

Sustainability Appraisal Report **Camber Village Draft Supplementary Planning Document**

November 2012

Allies and Morrison
Urban Practitioners



Non-technical summary

Rother District Council have commissioned Allies and Morrison Urban Practitioners to produce a Supplementary Planning Document (SPD) for Camber Village to establish an overarching vision for the village and to guide future development in the area.

This report sets out the Sustainability Appraisal of the Camber Village Planning Brief SPD. The purpose of this Sustainability Appraisal (SA) is to assess, evaluate and predict the effects of the SPD and recommend ways in which to avoid negative effects and mitigate them. This will ensure better economic, social and environmental outcomes within Camber, and increase the credibility of the SPD and its material weight in planning and decisions.

The Sustainability Appraisal of the Camber Village Planning Brief SPD is intended to meet both the requirement for a Sustainability Appraisal and the requirements of the SEA Directive. In doing so the Appraisal has been guided by the good practice guidelines formerly produced by ODPM and the Environment Agency. The objective of the SEA Directive is *"to provide a high level of protection of the environment and contribute to the integration of environmental considerations into the preparation and adoption of plans and programmes with a view to promoting sustainable development."*

The Sustainability Appraisal process as directed in England has the following main components:

- Stage A: Scoping Report
- Stage B: Developing and Refining Options and Assessing Effects
- Stage C: Sustainability Appraisal Report
- Stage D: Consultation (on Preferred Options and Sustainability Appraisal Report)
- Stage E: Monitoring and Implementation

The first phase of the Sustainability Appraisal was to gather information and to establish the key sustainability issues for Camber Village, while also reflecting broader concerns and priorities (e.g. at the regional, national and international level). The SA Scoping Report, which incorporated the review of plans and programmes identified a large number of international and national level plans and programmes referred to in the SEA Directive as well as regional and local plans and strategies (in accordance with Annex 5 of the ODPM's SA Guidance). The Camber Village Planning Brief SPD Scoping Report, prepared by Allies and Morrison Urban Practitioners identified relevant local-level plans and policies, and included key findings from their local socio-economic baseline analysis.

Statutory consultation for a five week period was undertaken to compile views on the various issues for Camber Village. The four statutory bodies of the Government's SEA Regulations - the Countryside Agency, English Heritage, English Nature, and the Environment Agency – are designated as "authorities with environmental responsibility" were also consulted to inform the appraisal process for the Scoping Report.

The appraisal framework has been used to appraise Camber Village Planning Brief SPD to ensure the SPD encourages sustainable changes in the area.

There are no potential conflicts between the vision objectives and sustainability objectives identified. There were also no Significant Negative impacts that arose from the Sustainability Appraisal of the SPD policies. There are a number of significant positive impacts that were highlighted across each of the three areas of the SPD that were appraised. These included:

- Sustaining economic growth and competitiveness and encouraging innovation in higher value, lower impact activities.
- Protecting and enhancing the high quality natural and built environment.

Statement on the difference the process has made to date

The development of the Planning Brief SPD was an iterative process and involved cross referencing with the Sustainability Appraisal objectives at the draft final stage of the report. This cross check did not identify any substantial updates necessary within the overall spatial strategy, open and green space strategy and objectives for the study area.

This appraisal has been undertaken by personnel drawn from the wider team working on the SPD itself and as such it is strongly intended that the appraisal forms an integrated and useful exercise throughout the project. Priority issues for monitoring relating to impacts that were identified as significant (positive and negative) in the assessment of the plan policies have been highlighted. Monitoring should be targeted both to assess the effectiveness of mitigation of negative effects and to ensure that predicted significant positive effects are being delivered.

How to comment on the report

The Council welcomes any comments. Please refer to: www.rother.gov.uk/spd for further information. Please forward any comments by **17.00** on the **11th March 2013**.

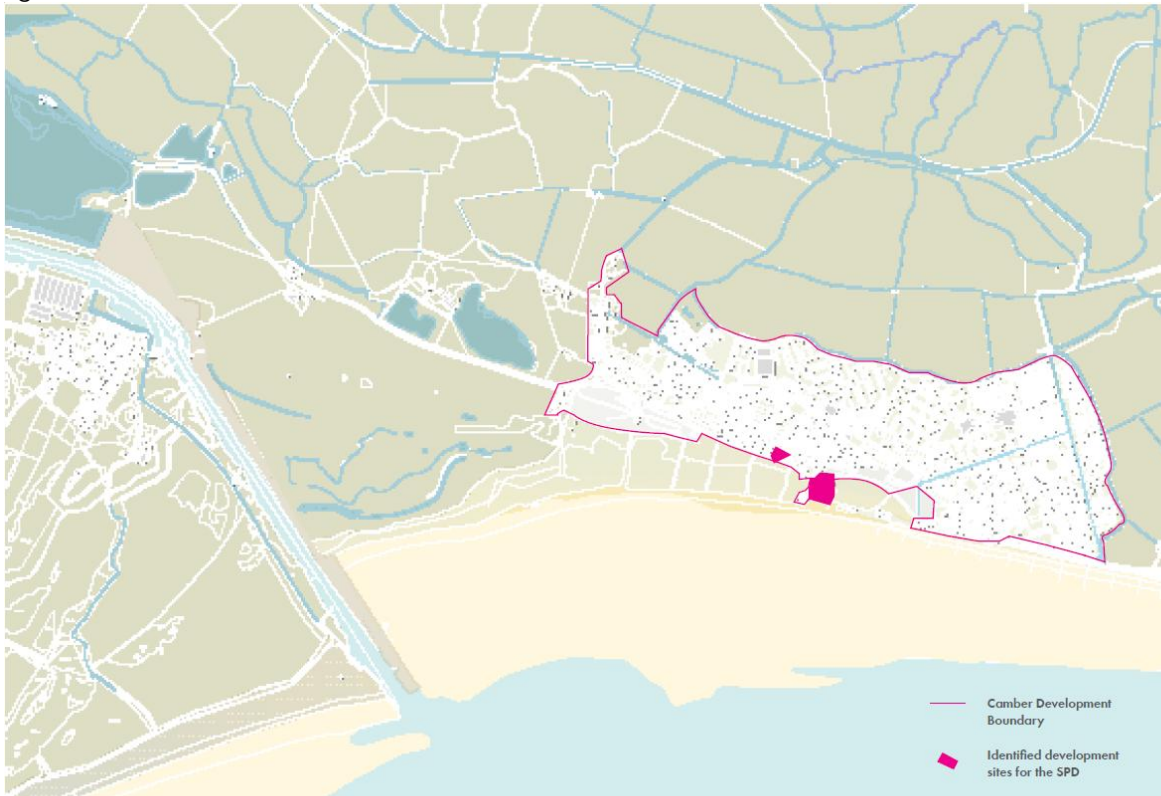
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1.0 Introduction

Rother District Council have commissioned Allies and Morrison Urban Practitioners to produce a Supplementary Planning Document (SPD) for Camber Village to establish and overarching vision for the village and to guide future development in the area.

Figure 1.1 Site location



Character:

The scope of the document is limited to Camber Village Development Boundary, illustrated in figure 1.1. The spatial, public realm and transport strategies apply to the whole of the area within the development boundary. Within the boundary there are two key development sites that the SPD focuses upon to include the Central Car Park site and the former putting green development site. There are also a number of smaller sites which are mentioned in the SPD.

The study area is set within a stunning but sensitive natural environment with both national and international landscape designations. During the summer months Camber is a popular tourist destination but an opportunity exists to steer further development in the village towards securing greater investment throughout the year and improve amenities for both visitors and residents.

