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Date: 5th May 2017

Your Ref:

Our Ref: 061

Via Email: bankssolutionsuk@gmail.com

Mrs Claire Jones-Hughes
Programme Officer
Banks Solutions (Brighton)
6 Brading Road
Brighton
BN2 3PD

Dear Mrs Jones-Hughes

SOUTHEND CENTRAL AREA ACTION PLAN (SCAAP) – REPRESENTATIONS ON BEHALF OF SOUTHEND UNITED FOOTBALL CLUB

I write on behalf of Southend United Football Club (SUFC) to make representations regarding Seaway Car Park CS1.2 and for these to be passed on to Mr Mike Fox the Inspector for the SCAAP examination.

SUFC has just submitted this week a major application for the relocation of the Club to a new stadium at Fossetts Farm to the north of Eastern Avenue. The stadium is enabled by a 12 screen cinema, retail and leisure development, alongside an integrated hotel and residential development within the proposed north stand of the stadium, with other related development, that funds the relocation of the Club. The application will be formally registered shortly.

The relocation of the Club has been supported in Southend's planning policies for over 15 years (CS policy KP1) and permission was also previously granted in 2008, following approval of the scheme at local level and a call-in inquiry by the Secretary of State, which determined that the retail and leisure development was necessary to fund the stadium and the social and community benefits arising from the scheme were substantial and of great importance to the local community. Whilst no determination of the application has been made, it is expected that significant local and community support remains for the Club's relocation and development proposals.

The relocation of SUFC to Fossetts Farm also releases for development Roots Hall Stadium which is anticipated to be a residential led development of circa 600 or more residential units with some local amenity retail/restaurant development. Our written representations on behalf of the Club make it clear that the site should be formally recognized and allocated in the SCAAP as it will be available, suitable and deliverable for housing within the first five years of the plan.

The Club supports the representations made on behalf of Stockvale Adventure Island and its concerns about the proposed loss of car parking on the seafront and its impact on the tourism trade in Southend. Parking is a critical issue for the tourism trade. Given the proposals for SUFC at Fossetts Farm, it remains questionable whether Seaways car park could be viably delivered where there is a clear need made in the Stockvale representations to retain and if not increase existing parking levels in the town. It is highly unlikely that a further cinema use could be accommodated in the town with the prospect of a new cinema at Fossetts Farm. This could therefore lead to the site being undeliverable and therefore

unjustified for development.

Given the uncertainty and questionable evidence base of the SCAAP set out in representations made by RPS on transport, parking and tourism grounds, it leads in our view for existing car park sites to be removed from allocation in the SCAAP, until a robust and sound evidence base has been generated to assess and set out a transport and parking strategy for the town.

We would like to reserve a position to attend the examination on behalf of the Club on Day 2 of the examination on Matters 3 and 4. Please do let me know if this is possible. Thank you

Yours sincerely

A handwritten signature in blue ink, reading "Mary Power", enclosed in a thin black rectangular border.

Mary Power
Director
PowerHaus Consultancy Ltd