

Cabinet – Supplementary agenda

A meeting of the Cabinet will be held on:

Date: 30 November 2010

Time: 3.00pm

Venue: Meeting Room 2 - Level 3, Gun Wharf, Dock Road, Chatham ME4 4TR

Items

- | | | |
|----|--|---------------------------------|
| 5. | The Effectiveness and Future of Partners and Communities Together (PACTs) in Medway | (Pages
1 - 60) |
| 7. | Medway Landscape Character Assessment | (Pages
61 -
198) |

For further information please contact Wayne Hemingway/Anthony Law, Cabinet Coordinators on Telephone: 01634 332509/332008 or Email: democratic.services@medway.gov.uk

Date: 22 November 2010

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Review into the effectiveness and future of

PACT

Partners and Communities Together

in Medway



Prepared by a task group of the
Regeneration, Community & Culture Overview and Scrutiny Committee

November 2010

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The effectiveness and future of PACTs in Medway

1. FOREWORD

- 1.1. On behalf of the Regeneration, Community and Culture Overview and Scrutiny Committee the Task Group is pleased to present its review into the effectiveness and future of PACTs (Partners and Communities Together) in Medway with its associated recommendations for the Cabinet and Community Safety Partnership to consider. The Task Group also invite Kent Police Authority to consider and respond to the review.
- 1.2. This review is not a strategy or statement of policy. It is an analysis of the Task Group's findings taking into account evidence from partner agencies, PACT chairmen, councillors and council officers. The Task Group also visited a PACT meeting where 25 young people had been invited along to present their views and opinions about their local area.
- 1.3. We hope our recommendations will generate discussion and action to strengthen the effectiveness of PACTs in Medway. We have been struck by the commitment of those who participate in PACT meetings and would like to take this opportunity of thanking all the participants in the review.

The task group



Councillor Peter Hicks (Chairman)



Councillor Paul Godwin



Councillor Tashi Bhutia



Councillor Cathy Sutton

2. EXECUTIVE SUMMARY

Introduction

The Regeneration, Community and Culture Overview and Scrutiny Committee undertook this review in order to evaluate the effectiveness and future of PACT meetings in Medway.

(Note: PACTs are now being called Neighbourhood Panels by the Police and Community Safety Partnership office. However throughout this report the old terminology is used).

Terms of reference

To undertake an in-depth review of the effectiveness and future of the PACTs within Medway including:

- to locate provision of PACTs in Medway and best practice within Medway and/or elsewhere
- to examine whether the same issues are being raised at meetings over time and whether each PACT's priorities are being achieved and maintained and if not, why not
- to investigate the benefits/disadvantages of PACTS and engagement of partners in the process, especially when compared to areas not covered by a scheme and whether they really benefit the communities involved
- to consider if PACTS provide value for money and assist with LAA indicator NI 4 (% of people who feel they can influence decision-making in their locality)?
- to investigate possible future work activities for PACTs.

Conduct of work

Members of the task group took evidence from a number of people and also invited Councillors and PACT chairmen to complete a questionnaire. The Task Group visited a local PACT meeting in Medway and undertook desktop research on best practice in Kent and elsewhere. The activities of the Task Group included:

- an initial discussion with Chief Inspector Mark Arnold and Inspector Richard Cherry of Kent Police
- a visit to the Gillingham Green PACT meeting
- a discussion with Martin Featherstone, Council for Voluntary Services – lead partner for NI 4 (% of people who feel they can influence decision-making in their locality)
- a discussion with the chairman of Gillingham Green PACT and the Chairman of Ordnance Street PACT

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- a meeting with the council's Portfolio Holder for Community Safety and Enforcement, the Assistant Director for Frontline Services and other officers
- questionnaires sent to local councillors and PACT chairmen.

Outcomes of the review

The following summarises the main findings of the review under each heading of the terms of reference agreed for the review:

Provision of PACTS in Medway and best practice within Medway and/or elsewhere

Overall the task group believe PACTs are a good way of bringing residents together to develop priorities and action plans at neighbourhood level alongside other opportunities for community engagement currently on offer. The Task Group has been impressed by the commitment and energy shown by residents who are taking part in the active PACTs across Medway.

The Task Group has made several recommendations relating to the capture of information about PACTs, the analysis and reporting of this information and the guidelines available to residents wishing to set up panels.

In addition it has been established that PACT chairmen would welcome a facilitated opportunity to meet and network and that more could be done to mentor and support new chairmen.

The difficulty of the same issues being raised at meetings over time and whether each scheme's priorities are being achieved and maintained and if not, why not.

Although there is no documented overview of the issues and outcomes arising from neighbourhood panels, the Task Group's investigations have established a general consensus that they are a useful mechanism to target and address a particular problem. They may then go on to develop a wider role but it seems sensible to periodically review the purpose and effectiveness of PACTs to validate the case for ongoing support to be provided by police and other agencies.

The Task Group is firmly of the view that feedback should be provided to the whole community in a PACT area about priorities, action and outcomes generated by PACTs and not just to those who attend the panel meetings. This would assist all residents to understand why some problems prove to be particularly intractable and what has been done to resolve some problems.

The Task Group recommends that analysis of the effectiveness of PACTs should be taking place with regular reports to the Community Safety Partnership (CSP) and the Regeneration, Community and Culture Overview and Scrutiny Committee on an annual basis.

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The benefits and disadvantages of PACT schemes and engagement of partners in the process, especially when compared to areas not covered by a scheme and whether they really benefit the communities involved.

Again the Task Group had some difficulty in reaching a considered view on this because of the absence of any comparative information or analysis of the effectiveness of PACTs locally.

However the Task Group believes PACTs should continue alongside other types of community engagement in order to give people different opportunities to attend whatever type of forum suits them best. There may be a case for differing formats for PACT meetings. For example a cross-Medway Youth Panel.

The Task Group is recommending the development of some guidance and a protocol for PACTs to assist residents and partners to understand their purpose and to establish some the basic operational standards.

The task group also recognises that PACTs may not be the way that some groups, for example, young people) wish to have a voice and that it is important to continue to offer a range of engagement options.

Do PACTS provide value for money and assist with delivery of LAA indicator NI 4 (%of people who feel they can influence decision-making in their locality)?

Since the launch of this review the Local Area Agreement (LAA) has been abolished and the Place Survey for 2010 cancelled. However, NI4 remains a local priority and the Task Group supports the action under NI4 seeking to produce PACT data on a quarterly basis.

The Task Group wishes to emphasise the importance of periodically reviewing the activities of each PACT to validate the case for ongoing support from the police and other agencies.

PACTs should also be reaching out to under-represented groups and encouraging their participation. In particular the Task Group supports the suggestion of encouraging involvement by young people in PACT meetings or the establishment of separate PACTs specifically for young people.

Possible future work activities for PACT schemes.

The Task Group recommends ongoing and strengthened support for PACTS alongside development of some guidelines and a protocol covering best practice in operational arrangements with an express expectation they will work to include a wide cross-section of local residents.

3. BACKGROUND

In January 2010 the Regeneration, Community and Culture Overview and Scrutiny Committee established a Task Group to undertake a review of the impact and future of PACTs (or Neighbourhood Panels as they are now known) in Medway. PACT stands for Partners and Communities Together and, in practice, provides an opportunity for local people to come together to tell their local policing team, local authority and other partner agencies about the issues causing concern within their neighbourhood and to identify those to be dealt with as a priority. PACTs have evolved as part of the national neighbourhood policing initiative.

At the point of selecting this topic for in-depth review the Committee understood there to be between 20 and 30 active PACT Groups in Medway at any one time.

Councillors expressed an interest in examining:

- the impact and effectiveness of PACTs in comparison to areas without them
- the issues being raised by PACTs, and the difficulty of the same issues being raised at meetings over time.
- whether each PACT's priorities were being achieved with long-term benefits to those neighbourhoods and
- the extent to which information about the activities of, and outcomes from PACTS was being recorded, analysed and acted on.

Around the same time as launching this review the Committee was designated as the Councils crime and disorder committee under the Police and Justice Act 2006¹ with a new power to review and scrutinise the Community Safety Partnership (CSP) and the partners who comprise it (insofar as their activities relate to the partnership itself). This is relevant because the majority of PACTs in Medway were initially set up to deal with crime and disorder issues, which the partners who make up the CSP are collectively seeking to tackle together through the Community Safety Partnership Plan 2009- 2012². The responsible authorities represented on the Community Safety Partnership are now under an obligation to respond to reports from the Committee and to have regard to associated recommendations.

¹ See glossary for weblink

² See glossary for weblink

4. SETTING THE CONTEXT

(a) Legal framework, obligations, accountabilities and performance

The development of strong partnerships to tackle issues at the neighbourhood level has been a key feature of the roll-out of neighbourhood policing in England.

The Louise Casey Review, “Engaging Communities in Fighting Crime”³, published in 2008, refers to a description of neighbourhood policing provided by the National Policing Improvement Agency (NPIA) on its website as follows:

“Neighbourhood policing is provided by teams of police officers and Police Community Support Officers (PCSOs), often together with Special Constables, local authority wardens, volunteers and partners. In some areas, neighbourhood policing may be known as Safer Neighbourhoods or another locally decided name.

It aims to provide people who live or work in a neighbourhood with:

- **Access** – to local policing services through a named point of contact;
- **Influence** – over policing priorities in their neighbourhood;
- **Interventions** – joint action with partners & the public; and
- **Answers** – sustainable solutions & feedback on what is being done.

This means that neighbourhood teams:

- publicise how to get in touch with them;
- find out what the local issues are that make people feel unsafe in their neighbourhood and ask them to put them in order of priority;
- decide with partners and local people what should be done to deal with those priorities and work with them to deliver the solutions; and
- let people know what is being done and find out if they are satisfied with the results.

There are Neighbourhood Policing Teams working in areas all over England and Wales. The way that Neighbourhood Policing is delivered will vary in different areas, as it is designed to be flexible and responsive to local needs and resources”.

In her review Louise Casey also established the top ten policing approaches that the public want to see. These included continuity in the local policing team and good engagement with the community to identify priorities for action

³ See glossary for link to website

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and to give feedback on action and outcomes on cases of greatest community concern.

To meet these expectations the police service agreed to commit to a new policing pledge setting out national standards on what people can expect from the police, underpinned in each area by a set of local priorities, agreed by people in each neighbourhood.

One of the national standards for accessible and responsive local policing in the Police Pledge commits the police to:

“arrange regular public meetings to agree your priorities, at least once a month, giving you a chance to meet your local team with other members of your community. These will include opportunities such as surgeries, street briefings and mobile police station visits which will be arranged to meet local needs and requirements”.

Whilst there is no legal obligation on the Police or other members of CSPs to set up and support PACTs, they are used widely up and down the country as one mechanism to fulfil this aspect of the policing pledge and as one method of community engagement in a wider landscape of available options.

The Task Group has been unable to find any national guidance on how to set up and run a PACT and there are no established standards or performance indicators against which the effectiveness of individual PACTS can be measured. However, there are some good examples of best practice as set out later in this report.

(Note: Since the launch of this review the Government has removed the Policing Pledge).

(b) Medway Council’s policy framework

As a result of the information and evidence gathered by the Task Group it has established that PACTs in Medway are generally set up initially to address neighbourhood concerns about anti-social behaviour. They are one mechanism for community engagement supported by the Police, the Council and other agencies.

The Council, the Local Strategic Partnership (LSP) and the Community Safety Partnership (CSP) have agreed a range of priorities and performance measures against which progress on community engagement and community safety is being measured. These are set out in the Council’s Sustainable Community Strategy⁴, which is the overarching strategy for Medway, the Council Plan⁵ and Local Area Agreement (LAA) and the Community Safety Plan for 2009-2012² produced and delivered by the CSP.

⁴ See glossary for link to website

⁵ See glossary for link to website

² See glossary for link to website

In each of these documents there is a commitment to the development of the work of PACTs to enable the police and partners to listen and respond to resident's concerns and in particular to involve residents in tackling local crime and anti-social behaviour concerns.

(**Note:** During the course of this review, the Government has abolished Local Area Agreements).

(c) National and Local Picture

(i) National picture

During the course of this in-depth review a new coalition government has been formed and, therefore, the future development of PACTs has to be considered in the context of the new government's priority of tackling the national deficit, its proposals to involve individuals and communities far more actively in the issues that affect them and the changing performance landscape for crime and policing.

In July 2010 the new Secretary of State for the Home Department introduced proposals for further police reform in a consultation paper entitled "Policing in the 21st Century: Reconnecting police and the People"⁶. This prefaces a Police Reform and Social Responsibility Bill expected later in the year. The proposed reforms include the introduction of directly elected Police and Crime Commissioners and regular beat meetings that will allow people to challenge the police's performance together with accessible "street level" crime data. In addition the coalition government has expressed its commitment to providing new funds for neighbourhood groups, charities, social enterprises and other non-government bodies.

(ii) Local Context

Community Engagement

The population of Medway is about 253,500 and is expected to grow to 280,000 by 2026. It is younger than the national average but it is ageing faster.

The Council knows that locally people of different age groups and socio-economic backgrounds prefer a variety of methods of engagement - from using the internet to face-to-face contact. A wide variety of forums, community groups and alternative initiatives are therefore used in Medway in an effort to achieve high levels of community engagement. PACTs are one of these methods.

In a survey earlier in 2010, members of the Medway Citizen's Panel were asked to indicate **which of the following would help to make them feel more a part of the community**. As can be seen a high percentage of the 718 respondents said that being more involved in decisions about the community and being involved in making the community safer would help.

⁶ See glossary for link to website

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	Respondent %
Being involved in decisions about the community	59
Getting to know the neighbours	56
Being involved in making the community safer	52
Being involved in making the community tidier	47
Having organised community activities	43
Having more community centres	35
Knowing more about the different backgrounds of people within the community	29
Other	7

Similarly, in the Medway Residents Opinion Poll conducted in the Autumn of 2009, residents were asked to identify from a range of options the single improvement that would do most to make things better. 82% of respondents identified community safety and crime as the single improvement that would do most to make things better.

These survey outcomes establish that local people welcome initiatives such as PACTs as a vehicle for establishing community cohesion and tackling the issues of most importance at neighbourhood level.

Local priorities, actions and performance indicators

The Council and its partners have already established a range of priorities, actions and performance measures of relevance to this review of the future and effectiveness of PACTs. These can be summarised as follows:

The Council's **Sustainable Community Strategy**⁴ prioritises a reduction in the incidence and fear of crime and anti social behaviour with a commitment to a range of actions in pursuance of this target, including the **continuation of development of community engagement through such initiatives as PACTs**.

Safer Communities is one of the 6 priorities in **Medway's Council Plan**⁵. Key outcomes under this priority include improving community cohesion, reducing antisocial behaviour, criminal damage and youth crime, and reducing the fear of crime and improving public confidence.

⁴ See glossary for link to website

⁵ See glossary for link to website

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In order to reduce the fear of crime and improve public confidence the aim is to increase public awareness about anti-crime initiatives and provide an accessible partnership to tackle the perception of crime. **Supporting the PACT process to involve residents in tackling local crime and antisocial behaviour concerns is identified as a key action.**

Although **Local Area Agreements (LAAs)** have now been abolished, at the start of this indepth review the Medway LAA included National Indicator 4, which measured the % of people who feel they can influence decision-making in their locality and this is still a local priority. **The associated action plan⁹ for delivery of this target included the aim of producing PACT data on a quarterly basis to identify ward by ward public priorities.**

The Community Safety Plan for 2009-2012², delivery of which is the responsibility of the Medway Community Safety Partnership (under the umbrella of the LSP), also includes several priorities of direct relevance to this review of PACTS. In the introduction to the plan Councillor Mike O'Brien, Medway Council's Cabinet member for community safety and enforcement and Vice Chairman of the CSP, says:

"We continue to actively listen to the issues facing our residents through the current PACT and other neighbourhood and community groups. We believe that the strength and commitment of the individual partners and this positive engagement through PACTs leads to an improvement in the quality of life for all residents"

The Plan acknowledges the role played by PACTs in helping to shape the priorities for the CSP.

Of the five priorities in the Community Safety Plan 2009-2012 the following are of particular relevance to this review:

- Priority 2 – Tackling anti-social behaviour, including criminal damage
- Priority 4 – Improving your local street scene
- Priority 5 - Reducing your worry of crime and disorder and
- Priority 6 - improving your confidence in Medway Community Safety Partnership.

In particular, under Priorities 5 and 6, the Plan makes **a commitment to the development of Street Pacts to be attended by the Police and Community Officers and states that work is ongoing to share information about PACTs.**

There is an established view locally that PACTs are a "good thing" and this is reflected in the relevant Council and Partnership policies and strategies.

PACTs are regarded as key to delivery of effective community engagement, establishing neighbourhood priorities for the police and other agencies and reducing fear of crime and improving public confidence.

⁹ See glossary for link to website

² See glossary for link to website

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In summary, the actions already identified to secure the future development of PACTs in Medway are as follows:

- **Ongoing support for PACTS as part of overall community engagement**
- **Supporting the PACT process to involve residents in tackling local crime and antisocial behaviour concerns**
- **producing PACT data on a quarterly basis to identify ward by ward public priorities**
- **development of Street Pacts to be attended by the Police and Community Officers**
- **work to ensure that information about PACTs is shared.**

5. OBJECTIVES, METHODOLOGY AND APPROACH

Terms of reference

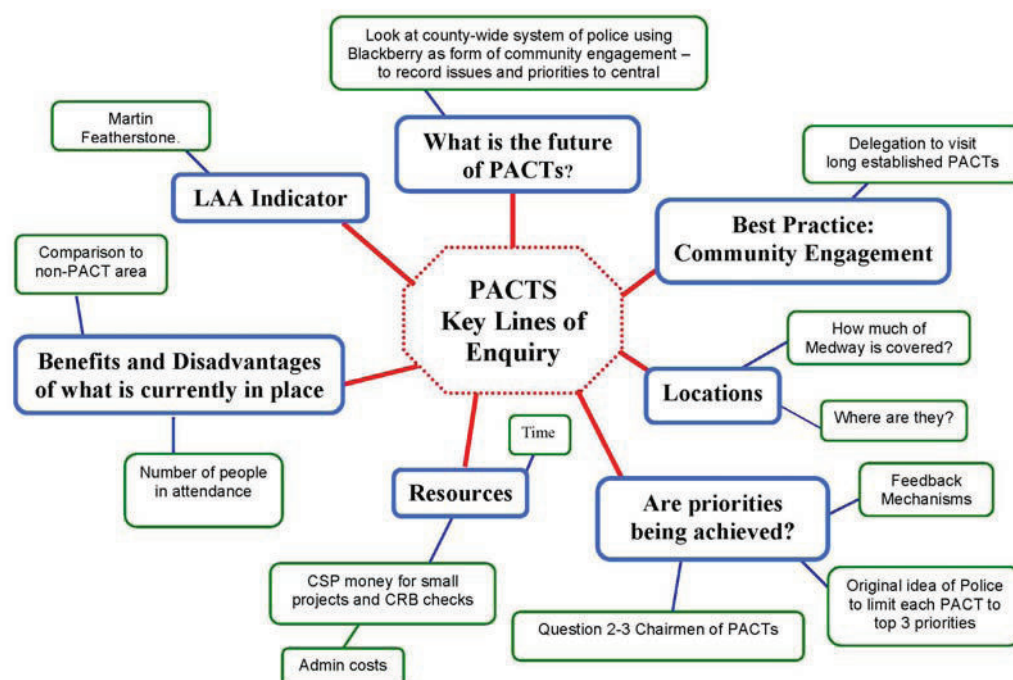
On 22 March 2010, the task group met to scope the review and determine its detailed terms of reference. At this point the group also considered the evidence it would wish to collect and the methodology for the review.

The task group agreed the following terms of reference:

To undertake an in-depth review of the effectiveness and future of the Partner and Communities Together (PACT) schemes within Medway including:

- to locate provision of PACTs in Medway and best practice within Medway and/or elsewhere
- to examine the difficulty of the same issues being raised at meetings over time and whether each scheme's priorities are being achieved and maintained and if not, why not
- to investigate the benefits/disadvantages of PACT schemes and engagement of partners in the process, especially when compared to areas not covered by a scheme and whether they really benefit the communities involved
- to examine whether PACT schemes provide value for money and are contributing towards delivery of LAA indicator NI 4 - the % of people who feel they can influence decision-making in their community
- to investigate possible future work activities for PACT schemes.

Members also identified possible key lines of enquiry as follows:



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Methodology and approach

The approach, methodology and programme for the review is set out below:

Date	Others present	Invitees	Where	Purpose of event
11 May 2010	Councillors Bhutia, Hicks and Sutton	Local residents	Gillingham Green PACT	Observe an 'open' PACT meeting.
13 May 2010	Councillors Bhutia, Godwin and Sutton	Chief Inspector Mark Arnold and Inspector Richard Cherry	Council offices, Gun Wharf, Chatham	Invite evidence from the Police about PACTs.
18 May 2010	Councillors Godwin and Hicks	Martin Featherstone, CVS – lead partner for NI 4	Council offices, Gun Wharf, Chatham	To raise questions about possible PACT information received to aid the indicator.
20 May 2010	Councillors Bhutia, Hicks and Sutton	Kevin King, Chairman of Gillingham Green PACT Stephen Williams, Chairman of Ordnance Street PACT	Council offices, Gun Wharf, Chatham	Discussion with PACT Chairmen on the practicalities of running a PACT and future of PACTs.
June			Questionnaires Local	Sent to all Councillors inviting them to provide information and comment on active PACTs in their wards
27 July	Councillors Hicks and Sutton	Clem Smith, Social Regeneration Manager	Council offices, Gun Wharf, Chatham	Discussion about PACTS in context of other method so for community engagement and social regeneration.

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Date	Others present	Invitees	Where	Purpose of event
11 August	Councillors Bhutia, Godwin, Hicks and Sutton	Councillor Mike O'Brien, Portfolio Holder for Community Safety & Enforcement Andy McGrath, Assitant Director, Frontline Services	Council offices, Gun Wharf, Chatham	To take evidence from the Council's Portfolio Holder and officers on various aspects of PACTs.
August			Questionnaires PACT Chairmen	Questionnaire sent to PACT Chairmen to seek feedback about role and effectiveness of PACTs
14 September 2010	Councillors Bhutia, Godwin, Hicks and Sutton	None	Council offices, Gun Wharf, Chatham	To discuss the findings, conclusions and recommendations of the review.
2 November 2010	Councillors Bhutia, Godwin, Hicks and Sutton	None	Council offices, Gun Wharf, Chatham	To sign off the final report

6. SUMMARY OF EVIDENCE COLLECTED

The locations and priorities of PACTs in Medway

One aim of the Task Group was to establish how many active PACTs there are in Medway, the neighbourhood areas they cover and to identify the issues and priorities they have identified for the police, the council and other agencies to focus on at a local level. A particular issue for the Task Group was the perceived difficulty of the same issues being raised over time at PACT meetings.

When the Task Group began this review, it was acknowledged by the police and the council that there is no definitive list of how many PACTs there are locally or the areas they cover. Neither has there been any systematic recording or evaluation of the issues and priorities identified by PACTs or whether they are effective in achieving good and lasting outcomes for local communities.

In view of this, the Task Group looked at the neighbourhood policing section¹¹ of the Kent police website which enables members of the public to enter a postcode to get in touch with the local policing team in their ward and find the dates for neighbourhood meetings and other community engagement events, such as mobile police events involving partner agencies (including PACTs). The Task Group also found useful information about the principal policing priority for each ward in Medway on the Community Safety Partnership's website¹². This is part of the You said – we did initiative. However there appears to be no information available to the public about the priorities agreed at PACT meetings and the action taken as a consequence. All the available information is at ward or Medway-wide levels rather than PACT level.

In order to find out more about the operation of PACTs in Medway the Task Group devised a questionnaire which was sent to all members of the council asking them to provide feedback on the activities of PACTS in their wards. A summary of the responses received from Councillors is set out in Appendix 2 to this report

A different, more detailed, questionnaire was sent to PACT Chairmen (where their contact details were known) and a summary of the responses received to that questionnaire is attached at Appendix 3.

Having considered available information and feedback from the questionnaires the Task Group has established:

- a list of Neighbourhood Panels in Medway drawn from information provided on the Kent Police website and feedback from the questionnaires sent out to Councillors and PACT Chairmen. This list shows there are currently 22 PACTs in Medway and is attached at

¹¹ See glossary for link to website

¹² See glossary for link to website

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Appendix 1 together with a map of the location of current PACTs ward by ward (insofar as the Task Group could determine). However further work is required to ensure this list is definitive.

- that typically, PACTs in Medway are set up in the first instance to deal with concerns about anti-social behaviour and are well supported by Neighbourhood Policing Teams and Council staff together with staff from other relevant agencies as appropriate.
- That local councillors, police officers, PCSOs and the council's community safety officers are usually the initial attendees at PACT meetings unless the subject to be discussed is a specific issue involving housing, health or another topic. In these cases the appropriate organisation is invited to attend to assist in the discussion.
- That occasionally the formation of a new PACT may be suggested to the police by the council's community safety team.
- That a local venue is chosen, usually a church hall, school, library or community centre and leaflets are distributed in the local area inviting residents to attend a public meeting about the specific issue.
- That once the first meeting has been held, if further meetings are required, local residents are asked to volunteer to chair and run them and also to distribute leaflets and inform and encourage other residents to attend the meetings.
- That each PACT operates very differently depending largely on the availability, capacity and enthusiasm of the Chairman and other participants.
- That there is significant variation in levels of attendance by local residents between different PACTs.
- That the subjects discussed at PACTs are similar.
- That PACT Chairmen would welcome more formal support especially when a PACT is formed and may also find the establishment of a forum for PACT Chairmen to meet periodically to share experiences and ideas and discuss best practice to be of value.