SPD Context:

The planning document which is the subject of this sustainability appraisal is the 'Camber Village Draft Supplementary Planning Document' (May 2012). The SPD for Camber Village establishes an overarching vision for the village and provides a guide for future development in the area. A major opportunity exists to steer future development in the village and establish a coherent identity and direction for the area.

SPD Objectives:

The Camber Village SPD will seek to ensure that new development meets the following objectives:

Shops and services:

- Establish a 'heart' to Camber, with shop/café/community use at a central location that relates to the beach
- Increase the shops and amenities offer in the village
- Improve access to community facilities at Camber Village and in Rye

Transport and movement

- Improve local connections to Rye
- Improve wider public transport links to Ashford, Hastings and Lydd
- Address summer congestion resulting from visitor demand
- Improve cycle links through the village and the wider locality and provision for cycle parking
- Improve pedestrian links through the village including the holiday parks

Community and leisure

- Establish stronger community and parish links with Rye, to develop a joint offer
- Identify means of extending the visitor season in the village whilst protecting public amenity
- Develop new walking routes to the north of the village, drawing on landscape quality
- Encourage a broader mix of visitors to the village, through more diverse offer and stimulating visitor spend
- Carefully develop extreme sports offer in the locality and manage the impact of this, particularly on the natural environment.

Housing and character

- Provide a small number of new homes for the area which are affordable, sustainable and safe from flood risk
- Address the 'campus' character of the village, opening up areas for public access where possible
- Ensure that new development responds to the Camber vernacular identified in key local documents including the Camber Environmental Strategy and the Camber Visitor Management Initiative
- Assess development opportunities in the village, including Central Car Park and Former Putting Green

Natural environment

- Preserve and enhance the sensitive dune landscape and ecology through:
 - Managing access to the dunes, including access from car parks
 - Providing for the winter birds nesting season
 - Consideration of careful planting to secure the dunes environment
- Raise the profile of the local ecology as integral to a sustainable tourism offer
- Promote more sustainable/sensitive transport options in the area
- Improve signage, interpretation and education for landscape environment
- Establish new green infrastructure alongside new development
- Support and enhance the bio-diversity and ecosystem of the area.

Report Structure:

The structure of this report is as follows:

- Section 2: Background provides an overview of the sustainability appraisal process including reference to national and regional legislation guidance.
- Section 3: Sustainability Appraisal Framework focuses on the first stage of the sustainability appraisal process for Camber Village SPD, including setting the context and objectives, establishing the baseline and developing the SA Framework against which the SPD should be assessed.
- Section 4: Sustainability Appraisal Camber Village SPD considers the compatibility of the SPD and sustainability objectives and presents an assessment of the effects of the SPD contents in relation the sustainability framework.
- Section 5: Conclusion.

2.0 Background

This section sets out the background to the Sustainability Appraisal including the purpose, methodology and steps in the process.

Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA)

Sustainability Appraisals are a requirement of the Planning and Compulsory Purchase Act (2004) And Strategic Environmental Assessments are required by European Directive EC/2001/42, which was transposed into UK law by the Environmental Assessment Regulations for Plans and Programmes (July 2004). Government guidance (ODPM 2005) has merged this process to allow for a single joint appraisal (SA/SEA) to be carried out. For the purpose of this document, this integrated appraisal will be simply referred to as Sustainability Appraisal (SA).

The Sustainability Appraisal Process

Sustainability Appraisal is an integral part of good plan making and should not be seen as a separate activity. Its purpose is to promote sustainable development by integrating sustainability considerations into plans. By testing each plan policy against every sustainability objective, SA assesses and reports the likely significant effects of the plan and the opportunities for improving the social, environmental and economic conditions by implementing the plan.

The SA process to date

This SA has been carried out by Allies and Morrison Urban Practitioners as an on-going, iterative process within the production of the Camber Village SPD. The SA scoping report was produced in March 2012.

The three statutory bodies of the Governments SEA Regulations - English Heritage, Natural England, and the Environment Agency – are designated as “authorities with environmental responsibility” were also consulted during the statutory consultation period to inform the appraisal process for the Scoping Report.

The SA itself was produced in November 2012. As indicated in Government Policy and guidance, public consultation has formed a key part to both the SPD and SA processes.

The SEA Directive indicates specific requirements for consultation with the public and stakeholders. It requires local authorities to consult “the public affected or likely to be affected by, or having an interest in” a plan. It also suggests that authorities which, because of their social, environmental and economic responsibilities, are likely to be concerned by the effects of implementing the plan, should be consulted on the scope and level of detail of the information to be included in the Sustainability Appraisal Report.

3.0 Sustainability Appraisal Framework

The first phase of the Sustainability Appraisal was to gather information and to establish the key sustainability issues for Camber Village, while also reflecting broader concerns and priorities (e.g. at the regional, national and international level). From this information, a set of sustainability objectives were developed, against which the SPD objectives would be judged. This process is set out in full in the Sustainability Appraisal scoping report.

In producing a framework against which the SPD was appraised the following were taken into account:

- Key issues identified by the baseline information and plan review;
- Objectives of associated plans and strategies
- Rother District Council Core Strategy SA Scoping Report

For the full review of plans, policies and baseline indicators, please see the Sustainability Appraisal Scoping Report.

Further to the evidence gathering stage, the following key issues were established for Camber Village:

Environment

- 1.1. **Waste & Recycling** (Sustainability Appraisal Framework Objective 18) One of the Rother Community Plan's priorities relates to the need to reduce the amount of waste going to landfill. The amount of household waste collected per person in Rother increased year on year between 2000 and 2004 but in 2005 the figure has fallen slightly to 407.6kg per person. Recycling rates have been increasing steadily over the same period with 15.5% of the household waste collected in 2005 being recycled. A government target is for this to reach 33% by 2015.
- 1.2. **Landscape Quality** (SAF Objective 15) Camber Village is located outside the North Weald AONB however it is surrounded by a number of sensitive landscape and environmental areas including an SSSI, SNCI, SPA and a Regionally Important Geological Site (RIGS). The SSSI includes marshland and the coast. The Camber Village SPD will therefore need to sensitively respond to these designations.
- 1.3. **Biodiversity** (SAF Objective 14) Biodiversity is, in short, the variety of life. The Biodiversity Action Plan for Sussex (July 1998) states, "conserving and enhancing biodiversity is now recognised as being a local, national and global responsibility." Camber is surrounded by environmental designations including SSSI, SNCI, SPA and a Regionally Important Geological Site (RIGS). The area is an important habitat for birds (SPA) and provides exceptional coastal, marine and marshland habitats which support numerous flora and fauna. Proposals should not have a detrimental impact upon the biodiversity of these areas, and could enhance the biodiversity of the urban area of Camber Village.

