable housing is available to a varied cross-section of the local community, to ensure that local residents will not be priced out of areas of employment. The site east of Spar Lane, Purleigh is available, and appropriately located for development.	Support noted. The Council cannot respond on site specifics at this stage of LDP Review. Work on site allocations will be undertaken in the coming months with a Preferred Options consultation being carried out at the end of this period.
Diane	Wallace			
Jonathan	Aldis	Good life Countryside Services		
sara	doran		yes, there could be more flexibility for using the resource of the rural nature of the district to promote and Support noted leisure and tourism within the district - which will then Support noted the growth of the economy.  There could be opportunities to look at development of local produce for local people, and this includes encouraging small holdings, markets and allotments. Producing food and products locally should be a priority - from wine, to cricket bats, to venison and asparagus - these businesses enhance the quality of life and reduce the environmental footprint of airmiles and should be actively encouraged in the development planning. There should also be some flexibility to allow temporary use for eg camping/leisure or other activities on rural land to Support noted access to the land, this	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be. The rural economy covers the whole of the rural area it is not just confined to settlements and could include a more rural businesses such as camping and other leisure activities.
Grace	Godwin			
Sue	Hillman			
michael	carr	NHS		
Colin	Horner	Villageretreat		
Simon	Plater	Plater + Claiborne	By Support notating infrastructure to enable businesses to exist in rural areas, and by allowing more flexibility in land use, subject to context and environmental issues.	Support noted
Mark	Anderson			
Karen	Wellum			
Emma	Wright			
Robert	Scott	Lewis & Scott Retirement Living Ltd	Yes - provide for housing that meets needs to allow older people to stay in communities and Support noted economy.	Support noted. Rural housing will be a consideration in the review of the LDP.
Linda	Coom		I hope the rural economy can be Support notated through council policy, it's important to the country.	Support noted
Caitlin	Soul			
Michelle	Curtis	Tollesbury Parish Council		
Mary	Hammond			
Rob	Bard			
Ian	Drinkwater		It must not be by building on our rural landscape and greens spaces so highly valued by local people and visitors alike. Explore different agriculture incentives and projects.	The LDP does not have any control over farming practises.
John	hand	N/A		

## Question 46

First Name	Last Name	Organisation	Question 46. How important is the rural economy? How do you believe the rural economy can be Support noted through policy?	COUNCILS RESPONSE
Emma	Smith	Bradwell on Sea Parish Council		
Tim	Dixon			
Nicola	Taylor	Elixirr	MDC is known for its rural economy, this attracts visitors and income to the district too!	Support noted
Graham	Johnson	graham v johnson		
Chris	Yates			
Tim	Hann		As stated in Section2: The District of Maldon - a spatial picture. Maldon and the surrounding countryside "...The villages and rural areas also make a considerable contribution to the District's economy..." The area needs to maintain a high degree of agriculture, viticulture, coastal and marine related activities to ensure a boost to the economy. This will not be achieved if large tracks of farm land , and coastal areas are given over to housing development	Support noted
Burnham	Town Council	Burnham on Crouch Town Council	Especially communications (internet etc) accessibility. Beware of speculators.	Support noted. Broadband is a strategic cross boundary issue which is part of the discussions in the Duty to Co-operate partnership.
Sally	Everitt	Community360		
Mark	Garrett		Extremely – small rural businesses offer more job opportunities and generally better quality jobs	Support noted
Justin	Barkham	Self employed	The rural and urban economies in the District are interlinked with one another. Employment allocations should be focused at sustainable locations, which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. This will ensure that District residents' benefit, and not those outside of the District; and that out-commuting to work can be reduced. There is not a need for strategic employment allocations in the rural area.	It is unlikely that the Council would make a strategic employment allocation in a new rural area because of the lack of services and facilities, we might consider expansion of an existing site if requested because this could enable an existing business to expand and not leave the District taking vital jobs with them.
Paul	Vidler			
Poppy	Vidler	Crown Consumer Ltd	Commuting to our local towns and business districts work well, however I would not want to see creeping industrialisation of the countryside. Small rural businesses offer good quality local employment.	Support noted. It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be.
Victoria	Long		The rural and urban economy is linked. Employment allocations should be in sustainable locations which are accessible to residents within the district by sustainable modes of transport with a low carbon footprint. E. G walking, cycling and public transport. Rural locations encourage out of district movement for employment as sustainable transport is not in place.	Support noted
Victor	Staines			
Jayne	Moore	Essex County Fire and Rescue Service		
Stephen	Sutton			
Kevin	Bennett			
Nicholas	Matthams			
Christian	van Stolk	RAND Europe	We strongly feel that economic development should be centred around sustainable locations, which offer sustainable modes of travel, including pedestrian access, cycling and public transport. We doubt the evidence base around new strategic locations in the District. We would advocate organic growth based on the existing economic relationships in the District. It may not be as eye-catching but is almost certain to be more suitable and effective.	Support noted though the rural economy covers more than just settlements and consideration should be given to leisure and tourism uses as well.
Nicholas	Jepson			
Pamela	Lacey			
Chloe	Soul			
carole	kirk			
Sharon	Jackson		Rural economy is very important to this village and area.	Support noted
RICHARD	GROUT			
Tim	Madellin			
Charles	Bishop			
Paul	Jewiss	Self Employed		
Joanna	Jeffery	Althorne Parish Clerk	We should think carefully before taking good quality agricultural land for housing or other bricks & mortar projects. We should provide a business environment where new agricultural diversification activities are encouraged and approved	Support noted
Deborah	Anderson	NHS		
John	Pilgrim	Self employed		
Gloria	Gold	London Design and Engineering UTC		
Linda	Curry			
Lucy	Waterhouse			
Jon	Mayhew			
James	Goody	James Goody refurbishments		
Paul	Coppin		The areas are all interlinked, employment should be focussed for the benefit of local communities rather than outside district boundaries, promoting community transport walking and cycling	Support noted. Active travel choices is an important priority for the LDP.
Johanna	Dale		There is an obvious tension between development that erodes the rural character of the district and Support noting the rural economy. Tourism is an obvious growth area for the rural economy, but it requires preserving and enhancing the districts rural character.	Support noted. It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be.
Tracy	Kinnane			
Steven	Bardwell	S P Bardwell Ltd		
David	Oxford	Lloyds Banking Group		

## Question 46

First Name	Last Name	Organisation	Question 46. How important is the rural economy? How do you believe the rural economy can be Support notated through policy?	COUNCILS RESPONSE
Stephen Francis	Dewick	Curry Farm		
Carlos	Rodriguez		The rural and urban economies in the District are interlinked with one another. Employment allocations should be focused at sustainable locations, which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. This will ensure that District residents' benefit, and not those outside of the District; and that out-commuting to work can be reduced. There is not a need for strategic employment allocations in the rural area.	It is unlikely that the Council would make a strategic employment allocation in a new rural area because of the lack of services and facilities, we might consider expansion of an existing site if requested because this could enable an existing business to expand and not leave the District taking vital jobs with them.
George	Dixon			
Rebecca	Tucker			
Mark	Faraway			
T	Kettleley			
Elizabeth	Weston			
Jacky	Barber		The rural and urban economies in the District are interlinked with one another. Employment allocations should be focused at sustainable locations, which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. This will ensure that District residents' benefit, and not those outside of the District; and that out-commuting to work can be reduced. There is not a need for strategic employment allocations in the rural area.	It is unlikely that the Council would make a strategic employment allocation in a new rural area because of the lack of services and facilities, we might consider expansion of an existing site if requested because this could enable an existing business to expand and not leave the District taking vital jobs with them.
Douglas	Channer	Private	I do not think our farmers get enough Support noted in being food producers whether it be arable or livestock. I think appropriate diversification for tourism , farm buildings converted for business /employment etc may be acceptable where appropriate. However I am very concerned about the amount of farm land /agriculture being put forward for housing in the past and in the future.  Feeding our population is important and East Anglia as a drier area is instrumental to ensuring that crops for food production is sustained.	The LDP does not have any control over farming practises. The district does not have a history of industrial land use so there is limited brownfield land opportunities or opportunities to build within settlement boundaries. Therefore it is inevitable that greenfield sites will be required to accommodate future growth. When carrying out site allocations, brownfield land should be prioritised in the settlements chosen for growth.
Ursula	Benjafield			
Paul	Mitchell			
Kristian	Tokeley	CTC Construction Ltd		
Lynda	Bugg		Farming should be encouraged and Support notated and protected from development.	Support noted though the LDP does not have control over farming practises.
Ziyad	Thomas	Churchill Retirement Living / McCarthy Stone		
James	Campbell	HMPPS		
William	Moss		Employment opportunities must be sited at appropriate and sustainable locations. Employment opportunities must not be used as a lever to provide opportunities for unsustainable housing developments	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be. The rural economy is not just about settlements but does cover the economy across the whole rural area.
Simon	Mackenzie Smith		Any employment development should be sustainable and not encourage significant further vehicle use. No strategic new employment is required in the area	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be. The rural economy is not just about settlements but does cover the economy across the whole rural area.
Richard	Udall			
Rosalind	Bishop			
Paul	Burgess	None	Depends how you define rural employment. Agriculture will probably change e.g. vineyards are highly seasonal and labour intensive. Broadband might see the growth of small service industries is that the rural economy?	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be. The rural economy is not just about settlements but does cover the economy across the whole rural area.
John	Symington			
D	Cooper		But not at the expense of the quiet enjoyment and amenity of surrounding residents	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be. The rural economy is not just about settlements but does cover the economy across the whole rural area.
C/O Agent	C/O Agent			
Zoe	May	East of England Ambulance Service NHS Trust		
Roger	Woodcock			
Michael	Manning			
Jack	Inglis	Kelvedon Hall		
Peggy	Shields			
Dawn	Adams	Catesby Estates		
Braxted and Blackwater Conservation Grou	BBCG	The Braxted and Blackwater Conservation Group (BBCG)	The rural and urban economies in the District are interlinked with one another. Employment allocations should be focused at sustainable locations, which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. This will ensure that District residents' benefit, and not those outside of the District; and that out-commuting to work can be reduced. There is not a need for strategic employment allocations in the rural area.	It is unlikely that the Council would make a strategic employment allocation in a new rural area because of the lack of services and facilities, we might consider expansion of an existing site if requested because this could enable an existing business to expand and not leave the District taking vital jobs with them.
Wayne	Tilley	RTG Group Limited		

Question 46

First Name	Last Name	Organisation	Question 46. How important is the rural economy? How do you believe the rural economy can be Support noted through policy?	COUNCILS RESPONSE
David	Dronfield	Braxted park	The rural and urban economies in the District are interlinked with one another. Employment allocations should be focused at sustainable locations, which are accessible to district residents by a choice of sustainable modes of travel, including walking/cycling and public transport. This will ensure that District residents' benefit, and not those outside of the District; and that out-commuting to work can be reduced. There is not a need for strategic employment allocations in the rural area.	It is unlikely that the Council would make a strategic employment allocation in a new rural area because of the lack of services and facilities, we might consider expansion of an existing site if requested because this could enable an existing business to expand and not leave the District taking vital jobs with them.
raymond	dundas	Householder		
John	Peirson			
Ron	Brown	Corporate		
Roger	HAWES			
Anne	Hull	Elmwood Equestrian Centre	I feel the rural economy is very important , running a riding centre has made me realise how it all links together, we deal with a wide verity of people , young , old ,autistic disabled and the pandemic has highlighted the fact that many carers use riding as a out let . From this sprigs animal feeds , tack shops , cafe etc . All employing local people with little travelling involved to come to work	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be.
Matthew	Bloxham	Matt		
Julia	Morris			
Amanda	MacKenzie			
Jenny	Shepherd			
Jack	Ellum			
Bernard	Steeples			
Anna	mccomb	NHS Property Services Ltd		
Natalie	Kermath	Environment Agency		
Peter	Knights			
John	Watson		There is in reality little influence that policy will have on the economy other than to encourage large employers into the District. There has however the need to have realistic expectations. A company involved in distribution is less likely to want its vehicles spending 40 to 60 minutes each way travelling from the far east of the District to major arterials connecting to very large locations such as Basildon, Chelmsford ,Southend etc	It is hoped that the reviewed policies will be more supportive and flexible with regard to the rural economy, this will encourage rural economic growth. This also includes a review of the tourism policy which is at present not as supportive as it could be. The rural economy is not just about settlements but does cover the economy across the whole rural area and the District has to play to its strengths encouraging small and medium businesses to support the economy.
Unknown	Unknown	Ministry of Defence		
Josh	Plant	Gladmans		
Duncan	Clark		Crucial. It can be Support noted by policy recognising its environmental value (by protecting the heritage and environment) as well as its economic contribution by attracting outsiders to the district, creating jobs and business activity. For instance: Braxted Park is a landmark site in the district: it is visited by 10,000 plus out-of-district visitors in its wedding business alone, people that are attracted by the uniqueness of its heritage and landscape. This provides much sustenance for local hospitality and related local trades. This would be threatened by the casual adoption of insensitive and unsustainable employment development strategies that undermine its integrity on its boundaries.	Support noted.
Patricia	Smith			
Mick	Sargeant		All economies are important but no one sector should have any precedence	Comment noted
John	Cockerell	Hatfield Peverell Parish Council		
Catherine	Williams	C/O Savills (Agent)		
Tom	Kelly			
Linda	Gemmill			
Linda	Gemmill			
Mark	Norman	Highways England		
*	*			
*	Willmott			
Thomasin	Foster			
Ivor	Watson			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
Alan	Massow			
*	*			
Ian	Butt			
Sarah	Sayer			
*	*			<b>CONCLUSION - Overall there was strong support for the proposal that the rural economy should be supported and from the respons it comes across as an important component of life within the District.</b>

## Question 47

First Name	Last Name	Organisation	Question 47. Should the Council Support noted the development of live/work housing units?	COUNCILS RESPONSE
Ben	Binder	University of Adelaide		
Lorraine	Bailey	Wickham Bishops Parish Council		
Ali	Aldis			
David	Smye	The Maldon Society	This is a difficult area. Many live/work units revert to wholly residential. The servicing and waste management of such units needs to be dealt with from the outset. Speculative developments should be discouraged and only individual cases approved - with conditions regarding noise, and fumes, hours of working, deliveries, car parking for residents and clients/customers.	There would be policy covering live/work units which would cover some of these concerns, others would be covered by other policies within the plan.
Stewart	Newlands	Fambridge Lake	Yes SME traders need housing with outbuildings for storage and workshops, many people are now Internet remote working and need office space at home or in an outbuilding space.  Space for growing vegetables is environmentally sustainable and good for well-being development should be diverse and allows fir different plots purposes, large new developments for private sale should include home working designs for environmental reasons so new sme local trades and services can Support noted local communities. Building services, personal and pet services etc	Support noted
Paula	Stanbury			
Sonia	Whiskin	Financial Services		
Geoffrey	Charge	n/a		
Robert	Collins			
Gavin	Rowsell		Sustainability and reduced traffic.	Support noted
Gareth	Davies	N / A	Live / work housing will be a key part of achieving a successful and sustainable life in the District.	Support noted
Ben	Thornett			
Matthew	Wood	Phase 2 Planning		
Jackie	Gibbs			
Tim	Aves			
Helen	James		It's already happening as there are so many white van men doing noisy work in their driveways and garages, disturbing everyone's peace during the week.	Live/work units are more than just working from home, they are a home which has been specially designed to live and work from it and this would require some kind of policy input into such developments
Kathy	Day			
Mike	Hayes		In some circumstances, clear justification must be given to Support noted such proposals.	Support noted
Peter	Wakling			
David	Sismey			
Stuart	Willsher	Persimmon Homes Essex		
Sara	Howarth			
Anthony	Fittock		However this concept should not be used as a means of an identifying a location as offering employment opportunity. It will not be a known and guaranteed result just a potentially possibility that may not materialise	Live/work units are more than just working from home, they are a home which has been specially designed to live and work from it and this would require some kind of policy input into such developments
Eissa	Leo			
Daniel	McAllister	Robert Mulholland And Company Limited		
Michele	Williams		Without doubt this is the future	Support noted
Tara	Strydom			
Jenny	Ball			
Cliff	Baron			
Gill	Winsor	Tesco		
Emily	Benham	Servoca complex care and nursing		
Laura	Cannon			
Shaneen	Illanes			
Sarah	Sapsford			
Merryl	Quilter			
Bear	Keen			
Jessica	Cox			
Robert	Burton			
Yvonne	Wade			
Louise	Bywaters-Smith	Hospitality		
Brooke	Roberts-Morgan			
Patricia	Bunkle			
Stephanie	Ireland		Does data show there is a need?	The Maldon Economic Study 2021 is currently being updated as part of an Employment Land and Premises Study (ELPS), which will provide an assessment of the supply, need and demand for employment land and premises within the district. The ELPS will form part of the evidence base for all LDP policies relating to the allocation and use of land for employment, alongside the updated Housing and Economic Land Availability Assessment (HELAA). The HELAA provides an assessment of future supply of land that is available and can be developed for housing or employment uses over the plan period. Both of these evidence- base studies should provide greater clarity on any short-term changes that arose as part of the COVID-19 pandemic and those which are now indicative of longer-term
Marc	Rawinsky	M R Sovereign Services Ltd		
Roger	Tiffn			



Question 47

First Name	Last Name	Organisation	Question 47. Should the Council Support noted the development of live/work housing units?	COUNCILS RESPONSE
Kathryn	Beighton	Publishing	Business start up centres would be more appropriate	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including premises which Support noted SME and business start ups. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district
Roy	Warren	Sport England		
STUART	SOWTER			
Mark	Raffray			
April	Rowley			
e	e	e	Yes, and this could be a study, a workshop, a shop, a small office - etc. If a premises is likely to attract much visiting traffic that needs to be taken into account - eg by positioning it near the entrance to a housing development or perhaps near a car park.	Support noted.
Kevin	Lagan			
Bill	Withers			
joanna	jeffery			
John	Mitchell		These never work out in practice and become live/live units quite quickly. In any event, as working from home has become a fixture this could be taken into account in normal residential developments	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including homeworking. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district
Bethany	Jones	Colchester Borough Council	Yes, a policy could be included to Support noted development of live/work housing units. Specific allocations could be made if there is an identified need for this specialist type of housing.  Response is subject to call in until 15 March.	Support noted
magnus	Magnusson	Parker Planning Services		
Nick	Whiteley		No, if you mean having offices with attached homes that the employees live in. Work should be separated from private life where possible. This would reduce a residents ability to have a work-life balance that works for them. I fear "You're already there can you check on..." at 10pm when the store closes at 5pm would become commonplace. Yes, if you mean having shops with apartments above for anyone to rent or own, might as well utilize the area where possible.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including homeworking. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Peter	Layley			
Rex	Davenport		Depends on the definition of live/work housing units. Housing units incorporating studies, yes, those which may for example produce a noisy environment or HGVs making deliveries on estates or in villages of any size, no	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including homeworking. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district
Lesley	Mitchelmore	Danbury Parish Council		
Linda	Flowers	Self Employed		
Karen	Neath	Tolleshunt Major Parish Council		
N	DA			
Peter	Holmes			
Dorreen	Linton	our group consists of adults, playschool and brownies group		
John	Wileman			
Colin	Pryke			
Richard	Courtney	University Of East London		
sue	Rawlinson	Evolve		
Douglas	Milsted	Heybridge Basin Conservation Society		
Alan	Outlaw	Self Employed		
John	Hitcham			
Richard	Kelly	Croudace Homes	Given the impact of COVID-19 which has increased the need for more space/home working, we Support noted the development of live/work units. This will assist in the delivery of sustainable communities which will reduce the need for travel	Support noted
Lindsey	Squire	North Farnbridge Parish Council		
K	Jeffries			
John	Lakin	?		
Andy	Quelch			
Samantha	Weeks			
Carlie	Maves			
James	Rushton			
Richard	Martin	Scott Properties		
Mike	Spurgeon	Phase 2 Planning and Development		
C/O Agent Mike	Spurgeon	Phase 2 Planning & Development		
Catherine	Champion			
Terence	Hughes	Burnham-on-Crouch constituent		

## Question 47

First Name	Last Name	Organisation	Question 47. Should the Council Support noted the development of live/work housing units?	COUNCILS RESPONSE
Amanda	Mickelsen			
John	Tompkins		Working from home (WFH) has become increasingly important in affording flexibility in the workforce and in adjusting work/life ratio. All new housing units should be able to accommodate WFH therefore policies should be directed towards this end and include communications.	Support noted
Samuel	Newton	Anglo European School		
Mary-Ann	Munford			
Jo	Harvey			
Jeremy	Potter	Chelmsford City Council		
Terry	Fleming			
Daniel	Goodman	Rochford District council		
Chris	Harvey			
Philip	Davies		Where it is appropriate.	Support noted
Jane	Senior			
Susan	Cumming	not applicable		
Amanda	Clack		Where appropriate	Support noted
Ronald	Edge	Construction Industry		
Daphne	Scott			
Gordon	Mussett	Little Braxted Parish Council	In all developments	Support noted
Kenny	Alexander	Thomas Gainsborough School		
David	Kennedy		If we want to go some way to reducing traffic then building live/work properties will help.  The recent Covid-19 pandemic has irreversibly change the way people work with many now working from home some or all of the time.  More people are starting their own businesses and as such need work space. Incorporating this space into their home allows them to grow their new business more rapidly without the cost of business expenses, which in turn will allow them to recruit more employees which will hopefully come for the	Support noted
Ronnie	Tonque	state school		
Mark	Behrendt	Home Builders Federation		
Matthew	Cooper			
Sue	Dobson	Essex Bridleways Association		
Terry	Inkpen	None		
christine	collins			
Stuart	Williams	Ace group		
Reegan	Howles		There is a shift in where and how people are employed in recent years, caused in part to due the coronavirus pandemic and also because of increased virtual connectivity as technology improves. Live/work housing units reduce transport emissions, create a healthy community and promote sustainability	Support noted
David	Webb			
Andrew	Marsh	Historic England		
Brian	Haydon			
Jasbir	Singh			
Janice	Jackson			
Jenny	Clemo	Langford & Ulting Parish Council		
Hazel	Notley			
Jean	Brown			
Joanne	McGinity			
Stuart	Dedman	Nil		
Roy A	Clare	Charities		
Kerry	McKenna			
Penny	McCauley	Tiptree dental		
Jane	Phillips	Solicitors		
David	Rees			
Felicity	Gale			
Lindsey	Wright			
Darren	Weeks			
Phil	Manning			
Peter	Clack		Where appropriate	Support noted
Doug	Lockwood	National Grid	No people need to go to work and be managed effectively and efficiently.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including homeworking. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district
Sally	George			
Vara	Szajkowski			
Bob	Calver		covid has made this more important	Support noted

