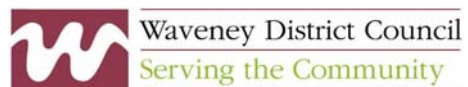


EAST SUFFOLK LOCAL INVESTMENT PLAN APPENDICES



Appendices

Appendix 1 – Policies And Partnerships Related To The East Suffolk Area

Appendix 2 – Profile Of East Suffolk

Appendix 3 – Detailed Narrative On The Investment Priorities

Appendix 4 – Prioritization Assessments

APPENDIX 1: POLICIES AND PARTNERSHIPS RELATED TO THE EAST SUFFOLK AREA

The Regional Economic Strategy sets out a clear vision of what needs to be done to ensure a prosperous future for the East of England.

In East Suffolk specifically it contains strategic ambitions for such projects as:

- Delivery of major physical restructuring as set out in the 1st East area action plan
- Supporting the economic catalyst of offshore renewable energy in Lowestoft
- Development of a 30 acre science park at Martlesham with the potential to create over 1100 high-value jobs
- Expanding the international port function at Felixstowe
- Improving capacity and addressing constraints on strategic road and rail routes including the A12 and A14
- Recognition of the role of market towns to the rural economy and social network
- Effective delivery of skills and workforce development to rural and coastal communities
- Provision and take up of next-generation broadband services
- Development of cultural infrastructure such as at Aldeburgh
- Improving the tourism offer

Documents to view:

- Regional Economic Strategy for the East of England 2008-2031 (EEDA) Autumn 2008

THE LOCAL DEVELOPMENT FRAMEWORKS (LDF)

The Local Development Framework is the collection of local development documents, produced by a local planning authority, which collectively delivers the spatial planning strategy for its area. The Core Strategy is the key plan within the Local Development Framework.

In East Suffolk the following local development documents are adopted or in the course of preparation:

Waveney Core Strategy

The Waveney Core Strategy was adopted in January 2009 and covers the whole District apart from the Broads Authority area. The Core Strategy provides a broad indication of the overall scale of development in the District and the infrastructure needed to support it. The spatial strategy reflects the priority regeneration status of Lowestoft, as set down in the Regional Economic Strategy.

The emphasis on regeneration, as opposed to growth, means it is not anticipated that the general size of settlements will change significantly. Most new housing and employment development is directed to brownfield sites in Lowestoft, with the heart of the town being a focus for employment led regeneration including approximately 1500 dwellings. Lesser growth is directed to the market towns, where the priority is to maintain and enhance their roles as service centres for the surrounding rural populations and villages. Those villages with some services and facilities will accommodate limited growth to assist in maintaining and enhancing the rural economy and provision of services in rural areas.

Waveney Site Allocations

The Waveney Site Specific Allocations document was submitted to the Secretary of State for Examination on 25th June 2010, with a view to final adoption in February 2011. This document identifies land for a variety of uses in Lowestoft (excluding the AAP area) and the market towns, to assist in the delivery of the Core Strategy spatial visions. Allocations include land for housing, employment, mixed use and community uses such as health facilities, playing fields, community centres and allotments.

Waveney Development Management Policies

The Waveney Development Management Policies document was submitted to the Secretary of State for Examination on 25th June 2010 with a view to final adoption in February 2011. This document will also assist in the delivery of the Core Strategy spatial visions and sets down detailed policies to assist in the determination of planning applications.

Lowestoft Lake Lothing and Outer Harbour Area Action Plan (AAP)

This Development Plan Document has a key role to play in assisting in the delivery of the Core Strategy and in particular the waterfront regeneration of Lowestoft. Further preferred options were published for consultation in April 2010, with a view to submitting the final version of the AAP for examination in December 2010 and subsequent adoption in Summer 2011. The AAP seeks to deliver employment led regeneration and proposals include the creation of at least 1000 jobs, with a particular focus on the energy sector; an extension to the town centre and around 1500 dwellings of a range of types, sizes and tenures.

Suffolk Coastal Core Strategy

A document has been prepared and adopted as interim planning policy. The District Council intends to submit the Core Strategy for examination by an independent inspector.

The Core Strategy identifies general locations for housing and jobs to meet the targets in the current East of England Plan. The bulk of the growth will be located in the major centres of Felixstowe and the Ipswich eastern fringe. The latter is expected to accommodate 2000 new homes on 'greenfield' land to complement employment growth at Adastral Park, Martlesham. Elsewhere, market towns are identified as potential recipients of modest housing growth.

Other Suffolk Coastal Documents

During the period to 2013 four other documents are also to be prepared to form part of the Local Development Framework:

- The Site Allocations and Area Specific Policies document will allocate specific land across Suffolk Coastal for such uses as housing, employment and community activities;
- The Martlesham, Waldringfield and Newbourne Area Action Plan will contain the planning framework for a specific area, including the allocation of land for new homes in order to meet strategic housing requirements;
- The Felixstowe Peninsula Area Action Plan document is to examine the town and resort of Felixstowe as well as the whole settlements of Walton, Bucklesham, Kirton, Falkenham, Trimley St Martin and Trimley St Mary; and
- The Leiston & Saxmundham Area Action Plan document will contain a planning framework for the future regeneration of the towns of Leiston and Saxmundham

Documents to view:

- Suffolk Coastal Core Strategy Pre-submission Consultation Draft (SCDC) March 2010
- “The Approach to Future Development in Waveney to 2021” Core Strategy Development Plan Document (Waveney DC) January 2009
- Lowestoft Lake Lothing & Outer Harbour Area Action Plan, Further Preferred Options Consultation Draft (Waveney DC) April 2010
- “Sites for Future Development”, the Site Specific Allocations Proposed Submission (Final Draft) Document (Waveney DC) February 2010
- Development Management Policies (Final Draft) Document (Waveney DC) January 2010

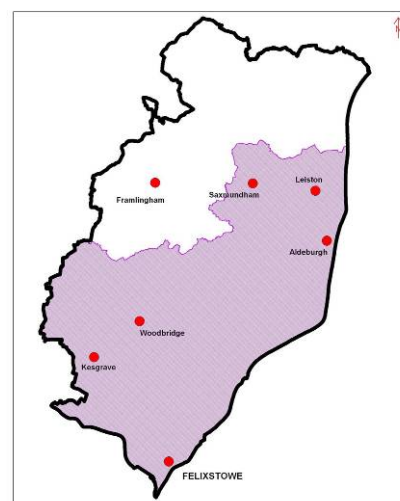
GROWTH AND REGENERATION PARTNERSHIPS

The Haven Gateway

The Haven Gateway sub-region covers an area of about 1200 sq. km. of northeast Essex and southeast Suffolk. It has a population of over 500,000 and includes the southern part of East Suffolk.

The Haven Gateway Partnership was created in 2001, to provide a framework through which its partners - from both the public and private sectors – could work together to promote economic opportunities and secure the future prosperity of this international gateway to the UK.

The Haven Gateway was awarded New Growth Point Status by the Government in 2006 – it is identified within the Regional Economic Strategy as one of the East of England’s principal “Engines of Growth”.



Areas given the status by the Government will receive a share of funding to support early site infrastructure projects, unlock sites for new housing and improve the environment.

In order to channel funding, including from Growth Point, into priority areas the Partnership has prepared an Integrated Development Programme (IDP) for the Haven Gateway Sub-Region. It provides a single delivery plan for capital-led investment which will allow for appropriately phased development in the period to 2021 and, indicatively, beyond.

Specifically, the partnership has identified a series of Investment Packages. These include two which impact directly on East Suffolk:

- IPA-East, which includes Adastral Park ; and
- Haven Gateway Coastal Towns.

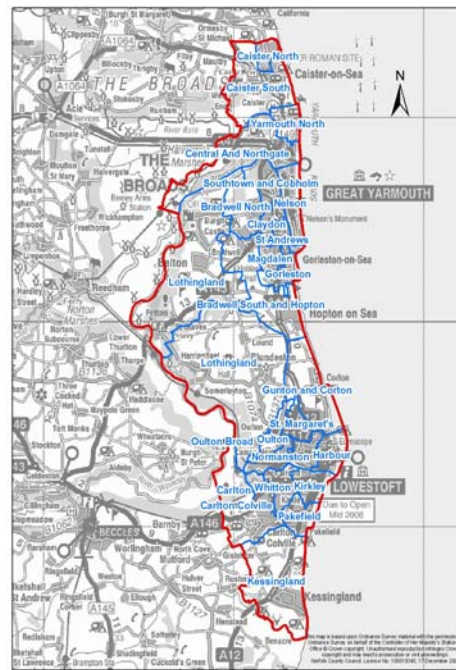
Documents to view:

- Haven Gateway Investment Development Plan (Haven Gateway Partnership) December 2008
- Regional Economic Strategy for the East of England 2008-2031 (EEDA) Autumn 2008

Lowestoft and Great Yarmouth Coastal Regeneration Priority Area

Both towns face a number of common challenges, including relatively high unemployment and pockets of severe deprivation. In addition, both localities suffer from geographical remoteness from the rest of the country, exacerbated by the poor communication links and transport infrastructure. In recognition of the similarities between the two localities a number of joint working projects and initiatives including a shared Primary Care Trust and joint housing, planning and regeneration initiatives attracting external EU funding have been undertaken.

Significant opportunities include proximity to Europe and the emerging developments in the energy sector, which could see the two towns become significant centres in relation to renewable energy with various major investments encouraging this development, most notably the establishment of OrbisEnergy in Lowestoft and investments in the Ports of Lowestoft and Great Yarmouth (EastPort).



The East of England Regional Economic Strategy recognised the Lowestoft and Great Yarmouth sub-region as the coastal priority regeneration area for the East of England which has been further supported through the work of 1st East, the Urban Regeneration Company (URC) for the two towns created with a brief to generate economic growth and create jobs by coordinating public and private sector development in the brownfield and waterfront areas of Lowestoft and Great Yarmouth. 1st East have also been involved with the development of an Integrated Development Programme (IDP) document produced for the sub-region. The IDP was developed by officers from Norfolk County Council, Suffolk County Council, The Broads Authority, Great Yarmouth Borough Council and Waveney District Council and draws substantially on pre-existing material which has been prepared by or for the two district and/or county councils, and/or 1st East. The IDP is seen as an evidenced, phased, costed and prioritised implementation plan seeking to ensure that the aspirations of both the Regional Economic Strategy (RES) and former Regional Spatial Strategy (RSS) can be delivered in the form of a shared vision, key packages and interventions.

Specifically, the IDP has identified a series of investment packages:

- Flood Risk and Coastal Erosion
- Housing
- Connectivity
- Waterfronts

Documents to view:

- Great Yarmouth & Lowestoft Integrated Development Programme, 1st issue, July 2009
- Lowestoft Lake Lothing and Outer Harbour Area Action Plan

Felixstowe Futures Project

The Felixstowe Futures project was established in 2006 with the remit to formulate a long term strategy to guide the regeneration and enhancement of the urban fabric of Felixstowe and adjoining villages.

The Felixstowe Futures project team was established by Suffolk Coastal to build upon the Felixstowe Sea Front and Town Centre Masterplan drawn up by David Lock Associates in November 2007 and to co-ordinate the regeneration of the Felixstowe and Trimleys peninsula. The team will also work to attract the necessary multi-million pound investments to take exciting proposals towards reality and breathe new life into the sea front and town centre.



Engagement of the private sector is critical to the future success of the programme and to enable the full economic regeneration to be realised. Felixstowe Futures involves a number of partner organisations, including the Haven Gateway Partnership, Suffolk County Council, Felixstowe Town Council, Felixstowe Chamber of Trade and Commerce, the Port of Felixstowe, as well as local residents and interest groups

LOCAL STRATEGIC PARTNERSHIPS

Introduction

The Suffolk Community Strategy “Transforming Suffolk” developed by Suffolk County Council and partners is the overarching Local Strategic document for Suffolk. Waveney and Suffolk Coastal have each produced a sustainable community strategy as outlined below which are presently administered through two separate Local Strategic Partnerships (LSP),

Future Direction

Joint meetings are planned to explore ways in which the two LSPs can work together to look at the similarities and differences between the two strategies and working streams with the potential aim of forming one East Suffolk Local Strategic Partnership.

The Suffolk Coastal Sustainable Community Strategy

Suffolk Coastal Local Strategic Partnership (LSP) is working across agencies and sectors to deliver a Sustainable Community Strategy that sets out the overall strategic direction and long-term vision for the economic, social and environmental wellbeing of the Suffolk Coastal District.

The Suffolk Coastal LSP Board comprises representatives from the public, private, voluntary and community sectors. Its overarching vision of Suffolk Coastal in 2021 is:

Building on the best of the present, Suffolk Coastal is a district where people want to live and to invest, to care for others and the environment.

In light of the available evidence and evaluation of the challenges and opportunities that face the district, the LSP has identified ten key issues for Suffolk Coastal District that need to be addressed by 2021. Crucially, it has identified six of these issues as priorities for the LSP, to help it direct the work of the Partnership into areas where it believes it can uniquely make a difference.