- 1.4. **Built Environment** (SAF Objectives 8,11, 15) The built environment of Camber Village is mixed in quality. There are opportunities to improve the built fabric as part of the SPD proposals.
- 1.5. **Climate Change** (SAF Objectives 2, 13) Global climate change has been caused by the increase in greenhouse gases, particularly those released from fossil fuels. The climate change we expect in the next 30-40 years will be due to our past greenhouse gas emissions and climate change later this century will be determined by the emissions we allow now.
- 1.6. The South East is expected to be most affected by climate change within the UK. Incidences of more extreme weather are expected with flash flooding, higher sea and air temperatures and the rising of sea levels. In Rother this may cause increased surface run off from the High Weald causing flooding and impacts on the coastal areas from storms. The Community Strategy for East Sussex recognises that reducing our contribution to climate change and reducing the effects of flooding are key issues to be addressed. Camber is mostly within Flood Zone 3a, therefore the SPD should ensure proposals are suitable to the level of flood risk within the area, and where appropriate designed with suitable mitigation measures.
- 1.7. **Water Quality** (SAF Objective 19) Bathing water quality at Rother's beaches has consistently met, and frequently exceeded, European mandatory standards according to the Environment Agency's monitoring data. The chemical and biological quality of river water in Rother is also monitored by the Environment Agency and in 2004, 89% of the samples taken were found to be of 'very good', 'good' or 'fairly good' quality.
- 1.8. **Air Quality** (SAF Objective 12) An Air Quality Management Area (AQMA) does not need to be designated in Rother, and therefore Camber, at present however, the review and assessment process for air quality will continue.

Social

- 1.9. **Community Safety** (SAF Objective 6) Although Rother has generally low rates of criminal offences compared with the South East and England and Wales, Camber is amongst the worst 10% in terms of crime (indices of deprivation, 2007) and the Rother Community Plan identifies community safety as a key local concern. As well as actual crimes, the issue encompasses anti-social behaviour and the fear of crime.
- 1.10. **Children & Young People** (SAF Objectives 4, 5, 6, 9, 10) The Rother Community Plan highlights that, in many cases, the services and facilities for young people are in need of improvement. The issue of encouraging their wider participation in community life is also identified. A potential link between young people's disaffection and increases in anti-social behaviour, crime and fear of crime is also acknowledged.
- 1.11. **Culture & Leisure** (SAF Objective 10) Cultural and leisure opportunities can have a role in improving the quality of people's lives by promoting healthy

lifestyles, supporting community cohesion, reducing crime and anti-social behaviour, supporting the economy and regeneration and contributing to environmental protection (Rother Community Plan).

- 1.12. **Health** (SAF Objective 3) The Community Plan recognises that an overall improvement in the health of Rother's residents and a reduction in health inequalities are important objectives. The Bexhill and Rother Health Improvement Action Plan (2004 – 2006) identifies particular local priorities as being the prevention of accidents, social inclusion, improved services for carers, tackling organisational barriers and communication and the promotion of healthy living. Camber is ranked at an average level in terms of health deprivation and disability (IMD).
- 1.13. In addition, 18% of Camber's residents have a limiting long-term illness (2001 figures). The Community Strategy for East Sussex highlights the importance of supporting older people to live independently for as long as possible.
- 1.14. **Housing** (SAF Objective 1) Over recent years increases in average household incomes in Rother have not kept pace with house price rises, with the consequence that houses are becoming less and less affordable for local people. Camber is within the worst 5% of SOAs in terms of access to housing and services, and there appears to be a higher than average amount of vacant and holiday housing in the area. A Housing Needs Survey undertaken in 2005 revealed that there is an annual need for some 250 new affordable homes in the District. The provision of more affordable housing is an identified priority in the Rother Community Plan.
- 1.15. The number of people per household in Rother is, on average, 2.17. This rate is one of the very lowest in the South East and may be reflective of the age profile of the District whereby 32% of the population are over pensionable age (2004 figures).
- 1.16. **Transport & Accessibility** (SAF Objectives 7, 9, 16) The Rother Community Plan identifies the need for transport improvements, particularly to improve access to education, job opportunities and health services. Access to services in rural parts of the District is particularly constrained whilst public transport services are generally limited. The 2001 Census indicates that a higher proportion than the regional or national average of Camber residents commute to work by foot (12% compared to 6% nationally), and also a lower percentage commute by car (32% compared to 34% nationally), therefore this trend should be supported.
- 1.17. Similarly at the county level it is recognised that access to services is constrained, in part, by the overall lack of broadband facilities across East Sussex.
- 1.18. **Deprivation** (SAF Objective 1, 3, 4, 5, 6, 9, 23) The 2004 Indices of Multiple Deprivation rank Camber as the 6,921th most deprived SOA (out of 34,378 SOAs). Camber is therefore almost within the 20% most deprived SOAs in the country.

Economic

- 1.19. **Education & Skills** (SAF Objectives 5, 26) Educational attainment for Camber is relatively poor for higher level qualifications, with a higher than average percentage with no qualifications and lower than average percentage with higher level qualifications (degree or equivalent or above). The Community Strategy for East Sussex recognises that there is a need to raise educational aspiration and achievement whilst increasing lifelong learning opportunities is identified as an objective in the Rother Community Plan.
- 1.20. **Jobs** (SAF Objectives 7, 21) In terms of income, Camber is ranked at 10,780 out of 34,378 SOAs. Income levels are therefore below average, but not amongst the worst in the country. Average earnings for people working in Rother are lower than for East Sussex and the South East and a substantial proportion (40%) of local jobs are part-time. Rural employment opportunities need to be strengthened to help ensure a sustainable future for local rural communities (Community Strategy for East Sussex).
- 1.21. **Local Economy & Regeneration** (SAF Objectives 22, 23, 24, 25) Camber has a greater proportion of small employers than the regional or national average, but a slightly lower proportion of those employed in managerial and professional roles. There are also a significant proportion of the local population employed in semi routine occupations. The SPD could help to diversify the local employment base, and capitalise further on opportunities presented by tourism in the area. The Community Strategy for East Sussex identified building a prosperous local economy as a priority in view of the generally low wage rates, significant levels of employment in lower paid sectors and the fact that the county GDP is less than two thirds of the national average. Firms in Rother are generally quite small with 53% having less than 25 employees compared to 44% for East Sussex and 35% in the South East. The relative peripherality of the District, compounded by constrained strategic transport links, serve to affect Rother's economic fortunes.

Key sustainability issues for Camber Village

The sustainability objectives derived from the report are as follows and form the basis of this sustainability appraisal. They are outlined in the following Sustainability Appraisal Framework:

Sustainability Appraisal Framework

	SA Objective	Decision-Aiding Questions	Indicators	Data Source
SEA Directive topics: Population, Human Health				
1	Ensure that everyone has the opportunity to live in a decent, sustainably constructed and affordable home	Does the option/policy: <ul style="list-style-type: none"> • Deliver affordable, sustainable housing in both urban and rural, in keeping with local character • Support sympathetic accommodation of housing growth in sustainable locations • Balance housing delivery with community facilities and environmental capacity • Provide for an appropriate mix and range of housing • Ensure there is affordable housing available for local people as there is a higher than average amount of vacant and holiday housing in the area. • Deliver housing in line with the local need for smaller units, reflecting the age profile in the area. 	<ul style="list-style-type: none"> • Average property price – earning ratio • Number of affordable units annually • Number of completions • Number households on housing register • Total homeless in priority need 	<ul style="list-style-type: none"> • APP&AMR • APP&AMR • AMR • Housing services • ES in Figures
SEA Directive topics: Human Health				
2	Improve the health and well-being of the population and reduce inequalities in health	Does the option/policy: <ul style="list-style-type: none"> • Increase accessibility to health facilities • Protect and increase provision of and access to leisure including natural green space and cultural activities • Increase or improve PRow network • Support older people in living independently for as long as possible. 	<ul style="list-style-type: none"> • Death rates • Life expectancy • Percentage of people with limiting long term illness • % new developments within 30 minutes public transport to a GP and hospital • Access to natural or semi-natural green space 	<ul style="list-style-type: none"> • ES in Figures • ES in Figures • ES in Figures • AMR • PPG17 Audit
3	Reduce crime and the fear of crime	Does the option/policy: <ul style="list-style-type: none"> • Reduce actual levels of crime • Reduce fear of crime 	<ul style="list-style-type: none"> • Recorded crime rates (by type) in Rother • % residents that feel fairly or very 	<ul style="list-style-type: none"> • APP/AMR • Community

