



sustainability appraisal report
Worthing Town Centre and Seafront Masterplan
April 2006

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1.0 Introduction

Worthing Borough Council (WC) is preparing a Masterplan to guide the future development of Worthing Town Centre and Seafront. The Masterplan is not a statutory document, and a Sustainability Appraisal (SA) is therefore not required under the Planning and Compulsory Purchase Act 2004. The role of the Masterplan is to develop a vision for Worthing Town Centre and Seafront, based on a collaborative process with key stakeholders and the public. However it is intended that this Masterplan will inform the Local Development Framework currently being developed. As best practice, a Sustainability Appraisal process will accompany the Masterplan.

This Sustainability Appraisal assesses the draft Worthing Town Centre and Seafront Masterplan (April 2006). It has been broadly prepared in accordance with guidance prepared by ODPM regarding Development Plan Documents¹. As per this guidance, the SA process will also consider significant environmental effects, consistent with European Directive 2001/42/EC relating to Strategic Environmental Assessments (SEA).

Importantly, the SA process has also included an assessment of the Masterplan options, and has informed the development of the final Masterplan preferred option. There have been, however, some differences between this SA and the preparation of a SA in line with statutory planning guidance. These differences are largely around the public consultation process. A formal SA should be subject, along with the DPD, to a formal consultation period. Although the Masterplan and its SA are being prepared in a consultative manner, the documents have not been subject to a formal consultation period. Instead they will inform the LDF and its SA currently being prepared, which must follow the statutory process and will be tested through formal consultation.

In accordance with ODPM guidance, this Report document:

- describes the objectives of the Masterplan;
- identifies the national, regional and local planning policy context for the Masterplan;
- outlines the social, economic and environmental baseline;
- provides the SA Framework;
- assesses conflicts between SA objectives and the Masterplan objectives;
- provides a broad appraisal of the Masterplan Options against the Sustainability Objectives;
- provides an appraisal of the final Masterplan; and
- provides recommendation for principles and actions that have been incorporated into the Masterplan.

Currently Worthing Borough Council, like many other authorities, is in a transitional stage since the legislation came into force. They are currently preparing their Local Development Framework, and have prepared a Sustainability Appraisal Scoping Report to support this (June 2005). In accordance with Guidance, this Scoping Report, along with comments submitted from statutory consultees, provides the basis for this Baseline and Framework for the Town Centre and Seafront Masterplan contained in this SA.

The concurrent development of the Masterplan and the LDF will ensure that the two documents are considered and appraised consistently.

¹ *Sustainability Appraisal of Regional Spatial Strategies and Local Development Frameworks, November 2005*

This SA does not preclude the requirement for Environmental Impact Statement and an Environmental Statement as part of the planning application process.



Location Map: Worthing Town Centre and Seafront Area showing Masterplan Boundary.

2. Government Policy and Guidance

At the national level, the relevant policy and guidance is contained within Planning Policy Guidance (PPG) notes and Planning Policy Statements (PPS). Appendix 1 contains a list of plans, policies and programmes that have a relationship with the Masterplan and its SA.

Of particular importance in developing the SA Framework is the **Integrated Regional Framework (IRF) for the South East of England**. This establishes a shared regional vision of sustainable development, and a set of objectives, indicators and targets that map out how the region should deliver economic development that benefits people and protects and improves the environment. The core objectives are:

1. To ensure that everyone has the opportunity to live in a decent, sustainably constructed and affordable home.
2. To reduce the risk of flooding and the resulting detriment to public wellbeing, the economy and the environment.
3. To improve the health and well-being of the population and reduce inequalities in health.
4. To reduce poverty and social exclusion and close the gap between the most deprived areas in the South East and the rest of the region.
5. To raise educational achievement levels across the region and develop the opportunities for everyone to acquire the skills needed to find and remain in work.
6. To reduce crime and the fear of crime.
7. To create and sustain vibrant communities.
8. To improve accessibility to all services and facilities.
9. To encourage increased engagement in cultural activity across all sections of the community in the South East.
10. To improve efficiency in land use through the re-use of previously developed land and existing buildings, including re-use of materials from buildings, and encourage urban renaissance.
11. To reduce air pollution and ensure air quality continues to improve.
12. To address the causes of climate change through reducing emissions of greenhouse gases and ensure that the South East is prepared for its impacts.
13. To conserve and enhance the region's biodiversity.
14. To protect, enhance and make accessible for enjoyment, the region's countryside and historic environment.
15. To reduce road congestion and pollution levels by improving travel choice, and reducing the need for travel by car/lorry.
16. To reduce the global social and environmental impact of consumption of resources by using sustainably produced and local products.
17. To reduce waste generation and disposal, and achieve the sustainable management of waste.
18. To maintain and improve the water quality of the region's rivers and coasts, and to achieve sustainable water resources management.

19. To increase energy efficiency, and the proportion of energy generated from renewable sources in the region.
20. To ensure high and stable levels of employment so everyone can benefit from the economic growth of the region.
21. To sustain economic growth and competitiveness across the region.
22. To stimulate economic revival in priority regeneration areas.
23. To develop a dynamic, diverse and knowledge-based economy that excels in innovation with higher value, lower impact activities.
24. To encourage the development of a buoyant, sustainable tourism sector.
25. To develop and maintain a skilled workforce to support long-term competitiveness of the region.