## Question 47

First Name	Last Name	Organisation	Question 47. Should the Council Support noted the development of live/work housing units?	COUNCILS RESPONSE
David	Hill	Dandara Ltd	Employment development should be allocated in accessible locations, in conjunction with residential development to encourage sustainable patterns of movement and reductions in carbon footprint. This again should link in with locations near stations to amplify potential carbon benefits. Whilst the pandemic has changed working practices, the demand for employment space will continue long-term, albeit in a different way to how it has been used in the past. The provision of live/work units may offer a more modern-day approach to this issue, however, the ability for a cross over between home and office will be important in the design of new homes as well.	Support noted
Tessa	Lambert	Natural England		
Dawn	Howles			
Steven	Potter			
natasha	frith			
Vysian	Banyard	TKPC	Where appropriate.	Support noted
Anthony	Bates			
Russell	Howles	WSP		
Diane	Carter		Increase in home offices because of Covid.	Support noted
Gillian	Hollamby			
Luke	Garrett	Obsidian Strategic Asset Management Ltd	Do not wish to comment.	N/A
Brian	Townsend		This would be inappropriate in Stow Maries.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including homeworking. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district
Robin	Fanshawe			
Malcolm	Finch			
Peter	Taylor	Retired		
Chris	Melbourne			
John	Brown			
Robert	Hollamby			
Chris	Waumsley	Inovo Consulting	Yes mainly by encouraging housing that facilitates working from home.	Support noted
Phil	Jacklin			
Kate	Priest	Purleigh Community Primary School		
Robert	Jones	The University of Reading		
Robert	Stephens	N/A	Covid has seen a growth in working from home which the Council should financially assist and ensure that the appropriate infrastructure Support noteds home working	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including homeworking. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district
Gary	SPICER			
Pete	Butcher		Live / work housing units are a good idea in principle, however, there are also obvious causes for concern. What type of work would be undertaken in these units?? If they involved noise generation, pollution, increased traffic flow or other irritations to neighbours, then they are unlikely to be suitable. If they are unlikely to cause problems with neighbours in residential areas then they would appear to be a good idea.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including homeworking. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district
JO	COOMBES		In brownfield sites	Support noted
Helen	Bridge		It can produce unwanted noise and nuisance in residential areas.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including homeworking. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district
Melanie	Allen	Government		
Adam	Medlycott			
Jonney	Aldridge		Where appropriate	Support noted
Joanne	Maloney			
Mark	Hurley	Selfridges		
Portia	Roelofs			
Neil	Burke	Bradwell Power Generation Company Limited	Bradwell B do not have any specific comments to make on this question.	N/A
Lynne	Goodbourn			
Christopher	Kent			
Lisa	Singh	Direct Call Centres Ltd		
Kevin	Head		Refer to response to Q46. New housing in the district's villages, if designed with home-working facilities, could significantly boost productivity in the District's rural areas and subsequently Support noted local economies and job growth. With this in mind, well-designed new housing should be allocated towards the district's villages as this would help to improve the sustainability of smaller rural settlements. This, as stated in paragraph 19.3, would assist in providing some local employment, in some cases providing higher wages and the opportunity for younger people to stay and work in their communities.	Support noted
Elizabeth	Sawyer Bayliss			
Michael	Partridge			
Kenneth	Northfield			
Jerry	Petts			
Frederick	McMahon			

## Question 47

First Name	Last Name	Organisation	Question 47. Should the Council Support noted the development of live/work housing units?	COUNCILS RESPONSE
Sophie	Pryor			
Tracey	Merritt	Dengie Hounds and Horses		
c/o Agent	c/o Agent	Clarion Housing		
Stephanie	Jones	home		
Jo	Crump	Servoca Secure Solutions		
Susan	ARCHER			
Phillipa	Griffiths			
Matthew	Taylor		Post covid, this very much needs to be Support noted, but also in locations that are near other services, amenities and shops. Post covid, people tend to want to both work and shop closer to home, Support noting local businesses in the process.	Support noted
Anne	Bailey		This would work in larger villages and towns where people have less distance to travel for work.	
Winifred	Sutherland			
Lucien	Taylor			
Chris	clark			
David	Baker			
Jeremy	Richardson		Good quality internet connection will enable more people to live/work in the own homes	Support noted
Glenna	Wilkins			
Cheryl	Carter	Education		
Susan	Mason			
Melad	Kamlow			
Danny	Soul			
Dave	Draper	The Hartford Insurance Group	Too small in villages	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including homeworking. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME business decision to locate or grow within the district.
Fiona	Barkham	Private Individual		
Isabel	Adcock		Pandemic has shown this necessity. WE need to learn from this	The need for live/work units will be assessed and if necessary policy should be developed to cover an identified need.
Kevin	Cooper			
Katherine	Whitehouse			
Linda	Soul			
Robert	Wilson		But with restrictions on the type of work activity and times that work is allowed to be carried out.	Support noted
Sarah-Jayne	Hunt	SJ Aesthetics LTD		
Jonathan	Hunt			
Deborah	de Boltz	Farleigh Hospice		
alan	Johnson	sky broadcasting		
Tim	Murphy			
Claire	McGrane			
Tracey	Munford	NA		
Victoria	Cutmore	Endurance Estates	Since the onset of the coronavirus pandemic two years ago, it has become even more important to distinguish between live/work units, which we interpret as meaning permanent workplaces, on the one hand and homes large enough to permit "hybrid" working, involving say two days a week in the workplace and the rest from home, on the other. In this context we consider that live/work units are less important than ensuring suitable space standards in the housing stock as a whole.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including homeworking. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Jane	Potter	Purleigh Parish Council		
Brian	Haydon	Cold Norton Parish Council		
Rowan	Rampersad			
LUKE	MACFARLANE	S A RAVEN		
Anna	Wombwell	Morris Farm		
Lee	Foster			
Ronald	Owen	Not applicable		
Elizabeth	Johns			
Colin	Day			
Vanessa	Horner			
Natalie	Bradford			
Harriet	Hurst-Smith			
Brian	Howson	Pharmaceutical company		
Tony	Vanner			
Josie	Vanner			
Tracy	Carroll			
Ian	Roberts	N/A		
Marion	Gunn		reduces need for commuting	Support noted
Tony	Ashton	none		
mandy	SHORT			
BRIAN	COLLINS		Surely this would be dependant on the size of the commercial development. You cannot make a One Size Fits All statement	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including homeworking. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME business decision to locate or grow within the district.
Kevin	Money	St. Lawrence Parish Council		
Claire	Udall	1		

Question 47

First Name	Last Name	Organisation	Question 47. Should the Council Support noted the development of live/work housing units?	COUNCILS RESPONSE
Linda	Raffray			
John	Cooper			
Peter	Lampard		Provided nothing outrageous, ie: no car repairs or panel beaters.	Support noted
Leah	Jewiss			
Elaine	Ketley	South Woodham Ferrers Town Council		
Tim	Chilvers		<p>4.42 The formalisation of live work housing units have in the past been tried with very limited success. One of the main issues relates to the workspace being specified and controlled generally by planning condition, which consequently means it will be subject to additional Council Tax requirements.</p> <p>4.43 However, the growing trend for homeworking should still be recognised, acknowledging people's preference to adapt one or two rooms within their home to meet their flexible home working needs. The most practical solution is to Support noted the delivery of larger market housing units where spare bedrooms can be utilised as home offices and studies/workplaces are also provided at ground floor. In addition, houses can be designed to be adaptable, for example so that roof spaces can be converted to respond to demands for additional space either as families grow or homeworking space</p>	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including homeworking. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Ruth	Bull	The Othona Community		
Mark	Jackson	Mark Jackson Planning		
Elliott	George			
ann	cutting			
Sharon	Cushen			
Ian	Tooley			
Sally	Tokeley			
Kate	Ellis			
Christina	Chan			
Tim	Holdsworth			
Graham	Snow			
Kevin	Ashman	Estates and Agency Strategic Land	Home working will increase. Therefore, Local Plan policies should Support noted investment in telecommunications infrastructure and local employment hubs and transport nodes.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including homeworking. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
Sarah	Packard			
Jake	Nuqent	Endurance Estates Ltd		
Martin	Cook			
Clifford	Brown			
Steve	Gallant	Crouch Valley Defence Group		
Lesley	Woodley			
John	Buchanan			
Kirsty	Rowsell			
Tim	Bradford	leadenhall		
Philip	Wakeling			
Jacky	Bannerman	Woodham Walter Parish Council	Working from home (WFH) has become increasingly important in affording flexibility in the workforce and in adjusting work/life ratio. All new housing units should be able to accommodate WFH therefore policies should be directed towards this end and include communications	Support noted
David	Brock			
Mark	Tentori	Mazdev Limited		
Niki	Halls			
Peter	Ingram		This is the new reality and is a major development in reducing climate change.	Support noted
Jane	Pilgrim			
Judith	Radcliffe			
Stewart	Geden			
Anita	Thomas	Bank		
Andrew	Ashworth			
michael	smith			
Christopher	Mabbutt	Burnham Primary School		
Mary	Putt			
Simon	Priest			
Philippa	Marshall			
Lewis	Cook	Form Architecture Ltd.		
EDWARD	GITTINS	Edward Gittins & Associates	Live/Work units should be Support noted for uses that do not give rise to a loss of amenity for neighbours arising from customers and visitors or noise.	Support noted
Steve	Williamson			
James	Cowell	E & B R Cowell	There is demand in larger villages for housing as a result of the increase in people working from home and moving to more rural areas. Therefore, the development of live/work housing units should be a consideration for Maldon District Council going forward. Site SMIN 20 is suitable and available for a development of live/working housing units.	Support noted
Colin	Hawkes			
Ronald	PIPER			
Alan	Shrimplin	N/A		
John	McLarty		These are an important element for the rural village settlements and part of the overall housing package.	Support noted

## Question 47

First Name	Last Name	Organisation	Question 47. Should the Council Support noted the development of live/work housing units?	COUNCILS RESPONSE
John	McLarty		As part of balanced new communities there will be a place for live/works homes, particularly since the pandemic has made it easier to work more flexibly.	Support noted
Norman	Branch	N/A		
John	McLarty		These are an important element for the rural village settlements and part of the overall housing package.	Support noted
Valerie	Coleby	Berrys		
James	Clarke			
David	Stilwell			
Ann	Thomas			
michael	harris			
Geoffrey	Cox			
John	McLarty		These are an important element for the rural village settlements and part of the overall housing package.	Support noted
Kevin	Bruce			
Barrington	Thomas			
Richard	Edwards		Providing they are located in appropriate areas	Support noted
Robyn	Woloszczuk			
Lesley	Speller			
William	Shepherd			
Nicola	O'Dean	Balqores Motors		
Alexander	Romang			
Hayley	Holgate	ECC		
Eirlys	Parry	N/A		
Victoria	newson	Childrens Nursery		
Michael	Unwin	N/A		
Tony	Barber			
Nick	Mason	ECOClassics		
David	Banfield			
Melanie	Osborne	Motor Trade		
Stuart	Turner	Essex search and rescue		
Mike	Carpenter	CODE Development Planners Ltd		
ian	wilson	cm36pt		
Phillip	Wright	CALA Homes (North Home Counties) Ltd		
.	.	SN Developments	Yes, subject to demand.	Support noted
.	.	Cooper Property Holdings Ltd		
Jane	Coleman	Maldon Town Council		
c/o Agent	c/o Agent			
kelly	tilley			
Catherine	Bicknell	Mid and South Essex Health and Care Partnership		
N	Baseley	IBA Planning Ltd		
Sue	White		Yes, this helps the authority to become carbon neutral, as no onward travel. After the pandemic, this is more apparent. many small businesses have sprung up in rural homes, but they need larger premises and often work very long hours on their passion/work and a live/work unit would help to facilitate this.	Support noted
Sarah	Yates			
Leonard	Lewis		This type of development could Support noted the growing number of commuters who now work from home for part of their working week. Of course these type of units should always have to conform to traditional building design prevalent in the chosen area	Support noted
Roy	Martin	Mr Roy Martin	Smaller industries using house working is more important with less people travelling to a workplace.	Support noted
R	Minney			
Tim	Grant	Evolution Town Planning		
Simon	Butler-Finbow	Pigeon Investment Management	Live-work units can make a valuable contribution to housing supply, and the change in working habits since the pandemic. It is essential that these are however provided in the right place, and so MDC would require evidence to Support noted a policy of this nature. Live-work housing units can also come in a number of forms. The most common form of working at home only requires a small physical area but a high-quality internet connection as now required by Building Regulations. However, it is considered that the demand for other types of 'live-work' homes, potentially incorporating larger workspace provision, should be investigated.	Support noted
ANNE	OSBORN	Purleigh Community Shop		
Stephen	Hodgkinson		Refer to response to Q46. New housing in the district's villages, if designed with home-working facilities, could significantly boost productivity in the District's rural areas and subsequently Support noted local economies and job growth. With this in mind, well-designed new housing should be allocated towards the district's villages as this would help to improve the sustainability of smaller rural settlements. This, as stated in paragraph 19.3, would assist in providing some local employment, in some cases providing higher wages and the opportunity for younger people to stay and work in their communities.	Support noted
c/o Agent	c/o Agent	Maldon Wick Limited		
ZOE	HOSTY			
S	Swain			

## Question 47

First Name	Last Name	Organisation	Question 47. Should the Council Support noted the development of live/work housing units?	COUNCILS RESPONSE
Kevin	Coleman	Phase 2 Planning		
John	Lawrence		There is demand in larger villages for housing as a result of the increase in people working from home and moving to more rural areas. Therefore, the development of live/work housing units should be a consideration for Maldon District Council going forward. The brownfield previously developed site east of Spar Lane is available for a development of live/working housing units.	Support noted
Diane	Wallace			
Jonathan	Aldis	Good life Countryside Services		
sara	doran		this would actively Support noted the move to people living and working in the district-which improves the local economy	Support noted
Grace	Godwin			
Sue	Hillman			
michael	carr	NHS		
Colin	Horner	Villageretreat		
Simon	Plater	Plater + Claiborne		
Mark	Anderson			
Karen	Wellum			
Emma	Wright			
Robert	Scott	Lewis & Scott Retirement Living Ltd		
Linda	Coom			
Caitlin	Soul			
Michelle	Curtis	Tollesbury Parish Council		
Mary	Hammond			
Rob	Bard			
Jan	Drinkwater			
John	hand	N/A		
Emma	Smith	Bradwell on Sea Parish Council		
Tim	Dixon			
Nicola	Taylor	Elixirr		
Graham	Johnson	graham v johnson		
Chris	Yates			
Tim	Hann			
Burnham	Town Council	Burnham on Crouch Town Council	Home offices are especially important since COVID, hybrid working.	Support noted
Sally	Everitt	Community360		
Mark	Garrett		In all developments	Support noted
Justin	Barkham	Self employed		
Paul	Vidler			
Poppy	Vidler	Crown Consumer Ltd	Possibly.	Comment noted
Victoria	Lona			
Victor	Staines			
Jayne	Moore	Essex County Fire and Rescue Service		
Stephen	Sutton			
Kevin	Bennett			
Nicholas	Matthams			
Christian	van Stolk	RAND Europe		
Nicholas	Jepson			
Pamela	Lacey		It would help pollution levels	Its not clear how this will help pollution levels so no further comment can be made.
Chloe	Soul			
carole	kirk			
Sharon	Jackson			
RICHARD	GROUT			
Tim	Madelin			
Charles	Bishop			
Paul	Jewiss	Self Employed		
Joanna	Jeffery	Althorne Parish Clerk		
Deborah	Anderson	NHS		
John	Pilgrim	Self employed		
Gloria	Gold	London Design and Engineering UTC		
Linda	Curry			
Lucy	Waterhouse			
Jon	Mayhew			
James	Goody	James Goody refurbishments		
Paul	Coppin			
Johanna	Dale			
Tracy	Kinnane			
Steven	Bardwell	S P Bardwell Ltd		
David	Oxford	Lloyds Banking Group		
Stephen Francis	Dewick	Curry Farm		

## Question 47

First Name	Last Name	Organisation	Question 47. Should the Council Support noted the development of live/work housing units?	COUNCILS RESPONSE
Carlos	Rodriquez			
George	Dixon			
Rebecca	Tucker			
Mark	Faraway			
T	Kettelev			
Elizabeth	Weston			
Jacky	Barber			
Douglas	Channer	Private		
Ursula	Benjafield			
Paul	Mitchell			
Kristian	Tokeley	CTC Construction Ltd		
Lynda	Buog		Yes, if it stays as a small work shop.	Support noted
Ziyad	Thomas	Churchill Retirement Living / McCarthy Stone		
James	Campbell	HMPPS		
William	Moss			
Simon	Mackenzie Smith			
Richard	Udall			
Rosalind	Bishop			
Paul	Burgess	None		
John	Symington			
D	Cooper			
C/O Agent	C/O Agent			
Zoe	May	East of England Ambulance Service NHS Trust		
Roger	Woodcock			
Michael	Manning			
Jack	Inglis	Kelvedon Hall		
Peggy	Shields			
Dawn	Adams	Catesby Estates		
Braxted and Blackwater Conservation Grou	BBCG	The Braxted and Blackwater Conservation Group (BBCG)	No comment	N/A
Wayne	Tilley	RTG Group Limited		
David	Dronfield	Braxted park		
raymond	dundas	Householder		
John	Peirson			
Ron	Brown	Corporate		
Roger	HAWES			
Anne	Hull	Elmwood Equestrian Centre		
Matthew	Bloxham	Matt		
Julia	Morris			
Amanda	MacKenzie			
Jenny	Shepherd			
Jack	Ellum			
Bernard	Steeple			
Anna	mccomb	NHS Property Services Ltd		
Natalie	Kermath	Environment Agency		
Peter	Knights			
John	Watson		However this concept should not be used as a means of an identifying a location as offering employment opportunity. It will not be a known and guaranteed result just a potentially possibility that may not materialise.	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including homeworking. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district
Unknown	Unknown	Ministry of Defence		
Josh	Plant	Gladmans		
Duncan	Clark			
Patricia	Smith			
Mick	Sargeant			
John	Cockerell	Hatfield Peverell Parish Council		
Catherine	Williams	C/O Savills (Agent)		
Tom	Kelly			
Linda	Gemmill			
Linda	Gemmill			
Mark	Norman	Highways England		



Question 47

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*	*		<p>4.47 The formalisation of live/work housing units has in the past been tried with very limited success. One of the main issues relates to the workspace being specified and controlled generally by planning condition, which consequently means it is subject to additional Council Tax requirements.</p> <p>4.48 However, the growing trend for homeworking should still be recognised, acknowledging people's preference to adapt one or two rooms within their home to meet their flexible home working needs. The most practical solution is to Support noted the delivery of larger market housing units where spare bedrooms can be utilised as home offices and studies/workplaces can also be provided at ground floor. In addition, houses can be</p> <p>designed to be adaptable, for example so that roof spaces can be converted to respond to demands for additional space either as families grow or homeworking space is required.</p>	The LDP will plan positively for sustainable development and recognise the need for flexible policies that Support noted economic growth, including homeworking. The LDP will recognise the importance of the district as an attractive place to live and how this is an important factor in SME businesses decision to locate or grow within the district.
*	Willmott			
Thomasin	Foster			
Ivor	Watson			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
Alan	Massow			
*	*			
Ian	Butt			
Sarah	Sayer			
*	*			<b>CONCLUSION -</b>

## Question 48

First Name	Last Name	Organisation	Question 48. Should the nature, size and type of policy Support noted for Maldon and Burnham-on-Crouch's High Streets' change? How would you like the high street to change?	COUNCILS RESPONSE
Ben	Binder	University of Adelaide		
Lorraine	Bailey	Wickham Bishops Parish Council		
All	Aldis			
David	Smye	The Maldon Society	There have been several initiatives to encourage the sustainability and growth of Maldon's High Street and commercial sector, but there is little concerted action plans to ensure that the good ideas generated by the strategies are implemented.	The Council will work hard to have positively worded retail policies which aim to ensure actions are implemented.
Stewart	Newlands	Fambridge Lake	Internet shopping is here to stay this impacts traditional trading and business rate models, high streets need to be competitive for sme and plc operations.	Your comments relating to online shopping are noted. The Council will work hard to ensure changing lifestyles are taken into consideration when wording the retail policies.
Paula	Stanbury			
Sonia	Whiskin	Financial Services	Lower business rates to Support noted Independant shops	Your comments are noted however the Council does not have the authority to change business rates.
Geoffrey	Charge	n/a		
Robert	Collins			
Gavin	Rowell		With all the thousands of extra houses paying council tax, maybe reduce high street business rates and provide free parking. Maldon parking facilities are dire, with not enough spaces, most machines not working and prices excessive. <u>Make parking free like out of town (and on-line) retail.</u>	Your comments are noted however the Council does not have the authority to change business rates. Your comments relating to parking are acknowledged.
Gareth	Davies	N / A	Maldon and Burnham seem relatively successful in weathering the blight that has closed down so many high streets in our country. The LDP should afford flexibility for the high streets in these towns to change to adapt to economic pressures and social changes but also ensure that these high streets continue to contribute to the local community financially as well as in amenity terms.	Your support is noted. The Council will work hard to include flexible policies which will positively influence the high streets.
Ben	Thornett			
Matthew	Wood	Phase 2 Planning		
Jackie	Gibbs			
Tim	Aves		More Support noted for small traders.	Your support for smaller businesses is noted.
Helen	James		I'd like to see quality shops to encourage people to visit the local high street. A DECENT Market in Maldon would help a lot - what is there now is pathetic and no attraction. Car parking needs to be improved - currently the council are trying their best to drive potential customers to out of town facilities due to their discouragement of motor vehicles	The Council will work hard to have positively worded retail policies which encourage a range of uses. The provision of a market and changes to parking are outside the scope of the local plan.
Kathy	Day			
Mike	Hayes		Limited use of commercial-residential PD rights in the heart of towns can protect High Streets and businesses.	Permitted development rights are imposed nationally by central government and therefore the Council has minimal authority over this, however your concern relating to the use of these rights is acknowledged.
Peter	Waking			
David	Sismey		More housing and more recreation	High Streets will be protected for retail uses however housing and recreation will be encouraged and supported in the right locations.
Stuart	Willsher	Persimmon Homes Essex		
Sara	Howarth			
Anthony	Fittock		at this stage it is unclear ... There should be help but this is likely to be predomently small outlets given the effects of online purchasing	Your comments are noted. The Council will aim to support all businesses including small businesses.
Eissa	Leo			
Daniel	McAllister	Robert Mulholland And Company Limited		
Michele	Williams		They should be more condensed areas but pedestrianised and upgraded design wise ie Market Hill to London Rd ,with others being used for residential bringing life back into the high streets	The Council will work hard to ensure policies are included which positively influence the design of shop fronts. The review of the retail policies will include a review of the specified town centre area and assess whether the location of the town centre area boundary needs to be amended and which uses are appropriate inside and outside of this boundary.
Tara	Strydom			
Jenny	Ball		I am not aware of what the current policy Support noted is for the High Streets. But it has been pleasing to see an increasing number of independent, local businesses in both High Streets and I hope this development can continue particularly as national retailers have increasingly felt the pressure and some have, unfortunately, had to close stores. In general, High Streets are seeing a reduction in retail outlets and an increase in restaurant/entertainment venues. With a visitor economy, Maldon and Burnham already had a blend of both and its important to retain a healthy mix between the two.	Your support is noted and welcomed. The Council will continue to support and encourage the growth of the High Streets.
Cliff	Baron			
Gill	Winsor	Tesco	Burnham High Street is becoming a nice place to shop as new independent shops are opening up. Luckily the atmosphere of the High Street hadn't changed despite all the overdevelopment of the area. Maldon High Street is just a not very interesting place. I never go into the High Street and how an earth MDC is allowing another 'Costafortune' I'll never know. You often ask what people want to see but just go ahead and ignore the peoples opinions. That's what will happen to all these consultations. You don't care !!	The Council cannot discriminate against certain businesses and therefore it is not possible to refuse planning permission for a certain business, or specify in a policy that a certain business is not permitted. It is possible for a retail policy to restrict a certain number of uses located next to each other. This would have to be based on evidence. The Council will aim to support a range of different business types in the high streets. The Council takes into account the consultation responses and considers them to be highly important, however planning policies also have to be based on robust evidence and take into account national planning policies and guidance. Decisions relating to the local plan are decided by elected Members, who represent the public, and the local plan will go through examination in order to be found sound by a Planning Inspector.

