



**Whitechapel Vision Masterplan
Supplementary Planning Document**

**Strategic Environmental Assessment Screening and
Sustainability Appraisal Review Report**

September 2013

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1. Background and context

1.1 The Whitechapel Vision Masterplan Supplementary Planning Document (SPD) is currently being prepared by the Council, with the intention of being formally adopted by the beginning of 2014. The purpose of the Masterplan SPD will be to provide a vision for Whitechapel building on the adopted Local Plan (Core Strategy (2010) and Managing Developing Document (MDD, 2013), by setting out key regeneration objectives and development priorities for the area over the next 15 years. It aims to stimulate economic activity and inward investment to the area through a concise planning framework in order to create new employment opportunities for residents of the borough, raise the quality of living for the local community and provide for a coordinated approach to managing future development and infrastructure in Whitechapel. The Masterplan SPD will be a material planning consideration in the determination of planning applications, within the defined boundary. Figure 1 below shows the Whitechapel Vision Masterplan Boundary.



Figure 1: Whitechapel Vision Masterplan Area

2. Purpose of this document

- 2.1 This document outlines the Council's consideration of whether the proposed Whitechapel Vision Masterplan SPD should be subject to a Strategic Environmental Assessment (SEA) and provides a Sustainability Appraisal Review based on a methodology consistent with the Core Strategy and Managing Development Document Sustainability Appraisals.

3. Strategic Environmental Assessment (SEA) Screening determination

- 3.1 In accordance with the requirements of regulation 9(1) of the Environmental Assessment of Plans and Programmes Regulations 2004 (The SEA Directive), the Council has determined that this SPD should not be subject to a Strategic Environmental Assessment (SEA) as the SPD provides information to supplement existing Development Plan Documents (Core Strategy and the Managing Development Document), and is only a minor modification of these documents, which have already undergone a full Strategic Environmental Assessment (SEA) and Sustainability Appraisal (SA).
- 3.2 The Sustainability Appraisal (SA) Review (set out below) also fulfils the function of a statement of the Council's reasons for its determination that a SEA is not required for this SPD.
- 3.3 Comments are able to be made on the content of this document during the consultation and engagement period. The Council will be consulting with the relevant statutory consultees alongside other interested individuals, groups and organisations.

4. Sustainability Appraisal (SA) Review

- 4.1 A Sustainability Appraisal (SA) considers the potential impacts of a planning policy document on the environment, the economy, and society. It does this by assessing the extent to which the planning document will help achieve a set of sustainability objectives that cover a range of issues, including air quality, landscape, water, health and the population. The SA also has to satisfy the requirements of the EC Directive 2001/42/EC on the assessment of the effects of certain planning documents and programmes on the environment (known as the Strategic Environmental Assessment [SEA] Directive).
- 4.2 There is no longer a statutory requirement for the Council to produce an SA for Supplementary Planning Documents (SPD); however SAs are still required for Development Plan Documents and as such they were undertaken for the Council's Core Strategy and Managing Development Document.
- 4.3 Although it is not a statutory requirement to prepare an SA for SPDs, in pursuing best practice, the Council has undertaken an SA Review for the Whitechapel Vision Masterplan SPD (set out in table 1 below on page 6). It should be noted that this SA Review does not constitute an SA satisfying the EC Directive 2001/42/EC (or accompanying regulations). In order to undertake this SA review, the Whitechapel Vision Masterplan SPD has been assessed against a number of Sustainability criteria as set out in the SA for the Core Strategy, to determine whether the SPD is compatible with these sustainability objectives. The purpose of this exercise is to understand the potential environmental, social and economic impacts of the SPD, whether these impacts are temporary or

permanent in nature, and to identify mitigation measures, where appropriate. The mitigation measures mainly relate to detailed development considerations for full applications. The challenge will be to ensure that such measures are picked up as specific development proposals are progressed and development proposals are implemented.

4.4 In general, it is considered that the Whitechapel Vision Masterplan SPD will contribute to achieving the principles of sustainable development and is aligned with the SA objectives established in the Core Strategy. It performs well against the SA objectives and no instances were identified where the draft Whitechapel Vision Masterplan SPD would conflict with the SA objectives.

4.5 The Whitechapel Vision Masterplan SPD and the SA review is also supported by an Equalities Analysis (EqA) Scoping Report.