3. The Draft Masterplan

The Masterplan sets out a spatial plan for the Town Centre and Seafront Areas, integrating with the following strategies and plans:

- Coastal West Sussex Area Investment Framework
- The 5 Town Network
- Vision
- Community Strategy
- Corporate Plan
- Local Development Framework
- Housing Strategy

The Masterplan will not be a statutory planning document, rather help define the Local Development Framework, currently in preparation by Worthing Borough Council.

The Masterplan provides a co-ordinating framework to deliver a vision for Worthing. It provides guidance on development and change and sets out a vision and key development principles and identifies a number of key projects that will continue the transformation of Worthing. The Masterplan also provides a tool for engaging with a range of stakeholders, delivery partners and the local community in bringing forward key proposals.

The Masterplan aims to:

- Establish a comprehensive and integrated strategy for the regeneration of the town over a 15 – 20 year period;
- Articulate a shared vision for the town centre and seafront;
- Provide a cohesive and robust framework for investment for private and public sector bodies;
- Identify a range of clear and interrelated projects within an integrated plan to bring about long-term comprehensive change; and
- Establish an action plan to implement the Masterplan.

3.1 THE VISION

The Masterplan sets the following Vision for Worthing Town Centre and Seafront area (p23) is “a variety of functions and roles which will serve the many and varying needs of residents and visitors now and in the future:

- A living town – a place where people will live, work, invest and visit
- A sustainable town – a place that will meet current and future needs
- A well connected town – improved accessibility and linkages
- An inclusive town – a place with something for everyone
- A more competitive town – enhanced tourism and leisure offer
- A more attractive town – a high quality environment with a good range of facilities
- A town that looks to the future, while respecting its heritage.

3.2 THE OBJECTIVES

The Masterplan contains Seafront, transport and public realm strategies which all support the Masterplan proposals.

The following draft objectives have been developed through a series of events and discussions to identify key issues and objectives with a variety of stakeholder and interest groups, and the public. The Masterplan seeks to (p49):

- Transform the retail experience and provide a platform for new retail occupiers to enter the town, whilst maintaining the competitiveness of the strong specialist niche retail sector that already exists;
- Strengthen the tourism and leisure offer, through maximising the potential of the seafront area to introduce new activities and destinations;
- Create a modern mixed-use centre with quality town centre residential development opportunities and associated community services and facilities;
- Improve access to and from the centre for bus, rail, cycle, pedestrians and vehicles; as well as improving access between the various areas within and adjoining the town centre and seafront;
- Strengthen the cultural offer by building on the existing assets;
- Attract quality new employers into the centre, providing a modern town centre environment in which to invest;
- Provide a town centre that offers something to all; and
- Ensure that the people of Worthing benefit most from the transformation.

4. SA and SEA

4.1 THE SA / SEA PROCESS

The Worthing Town Centre and Seafrost Masterplan is a non-statutory planning document and therefore does not require an SA or SEA and will not be subject to a formal screening process. However, a SA is being prepared in the interests of best practice and the intention that the Masterplan should inform the emerging LDF.

The SA is being prepared in a way that also fulfils the Directive’s requirements for SEA, although as noted in the introduction will not be subject to formal public consultation period. Instead, the final Masterplan option is intended to inform the LDF which, as a statutory planning document, will be subject to a formal SA (incorporating SEA) and tested under formal consultation processes.

The value in this SA is as iterative process – where sustainability issues are considered early and regularly throughout the process to develop the Masterplan. The SA process will also be used to appraise the Masterplan options.

The Scoping Report and outcomes of the Sustainability Appraisal workshop were sent to statutory consultees (Countryside Agency, Environment Agency, English Heritage and English Nature) for information.

The following table outlines the process used to develop this SA.

Steps	Timeline
Scoping Report: Baseline and setting the Framework	August – November 2005
Assessment of the Options (including Sustainability Workshop)	January – March 2006
Assessment of the draft Masterplan	April 2006

5. The Social, Economic and Environmental Baseline

5.1 INTRODUCTION

The Masterplan covers the Worthing Town Centre and Seafront area. The SA (SEA) Scoping Report for the LDF (2005) provides a baseline assessment for Worthing local authority area. It is not the intention to repeat this information, and the baseline provided below contains relevant additional information or context related to the Town Centre and Seafront Areas covered by the Masterplan.

Sources of Baseline Data

Sustainability Appraisal Scoping Report, Worthing Council, 2005
 West Sussex Structure Plan (2001 – 2016)
 Urban Transport Plan (Worthing), West Sussex County Council
 Worthing Community Profile
 NOMIS – Official Labour Market Statistics (www.nomisweb.co.uk)
 Neighbourhood Profile, Neighbourhood Statistics
 Retail Study - Coastal Districts – Arun and Chichester District and Worthing Borough Councils (September 2005)
 Working Together – Worthing’s Community Strategy 2004 – 2014
 Sussex Towns Sub-Regional Study, April 2004
 Worthing Employment Land Review November 2005
 Consultation events as part of the Masterplan process

5.2 ECONOMIC BASELINE

Diversity of Town Centre Uses

Currently development within the town centre tends to be fragmented and lack clear identity and distinctiveness. The Seafront area is largely undeveloped, primarily providing passive tourism and leisure attraction for visitors and residents with some provision for leisure and retail.

It is recognised that a variety of town centre uses are important to developing a viable and vibrant town centre. Current uses for Worthing Town Centre largely focus around retail and commercial uses.