		<ul style="list-style-type: none"> Camber is in the worst 10% in terms of crime in the UK, with a particular need to focus on the reduction of ant-social behaviour in the area. 	safe	Strategy
SEA Directive topics: Population, Human Health				
4	Reduce deprivation and social exclusion	<p>Does the option/policy:</p> <ul style="list-style-type: none"> Reduce poverty and social exclusion in these areas most affected Reduce the number of children living in poverty Reduce the number of households in fuel poverty (Camber is within the 20% most deprived SOAs in the country) 	<ul style="list-style-type: none"> % household in fuel poverty %working population claiming benefits Indicies of multiple deprivation % population in deprived areas Average gross annual earnings 	<ul style="list-style-type: none"> SEERA ES in Figures ES in Figures ES in Figures ES in Figures
5	Raise educational achievement levels and develop the opportunities for lifelong learning	<p>Does the option/policy:</p> <ul style="list-style-type: none"> Increase the numbers of school-leavers achieving GCSE passes Increase numbers undertaking further and higher education (as camber has a below average percentage of the population with higher level qualifications) Enhance opportunities for adult education Increase lifelong learning opportunities in Rother 	<ul style="list-style-type: none"> Levels of educational attainment (achievements key stage 2 level 4 or above) Number of students 16+ in full time education Levels of education attainment % attaining 5 Grade A-C 	<ul style="list-style-type: none"> ES in Figures ES in Figures ES in Figures
6	Sustain economic growth and competitiveness and encourage innovation in higher value, lower impact activities	<p>Does the option/policy:</p> <ul style="list-style-type: none"> Stimulate economic revival in priority regeneration areas Provide a diverse range of jobs that meets local needs Support the rural economy and strengthen rural employment opportunities Ensure the correct mix of skills to meet the current and future needs of local employers Encourage the development of buoyant, sustainable tourism sector, 	<ul style="list-style-type: none"> % unemployed for more than 1yr Unemployment as % of population GVA per person Number of VAT registered businesses Amount of land for employment Loss of employment land to retail Permissions for B class uses Tourism business turnover 	<ul style="list-style-type: none"> APP APP ES in Figures Community Plan AMR AMR AMR Tourism SE Survey

		<p>capitalising on the opportunities of developing this sector in Camber.</p> <ul style="list-style-type: none"> • Increase provision of better quality jobs/ skilled employment? 		
SEA Directive topics: Population, Material Assets, Air, Climate Factors				
7	Improve accessibility to services and facilities for all ages across the District	<p>Does the option/policy:</p> <ul style="list-style-type: none"> • Improve accessibility in the rural areas of the District • Support delivery of quality public transport to improve the peripheral nature of Camber in the district • Enhance the PROW and cycle network • Support the timely delivery of infrastructure needs associated with new development • Encourage the provision of services and facilities in accessible locations • Improve opportunities for participation in community life • Ensure facilities for young people are improved. • Improve the broadband facilities across the borough 	<ul style="list-style-type: none"> • % new development within 30 minutes public transport of: <ul style="list-style-type: none"> ▪ GP ▪ Hospital ▪ Primry and secondary school ▪ Employment ▪ Major retail centre • % completed retail, office, and leisure development in town centres • Access to natural and semi-natural green space 	<ul style="list-style-type: none"> • AMR • AMR • PPG17 open space assessment / Future AMR
SEA Directive topics: Human Health, Cultural Heritage				
8	Encourage and facilitate increased engagement in cultural and leisure activities	<p>Does the option/policy:</p> <ul style="list-style-type: none"> • Improve accessibility to cultural and leisure activities • Increase the number of cultural enterprises / organisations in the District 	<ul style="list-style-type: none"> • Satisfaction with sport and leisure facilities? • Satisfaction with theatres and galleries • Visits to museums in Rother per 1000 population 	<ul style="list-style-type: none"> • APP • APP • APP
SEA Directive topics: Material Assets, Air, Climate Factors, Biodiversity, Soil				
9	Improve efficiency in land use and encourage the prudent use of natural resources	<p>Does the option/policy:</p> <ul style="list-style-type: none"> • Use land that has been previously developed in preference to Greenfield • Re-use buildings and materials • Protect and enhance the best and most versatile agricultural land 	<ul style="list-style-type: none"> • % development on previously developed land • Vacant private sector dwellings return to occupancy • Agricultural land classification 	<ul style="list-style-type: none"> • APP • APP • ESCC
SEA Directive topics: Air, Climate Factors, Material Assets, Human Health				

10	Reduce road congestion and pollution levels and ensure air quality continues to improve by increasing travel choice and reducing car usage	Does the option/policy: <ul style="list-style-type: none"> • Improve air quality • Improve travel choice • Reduce the need for travel by car /lorry • Reduce the need to travel for commuting and support the higher than average percentage of people walking to work in Camber 	<ul style="list-style-type: none"> • Background levels of air pollutants • Number of AQMAs • Commuting patterns in /out district • Mode of travel to work • % PROW signposted and easy to use 	<ul style="list-style-type: none"> • ES in Figures • Environmental Health • ES in figures • ES in figures • ES Council Plan
SEA Directive topics: Climate Factors, Material Assets				
11	Reduce emissions of Greenhouse gases	Does the option/policy: <ul style="list-style-type: none"> • Reduce emissions through reduced travel, energy consumption • Promote renewable energy generation • Promote community involvement, understanding and action on climate change • Continue to review air quality in the district 	<ul style="list-style-type: none"> • Emissions of greenhouse gases • % new development with renewable energy regeneration • Renewable energy capacity installed by type 	<ul style="list-style-type: none"> • ES in figures • Future AMR • AMR
SEA Directive topics: Climate Factors, Material Assets, Water, Human Health				
12	Minimise the risk of flooding and resulting detriment to people and property	Does the option/policy: <ul style="list-style-type: none"> • Reduce the proportion of properties at risk of flooding in the District, notably with an expected increase in storms from the sea and rising sea levels attributed to climate change. • Proposals in Camber should be designed with suitable mitigation measures as the area sits within flood zone 3a. • Promote adoption and use of SUDS 	<ul style="list-style-type: none"> • Properties at risk from flooding • Planning permissions granted contrary to EA advice on flood defence grounds 	<ul style="list-style-type: none"> • SFRA/EA • AMR
SEA Directive topics: Water, Human Health, Material Assets				
13	Maintain, improve and manage water resources in a sustainable way	Does the option/policy: <ul style="list-style-type: none"> • Protect and improve water quality, particularly at Camber's beaches. • Require the use of water efficiency measures • Minimise the risk of pollution to water 	<ul style="list-style-type: none"> • Water consumption per household • Quality of river water • Rivers of good or fair chemical quality and biological water quality • Bathing quality at beaches 	<ul style="list-style-type: none"> • Future AMR • ES in figures • EA website • ES in figures