## Question 48

First Name	Last Name	Organisation	Question 48. Should the nature, size and type of policy Support noted for Maldon and Burnham-on-Crouch's High Streets' change? How would you like the high street to change?	COUNCILS RESPONSE
Emily	Benham	Servoca complex care and nursing	Stop allowing so many Costa coffee. How many Costa coffee does Maldon and Heybridge need!! It's ridiculous!! Unfortunately Maldon is now just coffee shops and nail bars. Keep the high street traditional. Homeware stores, fruit and veg etc and bring back a nice independent cinema like we used to have 'the embassy'. Burnham has 'the Rio' which is very popular. Most importantly We need more infrastructure to cope with all the new residents in the hundreds/ thousands of houses being built. There are not enough school places for our children and not enough doctor appointments. How will we cope going forward?? It's absolute madness!!	The Council cannot discriminate against certain businesses. It is possible for a retail policy to restrict a certain number of uses located next to each other. This would have to be based on evidence however the Council will look into this. The Council will aim to support a range of different business types in the high streets. Policies will also be included within the local plan in relation to infrastructure.
Laura	Cannon			
Shaneen	Illanes			
Sarah	Sapsford		It should reflect the needs of the community. We are very lucky to have these.	Policies will be based on evidence and will take into account the needs of the District and local area.
Merryl	Quilter			
Bear	Keen			
Jessica	Cox		Lower business rates to encourage small And local business onto high streets.	Your comments are noted however, business rates are set by central government and therefore the Council has little control over this.
Robert	Burton			
Yvonne	Wade			
Louise	Bywaters-Smith	Hospitality		
Brooke	Roberts-Morgan			
Patricia	Bunkle			
Stephanie	Ireland		Encourage small businesses by Support noteding business rates/rents so that they are able to establish and thrive. Current High Street lacks things like green grocers, pet shops, kitchenware, fabric shops etc	Your comments are noted however, business rates are set by central government and therefore the Council has little control over this. The Council will work hard to ensure policies encourage a range of uses within the high street.
Marc	Rawinsky	M R Sovereign Services Ltd		
Roger	Tiffin			
Kathryn	Beighton	Publishing	More Support noted for small independent businesses by free parking for one hour and lower business rates	Your comments are noted however, business rates are set by central government and therefore the Council has little control over this. Your comments regarding parking are acknowledged.
Roy	Warren	Sport England		
STUART	SOWTER		The obsession with building houses is causing people to move away, why not value your residents and encourage more spending via easier parking and better facilities within Burnham/Maldon.	Housing targets for each Council are set by central government, therefore there is no option but to provide the level of housing required. The Council supports the provision of facilities across the District.
Mark	Raffray		This decision should be made by the local residents of these communities rather than others in the District.	As well as taking into account the views of local residents, the local plan will provide policies for the whole District and will be underpinned by robust evidence and influenced by national guidance.
April	Rowley			
e	e	e	For Maldon High Street we should implement the proposals for improvement and regeneration in the action plan for lower Maldon High Street improvements.	Your support for improvements to Maldon high street is noted.
Kevin	Lagan		Those of us that have lived here most of our lives know that High Streets evolve. Do not force change.	Policies will be based on evidence and will take into account the needs of the District and local area. Retail policies will aim to be flexible and encourage a range of businesses within the high street.
Bill	Withers			
Joanna	Jeffery			
John	Mitchell		The High Street should remain as a community focus though how that will evolve remains to be seen. It's not something that can be planned for	Policies will be based on evidence and will take into account the needs of the District and local area. Retail policies will aim to be flexible and encourage a range of businesses within the high street.
Bethany	Jones	Colchester Borough Council		
magnus	Magnusson	Parker Planning Services		
Nick	Whiteley		Less coffee shops, greening of the Highstreet, moving towards a one-way system and eventually removing the roads altogether.  This would require radical changes to road layouts, so would be a far-future goal. Maybe try to include more flower beds in the Highstreet, some sections of path could be wide enough to accommodate this. This would help with a small portion of pollution in the Highstreet.  If there are derelict buildings that have not been repurposed for x years, aim to remove and replace with a small 'wildlife garden', or similar.	The Council cannot discriminate against certain businesses. It is possible for a retail policy to restrict a certain number of uses located next to each other. This would have to be based on evidence however the Council will look into this. The Council will aim to support a range of different business types in the high streets. Alterations to the roads are outside the scope of the local plan. Your suggestions are noted.
Peter	Lawley			
Rex	Davenport			
Lesley	Mitchelmore	Danbury Parish Council		
Linda	Flowers	Self Employed		
Karen	Neath	Tolleshunt Major Parish Council	Maldon and Burnham are not large enough to be retail destinations in themselves. We believe that these High Streets need to adapt to be more focussed towards the tourism industry e.g. holiday accommodation, cafes, boutiques.	Your comments are noted. The Council will work hard to have positive retail and tourism policies.
N	DA			
Peter	Holmes			
Dorreen	Linton	our group consists of adults, playschool and brownies group		
John	Wileman			

## Question 48

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Colin	Pryke		Both High Streets are important to the character of the 2 towns, and important facilities to the District. They should be Support noted by the MDC as far as possible eg parking facilities, preferably free but certainly not treated as a cash cow, enforcement of speed limits, pedestrian crossings combined with speed bumps. MDC should keep its own offices in Princes Road, where at least some of its councillors and employees can walk to work, and easily shop in the High Street, and not move to a green field site on the edge of town where nearly everyone will have to drive to work	This is outside the scope of the local plan.
Richard	Courtney	University Of East London		
sue	Rawlinson	Evolve	more parking	Your comments are noted, parking standards will be set within the design policy of the reviewed plan.
Douglas	Milsted	Heybridge Basin Conservation Society		
Alan	Outlaw	Self Employed	Please see previous comments	Your comments are noted.
John	Hitcham		More practical approaches .. Encouraging the growth of Services .. Have character guidelines for signage and shop fronts	Your comments and support are noted.
Richard	Kelly	Croudace Homes		
Lindsey	Squire	North Fambridge Parish Council		
K	Jeffries			
John	Lakin	?		
Andy	Quelch			
Samantha	Weeks			
Carlie	Maves			
James	Rushton		I am not clear what the current nature, size and type of policy Support noted is currently being applied to high streets. However, I do feel that high streets have an extremely valuable place within the economy, particularly in towns that are effectively commercial hubs within a rural district. There is an important local identity to individual high streets, and a variety to the offering, resulting in a strongly social atmosphere, which the larger out of town shopping centres do not provide. This could be encouraged further. The period of Covid lockdown only emphasised how impersonal the shopping experience can be if the majority of non-grocery shopping is sourced online. I feel that many made a definite effort to Support noted the high street in that period and that that has continued subsequently. I believe that there is a real need for the high street to be protected as a social and commercial centre of life within the rural sector, with an orientation towards local product and local manufacture. Strong consideration should be given to removing car parking charges and to the provision of more regular shopper orientated bus links.	Your support of high streets is welcomed. The Council will work hard to develop a positively worded retail policy. Alterations to parking and bus services are outside the scope of the local plan.
Richard	Martin	Scott Properties	Burnham-on-Crouch High Street should be made one-way with an improved environment for non-vehicular users, with a second north->south link through the town over the railway line.	Your suggestions are noted. Essex County Council would have to action any alterations to the roads.
Mike	Spurgeon	Phase 2 Planning and Development		
C/O Agent Mike	Spurgeon	Phase 2 Planning & Development		
Catherine	Champion			
Terence	Hughes	Burnham-on-Crouch constituent	Other than Support noting road and lighting improvements. The most important thing for the Burnham high street is keeping the commercial rates low to encourage entrepreneurs.	This is outside the scope of the local plan.
Amanda	Mickelsen			
John	Tompkins		Existing town high streets have so much to offer the vibrancy of the community. For those who do not live with walking distance, the cost of carparking is the single limiting factor. Footfall can be increased by:  i) Offering a wide variety of small, independent shops with incentives to attract them. Larger units are accommodated in in out-of-town centres and retail parks.  ii) Avoiding void premises.  iii) Reviewing Business Rates iv) Free carparking.  v) Better and more frequent shopping buses covering rural areas. vi) Support noted to the night-time economy.	The Council will work hard to have positively worded retail policies which encourage a range of uses and avoid vacant premises. Changes to parking, buses and business rates are outside the scope of the local plan.
Samuel	Newton	Anglo European School		
Mary-Ann	Munford			
Jo	Harvey			
Jeremy	Potter	Chelmsford City Council		
Terry	Fleming		But the High Street will change along with customer choice, ie Covid and working from home expansion, the consumer will drive policy	Policies will be based on evidence and will take into account the needs of the District and local area.
Daniel	Goodman	Rochford District council	The Council has no detailed comments to make on future retail policy.	This is noted.
Chris	Harvey		The High Streets are going to move away from retail and more to leisure provision/hospitality. One thing I would like to see is an aim to find more space for the arts in our high streets. MDC's planning department will also need to be less resistant to hospitality businesses opening up in old shops (i.e. micropubs, bars, restaurants).	The Council will work hard to have positively worded retail policies which encourage a range of uses.
Philip	Davies			
Jane	Senior			
Susan	Cumming	not applicable		

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Amanda	Clack		The nature of the High Street would do well to focus on attracting and Support noting a more 'bespoke' and heritage high street offer that provides quality local shops that serve the local and visiting community. A high-quality retail offer is attractive to residents and visitors alike, but whilst the nature of the high street has rapidly changed due to the Covid pandemic, resulting in the closure of some key national anchor retail outlets, the key now is to look at comparable towns and what makes them unique - for example Aldeburgh and Snape, Bury St. Edmonds, Saffron Walden, Dedham, Ingatestone, etc.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Ronald	Edge	Construction Industry	No, Leave the High Street as it is. Besides, not a great deal of room/space to change it.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Daphne	Scott			
Gordon	Mussett	Little Braxted Parish Council		
Kenny	Alexander	Thomas Gainsborough School	Pedestrianised	This is outside the scope of the local plan.
David	Kennedy		As mentioned above the future of the high street is a mix of retail and residential and the districts policy should Support noted this change	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Ronnie	Tongue	state school		
Mark	Behrendt	Home Builders Federation		
Matthew	Cooper		It would be nice to see more independent, small retailers. Incentives, such as further reductions in business rates and Support noted for rental costs, would help to achieve this.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. Changes to business rates or rental costs are outside the remit of the local plan.
Sue	Dobson	Essex Bridleways Association		
Terry	Inkpen	None		
christine	collins		I think it is difficult to realistically make changes to either of these high streets The uniqueness gives them the charm of a small town that has evolved over many years retaining many old heritage and listed buildings	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. Heritage policies will ensure listed buildings and heritage assets are protected.
Stuart	Williams	Ace group		
Reegan	Howles		The type of commercial units that are appropriate for a high street are changing. With a vast increase in online shopping for goods, there is less demand for local shops providing goods. However, social isolation and loneliness have become increasingly problematic, and high streets should look to tackle these issues by providing services, alongside places to meet & socialise. Rock climbing walls, Cafes, Board game centres, mini golf bars, and many more similar ideas could help to keep our high streets alive, with people using them as a place to meet and socialise, as opposed to just being a place to shop (where they will struggle to compete against the price and convenience of online shopping).	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
David	Webb			
Andrew	Marsh	Historic England	High streets and retail in general are under considerable pressure at the present time. The Local Plan should seek opportunities to Support noted High Streets and enhance the historic environment of these areas. The retention of original/historic or significant shopfronts elements are often integral to the character of these buildings and that of the wider street scene. The Local Plan should highlight the importance of retaining or restoring historic shopfront features. This is both in terms of the positive contribution historic shopfronts make to the character of an area, but also the economic benefit of providing traditional and bespoke shopping units to shop owners. A good example of how historic shopfronts can positively contribute to an area both aesthetically and economically is where Derby City Council teamed up with English Heritage (now Historic England) to help restore an area of Victorian and Edwardian shops, the Strand. The restoration of a number of shops within the area has meant that a previously underused section of the city provides bespoke shopping, now sees a much larger footfall and is considered to be a national success. The council have also seen a ripple effect of surrounding properties being restored.	Heritage policies in the local plan will protect the character and appearance of listed building and heritage assets, as well as conservation areas. The Council will work hard to ensure a shop front policy is included which protects the character of shop fronts, particularly acknowledging much of the high street in Maldon and Burnham is located within a conservation area.
Brian	Haydon			
Jasbir	Singh		Selecting the right type of retail to Support noted communities is vital. Obviously balancing with the rural aspect.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Janice	Jackson		more free parking in Maldon stop building houses there - shops, parking, infrastructure cannot cope	Alterations to parking are outside the scope of the local plan. The government sets a housing target which the Council must adhere to and therefore more housing must be provided. When major housing developments are approved, this is subject to Section 106 agreements which ensure money is provided in order to improve local infrastructure; this money must only be used for this purpose.
Jenny	Clemo	Langford & Ulling Parish Council		
Hazel	Nottley			
Jean	Brown			
Joanne	McGinity			
Stuart	Dedman	Nil		
Roy A	Clare	Charities	High Streets are evolving. Fewer retail units. Therefore animate in new ways. Avoid ghost town.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Kerry	McKenna		Support noted needs to be given to small businesses making a living. The big shopping areas with high rental income for the council are bad for small businesses on the high street. Their rent is extortionate and parking for customers is high which forces customers away.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. Rental costs are outside the scope of the local plan.
Penny	McCauley	Tiptree dental		
Jane	Phillips	Solicitors		
David	Rees		Successful high streets appear to thrive because they have a diverse appeal to the people who live in the vicinity and for, Maldon and Burnham, the large number of visitors of different ages etc.. A variety of shops serving basic needs are required-the butcher, the baker etc. In addition services like restaurants and coffee shops are required. At present the balance in Maldon appears out of kilter with a high number hairdressers, nail bars and other "beauty" industry shops. There appear to be number of charity shops, which are both important and welcome, but perhaps indicate the number of vacant shops on the high street	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.

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Felicity	Gale		Both areas are dirty, full of litter and difficult to park, the variety of shops is poor and they are dangerous in the evening.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. The amount of litter, parking arrangements and safety of an area are outside the remit of the local plan.
Lindsey	Wright			
Darren	Weeks		Partial pedestrianisation of Maldon High Street would be highly desirable.	This is outside the remit of the local plan.
Phil	Manning			
Peter	Clack		The nature of the High Street would do well to focus on attracting and Support noting a more 'bespoke' and heritage high street offer that provides quality local shops that serve the local and visiting community. A high-quality retail offer is attractive to residents and visitors alike.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Doug	Lockwood	National Grid	If building goes ahead this should be developed.	Your comments are noted.
Sally	George			
Vara	Szajkowski			
Bob	Calver		today retail is less important than leisure in creating thriving high streets	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
David	Hill	Dandara Ltd		
Tessa	Lambert	Natural England		
Dawn	Howles			
Steven	Potter			
natasha	frith		More attractive infrastructure in the high streets which include paving, seating, wider areas for pop up shops and local awareness campaigns will bring more people to these areas. Also more locals are working from home and infrastructure needs to be added to Support noted more local spend.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. Upgrades to the high street are outside the remit of the local plan retail policies.
Vyslan	Banyard	TKPC		
Anthony	Bates			
Russell	Howles	WSP		
Diane	Carter		Make inviting to big chains, smaller niche boutique shops, restaurants and leisure.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Gillian	Hollamby			
Luke	Garrett	Obsidian Strategic Asset Management Ltd	Do not wish to comment.	Noted.
Brian	Townsend			
Robin	Fanshawe			
Malcolm	Finch			
Peter	Taylor	Retired		
Chris	Melbourne		encourage small businesses to flourish	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
John	Brown			
Robert	Hollamby			
Chris	Waumsley	Inovo Consulting		
Phil	Jacklin			
Kate	Priest	Purleigh Community Primary School		
Robert	Jones	The University of Reading		
Robert	Stephens	N/A	We must not lose sight of the village high street which needs to be Support noted, otherwise online shopping will take over and local shops will disappear, with a corresponding increase in home deliveries	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Gary	SPICER			
Pete	Butcher		This is not an area I know much about. However, I understand that retail properties are in decline due to the transition to online shopping, something which will probably increase in the future. It would probably be advisable for the council to develop policies to make the high street more attractive e.g. free parking and increased parking spaces. Encourage different use of existing retail space i.e. cafes, restaurants etc. Also, find ways to encourage unique boutique and craft shops to the area. It may also be beneficial to find ways to incorporate residential units within the retail outlets e.g. flats above the property. There could also be more encouragement for outdoor markets and farmers markets	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. Changes to parking arrangements are outside the remit of the local plan.
JO	COOMBES			
Helen	Bridge		Attracting bigger name shops whilst lowering business rates for smaller, more individual outlets providing a good mix of shops.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. Changes to business rates are outside the remit of the local plan.
Melanie	Allen	Government		
Adam	Medlycott			
Jonney	Aldridge		Like many I don't use the high street much, both are a drive away for me.	Your comments are noted.
Joanne	Maloney		Please do not allow Costa to have any greater presence in the Maldon District. 4 Costas is already 4 too many!	The Council cannot discriminate against certain businesses and therefore it is not possible to refuse planning permission for a certain business, or specify in a policy that a certain business is not permitted. It is possible for a retail policy to restrict a certain number of uses located next to each other. This would have to be based on evidence. The Council will aim to support a range of different business types in the high streets.

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Mark	Hurley	Selfridges	The rents charged in Maldon High Street drive individual shops away. So many have gone over the years, so many new ones started and then failed and these rents seem to be a major factor. Even major Banks have pulled out of the town in the last year. We now have more coffee shops than anyone could ask for and a lot of charity shops. Why would tourists come into town when all the quirky individual type shops have gone? There needs to be a plan for the High Street to try to get more individual shops opening. I would not Support noted closing the street to traffic as it would have a major impact on transport and simply because there isn't the footfall to Support noted such a measure.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. Changes to rents and parking/traffic are outside the remit of the local plan.
Portia	Roelofs			
Neil	Burke	Bradwell Power Generation Company Limited	Bradwell B do not have any specific comments to make on this question.	This is noted.
Lynne	Goodbourn		Encourage more diversity in shops	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Christopher	Kent		It just needs to encourage business and shopper back by making it affordable. Also improve public transport.	This is outside the remit of the local plan.
Lisa	Singh	Direct Call Centres Ltd		
Kevin	Head		Policy should be drafted with as much flexibility as possible to encourage all forms of appropriate commercial uses and residential uses in High Streets.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. It is likely that the high street will be protected for appropriate uses at ground floor level in particular, not including residential, however the boundary of the high street area will be reviewed.
Elizabeth	Sawyer Bayliss		Reduced business taxes for new SMEs on the High streets would promote more retail activity that is creative and attractive to tourists.	This is outside the remit of the local plan.
Michael	Partridge			
Kenneth	Northfield			
Jerry	Petts			
Frederick	McMahon		Maldon. Attract more independents especially for digital, art  Build local 3d printers for local manufacturing	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. Building a specific type of shop is outside the scope of the local plan.
Sophie	Pryor			
Tracey	Merritt	Dengie Hounds and Horses		
c/o Agent	c/o Agent	Clarion Housing		
Stephanie	Jones	home		
Jo	Crump	Servoca Secure Solutions		
Susan	ARCHER			
Phillipa	Griffiths		I think the High Street in Maldon has a great mix of independent and chain shops. I think we need to develop, encourage and Support noted the High Street (lower business rates, more promotion in tourism), rather than considering any more retail outlets, such as the one at the bottom of Market Hill. In my view, these outlets don't encourage visitors to our town, shoppers merely visit this area then leave - therefore purely lining the pockets of bigger retailers.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. Changes to business rates is outside the scope of the local plan and the Council.
Matthew	Taylor		High Streets should be allowed to evolve, and we need to accept their changing nature and use in light of the significant growth of online retail. Town centres should become more about the community, innovative use, culture, entertainment, food beverage etc. rather than typical retail offerings.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Anne	Bailey			
Winifred	Sutherland			
Lucien	Taylor		The character of the high streets should be preserved as much as possible with an emphasis on independent stores rather than chain stores.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Chris	clark		Any shops or flats not used for a 3 year should be turned to housing. Our towns have held up well compared to many	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. It is likely that the high street will be protected for appropriate uses at ground floor level in particular, not including residential, however the boundary of the high street area will be reviewed.
David	Baker		It is unrealistic to expect that any attempt to regenerate high streets as predominately retail spaces. Consumer needs and habits have changed such that a mass return to high street shopping is highly unlikely to happen. They should be considered as prime sources of residential and leisure stock.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Jeremy	Richardson			
Glenna	Wilkins		We should encourage small businesses in the high streets by restricting larger out of town developments.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Cheryl	Carter	Education		
Susan	Mason			
Melad	Kamlow		High streets should cater to Tourism rather than offering more gambling establishments and chain fast food restaurants.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Danny	Soul			
Dave	Draper	The Hartford Insurance Group	Protection of thriving high streets should be one of MDC's priorities	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Fiona	Barkham	Private Individual		
Isabel	Adcock		Need mixed economy	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
Kevin	Cooper			
Katherine	Whitehouse			
Linda	Soul			
Robert	Wilson			
Sarah-Jayne	Hunt	SJ Aesthetics LTD		
Jonathan	Hunt			

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Deborah	de Boltz	Farleigh Hospice		
alan	Johnson	sky broadcasting		
Tim	Murphy			
Claire	McGrane		I'd like to see it made easier for local businesses to open and thrive. Both high streets look very sad. Paying to park in Maldon when the high street really doesn't offer a lot and I am sure makes it harder for the local businesses.	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. Parking fees are outside the scope of the local plan.
Tracey	Munford	NA	With chain stores moving to retail parks on the outskirts of towns, reduced premises rents would increase opportunity for independents in the high street	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. Rental costs and business rates are outside the remit of the local plan.
Victoria	Cutmore	Endurance Estates		
Jane	Potter	Purleigh Parish Council		
Brian	Haydon	Cold Norton Parish Council	Policy should encourage local independent business start-ups and Support noted such entrepreneurial initiatives with tax and fiscal encouragement.  Both High Streets would benefit both local residents and tourists by having a wider spectrum of retail outlets.  Consider increasing/improving business/financial planning advice and Support noted to prospective start-ups to encourage those businesses with a reasonable chance of survival and growth beyond their first year of operation	Your comments are noted. The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. Financial matters and business advice are outside the remit of the local plan, however your comments in relation to better business advice have been noted and will be passed onto the relevant team.
Rowan	Rampersad			
LUKE	MACFARLANE	S A RAVEN		
Anna	Wombwell	Morris Farm	Rates to be dramatically lowered to enable high street business' to thrive, in turn drawing visitors and tourists back to the high streets.	This is outside the remit of the local plan.
Lee	Foster			
Ronald	Owen	Not applicable		
Elizabeth	Johns			
Colin	Day			
Vanessa	Horner		The high street change needs to adapt to meet local needs and reuse to keep high street alive for local housing and needs to avoid keeping to many restraints that will hold it back into previous decades	Your comments are acknowledged. The Council will work hard to ensure the retail policies are positive, promote economic growth and lead to a vibrant high street.
Natalie	Bradford			
Harriet	Hurst-Smith			
Brian	Howson	Pharmaceutical company		
Tony	Vanner			
Josie	Vanner			
Tracy	Carroll			
Ian	Roberts	N/A		
Marion	Gunn		Encourage independent retailers/ small business start ups Support noted such enterprises with rate and tax incentives	A variety of retail uses will be supported in the high street. Business rates and taxes are outside the remit of the local plan.
Tony	Ashton	none		
mandy	SHORT			
BRIAN	COLLINS		Whatever happens, it will be subject to evolution. Shopping being done on line	Your comments are noted.
Kevin	Money	St. Lawrence Parish Council	It is likely to take some time to see just how the last two years will change the retail climate long term. For an essentially rural area online shopping has become more important, and not just for the weekly food shop. However, there are always going to be some products where the customer needs to go and choose. This could be large stores or small specialist shops. Maldon has a fair number of small specialist shops but there is a very high proportion of service units. Burnham's High Street offering is far more service based than traditional retail. Unless the high streets have a mix where retail is at least as important as the bars and restaurants locals will go elsewhere to shop and then maybe use the high street for leisure purposes – or maybe use the more apparently exciting facilities in larger communities. It's finding the right mix that is the issue.	Your comments are noted. All policies in the local plan, including retail policies, are being reviewed currently and will be updated to take into account any new evidence since the current local plan was created. Retail uses will be protected and supported in the high street.
Claire	Udall	1		
Linda	Raffray			
John	Cooper			
Peter	Lampard		Leave it as it is.	Your comments are noted. All policies in the local plan, including retail policies, are being reviewed and will be updated to take into account any new evidence since the current local plan was created.
Leah	Jewiss			
Elaine	Ketley	South Woodham Ferrers Town Council		
Tim	Chilvers			
Ruth	Bull	The Othona Community		
Mark	Jackson	Mark Jackson Planning	Greater Support noted for residential conversion of underused buildings and sites and more Support noted for local services.	Whilst some residential development can be appropriate in the high street, it will also be protected for retail uses to ensure economic growth.
Elliott	George			
ann	cutting			
Sharon	Cushen		Relief for local enterprise to help establish successful investment and diverse opportunity in our high streets.  Lobby government to reduce VAT for sales via "over the counter" by comparison to "on-line" sales VAT level. ie High Street VAT 20%.... online VAT 30% - use the extra 10% tax to give business rate relief to our high street investors..High Streets will come back to life and employment will prosper.	This is outside the remit of the local plan.