Worthing, along with Crawley, has the role of a sub-regional centre in the retail hierarchy in the West Sussex Structure Plan (2001 – 2016). The recent Retail Study by DTZ Pineda Consulting found Worthing Town Centre is the largest coastal district centre, however is placed behind Brighton, Guildford and Portsmouth which are all experiencing major new retail investment and development over the next 5-10 years.

Worthing Town Centre retains significant market share of comparison goods and is particularly strong in clothing and fashion. However, its undercover shopping centres (Guildbourne and Montague Centre) are both small, lack investment and retain a limited offer. While it contains a good mix of stores, Worthing lacks strong anchor department stores. The national store of Debenhams is operating in premises less than 25% of the average Debenhams store in the UK. The Town Centre also has an under-representation of quality multiple café and restaurant operators when compared to other centres.

The Retail Capacity study shows potential for between 15,850 – 30,100 square metres net of comparison goods to 2017. Potential for convenience goods, after current planning consents are built, is limited to only around 220-440 square metres net to 2017.

Tourism and leisure are also important sectors, however the range and variety of the offer is limited. The general appearance of the seafront is diminished by the poor quality of street furniture and underused and vacant areas. Basic facilities such as toilets, signs, car parking and street furniture need to be maintained in good condition and working order so that the overall visitor experience is not prejudiced by impression of neglect. Apart from the general appearance of the area, the seafront also suffers from a lack of vibrancy / vitality and visitor facilities for informal recreation, specifically for children. The current offer limits development of tourism opportunities for Worthing.

While Worthing has considerable edge of centre and town centre residential areas, these are largely suburban in form. These residential areas do not appear to significantly contribute to the evening economy of Worthing, and bring some conflicts between users.

Employment

Employment levels within the Worthing area are generally high – with around 85% of people economically active, of which 84.1% (47,200 people) are in employment (NOMIS Official Labour Market Statistics). Employment within the town centre largely results from retail, commercial and tourism service industries. Employment growth within the Borough over the last 15 years has been dominated by the service sector, a trend forecast to continue.

For a sustainable economy and community, providing employment for local people is important. Overall 60% of Worthing’s workforce live within the town. Outward commuting of the town’s residents (around 30%) is largely to Brighton / Hove and Shoreham / Lancing (Urban Transport Plan (Worthing), West Sussex County Council).

Business

Worthing has a strong business economy and number of large companies that employ more than 100 people. Location of employment land is a significant issue – within the Borough and for the Town Centre. Demands to meet housing needs need to be weighed with provision of sufficient employment land in the right location. Office space within the Town Centre tends to be relatively poor quality, lacking modern, flexible floorspace and small, high quality units. Recent trends have been to locate employment space out of the Town Centre. There is potential for the town centre to improve its role in providing quality employment space and mixed use schemes.

5.3 ENVIRONMENTAL BASELINE

Worthing’s countryside is of particular importance and quality. Most of the land surrounding the built-up area falls within Sussex Downs Area of Outstanding Natural Beauty and is part of the proposed South Downs National Park.

There are 11 Sites of Nature Conservation Importance (SNCI) in Worthing, these are sites of importance in a local, West Sussex-wide, context. These sites have been identified on account of the special interest of their flora and/or fauna.

Biodiversity

There is limited information available regarding biodiversity within the Town Centre and Seafront area.

Coastal Zone

The stretch of coastline within the Masterplan Area plays an important role in defining Worthing as a place and as a destination for residential and visitors. The coastline in the west Sussex area is generally low-lying and naturally sinking, and is particularly vulnerable to the effects of climate change.

Impacts of climate change could include coastal and river flooding from sea level rise, increased intensity of rainfall and storms, and higher waves. The seafront is largely undeveloped. While there is potential to improve the offer on the seafront, a sensitive approach to development will be required.

Coastal squeeze is also an issue, where the coastal margin is being squeezed between the seawall and the rising sea level. The result is a loss of land between the sea and the promenade.

Green Space

Worthing has some 360 hectares of parks and open spaces comprising of formal parks and gardens through to local recreation grounds and small open green spaces and woodlands. In the Masterplan area, the main areas of green space (Steyne Gardens, Liverpool Gardens, Denton Gardens, and Beach House Parks) are poorly connected – with each other and with other town centre destinations.

Conservation Areas

Worthing Town Centre has a number of conservation areas that cover areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. The areas within the Masterplan Area include:

- Chapel Road
- South Street
- Steyne Gardens
- Montague Street
- Warwick Gardens

Transport

There is a relatively low rate of car ownership in Worthing when compared with the rest of West Sussex, just over 68% of residents have access to at least one car. Over half of Worthing's residents travel to work by car or van (57.7%), with another 6.2% travelling as a passenger in a car, 5,581 people walk to work (12.6%) and 2,336 cycle to work (5.3%). Over two thirds (69%) of Worthing's working population travel less than 10 km. A substantial number of people, 4,780 which is 11% travel between 10 and 20 km. This includes commuters travelling to Brighton & Hove. Longer distances are travelled by 20% of the population, this includes people without fixed workplace. Of the 76,788 households 74% own one or more cars. 11,468 households or 26% do not own a car (Census 2001).

Worthing is reasonably served by public transport. There are 5 rail stations in Worthing. There is scope for improvement both in station access and state of repair. Bus services within the area offer good coverage of the local road network. However, there is a sizeable percentage of services that offer no more than 2 buses an hour.

Feedback during consultation highlighted that access to the town centre by public transport (bus) is restrictive as a result of perceived high cost. Significant car parking within town centre area demonstrates the high use of vehicle trips to the town centre.