The key issues that are a priority for implementation by the Local Strategic Partnership are:

-
- Access to services
- Strong, supportive communities

- Climate change and the environment
- Economy and skills
- Healthier lives for all
- Young People

Documents to view:

- Suffolk Coastal 2021The Sustainable Community Strategy for Suffolk Coastal, A Review - Part 1: A District Profile (Suffolk Coastal LSP) December 2008
- Suffolk Coastal 2021The Sustainable Community Strategy for Suffolk Coastal, A Review - Part 2: Strategy (Suffolk Coastal LSP) December 2008

Waveney Sustainable Communities Strategy 2010-2028

The Strategy sets out the 20 year vision of Waveney and is the long term strategic ‘plan of plans’ for the area that will act as the ‘blueprint’ for the future of Waveney. This work has been informed by local people, the Waveney Local Strategic Partnership, including key partners such as Waveney District Council, the NHS, Suffolk Police and the voluntary sector. The Strategy shows how the Partnership aims to achieve tangible improvements in the quality of life for the people of Waveney.

The vision for the strategy states that:

By 2028 Waveney will be a vibrant place where modern enterprise and natural beauty come together to create a place of environmental innovation and rural quality of life. A confident and prosperous place, with a transformed economy and an international reputation, that attracts inward investment, has pride in its heritage and welcomes growing numbers of visitors. A place that is well connected; and a healthy, safe place where people want to, and are able to, live, work and relax’.

Four fundamental themes and strategic priorities have been identified and each theme has a set of challenges and aims:

1. A Prosperous and Vibrant Economy - Waveney needs a prosperous and vibrant economy which inspires and encourages people and communities to succeed
2. The Greenest County - Waveney wants to support Suffolk in becoming an exemplar in tackling climate change and protecting and enhancing its natural and historic environment
3. Learning and Skills for the Future - Waveney needs a high quality, responsive education and training system across the whole area that will enable each person to achieve their potential and will bring prosperity to them, their families and their communities
4. Safe, Healthy and Inclusive Communities - Waveney needs all people to be kept safe from harm, to be able to live healthy lifestyles and to be valued in the community in which they live, work, grow up and grow old.

Documents to view:

- Waveney Sustainable Communities Strategy 2010-2028

LIST OF DOCUMENTS CONTRIBUTING TO THE EVIDENCE BASE

- A Local Strategy for the Felixstowe Peninsula (David Lock Associates) April 2006
- AECOM/DTZ Peto Square Capacity Exercise (in progress, due for completion summer 2010).

- Affordable Housing Policy Financial Viability Study (2009)
- Assessment of 5 Year Supply of Housing Land (March 2009)
- Cumulative Land Raising Study (2008)
- Cumulative Land Raising Study (2008)
- Cumulative Land Raising Study (2008)
- Development Management Policies (Final Draft) Document (Waveney DC) January 2010
- DTZ Lowestoft and Great Yarmouth AAPs – Employment Land Evidence base Report (2009)
- Employment Land Availability Study (SCDC) April 2009
- Felixstowe and The Trimleys Leisure Needs Analysis (Cowan Global Consulting) 2009
- Felixstowe Infrastructure Study (Roger Tym and Partners) September 2009
- Felixstowe Port Logistics Study (GHK and Royal Haskoning) October 2008
- Felixstowe Seafront and Town Centre Masterplan (David Lock Associates) December 2007
- Great Yarmouth & Lowestoft Integrated Development Programme
- Great Yarmouth and Waveney Employment Land Study (2006)
- Great Yarmouth and Waveney Employment Land Study (January 2006)
- Great Yarmouth and Waveney Housing Market Assessment (September 2007)
- Great Yarmouth Borough and Waveney District Retail and Leisure Study (August 2006)
- Haven Gateway Employment Land Review and Strategic Sites Study (GVA Grimley) October 2009
- Haven Gateway Green Infrastructure Study (The Landscape Partnership) April 2008
- Haven Gateway Investment Development Plan (Haven Gateway Partnership) December 2008
- Housing and Infrastructure Study - Felixstowe and Trimleys (Entec) August 2009
- Ipswich Eastern Fringe and Felixstowe/Trimleys Transport Studies (Faber Maunsell) August 2008
- Ipswich Eastern Fringe Infrastructure Study (Roger Tym and Partners) September 2009
- Ipswich Housing Market Area Strategic Housing Market Assessment (Fordham Research) November 2008
- Ipswich, Babergh, Mid-Suffolk and Suffolk Coastal Affordable Housing Site Viability Study (Fordhams) June 2009
- Lake Lothing and Outer Harbour Business Relocation Strategy (2010).
- Lowestoft Lake Lothing & Outer Harbour Area Action Plan, Further Preferred Options Consultation Draft (Waveney DC) April 2010
- Lowestoft Station and North Peto Square – Feasibility of Development Options (Rail Estate) (October 2009)
- Lowestoft Transport Study (SCC) 2007
- Lowestoft URC Area Cultural Heritage Assessment (2006)
- Lowestoft URC Area Cultural Heritage Assessment (2006)
- Lowestoft URC Area Cultural Heritage Assessment (2006)
- Note on Implementation – North Dene’s Caravan Site (September 2006)
- PowerPark Demand and Need Study (2009)
- Regional Economic Strategy for the East of England 2008-2031 (EEDA) Autumn 2008
- Regional Housing Statement (EERA, EEDA, HCA, GO-East) 2010-2014
- Regional Spatial Strategy – Accommodation for Gypsies and Travellers and Travelling Showpeople in the East of England (Government Office for the East of England) July 2009
- Regional Spatial Strategy - East of England Plan (Government Office for the East of England) May 2008
- Regional Spatial Strategy - East of England Plan Scenarios for Housing and Economic Growth >2031 (EERA) (September 2009)
- Shoreline Management Plans - Kelling to Lowestoft **and** Lowestoft Ness to Felixstowe Landguard Point
- Site Specific Allocations Proposed Submission (Final Draft) Document (Waveney DC) February 2010
- Strategic Flood Risk Assessment for Waveney and Suffolk Coastal (Scott Wilson) 2008
- Strategic Housing Land Availability Assessment Draft Report (SCDC) May 2010
- Sub-Regional Housing Strategy for Great Yarmouth and Waveney – 2005 and beyond (October 2004)
- Suffolk Climate Action Plan
- Suffolk Coastal 2021 The Sustainable Community Strategy for Suffolk Coastal A Review - Part 1: A District Profile (Suffolk Coastal LSP) December 2008
- Suffolk Coastal 2021 The Sustainable Community Strategy for Suffolk Coastal A Review - Part 2: Strategy (Suffolk Coastal LSP) December 2008
- Suffolk Coastal and Waveney District Strategic Flood Risk Assessment (2008)

- Suffolk Coastal and Waveney District Strategic Flood Risk Assessment (2008);
- Suffolk Coastal Core Strategy Pre-submission Consultation Draft (SCDC) March 2010
- Suffolk Coastal Corporate Priorities - Balanced Scorecard (SCDC) December 2009
- Suffolk Coastal Housing Allocations Proposed Strategy Transport Appraisal (Aecom) September 2009 with Addendum November 2009
- Suffolk Coastal Housing Land Supply Assessment (SCDC) December 2009
- Suffolk Coastal Local Development Framework Housing Allocations Proposed Strategy Transport Appraisal (AECOM) September 2009
- Suffolk Coastal Renewable Energy and Sustainable Construction (Aecom) 2010
- Suffolk Cross-Boundary Gypsy and Traveller Accommodation Assessment (Salford Housing & Urban Studies Unit) May 2007
- Suffolk LAA2 Targets: 2008-11 – Refresh (Suffolk Strategic Partnership) March 2010
- Suffolk Local Transport Plan 2006-2011(SCC)
- “The Approach to Future Development in Waveney to 2021” Core Strategy Development Plan Document (Waveney DC) January 2009
- Waveney District Council Economic Regeneration Strategy 2008-2017 (March 2008)
- Waveney District Council Housing Strategy 2010-2014
- Waveney District Urban Housing Capacity Study (November 2002)
- Waveney Housing Strategy (January 2004)
- Waveney Interim Local Plan (2004).
- Waveney Prospectus (WDC and PriceWaterhouseCoopers) 2008-2018
- Waveney Strategic Housing Land Availability Assessment (November 2007)
- Waveney Sustainable Communities Strategy 2010-2028

APPENDIX 2: PROFILE OF EAST SUFFOLK

DEMOGRAPHIC PROFILE

East Suffolk covers some 127,000 hectares (490 sq miles) with an open coastline of 102 kms and is now home to 243,500 people (mid 2008 estimate) and the majority (around 60%) live in the larger urban areas such as Lowestoft, the Ipswich eastern fringe, Felixstowe and the market towns. Lowestoft, situated in the north-eastern corner of East Suffolk, is the largest town (2nd largest in the county) with a population of 58,660 which rises to 71,180 if the growing parishes of Carlton Colville and Oulton are included. Felixstowe, in the south-eastern corner, is the second largest with a population of 24,340 (30,130 if the two adjacent Trimley communities are included). On the eastern fringe of Ipswich the three parishes of Martlesham, Purdis Farm and Rushmere St Andrew plus the town of Kesgrave have a combined population of 27,690.

The rural part of East Suffolk gains its identity from the 9 historic towns of Aldeburgh, Beccles (with Worlingham), Bungay, Framlingham, Halesworth, Leiston, Saxmundham, Southwold (with Reydon) and Woodbridge (with Melton) having a total population of 55,710. Outside these towns are larger villages such as Kessingland (4,390), Rendlesham (2880) and Wickham Market (2,220) and then the rural hinterlands characterised by small hamlets and scattered communities where 56 out of 160 parishes have populations of 300 people or less.

East Suffolk has an ageing population. It is home to a higher proportion of people who are aged over 65 than is found nationally or in Suffolk as a whole. It is seen by many as an attractive place to retire to. The predicted increase in the numbers of people aged over 85 has implications for the provision of health care and other service provision and may create additional and to some degree different housing requirements. There is also concern that people moving into the area have a greater spending power and can therefore outbid local residents for housing, particularly in the more rural locations. The population profile for 2006 shows that East Suffolk has the highest proportion of people over 65 in the county at 22.7% (2010 estimates) and by 2031 this is projected to increase to 31.3% (ONS population estimates).

Documents to view:

- A Local Strategy for the Felixstowe Peninsula (David Lock Associates) April 2006
- Lowestoft Lake Lothing & Outer Harbour Area Action Plan, Further Preferred Options Consultation Draft (Waveney DC) April 2010
- Suffolk Coastal 2021 The Sustainable Community Strategy for Suffolk Coastal A Review - Part 1: A District Profile (Suffolk Coastal LSP) December 2008
- The Approach to Future Development in Waveney to 2021" Core Strategy Development Plan Document (Waveney DC) January 2009
- Waveney District Council Economic Regeneration Strategy 2008-2017 (March 2008)
- Waveney Sustainable Communities Strategy 2010-2028

HOUSING PROFILE

The Government states that a well integrated mix of decent housing of different types to support different sizes, ages and incomes promotes a sustainable community. The Regional Housing Statement 2010/14 is still in draft however, upon initial inspection reflects well for the East Suffolk area. There is a specific mention of coastal towns as priority regeneration areas as well as the recognition of rural housing needs and the related issue of the high number of second homes.

The Housing Strategies state that East Suffolk is characterized by a number of challenging urban problems of deprivation along with concentrations of poor housing and disrepair in inner urban neighbourhoods, a reduced supply of affordable housing and continuing problems of homelessness. There are also high levels of disability and some gaps in special needs housing provision.

A number of strategic points are raised in the strategies including the affordability gap increasing with rapid price inflation, an increase in demand for social housing as evidenced in the steep rise in the housing register, house price inflation, the slower pace of new housing production, knock on effects of Housing in Multiple Occupation and the reduction of the supply of affordable housing.

The number of houses that do not meet the Decent Homes Standard varies across the area with parts of the south experiencing higher rates than the north. The number of homeless families with dependent children approaching the Councils for assistance has increased in recent years.

An ageing population creates a specific housing need for the Councils as older people now form a substantial proportion of the population of East Suffolk and this is set to increase over the next 20 years. Although the demand for privately rented accommodation is on the increase, there is also a high proportion of those who are homeowners who have a desire to remain in their existing home rather than relocate.

Gypsies and Romanies constitute a very small proportion of the population however the area is a destination for New Age Travellers. There is only 1 authorised site to meet these needs with a site in Kessingland providing 24 residential pitches however there are no transit pitches providing temporary accommodation within East Suffolk.

According to the 2001 Census, the tenure split for housing in East Suffolk is as follows:

	All Households	Owner occupied: owns outright	Owner occupied: Owns with a mortgage or loan	Owner occupied: Shared ownership	Rented from: (local authority)	Rented from: Housing Assoc/ Regis Social Landlord	Rented from: Private landlord or letting agency	Rented from: Other
SCDC								
No	49025	18650	17939	132	0	5831	4647	1826
%		38.0	36.6	0.3	0	11.9	9.5	3.7
WDC								
No	48424	18211	16710	137	4845	2367	4633	1521
%		37.6	34.5	0.3	10	4.9	9.6	3.1
TOTAL								
No.	97449	36861	34649	269	4845	8198	9280	3347
%		37.8	35.6	0.3	5	8.4	9.5	3.4

Suffolk Coastal transferred its housing stock to a housing association in May 1991 and while both Districts have a higher than average owner occupation of dwellings – 74.9% in Suffolk Coastal and 72.4% in Waveney compared to only 68.7% in England and 72.7% in the East of England.