Question 48

First Name	Last Name	Organisation	Question 48. Should the nature, size and type of policy Support noted for Maldon and Burnham-on-Crouch 's High Streets' change? How would you like the high street to change?	COUNCILS RESPONSE
Ian	Tooley			
Sally	Tokeley		Pedestrianising some elements of the high street. Encourage schemes so that local businesses can thrive	Pedestrianising the high street is outside the remit of the local plan.
Kate	Ellis		A range of independent retailers that can prosper. Not saturated with too many global brands.	Retail policies will support a range of different business types within the high streets, however cannot discriminate against certain businesses.
Christina	Chan		Look at shutting of traffic once a week and reintroducing the street market. Bring more people to the high street. Also reinstate carnivals and fayres to attract more visitors.	This is outside the remit of the local plan.
Tim	Holdsworth		Make part of Maldon 's High Street traffic free	This is outside the remit of the local plan.
Graham	Snow			
Kevin	Ashman	Estates and Agency Strategic Land	No comment.	Noted.
Sarah	Packard			
Jake	Nugent	Endurance Estates Ltd		
Martin	Cook			
Clifford	Brown			
Steve	Gallant	Crouch Valley Defence Group		
Lesley	Woodley		Less coffee shop and fast food outlets	Retail policies will support a range of different business types within the high streets.
John	Buchanan			
Kirsty	Rowse			
Tim	Bradford	leadenhall		
Philip	Wakeling		Both High Streets need strong Support noted for distinctive local businesses	Retail policies will support a range of different business types within the high streets.
Jacky	Bannerman	Woodham Walter Parish Council	Existing town high streets have so much to offer the vibrancy of the community. For those who do not live with walking distance, the cost of carparking is the single limiting factor. Footfall can be increased by: i) Offering a wide variety of small, independent shops with incentives to attract them. Larger units are accommodated in in out-of-town centres and retail parks. ii) Avoiding void premises. iii) Reviewing Business Rates iv) Free carparking. v) Better and more frequent shopping buses covering rural areas. vi) Support noted to the night-time economy.	The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets. Business rates, parking and buses are outside the scope of the local plan.
David	Brock			
Mark	Tentori	Mazdev Limited		
Niki	Halls			
Peter	Ingram		I would like to see sustainable High Streets preserved but I wonder if the wring is already on the wall. Was an out of town retail park ever needed in Maldon?	Your comments are acknowledged. The Council will not comment on individual developments through the local plan review process.
Jane	Pilgrim		It would help if there was free or very cheap parking so it is easier to go there in the first place.	This is outside the remit of the local plan.
Judith	Radcliffe		Proper signage to endorse 20mph limit including paint on roads. Encourage outdoor cafe culture. Renew consideration of one way traffic and extended pavements perhaps. Further business rate relief for the High Streets Greater promotion of community foci such as cinemas through reuse of larger shop premises no longer in use. Street market could also be contained within larger premises off high Street. Make ECC keep their High street railings and street furniture well maintained. Remove redundant signs and keep current ones visible	Much of this is outside the scope of the local plan however the Council will work hard to ensure retail policies promote economic growth and a vibrant high street.
Stewart	Geden			
Anita	Thomas	Bank		
Andrew	Ashworth			
michael	smith			
Christopher	Mabbutt	Burnham Primary School		
Mary	Putt		It would be good to see investment in all the shop units with bespoke local businesses - their uniqueness separates them from the expected Essex offer of beauty and chavism.  Making them special is key - not making them bigger	Your comments are noted. Retail policies will aim to encourage a variety of businesses.
Simon	Priest			
Philippa	Marshall			
Lewis	Cook	Form Architecture Ltd.		
EDWARD	GITTINS	Edward Gittins & Associates		
Steve	Williamson			
James	Cowell	E & B R Cowell		
Colin	Hawkes			
Ronald	PIPER			
Alan	Shrimplin	N/A	Yes, but the policy does not state who this will be done, and Boc high street although listed as the second largest town has no policy for growth, the only investment seen in high street has been in Maldon, again BOC is the second citizen with no investments in infrastructure improvements to Health, recreational, roads and sports for the current residence who have had to endure twice the new builds in the past 5 years of that listed in the 2017 LDP	Investments and funding are outside the scope of the local plan, however the new retail policies will be positively worded to encourage economic growth and vibrant high streets, including Burnham-On-Crouch.
John	McLarty			
John	McLarty			
Norman	Branch	N/A		
John	McLarty			
Valerie	Coleby	Berrys		
James	Clarke			
David	Stillwell			
Ann	Thomas			

## Question 48

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michael	harris			
Geoffrey	Cox		Pedestrian areas of high streets	This is outside the remit of the local plan.
John	McLarty			
Kevin	Bruce			
Barrington	Thomas			
Richard	Edwards		This seems to be more of a question for the inhabitants of the towns	Everyone is entitled to put forward their views regarding retail and the future of the high streets, in order to help inform the new retail policies in the local plan.
Robyn	Woloszczuk			
Lesley	Speller			
William	Shepherd		Business rates should be lowered to encourage more investment in the high streets	This is outside the remit of the local plan.
Nicola	O'Dean	Balgores Motors		
Alexander	Romanq			
Hayley	Holgate	ECC		
Eirlys	Parry	N/A		
victoria	newson	Childrens Nursery	To maintain its independence and Support noted local retailers through lower rent and rates so they can survive and essentials such as banks, building societies and post offices that are disappearing can stay.	This is outside the remit of the local plan.
Michael	Unwin	N/A		
Tony	Barber			
Nick	Mason	ECOClassics	Look at shutting of traffic once a week and reintroducing the street market. Bring more people to the high street. Also reinstate carnivals and fayres to attract more visitors	This would be outside the scope of the local plan.
David	Banfield			
Metanie	Osborne	Motor Trade		
Stuart	Turner	Essex search and rescue		
Mike	Carpenter	CODE Development Planners Ltd		
Ian	wilson	cm36pt		
Phillip	Wright	CALA Homes (North Home Counties) Ltd		
.	.	SN Developments		
.	.	Cooper Property Holdings Ltd		
Jane	Coleman	Maldon Town Council		
c/o Agent	c/o Agent			
kelly	lilley			
Catherine	Bicknell	Mid and South Essex Health and Care Partnership		
N	Baseley	IBA Planning Ltd		
Sue	White		Yes, sustainable growth with a focus on business and not just takeaways. It also needs to line to tourism.	The Council will work hard to promote a range of business in the high street. Policies will also be included to encourage tourism in the District.
Sarah	Yates			
Leonard	Lewis		Its important to preserve all the unique character of these towns for the residents of the area to enjoy and for the aims of the LDP to increase tourism to the area.	The Council will work hard to promote a range of business in the high street. Policies will also be included to encourage tourism in the District.
Roy	Martin	Mr Roy Martin	I would like to see pedestrianisation of both High Streets, the establishment of permanent markets or market days Support noteding local produce and incentivised parking schemes by the local council allowing part of the parking cost redeemable against the purchase of goods in high street shops.	Your comments are noted however this is outside the remit of the local plan.
R	Minney			
Tim	Grant	Evolution Town Planning		
Simon	Butler-Finbow	Pigeon Investment Management	Whilst changes to retailing methods have changed dramatically in recent years and will continue to change, the seismic shift is having and will have far less of an impact on smaller high streets such as Burnham-on-Crouch's that are populated by independent shops focussed on serving the particular needs of their local resident, and well as a visitor, population. Evidence to date, even if only limited due to the speed at which change has and is occurring, suggests that such high streets will retain a high degree of resilience and vitality.	Your comments are acknowledged. The Council will work hard to ensure the retail policies are positive, promote economic growth and lead to a vibrant high street.
ANNE	OSBORN	Purleigh Community Shop		
Stephen	Hodgkinson		Policy should be drafted with as much flexibility as possible to encourage all forms of appropriate commercial uses and residential uses in High Streets.	The Council will work hard to ensure retail policies are written to encourage a range of different uses, appropriate to the high streets.
c/o Agent	c/o Agent	Maldon Wick Limited		
ZOE	HOSTY			
S	Swain			
Kevin	Coleman	Phase 2 Planning		
John	Lawrence			
Diane	Wallace			
Jonathan	Aldis	Good life Countryside Services		
sara	doran		I would like the high street to promote local businesses, offering markets, encouraging cafe culture and individual businesses. I think maldon needs a cinema or an arts venue.  I think that both high streets should seek to have a healthy community hub (like a life room) - these could be based alongside the libraries, but could as easily be placed in the highstreet.  there should be easy facility to close the high streets for events	Your comments are noted however the provision of such facilities is outside the remit of the local plan. The Council will work hard to ensure the retail policies are positive, promote economic growth and lead to a vibrant high street.
Grace	Godwin			
Sue	Hillman			
michael	carr	NHS		

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Colin	Horner	Villageretreat	The high street needs to adapt to meet the local needs and the reuse of shops for housing should be considered to keep the town alive. Avoid imposing to many constraints that will hold it back into previous decades	The Council will work hard to ensure the retail policies are positive, promote economic growth and lead to a vibrant high street. It is likely that retail policies will protect the high street for retail and commercial uses.
Simon	Plater	Plater+Claiborne	The High Street and the centre of our major towns has not been fully appreciated or understood in previous years, and the planning system continues to neglect them. As a result the development around them has changed the shape of the conurbation. I think this should at least be reviewed and discussed, as important historic buildings tend to be the town centres.	The Council will work hard to ensure the retail policies are positive, promote economic growth and lead to a vibrant high street.
Mark	Anderson			
Karen	Wellum			
Emma	Wright			
Robert	Scott	Lewis & Scott Retirement Living Ltd		
Linda	Coom		I like the way Maldon High Street is already heading, it seems much more interesting now without large chains and having more independent shops. I know this isn't down to local councils, but I'd like to see rates kept down for local shops.	Your support of the growth of Maldon high street is welcomed. Policies will continue to support a range of uses within the high street. Your comments relating to business rates are noted, however, as you state, this is the responsibility of central government.
Caitlin	Soul			
Michelle	Curtis	Tollesbury Parish Council		
Mary	Hammond			
Rob	Bard			
Ian	Drinkwater			
John	hand	N/A		
Emma	Smith	Bradwell on Sea Parish Council		
Tim	Dixon		I would like to see MDC do more to Support noted local independent business, particularly those selling local produce, which would obviously support the local economy and reduce our carbon footprint wherever possible.	The Council cannot prioritise certain businesses over others however we will work hard to ensure the retail policies are positive, promote economic growth and lead to a vibrant high street.
Nicola	Taylor	Elixirr		
Graham	Johnson	graham v johnson		
Chris	Yates			
Tim	Hann		There should be more grants available for small businesses to take up vacant properties in the High Street.	Your comments are noted however this is outside the remit of the local plan.
Burnham	Town Council	Burnham on Crouch Town Council	Resisting the big chains, encouraging small businesses, boutique shops, restaurants, leisure etc will maintain local character.	The Council cannot prioritise certain businesses over others however we will work hard to ensure the retail policies are positive, promote economic growth and lead to a vibrant high street.
Sally	Everitt	Community360		
Mark	Garrett			
Justin	Barkham	Self employed		
Paul	Vidler			
Poppy	Vidler	Crown Consumer Ltd	An area is more attractive to residents and visitors where there is a good mix of independent & creative retail to reflect the local area.	The Council will work hard to ensure the retail policies are positive, promote economic growth and lead to a vibrant high street.
Victoria	Long			
Victor	Staines			
Jayne	Moore	Essex County Fire and Rescue Service		
Stephen	Sutton			
Kevin	Bennett			
Nicholas	Matthams			
Christian	van Stolk	RAND Europe		
Nicholas	Jepson			
Pamela	Lacey		No room to make any difference	Your comments are noted.
Chloe	Soul			
carole	kirk			
Sharon	Jackson			
RICHARD	GROUT			
Tim	Madelin			
Charles	Bishop			
Paul	Jewiss	Self Employed		
Joanna	Jeffery	Althorne Parish Clerk		
Deborah	Anderson	NHS		
John	Pilgrim	Self employed	Free parking would encourage more footfall and thus more businesses. The major supermarkets all understand the need for free car parking.	Changes to parking arrangements is outside the scope of the local plan.
Gloria	Gold	London Design and Engineering UTC		
Linda	Curry			
Lucy	Waterhouse			
Jon	Mayhew			
James	Goody	James Goody refurbishments		
Paul	Coppin			
Johanna	Dale			
Tracy	Kinnane			
Steven	Bardwell	S P Bardwell Ltd		
David	Oxford	Lloyds Banking Group		
Stephen Francis	Dewick	Curry Farm		
Carlos	Rodriguez			
George	Dixon			

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Rebecca	Tucker			
Mark	Faraway		Nice as they are	Your support is noted.
T	Kettleley		Street realm improvements are required in both Maldon and Burnham. In historic areas, better Support noted for business in terms of high quality frontage would be welcomed to create more identify.	Your comments are noted. There will be a shop front policy to ensure the character and appearance of the high streets is maintained at a suitable standard.
Elizabeth	Weston			
Jacky	Barber			
Douglas	Channer	Private	The high streets need to be lively , inviting , successful , retail and business environments. High streets are essential to the prosperity of an area. Need to ensure that policies do not lead to them becoming ghost towns with lots of empty shops.  Recovery of High streets after Covid is essential and policies need to ensure people want to go and shop in the High Street and move away from the all on line purchase environment that took over during the pandemic. Shopping can be how people spend their leisure time . It needs to be an experience visiting the high street	The Council will work hard to ensure the retail policies are positive, promote economic growth and lead to a vibrant high street.
Ursula	Benjafield			
Paul	Mitchell			
Kristian	Tokelvey	CTC Construction Ltd		
Lynda	Bugg			
Ziyad	Thomas	Churchill Retirement Living / McCarthy Stone		
James	Campbell	HMPPS	High streets and local shops are essential, small businesses are becoming very rare now	Your comments are acknowledged. The Council will work hard to ensure we have retail policies which encourage all types and sizes of businesses.
William	Moss			
Simon	Mackenzie Smith		yes, less charity and betting shops and more local stores encouraged by MDC working with landlords to create incentive packages for new start-ups.	The retail policies are unlikely to restrict certain uses, however they will aim to encourage a wide range of uses within the high street. Aiding start ups is not within the remit of the local plan.
Richard	Udall			
Rosalind	Bishop			
Paul	Burgess	None	Maldon and Burnham High Streets have already undergone significant structural change. Too many charity and coffee shops. One key requirement is more parking accommodation in Burnham.	The retail policies are unlikely to restrict certain uses, however they will aim to encourage a wide range of uses within the high street. The provision of parking is outside the scope of the local plan.
John	Symington			
D	Cooper			
C/O Agent	C/O Agent			
Zoe	May	East of England Ambulance Service NHS Trust		
Roger	Woodcock			
Michael	Manning			
Jack	Inglis	Kelvedon Hall		
Peggy	Shields			
Dawn	Adams	Catesby Estates		
Braxted and Blackwater Conservation Grou	BBCG	The Braxted and Blackwater Conservation Group (BBCG)	No comment	Noted.
Wayne	Tilley	RTG Group Limited		
David	Dronfield	Braxted park		
raymond	dundas	Householder		
John	Peirson			
Ron	Brown	Corporate		
Roger	HAWES			
Anne	Hull	Elmwood Equestrian Centre	More parking meters so cars don't park on high street all day and night but more long tern parking if possible in area	This is outside the remit of the local plan.
Matthew	Bloxham	Matt		
Julia	Morris			
Amanda	MacKenzie			
Jenny	Shepherd			
Jack	Ellum		a big subject for another time. We should be cautious when reacting to national changes.	Your comments are acknowledged. The new local plan will include updated retail policies in relation to the high street.
Bernard	Steeple			
Anna	mccomb	NHS Property Services Ltd		
Natalie	Kermath	Environment Agency		
Peter	Knights			
John	Watson		At this stage it is unclear ... There should be help but this is likely to be predominately small outlets given the effects of online purchasing	Your comments are acknowledged.
Unknown	Unknown	Ministry of Defence		
Josh	Plant	Gladmans		
Duncan	Clark			
Patricia	Smith			
Mick	Sargeant		Whatever the present policy is it has not halted the decline of the high street. Economics have dictated.	The Council understands that there are outside forces that cannot be controlled, however we will aim to encourage and promote the growth and diversity of the high streets.
John	Cockerell	Hatfield Peverell Parish Council		
Catherine	Williams	C/O Savills (Agent)		
Tom	Kelly			
Linda	Gemmill			
Linda	Gemmill			

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Mark	Norman	Highways England		
*	*			
*	Willmott			
Thomasin	Foster			
Ivor	Watson			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
Alan	Massow			
*	*			
Ian	Butt			
Sarah	Sayer			
*	*			
				<b>CONCLUSION</b> - Generally supportive of local businesses and the number of independent shops on the high street in Maldon and Burnham and a wish for it to remain this way, although some consider the high street to have declined. Comments such as providing more parking, reducing or eliminating parking fees, pedestrianisation, reducing business rates, stopping the impact of online shopping. Some comments saying that there are too many coffee shops/betting shops/charity shops, and that we need more of a range of different uses. A few comments supporting social/leisure/community uses on the high street to combat isolation and loneliness. One comment noting there should be support for village high streets, not just Maldon and Burnham, to reduce the need to travel.

## Question 49

First Name	Last Name	Organisation	Question 49. Do you believe this policy (E5 in LDP 2017) requires modification? If so how would you like to see it changed? (This refers to the Tourism Policy)	COUNCILS RESPONSE
Ben	Binder	University of Adelaide		
Lorraine	Bailey	Wickham Bishops Parish Council		
Ali	Aldis			
David	Smwe	The Maldon Society		
Stewart	Newlands	Fambridge Lake		
Paula	Stanbury			
Sonia	Whiskin	Financial Services		
Geoffrey	Charge	n/a		
Robert	Collins			
Gavin	Rowsell			
Gareth	Davies	N / A		
Ben	Thornett			
Matthew	Wood	Phase 2 Planning		
Jackie	Gibbs			
Tim	Aves			
Helen	James		Better vehicular access is critical. Visitors come by car as the public transport system is so poor.	The Council is looking at active travel options and joined up public transport as part of the review of the LDP.
Kathy	Day			
Mike	Hayes			
Peter	Wakling			
David	Sismey			
Stuart	Willsher	Persimmon Homes Essex		
Sara	Howarth			
Anthony	Fitlock			
Eissa	Leo			
Daniel	McAllister	Robert Mulholland And Company Limited		
Michele	Williams			
Tara	Strydom			
Jenny	Ball			
Cliff	Baron			
Gill	Winsor	Tesco	From what I see this Policy hadn't been acted on any way so what's the point in having it	Comment noted but tourism does add to the Districts local GDP and therefore a policy on it should encourage it and this will assist with the District's overall economic growth.
Emily	Benham	Servoca complex care and nursing		
Laura	Cannon			
Shaneen	Illanes			
Sarah	Sapsford			
Merryl	Quilter			
Bear	Keen			
Jessica	Cox			
Robert	Burton			
Yvonne	Wade			
Louise	Bywaters-Smith	Hospitality		
Brooke	Roberts-Morgan			
Patricia	Bunkle			
Stephanie	Ireland			
Marc	Rawinsky	M R Sovereign Services Ltd		
Roger	Tiffn			
Kathryn	Beighton	Publishing	How can you "demonstrate need" for ventures that are new - we should encourage things like the restaurant at the vineyard that was turned down, and small enterprises	The Council cannot comment on individual enterprises but would agree that there is no evidence to support need either locally or nationally and that means that businesses struggle to conform to the existing policy. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Roy	Warren	Sport England		
STUART	SOWTER		The obsession with building houses is causing the economy to suffer, people actively avoid Burnham and the Dengie as it has become more like Basildon/Wickford. See question 48: The obsession with building houses is causing people to move away, why not value your residents and encourage more spending via easier parking and better facilities within Burnham/Maldon.	The Council cannot comment on individual settlements. The LDP Review process has to take into account future growth, the Council has a statutory duty to ensure that the future housing and economic needs of the district are planned for and it will make a choice on where that growth is going to go and will be undertaking the necessary work to make that decision in the coming months.
Mark	Raffray		Policy E5 seems broadly fit for purpose as it stands, as well as being sufficiently flexible rather than prescriptive.	Comments noted on the tourism policy.
April	Rowley			

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e	e	e	This policy seems a little weak. Clearly the figures will need updating if they are no longer correct but beyond that it should state that proposals for visitor attractions or tourist facilities will be encouraged if they increase the District's ability to attract and cater for visitors, and increase local employment, and deliver a net ecological gain. The policy refers to protecting existing tourism from change of use, but does not mention converting other sites over to tourism. Derelict / disused agricultural buildings outside settlements could be better converted to holiday homes than to permanent residences. I do not agree that tourism impacts on sensitive wildlife sites can just be compensated for. Paragraph 4.42 should be restricted to "avoidance" and – in extremis – "mitigation".  We should try to re-introduce tourist information centre(s).	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism. The re-introduction of tourist information centres is outside the remit of the local plan.
Kevin	Lagan			to the District.
Bill	Withers			
Joanna	Jeffery			
John	Mitchell			
Bethany	Jones	Colchester Borough Council		
magnus	Magnusson	Parker Planning Services	My client agrees insofar as any new 'tourism related' policy should realise opportunities that arise from the district's unique landscape, heritage and built environment. However, extant policy E5 identifies that, where possible, there ought to be (existing) good connections with other tourist destinations, the green infrastructure network, and local services, preferably by walking, cycling or other sustainable modes of transport. In accord with para. 85 of the NPPF2021, planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not (currently) well served by public transport. Existing provision of infrastructure will not always be readily available, particularly in more remote areas of the Dengie Peninsula. The policy ought to recognise that improvements in access to services, facilities, walking and cycling routes can be made available. An 'Opportunity Site' policy, for example, could stipulate improvements in accessibility prior to any development taking place. For example, there is the 'opportunity' for my client's site (BRS7) to integrate into the existing footpath network. PRoW ref. 241_5 links the site to the coastal path (PRoW ref. 241_16) and this in itself would be attractive to	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism.
Nick	Whiteley			to the District.
Peter	Lavley			
Rex	Davenport			
Lesley	Mitchelmore	Danbury Parish Council		
Linda	Flowers	Self Employed		
Karen	Neath	Tolleshunt Major Parish Council	The Policy as it stands offers broad Support noted for development that grows the tourism economy. We believe the policy could be more ambitious and proactive in defining the target tourist market and the types of facilities it aims to provide e.g. holiday flats/accommodation, entertainment and events, art installation, walking/cycling paths etc.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism
N	DA			to the District.
Peter	Holmes			
Dorreen	Linton	our group consists of adults, playschool and brownies group		
John	Wileman			
Colin	Pryke			
Richard	Courtney	University Of East London		
sue	Rawlinson	Evolve		
Douglas	Milsted	Heybridge Basin Conservation Society		
Alan	Outlaw	Self Employed	MDC seems to take one step forward and several back. There should be more visitor attractions that are active all year round and better constructed that the splash park which is hugely popular but already threatened with closure. I still believe the lower end of the High Street in Maldon should be pedestrianised and pavement cafe's businesses encouraged.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism. The Council cannot comment on individual settlements.
John	Hitcham		There's nothing wrong with the policy .. But since LDP 1 was lauched, MDC has abandoned any focus on the visitor economy!	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism
Richard	Kelly	Croudace Homes		to the District.
Lindsey	Squire	North Fambridge Parish Council		
K	Jeffries			
John	Lakin	?		
Andy	Quelch			
Samantha	Weeks			
Carlie	Mayes			
James	Rushton		Policy E5 is positive but seems a little bland and could at least be re-drafted to show that driving an initiative to develop local attractions that will bring visitors into the District is vital to the health and vibrancy of any community, subject, of course, to avoiding negative impact on the natural environment. In particular, I cannot find any reference at all to the Arts within E5. The District is under-represented in terms of live Arts; investment in this area would create employment and visitors to the area.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism including the arts.
Richard	Martin	Scott Properties		to the District.