4.6 Following an external consultation on the SPD, envisaged for September 2013, any required changes which impact the Sustainability Appraisal Review will be re-assessed.

Table 1 - Key

Objective	Met?
Objective met to large extent	++
Objective met to slight extent	+
Potential negative and positive impacts	+/-
Neutral impact	0
Objective not met, slight adverse impact on objective	-
Objective not met, moderate adverse impact on objective	--
Timeframe	
Objective met or impacted temporarily	T
Objective met or impacted permanently	P

Table 1: SA Review

Sustainability Objective and Questions to Consider <i>As set out by the Sustainability Appraisal of the Core Strategy (2009)</i>	Timeframe	Objective Met?	Comments	Recommendations / Mitigation
Environmental Objectives				
<p>Biodiversity:</p> <ul style="list-style-type: none"> • To conserve and enhance natural habitats and wildlife and bring nature closer to people. • Will it conserve and enhance habitats and species in accordance with the Local Biodiversity Action Plan. In particular, will it avoid harm to national or London priority species and designated sites and habitats and species identified in the Local Biodiversity Action Plan? • Will it provide for the long-term management of natural habitats and wildlife? • Will it improve the quality and extent of designated and non-designated sites with the intention of achieving a net gain in biodiversity? • Will it provide opportunities to enhance the environment and create new conservation assets (or restore existing wildlife habitats) for example by integrating the creation of new habitats into the design of new buildings and areas? • Will it protect and enhance the Borough's 	P	+/-	<p>The area is currently deficient in biodiversity and further urban development in an area may create further stress on natural habitats and wildlife.</p> <p>The SPD seeks to create new and improved green spaces and green links which would provide new and enhanced habitats for local biodiversity. The SPD also promotes greening the A11 and creating a 'green spine', which would further enhance biodiversity.</p> <p>Additionally an overarching objective of the SPD will be to promote high quality exceptional design and new development will be required to meet sustainable design and construction best practice. As a result there may be an increase in features such as green walls/roofs, which will enhance the opportunities for biodiversity in the area.</p>	<p>Further habitat assessment through an Environmental Statement/Ecology Assessment to be provided at the detailed planning application stage, to mitigate any adverse impacts on biodiversity from specific development.</p> <p>Planning applications will need to have regard to the relevant biodiversity policies in the Core Strategy (2010) and MDD (2013).</p>

<p>waterbodies to achieve a good ecological status?</p> <ul style="list-style-type: none"> • Will it promote, educate and raise awareness of the enjoyment and benefits of the natural environment? • Will it bring nature closer to people, especially in the most urbanised parts of the Borough, for example through the use of green and brown roofs? • Will it improve access to areas of biodiversity interest? • Will it enhance the ecological function and carrying capacity of the greenspace network? 				
<p>Water Quality & Water Resources:</p> <ul style="list-style-type: none"> • To improve the quality of surface waters and groundwater and to achieve the wise management and sustainable use of water resources. • Will it reduce discharges to surface and groundwater? • Will it support sustainable urban drainage? • Will it improve the water systems infrastructure (e.g. water supply/sewerage)? • Will it reduce abstraction from surface and groundwater sources? • Will it reduce water consumption? • Will it encourage the consideration of the water cycle? 	P	0	<p>Amount of impermeable surfaces is likely to increase with new developments, though impacts on water consumption, quality and discharge are not thought to be significant because there are processes in place to mitigate this.</p>	<p>Development will be required to show how it reduces the amount of water usage, runoff and discharge from the site, through the use of appropriate water reuse and Sustainable Urban Drainage (SUD) techniques. Major developments will be required to submit a Water and Drainage Strategy.</p> <p>Further assessment to be provided at the detailed planning application stage, to mitigate any adverse impacts on water quality and resources caused by specific development.</p>

				<p>Flood Risk Assessments will be undertaken for any development which exceeds the thresholds as laid out in the NPPF's Supporting Technical Guidance and Practice Guide.</p> <p>Planning applications will need to have regard to relevant water quality and water resource policies in the Core Strategy (2010) and MDD (2013)</p>
<p>Natural Resources:</p> <ul style="list-style-type: none"> To minimise the global, social and environmental impact of consumption of resources by using sustainably produced, harvested and manufactured local products. Will it reduce the demand for natural resources and raw materials from unsustainable sources? <ul style="list-style-type: none"> Will it encourage the prudent and efficient use of natural resources? Will it encourage the use of local sustainable products? Will it reduce the extraction of minerals? Will it reduce the Borough's ecological footprint per capita? 	P	+	An overarching objective of the SPD will be to promote high quality exceptional design and new development will be required to meet sustainable design and construction best practice, which includes minimising consumption of resources and encourages the use of sustainable resources	Planning applications will need to have regard to relevant sustainable environment policies in the Core Strategy (2010) and MDD (2013)
<p>Climate Change:</p> <ul style="list-style-type: none"> To address the causes of climate change through minimising the emissions of 	P	++	The SPD has made several provisions to encourage walking and cycling, through improving connections and permeability	Development will be required to be accompanied by an Energy