The East Suffolk area attracts many second homeowners especially along the coast which has by far the greatest concentration in areas such as Southwold (with 34%), Walberswick (34%), Aldringham (31%), Aldeburgh (28%), Wangford (17%) and Kessingland (11%). The impact of second homes purchase has implications for the viability of these local communities and a bearing on residents being unable to access affordable accommodation.

East Suffolk suffers from significant and growing problems of affordability. House prices since 2004 had shown an average steady increase up until the national recession time around the end of 2007. The housing-affordability ratio across the district is fluctuating at around an average of 8 times being the difference between house prices and incomes.

The average house price in between Jan-Mar 2010 was £217,537 (Waveney £179,436 and Suffolk Coastal 255,638) however price variations exist across the district with parts of Lowestoft selling houses at £90,000, Felixstowe at £170,000, Halesworth at £220,000, Framlingham at £230,000 Woodbridge at £260,000 and Southwold at £300,000.

UK house prices: April - June 2010 - comparison of neighbouring local authorities

AREA	AV PRICE	QUARTER	ANNUAL	SALES
Suffolk Coastal	£241,464	-5.5%	10.2%	423
Babergh	£241,191	-1.7%	15.3%	311
Mid Suffolk	£222,450	0.0%	12.5%	355
St Edmundsbury	£217,456	1.1%	15.9%	384
Waveney	£174,817	-2.6%	13.8%	387
Forest Heath	£168,234	-3.4%	9.4%	225
Ipswich	£145,669	0.2%	11.9%	405

Documents to view:

- Great Yarmouth and Waveney Housing Market Assessment (September 2007)
- Ipswich Housing Market Area Strategic Housing Market Assessment (Fordham Research) November 2008
- Ipswich, Babergh, Mid-Suffolk and Suffolk Coastal Affordable Housing Site Viability Study (Fordhams) June 2009
- Regional Housing Statement (EERA, EEDA, HCA, GO-East) 2010-2014
- Regional Spatial Strategy – Accommodation for Gypsies and Travellers and Travelling Showpeople in the East of England (Government Office for the East of England) July 2009
- Regional Spatial Strategy - East of England Plan (Government Office for the East of England) May 2008
- Sub-Regional Housing Strategy for Great Yarmouth and Waveney – 2005 and beyond (October 2004)
- Suffolk Cross-Boundary Gypsy and Traveller Accommodation Assessment (Salford Housing & Urban Studies Unit) May 2007
- Waveney District Council Housing Strategy 2010-2014
- Waveney District Urban Housing Capacity Study (November 2002)
- Waveney Housing Strategy (January 2004)

ECONOMIC PROFILE

The East of England is one of the fastest growing regional economies in the UK and the Regional Economic Strategy identifies goals for economic development that have an important bearing on the economy of East Suffolk. The East of England is commonly assumed to be affluent yet parts, including areas of East Suffolk, face problems associated with remote areas that have limited employment opportunities, low wages and lack access to services including broadband.

East Suffolk attracts dynamic and innovative individuals and cutting edge businesses into the area. OrbisEnergy in Lowestoft is the regional centre of excellence for offshore renewable energy – wind, wave and tidal technologies – supported with academic expertise to support new and existing small to medium-size businesses. This will form part of the low-carbon energy ‘power corridor’ along with the proposed further development of the nuclear power facility at Sizewell.

Most indicators of educational attainment show that East Suffolk is falling behind the county and regional averages. Lowestoft has the highest number of 16-18 year olds who are classed as not in education, employment or training (NEET) in the whole of Suffolk and a number of initiatives are currently being developed in order to address this growing number. Persistent low levels of unemployment is a key challenge for some parts of the area due to the structure of the economy and the seasonal fluctuations which occur throughout the year. Based on those claiming JobSeekers Allowance in Lowestoft in May 2010, 3.9% of the proportion of the working age population were classed as unemployed (2552 people) compared with 2.9% for Suffolk and 3.2% for the East of England.

The two primary towns Lowestoft and Felixstowe face very pressing and comparable challenges sharing an agenda for resort management, regeneration, and social cohesion. They are key employment locations for their local areas. Both towns expect significant business growth and investment over the next fifteen years. Key industries include manufacturing, port-related activities, printing, distribution and food and drink. East Suffolk also has a reliance on sectors taking advantage of its coastal location including tourism and more recently offshore work such as wind and wave power generation which is poised to bring huge opportunities to the area. Industrial estates across East Suffolk have also been responding to global changes in manufacturing and employment needs by developing new sectors including plastics and call centres.

Technology industries cluster in the south with significant further expansion expected in the future. BT has the largest centre of ICT research in Europe at Martlesham, with supporting technology and knowledge-based businesses on the surrounding innovation park – which is looking to expand further through public / private sector partnership.

The area is home to two of the country’s most strategic and prominent ports at Felixstowe and Lowestoft. The Port of Felixstowe is the biggest container port in the country and a multi-million pound expansion is a critical economic initiative that has not just local, but regional, national and international consequences. A 2008 Felixstowe Port Logistics Study has identified a need for additional land to support other port related uses.

The Port of Lowestoft is Britain’s most easterly port and has an established reputation as a major centre for servicing the offshore oil and gas industry, and more recently for the construction, operations and maintenance of North Sea windfarms. The Port has experienced a significant increase in throughput in recent years, with facilities for container, bulk and general-cargo handling.

Tourism and the arts are also major drivers for the local economy with many parts of East Suffolk set within an Area of Outstanding Natural Beauty. The area provides a unique tourism offer for both visitors and the local community, with a mix of countryside, award-winning beaches, market towns, rural villages and the Southern Broads. The area is also home to a number of national and internationally renowned events include Lowestoft Seafront Air Festival and music festivals at Aldeburgh, Snape and Henham Park (Latitude).

Young people with skills will often leave the area for further education and do not return however the promotion of the University Campus Suffolk with a presence in Lowestoft should be able to provide ready access to further and higher education and assist with the aim of achieving a better qualified population. Waveney has significantly more people employed in elementary occupations with relatively few employed at management grade compared with the regional averages. 16.4% of the working population in Waveney have no formal qualifications compared to 10.4% in Suffolk Coastal, 11.8% for the Eastern region and 12.3% in England. Improved attainment levels and access to specialist training provision are required in order to support future job opportunities in the area.

Documents to view:

- “The Approach to Future Development in Waveney to 2021” Core Strategy Development Plan Document (Waveney DC) January 2009
- Employment Land Availability Study (SCDC) April 2009
- Felixstowe Port Logistics Study (GHK and Royal Haskoning) October 2008
- Great Yarmouth & Lowestoft Integrated Development Programme
- Great Yarmouth and Waveney Employment Land Study (2006)
- Haven Gateway Employment Land Review and Strategic Sites Study (GVA Grimley) October 2009
- Lowestoft Lake Lothing & Outer Harbour Area Action Plan, Further Preferred Options Consultation Draft (Waveney DC) April 2010
- Regional Economic Strategy for the East of England 2008-2031 (EEDA) Autumn 2008
- Waveney District Council Economic Regeneration Strategy 2008-2017 (March 2008)
- Waveney Prospectus (WDC and PriceWaterhouseCoopers) 2008-2018
- Waveney Sustainable Communities Strategy 2010-2028

TRANSPORT PROFILE

Given the geographic remoteness and poor communications network serving some parts of East Suffolk, improving the transport accessibility throughout the area is integral to its regeneration. Each town has its own specific transport issues but key issues include the subdivision of Lowestoft by the Bascule Bridge over Lake Lothing, unpopular bus services between and within towns and an infrequent and slow rail service all leading to high car dependency, increasing traffic volumes and congestion.

The primary length of trunk road in the area is the A14 running between Felixstowe and Ipswich which links eventually to the national motorway network. Congestion issues arise on the Orwell Bridge as well within the centre of Lowestoft. The A12 provides the main route north to south but passes through communities along its length prejudicing its importance to the local economy as well as the quality of life for those residents whose homes are particularly affected.

For many of the residents living in the rural parts of the area having access to a car is essential to their quality of life. Many do not have regular public transport creating poor access to jobs, leisure and services, however an increase in public transport and demand responsive transport, particularly between the market towns, larger villages and more remote rural areas could improve accessibility to services and facilities.

There is a commitment to improving the service on the East Coast Line, up-grading it to an hourly service in association with signaling and line improvements. Improved rail infrastructure is needed to allow more freight to be moved by rail.

Local concerns arise regarding the impact of lorry traffic on rural roads by new employment activity but also by agricultural-related works

Documents to view:

- “The Approach to Future Development in Waveney to 2021” Core Strategy Development Plan Document (Waveney DC) January 2009
- Felixstowe Port Logistics Study (GHK and Royal Haskoning) October 2008
- Great Yarmouth & Lowestoft Integrated Development Programme
- Ipswich Eastern Fringe and Felixstowe/Trimleys Transport Studies (Faber Maunsell) August 2008
- Ipswich Eastern Fringe Infrastructure Study (Roger Tym and Partners) September 2009
- Lowestoft Lake Lothing & Outer Harbour Area Action Plan, Further Preferred Options Consultation Draft (Waveney DC) April 2010
- Lowestoft Station and North Peto Square – Feasibility of Development Options (Rail Estate) (October 2009)
- Lowestoft Transport Study (SCC) 2007
- Suffolk Coastal Local Development Framework Housing Allocations Proposed Strategy Transport Appraisal (AECOM) September 2009
- Suffolk Local Transport Plan 2006-2011(SCC)
- Waveney District Council Economic Regeneration Strategy 2008-2017 (March 2008)
- Waveney Prospectus (WDC and PriceWaterhouseCoopers) 2008-2018

ENVIRONMENTAL PROFILE

The natural and built environment of East Suffolk is of a very high quality with international as well as national status designations covering large parts including a number of settlements, an extensive area of the coast is highlighted for its natural beauty, landscape, geodiversity and wildlife value with national and international designations.

The coastline is continually changing with some areas experiencing some of the most dramatic losses of land in the country through coastal erosion which will be compounded by climate change and sea level rise. Many of the nationally and internationally designated sites of landscape ecological and geodiversity and importance together with estuaries that form a major part of the coastal area and are intrinsic to its character, lie within the coastal strip. The two authorities regard these assets as an important resource for current and future generations. Therefore, taking into account the Shoreline Management Plans (SMP), the authorities will work to preserve and enhance these sites through positive action and through the operation of development management policies.

Flood risk, whether coastal or fluvial is an issue of particular concern, especially where it affects the builtup areas of Lowestoft. To meet the wider sustainability objectives through the identified need to regenerate existing areas, the preferred option is to continue to focus development on brownfield sites, rather than greenfield, and to reduce the impact of flooding through design where needed. A combined approach is proposed that seeks to locate development so as to minimise the risk of flooding and requiring full mitigation where necessary. The authorities jointly commissioned a Strategic Flood Risk Assessment (February 2008) that will assist in identifying appropriate sites for development.

Development within the Lake Lothing and Outer Harbour area will be particularly affected by the future effects of climate change due to its coastal location and presence of Lake Lothing,

placing much of the 1st East Area Action Plan (AAP) area within flood zones 2 or 3. The AAP therefore seeks to adopt a strategy approach to managing future risks from flooding within the guidelines of PPS25.

Flooding of the A12, the direct link from London to Great Yarmouth running through East Suffolk, will affect all through traffic. The stretch of river and adjacent land is under increasing pressure from rising tidal water levels, which may get even higher due to expected rises in sea level over the coming years. Additionally the current flood defences are thought to be coming to the end of their natural lives and will soon require replacement or major refurbishment if other action is not taken. Flooding of this stretch of the A12 could seriously affect the economy of Lowestoft and surrounding areas as staff and road freight will find it increasingly difficult to serve the needs of the businesses if the route is allowed to become regularly flooded.

The carbon dioxide footprint of East Suffolk is reasonably good. The growth planned for the area presents opportunities as well as challenges for addressing environmental issues particularly those relating to reducing or managing the need to travel by locating growth close to existing facilities or where such facilities can be provided, sustainable means of construction, as well as those related to wind energy and biomass. Adapting to and mitigating the effects of climate change are an integral part of the authorities spatial strategies which will have an important role in assisting in the implementation of the Suffolk Climate Action Plan, which seeks a 60% reduction in carbon dioxide emissions by 2025 and a climate-resilient Suffolk. In 2007 carbon dioxide emissions were 6.4 tonnes per head in Waveney, the second lowest figure in Suffolk, with only Ipswich recording lower emissions at 5.7.