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Mike	Spurgeon	Phase 2 Planning and Development		
C/O Agent Mike	Spurgeon	Phase 2 Planning & Development		
Catherine Terence	Champion Hughes	Burnham-on-Crouch constituent		
Amanda John	Mickelsen Tompkins		The District with its extensive coastline is an ideal opportunity to grow the economy through coastal tourism. Policy E5 contributes positively to the growth of local tourism in a sustainable manner and realises opportunities that arise from the District's landscape, heritage and built environment. This realisation should not allow the wanton destruction of high value landscape or other community facilities such as golf courses. Development for new tourist attractions, facilities and accommodation should clearly demonstrate an identified need for the provision proposed and have good connections with other tourist destinations. The District is a coastal visitor attraction and will continue to be as it is a commuter area. The tidal range is a limiting factor to promoting longer vacation periods. The focus of E5 should be on the coastline rather than on the agricultural hinterland. Because of its proximity to 'commuter land' it is unlikely that there will be a marked change to longer term breaks with day visits being the most popular.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. There is no evidence to support having "need" in the policy either locally or nationally and it is difficult for tourism business to conform to the policy requirements as it is currently written. There is also very little connectivity between tourism attractions and this also constrains the ability of tourism business to bring new facilities forward.
Samuel	Newton	Anglo European School		to the District.
Mary-Ann	Munford			
Jo	Harvey			
Jeremy	Potter	Chelmsford City Council		
Terry	Fleming			
Daniel	Goodman	Rochford District council	The Council Support notes measures through the plan to grow Maldon's visitor economy including where this would enable greater visitorship to the River Crouch, including the relationship with Wallasea Island in Rochford District. The Council would Support noted measures to ensure growth in the visitor economy in the environs of the River Crouch can be managed safely and avoid any detriment to the wildlife and other users of the river. The Council would also Support noted measures to ensure increased visitorship to locations on the River Crouch is compatible with the most beneficial use of the river for all users, and does not harm existing activities that take place on the southern side of the River Crouch within Rochford District.	Support noted.
Chris	Harvey		This is one area where I believe the Council needs to take a much more proactive approach and devote more resources (human and financial) to Support noted growth in tourism. The objectives of the original LDP have been disregarded to a large extent, as there has been a significant reduction in Support noted since the plan was adopted. Doing away with Tourism Information Centres was a retrograde step, for example. I believe they should be reinstated and more resources made available within the Council for this Policy. Increased engagement with the tourism sector will only happen with adequate resources provided.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. Tourism information centres are outside the remit of the LDP.
Phillip	Davies			
Jane	Senior			
Susan	Cumming	not applicable		
Amanda	Clack		Note : LDP 2017 URL does not activate and cannot therefore be reviewed/considered.	Noted.
Ronald	Edge	Construction Industry		
Daphne	Scott			
Gordon	Mussett	Little Braxted Parish Council		
Kenny	Alexander	Thomas Gainsborough School		
David	Kennedy		It needs to change to reflect the green economy. More low impact visitor attractions and less high carbon producing ones. Encouraging being one with the countryside rather than activities that damage it	Comments noted on the tourism policy. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District.
Ronnie	Tongue	state school		
Mark	Behrendt	Home Builders Federation		
Matthew	Cooper			
Sue	Dobson	Essex Bridleways Association		
Terry	Inkpen	None		
christine	collins			
Stuart	Williams	Ace group		
Reegan	Howles		Yes. Tourism should more openly be encouraged. An example of this is in Althorne, where there is a fantastic opportunity to further develop the riverside area into vineyards, which not only protects the natural environment, but it also provides employment opportunities and encourages tourism. This is the sort of development that should be encouraged to promote the rural economy.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The Council cannot comment on individual settlements.
David	Webb			
Andrew	Marsh	Historic England		
Brian	Haydon			
jasbir	Singh		All small villages such as Althorne with poor infrastructure and areas of natural beauty should not be included	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The Council cannot comment on individual settlements.
Janice	Jackson		surely you should be focussing on the individuals that live here rather than tourism	Tourism is part of the District's economy and therefore is part of the work of the review of the LDP.



## Question 49

First Name	Last Name	Organisation	Question 49. Do you believe this policy (E5 in LDP 2017) requires modification? If so how would you like to see it changed? (This refers to the Tourism Policy)	COUNCILS RESPONSE
Jenny	Clemo	Langford & Ulting Parish Council		
Hazel	Notley			
Jean	Brown			
Joanne	McGinity			
Stuart	Dedman	Nil		
Roy A	Clare	Charities		
Kerry	McKenna			
Penny	McCaulley	Tiptree dental		
Jane	Phillips	Solicitors	Note : Unfortunately, the LDP 2017 URL does not activate and cannot therefore be reviewed/considered.	Noted.
David	Rees			
Felicity	Gale			
Lindsey	Wright			
Darren	Weeks			
Phil	Manning			
Peter	Clack		Note : LDP 2017 URL does not activate and cannot therefore be reviewed/considered	Noted.
Doug	Lockwood	National Grid		
Sally	George			
Vara	Szajkowski			
Bob	Calver			
David	Hill	Dandara Ltd		
Tessa	Lambert	Natural England	The policy may require modification to better reflect the mitigation hierarchy and to make more explicit the circumstances in which a Habitat Regulations Assessment/Appropriate Assessment will be required for a particular project.	There would be no need to include biodiversity or habitats mitigation in it because there is a biodiversity policy in the LDP and this is going to be reviewed.
Dawn	Howles			
Steven	Potter			
natasha	frith			
Vysian	Banyard	TKPC	All the more reason to maintain the rural character and nature of the district! This is the best of rural Essex and the reason visitors come - change that, and we lose them.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District which in turn will assist in boosting the District's economy in terms of jobs and GDP.
Anthony	Bates		This policy should be very sensitive to local residents needs	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District which in turn will assist in boosting the District's economy in terms of jobs and GDP.
Russell	Howles	WSP		
Diane	Carter		Needs to be strengthened. A Crouch Vale experience would be great. Use imagination . Integrated, joined up approaches to make this work.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District which in turn will assist in boosting the District's economy in terms of jobs and GDP.
Gillian	Hollamby			
Luke	Garrett	Obsidian Strategic Asset Management Ltd	Do not wish to comment.	Noted.
Brian	Townsend			
Robin	Fanshawe			
Malcolm	Finch			
Peter	Taylor	Retired		
Chris	Melbourne			
John	Brown			
Robert	Hollamby			
Chris	Waumsley	Inovo Consulting		
Phil	Jacklin			
Kate	Priest	Purleigh Community Primary School		
Robert	Jones	The University of Reading	Tourism is rather a fantasy for this part of the country, save for the delights of the Blackwater and the Crouch.	This is not the case, there are various tourism opportunities and facilities across the District.
Robert	Stephens	N/A	Yes and from a Tollesbury parochial perspective Maldon should contribute to the water testing costs of Woodup Pool which is listed as a Maldon attraction.	No comment can be made on individual settlements.
Gary	SPICER			
Pete	Butcher			
JO	COOMBES			
Helen	Bridge			
Melanie	Allen	Government	Take Althorne out	No comment can be made on individual settlements.
Adam	Medlycott			
Jonney	Aldridge		some aspects are spoilt by encouragement	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District.
Joanne	Maloney		I haven't read it, but I don't think Maldon town needs any more tourist development. The villages maybe	No comment can be made on individual settlements.
Mark	Hurley	Selfridges	Sorry very long document to try to review now.	Comment noted.
Portia	Roelofs			
Neil	Burke	Bradwell Power Generation Company Limited	Bradwell B do not have any specific comments to make on this question.	Comment noted.
Lynne	Goodbourn			

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Christopher	Kent		If you build large developments in the wrong places the beauty of the area will be gone and visitors won't be attracted to the area.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The intrinsic character of the District will be supported within the overall policies of the Plan
Lisa	Singh	Direct Call Centres Ltd		
Kevin	Head		Only in respect of reference to Essex Coast RAMS SPD and also to reflect the greater flexibility in Use Class E and F.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The intrinsic character of the District will be supported within the overall policies of the Plan
Elizabeth	Sawyer Bayliss			
Michael	Partridge			
Kenneth	Northfield			
Jerry	Petts			
Frederick	McMahon			
Sophie	Pryor			
Tracey	Merritt	Dengie Hounds and Horses		
c/o Agent	c/o Agent	Clarion Housing		
Stephanie	Jones	home		
Jo	Crump	Servoca Secure Soutions		
Susan	ARCHER			
Phillipa	Griffiths			
Matthew	Taylor		I consider that the policy is appropriate, however there should also be recognition within the Policy for the importance of the District's landscape and heritage assets, and their protection, to Support noting the tourism economy; and the avoidance of any impact on these.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The intrinsic character of the District will be supported within the overall policies of the Plan
Anne	Bailey			
Winifred	Sutherland			
Lucien	Taylor			
Chris	clark			
David	Baker			
Jeremy	Richardson			
Glenna	Wilkins			
Cheryl	Carter	Education		
Susan	Mason			
Melad	Kamlow			
Danny	Soul			
Dave	Draper	The Hartford Insurance Group		
Fiona	Barkham	Private Individual	We consider that the policy is appropriate. We commend the recognition within the Policy for the importance of the District's landscape and heritage assets, and their protection, to Support noting the tourism economy; and the avoidance of any impact on these.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The intrinsic character of the District will be supported within the overall policies of the Plan
Isabel	Adcock		What we don't need is a large number of holiday homes we can see the effect on communities in other areas of the country. We need policies that encourage a wide diversity of resident people	Comment noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The intrinsic character of the District will be supported within the overall policies of the Plan
Kevin	Cooper			
Katherine	Whitehouse			
Linda	Soul			
Robert	Wilson			
Sarah-Jayne	Hunt	SJ Aesthetics LTD		
Jonathan	Hunt			
Deborah	de Boltz	Farleigh Hospice		
alan	johnson	sky broadcasting		
Tim	Murphy			
Claire	McGrane			
Tracey	Munford	NA		
Victoria	Cutmore	Endurance Estates		
Jane	Potter	Purleigh Parish Council		
Brian	Haydon	Cold Norton Parish Council		
Rowan	Rampersad			
LUKE	MACFARLANE	S A RAVEN		
Anna	Wombwell	Morris Farm	More focus on public transport.	The Council is looking at active travel options and joined up public transport as part of the review of the LDP.
Lee	Foster			
Ronald	Owen	Not applicable		
Elizabeth	Johns			
Colin	Day			
Vanessa	Horner			
Natalie	Bradford			
Harriet	Hurst-Smith			
Brian	Howson	Pharmaceutical company		
Tony	Vanner			
Josie	Vanner			
Tracy	Carroll			

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Ian	Roberts	N/A		
Marion	Gunn			
Tony	Ashton	none		
mandy	SHORT			
BRIAN	COLLINS			
Kevin	Money	St. Lawrence Parish Council	<p>MDC has a limited number of tourist attractions – one of the main ones has to be the Thames barges. The scenery is pretty but the coast doesn't really offer a seaside experience – and can't, given the topography. Mud flats and shingle beaches combine with no facilities for mass tourism – and the villages and towns right on the coast don't have the space to provide the facilities that seem to be expected.</p> <p>The real attractions of the District are the wide open spaces, the wildlife, and of course the long tradition of watersports. However, watersports require infrastructure which is provided by a network of private clubs which are not public facilities. However they do attract large numbers of visitors each year for special events. Many will also stay for several days.</p> <p>Mass tourism needs a Southend style resort. MDC doesn't have that and should concentrate on those</p>	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The intrinsic character of the District will be supported within the overall policies of the Plan.
Claire	Udall	1		
Linda	Raffray			
John	Cooper			
Peter	Lampard			
Leah	Jewiss			
Elaine	Ketley	South Woodham Ferrers Town Council		
Tim	Chilvers			
Ruth	Bull	The Othona Communty		
Mark	Jackson	Mark Jackson Planning	The Policy is overly restrictive. Maldon is very rural and it is unlikely that there will be sustainable means of transport to some of the potential sites for tourism. Further alternative suitable uses for tourist facilities could be made, such as allowing for the conversion to rural housing of existing less viable tourist accommodation establishments. The policy should be more proactive at permitting uses such as cafes/ restaurants and holiday accommodation throughout the rural area and remove the emphasise on directing such facilities to the two towns.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District.
Elliott	George			
ann	cutting			
Sharon	Cushen			
Ian	Tooley			
Sally	Tokeley			
Kate	Ellis			
Christina	Chan			
Tim	Holdsworth			
Graham	Snow			
Kevin	Ashman	Estates and Agency Strategic Land	No comment.	Comment noted.
Sarah	Packard			
Jake	Nugent	Endurance Estates Ltd		
Martin	Cook			
Clifford	Brown			
Steve	Gallant	Crouch Valley Defence Group		
Lesley	Woodley			
John	Buchanan		Approach is OK	Support for the policy noted.
Kirsty	Rowsell			
Tim	Bradford	leadenhall		
Philip	Wakeling			
Jacky	Bannerman	Woodham Walter Parish Council	<p>The District with its extensive coastline is an ideal opportunity to grow the economy through coastal tourism. Policy E5 contributes positively to the growth of local tourism in a sustainable manner and realises opportunities that arise from the District's landscape, heritage and built environment. This realisation should not allow the wanton destruction of high value landscape or other community facilities such as golf courses.</p> <p>Development for new tourist attractions, facilities and accommodation should clearly demonstrate an identified need for the provision proposed and have good connections with other tourist destinations.</p> <p>The District is a coastal visitor attraction and will continue to be as it is a commuter area. The tidal range is a limiting factor to promoting longer vacation periods.</p> <p>The focus of E5 should be on the coastline rather than on the agricultural hinterland. Because of its proximity to 'commuter land' it is unlikely that there will be a marked change to longer term breaks with day visits being the most popular.</p>	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District.
David	Brock			
Mark	Tentori	Mazdev Limited		
Niki	Halls			

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Peter	Ingram		I think sympathetic provision of accommodation is required but it would be easy to kill the beast with the cure.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District
Jane	Pilgrim		Free parking	The LDP Review does not cover free parking.
Judith	Radcliffe		Any provision should be good quality - to encourage upmarket tourism only. The heritage of the towns and the natural beauty of the maritime rural landscape deserves no less.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District
Stewart	Geden			
Anita	Thomas	Bank		
Andrew	Ashworth			
michael	smith			
Christopher	Mabbutt	Burnham Primary School		
Mary	Putt		Maintain the area as currently and concentrate on marketing. No one wishes to stay in a concrete jungle where moving around is challenging.  Tourism is about rest, refocusing and doing something different. the estuaries, the quaint towns of, the countryside and the vineyards offer that - we could become 'Petit France of Essex' if the work was done to promote the area.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. Other policies in the LDP will assist in protecting the character of the District.
Simon	Priest			
Philippa	Marshall			
Lewis	Cook	Form Architecture Ltd.		
EDWARD	GITTINS	Edward Gittins & Associates		
Steve	Williamson			
James	Cowell	E & B R Cowell		
Colin	Hawkes			
Ronald	PIPER			
Alan	Shrimplin	N/A	Yes it needs to include specifics for BOC, over the past 5 years we have seen less rather than more. With hardly any employment in Burnham and the Dengie and very high levels of outward commuting , increasing Tourism was a key plank in the original LDP. Since then we've lost our Tourist Information Centre/Service and a competitive tourism website, plans to promote Burnham as the gateway to RSPB Wallasea have died	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District which would include Burnham on Crouch.
John	McLarty			
John	McLarty			
Norman	Branch	N/A		
John	McLarty			
Valerie	Coleby	Berrys		
James	Clarke			
David	Stilwell			
Ann	Thomas			
michael	harris			
Geoffrey	Cox			
John	McLarty			
Kevin	Bruce			
Barrington	Thomas			
Richard	Edwards			
Robyn	Woloszczuk			
Lesley	Speller			
William	Shepherd			
Nicola	O'Dean	Balgores Motors		
Alexander	Romanq			
Hayley	Holgate	ECC		
Eirlys	Parry	N/A		
victoria	newson	Childrens Nursery	Visitors need somewhere to park to stay and visit and spend money in the area, inadequate parking for the high streets.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District in many cases because the Council does not have control over the situation, high street parking is not something the LDP can provide.
Michael	Unwin	N/A		
Tony	Barber			
Nick	Mason	ECOClassics		
David	Banfield			
Melanie	Osborne	Motor Trade		
Stuart	Turner	Essex search and rescue		
Mike	Carpenter	CODE Development Planners Ltd		
ian	wilson	cm36pt		
Phillip	Wright	CALA Homes (North Home Counties) Ltd		
.	.	SN Developments		
.	.	Cooper Property Holdings Ltd		
Jane	Coleman	Maldon Town Council		
c/o Agent	c/o Agent			
kelly	tilley			

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Catherine	Bicknell	Mid and South Essex Health and Care Partnership		
N	Baseley	IBA Planning Ltd		
Sue	White		This needs to expand to encompass the rural nature of our district, as it primarily seems to focus on existing and town based businesses. We need more of a whole district approach.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District
Sarah	Yates			
Leonard	Lewis			
Roy	Martin	Mr Roy Martin	There is blossoming industry for viticulture along the Crouch Valley which the authority has barely recognised (Maldon District has more vineyard sites than any other administrative district in the country), it is already focus of national attention for quality of its wines and its fruit and a major visitor and tourism draw. Visit Essex has shown some Support noted and Maldon District are assisting with some road signage at the entrance to the district but this is an area where much greater Support noted and interest is required as the industry expands.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District this includes the viticulture industry.
R	Minney			
Tim	Grant	Evolution Town Planning		
Simon	Butler-Finbow	Pigeon Investment Management		
ANNE	OSBORN	Purleigh Community Shop		
Stephen	Hodgkinson		Only in respect of reference to Essex Coast RAMs SPD and also to reflect the greater flexibility in Use Class E and F.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The intrinsic character of the District will be supported within the overall policies of the Plan
c/o Agent	c/o Agent	Maldon Wick Limited		
ZOE	HOSTY			
S	Swain			
Kevin	Coleman	Phase 2 Planning		
John	Lawrence			
Diane	Wallace			
Jonathan	Aldis	Good life Countryside Services		
sara	doran		there should be more Support noted for actively promoting tourism - both through events, holiday accommodation, campsites, cycle routes and bridle ways - encouraging tourism and leisure, promotion of events in the district - and if a new settlement is developed, perhaps one option would be to create a large community space designed to host events. I think that businesses in rural zones, Support noting the tourism industry should be actively encouraged - they bring money to the local economy and also provide work opportunities	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District.
Grace	Godwin			
Sue	Hillman			
michael	carr	NHS		
Colin	Horner	Villageretreat	The attractions in Maldon are spread out and are not ideally located. The combined military museum is parked in station road and it should be at the Stow Maries airfield where it would create a national attraction. More should be made of the Maldon Museum and we should be looking to attract investment for companies to develop more tourist attractions given the exceptional beauty of the area and coastline. Watersports are under Support noted and the key attraction of the Thames barges seems to be neglected by the council who want to increase their costs without considering the impact on the wider economy of their departure	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The Council cannot comment on individual tourist attractions.
Simon	Plater	Plater + Claiborne		
Mark	Anderson			
Karen	Wellum			
Emma	Wright			
Robert	Scott	Lewis & Scott Retirement Living Ltd		
Linda	Coom			
Caitlin	Soul			
Michelle	Curtis	Tollesbury Parish Council		
Mary	Hammond			
Rob	Bard			
Ian	Drinkwater			
john	hand	N/A		
Emma	Smith	Bradwell on Sea Parish Council		
Tim	Dixon			
Nicola	Taylor	Elixirr		
Graham	Johnson	graham v johnson		
Chris	Yates			
Tim	Hann			
Burnham	Town Council	Burnham on Crouch Town Council	We need to strengthen tourism and offer the 'Crouch Vale Experience'. The LDP lacks imagination and requires an integrated approach.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The Council cannot comment on individual tourist attractions.
Sally	Everitt	Community360		
Mark	Garrett			