<p>greenhouse gases and ensuring that London is prepared for its impacts.</p> <ul style="list-style-type: none"> • Will it minimise emissions of greenhouse gases? • Will it help London meet its emissions targets? • Will it reduce the numbers of cars entering London's congestion charge zone? • Will it protect the Borough from climate change impacts? • Will it avoid exacerbating the impacts of climate change? • Will it help the Borough adapt to the impacts of climate change? • Will it minimise the risk of flooding from rivers and watercourses to people and property? • Will it manage existing flood risks appropriately and avoid new flood risks? 			<p>throughout the area, as well as promoting access to public transport, including to the new Crossrail station and buses which limit reliance on high carbon emitting fuels.</p> <p>Electric charging points and car free development will also be encouraged through planning applications.</p> <p>New green space and green links, a green spine through the RLH estate and tree planting along the A11 will decrease the 'heat island' effect, thus reducing impacts on climate change.</p>	<p>Assessment to demonstrate its compliance with the climate change targets, in accordance with the MDD (2013).</p> <p>Further assessment to be provided at the detailed planning application stage, to mitigate any adverse impacts on water quality and resources caused by specific development.</p> <p>Flood Risk Assessments will be undertaken for any development which exceeds the thresholds as laid out in the NPPF's Supporting Technical Guidance and Practice Guide.</p> <p>Planning applications will need to have regard to the relevant sustainability, water quality and water resource policies in Core Strategy (2010) and MDD (2013)</p>
<p>Air Quality: To improve air quality</p> <ul style="list-style-type: none"> • Will it improve air quality? • Will it help to reduce emissions of PM10, NO2? • Will it reduce emissions of ozone depleting substances? 	P	+	<p>The SPD promotes better connections for cycling and walking across the area, and promotes sustainable modes of transport including public modes such as buses and trains which limit reliance on high carbon emitting fuels.</p>	<p>Further assessment, in the form of an Air Quality Assessment for major developments, and details of practices to prevent or reduce associated air</p>

<ul style="list-style-type: none"> Will it help to achieve national and international standards for air quality (for example, those set out in the Air Quality Regulations 2000 and (Amendment) Regulations 2002? (See objective 10 for further details on transport criteria including the provision of infrastructure to achieve a modal shift) 			<p>Electric charging points and car free development will also be encouraged through planning applications.</p> <p>These changes should encourage travel by sustainable modes of transport, reducing overall car journeys in the area, and thus reducing the negative impacts on air quality.</p> <p>Part of the masterplan area lies within the 'Clear Zone' as defined in the MDD which has been designated specifically to reduce emissions.</p>	<p>pollution during construction or demolition for minor applications, to be provided at the detailed planning application stage, to mitigate any adverse impacts on air quality.</p> <p>Planning applications will need to have regard to relevant air quality policies in the Core Strategy (2010) and MDD (2013)</p>
<p>Energy: To achieve greater energy efficiency and to reduce reliance on fossil fuels for transport, heating, energy and electricity.</p> <ul style="list-style-type: none"> Will it reduce the demand and need for energy? Will it promote and improve energy efficiency (e.g. buildings)? Will it increase the proportion of energy both purchased and generated from renewable and sustainable resources? 	P	+	<p>The SPD identifies the RLH as having an existing district heating network and that there is potential to connect with development to create a local decentralised energy network offering low carbon energy in Whitechapel</p>	<p>Development will be required to be accompanied by an EnergyAssessment to demonstrate its compliance with the climate change targets, in accordance with the MDD (2013)</p> <p>Development will be required to connect to or demonstrate a potentialconnection to a decentralised energy system unless it canbe demonstrated that this is not feasible or viable.</p>
<p>Waste: To minimise the production of waste across all sectors and increase reuse, recycling, remanufacturing and recovery rates.</p>	P	0	<p>Not addressed within SPD. Waste production is likely to increase, as a result of new developments in the area.</p>	<p>Planning applications to provide Sustainability Statements detailing</p>