Documents to view:

- “The Approach to Future Development in Waveney to 2021” Core Strategy Development Plan Document (Waveney DC) January 2009
- Haven Gateway Green Infrastructure Study (The Landscape Partnership) April 2008
- Regional Spatial Strategy - East of England Plan (Government Office for the East of England) May 2008
- Shoreline Management Plans - Kelling to Lowestoft and Lowestoft Ness to Felixstowe Landguard Point
- Strategic Flood Risk Assessment for Waveney and Suffolk Coastal (Scott Wilson) 2008
- Suffolk Coastal 2021 The Sustainable Community Strategy for Suffolk Coastal A Review - Part 1: A District Profile (Suffolk Coastal LSP) December 2008
- Suffolk Coastal Core Strategy Pre-submission Consultation Draft (SCDC) March 2010-05-11
- Suffolk Coastal Renewable Energy and Sustainable Construction (Aecom) 2010
- Waveney Sustainable Communities Strategy 2010-2028

PEOPLE AND COMMUNITIES

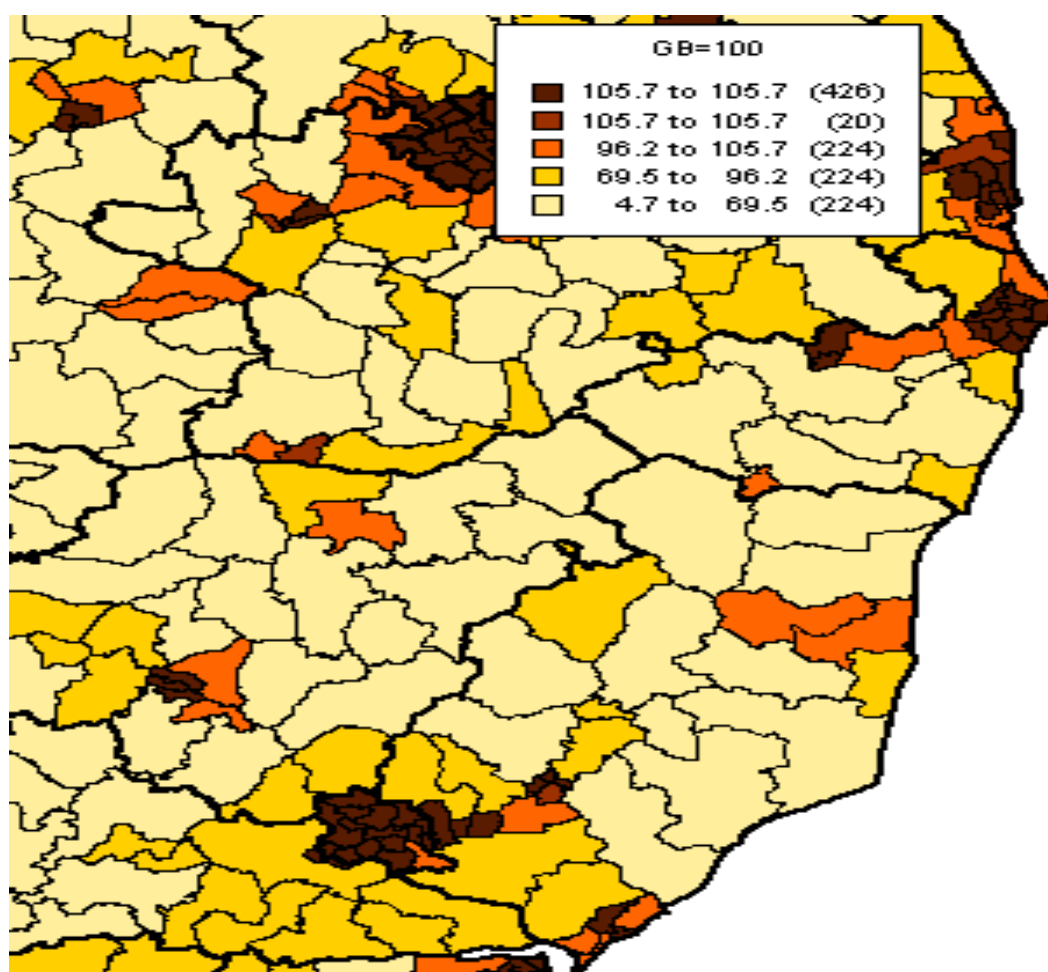
The area is made up of a network of towns and villages with populations ranging from a handful to several thousand people. Providing for and enabling access to a full range of services and facilities to serve these communities is a challenge particularly across the more sparsely populated parts. Improved access to, and provision of, opportunities for physical activity, natural green space and a wide range of leisure activities are key elements in maintaining a high quality of life. Public concern about crime remains high despite some areas having exceptionally low crime levels.

Access to services is low for the rural and coastal areas of East Suffolk yet relatively high for the more urban parts of the area. The map to the below shows the differences in access to services such as supermarkets, schools, post offices, petrol stations, libraries, doctors, bank/building society. the rural and coastal areas of East Suffolk yet relatively high for the more urban parts of the area. The table below shows the percentage of households who are

within a short distance of a service (a short distance of the service is 4km, or 2km for a primary school or post office).

Service	Suffolk Coastal	Babergh	Forest Heath	Ipswich	Mid Suffolk	St. Edmundsbury	Waveney
Bank or Building Society	77.15	61.38	86.35	100.00	46.11	72.91	87.59
Doctors Surgery	91.12	94.57	91.16	100.00	77.46	89.29	96.15
Post Office	86.72	84.83	94.88	99.98	73.83	90.51	92.24
Primary School	88.52	89.62	86.73	100.00	84.33	88.24	94.74
Secondary School	73.41	75.12	78.07	100.00	67.60	80.68	90.61

The darker colours on the map relate to a high score which means a higher service provision, the lighter colours relate to a lower service provision

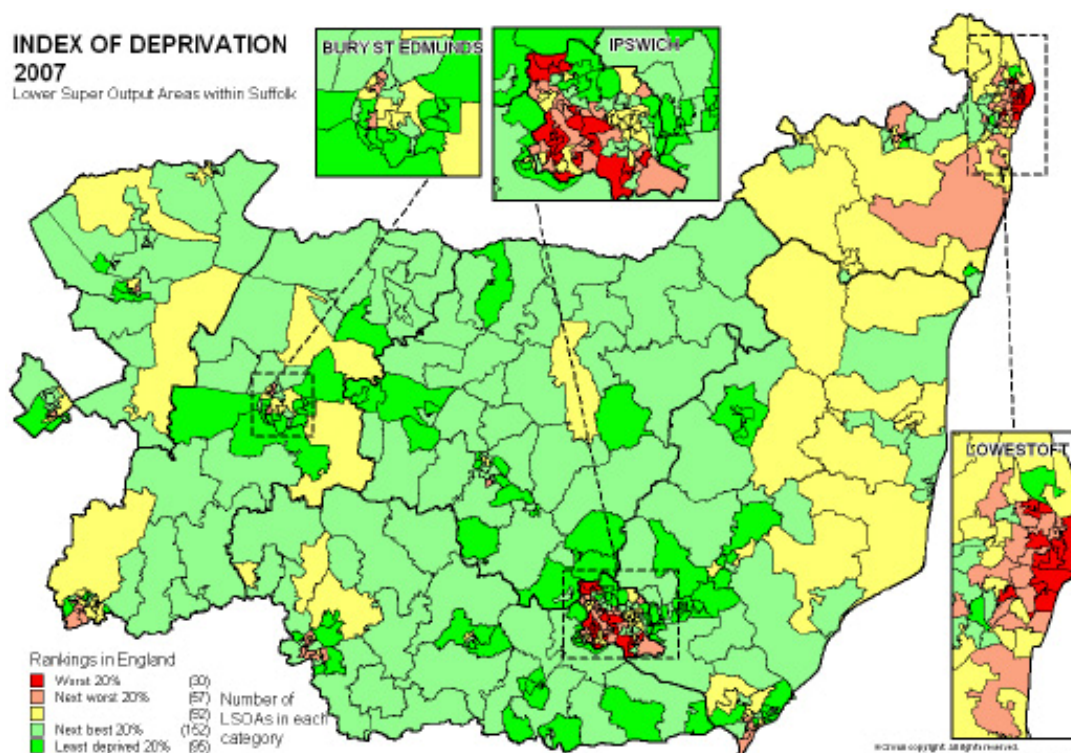


Deprivation

Both Lowestoft and Felixstowe have wards that face issues of deprivation there is however a large variation in levels of deprivation recorded within Suffolk. In the 2007 Index of Multiple Deprivation, which ranks all districts nationally against a collective basket of indicators, Suffolk Coastal was ranked at 274th and Waveney 114th out of 354 districts. This places Waveney as the 114th most deprived district and within the worst performing third of all districts nationally.

Thirty neighbourhood areas (Super Output Areas as defined for the 2001 Census) in the whole of Suffolk fall within the most deprived 20% in England, of which eleven are in Lowestoft. The most deprived area in Suffolk, is located in Kirkley however at the other end of the scale, the least deprived area is located in Martlesham. In Felixstowe the south and west wards have significant levels of multiple deprivation. Other reports identify a number of 'hidden pockets' of deprivation in rural areas including parts of Peasenhall, Saxmundham and Willingham.

The following map illustrates the range of deprivation across Suffolk with the darker colours indicating higher levels of deprivation.



Dependency on benefits is an issue particularly within Waveney as there are currently more people on incapacity benefit than are unemployed. In February 2010, 21,460 people were on incapacity benefit in Suffolk, of which 4,880 (22.7%) were in Waveney and 2,960 (13.7%) in Suffolk Coastal. This compares to 3,085 (4.7%) people for Waveney and 1,259 (1.7%) in Suffolk Coastal on the claimant count (jobseekers allowance).

Life expectancy in the East Suffolk area averages for males at 79.8% and 83.2% for females (2006-2008) however inequalities exist depending on location with life expectancy for men living in the most deprived areas of Lowestoft almost 10 years shorter than in the least deprived areas.

All crime rates (%) are calculated by the number of recorded crimes per 1000 population. Waveney has a greater percentage of crimes in all categories than Suffolk Coastal

	Violence against person		Sexual Offences		Burglary		Offences against vehicles	
	No.	% per 1000 pop	No.	% per 1000 pop	No.	% per 1000 pop	No.	% per 1000 pop
Suffolk Coastal	1,052	8.6	77	0.6	692	5.7	625	5.1
Waveney	1,779	15.2	136	1.2	789	6.8	638	5.5
Suffolk	9,413	13.4	736	1.0	5,060	7.2	5,516	7.9

Documents to view:

- “The Approach to Future Development in Waveney to 2021” Core Strategy Development Plan Document (Waveney DC) January 2009
- Felixstowe and The Trimleys Leisure Needs Analysis (Cowan Global Consulting) 2009
- Felixstowe Infrastructure Study (Roger Tym and Partners) September 2009
- Haven Gateway Green Infrastructure Study (The Landscape Partnership) April 2008
- Haven Gateway Investment Development Plan (Haven Gateway Partnership) December 2008
- Ipswich Eastern Fringe Infrastructure Study (Roger Tym and Partners) September 2009
- Suffolk Coastal 2021 The Sustainable Community Strategy for Suffolk Coastal A Review - Part 1: A District Profile (Suffolk Coastal LSP) December 2008
- Waveney District Council Economic Regeneration Strategy 2008-2017 (March 2008)
- Waveney Prospectus (WDC and PriceWaterhouseCoopers) 2008-2018
- Waveney Sustainable Communities Strategy 2010-2028

APPENDIX 3: DETAILED NARRATIVE ON THE INVESTMENT PRIORITIES

Thematic Priorities

INVESTMENT PRIORITY 1 – MEETING HOUSING NEEDS

Housing Numbers

Suffolk Coastal and Waveney District Councils each has adopted planning policy documents that set out the housing requirement for each District, having regard to national policy advice that a 15 year supply of housing land should be identified.

For Suffolk Coastal the amount of new homes required is set out in the Council's adopted Interim Planning Policy. In order to achieve the target a minimum of 7,660 new homes need to be provided across the district from the base year of 2009 to the end date of 2026.

In Waveney the adopted Core Strategy requires that at least 5800 dwellings need to be provided over the period to 2021, a rate of 290 per year. In order to achieve a 15 year supply provision will be made for approximately a further 1,200 dwellings for the period 2021 to 2025 to meet this need.

In both areas to meet this commitment, the amount of land for housing will be provided through existing commitments, new housing allocations, and windfall developments (i.e. those sites which are neither commitments nor allocations and for which it is difficult to predict exactly where development will take place).

National policy give some guidance on the distribution of housing based on the principles of sustainable development and sustainable communities, namely:

- (i) car dependency should be reduced by locating housing closer to employment, education, health facilities, shops, leisure and local facilities;
- (ii) the majority of new development should be located in and adjacent to the main centres;
- (iii) the role of market towns and large villages in providing employment and services to a rural hinterland should be sustained;
- (iv) careful examination of how a community or group of communities functions is required; and
- (v) the quality and character of the rural areas should be protected.

In East Suffolk the main centres are:

- Lowestoft
- Felixstowe and
- the eastern fringe of Ipswich;

In terms of the Ipswich eastern fringe a single allocation of 2,000 new homes is identified in the Core Strategy east of the A12 at Martlesham in order to create a new community/neighbourhood alongside, but not overwhelming, existing communities at Martlesham, Martlesham Heath and neighbouring villages.

