

Developing the Core Strategy Options

Core Strategy Issues and Options (Task B2)

The SEA Directive requires the Environmental Report to consider “reasonable alternatives, taking into account the objectives and geographical scope of the plan or programme and gives an outline of the reasons for selecting alternatives dealt with” (Article 5.1).

There are various ways and means of meeting the needs of the people who live and work in the town. For this reason, a wide range of options was put forward in the Core Strategy Issues and Options document, published in October 2006. The options presented aimed to guide future development in the town, identify for what purpose, and how the environment can be best protected. The document covered a wide range of topics to be considered in the LDF including:

- The Image of the Town
- Housing and Scenarios for Growth
- Locations for Change
- The Local Economy
- Transport and Accessibility
- Community Infrastructure and Quality of Life
- Biodiversity, Green Space and Urban renaissance, and
- Environmental and Sustainability Issues

The Core Strategy Issues and Options document was mailed out to a wide range of statutory consultees, organisation, local voluntary groups and residents. In addition, approximately 300 people were contacted explaining about the consultation. The Core Strategy Issues and Options consultation was also further promoted by 5 local newspaper advertisements, a radio interview, leaflets and briefing events.

161 completed response forms were received, and comments have been used to inform the development of the preferred approaches for the Core Strategy. Various meetings were also set up with key stakeholders to further discuss the development of the preferred approaches.

Stage B – Developing and refining options and assessing effects

The sustainability objectives as shown above were refined following comments made during the scoping process, and have been used as a framework for the initial appraisal of the Core Strategy issues and options. In accordance with the SEA Directive, the options presented in the Core Strategy Issues and Options document were scored according to their impact on the sustainability of the town. Commentary has also been provided to give a brief summary of the reasoning behind the assessment scores, as well as helping to guide mitigation measures.

For this appraisal, the following assessment criteria was used:

Score	Effect
XX	The option will have a significant negative effect on the sustainability objective
X	The option will have a slight negative effect on the sustainability objective
?	The impact can not be predicted at this stage - potential/uncertain effect
-	No effect/direct link at this stage
✓	The option will have a slight positive effect on the sustainability objective
✓✓	The option will have a significant positive effect on the sustainability objective
S, M, L	Short, medium and long term

Each option and objective within this report has been assessed and scored against the short, medium and long terms. The definitions used are as follows:

Short term – 0-5 years

Medium term – 5-15 years

Long term – 15+ years

Appendix E provides a detailed account of the assessment undertaken for each of the options presented in the Core Strategy Issues and Options document. A narrative of the findings of the appraisal is described below:

Sustainability appraisal findings – Issues and Options

In general, the options presented in the Issues and Options document perform well in sustainability terms, and the choices between them are likely to generate significant sustainability effects. The options are generally geared towards accommodating the number of new dwellings as required by the Regional Spatial Strategy, providing for affordable and diverse housing needs, reducing the need to travel, ensuring good quality urban design, and protecting the countryside and biodiversity.

Table 7 below provides a commentary of the key sustainability issues and problems of the main strategic options, a comparison of the social, environmental and economic effects of the options, as well identification of any significant environmental and sustainability effects of the options proposed. Any proposed mitigation measures, including ways to maximise the beneficial effects, is also provided.

There are some options that are not presented in the summary below. This is because they will not provide an outcome in themselves, are a process, or have already been appraised through different mechanisms. These options, and reasoning of why they have not been appraised, are listed in the detailed matrix in Appendix E.

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
Chapter 5 – The Image of the Town			
1. A centre for excellence for education and training	<p>The strongest theme for this scenario is to provide more education and training for the town's residents. It is not specifically providing new facilities for this to take place.</p> <p>The provision of education opportunities can contribute to well-being and will help to alleviate deprivation. It will also improve employment opportunities and help to create a skilled local workforce. However, depending on where educational facilities and opportunities are located and how they are designed, this may result in an increase in car use, road congestion and energy consumption, and the subsequent effects on climate change and air quality</p>		Facilities that may be provided will need to be designed to high sustainable standards, providing methods to reduce energy consumption
2. A high-tech business location	<p>This will help up-skill the community and provide new employment opportunities – to contribute to well-being, alleviating deprivation, and increasing employment opportunities. In turn, these effects will aid economic growth. However, depending on where new businesses are located, how they are designed, and their accessibility, road congestion may be increased, impacting on climate change and the subsequent effects on air quality and energy consumption</p>		Facilities that may be provided will need to be designed to high sustainable standards, providing methods to reduce energy consumption
3. Culture and tourism	<p>This contributes to well-being through the provision of leisure and cultural opportunities, and will help to alleviate deprivation through increased job opportunities (although these are likely to be low paid). Subsequently, this would contribute to ensuring the town becomes a vibrant and distinctive place. However, more visitors to the town will result in increasing levels of congestion. The higher numbers cars will have environmental effects such as the impact on the air quality and energy consumption.</p>		Accessibility to the town will need to be addressed. Sustainable transport modes available to reduce car use
4. A show case for sustainable	The use of this scenario will help to ensure developments are		

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
living	sustainable located and fully consider issues around climate change and protecting/enhancing the natural environment. It will also positively impact on the town as a vibrant and distinctive place. Appraisal of this scenario however, assumes high tech businesses are required to locate to the town to ensure high levels of sustainable construction can be provided for.		
5. A specialist shopping	This scenario will have positive impacts on the economic objectives, and the increased footfall will help to improve the perception of safety and Hastings as a vibrant and distinctive place. However, the increased visitor numbers may impact on air pollution and climate change. Levels of accessibility are unclear, which, if improved, could help to alleviate this.		Accessibility to the town will need to be addressed. Sustainable transport modes available to reduce car use

Comparison and reason for rejecting options: This chapter presented scenarios for the development of the town, rather than specific options – the principles of sustainable development need to be integral to all of them. However, it has been noted that in general, each scenario performs positively against the sustainability objectives - performing positively in helping to create vibrant and locally distinctive communities, and will help to encourage inward investment as the image and offer of the town is enhanced as a result. Scenario 4 however, performs better overall when comparing all the environmental, economic and social effects – providing no negative sustainability effects. These scenarios have been integrated and taken forward as one in the preferred options document.