Cycling flows within Worthing are significant, the town has the highest percentage of people cycling to work than any other town in West Sussex. Notably, there is no cycle path along the seafront area, failing to link the National Cycle Route.

5.4 SOCIAL BASELINE

Demographics

Worthing has a population of around 99,000 residents and is within an area that has a population with the highest proportion of people over 85 in England. This is expected to decline slightly over time, as more young people move into the area. Worthing has a relatively low proportion of black and minority households, with just 1.6% from black, asian and other minority groups. The changing demographics have implications for Worthing Town Centre and Seafront:

- Housing type and tenure
- Access to affordable housing – more young people moving into the area will begin to increase demand
- Diversity of retail offer
- Range and type of leisure and recreational offer
- Employment

Deprivation

Worthing ranks 198 out of 354 local authorities (where rank 1= the most deprived), based on Indices of Deprivation 2004 (Office of the Deputy Prime Minister). This is higher than most surrounding local authorities.

The Index of Multiple Deprivation (IMD) 2004 is published at sub ward area levels (Super Output Areas). Three are in the 20 percent most deprived areas in England. The most deprived SOA is within Worthing's Central Ward and is ranked 4,742 out of the 32,482 SOAs in England where 1 is the most deprived.

Education and Skills

Based on the Index of Multiple Deprivation (IMD), Worthing is the fourth most educationally deprived district in West Sussex (source: IMD 2004, ODPM). Across the borough, 17.5% of the population between 16-74 years old are qualified to degree level or higher, lower than the national average of 19.8% (ONS). The proportion of school leavers that go into unemployment (4.3%) is average for the County. (West Sussex CC PLASC, 2002).

Childcare

The availability of full time childcare provision (day care places and child minders) is limited to around 20% of children under five in Worthing. Child care provision has implications in providing opportunities for local employment in the Town Centre.

Housing

The rate of home ownership is high, with 77% of households in the borough are owner-occupiers. The average property price in Worthing (2004/05) is £183,663, an increase of 73% since 2000. The current shortfall in affordable housing (currently around 414 unit annually) is likely to be exacerbated over time – as demographics and housing needs change. The adopted Housing Strategy 2005 sets a target for 140 affordable homes per annum.

Decent homes standards are around national average, with 4.17% of the borough's total housing stock (1921 properties) is classified as unfit for habitation, close to the national average of 4.2%.

Health and Safety

Worthing's life expectancy is slightly lower than the West Sussex average. Add baseline information regarding access to health facilities within the town centre.

Crime in Worthing is around the national rate and above the average for West Sussex. Of significance for the Masterplan area, violent crime occurred more frequently than the national average, vehicle crime has risen rapidly in Worthing and violent crime in Public Places in Worthing is high. Fear of crime is also a key issue in Worthing, and was raised a number of times during consultation events especially with older people. This impacts upon the way and the times that the Town Centre and Seafront area are used.

Community Facilities and Space

Worthing has a significant number of cultural facilities and services, particularly with venues for the performing and visual arts (theatres, halls). A number of consultees noted that a multiplex cinema would be a useful addition to the town, along with additional recreational facilities.

Other community facilities are generally well catered for - the town has a main central library, although the play facilities in the Masterplan area tend to be outdated and are highlighted by a number of consultees as priority for investment. The need for a greater offer for residents, particularly young people, and for visitors was also highlighted during consultation.

6. Key Sustainability Issues

The SA Scoping Report for the LDF highlights the following key sustainability issues facing Worthing Borough.

6.1 ECONOMIC ISSUES

The key sustainability issues for the economy are maintaining a healthy, vibrant and diverse economy. The detailed issues that need addressing in the Local Development Framework are:

- reliance on service sector
- low average wage
- need to diversify economy/ bring in new investment and generate higher paid jobs
- address the needs of existing companies
- out-dated trading estates and infrastructure

6.2 ENVIRONMENTAL ISSUES

Maintaining and enhancing the natural and built environment of the district is very important to the residents and communities of Worthing. The detailed issues that need addressing in the Local Development Framework are:

- retaining urban character and historic development patterns
- protection of conservation areas and listed buildings
- maintaining rural setting
- development pressure on strategic gaps and pressure on the urban fringe
- protection of the coast and its long-term role
- development opportunities for the enhancement of biodiversity
- impact of climate change – risk of flooding and role of sea defences
- balance the need to address potential AQM areas with the pressure for development
- need to address areas of land contamination
- effective use of land and resources
- road congestion
- access to sustainable transport modes

6.3 SOCIAL ISSUES

The provision of housing is a major issue in Worthing. This relates to both the requirement to meet government targets and the provision to meet local needs.

Three wards in Worthing do not score very well on the Indices of Multiple Deprivation. The IMD measure social inclusion by considering and scoring a whole range of issues, from access to certain facilities to income and employment. The detailed issues that need addressing in the Local Development Framework are:

- need to respond to changes in the demographic profile, in particular the growth in the mid age bracket
- concentration of deprivation in 3 central wards
- relationship between incomes and house prices
- accessibility to a range of housing options
- quality of cultural and leisure facilities
- educational achievement and skills levels
- health in certain wards

6.4 SUSTAINABILITY ISSUES FOR THE WORTHING TOWN CENTRE AREA:

In addition to the key issues identified above, the following sustainability issues are identified as specific to the Town Centre and Seafront Masterplan area. These issues have been identified from a number of sources:

- A review of the plans, policies, strategies and guidance influencing the Masterplan; and
 - Workshops, meetings and surveys as part of informal public consultation as part of the Masterplanning exercise.
1. **Accessibility**
 - to transport – current bus service is perceived as expensive. Aging population requires improved facilities for access to services.
 - to a range of services and facilities – recreational and leisure facilities, quality parks and green network
 - to new development – both town centre and seafront – inclusive design to ensure that people from a range of ages and abilities can access.
 2. **Safety** – concern regarding safety issues, particularly at night. Important to improve the evening economy and transport during these times
 3. Retaining and enhancing the **character** of Worthing
 4. **Seafront** – protecting against future sealevel rise and appropriate level of development
 5. Protecting local **employment** opportunities – improving tourism and retail sectors particularly, while protecting niche and independent enterprises.
 6. **Connectivity** within the town centre and seafront area
 7. **Quality development** - design and standards
 8. Improving access to **green spaces**.
 9. Loss of **employment space** to residential development within the Town Centre.
 10. Lack of flexible **employment floorspace** within Town Centre.

7.0 Sustainability Appraisal Framework

Drawing on the Sustainability Criteria presented in the Sustainable Appraisal Scoping Report for LDF and Regional Framework objectives, the following objectives have been adapted to reflect the local context of Worthing Town Centre and Seafront areas. These were amended at the Sustainability Appraisal Workshop. A series of questions are presented under each objective to assist in assessing the Town Centre and Seafront Masterplan Options.

It should be noted that the monitoring and targets have not been set as part of the SA Framework, instead these will be drawn from the SA for the LDF.

7.1 SUSTAINABILITY FRAMEWORK OBJECTIVES

Maintenance of high and stable levels of economic growth

1. Ensure high and stable levels of employment so that everyone can benefit from economic growth.
 - Will conditions support a greater mix and range of employment opportunities?
 - Will it provide additional, quality employment space or mixed use development within the Town Centre?
 - Will it encourage local people in community and social enterprise and business start-ups?
2. Sustain economic growth and competitiveness and retain existing companies.
 - Will it promote activity to support and improve Worthing Town Centre’s place in the business and retail hierarchy?
 - Will it provide for a diverse mix and range of retail and commercial opportunities?
 - Will it provide opportunities to enhance Worthing’s tourism offer?

Effective Protection of the Environment

3. Reduce road congestion and pollution levels by improving travel choice and promotion of sustainable transport.
 - Will conditions for walking, cycling and public transport be improved?
 - Will plans encourage a modal shift from car to walking, cycling and public transport?
 - Will congestion be reduced?
4. Maintenance and enhancement of biodiversity.
 - Will the current biodiversity and habitat within and connected to the town centre and seafront be protected?
 - Are recommended development sites of low ecological value?
 - Are undeveloped parts of the coastline protected from development? Are coastal processes safeguarded?
 - Is unavoidable damage to green space and habitat minimised through mitigation, including compensation any damage?
5. Address the causes of climate change (through reducing emissions of greenhouse gases and being prepared for its impacts), reducing the risk of flooding and protecting water resources.
 - Will building design for more extreme weather conditions be considered?

- Are Seafront and natural coastline processes protected? Is development at risk from sea level rise?
 - Is sustainable management of surface water (SUDs) promoted and water resources protected?
 - Is the aquifer protected from pollution and contamination?
6. Protect the historic character of development and encourage urban renaissance.
- Will important historic buildings and areas (listed) be protected?
 - Will nearby development and environmental improvements (ie. proposed scale, style and use of materials) complement the character of important historic buildings and areas?
 - Will the aesthetics of the built environment and public realm be improved?

Prudent use of natural resources

7. Promote sustainable design and construction in all developments.
- Will sustainable waste management practices and facilities promoted?
 - Will reductions in energy demand, more efficient use of energy and sourcing of energy from renewable sources promoted?
8. Improve efficiency of land use through the re-use of previously developed land and existing buildings, including the re-use of materials from buildings.
- Will the development of conversion of existing buildings and previously-developed land be prioritised (except where there is a high biodiversity value)?
 - Will residential densities be increased?
 - Will development result in no extra local flooding risk?
 - Will it promote the re-use of contaminated brownfield sites (where possible).

Social progress which recognises the needs of everyone

9. Ensure everyone has the opportunity to live in a decent and affordable home that meets their needs.
- Will housing be provided as part of mixed-use communities?
 - Is there an increase in the supply of affordable homes and a greater range of quality, type and tenure?
 - Will it deliver adequate infrastructure to support new communities?
10. Improve the health and well being of the population and reduce inequities in health.
- Are healthy, active lifestyles promoted through the provision of facilities, such as footpaths, cycle paths and recreational facilities?
 - Are affordable and diverse range of services and facilities encouraged?
11. Reduce poverty and social exclusion.
- Will services and facilities be appropriate and accessible for Worthing’s population and visitors, including older people, disadvantaged and minority groups?
 - Is development compact, with a mixture of land uses and good accessibility to local facilities and services? (eg. employment, education, health services, shopping, leisure, green spaces, culture, voluntary services etc)
12. Raise educational achievement levels and develop opportunities for everyone to acquire the skills needed to find and remain in work.
- Are high quality educational, learning and cultural facilities encouraged?
13. Create and sustain vibrant communities.

- Are community space and facilities provided to support and encourage stronger communities?

14. Protect and improve community safety

- Is the opportunity for crime and anti-social behaviour reduced?
- Are the principles of 'secured by design' and good urban design (eg. active frontages) encouraged?