<ul style="list-style-type: none"> • Will it minimise the production of household and commercial waste? • Will it promote reuse and recycling (e.g. in the design of housing or promoting recycling schemes in existing building stock etc) particularly in high density developments? • Will it help the Borough achieve its statutory waste recycling targets? • Will it help to promote a market for recycled products? 			<p>However there are policies in place to mitigate these impacts</p>	<p>measures to mitigate impacts of waste and waste management.</p> <p>Site Waste Management Plans will be required for larger sites to minimise construction/demolition waste.</p> <p>Planning applications will need to have regard to relevant waste policies in the Core Strategy (2010) and MDD (2013)</p>
<p>Built and Historic Environment: To enhance and protect the existing built environment (including the architectural distinctiveness, townscape/landscape and archaeological heritage), and ensure new buildings are appropriately designed and constructed in a sustainable way.</p> <ul style="list-style-type: none"> • Will it protect and enhance sites, features and areas of historical, archaeological and cultural value/potential and their settings? • Will it conserve and enhance the townscape/cityscape character including the protection of views and landmark buildings? • Will it promote access to the historic environment and also contribute to better understanding of the historic environment? • Will it promote high quality design and sustainable construction methods? • Will it respect visual amenity and the spatial diversity of communities? • Will it enhance the quality of the public 	P	++	<p>The SPD identifies design principles which have regard to the built environment, including the Conservation Areas and heritage assets in the Whitechapel area.</p> <p>The SPD sets out that new development and public realm improvements should positively protect and enhance historic townscape and assets of Whitechapel.</p> <p>The SPD considers a protection and sensitive approach toward local and strategic views.</p> <p>The SPD seeks to enhance the quality of the public realm, and also protect and enhance existing public open space and create new public and green spaces.</p>	<p>Planning applications will be required to submit a Design & Access Statement to ensure developments do not have a significant adverse impact on the built environment, but enhance and protect it.</p> <p>There are also policies within the MDD (2013) that seek to protect and enhance historic townscape and achieve high quality design.</p>

<p>realm?</p> <ul style="list-style-type: none"> • Will it protect and enhance areas of open space? • Will it promote the creation of new accessible local parks and facilities on the City Fringe? • Will it improve access to open space and improve the quality and quantity of publicly accessible greenspace? 				
Social Objectives				
<p>Housing: To ensure that all Londoners have access to good quality, well-located, affordable housing that promotes liveability.</p> <ul style="list-style-type: none"> • Will it reduce homelessness? • Will it reduce the number of unfit homes, including those owned by Registered Social Landlords? • Will it reduce overcrowding? • Will it increase the range and affordability (both upfront and over its lifetime) of housing (taking into account different requirements and preferences of size, location, type and tenure)? • Will it ensure that appropriate services and facilities are in place for the new population? • Will it provide housing that ensures a good standard of living and promotes a healthy lifestyle? • Will it increase the number of Local Authority dwellings that meet the ‘decent homes’ standard? • Will it increase use of sustainable design and 	P	++	<p>The SPD aims to deliver new homes for both existing and future residents of the borough, particularly those that are in need of affordable housing.</p> <p>The SPD will promote the need to provide larger affordable housing for families in the area, to reduce overcrowding issues.</p> <p>The SPD also recognises the need to improve existing housing estates through refurbishment and redevelopment to ensure these homes meet decent Homes Standards, and the need to create new infill development, and promote residential development on upper floors within the Masterplan area.</p> <p>The SPD also supports the provision of community facilities and services to cater for the existing and new residential population and create vibrant neighbourhoods.</p>	<p>Planning applications will also need to have regard to housing policies in the Core Strategy (2010) and MDD (2013).</p>