Chapter 6 – Housing and Scenarios for Growth: Opportunities for Growth

1. Increase the density of development on existing and new brownfield sites, and identifying opportunities for development on some new Greenfield sites of limited size	This option has the potential for significant positive effects in terms of making the best use of land if the brownfield sites are developed first. The need to bring forward Greenfield sites could negatively impact on most environmental objectives due to the need to build, but could impact could be reduced depending on location and design.	Rejected	
2. As option 1, but in addition to work with RDC to develop a Greenfield site on the western outskirts of the town, plus Wilting	Greenfield development is likely to have a significant negative effect in terms of making the best use of land and the impact on biodiversity. The need to bring forward Greenfield sites could negatively impact on most environmental objectives due to the need to build, but could impact could be reduced depending on location and design	Accepted (with amendments)	Provide services and improve accessibility to major greenfield site. Seek to obtain higher levels of sustainable design and construction than currently

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
			required by Building Regulations
<p>Comparison and reason for rejecting options: Whilst option 2 performs worse in sustainability terms (releasing more Greenfield land), one major site releases more potential to provide higher levels of sustainable design and construction, and provide more opportunities to support accessibility and sustainable transport options. Both options perform negatively with regard to environmental objectives, particularly in terms of making the most efficient use of land, protecting biodiversity, energy and water consumption, and the potential to impact on climate change, unless mitigated against. Option 1 has therefore been rejected in light of the better impact of option 2 on sustainability objectives if properly mitigated against.</p>			
Chapter 6 – Housing and Scenarios for Growth: Current Housing Stock			
1. Continue to concentrate resources on improving housing conditions in areas with the worst quality housing stock/living conditions	The improvement of housing conditions will have significant positive effects in improving the health and well being of the population and in making better use of land and buildings. It will also contribute to reducing the deprivation gap and creating safer environments. No negative sustainability effects have been noted.	Selected	To maximise beneficial effects, ensure sustainable design incorporated into improvements.
2. Create more mixed communities in Central St Leonards and Hastings Town Centre by refusing permission for conversions resulting in 1 bed dwellings and promoting larger family sized dwellings	Providing a better housing mix is likely to have a significant positive effect in terms of addressing economic deprivation and helping to achieve social regeneration in deprived areas. In the longer term, it may also encourage private investment in the area. This will help to create mixed communities, but could displace some existing residents. No negative sustainability effects have been noted.	Selected (in part)	
<p>Comparison and reason for rejecting options: These two options were not directly comparable with each other. They both scored well in terms of their sustainability effects and will help to create vibrant and distinctive communities, contributing positively to social and economic regeneration in deprived areas. The creation of family housing in place of existing smaller units could result in the displacement of existing residents if they are not provided for elsewhere. However, the option will have a significant positive effect, particularly in terms of providing a better tenure mix, which will contribute to mixed communities, in line with government guidance. The option to refuse planning permission for certain conversions has not been taken forward due to its practicability in development control terms.</p>			
Chapter 6 – Housing and Scenarios for Growth: Affordable Housing			
1. Require the developer to provide the affordable housing	There are no significant positive or negative effects identified for this option. Slight positive effects and uncertain but likely	Selected	

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
on a suitably located site in his/her ownership elsewhere in the town	to be positive effects are identified for health and well-being; poverty and social exclusion and the opportunity for everyone to access a decent, sustainably constructed affordable home. The provision of affordable homes could contribute to social regeneration and affordable homes could encourage private investment.		
2. Require the developer to pay a commuted sum to the Council so the affordable homes could be built on a site elsewhere in the town - if sites are available	There are no significant positive or negative effects identified for this option. Slight positive effects and uncertain but likely to be positive effects are identified as above.	Selected	
3. Require the developer to scatter the affordable homes throughout the development so there is no concentration on one particular area	The significant positive effects identified for this option include in the medium to longer term a positive impact on the opportunity for everyone to access a decent, sustainably constructed affordable home and in the short as well a medium and long term, this option will help reduce social exclusion and promote mixed communities.	Selected	
4. Require the developer to provide different forms of affordable housing e.g. shared ownership or key worker housing	This option will allow a broader range of people to access affordable housing and will therefore have a significant positive effect on the opportunity for everyone to access a decent, sustainably constructed affordable home. It will also have a slight positive impact on social exclusion by helping to reduce social exclusion and will assist in developing mixed communities, which in turn could assist creating vibrant and locally distinct communities. It could also assist in improving local skills levels by attracting skilled workers to the town.	Selected	
Comparison and reason for rejecting options: These options need not be mutually exclusive and whilst options 3 and 4 are likely to result in significant positive effects in comparison with 1 and 2 in general, each option performs positively against the sustainability objectives. Dependent of the circumstances of individual sites, it may be appropriate to require a developer to comply with either option 1 or 2 where it can be robustly justified in sustainability terms. For this reason all of the options will be taken forward.			
Chapter 6 – Housing and Scenarios for Growth: Housing Types, Sizes and Tenures			
1. Create a specific policy on	Providing lifetime homes is likely to have a positive effect on	Selected	