Visit to Gillingham Green PACT meeting – 11 May 2010

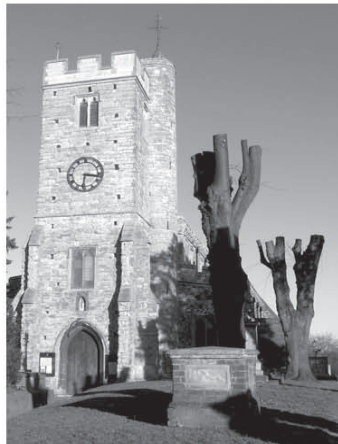
On 11 May 2010 the Task Group attended the Gillingham Green PACT meeting held in a church sited in the middle of the green. The newsletter publicising this meeting is shown below.



NEWS AND VIEWS FROM THE RESIDENTS AROUND GILLINGHAM GREEN

Experts or vandals?

We start this edition of your community newsletter - *On The Green* - with details of the state and condition of the lime trees on the green around the church. You have no doubt noticed that many of the trees have been severely pruned, or 'pollarded' as it is properly called, during the early part of this year. Many people were shocked and dismayed by this "heavy handed vandalism" and made their feelings known to us. On your behalf we contacted Medway Council who went to great lengths to explain the reasoning for the pollarding. The limes are obviously very old trees and without careful management and, what appears to us, some quite drastic immediate action, we risk losing the trees forever. Limes are very fast growing trees and will start producing new growth very quickly, and the long term benefits to the tree itself of pollarding far outweigh the harshness of the treatment now. We asked the council to consider a more structured and long term programme of tree management for our trees in the future, rather than the 'all in one fell swoop' approach that seems to have happened so far, this they have agreed to do and will, in the future, consult us before carrying out



any work. We cannot, and do not wish to, stop the management of our trees, as their long term survival is very important to us. We just have to accept that in this case we have to be cruel to be kind.

It's picnic time again!

Make a note in your diary, this year's *Picnic on the Green* will take place on **Sunday, 18 July** with a litter-pick on the green the day before. Those of you that came last year will know what a wonderful event it was, and if you didn't make it last year don't miss out this time! We're going to try and make it bigger and better than last year and get even more people to attend. As before we'll link into the national Big Lunch event. You can find out more about the picnics and street parties that took place all over the country last year by visiting www.thebiglunch.com



We want to hear your views and ideas

The Gillingham Green community group and PACT panel has been operating for over two years and we think we've achieved some very positive results. We have built up a strong working partnership with Medway Council, the police and the members of St Mary Magdalene church. But we can only speak and act for those members of the community that speak to us. We are really interested to hear what you have to say about the area where you live, whether it be good or bad. If it's good then share it with your neighbours, if it's bad then let's do something about it. Don't forget we live here too so what affects you affects us. We can't work miracles but we can stand together and continue to make our area of Gillingham a very special place to live. **We're particularly interested to hear what our younger residents have to say.** All too often the youths in our community are frowned upon and branded as a nuisance or behaving in a threatening way, we know that's not always the case and more often than not they're just bored and want something to do or somewhere to go. So come and talk to us, you never know we might be able to help.

We're holding a **community meeting** on

Tuesday 11 May at 7.30pm

Everyone is welcome to come along and have their say, and hopefully there'll be representatives from Medway Council and members of our local police officers on hand to answer your questions or give you some information and guidance on something that might be bothering you. Reverend Suzanne Pattle has very kindly said we can meet in the church so please do try and come along. If you can't make that evening or don't want to voice your views or opinions in a public meeting then let us know and we'll speak on your behalf, everything you tell us will be treated confidentially so don't be afraid to say exactly what you want.

Contact **Kevin** on 280478 or **Malcolm** on 570331 for more info or to give us details of something you'd like raised at the meeting.

- This PACT has been running for approximately three years and has an established group of local residents helping to arrange meetings and organise local events for the immediate community surrounding the green.
- Approximately 50 local people attended the meeting, including 20 or more young people who attended with a youth worker, as the PACT had specifically wanted to hear from local young people about the issues that concerned and mattered to them.

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- When asked for their priorities, most of the young people stated they would like a football court which would save them playing in the park and scaring off children and parents from using the park as well. They asked if the PACT could apply for lottery funding for this facility.
- They were advised that the PACT would support any ideas put forward and asked whether they would be prepared to help raise some money towards this as well. The young people confirmed that they would be happy to do this.
- The young people reported that glue had been smeared on the top of a wall where they liked to congregate. The community safety officer responded that he would arrange for the wall to be cleaned as soon as possible.
- The young people also stated that they needed somewhere dry to spend time when it is raining. There were discussions about nearby youth centres but it was decided that the local young people could try using a small annexe to the church once a week in the first instance.
- The PACT asked if one or two representative of the young people would become a regular part of the PACT, so that they would continue to have a voice.

Meeting with Kent Police (Medway) – 12 May 2010

Chief Inspector Mark Arnold and Inspector Richard Cherry were invited to give an overview of how they believed PACTs are currently working in Medway and for their views on the future development of PACTs. The information and views they provided to the Task Group are summarised as follows:

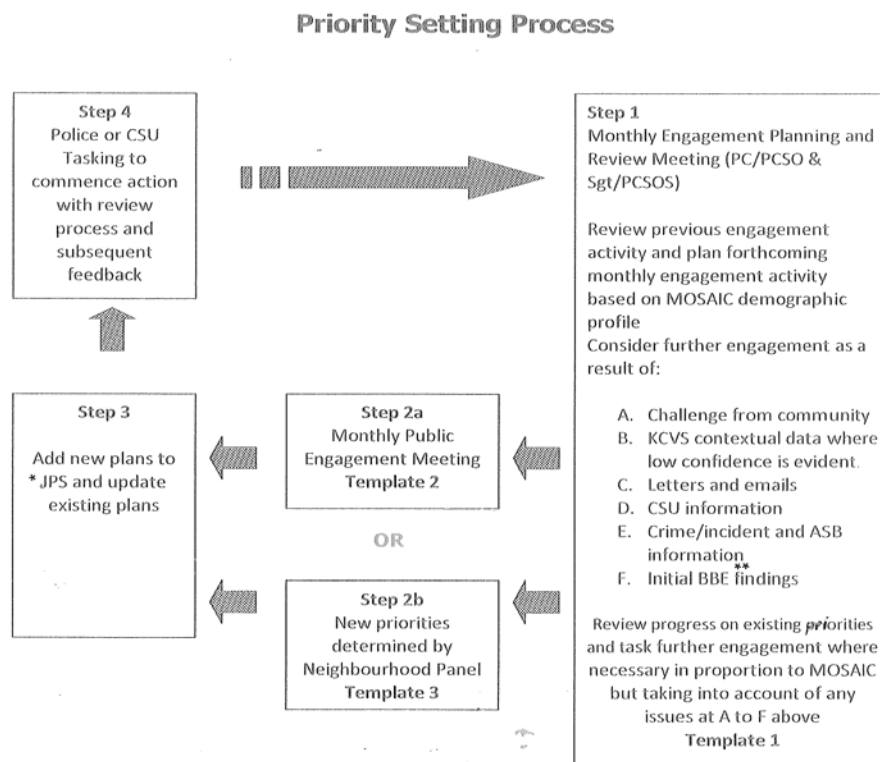
- Overall PACTs are flourishing in Medway. (Note: since providing evidence in May the Police and Kent Police Authority have advised that PACTs in Strood and Chatham Town Centre are about to start. In addition there are plans to hold a dedicated PACT for young people attached to the Delce Road PACT on a trial basis.).
- Neighbourhood Panels (PACTs) are only one of a range of community engagement methods used by the police to establish neighbourhood priorities and meet the standards set out in the policing pledge. The police recognise it is important to offer a range of different opportunities and methods of engagement to include people from a wide range of backgrounds. As an example the police are currently holding PACT meetings on buses and trains for commuters who otherwise would not be able to attend a meeting during the daytime or evening. In addition there are mobile police community engagement events, residents associations and neighbourhood watch schemes all of which involve engagement by residents with the police.

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- The police also make a point of visiting residential care homes, schools and engaging with local businesses to establish a cross- section of views of local priorities.
- A 'Priority Setting Process' paper was circulated (shown overleaf) that explained how police priorities are set. This process aims to ensure a quantifiable way of demonstrating how the police respond to issues raised by local communities. (Note: since May 2010 the Police have discontinued Blackberry engagements except for surveys in high crime hot spot areas or where an incident of a serious nature has taken place or where there have been a cluster of crimes in one shift).
- However, the Police confirmed to the Task Group that currently there is no systematic recording or evaluation of the issues raised and outcomes from PACT meetings.
- The Police are now endeavouring to have at least one monthly meeting at ward level to fulfil the commitment to this in the Policing Pledge. These meetings are led by the Police rather than residents.
- The government has also recently announced its intention to introduce regular 'beat meetings' so that residents can hold the police to account. The CSP in Medway is already exploring innovative ways of reaching residents building on action like train and street PACTs and blackberry instant surveys as outlined above.
- In terms of the current operation of PACTs in Medway the Police take the view that they can be very effective in shaping local police priorities as long as they are well attended by a representative cross- section of the community concerned. There were a number of PACTs in Medway with high levels of representative attendance but this was not the case for all PACTs.
- PACTs are usually set up to deal with crime and disorder issues but often quickly move on to look at local street scene issues impacting on community quality of life which require more significant input by the Council and other agencies. There are clear mechanisms now in place for involving the relevant agency via the Community Safety Partnership.
- Experience has shown that quite often attendance by local residents at PACT meetings declines once the issues identified as police priorities had been successfully resolved.
- The Police had to carefully target the limited resources available for community engagement initiatives. Whilst there is an ongoing commitment to provide support for active PACTs, the police view PACTs as best used to deal with issues of immediate priority for local communities. For example high levels of anti-social behaviour. The Police consider that once issues have been resolved a successful PACT may well close. Other forums often proved better for ongoing longer-term engagement.

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- The overall budget for community engagement in 2010/11 had been reduced from approximately £67,000 to £30,000. Some of this was available to support PACTs. £7,000 was available for use on a case by case basis, although most of this resource had been prioritised to three wards where levels of social deprivation, anti-social behaviour and other socio-economic factors was highest.
- Finally the Police accepted that local people want continuity of police and council attendees. In response, the aim is to keep officers and PCSO's working in the same ward for up to 2-3 years to provide the continuity required - unless there was a very specific operational reason not to.



The above process is shown as separate steps for illustrative purposes. If as a result of engagement, plans need to be worked on or commenced prior to a formal monthly engagement meeting they can still be added to the JPS system BEFORE the monthly meeting and actions commenced. Where practicable it may be valuable to schedule step 2a first then build internal meeting processes around this. This will ensure meetings are close together enabling relevant and up to date information to be available.

* JSP – Joint Problem Solving database

** BBE – BlackBerry engagement (used by PCSOs)

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Step 1

Monthly Internal meeting between officer and supervisor.

Collect together all evidence of engagement for the prior month using template 1 (section 1).

This includes:

Summary of Blackberry engagement

Items as listed A to F

Discuss and then plan any targeted engagement required (section 2)

Set the priorities (section 3)

Step 2a

Hold the monthly public engagement meeting. This can be part of an existing engagement event, main requirements are that the public have the opportunity to challenge the priorities, comment upon them and where necessary have a one to one meeting with their local officer. Officers should take the core information in template 1 to inform the public.

Outcome should be recorded on template 2

Step 2b

Hold the Panel meeting and set the new priorities using the evidence and information collected as above. Discuss and sign off any old plans. Officers should take the core information in template B to inform the meeting.

Outcome should be recorded on template 3.

Step 3

Add to JPS as per existing process.

Step 4

Commence actions and ensure stakeholders are updated.

Meeting with Martin Featherstone, CVS – lead partner for NI 4 (% of people who feel they can influence decision-making in their locality) – 18 May 2010

The Task Group invited Martin Featherstone to comment on the action being taken to increase the number of people who feel they can influence decisions in their locality and to provide his views on the effectiveness and future of PACTs. In response Martin made a number of points:

- Martin highlighted the close link between NI4 and NI1 (the percentage of people who believe people from different backgrounds get on well together in their local area). It has been quite difficult to measure NI4 or set related targets. There had been different outcomes from the Place Survey (required by the Government in each local authority area) and Medway's Residents Opinion Poll on this issue. Work was underway to identify proxy public perception questions asked of the public by a range of public sector and voluntary organisations in Medway whilst working on a baseline and target setting for the indicator.
- The current delivery plan for NI4⁹ included assessing how existing work streams could be used to add value to this indicator. For example, Equality Impact Assessments, effective monitoring of involvement in the democratic process, capturing findings from the Police Neighbourhood Task Teams and reviewing the impact of Neighbourhood Action Plans.

⁹ See glossary for link to website

- A Community Cohesion Conference had been held on the issue of diversity. There had been discussion at the conference about how to make people feel they can influence decisions and some of the suggestions made included:
 - Youth ward councillors
 - Making it mandatory to vote
 - Moving the same conference out into the community
 - Running a summer fair
 - Building awareness of the cultural offer in Medway
 - Health initiatives.
- Examples of other specific initiatives so far had been the VOICE community forum and PCSO's using blackberry technology as an engagement tool.
- One of the actions within the NI4 delivery plan was the production of PACT data on a quarterly basis to identify ward by ward priorities. However, at an operational level there were capacity problems with producing this information. PACTs and police analysts needed to formalise the process of capturing and reporting data about the work of PACTs.
- Martin agreed with the view of the Task Group that work should be done to ensure that PACTs were contributing to community cohesion¹⁰ and improved cultural awareness. He suggested asking the Equalities and Cohesion Group (a partnership group under the umbrella of the LSP) to support the CSP in taking this forward in terms of best practice guidance for PACTs.

(**Note:** this session with Martin Featherstone took place before the abolition of the LAA and suspension of the 2010 Place Survey).

Meeting with PACT Chairmen – 20 May 2010

The Task Group sent invitations to a number of PACT Chairmen. In response, the Chairman of Gillingham Green PACT and the Chairman of Ordnance Street PACT agreed to meet with the Task Group. Both these PACTs had been running for over three years and the Chairmen spoke about their PACTs and the experience they had in setting them up and what the priorities had been.

Ordnance Street PACT

- The Ordnance Street PACT had been established because of local agitation and residents had approached the police, who were receptive to dealing with the problems and played a key role in setting up the PACT. Two public meetings were held before the PACT was officially formed. 60 people attended the public meetings and approximately 25 were at the initial PACT meetings.

¹⁰ See glossary for link to website

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- The Task Group was informed that the original problems in Ordnance Street had been prostitution, drugs, gangs, anti-social behaviour and drinking. Medway Homes (mhs) and police worked over a period of time to address the specific issues and as the position improved the streets had become noticeably quieter. The problems raised more recently at the PACT had been parking and refuse bin collection problems. This was a big difference from three years ago and not on the same type or scale of problem. However the Chairman was currently unsure what ongoing support and resource was available to the PACT beyond law and order issues.
- The number of people attending this PACT had declined as ongoing improvements in the area had been achieved. The PACT was now a majority female group that met, on average, every 8 – 10 weeks with 12 regular residents and 5 - 6 partners attending.
- Attendees were e-mailed to inform them of future meetings. The chairman also produced posters, from his own money, to put up in local pubs. He had tried using shops but that did not seem to work so well.
- A lasting benefit of the establishment of the PACT was the links made between the attendees and various partner agencies. They were often people who would not raise an issue via the telephone and preferred to come along to a PACT meeting for face to face contact. The Chairman actively encouraged people in raising short-term issues that last between 2-3 months and that seemed to work well.
- The Task Group asked about diversity and community cohesion and whether there were representatives from a wide range of ages and groups attending PACT meetings. The Chairman of the Ordnance Street PACT felt that ethnic minority communities were under-represented at PACT meetings. He reported that regular attendees tended to be white and aged between 35 – 70 years of age. He thought the conventional format for PACT meetings may not appeal to people below the age of 35 which was a particular issue for this PACT as there were a high number of students living in the area and their voice was not being heard at PACT meetings.

Gillingham Green PACT

- Initially a public meeting had been called at Gillingham Green with the police and the council about anti-social behaviour which had resulted in a committee of people prepared to take on the tasks of running a PACT.
- The Chairman went on to state that young people are often blamed as 'part of the problem' and the source of many complaints from other residents when it was often a 'them and us' culture. A youth worker had been invited to a PACT meeting as it had always been one of the

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main intentions of the PACT to involve the youth of the area. An interim meeting had then been held with the youth worker and when he left that meeting he had walked across to talk to a group of young people nearby about the PACT. The youth worker was also kept up-to-date with copies of the PACT newsletter.

General

- The publicity used for both of the PACTs had been via e-mail, newsletters and adverts in local pubs and shops. Both Chairmen agreed that originally they had targeted too large an area for the PACT but by default it had reverted back to the immediate area. If the area is extended too widely the problems raised are not relevant to all the residents.
- Both chairmen expressed the view that a PACT should only focus on 2-3 key issues, otherwise there was too much to cope with and nothing would be achieved. Some problems could never be completely solved, such as prostitution and drug taking, so the PACT needed to bring residents back to areas that could be influenced or controlled. However, local, in-depth, community knowledge was invaluable to the police, council and other agencies, especially to help with enforcement of issues.
- Both Chairmen stated that it was vitally important to have continuity of police officer representation, as currently the police kept moving officers on to other areas. It was important to know people's names and faces and what the current issues are, rather than having to repeat them every meeting to a new person representing that organisation.
- The Chairmen suggested that when a PACT is first set up, training and an overview of 'the system' would be a good idea, especially about any capacity they might have, as Chairmen, to invite a range of people and who they could, and could not, invite.
- The Chairmen were asked if they thought a forum for PACT Chairmen would be useful. Both Chairmen responded that meeting each other at this session had been invaluable to both of them and they would definitely support this idea. It would be extremely useful to exchange and share ideas, problems, solutions, advice and understand what help was available. PACTs currently worked in isolation and were unaware of the others existence.
- The Chairmen added that it was good to now know they are part of a larger group but that it would also be useful to know who was involved and where they were located. They also offered their time and support to any new PACT Chairmen, or those having problems, to assist them in any way required. They felt that it would be especially helpful for new Chairmen, particularly for the first two to three meetings. One Chairman advised that he had been fortunate to have been invited to attend several Community Safety Partnership events but the other

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Chairman was unaware of them. These events were very useful and a good opportunity to mix, listen and network with others and it would be extremely useful and important that other Chairmen also have the opportunity to attend in the future.

- The Chairman for the Ordnance Street PACT asked if there was a 'natural lifespan' for a PACT unless it took on more of a community role. His view, based on his own experience, was that a three year lifespan was a suitable time as his PACT had been running for that length of time and he was now thinking about the direction it should go in. As a community they had tackled all their major issues and the area was substantially better. Other than community days with funding from others, he could not see in what direction the PACT would go next.
- Both Chairmen also asked about resources and funding. The Chairman of the Gillingham Green PACT explained that he was particularly lucky to have two residents who attended the meetings and were able to help produce newsletters and write minutes. The newsletters were passed to him to be checked and then e-mailed through to the police who printed them. There were about 3-4 newsletters a year plus periodic advertising of events. The Chairman of the Ordnance Street PACT stated that he was unaware that support with printing was available from the Police and re-iterated that he produced the PACT newsletters at his own expense.

Meeting with Clem Smith, Medway's Social Regeneration Manager – 27 July 2010

The Social Regeneration Manager had been invited to attend, as over the last few years he had co-ordinated successful community engagement in specific Medway neighbourhoods where social regeneration had been identified as a priority because of high levels of social deprivation, anti-social behaviour and other socio-economic factors. The Task Group invited him to share with them his experience of using different and targeted methods of community engagement. His comments are summarised as follows:

- Between 2005 and 2008 officers had developed a programme of workshops on local community issues in particular neighbourhoods where residents were feeling marginalised. This year a further 10 refresher workshops were being held for residents to monitor and assess progress. The workshops were promoted through community newsletters and in some neighbourhoods there had been doorstep interviews and doorstep leafleting. In other areas the workshops had been promoted through schools and nurseries.
- The attendance at each workshop varied dramatically with the best attended by about 60 residents and another by only 6. This also corresponded to the level of general willingness to engage but on the whole they were successful and where they were not, a doorstep survey was undertaken.

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- The purpose of the workshops was to get residents' perspective of what they thought regeneration priorities should be. Facilitated discussion groups took place covering specific themes and culminating in conclusions about remedial action required to address the issues identified. Officers took these ideas away to see what was viable and reported back with an action plan.
- A variety of people and organisations had attended, ranging from ward councillors, police, housing officers and partners, NHS Medway, schools, Job Centre Plus, libraries, benefits team and others.
- The two most common issues raised were anti-social behaviour and questions about community safety. After these two main issues, litter, flytipping, alleygates and general area clean-ups had been high on the list. Other feedback had included better access to services and delivery of those services in local facilities. On the back of these issues officers had developed and delivered key initiatives.
- An independent facilitator ran the workshops, so people could participate as equals. Interim meetings were held by community and residents' groups, chaired by their usual chairmen. There had been funding available as part of 'capacity building of local community organisations' and this had helped the establishment of a residents' association in one area with on-going advice to that association.
- Measurable timescales and clear outcomes had been agreed for delivery of agreed actions.
- Specific workshops had been arranged with the help of the Ethnic Minorities Forum. Following one of these, the momentum was continued to form a Slovak/Czech Community Organisation which is starting to organise cultural events.
- The social regeneration team was now looking at other ways of engaging the local community. This included use of new media, such as Facebook, Twitter, texts, etc. particularly for young people. A good example of this was the new White Road Youth Forum - this had been very successful as officers had used Facebook to communicate with local youths and 50 young people had signed up to it.
- The Social Regeneration Manager stated that whilst all partners and organisations would be under significant financial pressure, it was encouraging to note that the coalition government had indicated its support for the future for local community groups. However in his view the challenge for local public sector organisations and voluntary groups would be to target the limited resources available for community engagement initiatives in the most effective way.

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Meeting with the Portfolio Holder for Community Safety and Enforcement, the Assistant Director for Frontline Services, the Community Safety Partnership Manager and the Community Safety Manager – 11 August 2010

The Portfolio Holder, Councillor Mike O'Brien and officers asked the Task Group to take the following points into account:

- The Portfolio Holder expressed the view that PACTs are an absolutely essential part of the democratic process for consultation with residents. The PACTs he had visited so far all seemed active and well attended. The issues being raised were virtually the same across the authority: speeding motorists; requests for, CCTV, parking enforcement, car parking; dog fouling and graffiti. Every PACT he had visited had a local resident acting as Chairman – some of whom had been very good in that role.
- PACTs are usually set up because of a single issue and it was left to the Chairman to drive it forward and explore wider and different issues if residents wished to. The idea of PACTs specifically for young people had been suggested by the Portfolio Holder as all partners would like to see young people more involved. A lot of PACTs and community groups complained about groups of local youngsters and associated them with anti-social behaviour but the young people are not invited to the meetings to give their side of the story.
- Officers emphasised the importance of PACT participants being representative of the local community, otherwise there is a risk that a minority of more vocal residents can dominate the agenda. This is the reason why it is important PACTs are only one part of the wider landscape of community engagement.
- Officers indicated that once the issue a PACT had been set up for had been resolved, there may no longer be a reason for a PACT to continue. The Portfolio Holder added that successful PACTs could evolve into community organisations with the community continuing to work together not just to solve problems but to create community events etc. Other PACTs had reverted to meeting every six months to see if anything had arisen in that time.
- During the review, the Task Group had come across complaints that outcomes are not fed back to the wider community of residents and there is lack of follow up at PACTs. Officers responded that the top three priorities for each PACT are recorded on a database and, provided the council was informed that a meeting is taking place, community safety officers should be present to provide feedback. However this relied on sufficient notice of the meeting being given.
- The Community Safety Partnership had run two public sessions last year purely as a means of providing feedback.

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- PACTs are all located in urban areas and this seemed to be because rural areas have always had Parish Councils to provide an alternative means for residents to raise significant issues.
- The Portfolio Holder and officers were asked whether the creation of a PACT forum to allow the Chairmen the opportunity to learn from each other be a good suggestion. They responded that police funding was available for the training of 'Community Champions' and this could probably be rolled out to cover the training of PACT Chairmen as well.
- The Task Group asked whether an area with a PACT received a higher level of support and input from the Police and Council officers in comparison to those without a PACT. They asked if the police and council were drawn into responding to requests from PACTs as a priority compared with complaints and issues raised through other channels. Officers responded that using the PACT facility was a powerful way to get the police, council and others to address a problem but wherever a request came from it should be given the same priority. The main impact of PACTs on officers was the time spent attending the meetings, rather than an increase in operational workloads.
- There are regular fortnightly meetings between the police, the council and other partners and the fortnightly information (which did not include information or priorities from PACTs) is used to show where to focus resources and gives an opportunity for attendees to also discuss 'hot issues'. The Portfolio Holder added that he also had regular meetings with the Area Commander.
- Officers agreed that persistent problems could be raised time after time at a PACT, sometimes being raised year after year by the same resident. The Task Group suggested that this could be reduced if the quality of feedback given to residents was such that they understood the problems (such as alleygating an alleyway not owned by the council) to stop the same issue being raised.
- There is a link from the council's website to the Community Safety Partnership website¹² (which the council manages) and this is also on Twitter and Facebook for public use.

Best practice in Kent and other areas

In undertaking this review the Task Group did some desktop research into best practice that could be drawn on from elsewhere in order to support the operational arrangements for PACTs in Medway.

Whilst there is no national guidance available there are many examples of good practice up and down the country. Some of these are highlighted below.