<p>sustainable building materials in construction?</p> <ul style="list-style-type: none"> • Will it improve energy efficiency and insulation in housing to reduce fuel poverty and ill health? • Will it provide housing that encourages a sense of community and enhances the amenity value of the community? 				
<p>Liveability and Place: To create and sustain liveable, mixed use physical and social environments that promote long- term social cohesion, sustainable lifestyles and a sense of place.</p> <ul style="list-style-type: none"> • Will it create and sustain vibrant and diverse communities and encourage increased engagement in recreational, leisure and cultural activities? • Will it increase the provision of culture, leisure and recreational activities for all: this could include quality, affordable and healthy food, as well as cultural, sporting, or leisure opportunities including those associated with the Olympic legacy? • Will it provide opportunities for people to choose an active, fulfilling life? • Will it increase the provision of key services, facilities and employment opportunities? • Will it positively enhance and promote the perceived sense of place held by the community? • Will it protect and enhance the provision of open space? • Will it encourage a mix of land uses? • Will it reduce the urban heat island effect 	P	++	<p>The SPD aims to improve the sense of place and sustain a diverse and vibrant community in Whitechapel, through proposed improvements to the public realm, promoting a mix of land uses and greater activity at ground floor level, the enhancement of the market and its activities, and the creation of a Civic Hub around the RLH estate.</p> <p>The SPD supports the provision of community facilities and services, including cultural, recreational and leisure facilities to cater for the existing and new residents, workers and visitors to the area improving liveability and creating a vibrant place.</p> <p>A key objective of the SPD is to make Whitechapel a more attractive place to work and do business, enhancing the existing business community whilst attracting inward economic investment. The SPD seeks to support new employment opportunities through the promotion of the retail, leisure, academic,</p>	<p>Planning applications will need to have regard to the relevant community infrastructure, design, sustainability, open space policies in the Core Strategy (2010) and MDD (2013).</p>

<p>associated with increasingly dense development?</p>			<p>civic and healthcare sectors.</p> <p>By improving connections and permeability through the area, and minimising the severance caused by the A11, a greater sense of social cohesion can be achieved.</p> <p>Improving access and connectivity can also increase walking and cycling, allowing people to choose a more active lifestyle. The SPD includes several provisions for green and open space, which will encourage usage for leisure activities.</p> <p>New green space and green links, a green spine through the RLH estate and tree planting along the A11 will decrease the 'heat island' effect associated with denser development.</p>	
<p>Education and Skills: To maximise the education and skills levels of the population.</p> <ul style="list-style-type: none"> • Will it increase the opportunities for educational and vocational goals to be achieved through employment and entrepreneurial opportunities? • Will it provide the infrastructure to help increase the levels of participation and attainment in education? • Will it improve overall achievement of the Borough's primary and secondary school children? • Will it help improve employee education/training programmes? 	P	+	<p>The SPD seeks to create a 'Med City campus' to develop the existing academic and research facilities of the QMUL and RLH sites, and facilitate academic synergies and associated healthcare spin-offs and start-up businesses.</p> <p>The existing IDEA store and the provision of a new 'Civic Hub' supports the provision of learning and training facilities.</p>	<p>Education facilities will be protected and supported through education policies in the Core Strategy (2010) and MDD (2013).</p>

<ul style="list-style-type: none"> • Will it help improve the qualifications and skills of young people? • Will it help promote lifelong learning activities? • Will it help support the voluntary sector and promote volunteering? • Will it help promote sustainable development education? • Will it help reduce skills shortages? • Will it help to reduce the disparity in educational achievement between different ethnic groups? • Will it promote multiple uses of schools? 				
<p>Ownership and Participation: To promote civic participation, ownership and responsibility and enable individuals, groups and communities to contribute to decision-making at neighbourhood, borough and regional levels in London.</p> <ul style="list-style-type: none"> • Will it promote social cohesion and encourage engagement in community activities? • Will it increase the ability of people to influence decisions? • Will it support civic engagement and encourage the involvement and participation of a diverse range of stakeholders? • Will it promote community spirit and encourage community networks? • Has consideration been given to cross boundary issues and the potential for working in conjunction with other 	P	+	<p>Improved access and connectivity would increase community cohesion and participation.</p> <p>The SPD itself will go through a process of full statutory consultation and engagement with key stakeholders including the community to ensure their involvement and participation in the emerging Masterplan for the area.</p>	<p>Developers are encouraged to undertake community engagement with local residents and stakeholders on planning applications.</p> <p>The Council also undertakes consultation with local residents and stakeholders during the Planning Application stage.</p>