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
the provision of lifetime homes, extra care and sheltered housing to cater for an ageing population	many social objectives, particularly in terms of improving health and well-being, promoting social inclusion, and creating safe and secure environments for people. No negative effects have been noted.		
2. Introduce a greater proportion of social rented housing in Hastings Town Centre and a greater mix of owner/occupation and social rented in Central St Leonards	This option is likely to have significant positive effects in the long term by creating mixed communities, and helping to revive economically deprived areas such as Central St Leonards. Social rented housing is required to meet the decent homes standards and Code for Sustainable Homes, which will positively affect the environmental objectives such as reducing energy consumption and sustainable design and layout. No negative sustainability effects have been noted.	Selected	
3. Secure a mix of housing sizes and tenures on the Millennium Communities sites at Ore Valley, Station Yard and Seaside Road	This option is likely to have significant positive effects by creating mixed communities, and helping to revive deprived areas. It will also contribute to ensuring people have access to housing, health and well being, and work towards attracting skilled workers, which in turn will have further economic benefits.	Selected	To maximise beneficial effects, apply the design codes or similar to MC site development.
4. Encourage the provision of innovative and attractive larger family housing, i.e., a more balanced mix with 3 or more bed housing, to attract skilled workers to support the economic regeneration of the town	This option has the potential for negative social effects as it does not necessarily provide for all sectors of the community, or provide affordable housing. The upgrading and new development of homes is likely to have a positive effect on contributing to urban renaissance, and will help to achieve economic regeneration and the revival of deprived areas	Selected	To overcome uncertain effects, ensure the new housing is constructed to high standards of sustainable design
Comparison and reason for rejecting options: These options have not been directly comparable with each other. They all score positively in terms of their sustainability effects, and will all contribute to achieving mixed and sustainable communities, working towards the regeneration of more deprived areas in the town.			
Chapter 6 – Housing and Scenarios for Growth: Housing Densities			
1. Specify a range of density targets for housing	Higher density development in the named centres will have significant positive effects in terms of making the most efficient	Selected (with amendments)	To overcome uncertain effects, promote “eco-

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
development in the town along the following lines: Hastings and St Leonards town centres, and the district centres of Hastings at Old Town, Ore and Silverhill at 40-75dph, the rest of the town at 35-55dph	use of land. However, increasing density will result in higher impacts on water and energy consumption, flood risk (dependent on location), climate change, air quality – would need to ensure infrastructure is in place to support densities		density" on greenfield land. Incorporate SUDs into development schemes.
2. All high density schemes (including conversions) be subject to a design assessment process to ensure they provide quality accommodation in terms of living space and amenity	This option is likely to generate significant positive effects by ensuring the most efficient use is made of land and buildings. The option also scores positively by providing opportunities for people to live in decent and sustainably constructed homes, improve health and well-being, accessibility, safety, create well designed and distinctive communities and take into account impacts on environmental objectives	Selected (with amendments) Building for life standards required for major applications	

Comparison and reason for rejecting options: These options are not directly comparable with each other. Both option are likely to generate significant positive effects by making the best use of land when applying high densities. The developments should also be sustainably located to ensure improved accessibility and limit impacts on climate change and air quality. High-density schemes could result in higher demand being placed on water resources and energy consumption – sustainable design principles would need to fully integrated. The provision of design statements would work to overcome these issues, and score positively against the sustainability objectives.

Chapter 7 – Locations for Change

1. Hastings Town Centre	Concentrating development in the town centre will have significant positive social effects as it is in accessible location, will encourage increased footfalls - contributing to crime and fear of crime. Longer terms plans for commercial development will also provide more job opportunities and help to revive Castle Ward, one of the more deprived areas in the town. No negative effects have been recorded.	Selected	Ensure new development is sustainable designed, and accessible by sustainable transport modes to minimise potential negative environmental effects such as air pollution. Sustain town centre health facilities
2. Central St Leonards	Proposals in this area will have significant positive social effects, particularly in terms of reducing deprivation, poverty and social exclusion, and making the best use of land. Plans	Selected	To maximise beneficial effects, ensure new development is supported

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
	will also positively affect economic objectives including enabling economic revival of the more deprived area, social and economic regeneration and attracting indigenous and inward investment over the longer term. Crime and fear and crime, and levels of accessibility will also be enhanced over the medium to longer terms. No negative effects have been recorded.		by sustainable transport methods to reduce car use
3. The Millennium Communities	This option provides many significant positive effects due to the developments being built to high sustainability standards – using Eco-homes/Code for Sustainable Homes standards. The MC sites will benefit the more deprived areas of the town and include facilities aimed at raising education and skills levels. There are potential implications for flooding at Seaside Road and Bulverhythe, and uncertain effects in terms of open space provision at Ore Valley. The MC developments will also have significant positive economic effects, attracting investment and reviving the economy of the more deprived areas of the town.	Selected	Ensure SFRA is taken into account for developments at Seaside Road and Bulverhythe. Ensure open space integrated into new MC developments. Ensure good public transport links integrated into developments out of the town centre.
4. The Seafront	Proposals in this location are likely to result in significant positive effects on health and well-being in the long term as the seafront is made more accessible. In the medium to long term, all sectors of the community are likely to benefit from improved accessibility to leisure opportunities along the seafront. A number of other slight positive effects have been identified relating to social and economic objectives, including community safety; efficient use of land and buildings; and economic revival.	Selected	Ensure SFRA is taken into account
5. Pebsham Countryside Farm	The significantly positive effects identified for this option include, in the long term, increasing access to recreational opportunities (both formal and informal) and protecting, conserving and enhancing biodiversity. No negative effects are identified.	Selected	Need good public transport accessibility to the Park along with walking and cycling opportunities
6. Wilting	No significant positive or negative effects are identified for	Selected	Will need to incorporate

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
	development in this location. In the long term are likely to slight positive effects in terms creating new homes and jobs and businesses, attracting investment and assisting economic growth. Slight negative effects include the development of a greenfield location with impacts on biodiversity and urban renaissance. The long term, unknown effects in terms of impact on social and environmental objectives, are identified. These relate to the design of the development and include effects on air pollution; climate change; water consumption; energy efficiency; waste minimisation and road congestion.		sustainable design and construction methods, including minimisation of water consumption; energy efficiency and waste minimisation.