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Justin	Barkham	Self employed	I consider that the policy is appropriate. We commend the recognition within the Policy for the importance of the District's landscape and heritage assets, and their protection, to Support noted the tourism economy; and the avoidance of any impact on these.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The intrinsic character of the District and its heritage assets will be supported within the overall policies of the Plan.
Paul	Vidler			
Poppy	Vidler	Crown Consumer Ltd		
Victoria	Long			
Victor	Staines			
Jayne	Moore	Essex County Fire and Rescue Service		
Stephen	Sutton			
Kevin	Bennett			
Nicholas	Matthams			
Christian	van Stolk	RAND Europe		
Nicholas	Jepson			
Pamela	Lacey			
Chloe	Soul			
carole	kirk			
Sharon	Jackson			
RICHARD	GROUT			
Tim	Madelin		Tourism should not be Support noted until we have a reliable public transport network	The LDP Review is looking at active transport options and a more intergrated approach to transport.
Charles	Bishop			
Paul	Jewiss	Self Employed		
Joanna	Jeffery	Allthorne Parish Clerk		
Deborah	Anderson	NHS		
John	Pilgrim	Self employed		
Gloria	Gold	London Design and Engineering UTC		
Linda	Curry			
Lucy	Waterhouse			
Jon	Mayhew			
James	Goody	James Goody refurbishments		
Paul	Coppin		we commend the recognition within the policy for the importance of the district's landscape and heritage assets and their protection, whilst Support noted the tourism economy	Support noted.
Johanna	Dale			
Tracy	Kinnane			
Steven	Bardwell	S P Bardwell Ltd		
David	Oxford	Lloyds Banking Group		
Stephen Francis	Dewick	Curry Farm		
Carlos	Rodriguez			
George	Dixon			
Rebecca	Tucker			
Mark	Faraway			
T	Kettleley		The development of the wine industry within the district needs Support noted as a destination for visitors.	Support noted.
Elizabeth	Weston			
Jacky	Barber			
Douglas	Channer	Private		
Ursula	Benjafield			
Paul	Mitchell			
Kristian	Tokeley	CTC Construction Ltd		
Lynda	Bugg			
Ziyad	Thomas	Churchill Retirement Living / McCarthy Stone		
James	Campbell	HMPPS		
William	Moss			
Simon	Mackenzie Smith			
Richard	Udall			
Rosalind	Bishop			
Paul	Burgess	None	Visitor numbers are probably overstated and in reality the attractions of a rural cul de sac such as the Dengie are pretty limited. Do we really want more cars on our inadequate road system?	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The LDP Review is looking at active transport options and a more intergrated approach to transport.
John	Symington			
D	Cooper			
C/O Agent	C/O Agent			
Zoe	May	East of England Ambulance Service NHS Trust		
Roger	Woodcock			
Michael	Manning			
Jack	Inglis	Kelvedon Hall		
Peggy	Shields			
Dawn	Adams	Catesby Estates		

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Braxted and Blackwater Conservation Grou	BBCG	The Braxted and Blackwater Conservation Group (BBCG)	We consider that the policy is appropriate. We commend the recognition within the Policy for the importance of the District's landscape and heritage assets, and their protection, to Support noteding the tourism economy; and the avoidance of any impact on these.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The intrinsic character of the District and its heritage assets will be supported within the overall policies of the Plan.
Wayne	Tilley	RTG Group Limited		
David	Dronfield	Braxted park		
raymond	dundas	Householder		
John	Peirson			
Ron	Brown	Corporate		
Roger	HAWES			
Anne	Hull	Elmwood Equestrian Centre		
Matthew	Bloxham	Matt		
Julia	Morris			
Amanda	MacKenzie			
Jenny	Shepherd			
Jack	Ellum		Policy E5 Tourism – yes urgently! another big subject for another time.	Comment noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District.
Bernard	Steeple			
Anna	mccomb	NHS Property Services Ltd		
Natalie	Kermath	Environment Agency		
Peter	Knights			
John	Watson			
Unknown	Unknown	Ministry of Defence		
Josh	Plant	Gladmans		
Duncan	Clark		We consider that the policy is appropriate. We commend the recognition within the Policy for the importance of the District's landscape and heritage assets, and their protection, to Support noteding the tourism economy; and the avoidance of any impact on these.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The intrinsic character of the District and its heritage assets will be supported within the overall policies of the Plan.
Patricia	Smith			
Mick	Sargeant			
John	Cockerell	Hatfield Peverell Parish Council		
Catherine	Williams	C/O Savills (Agent)		
Tom	Kelly			
Linda	Gemmill			
Linda	Gemmill			
Mark	Norman	Highways England		
*	*			
*	Willmott			
Thomasin	Foster			
Ivor	Watson			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
Alan	Massow		The LDP Review will seek to Support noted development which contributes positively to the growth of local tourism in a sustainable manner and realise opportunities that arise from the District's landscape, heritage and built environment. The Council Support noteds this approach.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism across the District. The intrinsic character of the District and its heritage assets will be supported within the overall policies of the Plan.
*	*			
Ian	Butt			
Sarah	Sayer			
*	*			
				<b>CONCLUSION -</b>

Question 50

First Name	Last Name	Organisation	Question 50. Do you believe this policy (E5 LDP 2017 ) encourages tourism or is it too restrictive?	COUNCILS RESPONSE
Ben	Binder	University of Adelaide		
Lorraine	Bailey	Wickham Bishops Parish Council	The Wickham Bishops Neighbourhood Plan contains policies relating to the environment and these should be taken into account.	Your comments are noted although it is not clear if it specifically relates to the question
Ali	Aldis		I don't know.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
David	Smye	The Maldon Society	It does not encourage tourism by itself - it only provides the framework for others to initiate and develop visitor attractions and facilities - therefore not really proactive.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Stewart	Newlands	Fambridge Lake		
Paula	Stanbury			
Sonia	Whiskin	Financial Services		
Geoffrey	Charge	n/a		
Robert	Collins			
Gavin	Rowsell			
Gareth	Davies	N / A	I don't know. Visitors like coming here and we must balance the need to keep the District as an attractive place for all against the need to look after these visitors.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Ben	Thornett			
Matthew	Wood	Phase 2 Planning		
Jackie	Gibbs			
Tim	Aves			
Helen	James			
Kathy	Day			
Mike	Hayes		Unsure	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Peter	Wakling			
David	Sismey			
Stuart	Willsher	Persimmon Homes Essex		
Sara	Howarth			
Anthony	Fittock		No	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Eissa	Leo			
Daniel	McAllister	Robert Mulholland And Company Limited		
Michele	Williams		Not sure	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Tara	Strydom			
Jenny	Ball		The main draw for visitors to the region is our maritime landscape & heritage and rural landscape & heritage. It seems sensible to retain the policy's focus on ensuring that new tourist facilities don't come at the detriment of the very things that bring visitors here in the first place.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District but not at the detriment of the rural landscape and heritage assets etc.
Cliff	Baron			
Gill	Winsor	Tesco	No it doesn't	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Emily	Benham	Servoca complex care and nursing		
Laura	Cannon			
Shaneen	Illanes			
Sarah	Sapsford		Not too restrictive	Your support is noted.
Merryl	Quilter			
Bear	Keen			
Jessica	Cox		Encourages tourism.	Your support is noted.
Robert	Burton			
Yvonne	Wade			



Question 50

First Name	Last Name	Organisation	Question 50. Do you believe this policy (E5 LDP 2017 ) encourages tourism or is it too restrictive?	COUNCILS RESPONSE
Louise	Bywaters-Smith	Hospitality		
Brooke	Roberts-Morgan			
Patricia	Bunkle			
Stephanie	Ireland		Restricted by car park charges. Could build on the archeological aspect of its history as well as the coastline. Promote more information boards. Promote smaller cultural events.	Whilst suggestions of this detail are outside the scope of the local plan, your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Marc	Rawinsky	M R Sovereign Services Ltd		
Roger	Tiffn		too restrictive	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Kathryn	Beighton	Publishing	Remove the "identified need" - something new and high quality will encourage visitors	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Roy	Warren	Sport England		
STUART	SOWTER			
Mark	Raffray		Refer to response to Q.49.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
April	Rowley			
e	e	e	It does neither.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Kevin	Lagan			
Bill	Withers			
joanna	jeffery			
John	Mitchell		It's fine	Support for the policy as it is noted.
Bethany	Jones	Colchester Borough Council		
magnus	Magnusson	Parker Planning Services	The 'Policy Clarification' for Policy E5 identifies that the district will need to continue to develop tourism related assets such as accommodation, attractions, and unique visitor experiences. The Council identify that they will therefore Support noted proposals which will contribute to improving the district's tourism offer and assets. The current consultation document identifies a continuing shortage of overnight accommodation in particular and the Local Plan review should seek to resolve this. My client's site, BRS7 (or part thereof) could make an important contribution to delivering the Council's commitments in respect of tourism and as these are identified within the pages of the consultation document. The fact that there is a continuing shortage of overnight accommodation in particular would suggest that the extant policy E5 has been too 'restrictive' in this respect.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Nick	Whiteley		N/A	
Peter	Layley			
Rex	Davenport			
Lesley	Mitchelmore	Danbury Parish Council		
Linda	Flowers	Self Employed		
Karen	Neath	Tolleshunt Major Parish Council	Yes, as set out in question 49 we believe the policy could be definitive about what the Council wants its tourism offer to look like and this may also help to focus development of the High Streets.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
N	DA			
Peter	Holmes			
Dorreen	Linton	our group consists of adults, playschool and brownies group		
John	Wileman			
Colin	Pryke			
Richard	Courtney	University Of East London		
sue	Rawlinson	Evolve		
Douglas	Milsted	Heybridge Basin Conservation Society		
Alan	Outlaw	Self Employed	Too restrictive and narrow in its view.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
John	Hitcham		Fine ... Actually mplement it, learn and fine tune it	Your support is noted.
Richard	Kelly	Croudace Homes		
Lindsey	Squire	North Farnbridge Parish Council		
K	Jeffries			
John	Lakin	?		
Andy	Ouelch			

## Question 50

First Name	Last Name	Organisation	Question 50. Do you believe this policy (E5 LDP 2017 ) encourages tourism or is it too restrictive?	COUNCILS RESPONSE
Samantha	Weeks		I think its fine.	Your support is noted.
Carlie	Maves			
James	Rushton		As indicated above (Q49), the policy seems bland, and does not convey a strong conviction that encouraging tourism (of all sorts, but in particular in terms of the Arts) is important to Maldon District Council	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Richard	Martin	Scott Properties		
Mike	Spurgeon	Phase 2 Planning and Development		
C/O Agent Mike	Spurgeon	Phase 2 Planning & Development		
Catherine	Champion			
Terence	Hughes	Burnham-on-Crouch constituent	Yes . Cutting the bureaucracy for events and shows. Help with policing costs at such events and publishing on the media.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.  Event arrangements and costs are outside the scope of the local plan.
Amanda	Mickelsen			
John	Tompkins		Policy E5 contributes positively to the growth of local tourism in a sustainable manner and realises opportunities that arise from the District's landscape, heritage and built environment.  This realisation should not allow the wanton destruction of high value landscape or other community facilities such as golf courses and therefore needs to be more restrictive in these areas.  Assessing and demonstrating the need of such tourist resources needs to be the mainstay of policy.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District but not at the detriment to considerations such as the character of the area, ecology, heritage assets etc.
Samuel	Newton	Anglo European School		
Mary-Ann	Munford			
Jo	Harvey			
Jeremy	Potter	Chelmsford City Council		
Terry	Fleming		Improve infrastructure first then tourism	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Daniel	Goodman	Rochford District council	See Response to Question 49	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Chris	Harvey		See my comments above. The policy was a good one but it cannot be delivered with the current level of input and engagement with the private sector and other key stakeholders.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Philip	Davies		Looks fine to me.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Jane	Senior			
Susan	Cumming	not applicable		
Amanda	Clack		Note : LDP 2017 URL does not activate and cannot therefore be reviewed/considered.	Noted.
Ronald	Edge	Construction Industry		
Daphne	Scott			
Gordon	Mussett	Little Braxted Parish Council		
Kenny	Alexander	Thomas Gainsborough School	Encourages	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
David	Kennedy		see answer to Q 49	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Ronnie	Tongue	state school		
Mark	Behrendt	Home Builders Federation		
Matthew	Cooper		The policy should allow for a flexible and reactive approach, in response to supply and demand.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Sue	Dobson	Essex Bridleways Association		
Terry	Inkpen	None	I think it is just right. don't change it on the current evidence.	Your comments are noted.
christine	collins		No I think it should be unchanged	Your comments are noted.
Stuart	Williams	Ace group		
Reegan	Howles		It is a bit restrictive. I would like to see tourism promoted if it helps to promote the rural economy so that infrastructure can be maintained or improved (without destroying the character of the local villages by creating large residential developments).	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
David	Webb			
Andrew	Marsh	Historic England		
Brian	Haydon			
Jasbir	Singh			
Janice	Jackson			
Jenny	Clemo	Langford & Ulting Parish Council		
Hazel	Notley			
Jean	Brown			

## Question 50

First Name	Last Name	Organisation	Question 50. Do you believe this policy (E5 LDP 2017 ) encourages tourism or is it too restrictive?	COUNCILS RESPONSE
Joanne Stuart	McGinity Dedman	Nil	No	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Roy A Kerry Penny	Clare McKenna McCauley	Charities Tiptree dental	If tourism is to be encouraged then more funds should be allocated to maintain our sea wall and footpaths that are now made in passable every winter by mass walking and more car parking etc for the more rural villages	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District. Funding for the sea wall and footpaths are outside the scope of the local plan. Policies will ensure appropriate parking is provided for new tourism developments.
Jane	Phillips	Solicitors	Note : Unfortunately, the LDP 2017 URL does not activate and cannot therefore be reviewed/considered.	Noted.
David Felicity Lindsey Darren Phil Peter Doug Sally Vera Bob David Tessa Dawn Steven natasha	Rees Gale Wright Weeks Manning Clack Lockwood George Szaikowski Calver Hill Lambert Howles Potter frith		Note : LDP 2017 URL does not activate and cannot therefore be reviewed/considered	Noted.
Vysian	Banyard	TKPC	The Plan should provide for more holiday accommodation and a wide range of activities, whilst recognising that the rural character of much of the Maldon District is what appeals to those visiting the area, and this asset needs to be protected from increasing urbanisation. Care should be taken to ensure that holiday units do not become used as permanent residences!!	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District. Conditions would be included on planning permissions for holiday accommodation ensuring they are not used as permanent residences.
Anthony	Bates		Tourism should be encouraged in popular areas such as for example Maldon and Burnham for example	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Russell Diane Gillian	Howles Carter Hollamby	WSP	As above.	Comments noted.
Luke	Garrett	Obsidian Strategic Asset Management Ltd	Do not wish to comment.	Noted.
Brian Robin Malcolm Peter Chris John Robert	Townsend Fanshawe Finch Taylor Melbourne Brown Hollamby	Retired		
Chris Phil Kate	Waumsley Jacklin Priest	Inovo Consulting Purleigh Community Primary School		
Robert Robert	Jones Stephens	The University of Reading N/A	Do we need a policy which whilst not discriminating against second home owners or week end visitors restricts the number of under utilised properties	This is outside of the remit of planning policy and the local plan.
Gary Pete	SPICER Butcher			
JO	COOMBES		It should consider how strategic tourism links with the RSPB reserve on The Crouch could bring nature tourists to Burnham on Crouch	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Helen Melanie Adam Jonney Joanne Mark	Bridge Allen Medlycott Aldridge Maloney Hurley	Government	Encourages tourism I don't want to encourage tourism	Your comments are noted.
Mark	Hurley	Selfridges	Clearly it doesn't help enough based purely on I'm in the town at least 2-3 times a week and very little tourism.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Portia Neil	Roelofs Burke	Bradwell Power Generation Company Limited	Bradwell B do not have any specific comments to make on this question.	Noted.
Lynne	Goodbourn		We need tourism so don't spoil the area with too many residents	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.

## Question 50

First Name	Last Name	Organisation	Question 50. Do you believe this policy (E5 LDP 2017 ) encourages tourism or is it too restrictive?	COUNCILS RESPONSE
Christopher	Kent		No.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
Lisa	Singh	Direct Call Centres Ltd		
Kevin	Head		See above, but generally encourages tourism	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
Elizabeth	Sawyer Bayliss		no	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
Michael	Partridge			
Kenneth	Northfield			
Jerry	Petts			
Frederick	McMahon			
Sophie	Pryor			
Tracey	Merritt	Dengie Hounds and Horses		
c/o Agent	c/o Agent	Clarion Housing		
Stephanie	Jones	home		
Jo	Crump	Servoca Secure Soutions		
Susan	ARCHER			
Phillipa	Griffiths		It's rather broad and non specific	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
Matthew	Taylor			
Anne	Bailey			
Winifred	Sutherland			
Luclen	Taylor		Yes it does. There's enough history, rural charm and character in the area to attract tourism. The key thing is not to overurbanise the district.	Your comments are noted.
Chris	clark		We have enough tourism	Your comments are noted.
David	Baker		Yes insofar as current planning is not delivering change fast enough. A district covered in anonymous housing stock will not be attractive to tourists.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
Jeremy	Richardson			
Glenna	Wilkins			
Cheryl	Carter	Education	Yes	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
Susan	Mason			
Melad	Kamlow			
Danny	Soul			
Dave	Draper	The Hartford Insurance Group		
Fiona	Barkham	Private Individual		
Isabel	Adcock		A general increase in attractions and some accommodation such as hotels	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
Kevin	Cooper			
Katherine	Whitehouse			
Linda	Soul			
Robert	Wilson			
Sarah-Jayne	Hunt	SJ Aesthetics LTD		
Jonathan	Hunt			
Deborah	de Boltz	Farleigh Hospice		
alan	johnson	sky broadcasting		
Tim	Murphy			
Claire	McGrane			
Tracey	Munford	NA		
Victoria	Cutmore	Endurance Estates		
Jane	Potter	Purleigh Parish Council		
Brian	Haydon	Cold Norton Parish Council		
Rowan	Rampersad			
LUKE	MACFARLANE	S A RAVEN		
Anna	Wombwell	Morris Farm		
Lee	Foster		too restrictive,	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
Ronald	Owen	Not applicable		
Elizabeth	Johns			
Colin	Day			
Vanessa	Horner		Too restrictive. Need to look at other areas in Norfolk to see how they are making better use. Encourage more visitors to district than day visitors	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
Natalie	Bradford			
Harriet	Hurst-Smith			
Brian	Howson	Pharmaceutical company		

Question 50

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Tony	Vanner			
Josie	Vanner			
Tracy	Carroll			
Ian	Roberts	N/A		
Marion	Gunn			
Tony	Ashton	none		
mandy	SHORT			
BRIAN	COLLINS			
Kevin	Money	St. Lawrence Parish Council		
Claire	Udall	1		
Linda	Raffray	1		
John	Cooper			
Peter	Lampard			
Leah	Jewiss			
Elaine	Ketley	South Woodham Ferrers Town Council	N/A	
Tim	Chilvers			
Ruth	Bull	The Othona Communtiy		
Mark	Jackson	Mark Jackson Planning	See answer to Question 49.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Elliott	George			
ann	cutting			
Sharon	Cushen			
Ian	Tooley			
Sally	Tokeley			
Kate	Ellis			
Christina	Chan			
Tim.	Holdsworth			
Graham	Snow			
Kevin	Ashman	Estates and Agency Strategic Land	No comment.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Sarah	Packard			
Jake	Nuqent	Endurance Estates Ltd		
Martin	Cook			
Clifford	Brown			
Steve	Gallant	Crouch Valley Defence Group		
Lesley	Woodley			
John	Buchanan		Policy is OK. Encouragement of tourism should be a separate MDC workflow and so does not need to be part of this review.	Your comments are noted. Tourism is a topic which is included in the local plan; planning applications are submitted for tourism developments and therefore it is considered necessary to have a policy in this regard. This does not overlap with the tourism work that other departments in the Council undertake.
Kirsty	Rowsell			
Tim	Bradford	leadenhall		
Philip	Wakeling			
Jacky	Bannerman	Woodham Walter Parish Council	Policy E5 contributes positively to the growth of local tourism in a sustainable manner and realises opportunities that arise from the District's landscape, heritage and built environment.  This realisation should not allow the wanton destruction of high value landscape or other community facilities such as golf courses and therefore needs to be more restrictive in these areas.  Assessing and demonstrating the need of such tourist resources needs to be the mainstay of policy.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District, but not to the detriment of considerations such as ecology, visual impact, heritage assets etc. The Council will review the existing policy and consider whether it is necessary to retain the part about 'demonstrating the need' of proposals.
David	Brock			
Mark	Tentori	Mazdev Limited		
Niki	Halls			
Peter	Ingram		No I don't think so	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Jane	Pilgrim			
Judith	Radcliffe			
Stewart	Geden			
Anita	Thomas	Bank		
Andrew	Ashworth			
michael	smith			
Christopher	Mabbutt	Burnham Primary School		

Question 50

First Name	Last Name	Organisation	Question 50. Do you believe this policy (E5 LDP 2017 ) encourages tourism or is it too restrictive?	COUNCILS RESPONSE
Mary	Putt		I believe it could - Maintain the area as currently and concentrate on marketing. No one wishes to stay in a concrete jungle where moving around is challenging.  Tourism is about rest, refocusing and doing something different. the estuaries, the quaint towns of, the countryside and the vineyards offer that - we could become 'Petit France of Essex' if the work was done to promote the area.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District. The provision of footpaths and bridlepaths are outside the scope of the local plan.
Simon	Priest			
Philippa	Marshall			
Lewis	Cook	Form Architecture Ltd.		
EDWARD	GITTINS	Edward Gittins & Associates		
Steve	Williamson			
James	Cowell	E & B R Cowell	n/a	
Colin	Hawkes			
Ronald	PIPER			
Alan	Shrimplin	N/A	Yes it needs to include specifics for BOC, over the past 5 years we have seen less rather than more. Reduction of the Tourist information center in BOC	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
John	McLarty		N/A	
John	McLarty		N/A	
Norman	Branch	N/A		
John	McLarty		No	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
Valerie	Coleby	Berrys		
James	Clarke			
David	Stilwell			
Ann	Thomas			
michael	harris			
Geoffrey	Cox			
John	McLarty		No	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
Kevin	Bruce			
Barrington	Thomas			
Richard	Edwards			
Robyn	Woloszczuk			
Lesley	Speller			
William	Shepherd			
Nicola	O'Dean	Balgores Motors		
Alexander	Romang			
Havley	Holgate	ECC		
Eirlys	Parry	N/A		
victoria	newson	Childrens Nursery		
Michael	Unwin	N/A		
Tony	Barber			
Nick	Mason	ECOClassics		
David	Banfield			
Melanie	Osborne	Motor Trade		
Stuart	Turner	Essex search and rescue		
Mike	Carpenter	CODE Development Planners Ltd		
ian	wilson	cm36pt		
Phillip	Wright	CALA Homes (North Home Counties) Ltd		
		SN Developments		
		Cooper Property Holdings Ltd		
Jane	Coleman	Maldon Town Council	yes it encourages tourism	Your comments are noted.
c/o Agent				
kelly	tilley			
Catherine	Bicknell	Mid and South Essex Health and Care Partnership		
N	Baseley	IBA Planning Ltd		
Sue	White		It needs to broaden and encourage rural diversity, over the entire district and not just larger hubs. Planning policy should encourage and enable tourism and visitor attractions.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
Sarah	Yates			
Leonard	Lewis		I think the present policy Support noteds tourism to the right degree without it overwhelming the permanent residents who live in these places and those residents who live in the wider area.	Your comments are noted.
Roy	Martin	Mr Roy Martin	See answer to Question 49	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
R	Minney			