¹² See glossary for link to website

Kent: A PACT Handbook is currently available on the Kent Police website¹³. This is described as “a ‘How to guide’ for forming a PACT and getting things done”. It is based on the experiences of a pilot process covering Borough Green, Wrotham and Platt.

There are excellent guidelines available to residents who wish to set up a PACT in **Tonbridge and Malling (T and M)**. These guidelines signpost residents to the full guide on the Kent Police website, referred to above. However T and M have also put procedures in place to ensure that all new PACTs are endorsed by the CSP locally before they start up to ensure they are set up in the right locations, cover the right areas and have appropriate operational arrangements in place. There is a PACT section on the T and M CSP website¹⁴ and an expectation that PACTs will be open and inclusive and publish agendas minutes and action plans on the website.

Caerphilly: PACTs in Caerphilly appear to be set up at ward level and a tool kit has been published with a range of useful templates and suggested formats for use in seeking community views and running meetings. Included in the toolkit is a template for recording the priorities agreed at PACT meetings¹⁵, expected outcomes, target dates and progress made.

Herefordshire: The Herefordshire Partnership recognises PACTs as part of their overall Community Engagement Strategy and have produced comprehensive PACT terms of reference¹⁶ which includes a section on equality of opportunity requiring venues for, and the and format of, meetings to be fully accessible. Clear and accessible records of priorities and actions for each PACT are published in a common format on the internet.

Bristol: In 2008 there were 37 PACT meetings in Bristol with no two alike, erratic attendance and variable approaches to priority setting and decision-making. At that stage sometimes the only agency represented at the meetings was the police. The Bristol division of Avon and Somerset Constabulary carried out an audit of PACT meetings and priority setting to improve quality and consistency. By 2009 greater consistency had been achieved across all PACTs; meetings are now clearly publicised and a set format for meetings has been introduced. A guide to priority setting has been produced and there is a transparent record of decisions.¹⁷ Her Majesty’s Inspectorate of Constabulary (HMIC) cited this work as an example of good practice in its strategic overview of delivery of the policing pledge published in October 2009.

¹³ See glossary for link to website

¹⁴ See glossary for link to website

¹⁵ See glossary for link to website

¹⁶ See glossary for link to website

¹⁷ See glossary for link to website

7. CONCLUSIONS AND RECOMMENDATIONS

Overall

PACTs are one of many existing and evolving methods being used by the Police and other agencies in Medway to achieve community engagement. Overall the task group believe PACTs are a good way of bringing residents together to develop priorities and action plans at neighbourhood level. The Task Group has been impressed by the commitment and energy shown by residents who are taking part in the active PACTs across Medway. It recognises that a new requirement to hold local beat meetings may add pressure to already stretched policing resources. It will also become increasingly important for PACTs to be able to demonstrate that they are inclusive, representative and effective as they compete for support and resources in a climate of public expenditure reductions.

Set out below are the findings and conclusions of the task group under each section of the original scope of the review for consideration by the Cabinet and Community Safety Partnership. The Task Group would also like to invite the Kent Police Authority to consider and respond to the findings and recommendations in the report.

Location of PACTs in Medway and best practice

Currently there is no coordination of approach to the operational arrangements for Medway PACTs. It has not been possible to acquire a definitive list of PACTs or a comprehensive list of contact details for PACT chairmen. Only limited progress has been made in setting up arrangements to collate and publish PACT data.

Whilst each PACT should be able to organise in a way that suits the local community there are currently no best practice guidelines designed for Medway residents who wish to establish a PACT.

Much could be learnt from the guidelines, toolkits and basic operational standards for PACTs developed by LSPs and CSPs in other areas. It is arguable that support for PACTs should be conditional on them meeting certain basic operational requirements, particularly relating to communication, accessibility and inclusion.

It is also arguable that the most effective PACTs deal with no more than 2-3 issues at any one time.

The Task Group takes the view that ward councillors should always be invited to join PACTs from the outset although this is not currently happening consistently across Medway.

Recommendations:

1. That the CSP should be asked to accelerate action to establish a database of PACTs, the areas they cover and contact details for each should be produced and published ward by ward.

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2. A protocol and guidance for PACTs in Medway should be produced by the CSP in consultation with PACT chairmen, to include a clear statement of purpose, basic operational standards and advice on how to access support and resources.

3. A toolkit should be developed by the CSP to assist PACT Chairman and neighbourhood teams to run meetings, record priorities, actions and outcomes.

4. The protocol for PACTs should include a requirement that Councillors are automatically invited to become members of any PACT within their ward and provided with sufficient notice of meetings.

5. Consideration should be given to facilitating contact between PACT Chairmen by establishing a Medway-wide Forum to enable them to share experience and best practice and to coordinate priorities across wards.

Examination of the difficulty of the same issues being raised at meetings over time and whether each PACT's priorities are being achieved and maintained and if not, why not.

The Task Group has struggled to reach an informed view on this issue as there is no published record of the issues and actions agreed by PACTs over time.

The evidence provided by PACT Chairmen, the Police and Council Officers shows that PACTs are usually set up to deal with local concerns about anti-social behaviour. They either disband once the problems identified have been resolved or go on to tackle wider issues affecting the community such as speeding traffic and the general street scene. Some PACTs have developed a role in organising community events.

Concerns have been raised where attendance at PACT meetings dwindles or where the views of a small but vocal minority group of residents prevail. There is also anecdotal evidence to suggest some PACTs continue to review the same issues time and time again with no visible outcomes.

PACTs are a useful mechanism to target and address a particular problem and may go on to develop a wider role but it seems sensible to periodically review the purpose and effectiveness of PACTs to validate the case for ongoing support to be provided by police and other partners.

The Task Group is firmly of the view that feedback should be provided to the whole community in a PACT area about priorities, action and outcomes generated by PACTs and not just to those who attend the PACT meetings. This would assist all residents to understand why some problems prove to be particularly intractable.

The Task Group is very pleased that the Police and the Council are doing their best to ensure continuity of staffing in neighbourhoods as this is an issue of key concern to residents.

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Recommendations:

6. As part of its annual scrutiny of the Community Safety Partnership the Regeneration, Community & Culture Overview and Scrutiny Committee should be provided by the CSP with an update on PACTs, including the priorities, actions and outcomes from them on a ward by ward basis with some evaluation of effectiveness.

7. That the CSP should develop some analysis and comparative information to assist in evaluating the impact of PACTs and other forms of public engagement on the incidence of crime and anti social behaviour ward by ward with a view to providing this information in the quarterly news ward profile information provided to Councillors.

The benefits/disadvantages of PACT schemes and engagement of partners in the process, especially when compared to areas not covered by a scheme and whether they really benefit the communities involved.

Again the Task Group had some difficulty in reaching a considered view on this because of the absence of any comparative information or analysis of the effectiveness of PACTs locally.

However, PACTs are considered to work well when supported by a broad and representative cross-section of the local community and when residents are prepared to put in a lot of commitment, especially the Chairman.

The Police were unable to provide crime statistics for each PACT area against those in a non-PACT area, so no comparison was possible.

However the Task Group believes PACTs should continue in their current format alongside other types of community engagement in order to give people different opportunities to attend whatever type of forum suited them best.

As outlined above, the Task Group is recommending the development of some guidance and a protocol for PACTs to assist residents and partners to understand their purpose and the basic rules of engagement.

The task group also recognises that PACTs may not be the way that some groups (for example, young people) wish to have a voice and that it is important to continue to offer a range of engagement options.

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Recommendations:

8. That the CSP should recommend the Police to continue to fund support for PACTs and extend this to the development of evaluation and analysis of their effectiveness in line with commitment made in the Sustainable Community Strategy and Community Safety Plan.

9. That the Medway Equalities and Cohesion Group should be asked to support the CSP in developing guidance to encourage and achieve participation by the widest cross section of people.

To consider if PACT schemes provide value for money and assist with LAA indicator NI 4 (% of people who feel they can influence decision-making in their locality)?

Since the launch of this review the Local Area Agreement (LAA) has been abolished and the Place Survey for 2010 cancelled. However NI4 remains a local priority and the Task Group supports the action under NI4 seeking to produce PACT data on a quarterly basis.

There needs to be a clear audit trail produced, with the help of Kent Police's data analysts, to show issues that are regularly raised at PACTs (and other community engagement forums) being presented to the Performance Delivery Group of the Community Safety Partnership for consideration alongside other issues for its annual review of priorities.

The earlier recommendation of the Task Group recognises the importance of periodically reviewing the activities of each PACT to validate the case for ongoing support from the police and other agencies.

In particular the Task Group wishes to emphasise the importance of PACTs reaching out to under represented groups and encouraging their participation.

Recommendation:

10. In addition to ongoing publication of PACT data there should be an opportunity for local residents to periodically provide feedback on the operation of their local PACT and, in particular, the extent to which they feel able to influence decision-making at meetings.

11. That the CSP should encourage and support each PACT to hold an 'open meeting' (with no issues pre-arranged for discussion) specifically to involve local young people and neighbours of different ages and/or ethnic background in order to gain a real understanding of the issues and priorities for those groups.

The effectiveness and future of PACTs in Medway

12. That the CSP should be asked to progress the idea of Youth PACTs), with membership invited from every secondary school, and the Youth Parliament.

Possible future work activities for PACTs

Since the launch of this review the Government has published “Policing in the 21st Century: Reconnecting police and the people”⁶ which heightens the emphasis on local communities coming together with the police and other organisations to take collective action to tackle neighbourhood issues. Nationally, neighbourhood agreements are being piloted in 12 areas whereby communities, businesses, local residents, police and other CSP partners formulate a set of mutually agreed obligations and responsibilities to take forward action on agreed priorities. The Government is also promising local beat meetings to enable local people to hold the police to account.

Locally new community engagement trials are also taking place in Medway including establishment of a Youth PACT attached to the Delce Road PACT and Police led “Super Community Engagement” meetings in Strood and All Saints Ward.

However all this has to be considered in the context of diminishing public sector resources and competing demands from a range of community organisations for support.

The Task Group believes it is crucial that resources and funding should continue to be available to PACTs and should be equitably distributed. It is clear that currently some PACT Chairmen are unaware that funding can be provided to pay for newsletters, posters and events to help raise the profile of PACTs within the community.

The Task Group would support an initiative to create a network of PACT Chairmen with a facilitated forum meeting once or twice a year. It is also suggested that PACT Chairmen should receive briefing materials and training.

The Chairman of a new PACT should be given an introduction to the process: who can be invited, what the aim is, and offered the help of an experienced PACT Chairman through the first 2-3 meetings to set the meetings on-course to achieve its aims.

The Task Group commended the police for the event organised in the Autumn of 2009 bringing together representatives of a wide range of organisations in a ward based format under the “We asked – You said” initiative and for the subsequent event in the Spring of 2010 under the banner of “You said – We did”.

All PACT Chairmen should continue to be invited to CSP events to ensure they understand the bigger picture.

⁶ See glossary for link to website

The effectiveness and future of PACTs in Medway

One of the most important issues raised during this review was the inconsistency of arrangements for publicising PACTs. Some PACTs were producing excellent publicity through the distribution of good quality leaflets and newsletters but in others, the publicity was left to the Chairman to try and circulate homemade posters in local shops and pubs.

In addition to notifying PACT Chairmen how to access funding it was felt that the CSP media officer could be working with PACTs to help them with this task.

Recommendations:

13. The CSP is recommended to invite all LSP partners to review their community engagement strategies and the groups and organisations they support to eliminate duplication and maximise the use of, and support for, PACTs where possible and appropriate.

14. That the CSP should be invited to consider launching a Medway annual PACT recognition award scheme to help raise the public profile of PACTs, particularly in the local press.

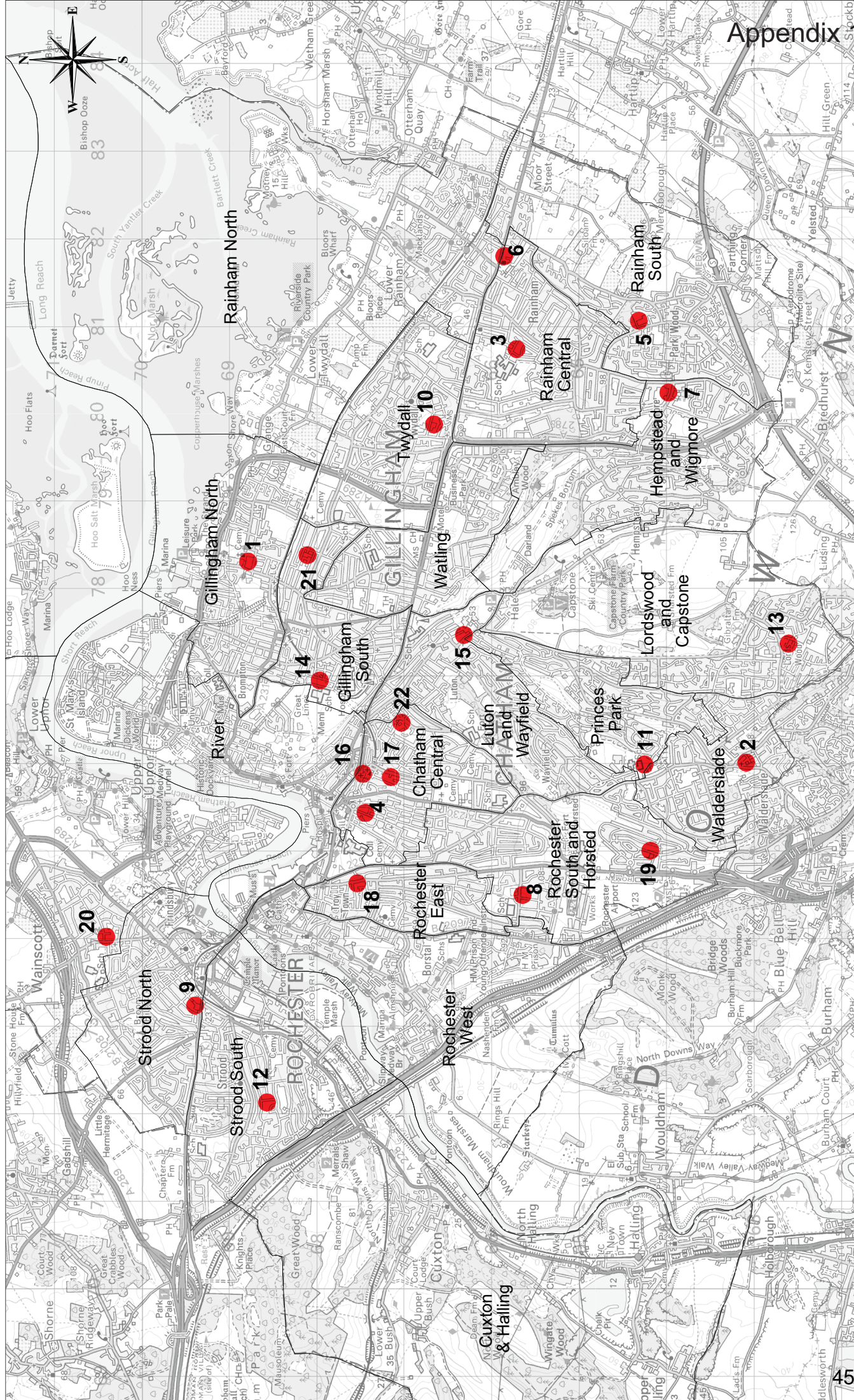
15. That the CSP Media Officer should be asked to develop some guidelines and offer practical support to PACTs with production and publication of advertising material for meetings.

8. GLOSSARY

1. Police and Justice Act 2006 <http://www.legislation.gov.uk/ukpga/2006/48/contents>
2. Community Safety Partnership Plan 2009–2012
<http://www.medway.gov.uk/cspplan09.pdf>
3. Engaging Communities in Fighting Crime (June 2008)
http://www.cabinetoffice.gov.uk/media/cabinetoffice/corp/assets/publications/crim_e/cc_responses.pdf
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The effectiveness and future of PACTs in Medway

16. Herefordshire
<http://www.herefordshirepartnership.com/4BF9FCCAC13D4B5C9D4C75AAB51AA2DF.aspx>
17. Bristol
<http://www.avonandsomerset.police.uk/information/documents/Section.aspx?s=55>



PACTs in Medway (November 2010)

Appendix 1

List of PACTs (Neighbourhood Panels) in Medway

Ward	No. on map	Name	Location
Chatham Central	4	Ordnance Street	Evangelical Church, Ordnance Street
	17	Charter Street	Trafalgar Maid, Warner Street
	22	All Saints* (+ Luton & Wayfield)	All Saints Church, Magpie Hall Road*
Gillingham North	1	Gillingham Green	St Mary of Magdalene Church, Gillingham Green
Gillingham South	14	unknown	St Mary's Irish Club, Alleyway off College Avenue
	21	Sunnymede Ave, Toronto Rd, Linden Rd & Ferndale Ave.	Gillingham Football Club
Hempstead and Wigmore	7	Hempstead and Wigmore	Fairview Library, Fairview Avenue or Hempstead Shopping Centre (outside Wallis) or Hempstead Road (outside the Co-op)
Lordswood & Capstone	13	Kestrel Road	St David's Methodists and Church of England Parish, Kestrel Close or The Soapbox Community Café, Kestrel Road
Luton & Wayfield	15	Luton Residents	Nelson Court Day Centre, Nelson Terrace
	22	All Saints* (+ Chatham Central)	All Saints Church, Magpie Hall Road*
(* operating in both	<i>Chatham</i>	<i>Central and Luton</i>	<i>& Wayfield wards)</i>

Appendix 1

Ward	No. on map	Name	Location
Rainham Central	3	Rainham Central	Rainham Girls School, Derwent Way
	6	St Margaret's Rainham	High Street/Station Road, Rainham
Rainham South	5	Barleycorn	Parkwood Infants school, Deanwood Drive, Rainham
River	16	New Road	Chatham Unitarian Church, New Road
Rochester East	18	Delce Road	St Peter's Church, Delce Road (piloting youth PACT group)
Rochester South & Horsted	8	Warren Wood	Warren Wood Primary School
	19	Davis Estate	Davis Estate Community Centre
Strood North	9	Central Strood	Strood Youth Centre, Montfort Road, Strood
Strood Rural	20	Cooling Road	Hilltop School, Hilltop Road, Strood
Strood South	12	Hawthorn and Cedar Roads	Woodside Community Centre, Chestnut Road
Twydall	10	Twydall	St Thomas Junior School, Romany Road
Walderslade	2	Walderslade Village	St William's Church, Walderslade Road
	11	Weedswood	Greenacre School

WARDS WITHOUT PACTs

Cuxton & Halling, Peninsula, Princes Park, Rochester West and Watling.

PACT QUESTIONNAIRES TO COUNCILLORS

Ward	Name of PACT	Issues covered	Feedback and advertising	Other information
Chatham Central	1. Charter Street PACT	Anti-social behaviour and rubbish in alleyways	Feedback is verbally at the next meeting. Advertising – word of mouth, e-mail, sometimes in local paper	Meets approx. every 2 months
	2. Ordnance Street PACT			
Lordswood & Capstone	Kestrel shopping parade and GLC Estate, Lordswood	Youth-related problems	Leaflets and follow-up meetings	Meets approx. every 6 weeks in a library. Problems not dealt with involve mhs homes, who never/rarely attend
Peninsula	No PACTs			
Princes Park	No PACT at present – currently trying to re-form one.			
Rainham Central	1. Barleycorn PACT 2. Derwent Way PACT 3. St. Margarets PACT 4. Wigmore PACT	Anti-social behaviour, parking, traffic and litter	3 issues identified at each meeting with feedback to following meeting	Ranging from every 8 weeks – 6 months

Ward	Name	Issues covered	Feedback and advertising	Other information
Rainham South	No PACT			
Rochester East	1. Delce and surrounding areas 2. Upper part of Warren Wood – due to start Autumn 2010	Anti-social behaviour Illegal drinking Lack of green space Lack of youth clubs In response to residents requests (not disclosed)	Councillors make notes and provide feedback at next meeting, or by letter to complainant.	
Rochester South & Horsted	1. Davis Estate 2. Warren Wood	All local difficulties	Police inform Cllrs. who remain in touch with residents on non-police matters	Every 4 weeks
Strood North	1. The friends of Broomhill 2. Strood town centre forum 3. Frindsbury PACT 4. Strood North PACT	Anti-social behaviour Commercial well-being Unknown Unknown		Feedback to following meeting. No's 1 & 2 act in a very similar way to PACTs. Ward cllrs not informed of new PACT No. 4
Strood South	No PACT			

Ward	Name	Issues covered	Feedback and advertising	Other information
Twydall	Twydall PACT	Public rights of way issues (hope to widen to other issues soon)	Feedback to following meeting. Flyers are distributed.	Every 6 weeks
Watling	No PACTs			
Walderslade	1. Walderslade village 2. Weedswood PACT			1. meets regularly 2. Meets 'as and when'

No response was received from other ward councillors.

SUMMARY OF RESPONSES FROM PACT CHAIRMEN

Question (summarised)	Barleycorn, Rainham	Gillingham Green	Lordswood	Luton	Ordnance Street	Rainham, Central	St Margarets, Rainham
On average, how many local residents attend?	6	Open meetings – 40+ Committee meetings 8-12	2	26 – 51	Average 8 – 10	Average - 12	4 – 10. Important issues 20+
Which partners regularly attend your PACT?	Police and local councillors (councillors)	Police, ward councillors, safer communities officers, church reps, youth workers	Police, council, youth services, NHW, shop keepers	Police, housing providers, youth offending team, local councillors, guest speakers	Police, ward cllr, MHS Homes, community safety, school. Others by invitation – council officers	Police/PCSO Council SCOs Ward Councillors School reps	Police, Councillors, pub landlord, council reps, as required
Is your PACT attended by all parts of the community eg. young people, the elderly, ethnic minorities, etc.	Only 35 years + - mainly due to not being interested in problems or not aware of PACT	Ranges from 16 to 70+. Some people from ethnic minority communities do attend open meetings	Poorly attended unless by a specific group with a specific problem/issue	No-one under 25. Perhaps this type of forum is not for them. We would welcome advice on how to attract this group	No youth – mhs homes has relocated many youths out of area to tackle gang culture. Good cross section of adult ages but not a significant attendance from ethnic minorities	Mostly over 50's Occasionally 1-2 school children Area low in ethnic minority groups	Not measured. Open to all.