Comparison and reason for rejecting options: These options were not put forward as either/or situations. The appraisal has looked at the general sustainability of change in these locations – and each has performed well in sustainability terms. They have all been taken forward as locations for change in the preferred options.

Chapter 8 – The Local Economy: Employment Sites

1. Identify new sites for employment use	The identification of new sites for employment use is likely to create significant positive effects in the medium to longer term, in terms of high and stable levels of employment. Sustained economic growth is likely to be achieved and indigenous and inward investment encouraged and accommodated. Positive effects in terms of the economic revival of the more deprived areas of the Town may in part, be dependent of the location of new development. There could be a slight negative effect on air pollution depending on the type of use and the potential for increasing car travel.	Selected	High density development and developments generating significant amounts of traffic will be directed to areas accessible by a range of transport services. Major developments will be required to produce green travel plans, and contribute to transport infrastructure particularly for pedestrians, cyclists and public transport.
2. Strengthen the existing Local Plan policy to protect all employment sites/premises	This option presents no significant negative sustainability effects, although there could be a slight negative effect on the efficient use of land and buildings and urban renaissance if this policy is applied too rigidly.	Selected	

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
3. Protect the traditional use of each site for industrial or office type uses or take a more flexible approach and encourage a mix of employment generating uses	This option is likely to result in a significant positive effect in the medium to long term in that a mix of employment uses could benefit a wider range of people. Slight positive effects are also identified for social and economic objectives. No negative effects are identified. The impact on reducing poverty and social exclusion is uncertain though likely to be positive depending on the location of employment sites.	Rejected	
4. Intensification of existing employment areas	The intensification of existing employment areas is likely to have significant positive effect in terms of the efficient use of land. Intensification is also likely to create significant positive effects in the medium to longer term, in terms of high and stable levels of employment. Sustained economic growth is likely to be achieved and indigenous and inward investment encouraged and accommodated. Positive effects in terms of the economic revival of the more deprived areas of the Town may in part, be dependent of the location of new development. There could be a slight negative effect on both road congestion and air pollution in terms of the increased number of cars/workers to a particular area.	Selected	High density development and developments generating significant amounts of traffic will be directed to areas accessible by a range of transport services. Major developments will be required to produce green travel plans, and contribute to transport infrastructure particularly for pedestrians, cyclists and public transport.
5. Encourage and develop an entrepreneurial base by ensuring the provision of incubator and grow-on space as well as catering for expanding indigenous firms and inward movers	The provision of incubator and grow-on space is likely to create significant positive effects in the medium to longer term, in terms of high and stable levels of employment and Sustained economic growth is likely to be achieved. Positive effects in terms of the economic revival of the more deprived areas of the Town may in part, be dependent of the location of new development. There could be a slight negative effect on road congestion due to the increased car use.	Selected	Improvements to transport infrastructure needed.
6. Require major developers to provide training opportunities	The significant positive effects of this option include a positive impact on skills levels and social regeneration. This option could also have slight positive on poverty and social exclusion. No negative effects have been identified.	Selected	

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
7. Actively support the provision of childcare services	No significant positive effects have been identified for this option. Slight positive effects include reducing poverty and social exclusion by encouraging people to go back to work; also improving education and skills by encouraging people to go back to train. This option may also result in a slight positive effect on improving access to services for all sectors of the community by reducing barriers to work and education/training for parents. This option could have a slight positive impact in terms of providing jobs in child care.	Selected	
8. Explore the potential for live/work units	No significant positive effects have been identified for this option. Slight positive effects include reducing both air pollution and road congestion by reducing the need to travel to work	Selected	

Comparison and reason for rejecting options: These options are not mutually exclusive and for this reason with the exception of option 3, have all been carried forward. Generally each option performs positively against the sustainability objectives with significant positive effects identified in relation to achieving high and stable levels of employment, sustained economic and indigenous and inward investment encouraged. There is also likely to be significant positive on skills levels and in the efficient use of land and buildings. Whilst option 3 does perform well in sustainability terms, our evidence base suggests that a wide range of locations and types of sites and premises are needed to meet a variety of employment needs. The protection of employment land, option 2, ensures that a wide range of provision is maintained. A policy of protection need not prevent other uses in employment areas but will ensure particular safeguards are met before uses falling outside on planning use classes B1, B2 and B8 are allowed. For this reason option 2 has been taken forward in preference to option 3.

Chapter 8 – The Local Economy: Retailing

1. Where possible growth will be accommodated by more efficient use of land and buildings within existing centres	No significant positive or negative effects have been identified for this option. Slight positive effects in the short, medium and long term have been identified for social, environmental and economic objectives.	Selected	
4. Promotion of the evening economy – especially in Hastings Town Centre	No significant positive or negative effects have been identified for this option. Slight positive effects have been identified mainly relating to social and economic objectives.	Selected (overall approach)	
6. Promotion of a mix of uses to include retail, leisure and entertainment, sport and	A number of significant positive effects have been identified for this option. These include in the short, medium and long term, improving accessibility to services, facilities, jobs etc. In	Selected	

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
recreation, offices and other employment uses, education, arts, culture, tourism and housing	the medium to long term, there are likely to be significant positive effects relating to the economic revival in the more deprived areas of the Town, this option will also contribute to sustained economic growth with links to social regeneration. Other slight positive impacts mainly relate to social and economic objectives.		
7. Management of traffic and parking to support regeneration	No significant positive or negative effects have been identified for this option. This option has few direct links with social, environmental and economic objectives. A slight positive effect is identified for road congestion, as successful management will reduce congestion.	Selected	
8. The protection and strengthening of local centres which provide for people's day-today needs – especially in the more deprived areas of the town	The significant positive effect for the option is that in the short, medium and long term, accessibility to services, facilities, jobs etc, is likely to be improved for all. Slight positive effects are also identified for social and economic objectives, including reducing social exclusion, reducing the need to travel and potentially providing local jobs.	Selected	
9. Where existing centres are in decline – first assess the scope for consolidation and strengthening, if this is not possible allow retail units to change to other uses, but strive to retain opportunities for vital local services such as post offices and pharmacies	No significant positive or negative effects have been identified for this option. A number of uncertain outcomes but likely to have slight negative effects have been identified, these relate to social and economic objectives.	Selected	
Comparison and reason for rejecting options: These options are not directly comparable with each other and as such, it has not been possible to select which is the most sustainable. Options 6 and 8 are likely to result in the most significant positive effects, and slight positive effects relating to social and economic objectives are identified all options with the exception of option 9. A number of uncertain outcomes but likely to have slight negative effects have been identified for option 9. A strategic policy will need to cover all of these elements.			
Chapter 9 – Transport and Accessibility			
1. Reduce sole reliance on the	In the medium to long term this option could have a significant	Selected,	