		sources		
SEA Directive topics: Biodiversity, Flora, Fauna				
14	Conserve and enhance biodiversity	<p>Does the option/policy:</p> <ul style="list-style-type: none"> • Protect and enhance designated and locally valued habitats and species, specifically the coastal dunes, marine and marshland habitats in Camber. • Prevent and reverse habitat fragmentation • Provide opportunities for provision and enhancement of green space • Establish or maintain a network of protected areas to maintain both the distribution and abundance of threatened species and habitats, for example the designations around Camber including the SSSI, SNCI, SPA and the RIGS. • Enhance the biodiversity of urban areas within Camber. 	<ul style="list-style-type: none"> • Number and area designated sites • Condition of designated sites including SSSI in favourable, unfavourable recovering, unfavourable declining and unfavourable. • Number of SNCIs • Area of ancient semi-natural woodland • Loss of hedgerow 	<ul style="list-style-type: none"> • AMR • AMR • Natural England • PPG17 Audit / Natural England • Development Control
SEA Directive topics: Landscape, Cultural Heritage, Soils				
15	Protect and enhance the high quality natural and built environment	<p>Does the option/policy:</p> <ul style="list-style-type: none"> • Camber is located outside of the North Weald AONB but it is surrounded by a number of designated areas including the SSSI, SNCI, SPA and the RIGS which will need a sensitive response. • Protect or enhance sites and features of historical, archaeological, or cultural interest (including conservation areas, listed buildings, registered parks and gardens and scheduled monuments) • Minimise adverse impact on landscape setting of towns and rural settlements including the dune and marshlands surrounding the village. • Realise opportunities to improve the 	<ul style="list-style-type: none"> • Number of Conservation Areas • Building of Grade I and II* at risk • Number of listed buildings • Landscape character assessment (qualitative, contextual) 	<ul style="list-style-type: none"> • AMR • EH register • AMR • ESCC LCA

		mixed quality of buildings in Camber		
SEA Directive Topics: Material Assets				
16	Reduce waste generation and disposal, and achieve the sustainable management of waste	Does the option/policy: <ul style="list-style-type: none"> • Help reduce waste and facilitate recycling in construction and operation • Encourage composting • Encourage development self-sufficient in waste management • Support recovery of energy from waste 	<ul style="list-style-type: none"> • Tonnage and % of recycling household waste • Waste collected per person (kg) • % change in household waste collected per year • % household waste composted • % household waste landfilled 	<ul style="list-style-type: none"> • APP • APP • APP • ESCC waste, BVPI report • ESCC waste, BVPI report

The Appraisal Framework

The appraisal framework has been used to appraise the Camber Village Planning Brief SPD to ensure the SPD encourages sustainable changes in the area. The appraisal compares social, environmental and economic effects of the options, and the overall positive or negative impact. The findings then informed the development of the SPD. As a first step the appraisal framework objectives were compared to the SPD objectives to assess their compatibility. The matrix uses a colour code to present positive, neutral and negative compatibility.

Compatibility of area-wide vision objectives and Sustainability Appraisal Objectives

Ideally the area-wide vision and objectives for Camber Village would be entirely consistent with, and be likely to contribute positively to achieving, the Sustainability Appraisal objectives. In practice there may be tensions between objectives. In some cases, testing the compatibility of the two sets of objectives may highlight areas where plan objectives can be modified to improve compatibility. The table below contains the compatibility assessment of the identified SPD objectives against the sustainability framework established in the scoping report.

Compatibility Matrix:

This table provides a compatibility assessment of the identified SPD objectives against the sustainability framework established in the scoping report:

KEY:-	(-) – CONFLICT
(+) – COMPATIBLE	(/) – NEUTRAL

8

PLAN OBJECTIVE (Sustainability framework)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Ensure that everyone has the opportunity to live in a decent, sustainably constructed and affordable home	+	+	+	/	/	/	/	/	/	/	/	/	/	+	+	+	+	/	/	/	/	/	/
Improve the health and well-being of the population and reduce inequalities in health	/	+	+	+	+	/	+	+	+	+	+	/	/	/	/	/	/	/	+	+	/	+	+
Reduce crime and the fear of crime	+	+	+	+	+	/	/	+	+	+	/	/	/	/	/	/	/	/	/	/	/	/	/
Reduce deprivation and social exclusion	+	+	+	+	+	/	/	/	+	+	/	+	/	/	/	/	/	/	/	/	/	/	/
Raise educational achievement levels and develop the opportunities for lifelong learning	+	+	+	+	+	/	/	/	+	/	/	/	/	/	/	/	/	/	+	/	+	/	/
Sustain economic growth and competitiveness and encourage innovation in higher value, lower impact activities	+	+	+	+	+	/	/	/	/	+	/	+	+	+	/	+	+	/	+	/	/	/	/
Improve accessibility to	+	+	+	+	/	+	+	+	+	/	/	+	/	/	/	/	/	/	/	/	/	/	/

services and facilities for all ages across the District																							
PLAN OBJECTIVE (Sustainability framework)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Encourage and facilitate increased engagement in cultural and leisure activities	+	+	+	+	+	/	+	+	+	+	+	+	+	/	/	/	+	/	/	/	/	+	/
Improve efficiency in land use and encourage the prudent use of natural resources	+	+	+	+	+	/	/	/	+	/	/	+	/	+	+	/	+	+	+	+	+	+	+
Reduce road congestion and pollution levels and ensure air quality continues to improve by increasing travel choice and reducing car usage	+	+	+	+	+	+	+	+	+	/	+	/	/	/	/	/	/	+	+	+	+	/	/
Reduce emissions of Greenhouse gases	+	+	+	+	+	+	+	+	/	/	/	/	/	/	/	/	/	/	/	+	/	+	+
Minimise the risk of flooding and resulting detriment to people and property	/	/	/	/	/	/	/	/	/	/	/	/	/	+	/	/	/	/	/	+	/	/	/
Maintain, improve and manage water resources in a sustainable way	/	/	/	/	/	/	/	/	/	/	/	/	/	+	/	/	/	/	/	+	/	/	/
Conserve and enhance biodiversity	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	/	+	+	+	+	+	+
Protect and enhance the high quality natural and built environment	+	+	/	/	/	/	/	/	/	+	/	/	/	+	+	+	+	+	+	+	+	+	+
Reduce waste generation and	/	/	/	/	/	/	/	/	/	/	/	/	/	+	/	/	/	/	+	+	/	+	+

4.0 Sustainability Appraisal of Camber Village Planning Brief SPD

The key sections of the Camber Village SPD have been selected to be assessed for the sustainability appraisal. These include:

1. The overarching framework to include the spatial strategy, transport strategy and public realm strategy.
- Two individual site strategies:
2. Central Car Park Development Briefs site guidelines
3. Former Putting Green Development Briefs site guidelines

Through adopting this approach, the following has been considered:

- **Impact:** Whether the effect of the effect is positive, negative or neutral when assessed against the objectives
- **Significance:** Whether the effect would be slightly or greatly significant
- **Timing:** Whether the effect will be short term (within 5 years) or long term (up to and beyond the end of the plan period)
- **Spatial Scale:** Whether the impact will apply to each of the neighbourhoods covered by the Corridors of Change, the whole SPD or beyond the SPD boundary.
- **Cumulative Effects:** Would there be cumulative effects realized upon specific receptors, e.g. would the option have a greater overall environmental disbenefit due to having many smaller impacts upon heritage, biodiversity, landscape, water quality etc.

The direction and severity of the effects are described in the SA matrix using the following notation:

- ++ = Major Positive Impact
- + = Positive Impact
- 0 = No Impact / Neutral
- - = Negative Impact
- -- = Major Negative Impact
- ? = Uncertain impact – more information required.