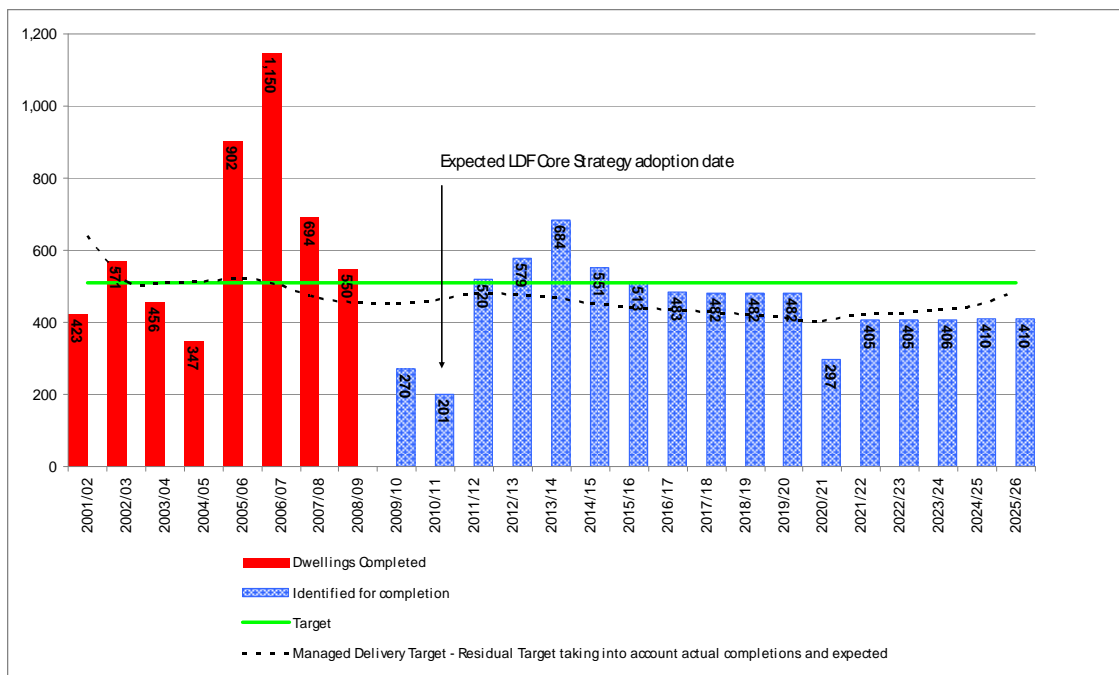
In Felixstowe over the period 2009 to 2026 a minimum of about 1,420 new homes might be created from all sources (excluding small 'windfall' developments).

Around 70-80% of total housing growth between 2001-2025 within Waveney should be in Lowestoft, (including Carlton Colville and Oulton) as the main town. To achieve the middle of this range (75%), around 2,200 of the additional homes (2007-2025) would need to be provided in this area, taking into account existing completions and sites with planning permission. The majority of these (approx 1500) will be located on previously developed land in the Lake Lothing Area Action Plan area of central Lowestoft, with the rest likely to be accommodated on other brownfield sites within the physical limits of the town. The Waveney Strategic Housing Land Availability Assessment (SHLAA) shows that there are sufficient large brownfield sites in Lowestoft to accommodate this amount of housing without needing to rely on unallocated 'windfall' development.

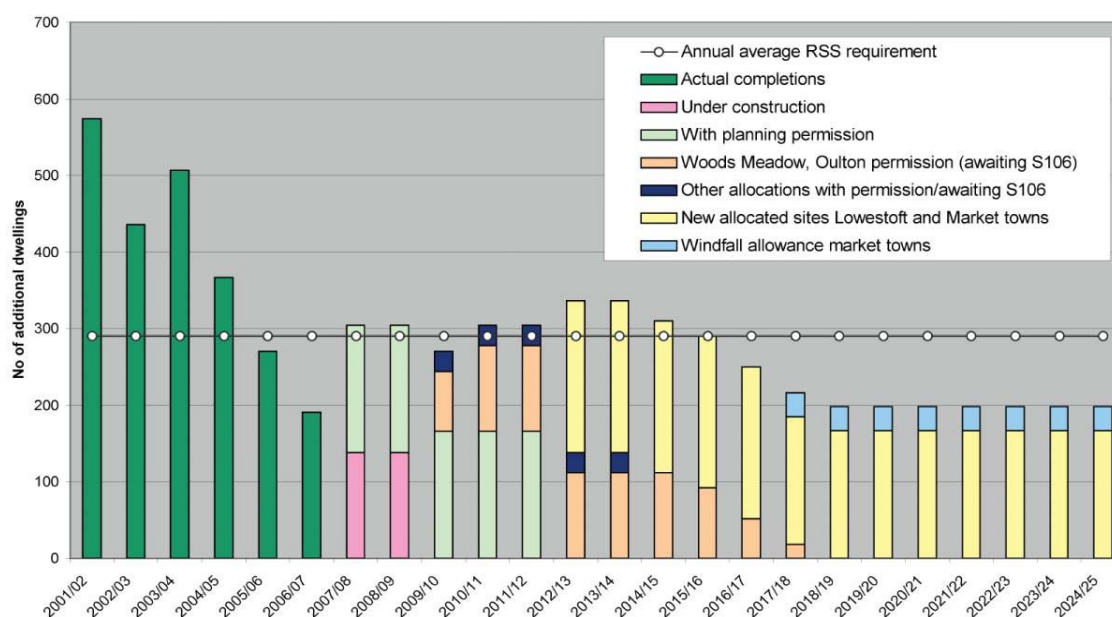
Elsewhere in the East Suffolk area new homes will be distributed across the market towns with modest allocations being made in the other larger sustainable settlements.

The following housing growth trajectory demonstrates when the housing supply will be delivered thereby indicating the timing of investment and infrastructure needed to support it.

Suffolk Coastal



Waveney



AFFORDABLE HOUSING

Being able to afford to buy a home is a big issue for many, especially first time buyers. Studies conducted in East Suffolk have identified a need to deliver a substantial amount of new homes to meet the need for affordable homes. If house prices escalate more than incomes there may well be an increased need.

In Suffolk Coastal the number of houses that do not meet the Decent Homes Standard - currently 26.1% - needs to be reduced. The number of homeless families with dependent children approaching the Council for assistance has increased in recent years. All of the social stock within Waveney and Suffolk Coastal meets the Decent Homes Standard

Suffolk Coastal commissioned a Local Housing Assessment, completed in 2006, which identified the affordable housing need of the district as 24% of all new homes. The breakdown of these homes should be:

- 75% social rented homes and
- 25% intermediate affordable homes

In order to achieve this the Suffolk Coastal planning policies require 1 in 3 of all new homes to be affordable ones in developments of 3 units or more in villages and 6 units or more in towns. Further studies have shown this policy approach to be viable.

In Waveney the assessment of housing need is projected at 225 homes per annum over the next 5 years but in reality over the past 3 years, the delivery figure has been much reduced at around 100 each year.

As part of Waveney's Local Development Framework which is key to the development of new housing supply, an Affordable Housing Viability Study was commissioned in July 2009. This concluded that the previous policy of requiring a 30% Affordable Housing element as part of any scheme of 3 units or more was no longer viable. There is now a requirement on developments of 5 or more dwellings for an element of housing to be included within the development. 20 – 35% of the development will be required as affordable housing dependent on the size of the site.

For the Waveney area, the Strategic Housing Market Assessment of September 2007 showed that a 70% rent and 30% intermediate is appropriate. The Housing Needs of the whole East Suffolk will require updating as the market has undergone a sea change since the original work was carried out.

There is a growing need for additional Accommodation Based Supported Housing in the District – particularly in the Town Centre. The Supporting People review of support needs will indicate what types of provision and where it will work to best effect.

GYPSIES, TRAVELLERS AND TRAVELLING SHOWPEOPLE

A Gypsy and Traveller Accommodation Assessment identified the need in Suffolk Coastal for the provision of 31 residential pitches for Gypsy and Traveller families in the period 2006 to 2011. In addition it is suggested that Suffolk Coastal might accommodate a site for transit pitches in the Ipswich/Felixstowe area.

In Suffolk Coastal the need is for ‘New Travellers’ many of whom have lived within the district for a number of years but without provision of authorised sites. Given the nature of the needs of New Travellers it is unlikely that single, permanent facilities such as would be found on a more traditional authorised Gypsy site will be effective. A creative and, perhaps, more innovative approach is likely to be required working with the Travellers and the local communities to secure a satisfactory outcome. Should this involve specific areas of land, whether sites or broad locations, these will be identified in the Site Allocations and Area Specific Policies Development Plan Document and be the subject of public consultation.

With regards to increased pitch provision over time, the Council will rely on updated needs assessment.

In respect of travelling showpeople, the Council will liaise directly with The Showmen’s Guild and the owners and occupiers of the one site within the district. If a need for increased provision can be demonstrated, land for Travelling Showpeople would be made in the Site Allocations and Area Specific Policies Development Plan Document.

Waveney has one gypsy and traveller site providing 24 residential pitches, located in Kessingland. However, currently there are no transit pitches providing temporary accommodation within Waveney. The needs for Gypsies and Travellers and Travelling Show-People have been reviewed as part of the Local Development Framework which states that provision should be made for an additional 11 permanent pitches by 2011. Additional pitches are lined up for the existing site at Kessingland and a bid for funding is currently with the HCA. In the longer term a smaller site will be required elsewhere in Waveney.

INVESTMENT PRIORITY 2 – SUPPORTING THE ECONOMY

The East of England is one of the fastest growing regional economies in the UK and the Regional Economic Strategy identifies goals for economic development that have an important bearing on the economy of East Suffolk. The East of England is commonly assumed to be affluent yet areas, including parts of East Suffolk, face problems associated with remoteness, limited employment opportunities, high and persistent deprivation, low aspirations and lack of access to services including broadband.

The two primary towns of Lowestoft and Felixstowe face very pressing and comparable challenges sharing an agenda for resort management, regeneration, and social cohesion. They are key employment locations for supporting a wide catchment area with key industries including manufacturing, port-related activities, food and drink and tourism.

However prospects are changing with a momentum of economic vitality gathering pace across East Suffolk. Significant developments including the establishment of 1st East for Lowestoft, capital investment in OrbisEnergy and Adastral Park and the opportunities in the energy sector, all help to ensure that East Suffolk has an exciting and prosperous future.

An existing and future skills shortage exists in the East Suffolk area and the shortage is set to increase within the next five years as a significant percentage of the workforce reaches retirement age. A shortage of skills is a major contributor to unemployment and as the economy of the area develops will be a significant factor potential employers will take into consideration when deciding whether or not to move into and invest in the area. If the shortage and upwards trend is to be reversed investment in education and specialist skills training premises and courses is required.

The East of England is a major generator of energy and supplies around half of the UK's domestic gas requirements, generates nuclear power and is the leading region for renewable energy generation. The region's energy and low carbon sectors form 10% of the UK market and are worth more than £12.9billion with around 6,200 companies employing 103,400 people in the region.

More than £24billion will be invested over the next 10 years around the east coast in offshore renewable energy and Lowestoft is in a prime position to reap the many benefits this investment could bring. The town is already home to the operations and maintenance base for the 500-megawatt Greater Gabbard scheme off the coast of Sizewell and is ideally placed to capitalise on the proposed £24bn windfarm development entitled the 'East Anglia Array' which is to be built off the Suffolk and Norfolk coast.

Following its Energy Review, in January 2008 the Labour government stated that Britain needed a mix of power plants, including nuclear, as well as a commitment to alternative and more efficient forms of energy. This statement paved the way to allow a new generation of nuclear power stations to be built and with Sizewell A and B due to be decommissioned within the near future, the site at Leiston was chosen to be the location of Sizewell C. EDF Energy's plans for the new build will not only bring major benefits to the whole of the UK but also to the local community.

A feasibility study carried out by Skills for Energy East of England states that the proposals for Marine facilities (Haven Gateway), New Nuclear (Sizewell and Bradwell), Gas developments (Bacton rebuild, CCS and decommissioning) and offshore wind turbines (East Anglia Array) is compelling evidence alone that this region will have a debilitating shortage of skilled personnel across all energy sectors unless it acts now in expanding the skill base. The study also states that if the region is to capitalise on the growth in the production of energy, it must take the initiative and develop its own Skills Centre to operate as a skills "hub" and work directly with existing colleges and independent skills providers. From the research conducted and feedback received there is a strong preference for a centre to be located in the triangle formed by Norwich, Great Yarmouth and Leiston. More specifically, Lowestoft was the choice of the majority because of the close proximity to the burgeoning offshore wind sector, OrbisEnergy, Lowestoft College and the developments around the Power Park.

Phase II of the study has now begun to identify a final site which will then inform the initial planning stages of the development.

Whilst Suffolk as a whole is seen as a reasonably affluent area both Lowestoft and Felixstowe have wards that face issues of severe deprivation. In the 2007 Index of Multiple of Deprivation, which ranks all districts nationally against a collective basket of indicators, Suffolk Coastal was ranked at 274th and Waveney 114th out of 354 districts. Thirty neighbourhood areas (Super

Output Areas as defined for the 2001 Census) in the whole of Suffolk fall within the most deprived 20% in England, of which eleven are in Lowestoft. The most deprived area in Suffolk, is located in Kirkley however at the other end of the scale, the least deprived area is located in Martlesham. In Felixstowe the south and west wards have significant levels of multiple deprivation. Other reports identify a number of 'hidden pockets' of deprivation in rural areas including parts of Peasenhall, Saxmundham and Willingham.

Several initiatives to tackle the effects of deprivation such as improvements to the physical environment and drug/alcohol abuse schemes have been undertaken, however it appears that very little effective action to reduce the root causes of deprivation has occurred. Predictably the governments proposals to dramatically cut public sector support may at least in the short term aggravate the situation until such time as alternative support measures are provided.