Question (summarised)	Barleycorn, Rainham	Gillingham Green	Lordswood	Luton	Ordnance Street	Rainham, Central	St Margarets, Rainham
Has there been any specific attempts to invite different residents?	Leaflet drop last year, had no real impact	Local youths were invited through a youth worker and encouraged them to ask questions and give views (see notes on pages 23 & 24 of this report)	Advertised through Neighbourhood Watch, local shops and youth services	Regularly deliver 1,000 leaflets advertising the quarterly meetings door to door over as wide an area as possible. Posters in local shops and other public places.	Mail drops on a regular basis with 'open meetings' have boosted numbers for short periods. Notices in local shops and pubs have proved more successful and the landlord has pointed many people in the direction of the PACT.	Police/PCSOs originally delivered info leaflets but were ineffective	Leaflet invitations into all houses in area
How often does your PACT meet?	Every 6 months (originally it was every 2 months)	Committee meets every 2 months with 3 open meetings per year	Every 2-3 months	Public meeting every 3 months + committee meetings at same interval or more regularly	Approx every 8 weeks	Every 2-3 months	At least quarterly, more often if there are 'live' issues
What local issue was the reason for forming your PACT?	ASB of youths, sometimes numbering groups of 20+	ASB Crime Maintenance of the Green	Youth ASB and the formation of a local youth club	Anti-social behaviour (ASB)	Youth gangs, drug dealing, open prostitution, drunks and ASB.	Anti-social problem	Installation of a gate in a public thoroughfare
How many issues do you look into/discuss at any one time?	Around 3 or so	We try to keep to 3 issues at one time	Maximum of 3 issues	However many are raised. Usually 4 –5 separate issues.	Try and focus on 2 key issues per meeting but requires flexibility	Between 3-4 but it is getting harder to find 4 issues	No more than a couple

Question (summarised)	Barleycorn, Rainham	Gillingham Green	Lordswood	Luton	Ordnance Street	Rainham, Central	St Margarets, Rainham
What issues has your PACT resolved?	ASB has been reduced by 90%	Poor maintenance of the Green, community issues with police and council, installation of speed signs, inclusion of young people within the community	Specific target areas for youth ASB	Provision of more salt bins, raised the priority with police of a number of ASB issues. Quad bike disturbance, teenage drinking, drug dealing and vandalism.	ASB's, alley gates, working with mhs homes and police to focus attention and action leading to solution re gang culture and for 18 months a significant reduction in drug dealing and taking and prostitution. However, this is on the increase again.	ASB, Mini motorbikes, parking, vandalism, litter, street lighting, and other issues	Youths making a disturbance, parking restrictions, salt bins, flooding, litter and flytipping, graffiti, etc.
What unresolved issues do you have?	None – hence the 6 month gap in meetings	Continued speeding vehicles, parking on Grange Road, Gillingham	General youth ASB	Housing issues – maintaining their estates properly, and using their legal powers to intervene in cases of ASB or illegal behaviour of some of their residents	Drug dealers	None unresolved, 1-2 on-going	None

Question (summarised)	Barleycorn, Rainham	Gillingham Green	Lordswood	Luton	Ordnance Street	Rainham, Central	St Margarets
What is the quality of feedback from partners?	Very good	A good level of feedback	Currently has no Chairman or Secretary and failed to find willing participant to date. Meetings currently chaired and minuted by the local ward officer	Very good.	Police, ward cllr and mhs homes have been very supportive	100%	Good to very good
Do you perform other community functions (such as litter picks, community events, etc)?	Litter pick held once and quite well attended	Litter picks, The Big Picnic, Maintenance of Memorial Garden Christmas carols in the community/ Gifts to the elderly, harvest festival old time musical sing-a-long	N/A	Not to date but have ideas for the future	Litter picks through MHS Homes and community fun days through CEC.	No – but try to advise PACT of any community events that am aware of	Litter picks have taken place. Nothing else planned.
What support was given to you when you became Chairman?	Not much. Was given a list of addresses, email and useful telephone numbers. Also names of people who may be relevant	None	N/A	Ward councillors are supportive but no practical help or guidance and would welcome it, eg. centralised support office for PACT Chairmen to contact with any problems or ideas	None	Local councillor made contact and gave PCSO's contact details.	Nothing formal but good support from partners

Question (summarised)	Barleycorn, Rainham	Gillingham Green	Lordswood	Luton	Ordnance Street	Rainham, Central	St Margarets, Rainham
How and where do you advertise your PACT meetings and who pays for and distributes any leaflets/newsletters?	We do not advertise but may like advice on this in the future	Newsletter called "On the Green" approx 3 times a year to coincide with open meetings. Police print these and local people distribute + mini newsletters for events.	Advertised through Neighbourhood Watch, local shops and youth services	The police print the leaflets for us and help to distribute them	Police budget used to fund mail drops. All other funding out of Chairman's pocket!	On ward councillor and PCSO websites.	Email to street reps and core attendees. Stopped leaflet drops.
Have you set up, or considered setting up, a website, Facebook, Twitter account to advertise your PACT?	No – but would like the opportunity to do so, if possible	Currently planning to do this	No	In the process of developing a Facebook page. There will also be an e-mail address and mobile telephone number being advertised soon	No. Only half the PACT Members even have e-mail.	No	Have a site – but not used that often.
Have you ever visited the Kent police and/or CSP websites? Did you know about the neighbourhood policing sections?	Yes – to both	Yes – meetings are notified on this	N/A	Aware of them but not visited them recently	Yes	Yes – to both.	When necessary

Question (summarised)	Barleycorn, Rainham	Gillingham Green	Lordswood	Luton	Ordnance Street	Rainham, Central	St Margarets, Rainham
What have been the advantages for your local area since the setting up of your PACT?	Decrease in ASB, good rapport with local police and councillors	Greater community spirit and better links with community partners	A forum for raising issues and an opportunity for partner agencies to talk face to face	A much greater sense of community + reduction in ASB. Providers/partners find it helpful to meet face to face and they learn first hand what is working, or not. Greater liaison between the services.	Relationship with police improved significantly. Their efforts are now recognised and people are more sympathetic when calls not responded to quickly. The flow of information TO the police has increased with tangible results	Improvement in parking, litter and groups of youths, and less ASB	It is a place for people to contact if they don't know how else to resolve a problem. Achieved a community wide view of problems.
Have there been any disadvantages for your local area and what are they?	None	No		No	As things improved – interest dropped. Result – active members focus on their issues rather than those of wider community	No	
Have you ever visited another PACT meeting in Medway?	No	No	N/A	No	No	No	No

Question (summarised)	Barleycorn, Rainham	Gillingham Green	Lordswood	Luton	Ordnance Street	Rainham, Central	St Margarets, Rainham
If the police and council were to set up a forum in order for PACT Chairmen to meet, share experiences, ideas, etc. do you think this would be useful?	Yes – this would be helpful, perhaps to seek advice and share positive outcomes from other places	Definitely – with a greater emphasis on building a greater community spirit in Medway. A chance for Chairmen to share ideas and methods	N/A	It would be very useful to share good practice and how to engage more with the local community	Yes. Areas of discussion could include sustaining interest in PACT especially when key issues tackled. How to reach out to ethnic minorities	Could have themed table discussions, each PACT headlines the issues covered + good practice examples for resolution of a problem	Yes – would be useful. Core items could be common issues, sharing info, knowledge, problem solving approaches, etc.
If the CSP invited you to attend an event would you be interested/able to attend?	Only after 4pm	Yes (work permitting)	N/A	Yes	Yes	Yes	Depends on content and time
If the police and partners were to withdraw from your meetings once the major issues had been resolved satisfactorily, would you wish to continue as a community group?	The police are a valuable member of our PACT and would not wish them to stop attending. The group may not feel the need to meet if the police were to pull out.	The group would continue, as there are always issues and the need for the community to express its views to partners. It would be counterproductive for the police to stop attending.	N/A	Yes – but not so effective, as many issues would require police action	Unlikely	If agree to dissolve – should do that. Otherwise, could meet every 6 months, or when necessary – if the Chairman keeps in contact with the PCSOs and ward councillors.	Already do this. There is a general invite but only ask them to attend as necessary.

Design and Conservation

Regeneration, Culture and Community

Medway Landscape Character Assessment

Draft Consultation - Revise

October 2010

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Executive Summary

The primary purpose of this study is to support and inform landscape planning policies within the Medway Core Strategy and to provide a landscape planning guidance document for the countryside and urban-rural fringe areas of Medway.

The introduction is split into two sections. The first section considers why landscape is important; purpose and scope; planning context; previous Landscape Character Assessments; methodology, content and structure of the report. The second section looks more carefully at the particular character and local distinctiveness of Medway's landscape. It considers wider influences, including the impact of new development, the historic environment, biodiversity, climate change, green infrastructure and the benefits of adopting an ecosystems approach. The introduction concludes by considering variations in landscape character; the value and importance of reinforcing local distinctiveness; the principal themes that emerge from the main body of the report; achieving a wider vision; stakeholder involvement and current projects, plans and delivery mechanisms that will enable practical change to be achieved on the ground. This approach will enable change at a local level to be set within the context of a wider and sustainable vision of landscape and environmental enhancement.

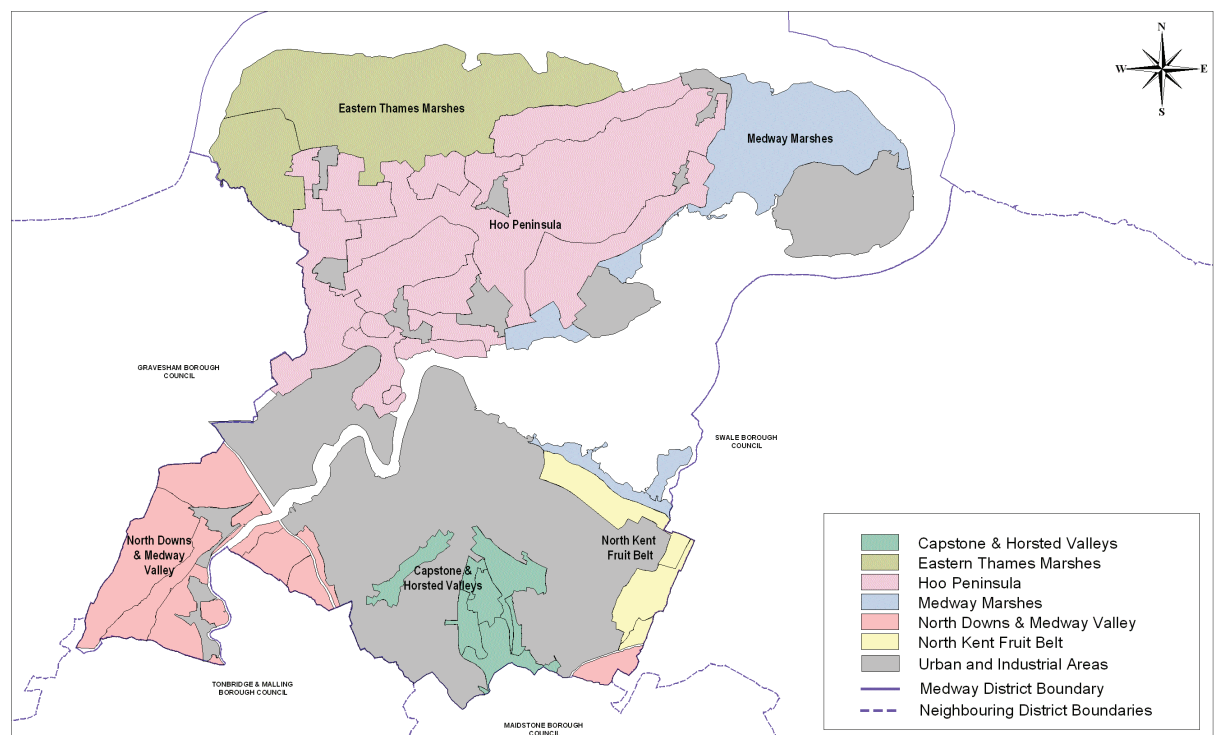
The main body of the study divides Medway's countryside into six principal areas – Eastern Thames Marshes; Medway Marshes; Hoo Peninsula; North Kent Fruit Belt; Capstone and Horsted Valleys; North Downs and Medway Valley. The study adopts a consistent methodology and follows a rigorous analytical process in defining a series of local landscape character areas. Definition of the boundaries of each of these character areas is based on an analysis of earlier studies; on landscape survey work of Medway's countryside and urban-rural fringe areas undertaken in 2009 and on an overall evaluation of all assembled data. The study divides Medway's countryside into forty-two distinct local landscape character areas. A series of summary sheets describe what makes each of these character areas distinctive and what is valuable and important about them. Each summary sheet provides a character area map, a description, a list of characteristics, an analysis of condition and sensitivity, a list of issues, recommended actions and a set of guidelines. A large map showing the whole borough at a recognisable scale (1:25,000) and defining all the character areas is provided as a supplement.

The appendix section of the report summarises current relevant planning policy; lists the principal landscape types and their descriptions and provides a methodology and analysis summary. Appendix illustrations include a sample survey sheet and GIS mapping analysis samples. The report concludes with a detailed bibliography.

Common Terms

AAP - Area Action Plan
 ALLI – Area of Local Landscape Importance
 AONB - Area of Outstanding Natural Beauty
 CROW – Countryside and Rights of Way Act
 CTRL – Channel Tunnel Rail Link
 DEFRA – Department for Environment, Food and Rural Affairs
 DCLG – Department for Culture and Local Government
 DPD – Development Plan Document
 EA – Environment Agency
 ELS – Entry Level Stewardship
 ESA – Environmentally Sensitive Area
 EH – English Heritage
 GI - Green Infrastructure
 GIS – Geographical Information System
 GG - Green Grid
 GGKM – Greening the Gateway Kent and Medway
 GHQ – General Headquarters
 GLHP – Great Lines Heritage Park
 HLS – Higher Level Stewardship
 KCA – Landscape Assessment of Kent (2004)
 KCC – Kent County Council
 KTGCA – Kent Thames Gateway Landscape Assessment
 KWT – Kent Wildlife Trust
 LAUD – Medway Landscape and Urban Design Framework
 LCA – Landscape Character Area
 LDF - Local Development Framework
 LDD - Local Development Document
 LLD – Local Landscape Designation
 LNR – Local Nature Reserve
 LPA – Local Planning Authority
 LTP – Local Transport Plan
 LWS – Local Wildlife Site
 MOD – Ministry of Defence
 NE - Natural England
 NNR – National Nature Reserve
 PPS – Planning Policy Statement
 PROW - Public Right of Way
 RIGS – Regionally Important Geological Site
 RSME – Royal School of Military Engineering
 RSPB – Royal Society of the Protection of Birds
 SAC – Special Area of Conservation
 SAM – Scheduled Ancient Monument
 SMP – Shoreline Management Plan (EA)
 SNCI – Site of Nature Conservation Interest
 SLA – Special Landscape Area
 SPA - Special Protection Area
 SSSI – Site of Special Scientific Interest
 SPD - Supplementary Planning Document
 TE2100 – Thames Estuary 2100 (EA)
 TG – Thames Gateway
 VoV – Valley of Visions

Character Areas



Medway Landscape Character Assessment Principal Landscape Areas

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Medway
Serving You

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Eastern Thames Marshes

1. Cliffe Pits and Pools
2. Cliffe to St Mary's Marshes

Medway Marshes

3. Allhallows to Stoke Marshes
4. Hoo Flats
5. Riverside Marshes
6. Motney Hill

Hoo Peninsula

7. Cliffe Farmland
8. Cooling Farmland
9. Northward Hill
10. St Mary's Farmland
11. Hoo Peninsula Farmland
12. Lower Stoke Farmland
13. Cliffe Woods Farmland
14. Chattenden Ridge
15. Deangate Ridge
16. Hoo Farmland
17. Cockham Farm Ridge
18. Hogmarsh Valley
19. Bald Top Hill
20. Tower Hill

North Kent Fruit Belt

21. Lower Rainham Farmland
22. Moor Street Farmland
23. Meresborough Farmland

Capstone and Horsted Valleys

24. Darland Banks
25. East Hill
26. Capstone Farm
27. Sharstead Farm
28. Elm Court
29. Hempstead Fringe
30. Horsted Valley

North Downs/Medway Valley

31. Matts Hill Farmland
32. Nashenden Scarp
33. Nashenden Valley
34. Wouldham Scarp East
35. Wouldham Marshes
36. Cuxton Scarp Foot
37. Halling Marshes
38. Holborough Marshes
39. Halling Quarries
40. Halling Scarp West
41. Bush Valley and Dean Farm
42. Ranscombe Farm

Introduction

What is landscape and why it matters

Landscape is the relationship between people and place; it forms the setting for our day-to-day lives. It results from the way that different components of our environment – natural (geology, soils, climate, flora and fauna) and cultural (historic and current impact of land use, settlement, enclosure and other human interventions) interact and are perceived by us. Landscape character is the pattern that arises from particular combinations of these different components.

People's perceptions turn land into the concept of landscape. Understanding landscape is not just a matter of visual perception but also how we hear, smell and feel our surroundings and the feelings, memories and associations that they evoke. Our activities influence and shape the appearance and function of the landscape that surrounds us.

Landscape is valued for lots of different reasons – not all related to traditional concepts of aesthetics and beauty. It can provide and contribute to: habitats for wildlife; a cultural record of how people have lived on the land and harnessed its resources; social and community value; a sense of identity, well being, enjoyment and inspiration; it has economic value – it forms the context for economic activity and can be a central factor in attracting business and tourism. Landscape Character Assessment has emerged as an appropriate way to look at landscape as it provides a structured approach to identifying character, distinctiveness and value.

Landscape is not just about special or designated areas. All landscapes matter. Our landscapes represent a coming together of the natural world, human society and people's needs. They provide a range of ecosystem services (the services that the Earth's ecosystems provide, including food, water, disease management, climate regulation, spiritual fulfilment and aesthetic enjoyment). They have influenced the character of our towns and cities and they provide places of widely ranging character, where people can relax, recreate and learn. Landscapes should be managed, planned and, where appropriate, protected to deliver a full range of ecosystem goods and services. The government's lead body on landscape related issues, Natural England (NE), advocates the use of a landscape character approach, which can be used to underpin local, regional and national policies and actions, ensuring that landscapes remain distinctive and highly valued. A key driver behind Natural England's 'All landscapes matter' approach is the Government ratified European Landscape Convention (ELC), which came into force on 1 March 2007 (see Appendix A for more details).

Purpose and scope

The need for a new updated Landscape Character Assessment (LCA) for Medway has been driven by a number of key factors:

- Landscape Character Assessment (LCA) is recognised as a powerful tool for evaluating the role played by landscape in defining local distinctiveness and sense of place and in informing decision-making on the planning, design and management of landscapes
- The Local Development Framework (LDF) planning system requires the preparation of Core Strategy policies that are supported by a strong evidence base. It is intended that this document will provide a firm and robust evidence base that supports landscape and countryside policies within the Medway Core Strategy and the Development Plan Document (DPD) that is prepared subsequently in order to provide more detailed policies.
- There is need for a well researched, regularly updated and robust landscape guidance document that Development Management Planning Officers can use when considering the appropriateness and sensitivity of new development proposals within the countryside and the urban-rural fringe. There is also a need for this guidance to be publicly available for developers, their agents and the local community.
- Current National Planning Guidance (PPS7) recommends a change from the use of rigid Local Landscape Designations (LLD's) to a criteria based policy approach, using techniques such as Landscape Character Assessment. This study takes a criteria-based policy approach to all of Medway's landscapes and assesses the value and significance of each landscape character area, including the key characteristics, functions and local distinctiveness of existing rigidly designated areas (known within the current Local Plan as Areas of Local Landscape Importance - ALLI's).¹ This approach ensures that all areas of Medway's countryside

outside the urban areas and principal rural settlements have been evaluated in an holistic way that assesses their special and locally distinctive qualities.

- Regional Planning Guidance (The South East Plan) removed the county-wide landscape protection designations of Special Landscape Area (SLA). This designation was applied under the Kent and Medway Structure Plan to a large proportion of Medway's North Kent Marshes as well some tracts of adjacent farmland situated on the Hoo Peninsula. This designation recognised the special quality of this landscape in terms of its natural beauty. This study seeks to recognise those special qualities within relevant character areas and ensure that the high landscape value and distinctive quality of these areas continue to be recognised. The SLA designation is saved within the current Local Plan.
- Landscape changes and evolves over time and it is important to record the process of change and assess the current condition and levels of sensitivity. The last local landscape assessment (Medway Landscape and Urban Design Framework) was undertaken in 2001. It considered landscape character in urban and rural areas but was not fully completed. There is now a clear need for a new study.

This study focuses entirely on rural and urban-rural fringe landscapes and does not include urban areas, industrial developments or larger rural settlements. Urban parks and open spaces are only considered when they form distinct clearly identifiable green links from the countryside into urban areas and retain a strong sense of rural identity. Good examples of this category of open space would include the Capstone and Horsted Valleys.

It is proposed that this study is reviewed and updated on a five year cycle. This will ensure that it continues to reflect current guidance, policies and research and that by regular updating it continues to provide a valuable tool within the planning process when considering issues related to landscape, land use and land management ².

Planning context

Current national planning policy guidance (PPS7) proposes that rigid LLD's should be replaced by criteria-based policy guidance (using techniques like LCA). They should only be retained when it can be clearly shown that criteria-based policies cannot provide the necessary protection.

Within the process of undertaking this LCA, careful attention has been paid to all those areas previously protected under a rigid system of landscape designation (LLD's are known as ALLI's within Medway's current Local Plan). It is considered that the assessment work within this study (characteristics, recommended landscape actions, issues and guidelines for each character area), will ensure an appropriate level of protection continues to be provided for these areas without a continued need for rigid designation. This approach will also ensure other previously undesignated areas are also adequately and appropriately protected. This strategy seeks to ensure that a positive land management approach is taken in planning for the future of Medway's countryside.

One of the principal purposes of preparing this study has been to provide a robust evidence base in support of landscape policies within the Core Strategy. The data, guidelines and outcomes of this study will be directly linked to the landscape and countryside policies within Medway's Core Strategy. It has been proposed against regional guidelines and has been subject to consultation with a range of key stakeholders, including Natural England, English Heritage and the Environment Agency. As such it will be a significant 'material consideration' in making planning decisions. A separate Consultation Report details the stakeholders engagement and includes a comprehensive schedule of representations received and the response to these.

Within a wider context, the UK government is now a signatory to the European Landscape Convention (ELC); The ELC aims to promote the protection, management and planning of landscapes. Natural England (NE) as the lead body for the implementation of the ELC within the UK has recently produced a series of consultation papers including one entitled 'All Landscapes Matter'. This paper supports the general principles underpinning the ELC.

Appendix A provides more detail on national and regional planning policy guidance as it relate to the countryside, landscape, green infrastructure, climate change and the natural and historic environment

Landscape Character Assessment – previous studies

- National Character of England map (1998) – 159 areas – 3 areas within Medway - Greater Thames estuary (81), North Kent Plain (113), North Downs (119)
- County-wide The Landscape Assessment of Kent (2004) (KCA) - 16 areas within Medway
- Thames Gateway The Kent Thames Gateway Landscape (KTGLA) – Landscape Assessment and Indicative Landscape Strategy (July 1995)
- Local Medway Landscape and Urban Design Framework (LAUD) – Landscape and Townscape Character Assessment (May 2001)

A review by Council Officers of two of these studies (KTGLA and LAUD) concluded that The Kent Thames Gateway Landscape study adopted a more informative approach and could usefully provide the basis for a new study of the Medway countryside and urban-rural fringe areas. This 1995 study pre-dates current national guidance produced in 2002 (The Landscape Character Approach: Countryside Agency); however the approach taken is broadly within the guidelines. The process of updating and reviewing the Medway LCA has ensured that currently accepted methodologies and guidance have been observed. Natural England are currently preparing an updated LCA guidance document for England.

Methodology and Analysis

Desk top study

As a first stage, the Kent Thames Gateway Landscape Assessment (KTGLA) character areas and the Medway Landscape and Urban Design Framework (LAUD) character areas were mapped separately as overlays on top of the Landscape Assessment of Kent (KCA) character areas. This identified key relationships and areas of conflict within each study. It also helped to confirm an agreed consensus that the KTGLA was the more useful and appropriate study to form the basis of a new landscape character study. Appendix E illustrates this mapping exercise.

As a second stage the KTGLA character areas were overlaid over a series of maps that included geology, soils, topography and protective designations. This helped in understanding previous decisions related to character area boundaries and provided an opportunity to consider and review these boundaries. Decisions on character area boundaries within Medway to the south of the Thames Gateway area were strongly influenced by the conclusions of the KCA study; proposed boundaries for these areas were also mapped over the geology, soils and other mapping as listed above. In order to address cross boundary issues the Swale, Gravesham and Maidstone Borough Council LCA's were reviewed and face to face meetings took place with officers from Maidstone, Gravesham and Tonbridge and Malling. Tonbridge and Malling do not currently have their own LCA but are in the process of planning to produce one.

Fieldwork

Site survey fieldwork was undertaken between the months of January and March 2009. Some follow-up work took place in the subsequent period - to visit more inaccessible areas, to ratify results and to check conflicts. All visits were undertaken by Medway's Landscape Officer assisted by a Chartered Consultant Landscape Architect. On the few occasions the consultant was unavailable a technical officer partnered the Landscape Officer. The Landscape Officer visited all character areas.

Site Assessment Methodology

Boundaries were reviewed and principal routes and viewpoints visited within each character area, prior to completion of a site assessment sheet (see Appendix E); this was completed at a carefully selected survey point. The format and approach adopted for these sheets was based on best practice with reference to (1) Countryside Agency guidance and (2) Condition and Sensitivity assessment techniques used for the Landscape Assessment of Kent (as well as Landscape Assessments produced by a number of neighbouring Kent authorities, including Swale, Maidstone and Gravesham). See Appendix D for a summary of the approach taken to assessing Condition and Sensitivity. See Appendix E for an example of a completed survey sheet

Boundaries

It should be noted that boundaries are often indicative of transitional rather than arbitrary zonal change. In different cases they can be defined by man made or natural boundaries – eg. motorways and roads, industry and settlements, watercourses, woodlands and topography. The boundaries may therefore indicate in different cases an abrupt or more gradual transition from one zone to another.

The site and analysis work gave due consideration to landscape character areas that extended beyond the district boundaries of Medway into neighbouring authorities and this included a review of local Landscape Character Assessments for these authorities (where these existed). All neighbouring authorities have been consulted. As a result of these consultation responses it was decided that character areas boundaries should terminate at the Medway boundary; thereby allowing neighbouring authorities to make final judgements on their own local landscape character area designations.

Landscape types

Landscape types are divided into two broad categories – rural and transitional. These are further sub-divided into types and sub-types. In the Thames Gateway study (KTGLA), areas were identified according to landscape type. Whilst these categories remain, each character area has now been clearly identified by the adoption of a locally distinctive name. A summary of the classification of landscape types can be found in Appendix C.

Content and Structure

Medway's countryside is divided up into a number of distinct landscape areas. These areas broadly match areas identified within *The Landscape Assessment of Kent (2004)*. They form a logical framework which then sub-divide into more detailed landscape character areas. The six principal areas defined within this study are: the Eastern Thames Marshes, Medway Marshes, Hoo Peninsula, North Kent Fruit Belt, Capstone and Horsted Valleys, North Downs and Medway Valley. The structure of the report reflects these categories.

The following subject headings have been considered for each survey sheet. The results are summarised on each character area summary sheet.

Description and Characteristics

General description (including location, geology, soils, accessibility, designations) and key distinguishing characteristics

Condition and Sensitivity

Assesses Condition and Sensitivity based on a commonly accepted approach – see Appendix D for a fuller explanation. Condition can vary widely within a particular character area. A judgement is made based on an assessment of overall condition across the whole character area. Exceptionally wide variation or unusual features/influences are highlighted within individual area assessments. Levels of sensitivity may also vary across a particular character area and a judgement is made based on an assessment of overall sensitivity across the whole character area.

Actions

A matrix grid is used to balance condition and sensitivity. This provides nine different management option categories. This approach gives a broad indication of each character area's ability to accommodate a change in management or use without a loss of overall integrity. Some character areas could vary in condition and sensitivity outcomes when considered at a finer grain but may nevertheless retain a degree of coherency in terms of their overall characteristics. The character assessment approach provides the opportunity to undertake more detailed studies on condition, sensitivity and capacity for change for individual application sites. This approach would be encouraged, particularly for sensitive sites; however this work should be undertaken within the context (ie. the framework and conclusions) of this assessment. It should be undertaken by a competent and skilled landscape professional and it should follow currently recognised Landscape Character Assessment procedures and methodologies.

Issues

This section seeks to identify particular issues that are specific to each character area. A summary of recurring and more generic issues is provided within introductory sections. It is intended that the Guidelines sections provide pro-active responses to the issues raised for each character area.