Alignment	Description	Symbol
Major Positive Impact	The proposed policy contributes significantly to the achievement of the objective	++
Positive Impact	The proposed policy contributes to the achievement of the objective but not significantly	+
No Impact / Neutral	There is no clear relationship between the proposed development and/or the achievement of the objective or the relationship is negligible	0
Negative Impact	The proposed policy detracts from the achievement of the objective but not significantly	-
Major Negative Impact	The proposed development detracts significantly from the achievement of the objective	--

Uncertain impact	The proposed policy either has both a positive and negative relationship to the objective or the relationship is dependent on the way in which the aspect is managed. Insufficient information may be available to enable an assessment to be made.	?
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This appraisal covers the overall strategy for the SPD which includes the spatial framework, transport/movement and the public realm strategy for the SPD area.

Spatial Framework Strategy



Transport/Movement Strategy



Public Realm Strategy



(Please see Camber Village SPD for further detail)

Theme	Objective	Overall score	Significance	Likelihood	Timing and permanency	Commentary
SEA Directive topics: Population, Human Health						
Housing	Ensure that everyone has the opportunity to live in a decent, sustainably constructed and affordable home	+	Medium	Likely	Long Term Permanent	The spatial framework identifies sustainable development opportunities for residential sites within Camber village and balances the use of this space between housing and community uses. The SPD does not comment on the mix or range of housing types that should be delivered across the village.
SEA Directive topics: Human Health						
Health inequality	Improve the health and well-being of the population and reduce inequalities in health	+	Medium	Likely	Long Term Permanent	The SPD helps to increase provision and access to leisure and green space by enhancing links between open space, providing walking routes, improving signage and the general pedestrian environment in the village.
Crime	Reduce crime and the fear of crime	+	Medium	Likely	Medium Term Permanent	The centre of Camber could be transformed into a busier, friendly and cohesive high quality environment with active frontages that will help improve safety and reduce the fear of crime.
SEA Directive topics: Population, Human Health						
Deprivation and exclusion	Reduce deprivation and social exclusion	0				The SPD will have no significant effect on poverty and social exclusion.
Education	Raise educational achievement levels and develop the opportunities for lifelong learning	+	Medium	Likely	Medium Term Permanent	There are opportunities to improve access to education facilities for a wide variety of age groups with a non-weather dependant visitor attraction for Camber. This could take the form of an indoor classroom for schools, ramblers and local organisations.
Economic growth	Sustain economic growth and competitiveness and encourage innovation in higher value, lower	++	High	Likely	Long Term Permanent	The SPD has identified specific opportunities to encourage economic growth. Specific locations for employment uses have been identified in the centre of the village on key development sites. The SPD also highlights sustainable opportunities to develop the

Theme	Objective	Overall score	Significance	Likelihood	Timing and permanency	Commentary
	impact activities					tourism sector through a number of smaller interventions that would help to diversify the village's offer. Alongside this the SPD recognises the need to develop the transport connections with Rye to help support Cambers economic growth. Additionally the public realm strategy identifies opportunities for open spaces to be developed for a greater variety of uses including events spaces and visitor attractions.
SEA Directive topics: Population, Material Assets, Air, Climate Factors						
Accessibility to services	Improve accessibility to services and facilities for all ages across the District	++	Medium	Likely	Long Term Permanent	The SPD identifies the need to improve the peripheral nature of Camber in the district by investing in links from the village to Rye. Key methods to improve accessibility that were identified include a park and ride service and investment in a cycle way and walking route to Rye. The spatial framework seeks to support better access to the coastal environment at key points in Camber. Car access will be improved with better road surfacing, space designation and signposting.
SEA Directive topics: Human Health, Cultural Heritage						
Culture and Leisure	Encourage and facilitate increased engagement in cultural and leisure activities	++	High	Likely	Long Term Permanent	The SPD identifies a number of key strategies to help diversify the cultural and in particular leisure offer in Camber. Key examples include the identification of the opportunity for an extreme sports centre, rambling routes and indoor and outdoor events spaces.
SEA Directive topics: Material Assets, Air, Climate Factors, Biodiversity, Soil						
Efficient development	Improve efficiency in land use and encourage the prudent use of natural resources	+	Medium	Likely	Long Term Permanent	The guidelines suggest that new development should be within the current boundary of the village rather than encroaching on the surrounding valuable and protected countryside around Camber.



Theme	Objective	Overall score	Significance	Likelihood	Timing and permanency	Commentary
						This approach is also highlighted at the beach, where any development taking place should maintain, enhance and protect the dune SSSI environment rather than encroach on it.
SEA Directive topics: Air, Climate Factors, Material Assets, Human Health						
Sustainable transport	Reduce road congestion and pollution levels and ensure air quality continues to improve by increasing travel choice and reducing car usage	++	Medium	Likely	Long Term Permanent	The SPD supports the need in Camber to improve travel choice by promoting the increase of buses and cycling to Rye. The traffic environment is also proposed to be improved through the inclusion of traffic calming measures in the centre of the village.
SEA Directive topics: Climate Factors, Material Assets						
Greenhouse gases	Reduce emissions of Greenhouse gases	+	Medium	Quite likely	Long Term Permanent	The SPD encourages a reduction in Camber's reliance on the car by suggesting the promotion of buses and cycling in the area.
SEA Directive topics: Climate Factors, Material Assets, Water, Human Health						
Flooding	Minimise the risk of flooding and resulting detriment to people and property	+	High	Likely	Long Term Permanent	Development proposals will require a detailed flood risk assessment to determine specific mitigation measures from tidal flooding. Key defence measures that the SPD outlines include raising aspects of the development, careful planning of ground floor uses and management of the dunes as a natural flood defence.
SEA Directive topics: Water, Human Health, Material Assets						
Water resources	Maintain, improve and manage water resources in a sustainable way	+	Low	Quite likely	Long Term Permanent	The SPD does not focus upon the detail of water management in Camber. However, the public realm strategy touches on balancing the visitor economy with environmental impact. The strategy also

Theme	Objective	Overall score	Significance	Likelihood	Timing and permanency	Commentary
						mentions the management of ditches within the village to improve the water quality.
SEA Directive topics: Biodiversity, Flora, Fauna						
Biodiversity	Conserve and enhance biodiversity	+	High	Likely	Long Term Permanent	The SPD recognises the importance of biodiversity in Camber and the need to protect and enhance designated and locally valued habitats. Biodiversity preservation has influenced the economic, spatial, public realm and transport strategies set out in the SPD for Camber. The public realm strategy has a key focus on restoring natural environments and habitats (dune, marsh, river walks) and a number of the visitor attractions are designed to highlight and educate individuals about the biodiversity in Camber.
SEA Directive topics: Landscape, Cultural Heritage, Soils						
High quality environment	Protect and enhance the high quality natural and built environment	+	High	Likely	Long Term Permanent	The SPD guidelines seek to respond sensitively to the surrounding designated areas and natural habitats in Camber. The overall strategy identifies sites for development that are within the village that would help to enhance the mixed quality of buildings in the centre of Camber. The strategy also suggests enhancements for key areas of public space within the town centre such as Jubilee Gardens and Johnsons Field. The SPD seeks to achieve a balance between enhancing access to and understanding of the coastal environment with protecting the dune landscape.
SEA Directive Topics: Material Assets						
Waste disposal	Reduce waste generation and disposal, and achieve the	0				Waste management plans are not mentioned in the approach.