Across all these themes, the sustainability appraisal will consider indirect, secondary, cumulative and synergistic impacts, particularly on the areas of Worthing Town Centre and Seafront.

7.2 TESTING THE MASTERPLAN OBJECTIVES AGAINST THE SUSTAINABILITY CRITERIA

This section tests the compatibility of the Masterplan objectives against the Sustainability Assessment Framework.

1. Transform the **retail experience** and provide a platform for new retail occupiers to enter the town, whilst maintaining the competitiveness of the strong specialist niche retail sector that already exists;
2. Strengthen the **tourism and leisure** offer, through maximising the potential of the seafront area to introduce new activities and destinations;
3. Create a modern **mixed-use** centre with quality town centre residential development opportunities and associated community services and facilities;
4. Improve **access** to and from the centre for bus, rail, cycle, pedestrians and vehicles; as well as improving access between the various areas within and adjoining the town centre and seafront;
5. Strengthen the **cultural** offer by building on the existing assets;
6. Attract quality new **employers** into the centre, providing a modern town centre environment in which to invest;
7. Provide a town centre that offers something to all; and
8. Ensure that the people of Worthing benefit most from the transformation.

Matrix for comparing the Masterplan Objectives against the SA Objectives

Masterplan objectives	SA Objectives													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. Retail	+	+	-	0	-	+	?	+	0	0	0	0	0	0
2. Tourism and leisure	+	+	-	-	-	+	?	+	0	+	+	0	+	0
3. Mixed use centre	0	+	+	0	-	0	?	+	+	+	+	+	+	+
4. Access	+	+	+	0	+	0	+	0	0	+	+	0	0	+
5. Cultural offer	0	+	0	0	0	+	0	0	0	0	0	0	+	0
6. Employment	+	+	-	0	0	0	?	+	0	0	+	0	0	0
7. Town centre offer	0	+	0	0	0	0	0	0	0	0	+	0	+	0
8. Civic / community offer	0	0	0	0	0	0	0	0	0	+	+	0	+	+

Key

- + Positive compatible
- 0 Neutral
- ? Unknown
- Possible conflict

Comments and recommendations:

There is potential conflict between increasing the attractiveness of Worthing Town Centre and Seafront as employment, leisure and retail destination and increasing road congestion. However, the Masterplan Objective 4 recognised and looks to address this conflict.

The focus for development along the Seafront may have potential risks from sea level rise associated with climate change and coastal processes.

The Masterplan objectives do not adequately address the SA objective 12, focused on raising educational standards and provide opportunities for skill development.

8.0 Assessment of the draft Masterplan

The draft Masterplan has been developed as part of a collaborative process with a range of key stakeholders. This has helped build consensus and ownership of the Masterplan, which will be invaluable during delivery and implementation phases.

As part of the SA process, the Masterplan options were tested. Appendix 2 and 3 contains details and the outcomes of the options assessment respectively.

The following table provides the assessment of the draft Masterplan (April 2006).

SA Framework Objectives	Predicted Effects	Justification
<p>1. Ensure high and stable levels of employment so that everyone can benefit from economic growth.</p>	<p>++</p>	<p><i>Likelihood / certainty of occurring:</i> Medium. Increasing the number and range of employment opportunities within the Town Centre relies on a number of development opportunities coming forward. Retail expansion seems likely, however interest in the new business district around the Station Gateway is yet to be established.</p> <p><i>Geographical scale of the effect:</i> Worthing Masterplan Area and wider catchment</p> <p><i>Nature of the effect:</i> Permanent.</p> <p><i>Timing:</i> Medium to long term.</p> <p><i>Comments / recommendations:</i></p> <ul style="list-style-type: none"> - Measures to improve the tourist offer of Worthing, particularly on the Seafront, are likely to result a better mix and range of employment opportunities. - Business development within the Station Gateway area should be linked with other programmes to support local enterprise and small business-start ups.
<p>2. Sustain economic growth and competitiveness and retain existing companies</p>	<p>++</p>	<p><i>Likelihood / certainty of occurring:</i> Medium.</p> <p><i>Geographical scale of the effect:</i> Worthing Masterplan Area and wider catchment</p> <p><i>Nature of the effect:</i> Permanent.</p> <p><i>Timing:</i> Medium to long term.</p> <p><i>Comments:</i></p> <ul style="list-style-type: none"> - Redevelopment of the retail core will both support comprehensive redevelopment and niche retailers. Coupled with better public transport and an improved public realm will support greater retention of spend and help maintain Worthing’s place in the retail hierarchy. - A greater offer on the seafront will help to attract new markets and increase tourism spend.