Guidelines

This section seeks to address principal issues and put forward a set of specific, realisable and pro-active management actions. These actions should mitigate trends that degrade locally distinctive landscape character and encourage positive action to enhance and raise landscape quality and condition. Achieving the objectives outlined in the guidelines may not always be a simple process; however it is intended that highlighting objectives in this way will focus attention of landowners, planning officers, developers and the local community on a clear

aspiration to improve the condition of the landscape in a pro-active and positive way set that is set within an overall framework and consistency of approach. The guidelines should provide an appropriate landscape framework for new development in the countryside and urban-rural fringe areas of Medway and encourage and support separate green infrastructure initiatives. A good example of this would be providing a wider green infrastructure framework to support the development of a sustainable new community at Lodge Hill. This aim can only be achieved through a multi-agency approach, drawing together funding and support from key stakeholders like the Environment Agency, Natural England and English Heritage and obtaining financial and practical support for this approach from central government. An existing mechanism is in place to achieve this multi-agency approach through the Parklands funding regime, which is led within the Medway, Swale and Dartford and Gravesham districts by Greening the Gateway Kent and Medway (GGKM).

These guidelines are intended for use by Planning Officers when considering planning applications but are also for use to support and inform discussions with individual landowners as part of strategic landscape, biodiversity, cultural heritage and access enhancement initiatives that are being initiated within the Thames Gateway (as led by GGKM and Natural England. More detail on delivery mechanisms is provided in the following section.

A series of guidance sheets will be produced to support this study. This guidance will seek to reverse trends highlighted within the summary sheets that have led to an erosion of local distinctiveness and rural character. In many cases such adverse impacts are related to the introduction of equine related activities³ and hard and soft landscape boundary treatments⁴ considered in many cases as insensitive to their context. Guidance notes on Equine Management and Boundary treatments are likely to be produced first. A wider holistic study will also be produced that considers urban and rural settlement edges within Medway. This study will seek to ensure that new and existing developments are more sensitively integrated into the surrounding countryside. A biodiversity study linked to this current LCA is recommended within the next section. A timetable to complete these projects will be subject to identification of adequate resources to fund the work. In the meantime useful guidance on the first two topics can be found within the Kent Downs AONB Landscape Design Handbook and Equine Management Guidance (see Bibliography section).

Footnotes

1. The Great and Lower Lines is a high valued and distinctive landscape designated as an ALLI within the current Local Plan. This large open space (now named Great Lines Heritage Park) is surrounded by development, has been categorised as an urban open space rather than countryside and is therefore outside the scope of this study. This does not devalue its considerable significance as a metropolitan open space with high biodiversity and cultural value. It has been the subject of a number of detailed landscape and other assessments in recent years and the area forms part of a current bid for World Heritage Site status (for the Chatham Historic Dockyard and its defences). It is well protected within the current local plan as an open space, for its wildlife value and it also sits within a Conservation area. Thames Gateway Parkland funding is currently being spent on landscape enhancements to this area. Despite its urban location, this open space has great value and potential for improvement as part of a green lung linking the countryside to the south into Medway and should be considered in Green Infrastructure terms for its potential to form a stronger link between the densely populated urban areas of Chatham and Gillingham and the open spaces of the Capstone and Horsted Valleys and the North Downs beyond. The eastern section of the area described as Cuxton Brickfields within the Local Plan and designated as an ALLI (land to the east of the M2), has been excluded from this study, on the basis that it has a predominantly urban character. A significant section of this area has now been developed as a theme park, but it remains the intention of the planning authority that the whole of this area retains an open character that respects its importance as a prominent green backdrop, wildlife corridor and green lung extending from the countryside into the urban area.
2. It is recommended that future updated LCA studies in Medway include a section that considers change in landscape condition over time – from previous studies, but also in the context of time depth / historic landscape character. An updated Landscape Character Assessment Guidance document is currently being prepared by Natural England. This will address current thinking and examples of best practice in LCA.
3. There are a number of references within this study on the adverse impacts of equine related activities on the landscape. These relate to visual and landscape character impacts. Typical adverse impacts may relate to the lotting of agricultural land (reducing larger fields into smaller units not in character with the historic field pattern) or the introduction of unsightly and insensitive boundary treatments. These issues need to be judged on a case by case basis but useful guidance on good practice may be found within the Kent Downs AONB Equine Management Guidance document (see Bibliography section).
4. Hard and soft landscape boundary treatment guidance would consider ways to achieve sensitive rural landscape treatments and remedy the gradual trend towards suburbanisation in many areas (especially along road corridors – often described as ribbon development). Typical adverse impacts are the introduction of suburban features like conifers, close board fences, ornamental shrub planting etc.

Medway's Landscape

New development and landscape context

Medway is required to plan spatially to meet its growth requirements. One of the functions of this study is to ensure that new development, where considered appropriate, is sited sensitively within the countryside and integrated in a manner that respects and enhances its immediate context and the wider landscape. The use of standard Landscape Character Assessment and Visual Impact Assessment techniques can be a useful and valuable method of evidencing the impact of new development on the landscape, and may support or discourage different scales and types of development. The suitability for development within areas judged as having high sensitivity and to be in good condition should be given particularly careful attention; however areas with lower levels of sensitivity and in poorer condition should not be judged automatically as more appropriate sites for development. Apart from other factors that may affect judgements, it is important to realise that condition and sensitivity levels may vary across a particular character area depending on the grain of detail at which the character area has been assessed. This study would support the principle of requiring more detailed character assessments for particular sites; these studies would generally be expected to support and nest within the existing landscape character areas, but should provide more detail for the proposed development site and its immediately surrounding area.

A wide range of issues other than landscape may determine the appropriateness of a particular area or site to accommodate new development. A balanced judgement will always need to be made by the Local Planning Authority in determining applications; weighing up professional advice and assessing relevant planning issues. Decisions are likely to be based predominantly on national, regionally and locally adopted guidance and policies within the Local Development Plan. It is acknowledged that new development does offer opportunities to contribute positively to the landscape but this development needs to be in the right place, at the right scale and with appropriate uses. It is intended that this study will provide a landscape framework document that ensures new development within Medway is sited and designed in a manner that fully respects local landscape character and distinctiveness.

The historic environment

The influence of man has played a formative role in shaping the landscape of Medway from the earliest times. Water and industry have played a significant role in the evolution of the landscape, particularly along the edges of the Thames and Medway estuaries. Industries that have been practised since Roman times include salt making, brick making and pottery; boat and ship building; munitions and cement production – in many cases with associated wharfage to support transport and delivery of goods and services. Distinctive relics of many of these industries reflect the past and have helped to shape the landscape of today; notably the chalk quarries along the Thames estuary at Cliffe, within the urban area at Frindsbury and along the Lower Medway Valley at Cuxton and Halling. More recent industrial activity is reflected on the Hoo Peninsula in Power Stations and Industrial Estates, a Fuel Storage & Distribution Depot and a Container Dock Terminal – all situated along the north bank of the River Medway. Further evidence of this industrial landscape is provided by overhead power lines; a rail freight line and a road network supporting this industrial activity.

Medway has a long military history and this history is clearly evidenced within its landscape. The area has been used since Tudor times for the storage and manufacture of munitions. Upnor Castle sits on the River Medway opposite the site of the original Tudor and the more recent Georgian Dockyard at Chatham with its network of defensive fortifications. The area has a long history of use as a military base and as a training school for the Royal Engineers. There are a number of remaining historic forts (and lines of defensive fortifications). These date from different periods of history and were built principally to protect the Dockyard from landward and seaward invasion. In some cases evidence of past land use is very visible but in other places it is more subtle and requires seeking out and interpretation. This study does not attempt a comprehensive analysis of Medway's historic past but draws attention to the significant role that past uses have played in shaping the current landscape. Understanding and respecting historic landscape and local distinctiveness is an essential stage in the process of shaping coherent and valued landscapes for the future. Even character that may not be highly valued today is

part of the historic value of a place. Industrial or military remains may not be beautiful but they are important to the character and history of a place such as Medway.

Other features that have helped shape the pattern of Medway's landscape is its long history of food production – arable crops on the high grade agricultural land of the Hoo Peninsula and the distinctive pattern of orchards and shelterbelts that characterise the North Kent Fruit Belt. The reclaimed marshland of the North Kent Marshes has traditionally been used for the grazing of livestock. Much of the land to the south of Medway is situated within or immediately adjacent to the North Kent Downs AONB. The North Downs supports a wide range of land uses, specifically woodland and mixed farmland. It is an ancient landscape that has been the site of human activity and settlement since prehistoric times. Although this landscape is highly protected, its proximity to the Medway Towns places it under significant urban-rural fringe pressure.

English Heritage has recently commenced a major historic environment study covering the Hoo Peninsula. This piece of work will look at the landscape development of the peninsula; it will reveal how landscape developed and increase understanding of the time depth issues that have shaped this area. It will seek to ensure that historic character can be preserved and enhanced as the area is inevitably changed by development and it will seek to better accommodate other issues such as flood defence. This study, once completed, should be considered in future landscape assessments, alongside other relevant historic environment studies, to inform a greater understanding of Medway's past and current land uses. Relevant published historic environment studies for the Medway area have been listed in the Bibliography Section.

Biodiversity

The UK Biodiversity Action Plan (BAP) provides the framework for conservation of biodiversity (defined as the richness and diversity of wildlife) within the UK. This plan identifies priority species and habitats most under threat and develops measures (or targets) for their conservation. These measures are in addition to and complimentary to the process of site designation and protection. Local authorities have a duty of regard to the conservation of priority species and habitats under Section 40 of the Natural Environment and Rural Communities Act 2006 (known as the 'Biodiversity Duty').

In order to survive and adapt to change, species require sufficient accessible habitat to sustain viable populations. Loss of habitat area or quality can reduce population size or lead to local extinction. In a changing environment (pressures can include new development, changes in land use and the impacts of climate change) species need to be able to disperse or migrate safely between areas of habitat as areas become more or less suitable. Loss and fragmentation of habitats should therefore be considered a serious threat to species survival and a significant pressure on the sustainability of biodiversity.

Medway contains extensive areas of BAP priority habitats and large numbers of BAP priority species. Broad habitat categories of significance include open water; wetland, grazing and salt marsh, inter-tidal habitat, species-rich neutral grassland; chalk grassland and woodland. Of particular significance and highly designated for their biodiversity value are the Eastern Thames and Medway Estuaries; these include large expanses of inter-tidal mudflat, saltmarsh and coastal grazing marsh and a network of ditches, sea walls and areas of open water; this is an internationally important area for its rich assemblage of breeding over-wintering and passage birds. Located to the higher ground of the Hoo Peninsula are a number of SSSI designations, including several blocks of Ancient Woodland. To the south and west of the borough, there are significant chalk grassland and ancient woodland sites – within the Capstone and Horsted valleys, within housing areas to the south of Gillingham and on sites within the Kent Downs AONB. The Medway Natural Assets and Open Space Report (see bibliography) provides local maps and further detail on these and other biodiversity designations.

The Kent Habitat Survey (KCC, 2003) includes valuable data on habitat extent within Medway. Key features are that the Medway area contains approximately 4,800 hectares (ha) of littoral sediment (of this, over 4,300 ha is the Habitats Directive Annex 1 habitat, mudflats and sandflats; the remainder consists of saltmarsh). Medway also holds 14% of the county resource of wetland habitats; although only 1% of landcover, 50% of this is reedbeds, a UK BAP priority habitat. It also holds 2/3rds of the County's saline lagoons (a Habitats Directive Annex 1 habitat). The district has 2,100 ha of neutral grassland (16% landcover) – the majority of this is coastal grazing marsh with almost ¾'s within SSSI's. An unusual feature is that only 3% of landcover is broadleaved, mixed and yew woodland (a quarter of the county average). Other valuable data available on the Kent Landscape Information

Service (KLIS) website include a series of species and habitat fact sheets and links to the BRANCH research programme on adaptation of terrestrial and coastal biodiversity habitats in north west Europe to changing climate. Kent Biological Records Centre and Kent Wildlife Trust also hold records and data on priority habitats and species within Medway.

Medway's Landscape Character Assessment (LCA) considers both natural and cultural components and how they influence landscape character and local distinctiveness but biodiversity has not been studied at a detailed scale. A more meaningful understanding of the relationship between landscape and biodiversity in Medway could be achieved through the preparation of an independent but closely linked Biodiversity study. It is hoped that a detailed scoping for this study can be prepared. Factors to consider include quality, robustness and intactness of habitats; threats, barriers and opportunities; anticipated impacts of climate change on landscape character and biodiversity; recommendations for habitat creation, restoration and improved habitat connectivity. Mapping and interpretation should be at an appropriate landscape scale and could usefully be based on the landscape character areas identified within the Medway LCA. A Landscape Character and Biodiversity Appraisal that takes this suggested approach has recently been produced by Swale Borough Council (see Bibliography Section). Existing county-wide biodiversity studies could be referenced to inform this study, notably the work already undertaken by KWT on Biodiversity Opportunity areas, as part of their Living Landscapes project. In terms of protection, there are a wide range of biodiversity designations within Medway, from International (Ramsar); European (SCA's and SPA's); National (SSSI's and NNR's); County (Local Wildlife Sites – LWS's) and Local (Local Nature Reserves – LNR's).¹

Balancing land management conflicts

Guidance and landscape actions for each landscape character area should inform landscape priorities at both a broader strategic level and for individual sites. In certain cases more detailed feasibility studies and more specific guidance from statutory authorities may be required. Judgements on land use, siting and design of new development should always give prime consideration to creating and/or preserving locally distinctive landscape character.

In some circumstances there will be conflicts over prioritisation and balancing of different criteria. For example, improvement to access within the North Kent Marshes will need to be balanced with potential impacts on bird populations. Biodiversity improvements may impact adversely on historic landscape character and features. There may also be technical constraints and considerations relating to natural resources issues – such as flood defence, groundwater and water resources, contamination, minerals and waste. These issues are not considered in any detail within this study but issues are highlighted where considered relevant within the summary sheets and a brief summary is provided within the Planning Policy Guidance section (Appendix A).

When seeking to balance land management conflicts whilst considering the wider context, it is important also to consider some of the issues that are raised under the Green Infrastructure, Ecosystems and Climate Change sections of this introduction.

Green infrastructure

The role and significance of Green Infrastructure (GI) has now become embedded in the planning process. More detail on 'The South East Green Infrastructure Framework: from Policy into Practice' can be found in Appendix A. At national guidance level, a draft PPS 'Planning for a Natural and Healthy Environment', proposes consolidation of planning policy contained within four separate Planning Guidance documents (PPS7, PPS9, PPS17 and PPG20) and includes policy changes relating to the provision of GI. See Appendix A for further details.

This study focuses particularly on local distinctiveness and therefore a previous South East Plan objective of 'creating a sense of place and opportunities for greater appreciation of valuable landscapes and cultural heritage' is of particular resonance. It also seeks to inform other multi-functional objectives including access and recreation opportunities, biodiversity, water resource and flood management issues, mitigation and adaptation to climate change impacts, sustainable transport, education and crime reduction and the production of food, fibre and fuel. This study assesses Medway's landscape within a spatial framework that is considered for its locally distinctiveness. It therefore provides an important tool and reference point in the development, strategic planning and implementation of retrofitted and new GI infrastructure within Medway. Of particular significance are those

areas of countryside that surround the urban areas; these areas with their close proximity to the main centres of population offer the greatest opportunities and potential for a wide range of multi-functional uses as defined above.

This LCA focuses on the rural and urban-rural fringe areas of Medway; within GI infrastructure planning it is important to also consider the work being undertaken on developing a public realm strategy focussed on the urban areas of Medway. It is recommended that further work is undertaken on a joint spatial planning exercise that provides integrated mapping of GI infrastructure for both urban and rural areas of Medway. This work would consider areas of open space deficiency and need within Medway as required under 'PPS17: Planning for Open Space, Sport and Recreation' and would seek to define areas suitable for single and multi-functional uses and the prioritisation of objectives within a wider framework. Such a study, the guidance it offers and the developing themes that it identifies, could inform borough wide spatial planning at strategic and practical levels and form a realistically implementable and updateable Green Infrastructure Planning Framework for Medway.

The work on GI that is being undertaken within Medway is being led at a wider strategic scale by Greening the Gateway Medway & Kent (GGKM) as part of the Thames Gateway Parklands vision. Strategic partners at this wider scale include the Kent Downs AONB team, Natural England's North Kent team, the Environment Agency and English Heritage. These and other stakeholders have been consulted in the preparation of this document. At a local scale, the Rural Strategy Manager, Green Spaces Development Team and Landscape Officer are working in partnership with local stakeholders to define and realise a GI strategy and implementation plan. Local initiatives include a GI plan that is being developed by Land Securities for the planned new Lodge Hill development and surrounding areas at Chattenden; a Four Parishes GI plan being led by Kent Wildlife Trust (KWT) and the Valley of Visions project currently being implemented within the Medway Gap area. A stakeholder partnership group (the Green Grid Forum) represents a wide range of different interest groups and meets on a regular basis to explain, articulate, discuss progress, raise issues and develop new initiatives.

The ecosystems approach

The ecosystems approach takes a global perspective on the environment. Within the UK, DEFRA's Ecosystem Goods and Services initiative seeks to value and assess the contribution that environmental assets make to the economy and in supporting human well-being. This approach considers food, water, disease management, climate regulation, spiritual fulfilment and aesthetic enjoyment and breaks them into four types of service - provisioning services (food, water, fuel etc.); regulating services (mediating role of ecological systems in affecting climate, disease, water quality etc.); cultural services (non material benefits – spiritual; recreation; tourism; aesthetics, cultural etc.) and supporting services (processes that underpin other services – soil formation, nutrient cycling & primary production).

The ecosystems approach supports the benefits of investing in a healthy, natural environment and meeting the challenges of climate change and food, energy and water security by taking a new ecological solutions-based approach, rather than depending solely on technology. It argues for a deeper understanding of the economic value of nature and natural capital and the use of an ecosystem services approach to better inform decision-making processes; enhanced public investment in the natural environment for greater efficiency and improved outcomes; enabling ecosystem services to become part of the formal economy, stimulating innovation, enterprise and investment. Examples of cost-effective solutions include managed coastal re-alignment projects; upland and lowland management to restore floodplains and improve water quality; the health benefits from improving access to green space and raising levels of physical activity (the overall costs to the economy in England of physical inactivity are estimated at £8.2 billion per year); the benefits of Environmental Stewardship schemes in delivering savings of approximately 3.5 million tonnes of CO₂e per year (without the scheme greenhouse gas emissions from agriculture in England would be 11% higher), thereby saving around £1.25 billion. Specific examples relevant to Medway are the benefits of creating inter-tidal mudflats and salt marshes that as well as wildlife habitats also provide natural defences against storm surges; such habitats are declining because of sea level rises and the supply of sediment to build the inter tidal habitats is halted by engineered coastal defences. There are several coastal areas within Medway under consideration for 'managed realignment'. Other global issues relate to projected increases in global population (the UN estimates an increase to 8 billion by 2030) and increased demand for food, water and energy. An ecosystems approach can deliver a broad bundle of benefits, while technological solutions typically do not – accessible urban green spaces with trees and shrubs can reduce temperatures, clean the air, reduce noise effects, provide active and passive recreation space, reduce storm flood risk, have educational value, support wildlife and store carbon. There are still hard choices to be made and

conflicts will arise – using floodplains to store floodwater in summer can conflict with agricultural and nature conservation interests. An effective ecosystems approach relies on informed local decision making and wide consultation processes.

Climate change

Increase of atmospheric greenhouse gases, notably carbon dioxide, is driving climate change. However more carbon is stored in soils, vegetation and the oceans than in the atmosphere; these carbon sinks play a vital role in regulating climate. A range of habitats such as woodlands, agricultural land, coasts and the seas all play a role in greenhouse gas regulation. Forests accumulate carbon in their soils and trees; wood also has the potential for use as a renewable carbon neutral fuel and can replace less sustainable materials such as iron, steel and concrete whose production involves high fossil fuel use; timber use in house construction could reduce carbon emissions by up to 73% (Forestry Commission, 2006). Grasslands and arable land are the two largest carbon storage land uses in England. Salt marshes and mudflats also store significant amounts of carbon; the largest carbon sink is the ocean. A wide range of vegetations offer direct climate regulation benefits, through shading of surfaces and cooling of the atmosphere; this effect is most marked in woodlands. All these habitats are present in Medway and it is important that issues such as these are factored into the sustainable planning process.

The purpose of this study is primarily to review current condition and sensitivity of the landscape. Although the physical environment is constantly changing, man-made influences mean that these changes are occurring faster than recorded for many generations. The impact of climate change is leading to warmer, drier summers and milder, wetter winters. Short-lived, extreme weather events are occurring more frequently and it is these extreme weather events, such as summer drought, that are considered most likely to trigger significant changes in land management and landscape. Sea levels are also rising and this will have localised effects on the Thames and Medway estuaries and on the reaches of the tidal Medway. Impacts are likely to include flood and coastal erosion, habitat and species loss, crop changes, decline and migration. Steps are needed to enable the natural environment to adapt to these changes. If the natural environment is unable to function properly many critical services that it provides will be lost. Salt marsh provides valuable flood control and storm buffering benefits. Medway has many valuable salt marsh areas which require protection and enhancement. In some cases lost salt marsh will require replacement; this will need to be balanced with the impact of losses to grazing marsh and freshwater habitats. Other actions to address climate change include habitat creation to improve resilience of habitats and allow migration of species; the careful selection of species in woodland replanting and creation; coastal realignment projects, flood attenuation by slowing the passage of water through catchments. The current draft proposals for flood defence, alleviation and storage, replacement of lost salt marsh (see Shoreline Management Plan and Thames Estuary 2100 strategies) are addressed briefly within the relevant character assessment sheets; reference should be made to these more detailed studies and currently available guidance to provide a full picture of the current situation.

The study of Climate Change is a rapidly changing and evolving science. Natural England regularly updates its assessments on the impact of climate change on the natural environment. Their research confirms that there is evidence of change in the timing of natural events - earlier leafing and flowering dates for many trees, shrubs and flowering plants and later leaf fall for many broad leaved trees. There are also changes in the distribution of species - many species are shifting their distribution northwards and as the climate warms new, often non-native, species are beginning to colonise. Such changes are factors that will over time have an impact on the character, appearance and sustainability of the landscape. More localised data on the anticipated effects of Climate Change on the landscape of the North Downs can be found in The Kent Downs AONB Management Plan (2009-2014).

Variations in landscape character

Medway's countryside consists of a wide range of different landscape types, ranging from coastal marshes, chalk downland, orchards and shelter belts; large scale arable farmland and extensive tracts of woodland. It also includes countryside that is strongly influenced by built development – around industrial areas, urban fringes and larger rural settlements; this countryside is categorised within this study as transitional. These transitional landscapes are often in degraded condition and subject to considerable pressure - from insensitive or inappropriate development and from urban-rural fringe activities that tend to erode distinctive character and degrade landscape condition.

Reinforcing local distinctiveness

This study assesses the current state of the countryside in Medway and offers a set of actions and guidelines appropriate and responsive to the particular character of each defined area. It is intended that these guidelines will provide a framework for maintaining or improving that landscape. The threat of erosion of rural character and local distinctiveness is a recurrent theme within this study, particularly within urban-rural and industrial fringe landscapes. It is therefore important that all new development proposals within the countryside are assessed in the context of their sensitivity to landscape context, avoidance of material harm to landscape character and evidence that proactive steps are being taken to strengthen and enhance landscape character and distinctiveness. New development, where it is allowed, should be appropriately and sensitively sited and carefully designed. Open countryside, particularly on the fringes of urban areas has an important role to play in buffering, separating and protecting the local identity of different communities. As a general principle and in order to retain openness and respect rural character in these buffer areas, major development proposals should be avoided and low key recreational and access improvements would be generally considered as the most appropriate level of intervention.