authorities?				
<p>Health and Well-being: To maximise the health and well-being of the population and reduce inequalities in health.</p> <ul style="list-style-type: none"> • Will it reduce poverty and health inequalities? • Will it improve mental wellbeing? • Will it improve access to high quality public services (including health facilities)? • Will it address the causes of key health issues including high rates of cardio-vascular disease and lung cancer? • Will it create an environment that will promote and support physical activity and other healthy behaviours? • Will it improve access by active travel means such as walking, cycling and public transport? 	P	+	<p>The development of a 'Med City campus' which will enhance the health facilities at the Royal London Hospital will improve access to high quality public services.</p> <p>The SPD also emphasises active travel means and the provision for green open space.</p>	<p>Planning applications will need to have regard to community infrastructure policies within the Core Strategy (2010) and MDD (2013)</p>
<p>Safety and Security: To enhance community safety by reducing crime, antisocial behaviour and the fear of crime.</p> <ul style="list-style-type: none"> • Will it help reduce the number of vehicle crimes? • Will it help reduce the number of burglaries? • Will it help reduce the number of racial incidents? • Will it reduce the fear of crime? • Will it reduce antisocial behaviour? • Will it reduce actual noise levels and disturbances from noise? • Will it reduce the risk of terrorist attack? 	P	+	<p>The SPD seeks to increase connectivity across the area, improve public spaces, promote ground floor activity, and improve existing housing estates and build new developments, in line with Designing Out Crime measures. This should reduce the perception, fear and actual levels of crime in the area by making it a more attractive and safe place, by introducing natural surveillance and ensuring personal and public safety is embedded into detailed design proposals.</p> <p>Careful management of an enhanced</p>	<p>Planning applications will need to have regard to design and amenity policies within the Core Strategy (2010) and MDD (2013).</p>

			nighttime economy will be required to counter any antisocial behaviour and crime.	
<p>Equality and diversity: To ensure equitable outcomes for all communities, particularly those most liable to experience discrimination, poverty and social exclusion.</p> <ul style="list-style-type: none"> • Will it reduce poverty and social exclusion in those areas and communities most affected? • Will it promote a culture of equality, fairness and respect for people and the environment? • Will it promote equality for black and minority ethnic communities, women, disabled people, lesbians, gay men, bisexual and transgender people, older people, young people, children and faith groups? • Will it benefit the equality target groups listed above? 	P	+	Improvements to access and connectivity, the public realm, the provision of family and affordable housing and community facilities, and new employment opportunities would improve social cohesion and help to achieve positive equality outcomes for all communities.	This will be further addressed through the Equalities Analysis Scoping Report.
Economic Objectives				
<p>Accessibility / Availability (Transport):To maximise the accessibility to key services and amenities and increase the proportion of journeys made by public transport, by bicycle and by foot (relative to those taken by car).</p> <ul style="list-style-type: none"> • Will it encourage a modal shift to more sustainable forms of travel as well as encourage greater efficiency (e.g. through car-sharing and use of waterways)? • Will it provide the infrastructure required to achieve a modal shift to more sustainable forms of transport? 	P	++	<p>There is potential that the new station may increase pedestrian congestion within and around the station based on current designs. Additionally there may be intensification of activity along Whitechapel Rd with vehicular congestion.</p> <p>The SPD promotes better connections for cycling and walking across the area, and promotes sustainable modes of transport including public modes such as buses and trains, by supporting improvements to the</p>	Transport initiatives will be supported by policies in the Core Strategy (2010) and MDD (2013).

<ul style="list-style-type: none"> • Will it reduce the overall need for people to travel by improving their access to the services, jobs, leisure and amenities in the place in which they live? • Will it reduce traffic volumes and traffic congestion? • Will it reduce the length of commuting journeys? • Will it help to provide a more integrated transport service from start to finish i.e. place of residence to point of service use or place of employment? • Will it increase the capacity of public transport? • Will it increase the number of sub-regional and orbital public transport routes that reduce reliance on the car? • Will it promote locally-based employment? • Will it improve accessibility to work by public transport, walking and cycling? • Will it reduce road traffic accidents? • Will it promote inter-borough connectivity? • 			<p>bus stops and the creation of a transport interchange around the new Crossrail station. These changes should encourage travel by sustainable forms of transport, reducing overall car journeys in the area.</p> <p>Furthermore the new Crossrail station will increase the capacity of public transport in the area, allowing easier travel into and out of Whitechapel.</p> <p>The SPD supports a more diverse and vibrant town centre with a mix of land uses, improving people’s access to services and facilities, and reducing the need for people to travel.</p>	
<p>Regeneration & Land Use: To stimulate regeneration and urban renaissance that maximises benefits for the most deprived areas and communities and to improve efficiency in land use through the sustainable reuse of previously developed land and existing buildings.</p> <ul style="list-style-type: none"> • Will it provide a viable network of complementary centres? • Will the regeneration have immediate and long-term benefits for deprived areas? • Will it help to make people feel positive 	P	++	<p>The SPD promotes the creation of a well-connected, vibrant town centre with good public spaces. This will enhance the sense of place and vibrancy and create a perception of the area as being an attractive and safe place to live, work and visit.</p> <p>The SPD seeks to increase connectivity across the area and improve existing housing estates which will specifically</p>	<p>Planning applications will need to have regard to policies in the Core Strategy (2010) and MDD (2013) with regard to design, amenity, sustainability, accessibility, energy efficiency and place-making.</p>