Getting people into work is one key measure that does reduce deprivation, however factors like third generation worklessness, low income and rural isolation need to be overcome if people are to be enticed into or kept in sustainable employment. Taking into account the criteria for HCA investment and the myriad of public and private sector support agencies already in existence no specific investments are included in this section. However several practical investments such as provision of affordable/supported homes, rural transport measures, skills training and physical employment led development are contained elsewhere in this LIP.

Local purchasing has enormous potential to stimulate the economies of communities and foster associated job opportunities. For many small enterprises the opportunity to sell their goods and services to local buyers represents a key target market and supports the ethos of 'Keep Trade Local'. Raising awareness of what goods and services can be provided in the local area not only helps the environment by enabling shorter supply chains resulting in less traffic movement but also stimulates local economic development by supporting communities. The spin off benefits to this include clustering of particular businesses facilitating perhaps new ideas and ways of working, increasing productivity and opening new commercial opportunities thus allowing money to be kept within the local area further increasing incomes and job creation.

Channels between large employers (both public and private) and small firms need to be strengthened. The bulk of all future jobs growth is expected to be in the small and medium-sized enterprise (SME) sector rather than through larger firms. To help facilitate this growth large framework agreements could be divided into sub agreements encouraging and enabling SMEs to have a better chance of tender for contracts. Local procurement portals are an ideal way for this to occur enabling local suppliers to seek out and tender for supply chain opportunities creating a solid platform for not only good business practice but also to enable local businesses to play their part and serve their local community.

INVESTMENT PRIORITY 3 – TRANSPORT

The transport issues for East Suffolk fall into two main categories, road connectivity and public transport. Whilst a number of key interventions have been identified to help mitigate those issues, viability assessments, cost benefit analysis, failure of previous bids for funding and present lack of public funding, amongst other reasons, have resulted in many interventions becoming longer term investments to be brought forward in later iterations of this LIP or in other strategic documents.

Road Connectivity

Some of the road congestion within East Suffolk, particularly in Lowestoft and Felixstowe, is due to the problems with roads and junctions within the towns.

Within Lowestoft, the A12 runs north/south via the heart of the town's urban area crossing the harbour by the Bascule Bridge (causing irregular congestion when it is opened for shipping traffic). A long standing proposal is for the provision of a third crossing (Lothing Crossing) to reduce traffic pressure at the existing Bascule Bridge and through Bridge Road in Oulton Broad, the second crossing point. The Lothing Crossing is planned for delivery beyond 2025 in accordance with the LDF, primarily due to lack of funding.

Several potential measures to reduce congestion and improve connectivity in the town including those stated below are at various stages of development but all are on hold due to the lack of funding.

- Northern Spine Road extension - £7,655,998
This would involve extending the previously constructed section of the Spine Road (Peto Way and Millennium Way), from a roundabout at Bentley Drive, to a new roundabout at the junction of Blundeston Road and Pleasurewood Hill, connecting with the A12 dual carriageway to Great Yarmouth. The road will allow northbound traffic using the existing A12 to be diverted to the new spine road thereby reducing the amount of through traffic in the area. The road is also needed to ease movement north, south between Great Yarmouth and Lowestoft and free surrounding roads for local traffic.
- Denmark Road - £6,163,505
A new section of carriageway parallel to the existing Denmark Road will provide properties on that stretch of road with access to a service road for parking. Landscaping would also be possible, which would enhance the amenity of the area. The road would also help to concentrate traffic on the improved highway between Rotterdam Road Roundabout and Katwijk Way.
- Southern Access Road - £8,207,125
The Southern Access Road is required to provide access to major development sites on the south side of Lake Lothing and to form a connection with the Southern Relief Road. This is a key section of infrastructure required to release development land for new housing and job creation. The road will facilitate any later connection to the Lothing Crossing should the crossing be located in that part of Lake Lothing.
- Lothing Crossing - £37,809,558
Road crossings of the harbour are at the heart of transport issues in the town. The capacity of the existing two crossings severely restricts and inhibits the potential to reduce congestion and improve public transport, particularly around integrated service and the efficiency of bus services. A third crossing point would transform connectivity within the town and deliver major improvements to access and egress connectivity to Lowestoft. The Lothing Crossing and proposed infrastructure would provide relief to traffic congestion in Lowestoft town centre, with traffic use on Belvedere Road, the existing Bascule Bridge, Lowestoft Gyratory and Jubilee Way all reduced. Peto Way, which is underused currently, would provide an essential link to the new crossing.
- Plans exist for two pedestrian/cycle bridge crossing to serve to increase connectivity between the north and south of Lowestoft promoting social inclusion and improving access to services as well as opening up access to open space, education facilities and employment land. The two bridges are also included in the County Council proposed transport measures to reduce car dependency within the town, particularly for short journeys.

The town of Beccles currently suffers from internal congestion particularly from heavy goods vehicles and traffic going through the town centre to the industrial areas of the town. The Beccles Business Park and Ellough Industrial Estate are significant areas of employment and

further growth has been identified yet at present the road network and access inadequate to support the area.

Many village communities situated along the A12 face the impacts of heavy traffic flows through their villages with a high proportion of heavy goods vehicles and tourist traffic using the route affecting the quality of life for many communities. With the development at Sizewell C, the levels of traffic will undoubtedly increase and investment on the A12 is seen as imperative if the economy of the East Suffolk is to be supported. This is also the case on the stretch of the A12 at Martlesham if the scales of housing and employment growth proposed for the area are to be accommodated.

Public Transport Connectivity

The necessary public transport infrastructure is essential in order to support the economy of the East Suffolk area, improve access to services and facilities particularly in rural areas and minimise the impact of traffic on the environment.

- **Transport interchange hub at Lowestoft Station**

The Suffolk Rail Strategy (February 2007) contains a long term priority to increase frequency of train services to and from Lowestoft, and considerable potential exists to enhance rail facilities within the town. Lowestoft Station is located at a strategic location within the AAP area, close to the town centre and Bascule Bridge.

Since the production of the 2007 AAP Preferred Option a number of studies have been commissioned including a Feasibility Study of Development Options for the Lowestoft Station and North Peto Square. The study identifies the area as a significant development site for inclusion of an integrated transport hub with linkages to the town centre and waterfront, incorporating existing heritage features such as the current station buildings. Options include improvements to the ticket hall and waiting area, provision of covered platforms, bus/taxi interchange with sheltered waiting facilities and real-time information, toilet facilities, safe, convenient and direct pedestrian and cyclist linkages to the town centre, South Beach and other parts of Lowestoft, secure cycle parking and a station travel plan. This development is linked with the spatial priority for Lowestoft and the strategic intervention for Peto Square.

- **Beccles Loop**

East Suffolk Rail Line improvements are needed to increase the frequency of services between Lowestoft and Liverpool Street, London from a 2 hourly to an hourly service. A new passing loop at Beccles is proposed as the potential way forward to assist in the regeneration of the Great Yarmouth and Lowestoft sub-region and in maintaining viable communities in the market towns and villages. Passenger numbers have already risen by 16% due to the 2 hourly through train service via Ipswich and could be significantly further increased.

The provision of the loop is key to further development of integrated public transport for the sub region. The ESRL serves Lowestoft which is Suffolk's second largest town and a number of villages and smaller towns in both Suffolk Coastal and Waveney which at present are heavily reliant upon vehicular travel.

The bulk of the finance for the loop has been proposed by Network Rail and approved by central government, however a sum of £1m still needs to be found.

SCC have committed to providing the funding subject to budget provisions set to be determined in Feb 2011.

INVESTMENT PRIORITY 4 – UTILITIES

A constraint on the future physical and economic development of the East Suffolk area is the demand on the existing utilities provision. Any new development or growth in a location, whether large or small, residential or non residential, could place likely constraints on the infrastructure capacity such as sewage treatment or water supply will need to be addressed. There are also deficiencies on the current system which need to be addressed to ensure they are appropriate.

There are several sewage capacity issues identified across the district with particular problems identified in Beccles, Bungay, Felixstowe, Kessingland and Worlingham as well as on the eastern fringe of Ipswich. Significant investment is required in these locations prior to any further development taking place.

There are also major catchment issues with flooding and the structural condition of the sewage network in Lowestoft which would require an additional sewage treatment works in the south of Lowestoft or the provision of additional infrastructure across Lake Lothing.

However it is not only the capacity of the utilities infrastructure which has constraints, the UK has witnessed a transformation in telecommunications over the last few years with working patterns changing and the demand for greater flexibility in access to the internet in particular increasing.

As highlighted in the Queen's Speech in the new Digital Economy Bill, fast broadband is critical to the nation's economy and for businesses to compete successfully in the global marketplace. However in East Suffolk (like in many rural counties) the average broadband speed varies across the county with many less densely populated rural areas unable to access high speeds of internet access as the more urban areas of the county.

INVESTMENT PRIORITY 5 – COASTAL ADAPTATION

The low lying and coastal nature of the East Suffolk area means that it is exposed to the combined effects of coastal erosion, river flooding and sea level rise predicted from climate change. The under investment in flood defences of Lowestoft and the other coastal communities, as well as the inland towns and villages built on the many watercourses, will become of growing significance and concern over the next decade and beyond unless major infrastructure and mitigation measures are implemented. The largest urban area at 'significant' risk in the area is around Lake Lothing in central Lowestoft, which forms part of the 1st East area.

Local authorities have a duty to regulate coast protection works undertaken by other organisations and individuals through the management policies of Shoreline Management Plans (SMP). A SMP is a strategy for managing flood and erosion risk for a particular stretch of coastline, over 3 time periods. SMPs identify sustainable and affordable approaches to the management of coastal flood and erosion risk to people and the developed, historic and natural environment within guidelines for sustainability set by Defra.

The policies that flow from these management approaches also inform the Council's development management system within a framework governed by the recently published Planning Policy Statement 25 Supplement Development and Coastal Change which strives to

avoid 'inappropriate' development in areas at risk of flooding, coastal erosion and cliff instability at the coast.

Recent central government policy for the distribution of funding for coastal management has discriminated against rural and resort frontages where previously defended areas are not able to gain investment for defence renewal leading to policies of retreat or realignment. In response Defra has launched a Pathfinder initiative that is intended to engage with at-risk communities to identify ways of adapting to coastal change. Waveney was awarded funding for Pathfinder projects at Corton and Easton Bavents that are faced with different challenges associated with coastal erosion.

The summary position for the Waveney frontage is that SMP policies advocate investment in coastal management measures to preserve the present shoreline position over the long term at north and south Lowestoft, Pakefield and Southwold. The northern part of Kessingland is expected to not require investment for at least 50 years – due to natural protection from Benacre Ness - however the shoreline over other parts, including the village of Corton, has policies for natural evolution.

Whilst 'greater' Lowestoft and Southwold appear to be relatively secure the policies for some parts are to a degree aspirational with a probability that the level of investment required to deliver will necessitate a mix of public and private sector funding – the former element being subject to a prioritisation process that is currently difficult to access for coastal frontages of a rural / resort type.

The at-risk parts of the towns and villages include residential and commercial areas therefore investment in protection against erosion contributes to sustaining key community attributes.

Waveney's coastal management investment plan has two significant parts – a Defra grant-in-aid capital programme that is submitted to the EA annually and a local revenue / capital composite asset maintenance budget [presently ~ £400k] which has recently been increased to offset the consequence of unfavourable capital grant allocation procedures.

The capital programme shows a sequence of ongoing investment over 20 years deemed necessary to deliver SMP policy, however the only 'provisionally approved' projects on that programme are strategy studies, one for the frontage north of Lowestoft Ness starting 2011 and the other for the frontage south of Lowestoft Ness, provisionally starting 2012. These strategies will update the Council's capital and revenue funded works programmes. Any major works that are found to be justified, and affordable will, be implemented from 2014.

There are also issues around the management of existing and / or the provision of new flood defences at Lake Lothing [Lowestoft] and the River Blyth estuary [Southwold]. Note that management of flood risk is within the domain of the Environment Agency and that the Council's current role is mainly one of facilitating / supporting private investment initiatives. The potential outcomes of these initiatives are either the creation of new development opportunity [Lowestoft] or the retention of existing recreational and commercial opportunity [Southwold].

SPATIAL PRIORITIES

INVESTMENT PRIORITY 6 – LOWESTOFT

Spatial Vision:

Lowestoft will be a clean, attractive, vibrant and progressive place to live, work and visit. As the main town, most additional housing development will have taken place here and a broader range of retailing, employment, services and facilities provided for a wide catchment area.

As part of a sub-regional vision with Great Yarmouth, the regeneration of the towns will have been addressed through a complementary and integrated approach to the shared issues of geographically remote and coastal locations, economic and social deprivation. The towns will retain their important District/Borough roles as the main towns but they will also complement each other through their differences. Their sub-regional function will have been enhanced through improved transport linkages between them and beyond. The synergy of the sub-region will have raised the status and profile of each town.

The Lake Lothing and outer harbour area of Lowestoft will be regenerated with a thriving mix of uses throughout the day and evening, integrated with the seafront and shopping streets to the north and south. There will be public access to the water frontage and public spaces for people to meet and play.

Connection between the north and south of the town will have improved and measures to protect against the risk of flooding will be in place. The port will have top quality freight handling and distribution facilities, fabrication, services and facilities for the offshore industry. The port will also have a role as a gateway to Europe for trade and as a hub as part of an integrated transport network.