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
car for accessibility to and from new developments and priority to measures that increase accessibility levels by public transport, walking or cycling.	positive effect on reducing air pollution by reducing vehicle emissions, by helping to minimise road congestion, and by supporting access to employment opportunities. There are no identified significant negative effects. A number of slight positive effects are identified, including health benefits through increasing opportunities for walking and cycling and on education and skills by increased access to centres of education opportunities.	subject to completion of LATS (see comparison section below)	
2. Develop quality transport interchanges and links for the integration of all transport modes	There are no significant positive or negative effects identified for this option. Slight positive effects include improved access to public transport, services, facilities, jobs etc, and better transport infrastructure may attract investment.	Selected, subject to completion of LATS	
3. Safeguard key transport corridors to provide for an integrated public transport system	In the medium to long term integrated public transport could have a significant positive effect by increasing access for all sectors of the community to services, facilities, jobs and so on. It will also have a significant positive effect on road congestion and will aid overall economic growth and social regeneration. No significant negative effects have been identified for this option.	Selected, subject to completion of LATS	
4. Provide for 'state of the art' communications, signing and traffic management systems	In the medium to long term this option is likely to have a significant positive effect by helping to minimise road congestion. Although the effect is uncertain it is likely to be positive in terms of the impact on investment – this option could make the area more attractive to investors if journey times are more predictable.	Selected, subject to completion of LATS	
7. Direct high density development to those areas well served by a choice of transport modes and to areas close to transport interchanges, and ensure that developments which would generate large amounts of traffic or which are	In the medium to long term this option is likely to have a significant positive effect on road congestion and pollution levels by helping to reduce car use. In the long term this option could have a significant positive effect on the economic revival in the more deprived areas of the town. No significant negative effects have been identified for this option.	Selected, subject to completion of LATS	

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
of sub-regional importance are located in areas accessible by a range of transport services			
8. Specify the provision of cycle and pedestrian routes and facilities such as cycle racks and lockers in major new developments	There are no significant positive or negative effects identified for this option. There could be slight positive effects on health and well-being in that the provision of facilities will help encourage cycling and walking. There may also be slight positive effect on accessibility; making it easier for people to access and generally encourage the use of sustainable transport modes. Other slight positive effects are identified for environmental and economic objectives.	Selected, subject to completion of LATS	
9. Work with partners to complete the National Cycle Network route through Hastings and encourage the use of greenways	There are no significant positive or negative effects identified for this option. There could be a number of slight positive effects including positive impacts on health and well-being, accessibility, air pollution and road congestion.	Selected, subject to completion of LATS	
11. Ensure car parking is provided to meet the operational needs of users	There are no significant positive or negative effects identified for this option. There could be a slight positive effect on the efficient use of land by ensuring there is no over provision of parking spaces. However, although the effect is not certain there is likely to be a slight negative effect on air pollution by making provision for car use.	Selected, subject to completion of LATS	
12. Upgrading the A21 – making journey times more reliable	There are no significant positive or negative effects identified for this option. Although the effect is not certain there is likely to be a slight negative effect on biodiversity depending on the type and volume of the work needed to upgrade the road. This is also applicable to air pollution and the causes of climate change – by encouraging an increase in car use. There could be a slight positive effect on investment as upgrading the A21 is likely to encourage investment in the Town.	Selected	Would need to ensure there is a choice in travel modes
13. Improved bus routes running well into the evening	There are no significant positive or negative effects identified for this option. There could be a number of slight positive	Selected, subject to	

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
hours, perhaps considering use of mini bus services that visit all of the town not just priority areas.	effects including positive impacts on health and well-being; accessibility; safe & secure environments; vibrant communities; air pollution and road congestion. It may also have a positive effect in increasing accessibility to job opportunities.	Completion of LATS	
14. Identify innovative approaches to alternative transport such as bi-fuel cars, electric cars, LPG fuel, bike powered rickshaws and ferries	There are no significant positive or negative effects identified for this option. A number of slight positive effects are identified including positive impacts on air pollution and the causes of climate change – increasing use of sustainable transport modes will reduce reliance on the car and reduce emissions.	Rejected, not within the scope of the planning system	
15. Develop our transport and business links with France	There are no significant positive or negative effects identified for this option.	Rejected, Not within the scope of the planning system	

Comparison and reason for rejecting options: The 13 measures set out above are not alternative options but represent a suite of policy initiatives, which have been adopted in the interim, pending the completion by East Sussex County Council of the Local Area Transport Strategy (LATS) for Hastings and Bexhill during 2008. The purpose of the LATS is to identify the key local transport issues and to provide a local framework for transport planning in the area.