		<ul style="list-style-type: none"> - Creating a mixture of business uses and higher densities around the station will support transport and economic objectives, and help retain and encourage business within the Masterplan area. <p><i>Recommendations:</i></p> <ul style="list-style-type: none"> - With pressure for residential development within the Masterplan Area, the redevelopment of the Cultural / Civic Hub should ensure employment / office space is retained. - Business development within the Station Gateway area should be linked with other programmes to support local enterprise and small business-start ups.
<p>3. Reduce road congestion and pollution levels by improving travel choice and promotion of sustainable transport.</p>	<p>++ / -</p>	<p><i>Likelihood / certainty of occurring:</i> Medium, however securing a reduction in parking longer-term will be a challenge.</p> <p><i>Geographical scale of the effect:</i> Masterplan area and surrounding areas.</p> <p><i>Temporary or Permanent effect:</i> Will change over time.</p> <p><i>Timing:</i> Short-long term.</p> <p><i>Comments / recommendations:</i></p> <ul style="list-style-type: none"> - Maintaining existing capacity of car parking in the short term, with recommendations for a reduction in parking will support shifts to encourage more sustainable modes of transport. - Prioritisation of walking and cycling in the Masterplan area from the seafront to the central part of the town will encourage better connectivity and promote more sustainable modes of transport. - Improving the retail offer of the area will help retain additional spend, and reduce car-based trips to other retail centres. In the same way, additional tourist accommodation and a greater tourist offer will likely increase the number of car-based trips from areas outside the Masterplan area. Where possible, promoting tourism should link with also promoting public transport / public transport interchange. - Encouraging longer bus service times will be important in providing greater accessibility for a range of people and support other inventions to increase the vibrancy of the Masterplan area, particularly as part of developing an evening economy. - Completion of the seafront cyclepath, and longer term plans for a 'commuter' and 'leisure' cycle lanes will help support mode change and healthier life styles.

SA Framework Objectives	Predicted Effects	Justification
<p>4. Maintenance and enhancement of biodiversity.</p>	<p>?</p>	<p><i>Likelihood / certainty of occurring:</i> Uncertain</p> <p><i>Geographical scale of the effect:</i> Masterplan area and coastal zones..</p> <p><i>Temporary or Permanent effect:</i> Unknown</p> <p><i>Timing:</i> Unknown</p> <p><i>Comments / recommendations:</i></p> <ul style="list-style-type: none"> - The impact of the proposals outlined in the Masterplan is largely unknown. - The biodiversity value of development sites is unknown. Where there may be brownfield sites of value, an ecological survey is recommended. - Greenspace within the Masterplan area is protected, and additional links to the will increase access and use of these areas (Steyne, Denton, Liverpool and the Beach House Gardens). - Impact on biodiversity and coastal processes should also be investigated as part of the concept to extend the land seaward at the Easter Gateway.
<p>5. Address the causes of climate change (through reducing emissions of greenhouse gases and being prepared for its impacts), reducing the risk of flooding and protecting water resources.</p>	<p>--</p>	<p><i>Likelihood / certainty of occurring:</i> Medium</p> <p><i>Geographical scale of the effect:</i> Masterplan and wider area</p> <p><i>Temporary or Permanent effect:</i> Permanent</p> <p><i>Timing:</i> Medium-long term</p> <p><i>Comments / recommendations:</i></p> <ul style="list-style-type: none"> - Significant new residential, retail and commercial development will increase energy consumption. - Protection against sea defences is recognised as an important consideration. Any feasibility studies for possible land extension for seafront development will also need to include a full Flood Risk Assessment in line with draft PPS25 and PPG25. Suitability for development would also need to be proven under the sequential test in the draft PPS 25 which protects undeveloped coastal land. - High standards for sustainable design and construction should be required, via EcoHomes and BREEAM Very Good standards. - Opportunities for a coastal demonstration project for tidal renewal energy should be further investigated with West Sussex County Council.

SA Framework Objectives	Predicted Effects	Justification
<p>6. Protect the historic character of development and encourage urban renaissance</p>	<p>+</p>	<p><i>Likelihood / certainty of occurring:</i> High</p> <p><i>Geographical scale of the effect:</i> Masterplan area</p> <p><i>Temporary or Permanent effect:</i> Permanent</p> <p><i>Timing:</i> Short-medium term</p> <p><i>Comments / recommendations:</i></p> <ul style="list-style-type: none"> - Creation of the fisherman’s quarters will promote the historic nature of this industry. The pavilion theatre, promenade and pier are protected and enhanced as part of the seafront developments. - Sensitive redevelopment of the pier will bring vitality to the seafront, while respecting its heritage value. An upgraded public realm on the Seafront will also consider and complement Victorian character and architecture. - Attention to the public realm will allow for the historic character of Worthing to be enhanced, and support renaissance of the town centre. - The pedestrian streetspace feel to the new retail heart will help maintain the character and sense of place of Worthing’s town centre.
<p>7. Promote sustainable design and construction in all developments.</p>	<p>?</p>	<p><i>Likelihood / certainty of occurring:</i> Uncertain</p> <p><i>Geographical scale of the effect:</i> -</p> <p><i>Temporary or Permanent effect:</i> Unknown</p> <p><i>Timing:</i> Unknown</p> <p><i>Comments / recommendations:</i></p> <ul style="list-style-type: none"> - The Masterplan does not refer to sustainable design and construction. However development is more compact and densified as a result of Masterplan proposals. - Sustainable design and construction is likely to be addressed in the Core Strategy emerging from the LDF process. The Issues and Options paper for consultation (November 2005) puts forward a range of options requiring new development to raise sustainability standards.
<p>8. Improve efficiency of land use through the re-use of previously developed land and existing buildings, including the</p>	<p>+</p>	<p><i>Likelihood / certainty of occurring:</i> High</p> <p><i>Geographical scale of the effect:</i> Masterplan area</p> <p><i>Temporary or Permanent effect:</i> Permanent</p> <p><i>Timing:</i> Short-medium term</p> <p><i>Comments / recommendations:</i></p> <ul style="list-style-type: none"> - Much of the redevelopment proposed occurs on