Ness Point, as the most easterly point in Britain, will have a nationally high profile. It will be an important tourism destination with high quality links to the historic High Street area. The area will provide a nationally important cluster for renewable energy activity and businesses in the form of a Power Park; building on the success of the Gulliver wind turbine and the OrbisEnergy accommodation for renewable energy related companies.

The attraction of the beaches, coast and the Broads will continue to provide an income for the tourism industry. The town will offer a range of indoor and outdoor facilities and high quality accommodation to meet the needs of local people and tourists all year.

Lowestoft will provide an important role in further education and the development of skills. Deprivation will have been reduced in those areas of the town suffering from the highest levels. People will be healthier, with improved access to health facilities and homelessness will have reduced.

Travel within the town will be easier, with a much higher percentage of the population walking and cycling for shorter trips. Public transport will have improved as the status of Lowestoft as a Regional Transport Node is recognised. There will be improved rail and bus links with other urban centres in the region and with London and to national networks. The frequency and quality of bus services within and beyond the town will be good and integrated with rail services. In particular, linkages along the A12 with Great Yarmouth will be strengthened.

An Area Action Plan (AAP) is being prepared by Waveney District Council and 1st East to guide and promote the regeneration of the Lake Lothing and the Outer Harbour area in Lowestoft.

Policy CS05 of the adopted Waveney Core Strategy sets out the objectives for the Lake Lothing and Outer Harbour Area Action Plan. It states that the area will be prepared focusing on employment-led regeneration with the objectives to create:

- a flourishing local economy to provide wealth and at least 1000 jobs;
- employment and transport opportunities in the port, including greater use of the water;
- a high quality, well-designed, mixed use and sustainable built environment, that respects the existing qualities and character of the area, includes the integration

of existing businesses wherever possible and makes maximum use of renewable energy technologies;

- a safe and healthy local environment with well designed public and green space;
- improved public access to the waterfront;
- sufficient size, scale and density and the right layout to support basic amenities in the neighbourhood and to minimise use of resources;
- good public transport and other transport infrastructure to reduce the need to travel, with a consequent reduction in congestion;
- buildings, both individually and collectively, that achieve a high standard of design and which can meet different needs over time and minimise the use of resources;
- a well integrated mix of in the region of 1500 decent homes of different types and tenures to support a range of household sizes, ages and incomes;
- good quality local public services including education, health, leisure and community facilities;
- an enhanced role for Lowestoft as a retail centre, including provision of around 21,000sqm of new (comparison) retail floorspace and associated leisure uses in an extension to the town centre in the Lake Lothing area;
- a diverse, vibrant and creative local culture that builds on the strong maritime heritage traditions;
- a better connection between the waterfront and the old industrial areas, the town centre and local communities;
- better connections between the communities north and south of Lake Lothing;
- a vibrant heart to the town for local people and visitors;
- development which is safe in terms of flood risk for its lifetime, and does not increase the risk of flooding elsewhere;
- improved flood protection for the heart of Lowestoft;
- support for the tourism economy through the promotion of uses such as hotels, leisure and marina facilities; and
- links between the Broads and the seaside tourism areas."

The AAP process to date has identified the development of the following strategic sites to be critical in realising the regeneration and revitalisation of the Lake Lothing and Outer Harbour Area:

Power Park

PowerPark comprises the area south of Ness Point and west of Battery Green Road and includes Hamilton Dock, Waveney Dock, along with parts of Trawl Dock and Outer Harbour. Much of the site is occupied by the Beach Industrial Estate. The PowerPark site will provide up to 26 ha of reconfigured employment land and associated uses (B1, B2, B8) to become the focus for the energy industry within Lowestoft

The PowerPark Demand and Needs Study by BVG associates outlines the key energy sectors the PowerPark should target focusing on a mix of:

- Offshore wind Operations and Maintenance (O&M)
- Offshore marine Research and Development (R&D) and prototyping.
- Existing traditional marine and underwater engineering facilities on site.
- Blend of other energy activities that do not require significant land or quay space. These include Carbon Capture Storage (CCS) – potential research and development/operations and maintenance facilities to support carbon capture storage in geological formations under the North Sea; Support to the nuclear industry (in particular

the construction of future phases of the Sizewell plant); Gas storage – operations and maintenance for off shore gas storage facilities.

- Possible on-site training centres to supply the energy sectors (see the Supporting the Economy section)

The study states that based upon industry estimates an additional 950 direct and almost 4,000 indirect jobs will be created by 2020. Each new direct job is assumed to create four indirect jobs in the local supply chain, hospitality and other fields. The study identifies that economic benefit from offshore wind operations and maintenance is expected to be worth £3 billion to the sub regional economy by 2020.

Brooke Peninsula/Sanyo (Sustainable Urban Neighbourhood)

Brooke Peninsula and Sanyo provide a substantial area that is currently occupied by predominantly under utilised or unoccupied industrial buildings. The site has considerable access constraints and is abutted by existing residential property along Victoria Road. Brooke Peninsula was previously occupied by Brooke Marine who developed the site for boat building in the early 20th Century. Since vacating the site in the 1980s the site has been used as a business park with a number of small and medium sized businesses occupying the former boat yard buildings. The site is poorly maintained, under utilised and employment densities are low. The site covers an area of some 12.2 hectares.

Brooke Peninsula/Sanyo will be redeveloped as part of a Sustainable Urban Neighbourhood providing the following uses:

- Approximately 1,100 residential units built to densities of between 50 and 90 units/hectare including terrace, mews and townhouse typologies and apartments;
- Enhanced open space utilising existing recreational ground adjacent to the former Jeld Wen site, or a like-for-like provision in areas at higher risk of flood;
- A minimum of 3 ha of Open Space (depending upon density), plus retention/reprovision of the existing playing fields adjacent to the former Jeld Wen site;
- Southern Access Road, providing connection into Kirkley Waterfront site;
- Mixed use employment to include office, research and development and light industrial uses;
- Continuing care retirement community;
- Primary School (1.7ha);
- Marina facilities;
- Retail, restaurants, bars, cafes as active ground floor uses;
- Hotel.

The western end of Lake Lothing has a much more mixed character than the rest of Lake Lothing, with a strong emphasis on marine related industries. The Harbour Road Industrial Estate is a particular focus for these activities to the north. The following uses will be permitted:

- Waterfront tourism;
- Small-scale residential development of 57 new homes;
- Employment, with a focus on marine activities.

Peto Square

Peto Square represents the areas immediately north and south of the Bascule Bridge. The extent of the strategic site contains the following features:

- Lowestoft Rail Station;
- Station Square;

- Commercial Road Area (including former Aldi site and ABP land extending to Town Quay);
- Belvedere Road/South Quay.

Significant development opportunities exist within Peto Square in particular reconfiguration of the railway station and the area around Commercial Road which provides a significant opportunity to create a sustainable town centre extension that will connect the existing primary retail area to the water front. This could include new transport interchange, town centre retail, and waterfront leisure and hotel activities. It would also facilitate a strong pedestrian/cycle link between the town centre and southern parts of the town through the construction of a new pedestrian/cycle bridge parallel to the bascule bridge.

Peto Square will become a central focus for retail, leisure and commercial activity at the heart of Lowestoft, comprising the following development:

- Up to 17,500 sq m retail, leisure, hotel and tourism development comprising A1, A2, A3, A4, A5 uses along with other leisure facilities in the area between Denmark Road and North Quay;
- Initial phase of development focussed around Commercial Road;
- New railway station facilities
- New transport interchange adjacent to the railway station with facilities for taxi pick up/drop off, secure covered cycle storage, bus waiting and real time information;
- Development of South Quay for commercial and port related activities with improved public realm.

There remain several potential development sites in this location including areas between the road and the railway line, and north of the North Quay retail park. Approximately 3.2 ha of space within the vicinity of Peto Way/Denmark road corridor is allocated for employment development comprising B1, B2 and B8 and this may provide a suitable location for businesses requiring relocation from PowerPark and Brooke Peninsula.

Kirkley Waterfront

Kirkley Waterfront covers the area to the north of Waveney Drive. It stretches from an inlet in the east to the open space and County Wildlife Site adjacent to the former Jeld Wen site in the west covering an area of some 25 hectares. Kirkley Waterfront will be developed to provide the following uses:

- Residential comprising some 250 units at densities of approximately 50 units per hectare, as part of proposals for a sustainable urban neighbourhood;
- 12 ha of employment comprising predominantly B1 office floorspace, research and development and workshop space) in the area surrounding Riverside Road and adjacent to residential areas;
- Waterfront employment to provide dock and mooring facilities and ancillary uses.

The following items of infrastructure will be required to support the development of the site:

- New primary school;
- Southern Access Road;
- New pedestrian and cycle routes and facilities;
- Public transport improvements;
- Pedestrian and cycle bridge link;
- Remediation of contaminated areas in accordance with PPS23;

- Flood defences;
- On site renewable energy systems.

East of England Park

Located between the beachfront and Whapload Road, the site is characterised by underutilised and poorly maintained open space. The site also incorporates Ness Point, the most easterly place in the UK. A lack of east-west pedestrian connections, as well as impermeable industrial land uses to the south both contribute to the site being poorly integrated into the surrounding urban fabric. The East of England Park will be created as a high quality landscaped area that celebrates its location as the most easterly point in the UK. The Park will seek to include the following features:

- Use of landscaping and public art to soften the visual impact of the Birds Eye factory;
- Cultural events field;
- Play facilities;
- Incorporation of historic net drying racks;
- Bold curving steps and ramps onto concrete promenade providing better access to the sea front;
- Better links to the historic High Street via the Scores and area to north including maritime museum and lighthouse;
- Use of high quality sculpture, lighting, banners to animate the seafront;
- Pavilion/café/orientation facilities at Ness Point;
- CCTV;
- Signage and wayfinding measures to integrate the park with the wider town;
- Integration with the North Dene's Caravan Park proposals;
- Provision of a landmark structure/sculpture to assist in the orientation of the site and Ness Point

Kirkley Rise

The area around Kirkley Rise has been identified as a strategic site due to its potential for significant change and its strategic location between Kirkley District Shopping Centre, South Peto Square and Kirkley Waterfront. The site extends south of Horn Hill and is bounded by Clifton Road and Salisbury Road to the south.

The Horn Hill frontage presents some development potential with a vacant site at the junction of Kirkley Rise. The following development will be sought within Kirkley Rise:

- Redevelopment of the area west of London Road South for residential, health/community facilities, retail and commercial uses (provided flood risk issues are addressed and a sequential approach to site development is adopted). This may include the long term redevelopment on a deck over the car park site for the above uses;
- Development of Horn Hill frontage for employment-led mixed uses;
- Residential/employment in sites adjacent to Kirkley Rise/Horn Hill;
- Employment will be retained within existing sites;
- The area may provide potential for new tourism facilities (including hotels, guest houses, restaurants and bars) to complement the existing tourist area at Kirkley.

Oswalds Boatyard

This site is currently occupied by a disused boat yard, 2 cottages, and library. Oswald's Boatyard will be developed for high density residential units, replacement library and community facilities provided flood risk issues can be overcome. The site will be developed in accordance with the following principles:

- Creation of a landmark building at a key gateway location between Lake Lothing and Oulton Broad;
- All new buildings should be of the highest architectural quality and maximise the potential of the waterfront position;
- The scheme must ensure public access to the waterfront, including the provision of library, community facilities and ground floor tourism uses fronting the water;
- The scheme should include mooring facilities for a waterbus;
- The scheme should provide open space within the site for the benefit of future residents and should contribute to improvements to off-site open space;
- Buildings will be designed to maximum heights of 8 storeys;
- As this is a flood risk area, buildings will be required to include appropriate mitigation measures. This should include creative design solutions that ensure buildings are functional and attractive;
- The area should provide potential to become a hub for tourism and should include hotel, restaurants, bars and marina to exploit the location between the North Sea and the Broads;
- Development should include provision to encourage wildlife habitats such as green/brown roofs and areas of green spaces;
- Secure cycle parking must be included within the site;
- New development should ensure any flood vulnerable uses is not provided at ground floor and incorporate safe means of escape into the design of buildings;
- Development of the site should not encroach into Lake Lothing;
- Development will be protected through land raising and strengthened flood defences.
- Development will be required to contribute to the following items of infrastructure:
 - Off-site schools provision;
 - New library and community facility;
 - Off-site open space contributions;
 - Flood defences.

Extension to South Lowestoft Industrial Estate (linked to 1st East relocation strategy and ongoing demand for sites and premises)

The South Lowestoft Industrial Estate was built in the 1970s and covers an area of approximately 40 hectares. The Waveney Employment Land Study (2006) recognised the need for an additional area of employment land here due to the estate being almost at capacity and enquiries still being received for sites in the South Lowestoft area. The study stated that the site should be developed for a mix of industrial uses (B1, B2 and B8) however the capacity of the main foul and surface water sewerage systems draining the site and their associated pumping stations will need to be increased to cope with the anticipated additional requirements of any development.

WDC assets e.g Town Hall and Clapham Road sites (including provision for housing)

The Town Hall site includes some vacant buildings, occupied Council offices, including a converted terrace of houses on Compass Street, areas of car parking and the Town Hall itself. The site has excellent access to services, facilities and public transport which makes it suitable for a range of uses in keeping with Core Strategy policies, including office and commercial uses,

student accommodation and housing. However, there is a continuing need to contribute towards the continued vitality of the High Street with office and commercial uses being the most valuable in maintaining the number of employees in the High Street as well as housing to increase the population of the area. Improvements to pedestrian and cycle links within and through the site to existing networks will help to connect the development to the surrounding area and encourage walking and cycling.