General themes and policies

Certain key themes emerge from the detailed character area assessment work that was undertaken. These themes reflect issues that tend to recur across different character areas and types of landscape and enable a more holistic view to be taken. By assessing common themes at a broader scale, local guidance can be applied to the wider landscape framework and applied more successfully to cross-cutting themes such as Green Infrastructure and Biodiversity, whilst still attending to the need to preserve and enhance local distinctiveness. The principal themes are therefore not just directly related to landscape but consider also other inter-related land management issues:

1. Resist the threat of coalescence; maintain separation and openness between rural settlements; retain a strong sense of local distinctiveness and rural character within countryside areas; seek positive roles and functions for all landscapes; seek to address the threat of anti-social uses and activities
2. Protect distinctive and prominent landscape features; including views from the Thames and Medway estuaries and across the marshes; green backdrops, escarpments, wooded ridges and open farmed hills
3. Repair and restore damaged landscapes, particularly in urban-rural and industrial fringe locations where erosion of rural character and loss of local distinctiveness is most threatened – typical adverse impacts include large pylons and industrial structures, piecemeal and random small scale development, insensitive boundary treatments and a gradual trend towards suburbanisation of the countryside
4. Strengthen and reinforce landscape structure in urban-rural fringe areas and across the wider countryside; examples include places where farmland has been denuded by loss of orchards, hedgerows and shelterbelts and the gradual erosion of historic field patterns, this is particularly relevant to some areas of farmland on the central Hoo Peninsula
5. Resist or seek to mitigate against adverse impacts on rural landscape character and loss of local distinctiveness brought about by trends away from traditional farming practices towards equine-related land uses
6. Ensure that trends towards visually prominent and intrusive horticultural practices, including the introduction of plastic crop mulches and poly tunnel frames, are managed through good design and sensitive siting to reduce impacts, avoid material harm and respect landscape character
7. Ensure that the edges of new and existing urban and rural settlements blend comfortably with the surrounding countryside – balancing sensitivity in architectural and urban design detailing and form with a sound understanding and appreciation of landscape context
8. Conserve and protect all landscapes noting particularly those high quality landscapes along the Thames and Medway estuaries; the landscape of the North Downs; the traditional orchard and shelter belt field pattern of the North Kent fruit belt and all areas of ancient woodland and chalk grassland;

9. Consider the value of the Eastern Thames and Medway Marshes for their natural beauty, their cultural and biodiversity value and their distinctive 'sense of place' alongside their role and importance within the wider landscape of the North Kent Marshes and Thames Estuary
10. New development proposals should seek to strengthen and reinforce local distinctiveness and identity; balance and prioritise conflicting land use issues; respect the environmental and cultural heritage of the area in which they are planned and seek to create sustainable landscapes
11. Accessibility and connectivity – Access and connectivity is what makes the landscape understandable and able to be appreciated by the many rather than the few. In many part of Medway access and connectivity is fragmented and weak. There is great potential to improve off-road cycle and footpath links between urban areas and the countryside
12. Consider the wider Green Infrastructure framework beyond district boundaries which are often arbitrary in terms of landscape and biodiversity significance; consider especially the inter-connectivity of woodland and farmland with neighbouring boroughs to the south, west and east of Medway
13. Seek opportunities to strengthen landscape character and biodiversity value by improving Medway's wildlife habitat network; including restoration of hedgerows and shelterbelts and enlargement of woodland areas; noting the value of lowland woodland refuges (to address climate change impacts); the carbon fixing benefits of woodland and the relatively low percentage of woodland within Medway compared to the rest of Kent
14. Consider the impacts of 'coastal squeeze' on inter-tidal and freshwater habitats; noting the three potential habitat creation sites planned along the northern coastline of the Hoo Peninsula
15. Seek to strengthen landscape coherence around Medway's urban fringe edges and resist gradual trend towards fragmentation by adopting an integrated land management approach
16. Areas currently designated within the Local Plan as Areas of Local Landscape Importance (see Purpose and Scope section – bullet point 4), have been judged significant not only for their landscape importance but also in considering their role as green hillsides and backdrops to the urban area and other functions, including their role as green lungs and buffers helping to maintain individual identity of urban neighbourhoods and rural communities; as green corridors enabling communities to reach the wider countryside; as 'fringe' land needing protection from the pressures of urban sprawl and as habitats for wildlife and corridors, along which wildlife from the wider countryside can reach the urban environment. It is important that all of these valuable functions continue to be valued and protected, particularly when considering the urban-rural fringe character areas of Medway.
17. Development proposals should be judged on the basis that no material harm is caused to landscape character and function and that a positive land management approach has been evidenced that is both sensitive to landscape context and follows the recommended actions and guidelines with this document.

Achieving a wider vision

The issues and guidelines sections within this study highlight adverse trends and propose positive remedial measures for each character area. It is important however that a wider vision is achieved and that the process of environmental enhancement is more than a piecemeal 'tidying up' process of removing unsightly elements - although this is important as well. There needs to be a strong sense of overall vision in order to restore local distinctiveness and diversity.

There is potential to take positive action to reverse trends towards fragmentation of the landscape from urban fringe pressures and changes in agricultural practice. It is important to restore landscape structure where this has been lost whilst seeking to strengthen and reinforce distinctive and valued features within the existing landscape. Particularly threatened areas in Medway include urban fringe landscapes within the Capstone and Horsted Valleys; the North Kent Fruit Belt to the north of Gillingham and east of Rainham; and open farmland landscapes on the Hoo Peninsula. Bold restoration proposals for these landscapes should be considered and might include:

- Creation of a strongly wooded landscape framework, with extensive broadleaved woodland planting in large blocks, linked to and characteristic of existing woods; a network of hedgerows and shelterbelts containing an appropriate scale of field pattern.²
- The use of linear planting along roadsides to reduce the intrusion of traffic and the suburbanising influence of ribbon development; strong belts of woodland along major roads to reduce intrusion, provide landscape continuity, diversify the landscape experience from the road and act as a wildlife corridor
- The planting of hedgerows, shelterbelts and small woods around the fringes of built areas, to reduce their visual intrusion and provide a strong landscape framework into which future development can be absorbed
- Strengthening and reinforcement of natural features like watercourses as accessible green corridors linking built up areas with the wider countryside

The landscape of Medway is linked to and part of a much larger landscape – the North Kent Fruit Belt, the North Kent Marshes and the North Downs. Much of Medway's countryside is close to urban areas and a large proportion is located within the Thames Gateway regeneration area. This places particular pressures on parts of this landscape. It calls for greater levels of understanding of the wider context and the highest level of co-operation between partners and stakeholders. It offers opportunities for managing change and the sourcing and targeting of funding to deliver that change.

Delivery mechanisms and stakeholder involvement

The Medway Green Grid Forum is a group that meets on a regular basis and includes representatives from neighbouring boroughs, the Kent Downs AONB Unit, Greening the Gateway Kent and Medway (GGKM), the Environment Agency, Natural England and English Heritage, Kent Wildlife Trust (KWT), RSPB, Groundwork Kent and Medway (GKM), Land Securities, Defence Estates, Council Officers, Parish Council and other stakeholder and landowner representatives. This group brings together a wide range of interest groups (from statutory authorities to community based organisations) and is working in partnership to harmonise strategic work (eg. GGKM's Green Cluster work³, Medway Green Spaces development plans, Natural England and Kent Downs AONB initiatives), with the development and implementation of smaller, more locally based projects (eg. Kent Wildlife Trust and Groundwork Kent and Medway initiatives).

It is intended that this landscape character study will provide a strategic framework for Green Infrastructure planning within Medway and neighbouring boroughs and that it should inform, according to the availability of resources, more detailed work on access, biodiversity, cultural heritage and urban landscape analysis; seeking ultimately to achieve an integrated environmental enhancement strategy for Medway within a co-ordinated programme of action.

Available funding options that support a more positive and pro-active land management approach include: Agri-Environment grants (Natural England operate Entry, Higher Level and Organic Stewardship schemes); Community Infrastructure Levy; Section 106; Thames Gateway Parklands and European funding; Local Transport Plan funding, Landfill tax grants and Forestry Commission Woodland grants. The Medway Gap Valley of Visions (VoV) and RSPB Cliffe Pools Bird Reserve projects are good examples of projects where funding has been obtained for landscape, access and biodiversity enhancements within a strategic area; more locally based projects include KWT's Nashenden Valley Nature Reserve. High priority strategic projects where funding is likely to be available include the extension of coastal access around Medway (the Marine and Coastal Access Act, 2009, makes provision for the establishment of a coastal access route around the coast of England). This project is likely to include landscape and biodiversity improvements and will be linked into a wider Green Infrastructure Planning Framework.

The creation of multi-functional landscapes and adoption of the principles of Green Infrastructure Framework planning should underpin all environmental enhancement initiatives and processes put in place to promote and deliver the strategic vision that is set out by the lead organisations. This will involve a partnership approach and discussions with all stakeholders. It should be recognised that addressing private land ownership issues and concerns will be a key element within the process of achieving successful GI planning. The role and participation of agricultural land owners and managers (as a key sector in influencing landscape management processes and decisions) should be considered within the GI process. The basic principles and recommendations within the character area guidelines sections should be introduced when lead organisations enter into discussions with landowners about landscape, biodiversity, heritage and access enhancements.

Footnotes

1. LWS's are non-statutory and LNR's are designated by Local Authorities
2. Assessing an appropriate field pattern scale for an area should always be referenced within a whole farm management context, including assessment of historic field patterns and biodiversity opportunities. See Bibliography for reference to Kent Downs Rural Advisory Service Farm Diversification Toolkit.
3. Greening the Gateway Kent and Medway have undertaken Cluster studies within Medway for the Hoo Peninsula and Capstone Valley which include recommendations for landscape, access and biodiversity enhancements. A more recent cluster study (Shorne to Shore) covers the area immediately to the west of Medway. Each of these studies is referenced in the bibliography.

Eastern Thames Marshes

Principal characteristics

- Two distinct areas - traditional grazing marsh to north has strong rural character; former mineral workings to west are returning to nature but have transitional influences from adjacent industry and infrastructure
- Overall this is a predominantly remote and tranquil area with uninterrupted views out into the Thames Estuary; there is a degree of visual influence from Canvey Island industrial complex on adjacent side of Thames Estuary; impact contained by distance; the area is more coherent in character than the Medway Marshes - which suffer generally from greater impacts of urban and industrial influence
- High levels of biodiversity and nature conservation value; protected by national and international (SSSI, Natura 2000/Ramsar designations; valuable areas of grazing marsh managed for protection of wetland birds by RSPB and others
- Area forms part of wider North Kent Marshes area with its high overall level of landscape and biodiversity significance
- Cultural heritage; landscape settled since Mesolithic period; finds from Roman times when salt panning and pottery were main industries; medieval settlements; 19th century cement and explosives industries; major fort at Cliffe reflects former defensive importance of area; strong cultural associations with works of Charles Dickens – notably 'Great Expectations'
- High biodiversity, landscape and cultural value with long, open views and absence of tree cover (which is not generally appropriate to open marshland areas) means these landscapes are highly sensitive to change and will not readily be able to absorb new development
- Salt marsh areas along this coastline are distinctive but relatively small in area compared with larger areas salt marsh along the Medway estuary
- Restricted access within marshes includes severed footpath link between Cliffe and Thames estuary shoreline and no direct link between Cooling and estuary shoreline

Principal issues

- Role of marshes as important natural asset that provides a distinctive 'sense of place' and natural beauty and contributes to wider Thames Gateway Parklands vision; relationship to wider landscape, biodiversity and Green Infrastructure framework of North Kent Marshes area
- Protection of distinctive landscape and biodiversity value of this area; the need for sensitive management and careful consideration of all development proposals; improving access and protecting biodiversity
- Loss of existing salt marsh and creation of new salt marsh areas; loss of inter-tidal areas as a result of 'coastal squeeze'; plans within Thames Estuary 2100 (TE2100) strategy to replace these lost habitats includes one site within Eastern Thames Marshes (St Mary's Marshes); impact of these potential changes on the alignment of the coastal path
- Impact of enlarged areas of salt marsh on net loss of grazing marsh and freshwater habitats; effects of change on landscape character and biodiversity value
- Consider EA plans relating to coastal processes – requires no net loss of inter-tidal and freshwater marsh habitats within study area (this extends beyond Medway boundary; consult EA for detailed guidance)
- Ensuring that reversion from grazing marsh to cultivated land within marshland areas is resisted; has been successful in recent years through mechanism of Environmentally Sensitive Area (ESA) agreements with landowners
- Development plans for RSPB Cliffe Pools Bird Reserve and Conservation Park within former industrial workings
- Need to improve accessible footpath links within marshes and between Cliffe, Cooling and shoreline
- Strategic importance of access - Coastal Path network planned under Marine and Coastal Access Bill (November 2009) - this will in due course secure a continuous path around English coastline
- Promoting awareness of the natural beauty of the North Kent Marshes, their distinctive landscape value and significance and the particular qualities of the Eastern Thames Marshes

1 Cliffe Pits and Pools

Landscape type Marshland Fringe (T3)

Sub-type Marsh with urban/industrial influences (T3a)

Forms section of Eastern Thames Marshes character area (KCA 2004)



Description

- Location – area to west of Cliffe Village
- Geology – Upper Chalk with Alluvium deposits
- Soils – Grade 1 and undefined
- Accessibility – good network of paths, including Saxon Shore Way (SSW); network enhanced and improved by permissive path network within RSPB Reserve; coastal erosion of SSW to south of Cliffe fort
- Designations – Natura 2000 (SPA); Ramsar; SSSI; Undeveloped coast; Conservation Park; ALLI; Scheduled Ancient Monument (Cliffe Fort); Kent RIGS – Francis Chalk Quarry
- Flood – most sections within tidal flood area (2003)

Characteristics

- Open, flat marshland with former mineral extraction uses has created a distinctive, complex landscape of man-made lagoons and chalk pits; includes areas of grazing marshland to north and south of main pools
- Lagoons to north and west are reverting to a more natural appearance with gradual vegetation of margins, spits and islands
- Lakes within chalk quarries to north and south of Salt Lane are well screened from roads and have well vegetated margins and gradually vegetating quarry walls
- Chalk quarry due west of Cliffe Village opens onto marshes; has well vegetated quarry floor and slopes within northern section; southern section dominated by unauthorised industrial estate development with harsh unsympathetic design and uses
- Land area in RSPB ownership currently in process of restoration as bird reserve; wider area has value for other outdoor recreational users and includes scuba diving and sailing on water bodies at southern end
- Cliffe Fort to west retains historic relationship to wider estuarine landscape and defensive system; Brennan torpedo launch rails are significant historic features
- Area highly designated for its biodiversity value – includes national and international protection designations
- Natural regeneration and careful management (particularly areas within RSPB ownership) of these former industrial workings has created a distinctive new landscape with a strong sense of remoteness
- Area threatened by anti-social activities – RSPB and Medway Council have worked hard to manage these threats; condition of landscape is variable - tends to be poorer in areas outside RSPB ownership
- Area largely designated as a Conservation Park; includes industrial features, predominantly clustered at southern end. These areas which include a large aggregates plant and conveyor belt, jetties and an isolated industrial estate to the east; all are unsympathetic to the natural character of the landscape, existing recreational uses and the overall vision of a flagship Conservation Park and Bird Reserve
- Area predominantly located within tidal flood area

Analysis

Condition **Moderate**

Pattern of elements – Coherent

Detracting features – Some

Visual Unity - Coherent

Ecological integrity – High

Cultural integrity – Variable

Functional integrity - High

Sensitivity **High**

Distinctiveness – Distinct

Continuity – Recent

Sense of place - Strong

Landform – Dominant

Tree cover – Intermittent

Visibility – High

Actions **Conserve and Restore**

Issues

- Context within wider area of North Thames Marshes and plans for Thames Gateway
- Realising vision for this area as a new Conservation Park
- Managing the impact of increased numbers of visitors
- Controlling anti-social activities within area – eg. motorbikes, flytipping etc
- Balancing biodiversity with access – noting plans for continuous coastal path
- Adverse impact of detracting features on character of area – particularly industrial developments
- Controlling the impact of new development on this sensitive landscape
- Loss of salt marsh along Thames Estuary from 'coastal squeeze'
- Intrusiveness and adverse visual and landscape character impact of overhead power lines
- Intrinsic value of grazing interest

- Changes as a result of climate change - includes EA flood alleviation plans along Thames Estuary; impact of increased tidal flood levels on habitat and landscape character

Guidelines

- Development proposals should respect and seek to positively enhance the open and remote character of the marshland and lagoon areas; consider within wider landscape context of North Kent Marshes and Thames Gateway
- Retain and encourage the open water, wetland, scrub and woodland habitats which are developing within redundant mineral workings, and consider the long term character of the landscape, in any plans for restoration and future after-use
- Industrial activities remain a feature of this landscape; further expansion should be resisted where this threatens openness, local distinctiveness and biodiversity value; for post industrial uses, seek reversion to a more naturally regenerating landscape in character with the vision of a Conservation Park
- Seek to inhibit further loss or physical/visual degradation of the landscape, protect the natural recovery that has occurred and encourage further positive efforts to restore the landscape
- Conserve and restore characteristic features of grazing marshes, including remnant drainage features lost through agricultural drainage or infilling; ditches, ponds, channels, reed beds, counter walls; characteristic trees (eg willows along ditches) and encourage traditional management (eg. grazing, control of water levels in ditches and pollarding etc).
- Remove poor boundary features, eg. urban post and wire fencing, palisade fencing etc. and replace with 'wet fences' (ditches), timber wing fencing and gates of appropriate rural character. Maintain timber fences and gates; introduce treatments that deter anti-social uses but are sensitive to rural character of area
- Firmly resist proposals for new overhead power lines or cables and seek to under-ground cabling of existing overhead lines
- Improve levels of management for areas outside RSPB Reserve – to ensure consistent quality of environment throughout area; manage adverse impacts of anti-social activities
- Consider climate change impacts and EA flood alleviation proposals
- Introduce new areas of salt marsh to counter effects of 'coastal squeeze' where opportunities arise; balance with impacts on loss of grazing marsh and freshwater habitats
- Encourage facilities that support the proposed Conservation Park and ensure these are sensitively designed, appropriately located and that they respect and enhance landscape character and biodiversity significance
- Retain and restore chalk quarry areas as distinctive, naturally regenerating landscapes; seek to improve biodiversity value and accessibility

General notes

- Considerable improvements have been made in recent years by controlling access to motorcycles, abandoned cars, flytipping etc. The areas outside the bird reserve to south and south west are in poorer condition because of reduced levels of control and management but also from impacts of industrial uses (aggregates plant and storage facilities, jetties and conveyor).
- There are access concerns re. footpath RS331 which runs between Cliffe Fort and the district boundary. This path is slowly being eroded. The Council has put up warning signs.
- The illegal industrial estate in the quarry to the east of the RSPB Reserve is considered to have had an adverse impact on the quarry and the adjacent marshland landscape. Further developments of this kind should be discouraged within this area. See Bibliography for reference to Medway Council's Landscape Proof of Evidence and Appendices prepared for February 2010 Public Inquiry.
- This landscape is predominantly flat and open with long views and only intermittent pockets of scrub/tree cover. Although it is a landscape formed from past industrial activities, it is strongly influenced by its marshland character and its proximity to the Thames estuary and has developed a distinctive sense of place.
- Apart from Fort and Torpedo Rails, other recorded historic features include WW2 air raid shelters for cement factory workers (corner of Salt Lane) and pill boxes located at West Court Farm; wharves at Cliffe Creek for factories including the old Parish Wharf; lime kilns within Francis Chalk quarry

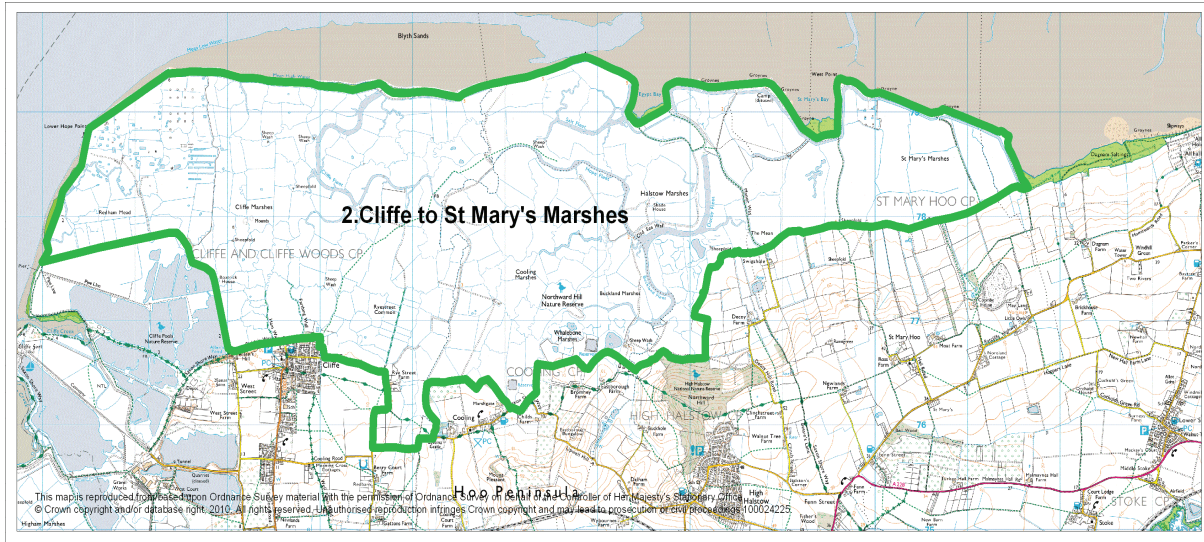
2 Cliffe to St Mary's Marshes

Landscape type Coastal Marshes (R4)

Sub-type Grazing marsh (R4b)

Forms section of Eastern Thames Marshes Character area (KCA 2004).

Includes Cliffe, Cooling, Halstow and St Mary's Marshes + remnant salt marshes at Egypt Bay, St Mary's Bay and Dagnam Saltings



Description

- Location – Marshland tract of land north of Cliffe Village and west of Allhallows
- Geology – Upper Chalk, Thanet and Lenham beds with Alluvium deposits
- Soils – Grade 3 and undefined
- Accessibility – coastal path provides strong east west link but weakened by poor north/south PROW connections between coastal path and settlements at Cliffe, Cooling and High Halstow
- Designations – Natura 2000 (SPA); Ramsar; SSSI; Undeveloped coast; Conservation Park; SLA;
- Flood – all sections within tidal flood zone (2003)

Characteristics

- Peaceful, remote, open, flat and expansive marshland landscape with big skies and long wide views; occasional isolated trees; predominantly grazing marsh
- A landscape strongly influenced by its largely unspoilt marshland character and proximity to Thames estuary
- Water and wildlife contribute to strong sense of place – prominent features include creeks, dykes, fleets and pools; wild birds and grazing animals
- Distinctive character of this area has strong cultural links with Charles Dickens and 'Great Expectations' (especially at Cooling Marshes)
- Includes Cliffe (Curtis and Harvey) explosive works – forms distinctive landscape feature at north west corner of character area
- Pockets of remnant salt marsh (Egypt Bay, St Mary's Bay and Dagnam Saltings)

Analysis

Condition **Good**

Pattern of elements – Coherent

Detracting features – Few

Visual Unity - Coherent

Ecological integrity – High

Cultural integrity – Good

Functional integrity – High

Sensitivity **High**

Distinctiveness – Very distinct

Continuity – Historic

Sense of place - Strong

Landform – Dominant

Tree cover – Open

Visibility – High

Actions **Conserve**

Issues

- Protection of coastal grazing marsh from reversion to arable farmland
- Footpath accessibility – particularly north/south connections to estuary path
- Climate change impacts including 'coastal squeeze' and loss of inter-tidal habitats

Guidelines

- Discourage development proposals which could detract from unspoilt and remote character of marshes; conserve remnant salt marsh and resist reclamation; create new salt marsh areas where appropriate
- Conserve coastal grazing marsh and characteristic remnant features; protect and reinstate drainage ditches (lost through agricultural drainage or infilling) creeks, channels, dykes, sea/counter walls, ponds, reed-beds scrub and characteristic trees (particularly willows along ditches); encourage traditional management (eg. grazing, control of water levels in ditches and pollarding)
- Remove poor boundary features, especially urban post and wire fencing, and replace with 'wet fences' (ditches) or timber wing fencing and gates of more appropriate rural character. Retain and maintain existing timber fences and gates
- Continue to promote and use agri-environment mechanisms to encourage appropriate management of grazing marshes to maximise landscape and wildlife benefits
- Firmly resist proposals for overhead power lines and cables across marshland
- Improve footpath network, especially north/south links between villages at Cliffe, Cooling and High Halstow with Thames estuary footpath

General notes

- The main threat to cultural and ecological integrity of this area has been conversion of traditional grazing marsh to arable cultivation. This has been arrested in more recent years through Environmentally Sensitive Area (ESA) Management Agreements with landowners.
- Planning permission has been granted for creation of a new area of salt marsh as mitigation for the loss of salt marsh in Essex; this is related to proposals for a new container port at Shellhaven.
- Egypt Bay - a typical Thames estuary landing spot for smugglers. Shades House, on Halstow marshes was built specifically to aid the landing of contraband on the southern shores of the Thames.
- This is an area that retains a distinctively remote, wild and isolated character. Charles Dickens lived and worked in this area and transmitted a deep understanding of the marshland landscape through his writings. In the opening chapter of 'Great Expectations', the author surveys the marshes from the churchyard at Cooling and paints a sensitive and atmospheric picture: '... the dark flat wilderness beyond the churchyard, intersected with dykes and mounds and gates, with scattered cattle feeding on it, was the marshes; and that the low leaden line beyond was the river; and that the distant savage lair from which the wind was rushing, was the sea ...'