Chapter 10 – Community Infrastructure and Quality of Life

1. Providing for health & social care facilities supporting the estates strategy of the PCT and the improvement plans of the Conquest & other key health & social care agencies	No negative sustainability effects have been noted. Provision of health and social care facilities will help to ensure there is access to key health services. Such services can provide local employment opportunities.	Selected	Update community infrastructure and development contributions SPD
2. Securing the physical infrastructure needed to maximise the impact of the Higher Education/University campus in the town centre and	No negative sustainability effects have been noted. This option will improve opportunities for and access to educational opportunities, provide opportunities for employment and in the long term contribute to the town's economy.	Taken forward in Town Centre Preferred Approach	

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
ore valley campus along with parallel development of a town wide educational & skills training infrastructure			
3. Making sure that the future land requirements of education & skills, health & social services, local emergency services and utilities are adequately catered for	No negative sustainability effects have been noted. This option will contribute to the creation of vibrant and locally distinctive communities.	Selected – taken forward in community infrastructure policy	
4. Promoting the location of community facilities and services within the area they serve	No negative sustainability effects have been noted. The provision of community facilities can help improve skills (the local training opportunities), contribute to the creation of vibrant and locally distinctive communities and reduce the need to travel.	Selected – taken forward in community infrastructure policy	
5. Safeguarding existing and promoting new opportunities for cultural, recreation and community facilities	No negative sustainability effects have been noted. Access to opportunities for recreation, cultural and community facilities – will contribute to peoples health and well being. This option can contribute to the towns urban renaissance through the re-use and efficient use of land and support the protection, enhancement and accessibility to the towns parks & gardens, coat, historic environment, townscape and landscape. It is unclear what impact the opportunities for recreation and leisure may have on biodiversity.	Selected – taken forward in community infrastructure policy	
6. Making sure land and buildings are used in a way that reflects people's needs and buildings are designed and located in accessible ways that contribute to all sectors of the community	No negative sustainability effects have been noted. The option should ensure any developments ensure the protection of the townscape and historic environment.	Selected – taken forward in Sustainability and design policy	Need to make sure incorporate "secure by design" principles into the design of new buildings.
7. Making sure the design of new buildings, and their	No negative sustainability effects have been noted. The option should contribute to community safety.	Selected – taken forward	Need to make sure incorporate "secure by

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
relationships to adjacent public areas, contribute to improving public safety and minimise crime and the fear of crime		in Sustainability and design policy	design" principles into the design of new buildings
Comparison and reason for rejecting options:			
Chapter 11 – Biodiversity, Green Space and Urban Renaissance: Biodiversity			
1. Provide the highest level of protection for nationally and internationally designated sites	No negative sustainability effects have been noted. It is a legal requirement for European Designated sites and SSSI to be protected. Access to the natural environment contributes positively to people's health and well being, provides space for enjoyment, recreation and leisure and helps to ensure biodiversity is protected, conserved and enhanced. The provision of a high quality natural environment supports economic regeneration and attracting new businesses.	Selected	
2. Avoid damage to locally important wildlife and geological sites wherever possible	This option should ensure locally important wildlife and geological sites are protected from damage – however would need to ensure that where development occurs in close proximity to a designated site, potential damage is identified and mitigated for example by the use of Sustainable Drainage Systems	Selected	Developments in close proximity to important sites need to minimise and eliminate potential impacts
3. Ensure that unavoidable damage to wildlife interest is minimised through mitigation, that any damage is compensated for, and that such measures are monitored	As development pressures increase to provide housing and employment space to meet local needs there is likely to be a growing requirement to build on "green space" which could result in the loss of local biodiversity. Compensation will need to be sought from developers and carefully considered design options to minimise any potential impact.	Selected	Mitigation will need to consider a wide range of design principles including the use of sustainable design and construction techniques, Sustainable Drainage Systems
4. Make sure areas of wildlife importance are accessible and well promoted, identifying areas of opportunity for biodiversity improvement and setting local	Access to the natural environment contributes positively to people's health and wellbeing, provides space for enjoyment, recreation and leisure and helps to ensure biodiversity is protected, conserved and enhanced. Local spaces contribute to the creation of distinctive communities. The Councils Open	Selected	

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
targets to contribute to regional biodiversity targets and quality of life	Spaces Strategy includes targets to improve access to local green spaces, parks and gardens and the Councils Biodiversity Action Plan includes targets to enhance biodiversity.		
5. Influence and apply agri-environment schemes, forestry, flood defence and other land management practices to deliver biodiversity targets	The application of such schemes helps to ensure land in the borough is managed sustainably, make it more accessible to people. In the long term these initiatives will become more important as climate change impacts become more apparent.	Selected	
6. Maintain and establish accessible green networks and open green space in urban areas	Maintaining and establishing access to green networks and open green space will contribute positively to the creation of vibrant and distinctive communities, community safety, to people health and well being, and the conservation and protection of biodiversity.	Selected	

Comparison and reason for rejecting options: This section of the chapter presented policy options to avoid a net loss of biodiversity and actively pursue a net gain. Each option performed positively against the sustainability objectives.

Chapter 11 – Biodiversity, Green Space and Urban Renaissance: Open Space

1. The progressive enhancement of existing provision rather than the creation of more provision - so that priority is given to sites within or adjacent to the most deprived neighbourhoods etc	This option presents no negative sustainability effects. Enhancement of existing sites in the more deprived neighbourhoods will help to combat issues around community safety, improve access to open spaces and contribute to the creation of distinctive communities. Enhancement may also contribute to the protection enhancement and conservation of biodiversity, and economic regeneration of the town	Selected	
2. The identification of accessible Borough-wide spaces and facilities with safe pedestrian and cycle links etc	This option performs positively against the sustainability objectives. Access to green spaces contributes positively to people's health and well-being, and provides opportunities for social interaction. The provision of cycle and pedestrian networks will contribute to providing safe community spaces	Selected	Needs to reflect the Open Spaces Strategy and the spaces it has identified as being significant for the Borough
3. Working with local communities to foster the enhancement of local green	This option performs positively against the sustainability objectives. Access to and "working" with the natural environment contributes positively to peoples well being and	This is an established process for	