Theme	Objective	Overall score	Significance	Likelihood	Timing and permanency	Commentary
	sustainable management of waste					

Former Putting Green Development Briefs site guidelines:



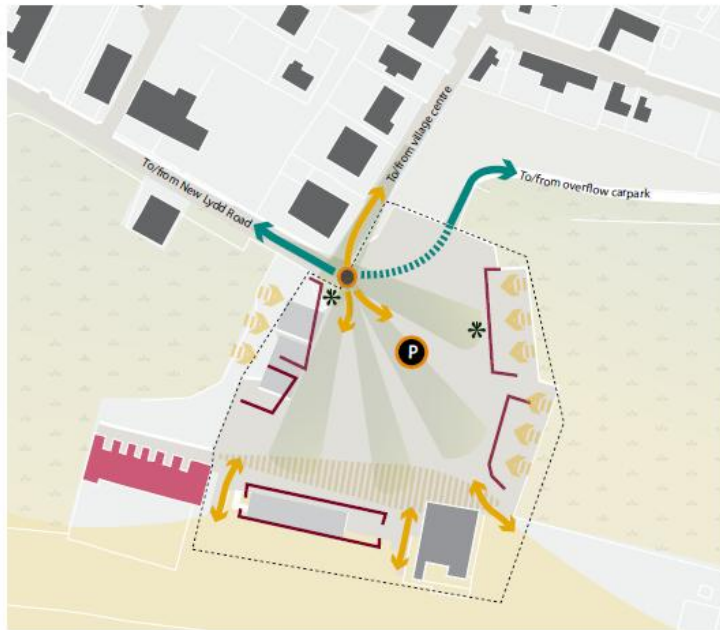
-  Vehicular access
-  Pedestrian links
-  Consideration of views from this point required
-  Consideration of views to this point required
-  Consideration of frontages required

Theme	Objective	Overall score	Significance	Likelihood	Timing and permanency	Commentary
SEA Directive topics: Population, Human Health						
Housing	Ensure that everyone has the opportunity to live in a decent, sustainably constructed and affordable home	++	High	Likely	Long Term Permanent	The scheme introduces additional sustainable and appropriate residential development for the village setting. The guidelines set out a range of accommodation sizes and types to help ensure a wide variety of people are served by the development.
SEA Directive topics: Human Health						
Health inequality	Improve the health and well-being of the population and reduce inequalities in health	+	Medium	Likely	Long Term Permanent	The approach helps to increase provision and access to leisure and green space by framing and enhancing views and access points to the beach. Additionally, there is commercial space planned into the scheme which will help to improve the leisure and cultural offer of the village.
Crime	Reduce crime and the fear of crime	++	Medium	Likely	Long Term Permanent	Transforming the area into a more cohesive, pedestrian friendly and high quality environment with active frontages throughout will improve safety and reduce the fear of crime.
SEA Directive topics: Population, Human Health						
Deprivation and exclusion	Reduce deprivation and social exclusion	0				The SPD will have no significant impact on poverty and social exclusion.
Education	Raise educational achievement levels and develop the opportunities for lifelong learning	0				The approach taken in the Former Putting Green site will have no significant impact on education either for adults or younger children.
Economic growth	Sustain economic growth and competitiveness and encourage innovation in higher value, lower impact activities	++	Medium	Likely	Long Term Permanent	The option provides live/work units which help to diversify the workspace offer in the village. The approach for the site also encourages the sustainable development of the tourism sector, with spaces for small businesses and a number of opportunities for visitor accommodation.

Theme	Objective	Overall score	Significance	Likelihood	Timing and permanency	Commentary
SEA Directive topics: Population, Material Assets, Air, Climate Factors						
Accessibility to services	Improve accessibility to services and facilities for all ages across the District	+	Medium	Likely	Long Term Permanent	The development in the site will be provided with the appropriate infrastructure needed for the people that will live there. Access routes for both vehicles and pedestrians have been considered in the approach to the site.
SEA Directive topics: Human Health, Cultural Heritage						
Culture and Leisure	Encourage and facilitate increased engagement in cultural and leisure activities	+	High	Quite likely	Medium Term Permanent	Commercial premises are provided in the scheme which could be taken up by cultural or leisure businesses. The site is currently a car park and has not been a putting green for a number of years. Therefore there is no loss of a current leisure facility.
SEA Directive topics: Material Assets, Air, Climate Factors, Biodiversity, Soil						
Efficient development	Improve efficiency in land use and encourage the prudent use of natural resources	++	High	Likely	Long Term Permanent	The approach for this site uses land that has been previously developed as a putting green and is now vacant. Therefore, this land is preferable for development than other Greenfield sites in the village.
SEA Directive topics: Air, Climate Factors, Material Assets, Human Health						
Sustainable transport	Reduce road congestion and pollution levels and ensure air quality continues to improve by increasing travel choice and reducing car usage	+	High	likely	Medium Term Permanent	The traffic environment is proposed to be improved by relocating some car parking spaces from the Central Car Park to the overflow car park, therefore reducing the number of cars using this part of the road for access to the beach. Residents that live in this site are within walking distance of the village centre and therefore this would contribute to reduced car usage.
SEA Directive topics: Climate Factors, Material Assets						
Greenhouse gases	Reduce emissions of Greenhouse gases	-	Low	Unlikely	Long Term Permanent	The approach to this site does not outline renewable energy plans or community action in understanding climate change or energy consumption.
SEA Directive topics: Climate Factors, Material Assets, Water, Human Health						

Theme	Objective	Overall score	Significance	Likelihood	Timing and permanency	Commentary
Flooding	Minimise the risk of flooding and resulting detriment to people and property	+	High	Likely	Long Term Permanent	Properties are planned with no residential accommodation on the ground floor to help mitigate the risks associated with flooding. Ground floor space is proposed for commercial use, work units and car parking.
SEA Directive topics: Water, Human Health, Material Assets						
Water resources	Maintain, improve and manage water resources in a sustainable way	0				The approach for this site will have no significant effect on improving water quality or efficiency. It will not increase the risk of pollution to water sources.
SEA Directive topics: Biodiversity, Flora, Fauna						
Biodiversity	Conserve and enhance biodiversity	-	High	Likely	Medium Term Permanent	The approach for this site does not contribute to enhancing local habitats or biodiversity. However, the site is not currently a high quality habitat as its current use is a car park.
SEA Directive topics: Landscape, Cultural Heritage, Soils						
High quality environment	Protect and enhance the high quality natural and built environment	+	High	Likely	Long Term Permanent	The approach for the site includes high quality and appropriate design for the location to include the use of natural materials in keeping with local vernacular, be of appropriate density and include ways to minimise the visual impact of the buildings on the surroundings. This improves the site as it currently is in use as a car park.
SEA Directive Topics: Material Assets						
Waste disposal	Reduce waste generation and disposal, and achieve the sustainable management of waste	0				Waste management plans are not mentioned in the approach.