<p>re-use of materials from buildings.</p>		<p>brownfield land and residential densities will be increased.</p> <ul style="list-style-type: none"> - Worthing sits within a coastal flood risk area, and development should consider future coastal defences.
<p>9. Ensure everyone has the opportunity to live in a decent and affordable home that meets their needs.</p>	<p>+</p>	<p><i>Likelihood / certainty of occurring:</i> Medium (residential development is certain to occur, however the balance of unit types will be important to get right).</p> <p><i>Geographical scale of the effect:</i> Masterplan and surrounding areas.</p> <p><i>Temporary or Permanent effect:</i> Permanent</p> <p><i>Timing:</i> Short-long term</p> <p><i>Comments / recommendations:</i></p> <ul style="list-style-type: none"> - Residential development will bring a vitality to Town Centre and Seafront areas, and help support an evening economy, and increase surveillance / safety. - Residential development should offer a range of unit types, and ensure provision for family / affordable housing.
<p>10. Improve the health and well being of the population and reduce inequities in health.</p>	<p>+</p>	<p><i>Likelihood / certainty of occurring:</i> Medium</p> <p><i>Geographical scale of the effect:</i> Masterplan and wider areas</p> <p><i>Temporary or Permanent effect:</i> Permanent</p> <p><i>Timing:</i> Short to long term</p> <p><i>Comments / recommendations:</i></p> <ul style="list-style-type: none"> - The Masterplan provides for a greater offer with regard to leisure facilities and sporting activities, including adventure play, paddling pool and an active beach zone. - An improved public realm, and prioritisation of walking/cycling within the Masterplan area will support more active lifestyles. By improving legibility and connectivity, the Town Centre and Seafront areas will become more walkable, linking the civic, seafront, retail, leisure and health/community services and facilities. - New play facilities are planned at the eastern gateway to the seafront at the Aquarenea and re-provided play and paddling pool at the Beach House Gardens. - As these plans are developed and implement, accessibility (financial and physical) should become a key development principle.

SA Framework Objectives	Predicted Effects	Justification
11. Reduce poverty and social exclusion.	+	<p><i>Likelihood / certainty of occurring:</i> Medium (some uncertainty, dependant upon implementation)</p> <p><i>Geographical scale of the effect:</i> Masterplan area</p> <p><i>Temporary or Permanent effect:</i> Permanent</p> <p><i>Timing:</i> Medium</p> <p><i>Comments / recommendations:</i></p> <ul style="list-style-type: none"> - The Masterplan promotes a greater range of town centre and seafront uses. It provides a greater offer for young people. - A redeveloped civic area and new health facilities will provide a better range of services and facilities within a more pedestrian friendly environment.
12. Raise educational achievement levels and develop opportunities for everyone to acquire the skills needed to find and remain in work.	?	<p><i>Likelihood / certainty of occurring:</i> Uncertain</p> <p><i>Geographical scale of the effect:</i> Masterplan area</p> <p><i>Temporary or Permanent effect:</i></p> <p><i>Timing:</i></p> <p><i>Comments / recommendations:</i></p> <ul style="list-style-type: none"> - There is potential loss of educational facilities with the redevelopment of the Northbrook College site. - The Civic / Cultural Hub provides additional opportunity to provide a range of services to support educational and community development.
13. Create and sustain vibrant communities.	+	<p><i>Likelihood / certainty of occurring:</i> Medium-High</p> <p><i>Geographical scale of the effect:</i> Masterplan area</p> <p><i>Temporary or Permanent effect:</i> Permanent</p> <p><i>Timing:</i> Short-Long</p> <p><i>Comments / recommendations:</i></p> <ul style="list-style-type: none"> - An improved public realm (a series of squares, including a new civic square) and the fisherman’s quarter will provide new areas for civic and community focus. - By developing better connections between the town centre and seafront, utilising strategic sites such as the Marine Parade Bus Garage, will support more vibrant and active use of the whole Masterplan area.

SA Framework Objectives	Predicted Effects	Justification
14. Protect and improve community safety.	+	<p><i>Likelihood / certainty of occurring:</i> Medium</p> <p><i>Geographical scale of the effect:</i> Masterplan area</p> <p><i>Temporary or Permanent effect:</i> Permanent</p> <p><i>Timing:</i> Short-Long</p> <p><i>Comments / recommendations:</i></p> <ul style="list-style-type: none"> - A greater offer along the seafront will encourage greater vibrancy and usage, likely improving safety. - Residential development and active frontages around open space will provide passive surveillance.

9.0 SUMMARY AND NEXT STEPS

Overall the assessment for the draft Worthing and Town Centre Masterplan is positive. The Masterplan should contribute positively across a range of sustainability objectives. This is relatively unsurprising given the collaborative nature in which the proposals have emerged from dialogue with stakeholders, and the iterative nature of the sustainability appraisal and Masterplan processes.

A number of effects are uncertain, and further work will be required from a broad range of partners to ensure that sustainability objectives continue to be considered as more detailed planning and implementation follows within the Masterplan area. Measures should also be encouraged at the delivery and implementation stages to reduce the negative impacts of the Masterplan, particularly around reducing traffic and encouraging more sustainable modes of transport, measures to reduce the causes of climate change and embracing higher standards in sustainable design and construction.

This Sustainability Appraisal will not be subject to formal consultation. Instead, the SA process will continue to inform the development of the Masterplan, and Sustainability Appraisal process currently occurring for the appraisal of LDF documents, including the Core Strategy.

Continuing the collaborative process, the draft Masterplan will now go back to stakeholders and the public for additional comment and views (June-July 2006), looking to revise and finalise the Masterplan by August 2006.