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
spaces and residential environment, initially in the regeneration areas	health. Working with local communities provides opportunities to learn & develop new skills. Contributes to the protection, enhancement and conservation of biodiversity.	community involvement	
Comparison: This section presented policy options to support the Council's Open Spaces Strategy. Each option performed positively against the sustainability objectives and will support the strategies ambitions for the provision and management of the towns green spaces.			
Chapter 11 – Biodiversity, Green Space and Urban Renaissance: Children's Play Provision			
1. Designing local greenspaces in such a way as to maximise their play value for children of different ages with opportunities to hide, climb, run around, see nature at work, handle sticks and stones and get dirty and wet	Access to quality play opportunities is essential to children's health and well-being and development. Maximising the opportunities for children's play will help to combat play deprivation and provide spaces for children and families to come together contributing to social inclusion and the creation of sustainable communities	Selected	Must ensure that the spaces are designed to 'design out crime' and that the spaces provide opportunities for informal and natural play
2. Having a relatively small number of large equipped play spaces at key locations around the town that are accessible to all	Access to quality play opportunities is essential to children's health and well-being and development. Maximising the opportunities for children's play will help to combat play deprivation and provide spaces for children and families to come together contributing to social inclusion and the creation of sustainable communities	Selected	Ensure sites are accessible by foot, cycle and public transport
3. Requiring developers to design housing environments in which children have space to play informally and safely and where they have priority over vehicles, and where such spaces contribute to the provision of open space	Access to quality play opportunities is essential to children's health and well-being and development. Maximising the opportunities for children's play will help to combat play deprivation and provide spaces for children and families to come together will contribute to the creation of sustainable communities.	Selected	
4. Planning traffic calming schemes with the objective of making streets child friendly (Play Streets) rather than	Would enable children to play freely and safely on the streets where they live. Help to create a greater sense of community.	Rejected – considered that needs are taken in to	

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
simply slowing down traffic, and where possible promote 'Home Zones'		account in accepted policy	
<p>Comparison and reason for rejecting options: This section presented policy options to support the new approach to play provision in the Parks and Open Spaces Strategy. Each option performed positively against the sustainability objectives and will support the strategies to provide more informal and natural play opportunities within the Borough. The options are not directly comparable as they present proposals ranging from the development of "home zones", to the provision of large fixed playgrounds in the town. A strategic policy would need to reflect all of these elements.</p>			
Chapter 11 – Biodiversity, Green Space and Urban Renaissance: Sense of Place and Local Identity			
1. Prepare an urban design guide for the whole town	No significant or negative effects were noted for this option. Likely significant positive effects would occur in terms of improving good design, particularly in areas of poor quality housing stock. It would also ensure that land and buildings are used more efficiently, and enhance the townscape. However the option would have to take account of the diverse nature of the town. No negative sustainability effects were noted	Rejected – new option presented	
2. Prepare urban design guides for those parts of the town where new development is most likely to impact on features of local identity	No significant or negative effects were noted for this option. However, specific design guides will contribute to protecting and enhancing the townscape, historic environment and parks and gardens in particular. It will also help to address unfit housing stock and help to achieve good quality design, relating to the creation of vibrant and distinctive communities. As above, it will ensure that land and buildings are used more efficiently, and that urban renaissance is encouraged. No negative sustainability effects were noted.	Rejected – new option presented	
3. Prepare site specific design briefs for major development sites	This option presented various significant positive environmental effects. In the long term, design briefs will contribute to achieve best practice in design and environmental performance, helping to ensure sustainable homes are being delivered. It will have a more significant impact in terms of making the best use of land, and will take	Rejected – new option presented	Ensure biodiversity, flood risk, air pollution, climate change, water quality and consumption, energy efficiency, waste, and reducing the need to travel

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
	into account the principles of sustainable design and construction and “secure by design”. Well designed sites will also contribute to the economic revival of more deprived areas of the town, contributing to economic growth and social regeneration		are key requirements to be considered in design briefs.
4. Continue as at present and use our planning resources to address other priorities such as affordable housing or economic development	This option presented only uncertain effects. It is not clear how such an approach will contribute to use of sustainable design and construction techniques, and would not necessarily ensure the best use of land. The option could potentially have an effect on some social or economic objectives, but is unclear in its purpose.	Rejected	
5. Have a policy that encourages developers to invest in public art in the development and surrounding area			
<p>Comparison and reason for rejecting options: In comparing options, option 3 performs the best in sustainability terms, providing significant opportunities for sustainable design and construction, contributing to all social, environmental and economic objectives. However, none of the options presented above have been taken forward in the preferred options document, but a new option presented (discussed later in the report).</p> <p>Options 1 and 2 have not been taken forward due to the diverse nature of the town and the difficulty in encapsulating all the issues in one design guide. Better effects would be achieved if design issues were considered on a site-by-site basis, to ensure the social, environmental and economic issues and fully integrated and considered. Proposals for design briefs as stated in Option 3 will be dealt through the Site Allocations DPD, where it will be indicated if a major development sites will require such a brief, either as SPD or a non-statutory document. Pursuing with option 4 would mean that the environmental objectives would be at risk, and it has been recognised that design and identity are key issues that need to be considered through the LDF.</p>			
Chapter 12 – Environment and Sustainability Issues			
1. Strategic policy to cover issues such as light, air, noise and water pollution	This option presents no negative sustainability effects. Improving levels of pollution will have significant effects on air quality, which in turn, will help to improve environmental considerations such as climate change, biodiversity,	Selected	Ensure new development provides a range of sustainable transport modes to reduce emissions