The Clapham Road site is a brownfield site in a central location within Lowestoft, and has excellent access to services, facilities and the public transport network. It is situated towards the edge of Lowestoft town centre, within an area that is characterised by a high proportion of office uses, mainly in converted dwellings. The busy town centre location means that housing would not be considered appropriate on the ground floor or as the sole use of the site, but flats on the upper storeys could form part of a mixed-use development. Assuming development of two residential storeys the development could deliver approximately 34 flats. It is expected that the site should provide 35% affordable housing.

Documents to view:

- Area Action Plan Policies EMP 4, ENV1-5, FR1, WEW1-3;
- AECOM/DTZ Peto Square Capacity Exercise (in progress, due for completion summer 2010).
- Affordable Housing Policy Financial Viability Study (2009).
- Assessment of 5 Year Supply of Housing Land (March 2009);
- Cumulative Land Raising Study (2008);
- DTZ Lowestoft and Great Yarmouth AAPs – Employment Land Evidence base Report (2009);
- Great Yarmouth and Waveney Employment Land Study (2006);
- Great Yarmouth and Waveney Housing Market Assessment (September 2007);
- Great Yarmouth Borough and Waveney District Retail and Leisure Study (August 2006);
- Lake Lothing and Outer Harbour Business Relocation Strategy (2010).
- Lowestoft Station and North Peto Square – Feasibility of Development Options (Rail Estate) (October
- Lowestoft URC Area Cultural Heritage Assessment (2006);
- Note on Implementation – North Dene’s Caravan Site (September 2006);
- PowerPark Demand and Need Study (2009);
- Sub-Regional Housing Strategy for Great Yarmouth and Waveney – 2005 and beyond (October 2004);
- Suffolk Coastal and Waveney District Strategic Flood Risk Assessment (2008);
- Waveney District Urban Housing Capacity Study (November 2002);
- Waveney Economic Regeneration Strategy 2008-2017 (March 2008);
- Waveney Housing Strategy (January 2004);
- Waveney Interim Local Plan (2004).
- Waveney Strategic Housing Land Availability Assessment (November 2007);
- Waveney Sustainable Communities Strategy.

INVESTMENT PRIORITY 7 – MARTLESHAM HEATH

Spatial Vision:

Adastral Park at Martlesham Heath will have maintained its position as one of the UK’s largest concentrations of research excellence in ICT. Located here, 'Innovation Martlesham' will have become a global centre of excellence for research and development accommodating 80 knowledge based businesses with 1,700 direct jobs. It will offer flexible incubation space for high-tech ICT related knowledge based enterprises. With an open campus feel, it will have a strong higher education research presence that encourages and stimulates knowledge transfer

and innovation. Tenants will not only benefit from the support of a virtual hub network, but will also have access to BT's physical hub.

Alongside a range of education initiatives and outreach programmes, the University of Essex, University Campus Suffolk, Suffolk New College and University College London will all have a presence at Adastral Park contributing to a reversal of the previous trend of young people leaving the area for both education and employment. Proposals for the regeneration of Adastral Park will have involved the expansion of the University presence and the creation of a new campus. It will be part of an Academic Hub environment as part of Innovation Martlesham. Therefore, improved provision at further education level (16 to 18 years) coupled with greater links with business acts as motivation for young people to stay in the area through enhanced long term opportunities and employment prospects.

Complementary to this will have been the development of 2000 new homes on adjacent land. This community will, therefore, be well-related to the employment area at Martlesham Heath, including BT at Adastral Park. Advantages of this area include:

- In comparison with other potential areas which are predominantly farmland, a large proportion of the area had the opportunity for mineral extraction before being developed
- The land is immediately adjacent to a substantial employment area with the potential to expand
- The new community is of sufficient size to support new health and other facilities and services, including a primary and secondary school, provision building on the reputation of Adastral Park

Prior to development taking place investment will need to take place in order to ensure that:

- (i) Infrastructure is in place and construction occurs in accordance with sound principles of sustainability
- (ii) Improvements take place to the local access points, the radial routes into Ipswich and the pedestrian links with the existing Martlesham community;
- (iii) Public transport provision is sound
- (iv) Strategic landscaping has minimised the impact on the adjacent AONB
- (v) Areas of biodiversity and geodiversity interest are identified and enhanced and
- (vi) Access to the countryside has been improved, thereby creating green space

INVESTMENT PRIORITY 8 – FELIXSTOWE

Spatial Vision:

Felixstowe will be a thriving seaside town and port, attractive to residents of all ages, and welcoming to visitors who wish to experience the town's beautiful coastal location, proud Edwardian heritage, vibrant and diverse retail offer, café-culture and healthy outdoor lifestyle.

The local employment base will provide a wide range and choice of employment type and site together with enhanced education and skills, alongside that provided by an expanded port function. Issues of deprivation, particularly at the southern end, will have been addressed.

The resort area will appeal as a tourist destination with appropriate services, facilities and accommodation, as well as strong links between the seafront and town centre. In the latter the

retail, service and other facilities will meet the needs of the whole population both resident and visitor.

Additional housing will have been created. This will, at first, have represented organic and evolutionary growth in the Felixstowe and Trimleys area over a mixture of sites immediately abutting existing built up areas. Further development of 'greenfield' land will have taken place with respect for the environmental setting, providing a scale and range of housing to have met the needs of the population as well as creating a more sustainable balance between housing and employment with reduced commuting.

The constraints posed by the location at the end of a peninsula with limited access via road and rail, along with the risk from tidal flooding will not be considerably reduced and mitigated.

Infrastructure

The Core Strategy identifies the need for investment in the infrastructure network in order to support the existing and future growth of the town which includes:

- (a) a significant improvement to the Dock Spur Road beyond those proposed by the Felixstowe Port Reconfiguration;
- (b) improved access to the Dock from Felixstowe, Walton and the Trimley villages;
- (c) good access from any proposed housing sites to the town centre of Felixstowe;
- (d) the future dualling of the railway track for the wider community;
- (e) adequate primary and secondary school provision;
- (f) appropriate healthcare facilities;
- (g) to provide for the growing need for allotments;
- (h) cemetery provision;
- (i) significant improvement, expansion and retention of sport and leisure facilities;
- (j) adequate water, electricity, sewers etc. and
- (k) realising opportunities to achieve access to green space including countryside.

INVESTMENT PRIORITY 9 – MARKET TOWNS & THE RURAL AREAS

Bungay

Spatial Vision:

Bungay will perform a stronger role, as a historic market town that can increasingly meet its own needs and those of the surrounding villages in Waveney and South Norfolk. Improved traffic management and highway improvements will have enhanced the town centre, increasing its attractiveness as a centre for retail investment and Broads related tourism. New employment development will have reduced the need to travel to work and some housing development would have taken place without the need to breach the environmental limits of the town. A new community facility will provide a range of services and facilities in one location to serve local needs and investment will have been made in addressing local flooding issues.

For Bungay there is the potential that a growth in housing could enable delivery of employment land at St Johns Road. This site is currently a large arable field, open in nature and raised from the road. Residential dwellings are located to the north and further agricultural land to the south and east and the high school playing fields lie to the west. Bungay Pool and Gym is located adjacent and to the south-east of the site, set into the land. The development fits with the Core Strategy Policy CS07 Employment by identifying a need for approximately 5ha of industrial land for B1 (business and light industrial), B2 (general industrial) and B8 (storage/distribution) uses, but in particular B1 (light industrial).

The element of housing that has been allocated is to support the delivery of the industrial land and to minimise the impact on current residents any new residential development should be located on the northern part of the site. To minimise impact on new residents the industrial development should be designed to ensure that only B1 business and light industrial uses are located closest to new housing. The potential for live-work units should be considered and situated between the industrial and residential areas acting as a buffer between the two different land uses.

Framlingham

Spatial Vision:

Framlingham will flourish as a largely self-sufficient market town within East Suffolk, meeting the day-to-day needs of local residents and businesses within the town and its hinterland, and serving as a tourist destination. Overall, it will have maintained its high quality historic character dominated by the castle and college. Within the town centre the retail and commercial offer remains weighted in the favour of local residents. Lack of social and community facilities will not be an issue. The scale and range of the employment offer will be varied. As a thriving centre with few constraints to development, growth will have taken place, primarily utilising brownfield land to create new mixed use development of housing and employment, tailored to meet the needs of the local population.

Halesworth

Spatial Vision:

Halesworth will prosper as a historic market town and become increasingly self-contained, meeting the needs of the local community and some of the surrounding villages in Waveney, Suffolk Coastal and Mid Suffolk Districts. Some residential and employment development will have taken place and the range of shops and services will have broadened. A new community building will provide a range of services and facilities and additional playing field and sports provision will have been met. Access to health care will have improved.

There has been a long standing need to enhance the sports provision in Halesworth and the playing fields at Dairy Hill cannot meet the needs of local sports teams. The land at Dairy Hill, Halesworth, (2.1ha), is allocated for housing development (50 dwellings with a 35% of affordable dwellings) and allotments. However the site will only be progressed as an allocation for housing on the strict condition that a greater area of open space is provided in the form of playing pitches in another accessible location.

Kessingland

Spatial Vision:

Kessingland will continue to be the largest village in the District. Its services and facilities will have been broadened to reflect the size and needs of the community and to enhance its ability to provide for the needs of the surrounding villages. Tourism will continue to provide local employment opportunities and to support the local economy. However, Kessingland will continue to be heavily reliant on nearby Lowestoft for employment and a greater range of shops, services and facilities. Drainage and flooding issues will have been addressed and there will be improved access to health care and education. Additional playing pitches and facilities for young people will have been provided. Only small-scale housing development will have taken place within the built-up area or to meet the need for affordable housing.

Leiston

Spatial Vision:

The vision for Leiston is a town that has retained a distinct character of its own and consolidated and built on its role not only in relation to its own residents and rural hinterland, but also in recognition of the wider role it plays in the provision of leisure, education and employment facilities for other neighbouring market towns. The employment base will have been retained, strengthened and expanded. Opportunities will also be available to achieve social and community benefits from future investment at Sizewell should they have occurred. Some modest housing growth will have occurred, providing affordable housing. Deprivation will be a thing of the past.

Investment priorities will have been identified in an Area Action Plan prepared by Suffolk Coastal District Council in association with Saxmundham.

Saxmundham

Spatial Vision:

The vision for Saxmundham is one whereby its function as a local retail, employment (including Kelsale cum Carlton) and service centre has been maintained and enhanced. The most will have been made of its assets, including the historic centre as well as good road and rail access. There is a need to identify and exploit opportunities that encourage and facilitate greater social integration for new and existing residents.

Opportunities to undertake works to up-grade the physical environment within the town centre, improving its appeal to both residents and tourists, will have been taken. In addition, the employment base will be varied offering improved job prospects within the local area. It will function as an integrated transport hub on the East Suffolk rail-line with good pedestrian and cycle links to the town centre and railway station.

Limited expansion of the town will have helped address the previous negative aspects including support for local facilities, lack of trade for town centre independent retailers and affordable housing. Deprivation will not be present. Social integration of previous and new residents will have been addressed.

An Area Action Plan will be prepared in association with Leiston. This will identify investment projects.

Woodbridge

Spatial Vision:

The vision for Woodbridge is one whereby opportunities for development and growth have been balanced with the acknowledged physical and environmental constraints (notably the Deben estuary with its nature conservation and landscape designations to the east, the A12 to the west, areas at risk from flooding, and its high quality historic built environment). This will have maintained and enhanced its roles as the principle market town within the southern part of East Suffolk, an employment centre and a tourist destination.

Woodbridge will also represent an attractive 'gateway' into the area of outstanding natural beauty, where the scale of new development and standard of design reflects that function, particularly at Melton.

The riverside environment will be a vibrant one that incorporates a range of uses although residential uses will have been successfully resisted to ensure that employment uses and its tourism and amenity offers were not jeopardised.

The town centre will also be vibrant through the retention and enhancement of its anchor stores as well as encouragement of small scale, independent retail businesses. Access to the town centre, by all means, will be of the highest quality and standard. The town will also generally be well served by public transport providing access within the town and to a range of destinations outside. This is important for residents and for the tourist industry. The role of Woodbridge (and Melton) railway stations as transport hubs will have been enhanced.

Smaller Villages

Spatial Vision:

It is the major centres and market towns to which the bulk of new development and growth will be directed. Outside these there is a diverse network of communities of varying size and character that sit within the wider countryside to which they relate historically, culturally and economically. Some contain a wide and varying range of facilities and services. New housing development in such settlements would have the advantages of creating affordable housing as well as aiding the viability of such local facilities as shops and post offices. However, the scale and location of such development would require even more careful consideration given environmental issues and the potential impact on their character.

Many villages throughout the area will have retained and broadened their services and facilities where opportunities had arisen, to meet the needs of their local populations and some surrounding villages. Some development will have taken place on the edge of the villages to meet the need for affordable housing, services and facilities and to support the rural economy.

APPENDIX 4: Prioritization Assessments

Assessments will be added for each investment as part of the first annual review of this LIP.