## Question 50

First Name	Last Name	Organisation	Question 50. Do you believe this policy (E5 LDP 2017 ) encourages tourism or is it too restrictive?	COUNCILS RESPONSE
Tim	Grant	Evolution Town Planning		
Simon	Butler-Finbow	Pigeon Investment Management		
ANNE	OSBORN	Purleigh Community Shop		
Stephen	Hodgkinson		See above, but generally encourages tourism	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
c/o Agent	c/o Agent	Maldon Wick Limited		
ZOE	HOSTY			
S	Swain			
Kevin	Coleman	Phase 2 Planning		
John	Lawrence		n/a	
Diane	Wallace			
Jonathan	Aldis	Good life Countryside Services		
sara	doran		needs to encourage tourism more	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
Grace	Godwin			
Sue	Hillman			
michael	carr	NHS		
Colin	Horner	Villageretreat	Too restrictive. Need to look at other areas in Norfolk to see how they are making better use.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
Simon	Plater	Plater + Claiborne		
Mark	Anderson			
Karen	Wellum			
Emma	Wright			
Robert	Scott	Lewis & Scott Retirement Living Ltd		
Linda	Coom			
Caitlin	Soul			
Michelle	Curtis	Tollesbury Parish Council		
Mary	Hammond			
Rob	Bard			
Ian	Drinkwater		it seems to be working well with the current criteria the policy is using	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
john	hand	N/A		
Emma	Smith	Bradwell on Sea Parish Council		
Tim	Dixon			
Nicola	Taylor	Elixirr		
Graham	Johnson	graham v johnson		
Chris	Yates			
Tim	Hann		I don't think that the policy is too restrictive. Guidelines and restriction have to be in place with any scheme to maintain a degree of control. Clearly certain tourist attractions would not be suitable for certain areas. Environmental impact on wildlife and surrounding area, transport and infrastructure including parking, impact on existing local communities, all require consideration prior to approval.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District. The policy will of course take into account factors such as the impact on the character of the area, ecology, parking etc.
Burnham	Town Council	Burnham on Crouch Town Council	As above.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
Sally	Everitt	Community360		
Mark	Garrett			
Justin	Barkham	Self employed		
Paul	Vidler			
Poppy	Vidler	Crown Consumer Ltd		
Victoria	Long			
Victor	Staines			
Jayne	Moore	Essex County Fire and Rescue Service		
Stephen	Sutton			
Kevin	Bennett			
Nicholas	Matthams			
Christian	van Stolk	RAND Europe		
Nicholas	Jepson			
Pamela	Lacey			
Chloe	Soul			
carole	kirk			
Sharon	Jackson		It is fine as it is.	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District
RICHARD	GROUT			

## Question 50

First Name	Last Name	Organisation	Question 50. Do you believe this policy (E5 LDP 2017 ) encourages tourism or is it too restrictive?	COUNCILS RESPONSE
Tim	Madelin		encourages increase in traffic	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Charles	Bishop			
Paul	Jewiss	Self Employed		
Joanna	Jeffery	Aithorne Parish Clerk	I think it is just right, don't change it on the current evidence.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District. All policies must be reviewed to take into account updated evidence and national policies, however this does not mean the policy will be totally changed.
Deborah	Anderson	NHS		
John	Pilgrim	Self employed		
Gloria	Gold	London Design and Engineering UTC		
Linda	Curry			
Lucy	Waterhouse			
Jon	Mayhew			
James	Goody	James Goody refurbishments		
Paul	Coppin		no comment	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Johanna	Dale			
Tracy	Kinnane			
Steven	Bardwell	S P Bardwell Ltd		
David	Oxford	Lloyds Banking Group	Tourism is important and particularly in areas of outstanding natural beauty such as the river Crouch basin	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Stephen Francis	Dewick	Curry Farm		
Carlos	Rodriguez			
George	Dixon			
Rebecca	Tucker			
Mark	Faraway			
T	Kettleley		Yes. Too restrictive.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Elizabeth	Weston			
Jacky	Barber			
Douglas	Channer	Private	Too restrictive.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Ursula	Benjafield			
Paul	Mitchell			
Kristian	Tokeley	CTC Construction Ltd		
Lynda	Bugg		Don't know	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Ziyad	Thomas	Churchill Retirement Living / McCarthy Stone		
James	Campbell	HMPPS		
William	Moss		encourages	Your comments are noted. The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Simon	Mackenzie Smith			
Richard	Udall			
Rosalind	Bishop			
Paul	Burgess	None	Amenity/utility encourages tourism not MDC.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
John	Symington			
D	Cooper			
C/O Agent	C/O Agent			
Zoe	May	East of England Ambulance Service NHS Trust		
Roger	Woodcock			
Michael	Manning			
Jack	Inglis	Kelvedon Hall		
Peggy	Shields			
Dawn	Adams	Catesby Estates		
Braxted and Blackwater Conservation Grou	BBCG	The Braxted and Blackwater Conservation Group (BBCG)	No comment	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Wayne	Tilley	RTG Group Limited		
David	Dronfield	Braxted park		
raymond	dundas	Householder		
John	Peirson			



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First Name	Last Name	Organisation	Question 50. Do you believe this policy (E5 LDP 2017 ) encourages tourism or is it too restrictive?	COUNCILS RESPONSE
Ron	Brown	Corporate		
Roger	HAWES			
Anne	Hull	Elmwood Equestrian Centre	As a riding centre we have people from all over but many from London, yet feel we have very little Support noted or recognition at all from the local council , even though i put myself forward to be a councillor don't feel we are being heard at all . As I said before even when a plan is passed to have a bridle way or byways they have been changed or taken away, with the extra building it means more cars , we feel we put them out and I feel we put novice and young riders In danger by asking them to go on the roads.	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District, including horse riding activities.
Matthew	Bloxham	Matt		
Julia	Morris			
Amanda	MacKenzie			
Jenny	Shepherd			
Jack	Ellum			
Bernard	Steeple			
Anna	mccomb	NHS Property Services Ltd		
Natalie	Kermath	Environment Agency		
Peter	Knights			
John	Watson		No	The Council will work hard to ensure the local plan includes a positively worded tourism policy which encourages all types of tourism to the District.
Unknown	Unknown	Ministry of Defence		
Josh	Plant	Gladmans		
Duncan	Clark			
Patricia	Smith			
Mick	Sargeant			
John	Cockerell	Hatfield Peverell Parish Council		
Catherine	Williams	C/O Savills (Agent)		
Tom	Kelly			
Linda	Gemmill			
Linda	Gemmill			
Mark	Norman	Highways England		
*	*			
*	Willmott			
Thomasin	Foster			
Ivor	Watson			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
Alan	Massow			
*	*			
Ian	Butt			
Sarah	Saver			
*	*			<b>CONCLUSION</b> - More than half of comments consider the policy to be too restrictive and that tourism should be encouraged; some comments stating tourism should be encouraged but not to the detriment of considerations such as the character of an area, ecology etc and ensure there is enough parking. Some comments consider the policy to be appropriate as it is currently, however there is limited explanation as to why this is. A few comments from people who do not want to encourage tourism, or are

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First Name	Last Name	Organisation	Question 51. How could planning policy encourage more visitors to the District other than day visitors?	COUNCILS RESPONSE
Ben	Binder	University of Adelaide		
Lorraine	Bailey	Wickham Bishops Parish Council		
Ali	Aldis			
David	Smye	The Maldon Society		
Stewart	Newlands	Fambridge Lake	Integration of policies, infrastructure to Support noted visitors including campervans and motor homes. Development Support noted for canals and marinas to maximise use and amenity quality.  Recognising the upsurge in UK staycations due to the pandemic, exit from the EU and environmental concerns about international air travel.	Comment noted that it is considered the current policy does not support tourism and is too restrictive, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Paula	Stanbury			
Sonia	Whiskin	Financial Services		
Geoffrey	Charge	n/a		
Robert	Collins			
Gavin	Rowsell		More free parking areas.	It is beyond the remit of the local plan to alter car parking charges, additionally some car parks within the district are not owned by the council and therefore the council cannot influence their charging fees.
Gareth	Davies	N / A	More accommodation (and a wider range of accommodation) for visitors.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Ben	Thornett			
Matthew	Wood	Phase 2 Planning		
Jackie	Gibbs			
Tim	Aves			
Helen	James		If you want visitors to stay overnight you need hotels built close to the facilities. If you want visitors to visit the high street you need to encourage them there. Presently Maldon high street is slowly dieing as access for motorists is being strangled.	Comments noted, however the location of hotels is a commercial decision undertaken by the operator and not the council. In regards to Maldon high street, access for motorists has not changed and neither has the road network or the size of the car parks.
Kathy	Day			
Mike	Hayes		Unsure	N/A
Peter	Wakling			
David	Sismey		More housing on coast etc than can be used for holiday lets	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Stuart	Willsher	Persimmon Homes Essex		
Sara	Howarth			
Anthony	Fittock		I do not think it can. There are limited attractions especially for children when compared to key theme sites.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Eissa	Leo			
Daniel	McAllister	Robert Mulholland And Company Limited		
Michele	Williams		Create foodie zone, upgrade the park and hold more events, encourage walking through signage and draining muddy paths	The south east of the district is part of the 'Grape and Grain Trail' which promotes local produce and businesses.
Tara	Strydom			
Jenny	Ball			
Cliff	Baron			
Gill	Winsor	Tesco	Keep the district looking good. No overdevelopment and build a community away from the rest	The LDP Review process has to take into account future growth, the Council has a statutory duty to ensure that the future housing and economic needs of the district are planned for and it will make a choice on where that growth is going to go and will be undertaking the necessary work to make that decision in the coming months.
Emily	Benham	Servoca complex care and nursing		
Laura	Cannon			
Shaneen	Illanes			
Sarah	Sapsford		Look at other areas where this has worked. Could some of the land put forward be used? Not more premier inns, though	Whilst it is not clear what the comment is referring to, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Merryl	Quilter			
Bear	Keen			
Jessica	Cox		Provide areas for camping.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Robert	Burton			
Yvonne	Wade			

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First Name	Last Name	Organisation	Question 51. How could planning policy encourage more visitors to the District other than day visitors?	COUNCILS RESPONSE
Louise	Bywaters-Smith	Hospitality		
Brooke	Roberts-Morgan			
Patricia	Bunkle			
Stephanie	Ireland		See above.	The council cannot comment any further.
Marc	Rawinsky	M R Sovereign Services Ltd		
Roger	Tiffn		more temporary camp sites and better transport links	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Kathryn	Beighton	Publishing	Encourage small hotels and B&Bs I suppose	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Roy	Warren	Sport England		
STUART	SOWTER		Stop building houses and look at improving places like Burnham/Maldon, better parking and facilities not yet more houses	The LDP Review process has to take into account future growth, the Council has a statutory duty to ensure that the future housing and economic needs of the district are planned for and it will make a choice on where that growth is going to go and will be undertaking the necessary work to make that decision in the coming months.
Mark	Raffray			
April	Rowley			
e	e	e	By delivering more holiday accommodation, especially of good quality. This could include allowing some house boats for a very characteristic experience, and conversion of disused agricultural buildings.  I would Support noted conversion of retail space in Maldon & / or Burnham High Street to a tourist-focused hotel.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Kevin	Lagan			
Bill	Withers			
Joanna	Jeffery			
John	Mitchell		There's not much here that's worth more than a day trip except for sailors and they have boats they can sleep on	The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Bethany	Jones	Colchester Borough Council		
magnus	Magnusson	Parker Planning Services	Appropriately worded LDP Review policies can actively encourage the creation of new tourism and leisure related assets and, perhaps more importantly, overnight visitor accommodation to encourage visitors to stay longer and invest more in the local economy. This may or may not be in the form of an appropriately worded 'Opportunity Site' policy as set out below Copeland Local Plan (2013) Core Strategy & Development Management Policies DPD <a href="https://www.copeland.gov.uk/sites/default/files/attachments/copeland_local_plan_2013_2028.pdf">https://www.copeland.gov.uk/sites/default/files/attachments/copeland_local_plan_2013_2028.pdf</a> 4.11.6 Away from the towns, major Tourism Opportunity Sites will provide for larger-scale tourist activities that may not be possible or appropriate in the urban areas. The Tourism Opportunity Sites will Support noted appropriate, low impact development for the purpose of quiet enjoyment. Development will be expected to relate to the character of the site and wider area. Appropriate development may include activity areas linked by footpaths, cycle routes and landscaping for instance. Some small?scale hard development may be permitted at gateways to the site to facilitate activity in the wider area. The Sites are designed to act as catalysts to boost further tourism infrastructure in the nearby service centres thereby improving the tourism/lifestyle offering and providing valuable economic benefits, safeguarding existing businesses and jobs and creating opportunities for the development of new businesses and employment	Comments noted, as part of the local plan review the council will look at policies adopted by other councils. The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Nick	Whiteley			
Peter	Layley			
Rex	Davenport			
Lesley	Mitchelmore	Danbury Parish Council		
Linda	Flowers	Self Employed		
Karen	Neath	Tolleshunt Major Parish Council	We believe that the District needs to offer more holiday accommodation and a wider variety of activity.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
N	DA			
Peter	Holmes			
Dorreen	Linton	our group consists of adults, playschool and brownies group		
John	Wileman			
Colin	Pryke			

Question 51

First Name	Last Name	Organisation	Question 51. How could planning policy encourage more visitors to the District other than day visitors?	COUNCILS RESPONSE
Richard	Courtney	University Of East London	Increase in medium and long stay vacation sites	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
sue	Rawlinson	Evolve		
Douglas	Milsted	Heybridge Basin Conservation Society		
Alan	Outlaw	Self Employed	If I was guiding MDC I would look in detail at the process Mrs Salsburys had to satisfy to change an old disused (except by drug takers) shelter in Maldon Park to a useful and good addition for the park. Look at the process honestly and then change it!	The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district, however it is not within the remit of the local plan to alter standard planning processes that are used nationally.
John	Hitcham		Easy parking free facilities with a bit step up in capacity. Everything else will follow	The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Richard	Kelly	Croudace Homes		
Lindsey	Squire	North Fambridge Parish Council		
K	Jeffries			
John	Lakin	?		
Andy	Quelch			
Samantha	Weeks		I am unsure.	N/A
Carlie	Mayes			
James	Rushton		My focus is on the Arts. I am convinced that more focus on the creative arts - in particular, on local artists (painters, musicians, theatre companies etc) - would not only generate visitors to the area but also generate income from residents of the area.	Comments noted, your suggestions will be passed on to the relevant team.
Richard	Martin	Scott Properties		
Mike	Spurgeon	Phase 2 Planning and Development		
C/O Agent Mike	Spurgeon	Phase 2 Planning & Development		
Catherine	Champion			
Terence	Hughes	Burnham-on-Crouch constituent	Encourage b&b and hotels by start up grants. Advertising on public transport.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district. The issuing of start up grants is beyond the remit of the local plan.
Amanda	Mickelsen			
John	Tompkins		The District with its extensive coastline is an ideal opportunity to grow the economy through tourism.  The District is a coastal visitor attraction and will continue to be as it is also a commuter area. The tidal range is a limiting factor to promoting longer vacation periods.  Because of its proximity to 'commuter land' it is unlikely that there will be a marked change to longer term breaks with day visits being the most popular. Protecting landscape views and essential rural villages and resources is essential especially where Arcadian Villages are concerned to conserve the character of the District that will otherwise be lost and never regained.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Samuel	Newton	Anglo European School		
Mary-Ann	Munford			
Jo	Harvey			
Jeremy	Potter	Chelmsford City Council		
Terry	Fleming		Ditto50	The LDP has an Infrastructure Delivery Plan which was approved through its examination, infrastructure is agreed with statutory providers such as the NHS and ECC and should be to mitigate the impact of development. Infrastructure is being provided under the terms of S106 legal agreements and will be assessed further as part of the LDP Review work.
Daniel	Goodman	Rochford District council		
Chris	Harvey		Ambitious plans to enhance open spaces such as Promenade Park (Maldon) and Riverside Park (Burnham) have not really taken off as they could have done. I also believe MDC needs to consider reducing costs for hosting events in council owned spaces.	Comments noted however this is beyond the remit of the local plan. The Council will however work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Philip	Davies		The percentage of EV's are increasing annually. It will become increasing important for visitors to be able to recharge their vehicles, therefore, charging stations should be included in the LDP	EV points within the district will be encouraged.
Jane	Senior			
Susan	Cumming	not applicable		
Amanda	Clack		Greater provision for quality or bespoke hotels, pubs and restaurants alongside the provision of bed and breakfast/holiday lets that offer a higher quality visitor experience and attract those for the London and South-East.	The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Ronald	Edge	Construction Industry		

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First Name	Last Name	Organisation	Question 51. How could planning policy encourage more visitors to the District other than day visitors?	COUNCILS RESPONSE
Daphne	Scott			
Gordon	Mussett	Little Braxted Parish Council		
Kenny	Alexander	Thomas Gainsborough School	Incentives of some kind	Whilst it is not clear what is meant by the term incentives, providing such things would be beyond the remit of the local plan.
David	Kennedy		see answer to Q 49	The Council cannot comment any further.
Ronnie	Tongue	state school		
Mark	Behrendt	Home Builders Federation		
Matthew	Cooper			
Sue	Dobson	Essex Bridleways Association	Include an aspiration to create more joined up, safer off-road recreational networks for walkers, cyclists and equestrians. Many people look for cycling or horse riding holidays and this would be a good fit for the existing tourism offering in the district. However, many of the existing roads are unsafe for recreational use and this needs to be rectified if this is to become a reality.	Providing the opportunity for active travel within and between developments and destination locations points is becoming increasingly important. However, the provision of new bridleways needs careful consideration to ensure that new routes link up with the existing network.
Terry	Inkpen	None	Promote the development of affordable holiday accommodation and ensure that it is only used for that purpose for short stay use, be it hotels, lodges or managed B&B. Avoid the use by DHSS for emergency occupation, particularly in the holiday season.	The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
christine	collins		ensure the so called self catering holiday accommodation is used for that purpose only with the appropriate checks and enforcement  Perhaps allow more camping sites	Comments noted, however the enforcement of planning restrictions is beyond the remit of the local plan and therefore would be dealt with by the Enforcement team.  In regards to camp sites, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Stuart	Williams	Ace group		
Reegan	Howles		Maintain areas of greenfield sites. Perhaps to encourage visitors to stay for more than a day, some of these sites could be converted into camp sites with associated amenities, providing a source of income for the rural economy without being as intrusive and destructive as larger, more permanent developments.	The natural environment is protected through the guidance contained in the NPPF and the local plan. The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
David	Webb			
Andrew	Marsh	Historic England		
Brian	Haydon			
jasbir	Singh		By ensuring there are plenty of open spaces and areas of natural beauty.	The natural environment is protected through the guidance contained in the NPPF and the local plan.
Janice	Jackson		By focussing on the lovely views and landscape that we have rather than destroying it with more houses.	The LDP Review process has to take into account future growth, the Council has a statutory duty to ensure that the future housing and economic needs of the district are planned for and it will make a choice on where that growth is going to go and will be undertaking the necessary work to make that decision in the coming months.
Jenny	Clemo	Langford & Ulting Parish Council		
Hazel	Notley			
Jean	Brown			
Joanne	McGinity			
Stuart	Dedman	Nil	No	N/A
Roy A	Clare	Charities		
Kerry	McKenna			
Penny	McCauley	Tiptree dental		
Jane	Phillips	Solicitors	Greater provision for bespoke hotels, pubs and restaurants alongside the provision of bed and breakfast/holiday lets that offer a higher quality visitor experience.	The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
David	Rees			
Felicity	Gale		Stop building houses and encouraging gypsy sites	The LDP Review process has to take into account future growth, the Council has a statutory duty to ensure that the future housing and economic needs of the district are planned for and it will make a choice on where that growth is going to go and will be undertaking the necessary work to make that decision in the coming months.
Lindsey	Wright			
Darren	Weeks			
Phil	Manning			
Peter	Clack		Greater provision for quality or bespoke hotels, pubs and restaurants alongside the provision of bed and breakfast/holiday lets that offer a higher quality visitor experience and attract those for the London and South-East.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Doug	Lockwood	National Grid		
Sally	George			
Vara	Szajkowski			

Question 51

First Name	Last Name	Organisation	Question 51. How could planning policy encourage more visitors to the District other than day visitors?	COUNCILS RESPONSE
Bob	Calver		Finish the caravan park in Burnham on Crouch	Whilst it is not clear which caravan park is being referred to, the caravan park at Millfields in Burnham-on-Crouch has been leased to an independent company and therefore the Council cannot influence the timescale for improvements.
David	Hill	Dandara Ltd		
Tessa	Lambert	Natural England		
Dawn	Howles			
Steven	Potter		Encourage more small units of tourist accommodation, e.g. bed-and-breakfast, Airbnb etc without charging business rates.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district. The charging of business rates is not within the remit of the local plan.
natasha	frith		More Support noted for local wineries and business to offer localised meals on site.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Vysian	Banyard	TKPC	See response to Q50.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Anthony	Bates		This policy should be publicly discussed to gauge local views on the matter	The local plan consultation is open to all members of the public and parish councils to enable them to provide their views.
Russell	Howles	WSP		
Diane	Carter		Caravan park has already been approved in the country park. Car Parks need re-surfacing. The Quay needs correcting as very dangerous in places. Pavements need repairing. Infrastructure needs to be in place to Support noted.	Whilst it is not clear which planning application is being referred to, the caravan park at Millfields has been leased to an independent company and therefore the Council cannot influence the timescale for improvements.  The LDP has an Infrastructure Delivery Plan which was approved through its examination, infrastructure is agreed with statutory providers such as the NHS and ECC and should be to mitigate the impact of development. Infrastructure is being provided under the terms of S106 legal agreements and will be assessed further as part of the LDP Review work.
Gillian	Hollamby			
Luke	Garrett	Obsidian Strategic Asset Management Ltd	Do not wish to comment.	N/A
Brian	Townsend			
Robin	Fanshawe			
Malcolm	Finch			
Peter	Taylor	Retired		
Chris	Melbourne			
John	Brown			
Robert	Hollamby			
Chris	Waumsley	Inovo Consulting		
Phil	Jacklin			
Kate	Priest	Purleigh Community Primary School		
Robert	Jones	The University of Reading		
Robert	Stephens	N/A		
Gary	SPICER			
Pete	Butcher		Events, facilities and location	The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
JO	COOMBES		Ensure the natural and rural environment that visitors appreciate is not built over. Who wants to come to a rural destination to be met with huge, poorly built, ugly housing developments?	The LDP Review process has to take into account future growth, the Council has a statutory duty to ensure that the future housing and economic needs of the district are planned for and it will make a choice on where that growth is going to go and will be undertaking the necessary work to make that decision in the coming months.
Helen	Bridge		More plentiful affordable holiday accommodation either in hotels or holiday apartments.	The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Melanie	Allen	Government		
Adam	Medlycott		Improved parking facilities and transport links	The LDP has an Infrastructure Delivery Plan which was approved through its examination, infrastructure is agreed with statutory providers such as the NHS and ECC and should be to mitigate the impact of development. Infrastructure is being provided under the terms of S106 legal agreements and will be assessed further as part of the LDP Review work.
Jonney	Aldridge		Develop a book fair would bring in international tourists	The Local Plan does not need to include provision for temporary events that may be allowed under permitted development rights.