Medway Marshes

Principal characteristics

- Open expansive areas of marshland with big skies and wide views; includes substantial areas of water which contribute to a strong sense of place
- An area of high biodiversity value with national and international designations
- Area forms part of wider North Kent Marshes area with a high overall level of landscape and biodiversity significance
- Power stations along with other industrial facilities at Grain and Kingsnorth have major impacts on character of whole area, affecting views from southern as well as northern banks of estuary; structures retain some sense of 'grandeur' in their isolation
- Strong urban/industrial influence affects rural character of these character areas and leads to a predominance of transitional landscape categories; includes urban fringe influences along southern side of estuary and industrial fringe influences along northern side
- Integrity of marshland landscape less affected by more distant views of industry from southern shores; balanced by views of boats and shipping in foreground; stronger sense of remoteness along shore of Motney Hill character area
- Includes extensive areas of salt marsh within estuary and along southern and northern banks

Principal issues

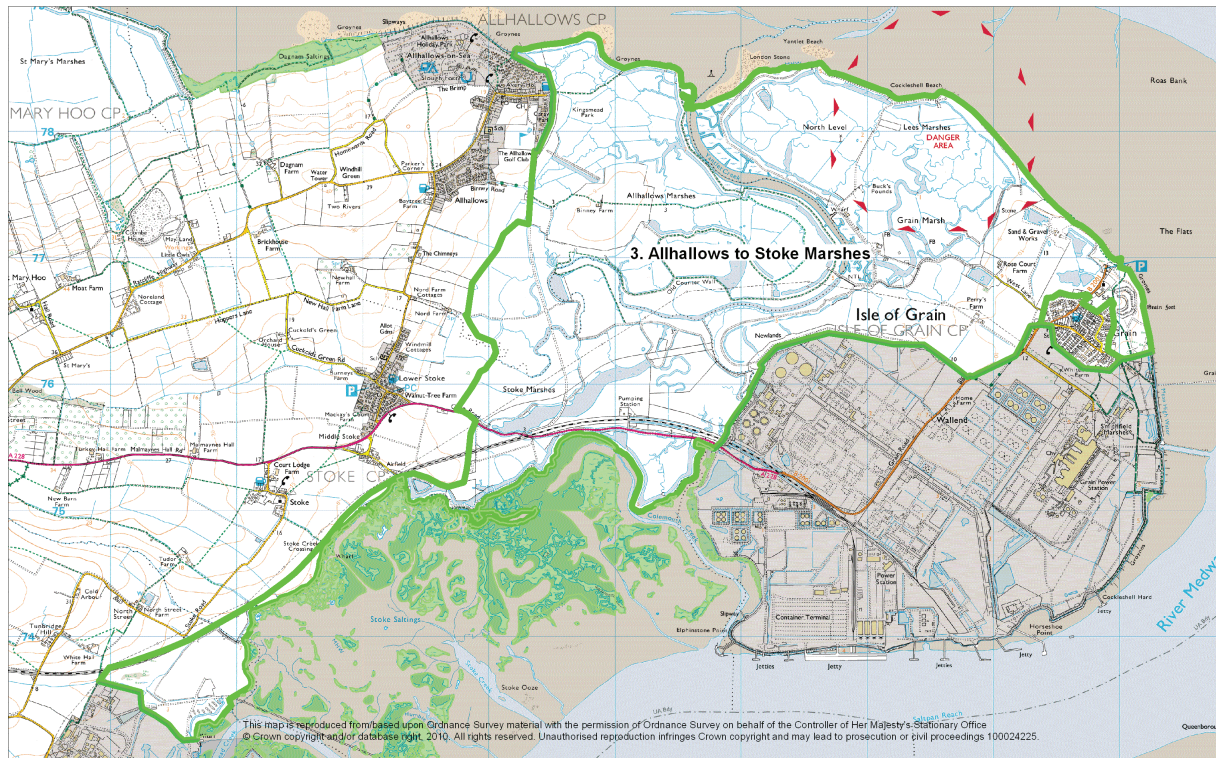
- Role of marshes as important natural asset that provides a distinctive 'sense of place' and natural beauty and contributes to wider Thames Gateway Parklands vision; relationship to wider landscape, biodiversity and Green Infrastructure framework of North Kent Marshes area
- Plans for flood management contained within the Shoreline Management Plans (SMP) and Thames Estuary 2100 (TE2100) – includes some areas recommended for managed realignment and proposals for area around Yantlett Creek
- Loss of existing salt marsh and creation of new salt marsh areas; loss of inter-tidal areas as a result of 'coastal squeeze'; plans within Thames Estuary 2100 (TE2100) strategy to replace these lost habitats includes two potential sites within Medway Marshes (Allhallows and Grain Marshes); impact of these potential changes on the alignment of the coastal path
- Impact of new development proposals on landscape character, along southern side of estuary where industrial impacts are less intrusive; along northern side to ensure the threat of industrial coalescence is carefully constrained
- Consider EA plans relating to coastal processes – requires no net loss of inter-tidal and freshwater marsh habitats within study area (this extends beyond Medway boundary; consult EA for detailed guidance)
- Protection of landscape/biodiversity value of SSSI and Natura 2000/Ramar sites; from urban fringe pressures along southern side of estuary and industrial fringe pressures along northern side; role and value of marsh and farmland areas as protective buffer to designated areas
- Ensuring that reversion from grazing marsh to cultivated land within marshland areas is resisted
- The adverse visual and landscape character impacts of large infrastructure components – particularly power stations and power lines – solutions may include seeking the under-grounding of cables and the partial screening/softening of larger industrial structures from footpaths and roads
- Restricted access to MOD land and sand and gravel works to north of Grain
- Balancing infrastructure requirements of industrial uses on Peninsula with environmental impacts

3 Allhallows to Stoke Marshes

Landscape type Marshland Fringe (T3)

Sub-type Marshland with urban/industrial influences (T3a)

Forms part of Medway Marshes Character area (KCA 2004); includes Allhallows, Lees, Grain and Stoke Marshes; saltmarsh at Stoke Creek; land north of Kingsnorth



Description

- Location – Marshland and salt marsh - between Allhallows, Grain and Kingsnorth
- Geology – London Clay with Alluvium deposits
- Soils – Largely undefined; small pockets of Grade 2
- Accessibility – weak – no footpath link between Allhallows, Lower Stoke and Grain
- Designations – Natura 2000/Ramsar; SSSI; Undeveloped coast; Conservation Park; SLA; ALI; Scheduled Ancient Monument (Grain Fort and Battery)
- Flood – all sections within flood zone (2003)

Characteristics

- Open, flat and expansive marshland landscape with big skies and wide views; strong industrial influences to south and south east (at Grain and Kingsnorth)
- Area includes several former industrial sites planned for business park and warehouse uses, specifically (1) extensive National Grid owned site to west of Grain Village planned for warehouse uses and (2) former PFA industrial waste storage site top north east of Kingsnorth and Damhead Creek Power Stations with outline approval for new business park. This area includes natural features (streams, pools, marshland and regenerating scrub) with protected wildlife zones;
- Includes land to north and east of Grain Village with former industrial and military uses – including Grain Foreshore flood defence wall (with searchlight embrasures); former mineral workings, earthworks to site of Grain Fort - undulating land returned to scrub; pockets of marshland; bridleway; good biodiversity value but in generally poor condition; demolition range at Yantlett (a former proving range for guns)
- Substantial areas of water (along Yantlett Creek and at Stoke Marshes) form distinctive landscape feature marking historic boundary between Isle of Grain and rest of Hoo Peninsula;

- Water contributes to strong sense of place – historic creeks, fleets and pools interrupted in places by strongly rectilinear man made dykes (eg. EA land at mouth of Yantlett Creek); sea wall and counter walls; wild birds/grazing animals contribute to strong sense of place
- Extensive tracts of grazing marsh with isolated trees; includes some areas of managed grassland (EA access land)
- Large pockets of salt marsh at Damhead Creek, Stoke Creek and Stoke Saltings; high overall biodiversity value – wetland and scrub habitats
- Poor footpath network with restricted accessibility and connectivity – particularly between Grain and Allhallows/Lower Stoke

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Many

Visual Unity - Interrupted

Ecological integrity – High

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **High**

Distinctiveness – Very distinct

Continuity – Historic

Sense of place - Strong

Landform – Dominant

Tree cover – Open

Visibility – High

Actions **Conserve and Restore**

Issues

- Restricted access to MOD land at Grain and Lees Marshes – future land use and access plans
- Important infrastructure network supporting energy and other industrial uses at Grain and Kingsnorth
- Plans to improve road network to support transport needs
- Poor footpath connections/accessibility
- Thames Estuary 2100 (TE2100) proposals and climate change – impact of proposed changes on biodiversity, landscape, historic character and access
- Flood protection of energy infrastructure at Grain and Kingsnorth - Hoo Peninsula major UK energy supplier; condition of Grain Foreshore Flood defences
- Major development proposals for business parks within Kingsnorth and Grain Industrial areas. Outline approval for land to north of Damhead Creek and land to north of Thamesport Container Dock; visual, landscape character and biodiversity impacts of new development
- Adverse visual and landscape impact of pylons/power lines
- Long term plans for Conservation/Country Park to east of Grain village
- Proposals for Wildfowl and Conservation area to east of Grain Village

Guidelines

- Improve footpath network, especially direct links between villages of Allhallows, Stoke and Grain and new shoreline path between Allhallows and Grain (Grain foreshore)
- TE2100 proposes flood alleviation measures to Marshland between Grain and Allhallows; wetland creation linked to flood storage; measure long term impacts on access, biodiversity, landscape and historic character
- Review and if necessary upgrade flood defences around energy infrastructure
- Ensure new development proposals respect open, remote character of marshland landscape and minimise visual intrusiveness; mitigation of impacts should be sought primarily through careful design and siting; planting and earth bunding as secondary mechanisms; introducing extensive areas of planting (even using water tolerant species) would not generally be considered suitable to character of open marshland

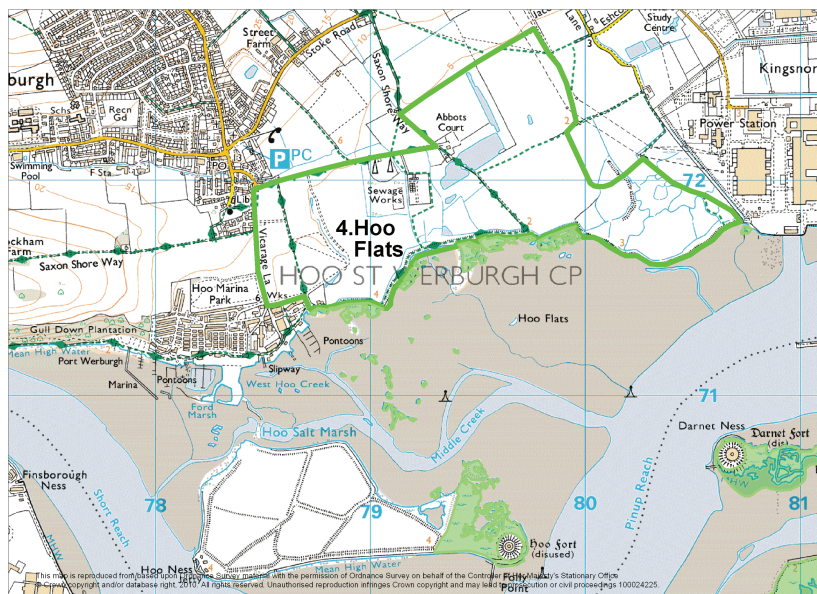
- Country Park - protect and enhance biodiversity and cultural value, improve access, interpretation and standards of maintenance
- Conserve and restore characteristic features of coastal grazing marshes, including remnant drainage features lost through agricultural drainage or infilling; ditches, ponds, creeks, channels, dykes, reed beds, counter walls; scrub and characteristic trees (eg willows along ditches) and encourage traditional management (eg. grazing, control of water levels in ditches and pollarding etc); resist arable reversion
- Use available agri-environment mechanisms to encourage appropriate management of grazing marshes to maximise landscape and wildlife benefits
- Encourage removal of poor boundary features, especially urban post and wire fencing, and replacement with 'wet fences' (ditches) or timber wing fencing and gates of more appropriate rural character. Maintain existing timber fences and gates
- Firmly resist proposals for new overhead power lines or cables and seek to under-ground cabling of existing overhead lines

4 Hoo Flats

Landscape type Marshland Fringe (T3)

Sub-type Marshland with urban/industrial influences (T3A)

Forms part of Medway Marshes Character area (KCA 2004);



Description

- Location – marshland between Hoo and Kingsnorth
- Geology – London Clay with head gravel (or brickearth) and alluvium deposits
- Soils – largely Grade 1 agricultural
- Accessibility – good footpath network - links Hoo to Kingsnorth and surrounding areas – includes two branches of Saxon Shore Way
- Designations – includes SSSI; SPA; Ramsar; undeveloped coast; rural lanes
- Flood – predominantly within tidal flood zone (2003)

Characteristics

- Low lying marshland area with remnant features – ditches, hedges, creeks
- Mixed arable; grazed marshland and equine related land uses
- Panoramic views of estuary; sea wall, saltmarsh areas; 19th century artillery forts (Hoo and Darnet) all contribute to strong sense of place
- Strong industrial influences with adverse impacts – includes Power Station, pylons and sewage works; also includes pockets of equine managed land in poor condition
- Includes fishing lakes (created by mineral extraction) – this is located within SSSI area and forms distinctive landscape feature; new mineral extraction works planned within this area
- Footpaths well used and valued by local community – recreation, dog walkers etc
- Includes WW11 Hoo to Cliffe stop line - line of defence forms part of national GHQ stop line
- Hoo Island in close proximity and prominent in views to south – see General Notes

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Many

Visual Unity - *Interrupted*

Ecological integrity – High

Cultural integrity – Variable

Functional integrity – *Moderate*

Sensitivity **Moderate**
 Distinctiveness – Distinct
 Continuity – Historic
Sense of place - Moderate
 Landform – Dominant
 Tree cover – Intermittent
Visibility – Moderate

Actions **Conserve and Create**

Issues

- Planning approval for aggregate extraction to north eastern corner of this area - will have adverse impacts on landscape character in short to medium term; long term restoration proposals will create new features and enhance landscape character, although not necessarily be sympathetic to historic character
- Hoo to Cliffe WW11 stop line
- Visual and landscape character intrusions of industrial development, pylons, settlements, fly-tipping; rural fringe pressures – including land managed for equine related uses
- Proximity to neighbouring settlement, marina and industry introduces threat of coalescence, loss of rural character, tranquillity and local distinctiveness
- Poorly treated edges to Hoo Village, Marina and Industrial areas
- Trend from away from grazing marsh towards cultivated farmland; salt marsh protection and extension

Guidelines

- Resist reversion from grazing marsh to arable; support change from arable to grazing; maintain and improve existing reed beds
- Consider significance of WW11 stop line in assessing development proposals for this area
- Seek to strengthen biodiversity and landscape value of area – woodland blocks and hedgerows will assist screening and provide valuable habitats; some areas may require a more open habitat where this favours certain bird species
- Resist development proposals that threaten enhanced biodiversity value, rural character, tranquillity and distinctive sense of place
- Maintain separation and openness between rural and industrial settlements
- Support natural screening of industrial areas, village and marina envelope
- Promote use of native species to reflect and reinforce rural character; resist suburbanisation of roadside edges
- Firmly resist proposals for new overhead power lines or cables and seek to under-ground cabling of existing overhead lines
- Seek to increase controls on adverse impacts of urban-fringe activities such as fly-tipping

General notes

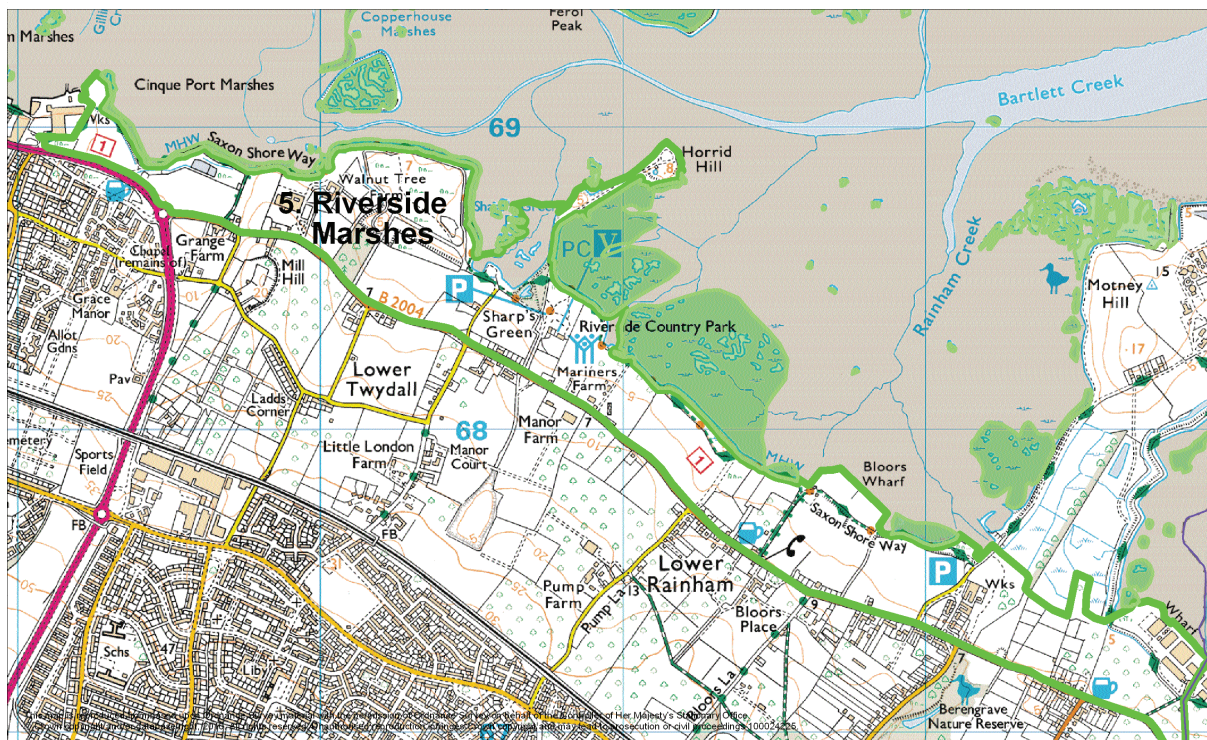
- Hoo Island sits immediately to the south of this character area. The main part of the island (central and western end) has had a variety of land uses historically and is currently licensed for the deposit of river dredgings. A series of engineered cellular bunds have been constructed to contain these dredgings. These engineered bunds, which are approved, have raised the level of the island in views from surrounding areas. The raised embankments have an unnatural appearance and in places obscure/screen the openness of views across the estuary. The adverse impact of views across the river from the southern embankment is increased by the untidy jetty structures and the various plant operations associated with licensed dredging works. The eastern end of the island, which includes Hoo Fort and salt marsh areas is in better condition and retains a more natural and unspoilt character.
- Hoo to Cliffe stop line from WW II (part of the national GHQ stop line) crosses this area and other parts of the Hoo peninsula. Considered to be a good surviving example of such a national defence line through a combination of a high percentage survival of the concrete components such as pillboxes and the character of the landscape it was designed to defend.
- There is a legal section of footpath (RS338) physically lost on account of low lying marsh next to power station. This section could be re-instated or preferably diverted onto firmer ground.

5 Riverside Marshes

Landscape type Urban Fringe (T2)

Sub-types Urban fringe with urban/industrial influences (T1c); Saltmarsh (R4a)

Forms part of Medway Marshes Character area (KCA 2004)



Description

- Location – Lower Rainham Road (B2004) to south, Medway estuary to north, Gillingham to west and Rainham to south
- Geology – Upper Chalk and Thanet Beds with alluvium and head deposits
- Soils – Grade 1 with undefined areas
- Accessibility – Good PROW network - Saxon Shore Way follows northern fringe; good access within country park; links to south but overall poor connections to main areas of population at Twydall and Rainham
- Designations – adjacent to Natura 2000/Ramsar sites; Designated Country Park; undeveloped coast
- Flood – most of area at risk from tidal flooding (2003)

Characteristics

- Strip of marshland rising gently to farmland and stretching from southern coastal edge of Medway estuary to Lower Rainham Road
- Strong industrial influences at Kingsnorth and Motney Hill; B2004 introduces urban influence
- Diverse land uses – scrub, orchards, small fields, equine related; area fragmented and lacks overall sense of coherence; land in poor condition around former equestrian centre at western end
- Saxon Shore way forms strong east/west link along sea wall; weaker north south links
- Several salt marsh areas add to distinctive character along estuary
- Much of area owned by Medway Council and managed as country park with Visitor Centre and Car Park – introduces amenity element rather than distinctly rural character
- Country Park designation (2003) extends to most of this character area
- Forms important buffer to urban edge of Gillingham, protects Natura 2000/Ramsar sites, valuable recreational and biodiversity resource, green corridor from countryside into urban area; integrally linked with Lower Rainham Farmland character area

- Historic features - includes Black House – small medieval grade 2 listed building to south of Visitor Centre in poor state of repair; strong industrial character remains from former uses – quays, cement works etc; includes several evocative hulks and other remains on the intertidal flats
- Long views and open character in views out to estuary from sea wall; stronger sense of enclosure to interior; provides good vantage point to view wider estuary including late 19th century artillery forts (Hoo and Darnet – scheduled monuments). Also views of industrial, energy and port infrastructure

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – High

Cultural integrity – Variable/Poor

Functional integrity – Moderate

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Moderate

Landform – Apparent

Tree cover – Intermittent

Visibility – Moderate

Actions **Conserve and Create**

Issues

- Urban fringe degradation and threats to loss of distinctive character
- Sensitivity of marshes as covered by Natura 2000/Ramsar designation
- Role as buffer to marshland wildlife habitats; introduction of new natural features
- Green corridor, footpath and National Cycle route linking community in urban areas to countryside; weaker north south links
- Strong connections with Lower Rainham Farmland character area to south and overall role of two character areas as generous buffer and corridor separating urban areas from natural spaces of estuary
- Condition of farmland areas; land use proposals – eg. reintroduction of orchards, new pond areas, improved visitor facilities
- Future plans for Riverside Country Park as recreational, educational and wildlife resource
- Historic character of the marshes and waterfront
- Protection and enhancement of salt marsh areas
- Creeping urbanisation in signage (especially EA signs) and other features

Guidelines

- Introduce positive land management that addresses future plans for country park
- Reflect historic character of the marshes within interpretation of the country park
- Balance potential conflicts between educational, recreational and wildlife interests
- Ensure new development proposals protect area from adverse visual and landscape character impacts
- Introduce more active management of farmland, including reintroduction of orchards, to reinforce sense of working landscape; improve roadside verges and grassland areas with native species planting (hedgerows and native wildflower mixes)
- Seek to manage signage and other features to strengthen and reinforce rural character
- Improve habitat, access, recreation opportunities; improve access for urban communities to estuary - strengthen north-south footpath links towards urban areas at Twydall and Rainham
- Area has key role as gateway into Medway; linking urban areas and countryside and as interface between estuary and orchards of North Kent Fruit Belt
- Include preservation and interpretation of Black House alongside other development plans for Country Park

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – High/Moderate

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **High**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Strong

Landform – Dominant

Tree cover – Intermittent

Visibility – High

Actions **Conserve and Restore**

Issues

- Management of rough pasture areas
- Impact of detracting features – sewage works, telephone poles, barriers etc
- Preservation and enhancement of salt marsh and reed bed areas
- Condition and quality of boundary treatments
- Preserving and enhancing rural character and protecting from rural fringe degradation and threats to loss of distinctive character
- Sensitivity of marshes covered by Natura 2000/Ramsar designation; role as buffer to marshland wildlife habitats
- Wildfowling uses; biodiversity value and restricted public access to tip of peninsula;
- Possible route for new estuary coastal path

Guidelines

- Consider future land management plans for country park
- Balance potential conflicts between educational, recreational and wildlife interests
- Discourage further built development; ensure all new development proposals protect area from adverse visual, landscape character and biodiversity impacts
- Seek to enhance character of area, screen adverse impacts and improve biodiversity value with native planting proposals
- Seek landscape and biodiversity enhancements as part of plans for new coastal path

Hoo Peninsula

Principal characteristics

- Predominantly agricultural area links to extensive tracts of marshland along north, south and eastern edges; central clay ridgeline with woodland to upper slopes forms central backbone and creates visual barrier between north and south.
- Broadleaved woodland (much of it protected with ancient woodland and SSSI designations) forms significant landscape feature; notable and distinctive elements include extensive woodlands around Chattenden Ridge, at Beacon Hill and Cockham Wood and the RSPB Reserve at Northward Hill
- Three dominant rural landscape types - 1) flat or undulating arable farmland – large open arable fields with long views 2) mixed farmland with orchards and shelterbelts – smaller fields with stronger sense of containment 3) isolated wooded or farmed hills
- Includes large areas of grade 1 agricultural farmland, open, often remote and isolated but fragmented in places by roads, dispersed settlements, industrial areas, power and rail lines; includes significant areas of urban-rural and industrial transition – particularly to south at Kingsnorth and Hogmarsh Valley
- Includes most of the principal rural settlements on the Peninsula, as well as scattered farms and smaller settlements
- Includes a number of RSME sites; notably Lodge Hill site identified for development as a new, mixed-use settlement
- Role of countryside of Hoo Peninsula (farmland, woodland and villages) to provide a rural green buffer between the protected areas of the Thames and Medway estuaries and the urban settlements of Medway.