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
	landscape and townscape, as well as water quality.		and air pollution from increased car use
2. Strategic policy to cover issues such as the risk from flooding	No negative sustainability effects arise from this, and it will have a significant positive impact in terms of managing the risk of flooding. Other benefits include protecting the coast and townscape, improving biodiversity, and mitigating and adapting to climate change	Selected	
3. Strategic policy to cover issues such as minimising water use and requiring water conservation and recycling	No negative sustainability effects have been noted. This option will help to ensure a significant positive effect in reducing water consumption.	Selected	To maximise beneficial effects, water management facilities required in overall design of development
4. Strategic policy to cover issues such as sustainable urban drainage	No negative sustainability effects have been noted. The incorporation of sustainable drainage systems may have a positive effect on biodiversity, depending on their type, and will help to protect the townscape, landscape etc. SUDs will have a significant positive impact in terms of reducing the risk of flooding, particularly from surface water run off.	Selected	To maximise beneficial effects, Sustainable Drainage Systems required in design of development – using SFRA
5. Incorporating renewable energy production facilities into new developments to minimise carbon dioxide production	No negative sustainability effects have been noted – the option has a positive impact on both social and environmental objectives. The incorporation of renewables will help to contribute to more sustainably constructed homes, help to ensure buildings are used more efficiently, and will help to alleviate poverty and deprivation (running costs for occupants are lower). Reducing carbon emissions also contributes to improving air quality and mitigating against climate change. A significant positive impact will be had in terms of reducing energy consumption	Selected	To maximise beneficial effects, require renewables to be provided in new developments
6. Minimising energy use through appropriate layout and orientation, building form and design, and design to take account of the micro-climate	No negative sustainability effects have been noted. Incorporating these measures into new developments will help achieve significant positive effects in terms of increasing numbers of homes sustainably designed and constructed, and increasing energy efficiency. It will also positively impact on health, making the most efficient use of land, climate change.	Selected	

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
	Sustainable design will also result in lower energy demand which will require less power input – less energy demand		
7. Incorporating recycling facilities and using waste as a resource	No negative sustainability impacts have been noted. Decreasing the amount of waste for disposal will have a positive effect in reducing air pollution, and addressing climate change. Significant effects will occur in terms of increasing the levels of recycling by households to meet targets, by incorporating the facilities in new developments	Selected	To maximise beneficial effects, require recycled materials to be used in construction

Comparison and reason for rejecting options: These options were not directly comparable with each other and as such, it has not been possible to select which is the most sustainable. A strategic policy would need to cover all these elements

Chapter 12 – Environment and Sustainability Issues: Sustainable Design and Renewable Energy

1. All new development to meet the minimum level of sustainable construction for example the Building Research Establishment's 'BREEAM' and 'Eco-Homes' standard	<p>This option is now outdated – consider residential development in context of Code for Sustainable Homes.</p> <p>This option will have a significant positive effect on most of the environmental objectives, specifically in terms of sustainably constructed homes, efficient use of land, enhancing biodiversity, energy efficiency, climate change, water conservation and waste management. Building to these standards will also contribute to health and well being, and will help to reduce running costs of buildings, and alleviating fuel poverty. No negative effects have been recorded.</p>	Selected	
2. Require developers to submit an assessment of a development's energy demand and require that at least 10% of this demand is supplied from on site renewable energy	<p>This requirement will have a significant positive impact in increasing the energy efficiency and energy production of new developments, and contributing positively to climate change. This option will also contribute to alleviating fuel poverty and reducing running costs, provide sustainable housing, and will have a positive impact on the town's image. The reduced demand from power stations will also reduce air pollution. No negative effects have been recorded.</p>	Accepted (subject to viability, site size and further evidence gathering)	To maximise the beneficial effects, increase this target over time
3. or should we 'encourage' rather than 'require'?	The encouragement of on site renewable energy would not necessarily mean the sustainable buildings would always be	Rejected	

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
	achieved. This would therefore mean, that there is potential for a negative effect on climate change, efficiency and future levels of energy generation. However, encouraging this provision will have more positive effects than the 'do nothing' option		
4. Should this requirement relate only to housing schemes of 10 or more dwellings and commercial schemes of over 1000msq, or should it relate to all developments?	Relating this to all developments would have more sustainability benefits, particularly in terms of reducing energy consumption, impacting positively on climate change, and making the best use of land and buildings. There is potential for negative effects on these issues if this is not proposed for all dwellings. However, it is acknowledged that there is an issue of viability with this.	Threshold accepted	
5. Should we identify sites/opportunities for renewable energy schemes?	Identifying specific sites will have significant positive effects in terms of mitigating against climate change and generating energy from renewable resources, which will increase over time. Such schemes would contribute to affordability and sustainable design for homes and contribute to a distinctive town. The effects will be uncertain in terms of protecting the townscape, countryside and landscape – this will depend on the types of technologies proposed and their location. This option may also help to attract inward investment in the longer term.	Selected (with amendments, and subject to further evidence gathering)	To maximise beneficial effects, ensure design briefs are prepared for site specific opportunities
<p>Comparison and reason for rejecting options: These options have not all been directly comparable with each other. However, comparisons have been made where appropriate: Option 1 performs very well in sustainability terms, although the new supplement to PPS1 (published after Issues and Options) requires a strong evidence base to support higher levels of development than currently required by the Building Regulations. The option has therefore been taken forward as part of the strategic policy, but is subject to further evidence gathering. Option 2 performs better than option 3 and has significant positive effects over both the short and long term. Option 4 – requiring this for all developments regardless of their size performs better in sustainability terms, having significant positive effects over a number of areas. However, there are economic implications with this, and national planning guidance advises against placing undue burden on developers. Identifying specific sites for renewable energy schemes presents significant positive environmental and social effects, and will also have a positive economic impact over the medium to long term. However this is subject to the availability and suitability of sites – further evidence gathering is needed to ascertain this.</p>			

Option	Social, environmental and economic effects	Selected or rejected	Any proposed mitigation measures
Chapter 12 – Environment and Sustainability Issues: Flood Risk			
1. To adopt the South East Plan policy regarding Sustainable Flood Risk Management	This option was not appraised as it reflects an existing policy already appraised as part of the South East Plan process.	Selected – with variation	To maximise beneficial effects, ensure SFRA integrated into policy

Table 7: Sustainability effects of the Core Strategy Issues and Options