Central Car Park Development Briefs site guidelines



- Building to be kept
- Building can be kept to support viability
- Building can be replaced
- Vehicular access
- Pedestrian links
- △ Consideration of views from this point required
- * Consideration of views to this point required
- Opportunities for dune enhancement
- Consideration of frontages required (built or natural)
- Potential for natural/built flood defence
- P Parking spaces required

Theme	Objective	Overall score	Significance	Likelihood	Timing and permanency	Commentary
SEA Directive topics: Population, Human Health						
Housing	Ensure that everyone has the opportunity to live in a decent, sustainably constructed and affordable home	0				There is no residential accommodation provided within the guidelines for this site, only holiday accommodation.
SEA Directive topics: Human Health						
Health inequality	Improve the health and well-being of the population and reduce inequalities in health	+	Medium	Likely	Long Term Permanent	The guidelines for the site protect and increase the access to natural spaces and provide commercial properties that could be utilised for leisure and cultural activities.
Crime	Reduce crime and the fear of crime	+	Medium	Likely	Medium Term Permanent	The guidelines for the site will help to transform the centre of Camber into a busier, friendly and cohesive high quality environment with active frontages that will help improve safety and reduce the fear of crime.
SEA Directive topics: Population, Human Health						
Deprivation and exclusion	Reduce deprivation and social exclusion	0				The SPD will have no significant impact on poverty and social exclusion.
Education	Raise educational achievement levels and develop the opportunities for lifelong learning	+	Low	Quite likely	Long Term Permanent	The site guidelines for the car park site in Camber outline an opportunity to provide a learning facility at the site. This could be of varying scales ranging from a classroom facility to a series of information boards which would affect the education impact.
Economic growth	Sustain economic growth and competitiveness and encourage innovation in higher value, lower impact activities	++	High	Likely	Long Term Permanent	The redevelopment of the car park is aimed at capitalising on the opportunity to develop, strengthen and broaden the tourism sector in Camber. The guidelines in the SPD set out a number of job opportunities if some of the plans for leisure and commercial options came forward.

Theme	Objective	Overall score	Significance	Likelihood	Timing and permanency	Commentary
SEA Directive topics: Population, Material Assets, Air, Climate Factors						
Accessibility to services	Improve accessibility to services and facilities for all ages across the District	+	High	Quite likely	Long Term Permanent	The development in the site will be provided with the appropriate infrastructure needed for the people that will live there. Access routes for both vehicles and pedestrians have been considered in the approach to the site. The site itself does not contribute to wider transport solutions for the village.
SEA Directive topics: Human Health, Cultural Heritage						
Culture and Leisure	Encourage and facilitate increased engagement in cultural and leisure activities	++	High	Likely	Long Term Permanent	The guidelines for the site outline a number of opportunities for increasing the leisure and cultural enterprises in the area, for example the provision of extreme sports.
SEA Directive topics: Material Assets, Air, Climate Factors, Biodiversity, Soil						
Efficient development	Improve efficiency in land use and encourage the prudent use of natural resources	?	Medium	Likely	Long Term Permanent	The car park site is sensitive in terms of its influence on natural resources due to its location in the dunes on Camber sea front. There is the potential to increase the overall quantum of built development but this should be balanced with the guideline to provide space for the natural accretion of the dunes.
SEA Directive topics: Air, Climate Factors, Material Assets, Human Health						
Sustainable transport	Reduce road congestion and pollution levels and ensure air quality continues to improve by increasing travel choice and reducing car usage	-	Low	Likely	Long Term Permanent	The guidelines highlight the reliance on the car in this site. The overall parking level should be retained, although these should be rebalanced to the overflow car park. Travel choice has not been improved by development plans for the site.
SEA Directive topics: Climate Factors, Material Assets						
Greenhouse gases	Reduce emissions of Greenhouse gases	-	Low	Unlikely	Long Term Permanent	The guidelines for the site do not outline any strategy for greenhouses gases

Theme	Objective	Overall score	Significance	Likelihood	Timing and permanency	Commentary
SEA Directive topics: Climate Factors, Material Assets, Water, Human Health						
Flooding	Minimise the risk of flooding and resulting detriment to people and property	+	High	Likely	Long Term Permanent	Buildings are planned with no residential accommodation on the ground floor to help mitigate the risks associated with flooding. Ground floor space is proposed for commercial use and car parking.
SEA Directive topics: Water, Human Health, Material Assets						
Water resources	Maintain, improve and manage water resources in a sustainable way	0				There are no guidelines for the central car park site that deal with water resources. However, it will be vital for the site to maintain a high water quality at the beaches.
SEA Directive topics: Biodiversity, Flora, Fauna						
Biodiversity	Conserve and enhance biodiversity	? / -	High	Likely	Long Term Permanent	The guidelines in the SPD suggest that through the natural accretion and planting the dune landscape surrounding the car park can be enhanced and some habitat fragmentation can therefore be reversed. However, with the planned increase to the overall quantum there will also be some encroachment on the dune environment in some places and an increase in visitors, putting pressure on the natural environment.
SEA Directive topics: Landscape, Cultural Heritage, Soils						
High quality environment	Protect and enhance the high quality natural and built environment	+ / -	High	Likely	Long Term Permanent	The buildings that are suggested in the site guidelines minimise the adverse impact on the sensitive landscape setting surrounding the car park site. The plans also help to realise the opportunity to introduce a number of high quality buildings in Camber. However it is recognised that an increase in tourist attractions will increase pressure on the sensitive natural environment.
SEA Directive Topics: Material Assets						
Waste disposal	Reduce waste generation and disposal, and achieve the	0				Waste management plans are not mentioned in the approach.

Theme	Objective	Overall score	Significance	Likelihood	Timing and permanency	Commentary
	sustainable management of waste					

Summary

The appraisal of key strategic guidance led to the following findings:

Significant/Major negative impacts

There are no significant negative impacts identified.

Significant/Major positive impacts

- Sustaining economic growth and competitiveness and encouraging innovation in higher value, lower impact activities.
- Protecting and enhancing the high quality natural and built environment.

Additional negative and uncertain impacts

There is an uncertain and possible negative impact that the SA process has highlighted which centres on balancing the overall development of the area with the issue of conserving and enhancing Camber's sensitive biodiversity and landscape. The guidelines in the SPD suggest that through natural accretion and further planting the dune landscape surrounding the car park can be enhanced and some habitat fragmentation can therefore be reversed. However, with the planned increase to the overall quantum of development, particularly in the Central Car Park site, there would also be the possibility of some encroachment on the dune environment in some places and an increase in visitors, putting pressure on the natural environment. There is uncertainty over how this balancing of SA objectives would occur in this site's development. It will therefore be important that the site development process pays significant attention to how these objectives can best be balanced to achieve a win-win situation. The detailed design of on the car park site, in particular, will need to make significant contributions to supporting the dune landscape and biodiversity.

Additionally, there is also a balance that needs to be made between the objectives to improve access to Camber and the opportunity to improved understanding of this coastal environment with the key environmental objective to retain its value and integrity as a naturally evolving landscape.

5.0 Conclusion

This report sets out the Sustainability Appraisal of Camber Village Planning Brief SPD.

The Sustainability Appraisal of the Camber Village Planning Brief SPD is intended to meet both the requirement for a Sustainability Appraisal and the requirements of the SEA Directive. In doing so the Appraisal has been guided by the good practice guidelines produced by ODPM and the Environment Agency.

Based on the information gathered and consultation undertaken in the first phase of the Sustainability Appraisal, sustainability objectives were developed for the SPD to be appraised against. The sustainability objectives have been used to appraise the following components of the SPD:

Overarching framework:

- Spatial framework
- Transport plan
- Public realm strategy

Individual site strategies:

- Former Putting Green Development Briefs site guidelines
- Central Car Park Development Briefs site guidelines

There are no conflicts between the vision objectives and sustainability objectives identified.

There were also no Significant Negative impacts that arose from the Sustainability Appraisal of the SPD policies.

There are a number of significant positive impacts across each appraisal, including:

- Sustaining economic growth and competitiveness and encouraging innovation in higher value, lower impact activities.
- Protecting and enhancing the high quality natural and built environment.