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First Name	Last Name	Organisation	Question 51. How could planning policy encourage more visitors to the District other than day visitors?	COUNCILS RESPONSE
Joanne	Maloney		There aren't many hotels/b&bs or pubs with rooms in the district	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Mark	Hurley	Selfridges	Create better facilities	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Portia	Roelofs			
Neil	Burke	Bradwell Power Generation Company Limited	Bradwell B do not have any specific comments to make on this question.	N/A
Lynne	Goodbourn		As above, maintain the character of the area encourage local retail business one of local traders etc	The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Christopher	Kent		Yes if it done in the right places.	Comment noted, however the question asked how tourists could be encouraged to visit the area for longer than a day visit.
Lisa	Singh	Direct Call Centres Ltd		
Kevin	Head		Effective marketing and PR are considered to be the most appropriate, rather than planning policy.	Comment noted, the suggestion will be passed to the relevant team.
Elizabeth	Sawyer Bayliss		By making sure the new power station does not happen. By improving the bus system to outlying placs like Bradwell on sea.	The decision on whether a new nuclear power station will be built at Bradwell-on-Sea is not Maldon District Council's.  The development of a nuclear power station and improvements to infrastructure are strategic and/or cross boundary issues which are larger than local issues/projects and cannot be dealt with effectively by one local planning authority or prescribed body individually.
Michael	Partridge			
Kenneth	Northfield			
Jerry	Petts			
Frederick	McMahon			
Sophie	Pryor			
Tracey	Merritt	Dengie Hounds and Horses		
c/o Agent	c/o Agent	Clarion Housing		
Stephanie	Jones	home		
Jo	Crump	Servoca Secure Soutions		
Susan	ARCHER			
Phillipa	Griffiths		One thing that led me to complete this survey is the provision of a bigger, better market in Maldon. What we have right now is embarrassing and not worth visiting, even as a local. Being a Northerner, I love a good market and know how a decent market can attract visitors. My Mum lives in Nantwich, Cheshire, they have a fantastic market twice weekly and in addition have regular specialist markets, such as artisan markets, craft markets, local produce markets.  In addition, the market's location isn't easy for visitors to locate, there's very little signage.  Maybe more markets could be held on the prom as there'd be lots of passing trade, the downside being it doesn't attract prom visitors into the high street...there definitely needs an asserted effort in connecting the high street and the prom.  Another area to think about is the plethora of restaurants and bars, we need to be promoting nights out in Maldon, along side day trippers.	Comments noted, the relevant team will be notified of your suggestions however the council are aware the market is an area that needs improving and this is being looked at along with the general retail offer in the high street.
Matthew	Taylor			
Anne	Bailey		By creating a green zone for people to enjoy the countryside and the river facilities. with plenty of fresh air. I.E. Althorne.	Comment noted. The Council cannot respond on site specifics at this stage of LDP Review however the open countryside is protected under national planning policy and the Local Plan will contain policies regarding the protection of the districts landscapes.
Winifred	Sutherland			
Lucien	Taylor		By allowing diversification of unwanted farmland into visitor attractions that retain the rural character. The vineyard in Althorne is a great example of this.	Comment noted. The Council cannot respond on site specifics at this stage of LDP Review however the open countryside is protected under national planning policy and the Local Plan will contain policies regarding the protection of the districts landscapes.

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First Name	Last Name	Organisation	Question 51. How could planning policy encourage more visitors to the District other than day visitors?	COUNCILS RESPONSE
Chris	clark		Leave the area alone that is why people visit	The LDP Review process has to take into account future growth, the Council has a statutory duty to ensure that the future housing and economic needs of the district are planned for and it will make a choice on where that growth is going to go and will be undertaking the necessary work to make that decision in the coming months. However, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
David	Baker		Yes if the distinct plan includes encouragement for people to develop more destination venues or to develop existing venues that will attract longer staying tourists.	Comment noted, however the question asked how tourists could be encouraged to visit the area for longer than a day visit.
Jeremy	Richardson		Develop the countryside. More nature!	Comments noted, the natural environment is protected through the guidance contained in the NPPF and the local plan.
Glenna	Wilkins		The town should be clean tidy welcoming and easily accessible by road and plenty of parking.	Comments noted, however there have been no changes to the road network allowing vehicles to drive through the town or reduction in car parking facilities.
Cheryl	Carter	Education		
Susan	Mason			
Melad	Kamlow			
Danny	Soul			
Dave	Draper	The Hartford Insurance Group		
Fiona	Barkham	Private Individual		
Isabel	Adcock		allow parking to be made easy; provide re-charging points;	The Council will encourage the installation of electric vehicle charging points.
Kevin	Cooper			
Katherine	Whitehouse			
Linda	Soul			
Robert	Wilson			
Sarah-Jayne	Hunt	SJ Aesthetics LTD		
Jonathan	Hunt			
Deborah	de Boltz	Farleigh Hospice		
alan	Johnson	sky broadcasting		
Tim	Murphy			
Claire	McGrane			
Tracey	Munford	NA		
Victoria	Cutmore	Endurance Estates		
Jane	Potter	Purleigh Parish Council	Planning Policy could encourage more visitors (other than day visitors) to the district by securing more small units of tourist accommodation, e.g. bed-and-breakfast, Airbnb, etc. without charging their proprietors business rates.	The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.  The charging of business rates is not within the remit of the local plan.
Brian	Haydon	Cold Norton Parish Council		
Rowan	Rampersad		By recognising the developing vineyards in the area as a cultural change from farmland	Comments noted, the vineyards in the district form part of the 'Grape and Grain Trail', any alterations to the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
LUKE	MACFARLANE	S A RAVEN		
Anna	Wombwell	Morris Farm	Improve public transport, cycle ways and footpaths. Therefore improving accessibility for visitors. For example, make coming out of London for the weekend easier and being able to move around the district without a car.	The LDP has an Infrastructure Delivery Plan which was approved through its examination, infrastructure is agreed with statutory providers such as ECC and should be to mitigate the impact of development. Infrastructure is being provided under the terms of S106 legal agreements and will be assessed further as part of the LDP Review work.
Lee	Foster		keep developments away from tourist areas such as the crouch valley trainline to encourage tourism to come from highly populated areas I.E London via a carbon neutral method of transport to enjoy the beauty of the Maldon district and the local produce	At the present time the Council cannot comment on whether individual settlements can or cannot accommodate future growth. The LDP Review process has to plan for future growth and it will have to be accommodated within the District. The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district and will encourage sustainable mode of transport.
Ronald	Owen	Not applicable		
Elizabeth	Johns			
Colin	Day			
Vanessa	Horner			
Natalie	Bradford			
Harriet	Hurst-Smith			
Brian	Howson	Pharmaceutical company		
Tony	Vanner			



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Josie	Vanner			
Tracy	Carroll			
Ian	Roberts	N/A		
Marion	Gunn			
Tony	Ashton	none		
mandy	SHORT			
BRIAN	COLLINS			
Kevin	Money	St. Lawrence Parish Council	We cannot understand why we don't have AONBs round here. And there is a real case for increased protection for the landscape. The gaps in the areas covered either by AONBs or National Parks are very telling!	The council cannot designate areas of outstanding natural beauty, this is the work of Natural England and therefore falls outside the remit of the local plan.
Claire	Udall	1		
Linda	Raffray			
John	Cooper			
Peter	Lampard		By restricting excessive development and maintaining existing character.	The LDP Review process has to take into account future growth, the Council has a statutory duty to ensure that the future housing and economic needs of the district are planned for and it will make a choice on where that growth is going to go and will be undertaking the necessary work to make that decision in the coming months.
Leah	Jewiss			
Elaine	Ketley	South Woodham Ferrers Town Council	N/A	
Tim	Chilvers			
Ruth	Bull	The Othona Communtiy	Othona is committed to achieving the vision of the LDP in relation to our contribution to renewable energy, sustainable tourism, coastal/estuarine enhancement, and provision of permanent accommodation for resident staff as well as accommodation for visitors. We welcome the opportunity to work in partnerships to conserve and enhance heritage assets and their tranquil settings.	Support noted.
Mark	Jackson	Mark Jackson Planning	A more flexible approach to rural diversification and greater Support noted and marketing at a District level. It might be considered appropriate to allocate sites for tourist accommodation and facilities within the Local Plan.	Comments noted regarding a greater used of marketing, this will be passed to the relevant team. The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Elliott	George			
ann	cutting			
Sharon	Cushen		Transport infrastructure improvements and initiatives - what about a rail loop from Southminster down to maldon and over to Chelmsford or hatfield Peveral	Infrastructure requires funding and if the Council brought forward a railway station and line for Maldon then it would have to consider allocation significant amounts of housing to fund it, this would most likely not be supported by residents.
Ian	Tooley			
Sally	Tokeley			
Kate	Ellis			
Christina	Chan			
Tim.	Holdsworth			
Graham	Snow			
Kevin	Ashman	Estates and Agency Strategic Land	No comment.	N/A
Sarah	Packard			
Jake	Nugent	Endurance Estates Ltd		
Martin	Cook			
Clifford	Brown			
Steve	Gallant	Crouch Valley Defence Group		
Lesley	Woodley			
John	Buchanan			
Kirsty	Rowsell			
Tim	Bradford	leadenhall		
Philip	Wakeling		By strengthening the distinctive character and offer of Maldon and Burnham	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Jacky	Bannerman	Woodham Walter Parish Council	<p>The District with its extensive coastline is an ideal opportunity to grow the economy through tourism.</p> <p>The District is a coastal visitor attraction and will continue to be as it is also a commuter area. The tidal range is a limiting factor to promoting longer vacation periods.</p> <p>Because of its proximity to 'commuter land' it is unlikely that there will be a marked change to longer term breaks with day visits being the most popular.</p> <p>Protecting landscape views and essential rural villages and resources is essential especially where Arcadian Villages are concerned to conserve the character of the District that will otherwise be lost and never regained.</p>	The natural environment is protected through the guidance contained in the NPPF and the local plan. The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.

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David	Brock			
Mark	Tentori	Mazdev Limited		
Niki	Halls			
Peter	Ingram		Is it not day visitors that are key to the towns prosperity	The Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district, this would support day visitors and those who wish to stay longer.
Jane	Pilgrim		See question 49	Comment noted, however this falls outside the remit of the local plan. Furthermore, not all car paks within the district are owned by the council and therefore charges within these car parks are outside the control of the council.
Judith	Radcliffe		Reinstate the Tourist Information Centres. Encourage the development of new hotels, B&B and self-catering accommodation. Help existing historic hotels such as Blue Boar to upgrade.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Stewart	Geden			
Anita	Thomas	Bank		
Andrew	Ashworth			
michael	smith			
Christopher	Mabbutt	Burnham Primary School		
Mary	Putt		Maintain the area as currently and concentrate on marketing. No one wishes to stay in a concrete jungle where moving around is challenging.  Tourism is about rest, refocusing and doing something different. the estuaries, the quaint towns of, the countryside and the vineyards offer that - we could become 'Petit France of Essex' if the work was done to promote the area.  Footpaths need up keeping and cycle/bridle paths creating.	The LDP Review process has to take into account future growth, the Council has a statutory duty to ensure that the future housing and economic needs of the district are planned for and it will make a choice on where that growth is going to go and will be undertaking the necessary work to make that decision in the coming months.  Improvements to infrastructure is obtained through section 106 legal agreements as a result of planning permissions for developments.  In regards to the creation of cycle/bridleways, providing the opportunity for active travel within and between new developments and destination locations points (such as schools and services) is becoming increasingly important. However, the provision of new bridleways needs careful consideration to ensure that new routes link up with the existing network.
Simon	Priest			
Philippa	Marshall			
Lewis	Cook	Form Architecture Ltd.		
EDWARD	GITTINS	Edward Gittins & Associates		
Steve	Williamson			
James	Cowell	E & B R Cowell	n/a	N/A
Colin	Hawkes			
Ronald	PIPER			
Alan	Shrimplin	N/A		
John	McLarty		Provision of more rural housing accommodation and holiday lets through flexible housing policies	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
John	McLarty		N/A	N/A
Norman	Branch	N/A		
John	McLarty		Provision of more rural housing accommodation and holiday lets through flexible housing policies	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Valerie	Coleby	Berrys		
James	Clarke			
David	Stilwell			
Ann	Thomas			
michael	harris			
Geoffrey	Cox			
John	McLarty		Provision of more rural housing accommodation and holiday lets through flexible housing policies	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Kevin	Bruce		Allow provision of small units in small numbers in appropriate locations for overnight accommodation. No great big schemes of more caravan parks. Use landscaping to mitigate such units.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Barrington	Thomas			
Richard	Edwards			
Robyn	Woloszczuk			
Lesley	Speller			
William	Shepherd			
Nicola	O'Dean	Balqores Motors		

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Alexander	Romang			
Hayley	Holgate	ECC		
Eirllys	Parry	N/A		
victoria	newson	Childrens Nursery	Have facilities for visitors to want to see. eg green spaces to walk and explore, public toilets, restuarants, cinemas, independent shops, cafes.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Michael	Unwin	N/A		
Tony	Barber			
Nick	Mason	ECOClassics		
David	Banfield			
Melanie	Osborne	Motor Trade		
Stuart	Turner	Essex search and rescue		
Mike	Carpenter	CODE Development Planners Ltd		
ian	wilson	cm36pt		
Phillip	Wright	CALA Homes (North Home Counties) Ltd		
		SN Developments		
		Cooper Property Holdings Ltd		
Jane	Coleman	Maldon Town Council		
c/o Agent	c/o Agent			
kelly	lilley			
Catherine	Bicknell	Mid and South Essex Health and Care Partnership		
N	Baseley	IBA Planning Ltd		
Sue	White		To encourage more FITS (free independent travelers) as these tend to stay in boutique and private hotels and properties. Though we have developed larger hotels, when people have asked for luxury accommodation it is either lacking or already booked. Encourage re-use of redundant buildings for tourism. Encourage a destination focused policy, encouraging and enabling different destination attractions. Encourage rural tourism diversification.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Sarah	Yates			
Leonard	Lewis		Maybe small selective non permanent touring caravan sites such as the 'Caravan Club' could be encouraged in areas that would not impose themselves upon sensitive beauty spots.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Roy	Martin	Mr Roy Martin	A mix of many things, but better road and rail infrastructure is amongst them.	The present LDP has an Infrastructure Delivery Plan which was approved through its examination, infrastructure is agreed with statutory providers such as the NHS and ECC and should be to mitigate the impact of development. Infrastructure is being provided under the terms of S106 legal agreements and will be assessed further as part of the LDP Review work. The matter in the majority of cases is not that infrastructure has not been provided but that its trigger points such as the number of homes completed has not been reached. This matter is monitored carefully and contributions pursued as they become liable.  Infrastructure requires funding and if the Council brought forward a railway station and line for Maldon then it would have to consider allocation significant amounts of housing to fund it, this would most likely not be supported by residents.
R	Minney			
Tim	Grant	Evolution Town Planning		
Simon	Butler-Finbow	Pigeon Investment Management		
ANNE	OSBORN	Purleigh Community Shop		
Stephen	Hodgkinson		Effective marketing and PR are considered to be the most appropriate, rather than planning policy.	Comments noted, this will be passed on to the relevant team.
c/o Agent	c/o Agent	Maldon Wick Limited		
ZOE	HOSTY			
S	Swain			
Kevin	Coleman	Phase 2 Planning		
John	Lawrence		n/a	N/A
Diane	Wallace			
Jonathan	Aldis	Good life Countryside Services		

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sara	doran		There could be development of more holiday accommodation, more opportunities for eg allowing homes to develop garden units for holiday rental, allowing temporary holiday period camping sites, encouraging development of hotel accommodation (in keeping with the local environment - rather than more travel lodges) or bed and breakfast options within the district. allowing development for tourism of temporary structures, or structures that can be used for part of the year.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Grace	Godwin			
Sue	Hillman			
michael	carr	NHS		
Colin	Horner	Villageretreat	Encourage smaller accommodation sites and small hotels	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Simon	Plater	Plater+Claiborne		
Mark	Anderson			
Karen	Wellum			
Emma	Wright			
Robert	Scott	Lewis & Scott Retirement Living Ltd		
Linda	Coom			
Caitlin	Soul			
Michelle	Curtis	Tollesbury Parish Council		
Mary	Hammond			
Rob	Bard			
Ian	Drinkwater		Better promotion of the areas tourism, heritage and rural interests.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
john	hand	N/A		
Emma	Smith	Bradwell on Sea Parish Council		
Tim	Dixon			
Nicola	Taylor	Elixirr		
Graham	Johnson	graham v johnson		
Chris	Yates			
Tim	Hann			
Burnham	Town Council	Burnham on Crouch Town Council	Deliver the park homes site in Riverside Park which has already been approved.  Improve car parking for visitors – for instance resurface the car park near the skateboard park.	Whilst it is not clear which planning application is being referred to, the caravan park at Millfields has been leased to an independent company and therefore the Council cannot influence the timescale for improvements.  The resurfacing of car parks does not fall within the remit of the local plan.
Sally	Everitt	Community360		
Mark	Garrett			
Justin	Barkham	Self employed		
Paul	Vidler			
Poppy	Vidler	Crown Consumer Ltd		N/A
Victoria	Long			
Victor	Staines			
Jayne	Moore	Essex County Fire and Rescue Service		
Stephen	Sutton			
Kevin	Bennett			
Nicholas	Matthams			
Christian	van Stolk	RAND Europe		
Nicholas	Jepson			
Pamela	Lacey			
Chloe	Soul			
carole	kirk			
Sharon	Jackson		Promote the development of affordable holiday accommodation. Make sure that it is only used for that purpose of holidays.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
RICHARD	GROUT			
Tim	Madelin		Should not do this until transport issues resolved	The LDP has an Infrastructure Delivery Plan which was approved through its examination, infrastructure is agreed with statutory providers such as the NHS and ECC and should be to mitigate the impact of development. Infrastructure is being provided under the terms of S106 legal agreements and will be assessed further as part of the LDP Review work.
Charles	Bishop			
Paul	Jewiss	Self Employed		

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Joanna	Jeffery	Althorne Parish Clerk	Promote the development of affordable holiday accommodation and ensure that it is only used for that purpose for short stay use, be it hotels, lodges or managed B&B. Avoid the use by DHSS for emergency occupation, particularly in the holiday season.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Deborah	Anderson	NHS		
John	Pilgrim	Self employed	Free parking	It is beyond the remit of the local plan to influence the charging of car parking, furthermore the council does not own all of the car parks within the district and therefore cannot influence the prices of privately owned car parks.
Gloria	Gold	London Design and Engineering UTC		
Linda	Curry			
Lucy	Waterhouse			
Jon	Mayhew			
James	Goody	James Goody refurbishments		
Paul	Coppin		no comment	N/A
Johanna	Dale		The provision of safe cycle routes, particularly from the branch line stations to other settlements, would make the district very attractive as a weekend or short break destination for people coming out of London. There needs to be more visitor accommodation that makes the most of our rural area - perhaps the installation of rural/rustic accommodation like shepherd's huts etc. could be encouraged.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.  The LDP has an Infrastructure Delivery Plan which was approved through its examination, infrastructure is agreed with statutory providers such as the NHS and ECC and should be to mitigate the impact of development. Infrastructure is being provided under the terms of S106 legal agreements and will be assessed further as part of the LDP Review work.
Tracy	Kinnane			
Steven	Bardwell	S P Bardwell Ltd		
David	Oxford	Lloyds Banking Group	Development of Burnham on Crouch Marina	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Stephen Francis	Dewick	Curry Farm		
Carlos	Rodriguez			
George	Dixon		Visitors (day or otherwise) should not be prioritised over residents. Maldon is a historic town, but is not a major tourist pull, in comparison to other historic Essex areas like Colchester, or more tourist focused ones such as Southend or Clacton.	Whilst Maldon may not be able to attract the same level of visitors as Southend or Clacton, the hythe and historic town of Maldon and the quay and town of Burnham-on-Crouch are tourist attractions generating significant amounts of economic output for the district and creating a large number of local jobs. The council will therefore support the tourism industry and aim to encourage developments that support tourism within the district, to support local jobs and the districts economy.
Rebecca	Tucker			
Mark	Faraway			
T	Kettleley		Vineyards need better Support noted to become destinations for tastings and overnight stays. RSPB reserves over from Burnham can destination points with Burnham as a staging post.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Elizabeth	Weston			
Jacky	Barber			
Douglas	Channer	Private	make sure that there are enough over night or longer places for people to stay. Especially with staycations being relatively high these days.	Comment noted, the Council will work hard to ensure the tourism policy within the revised local plan will be positively worded to encourage developments that support tourism in the district.
Ursula	Benjafield			
Paul	Mitchell			
Kristian	Tokeley	CTC Construction Ltd		
Lynda	Bugg		Don't know	N/A
Ziyad	Thomas	Churchill Retirement Living / McCarthy Stone		
James	Campbell	HMPPS		
William	Moss			
Simon	Mackenzie Smith			
Richard	Udall			
Rosalind	Bishop			
Paul	Burgess	None	Planning policy could build in a decent road network to make the District accessible.	The LDP has an Infrastructure Delivery Plan which was approved through its examination, infrastructure is agreed with statutory providers such as the NHS and ECC and should be to mitigate the impact of development. Infrastructure is being provided under the terms of S106 legal agreements and will be assessed further as part of the LDP Review work.
John	Syrmington			
D	Cooper			
C/O Agent	C/O Agent			

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Zoe	May	East of England Ambulance Service NHS Trust		
Roger	Woodcock			
Michael	Manning			
Jack	Inglis	Kelvedon Hall		
Peggy	Shields			
Dawn	Adams	Catesby Estates		
Braxted and Blackwater Conservation Grou	BBCG	The Braxted and Blackwater Conservation Group (BBCG)	No comment	N/A
Wayne	Tilley	RTG Group Limited		
David	Dronfield	Braxted park		
raymond	dundas	Householder		
John	Peirson			
Ron	Brown	Corporate		
Roger	HAWES			
Anne	Hull	Elmwood Equestrian Centre	For us as an equestrian centre it would be more bridle ways , one round the sea wall would be amazing	Providing the opportunity for active travel within and between new developments and destination locations points (such as schools and services) is becoming increasingly important. However, the provision of new bridleways needs careful consideration to ensure that new routes link up with the existing network.
Matthew	Bloxham	Matt		
Julia	Morris			
Amanda	MacKenzie			
Jenny	Shepherd			
Jack	Ellum			
Bernard	Steeple			
Anna	mccomb	NHS Property Services Ltd		
Natalie	Kermath	Environment Agency		
Peter	Knights			
John	Watson		We do not have confidence it can . There are limited attractions especially for children when compared to key theme sites.	Through a positively worded policy, planning policy can encourage developments that support tourism.
Unknown	Unknown	Ministry of Defence		
Josh	Plant	Gladmans		
Duncan	Clark			
Patricia	Smith			
Mick	Sargeant			
John	Cockerell	Hatfield Peverell Parish Council		
Catherine	Williams	C/O Savills (Agent)		
Tom	Kelly			
Linda	Gemmill			
Linda	Gemmill			
Mark	Norman	Highways England		
*	*			
*	Willmott			
Thomasin	Foster			
Ivor	Watson			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
*	*			
Alan	Massow			
*	*			
Ian	Butt			
Sarah	Sayer			
*	*			<b>CONCLUSION</b> - Majority of respondents were supportive of developments for tourists, particularly tourist accommodation including camping and caravan sites, it was considered the current policy was not overly supportive of tourism. It was also noted more tourist attractions were needed that took advantage of the districts landscapes. Comments were also submitted regarding better promotion of the district and its offerings.