<p>about the area they live in?</p> <ul style="list-style-type: none"> • Will it help to create a sense of place and 'vibrancy'? • Will it help reduce the number of vacant and derelict buildings? • Will it minimise the loss of soils to development? • Will it improve soil quality and tackle contamination? 			<p>reduce community isolation and foster social cohesion.</p> <p>Furthermore the SPD's emphasis on the provision of affordable and family housing, and improvements to existing housing estates, will reduce the issues of overcrowding and overall deprivation in the area.</p> <p>The SPD seeks to regenerate disused land, maximise the development opportunities provided by vacant buildings and intensify the density of developments.</p>	
<p>Employment: To offer everyone the opportunity for rewarding, well-located and satisfying employment.</p> <ul style="list-style-type: none"> • Will it generate satisfying and rewarding new jobs? • Will it help to provide employment in the most deprived areas and stimulate regeneration? • Will it reduce overall unemployment, particularly long-term unemployment? • Will it help to improve levels of income and help to deliver a living wage to all? • Will it encourage flexibility of work, including voluntary and part-time work? • Will it encourage volunteering and promote the value of unpaid work? • Will it encourage the development of healthy workplaces? • Will new employment opportunities be well served by public transport? 	P	++	<p>A key objective of the SPD is to make Whitechapel a more attractive place to work and do business, enhancing the existing business community whilst attracting inward economic investment.</p> <p>The SPD identifies the delivery of a vibrant and diverse town centre with a mix of uses, which will provide retail employment opportunities and flexible commercial units for SMEs.</p> <p>The SPD also seeks to support a new 'Civic Hub' and 'Med City campus' providing employment opportunities in the academic, public and healthcare sectors.</p>	Policies in the Core Strategy (2010) and MDD (2013) seek to protect and support employment uses where appropriate.

<p>Stable Economy: To encourage a strong, diverse and stable economy and to improve the resilience of businesses and their environmental, social and economic performance.</p> <ul style="list-style-type: none"> • Will it improve sustainable business development? • Will it improve the resilience of business and the economy? • Will it help to diversify the economy? • Will it prevent the loss of indigenous businesses? • Will it encourage business start-ups and support the growth of businesses? • Will it encourage ethical and responsible investment? • Will it reduce levels of deprivation? • Will it safeguard the best of the employment land portfolio? 	P	+	<p>The retention and enhancement of the market, and the business community, will enhance job opportunities in the retail/commercial sector, promote SMEs and start-up businesses etcand this creates a strong local economy.</p> <p>The SPD proposes a new ‘Med City campus’ and ‘Civic Hub’, providing employment opportunities in the academic, public and healthcare sectors, diversifying the economy and supporting start-ups and spin off businesses arising from these industries/sector</p>	Policies in the Core Strategy (2010) and MDD (2013) seek to protect and support employment uses where appropriate.
<p>Creativity and Innovation: To promote creativity and innovation in the environmental and social economy (including new clean technologies, renewable energy, pollution control and the skills sector).</p> <ul style="list-style-type: none"> • Will it help to diversify the economy? • Will it encourage investment in new technologies, new solutions, new plans and new ideas that contribute to achieving progress towards sustainability? • Will it boost the green technology sector? 	P	+	<p>The SPD proposes a new ‘Med City campus’ and ‘Civic Hub’, ‘providing employment opportunities in the academic, public and healthcare sectors, diversifying the economy and supporting start-ups and spin off businesses arising from these industries/sector</p>	Policies in the Core Strategy (2010) and MDD (2013) seek to protect and support employment uses where appropriate.