Principal issues

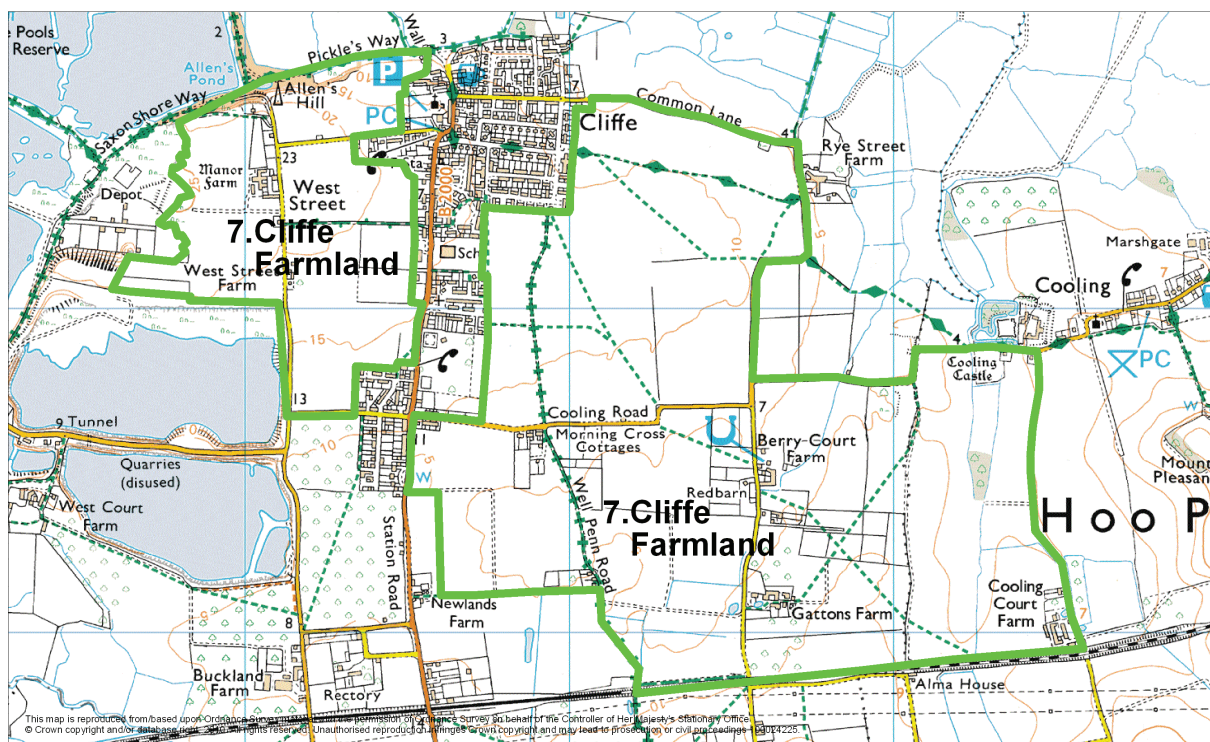
- Loss of landscape structure and fragmentation caused by infrastructure (industry, roads, pylons etc); change of land use - loss of orchards, shelter belts and hedgerows; trend towards larger arable fields; equine related land uses; impact of suburban-style developments with ill-considered and weak edge treatments
- Intrusiveness and adverse visual and landscape character impact of overhead power lines which run through several farmland character areas
- Proximity of rural settlements; poor quality edge treatments; intrusion of urban-rural fringe activities (often prominent in views from main roads) into countryside; trend towards loss of rural character with threat of settlement coalescence and loss of local distinctiveness
- Introduction of unsightly crop protection structures (eg. polytunnels, plastic crop mulches); insensitive structures, building styles and use of inappropriate materials and finishes
- Overall loss of biodiversity from trend towards larger field patterns, lost hedgerows and shelterbelts; increasing suburbanisation of road corridors and settlement edges
- Potential to strengthen landscape character and biodiversity value by improving habitat network; including restoration of hedgerows and shelterbelts and enlargement of woodland areas
- Wider scale accessibility links fragmented (off-road footpaths and cycleways) – Saxon Shore Way links Cliffe, High Halstow and Hoo St Werbergh but poor connections north out to Marshes and east towards Allhallows, Stoke and Grain; poor links from urban areas (eg. Medway City Estate) out to wider countryside
- Impact on countryside and landscape character of major new development plans on Peninsula for sites at Chattenden, Grain and Kingsnorth; Park and Ride scheme at Whitewall Creek, Upnor and Frindsbury Barn
- Opportunity to strengthen landscape structure, improve landscape condition and accessibility; remove and screen adverse urban-rural fringe impacts; co-ordinate and link enhancements with overall strategic framework and development plans for major new schemes on Peninsula
- Opportunity to strengthen woodland structure across peninsula; especially through linking up Ancient Woodland fragments into larger blocks of SSSI woodland

7 Cliffe Farmland

Landscape type Flat or undulating open farmland (R6);

Sub type: Flat or undulating arable farmland (R6a).

Forms part of Hoo Peninsula Character area (KCA 2004)



Description

- Location – farmland between Cliffe Village and Cooling Village and to west of Cliffe. Thames marshes to the north and west and Hoo Farmland to the south and east
- Geology – Upper chalk and thanet beds with head deposits
- Soils – grade 1 agricultural
- Accessibility – good path network including Saxon Shore Way
- Designations – predominantly open countryside (white land); includes Rural Lane
- Flood – southern and eastern sections within tidal flood zone (2003)

Characteristics

- Flat arable farmland with relatively large fields, big skies and long views - little sense of enclosure
- Few hedgerows, isolated trees, sparse mixed woodland (mainly around farm buildings)
- Small pockets of orchard with trees and hedgerows
- Cliffe Village edge prominent in views to west; Chattenden Ridge and North Downs forms backdrop in views to south; includes open marshland views to the north
- Localised equine management land uses have led to lotted fields and visual interruption of stabling, timber fences etc.

Analysis

Condition Poor

Pattern of elements – Variable

Detracting features – Few

Visual Unity - Interrupted

Ecological integrity – Low

Cultural integrity – Poor

Functional integrity – Low

Sensitivity Moderate

Distinctiveness – Indistinct

Continuity – Historic

Sense of place - Moderate

Landform – Apparent

Tree cover – Open

Visibility – Moderate

Actions Restore and Create

Issues

- Introduction of equine management land uses in some areas has introduced a fragmented character
- Pressure for small scale developments adjoining main settlement at Cliffe
- Weak landscape structure and lack of local distinctiveness – includes lack of hedgerows and woodland
- Value of historic character of area and field patterns

Guidelines

- Strengthen landscape and biodiversity value whilst respecting historic character – increase woodland blocks, introduce hedgerows, introduce wider field margins
- Seek to manage equine management uses sensitively and resist these, particularly where considered inappropriate to historic landscape character of area. Follow general principles as outlined within Kent Downs AONB Equine Management Guidance
- Resist development proposals that lack respect for historic rural character of area; development proposals where considered appropriate should seek to strengthen landscape structure, historic character and enhance local distinctiveness

Historic note

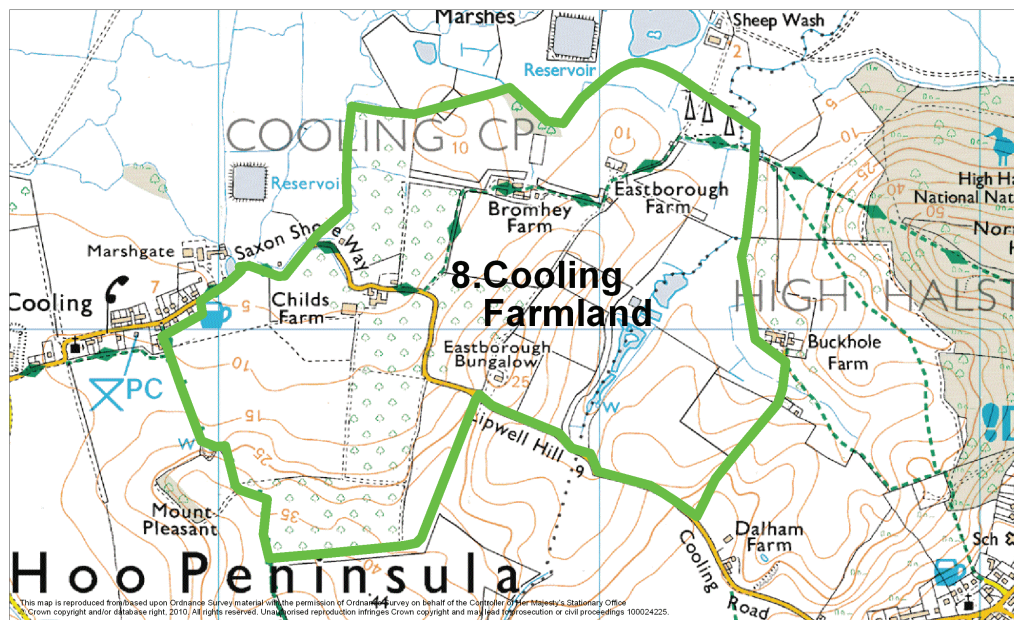
- Role of this area as an historic hinterland to Cliffe (a medieval settlement and port) and Cooling Castle (historically significant and at one time accessible from the sea) should be considered within long term plans and when reviewing development proposals

8 Cooling Farmland

Landscape type Flat or undulating mixed farmland (R5)

Sub type: Orchards and mixed farmland (R5a)

Forms part of Hoo Peninsula Character area (KCA 2004)



Description

- Location – land to north and east of Cooling Village. Cooling Marshes to north; Northward Hill to east and Hoo Peninsula farmland to south and west
- Geology – Thanet and Lenham beds
- Soils – predominantly grade 1 agricultural
- Accessibility – Saxon Shore Way (SSW) runs east/west to north of this character area; includes section along road with poor pedestrian access
- Designations – SLA; 2 rural lanes
- Flood – northern sections within flood zone (2003)

Characteristics

- Undulating mixed farmland and orchards; water bodies to east are within tidal flood zone and connect to drainage system of marshes
- Diverse, small scale and intimate; complex mix of orchards, arable fields and pasture
- Winding lane linking High Halstow and Cooling has strong and distinctive historic character
- Strong sense of enclosure; rich in colour, texture and variety; shaws and hedgerows – intact but in need of repair and strengthening
- Some detracting features to western end (white plastic crop mulches; barn roofs etc); appearance less damaged to east
- Cooling Village edges apparent in views at western end but views generally restricted by topography and enclosure

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity - Interrupted

Ecological integrity – Moderate

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity Moderate

Distinctiveness – Distinct

Continuity – Historic

Sense of place - Moderate

Landform – Apparent

Tree cover – Intermittent

Visibility – Moderate

Actions Conserve and Create

Issues

- Trend towards equine management land uses
- Introduction of horticultural plastic mulches and poly tunnel frames
- Threat of loss of orchards and shelterbelts with traditional field pattern to arable farmland
- RSPB base at Bromhey Farm – role played as access point into marshes and wider countryside; RSPB expansion plans for this base
- Poor accessibility along section of SSW that follows road

Guidelines

- Strengthen landscape and biodiversity value – increase woodland, hedgerows, wider field margins
- Seek to manage equine management uses sensitively and resist, particularly where considered inappropriate to historic landscape character of area. Follow general principles as outlined within Kent Downs AONB Equine Management Guidance
- Conserve, restore and reinstate traditional orchards where possible, with hedgerow and poplar shelter belt field boundaries. Discourage wholesale trend away from orchards towards arable where judged to weaken landscape structure and local distinctiveness
- Resist development proposals that would threaten enhanced biodiversity value and loss of rural character and distinctive sense of place
- Consider role of RSPB base at Bromhey Farm and any proposed expansion plans, in light of wider green infrastructure plans; assess impacts on access, landscape and biodiversity of area
- Discourage introduction of visually intrusive elements – eg. trend towards plastic crop mulches, horticultural polytunnel frames and discordant roofing to barns, farm buildings etc
- Respect landscape character and biodiversity of area in developing enhanced visitor attractions and recreational uses
- Seek off-road access along SSW within long terms plans - using land owner agreement mechanisms

General notes

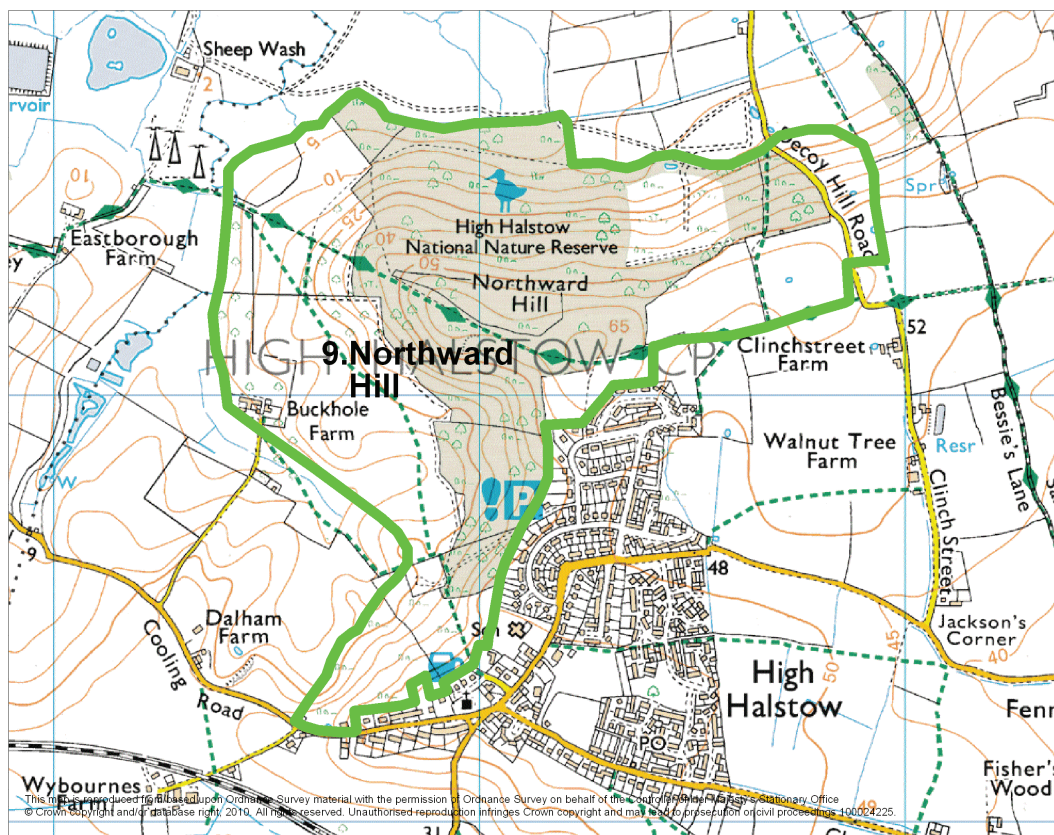
- Historic field pattern and enclosure (including orchards) relatively intact
- Threat of loss of orchards and removal of shelterbelts
- Area includes some detracting features at western end and some insensitive equine management treatments at eastern end.

9 Northward Hill

Landscape type Isolated wooded or farmed hills (R1)

Sub-type Open farmed hills and ridges (R1b)

Forms part of Hoo Peninsula Character area (KCA 2004)



Description

- Location – adjoins High Halston; Thames Marshes to north; Hoo Peninsula farmland to other sides
- Geology – London clay and Lenham beds; small drift pockets
- Soils – Grade 2 and undefined
- Accessibility – predominantly Saxon Shore Way and RSPB network of footpaths; poor link to marshes from western end
- Designations – SSSI; SLA; NNR; Ancient woodland
- Flood – northern sections within flood zone (2003)

Characteristics

- Dominated by extensive tract of ancient broadleaved woodland clothing summit and sides of hill; provides strong landscape structure
- Generally tranquil, peaceful and unspoilt, particularly to western and northern slopes
- Large part of character area owned and managed by RSPB as bird reserve; high biodiversity value; includes two pockets of ancient woodland
- Area has strong sense of enclosure and coherence; southern edges adjoin residential area; some damage to condition along these edges
- Forms strong landscape feature in views from marshes and surrounding farmland; views out restricted by woodland cover but does provide distinctive window out onto the marshes

Analysis

Condition **Good**

Pattern of elements – Coherent

Detracting features – Few

Visual Unity - Coherent

Ecological integrity – High

Cultural integrity – Good

Functional integrity – High

Sensitivity **Moderate**

Distinctiveness – Very distinct

Continuity – Historic

Sense of place - Strong

Landform – Apparent

Tree cover – Enclosed

Visibility – Moderate

Actions **Conserve and Reinforce**

Issues

- Future plans for management and development of RSPB bird reserve
- Improving biodiversity of area surrounding bird reserve
- Accessibility to marshes from western end – to be balanced against wildlife protection
- Potential for opening up of more views out towards marshes
- Rural fringe pressures to south - proximity to High Halstow village
- Weak legibility and sense of place for visitors and regular users
- Equine related land uses and planning approval for travellers camp (see general note below)

Guidelines

- Woodland management regime – to include protection of edges, path restoration and control of random waste tipping
- Introduce new paths and open up improved view corridors towards marshes and surrounding farmland – to provide interest and assist visitors in understanding site context; seek to improve signage and overall legibility
- Seek to restore hedgerow network within surrounding farmland - to extend and enhance habitat value beyond the woodland core
- Resist development proposals that would harm biodiversity value and damage distinctive landscape character

General note

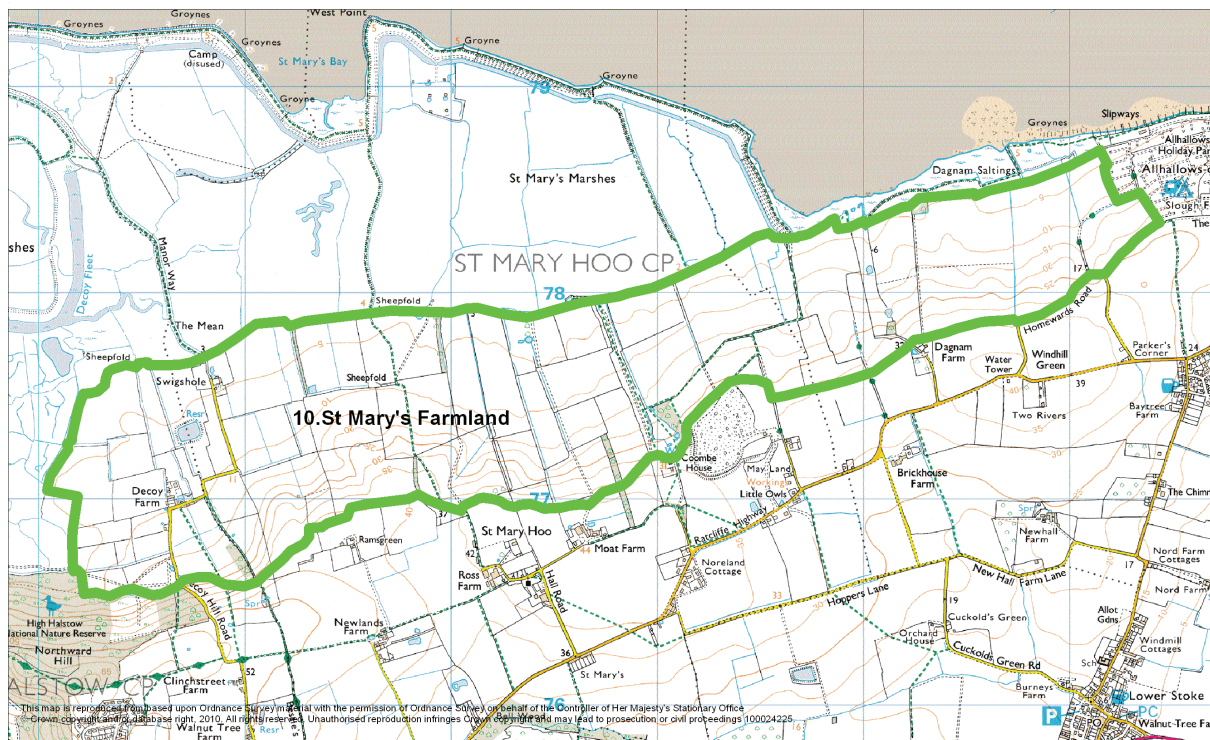
- Some of land to west of this character area has been divided into paddocks and a travellers camp near to Buckhole Farm has recently been approved with gravelled access, septic tanks and increased traffic along Buckhole Farm Road. This development is considered likely to have an adverse visual and landscape character impact.
- Recent advice by a planning inspector within this character area has discouraged the principle of planting within what is essentially an open landscape. This view needs to be tempered with an understanding that planting remains a feature in open farmland landscapes, especially around farmsteads and small settlements and along field boundaries. Sensitive and appropriate use of planting should therefore remain an option even in open landscapes. It should be valued especially for its potential to enhance and strengthen landscape and biodiversity value and to mitigate where considered appropriate against the adverse impacts of development proposals.

10 St Mary's Farmland

Landscape type Isolated wooded or farmed hills (R1)

Sub-type Open farmed hills and ridges (R1b)

Forms part of Hoo Peninsula Character area (KCA 2004)



Description

- Location – north of St Mary Hoo, Northward Hill to Allhallows
- Geology – London clay with some river terrace gravel deposits
- Soils – Grade 3 agricultural
- Accessibility – good north/south links - no east/west link along top of ridge towards Allhallows – between Northward Hill and St Mary Hoo / Shakespeare Farm
- Designations – SLA
- Flood – predominantly outside flood zone (2003)

Characteristics

- Distinctive ridge and rolling mixed farmland with open elevated views from upper slopes towards Thames Marshes and Estuary
- Distinctive medium to large scale rectilinear field pattern and elevated position forms pleasing and distinctive contrast with flat marshland to north
- Ridge links higher ground of Northward Hill and High Halstow with Allhallows
- Unspoilt, remote and tranquil rural landscape with very few built or detracting features (apart from Caravan Park at eastern end and landfill site along southern edge).
- Generally strong network of field boundaries defined by hedgerows, shaws and shaves; however fragmented and broken in places

Analysis

Condition **Moderate**

Pattern of elements – Coherent

Detracting features – Few

Visual Unity - Coherent

Ecological integrity – Moderate

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **High**

Distinctiveness – Distinct

Continuity – Historic

Sense of place - Strong

Landform – Dominant

Tree cover – Open

Visibility – High

Actions **Conserve and Restore**

Issues

- High visibility from North Kent Marshes and surrounding farmland; located within Special Landscape area; area has an open aspect towards marshes and a particularly distinctive landscape character
- Declining condition – loss and fragmentation of hedgerows
- Trend to equine management related land uses – noticeable at western end of character area
- Conservation and enhancement of distinctive landscape character

Guidelines

- Strengthen biodiversity and historic field patterns with restoration of hedgerows, shaws and blocks of woodland
- Review opportunities to plant woodland blocks sensitively along slopes and ridgeline to strengthen biodiversity and local distinctiveness.
- Resist development proposals that would harm distinctive, open and unspoilt landscape character and adversely affect quality of views towards marshes and views of ridge from within marshes
- Discourage trend towards equine management; introduce mitigation measures (see guidelines – to follow) where unable to challenge

Historic notes

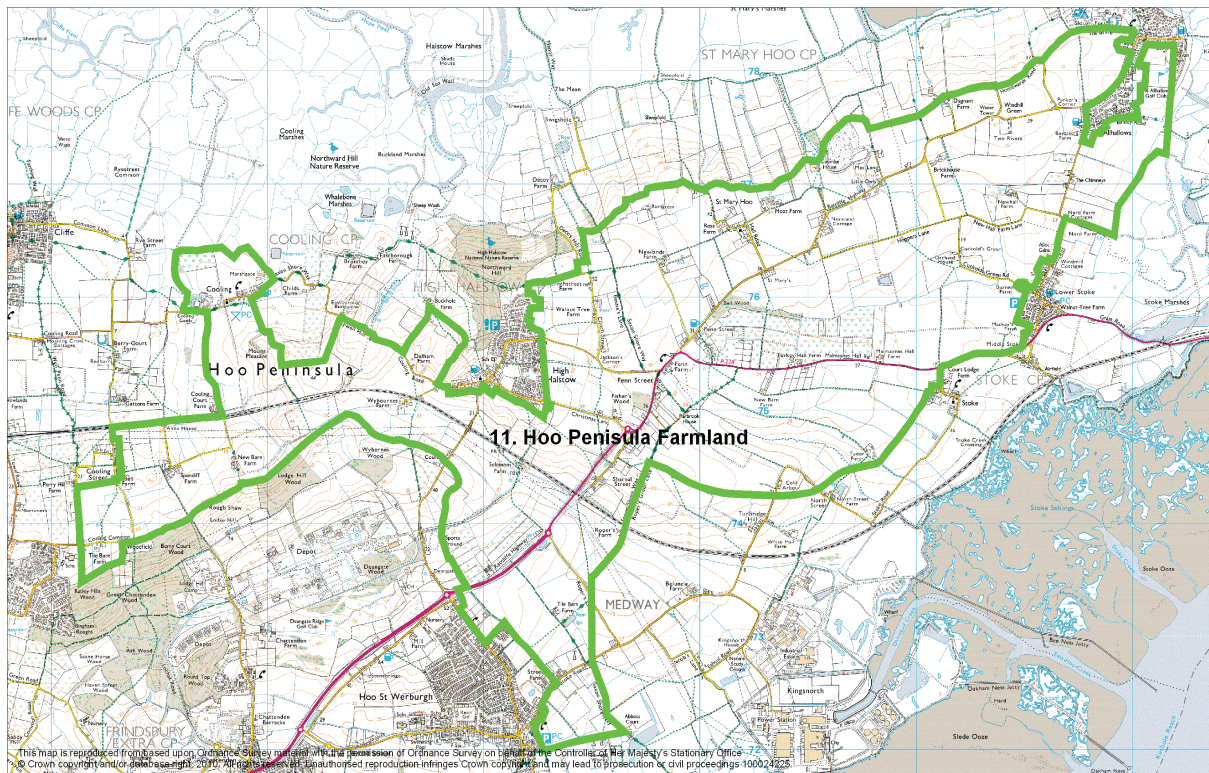
- Field patterns and other boundaries may relate to organisation of medieval landscape and its subdivision into holdings that took in a part of different land types – grazing marsh v. arable or orchards.
- Close to Decoy Farm there is a well-preserved duck decoy pond which is a distinctive feature of the Greater Thames estuary marshes.

11 Hoo Peninsula Farmland

Landscape type Flat or undulating open farmland (R6)

Sub type: Flat or undulating open arable farmland (R6a)

Forms part of Hoo Peninsula Character area (KCA 2004)



Description

- Location – open arable farmland to central part of peninsula - Cooling in north west; Allhallows to north east; Hoo St Werburgh to south and Cliffe Woods to south west.
- Geology – Lenham Beds and Thanet formation to west; London clay to east
- Soils – predominantly grade 1 agricultural with pockets of grade 3
- Accessibility – local paths link settlements but lacks strong east west axis
- Designations – predominantly white land (open countryside); includes rural lane; SLA: ALLI; Ancient Woodland
- Flood – predominantly outside flood zone (2003)

Characteristics

- Undulating predominantly arable farmland with large open fields and little sense of enclosure; extensive views from higher ground towards estuaries
- Weak landscape structure, lack of distinctiveness and overall coherence
- Field boundaries - mixed fences and hedges – sparse and poorly managed hedgerows, isolated trees and blocks of woodland (often around farm buildings)
- Many detracting features – poor quality edges to farms and settlements with discordant conifers, roads (notably A228), railway, signs, telephone lines and pylons/power lines; industrial areas at Grain and Kingsnorth often prominent in views to south and east
- Two large remnant orchards along A228 – at Deangate and Fenn Street

Analysis

Condition **Poor**

Pattern of elements – Incoherent

Detracting features – Many

Visual Unity - Fragmented

Ecological integrity – Low

Cultural integrity – Poor

Functional integrity – Low

Sensitivity **Moderate**

Distinctiveness – Indistinct

Continuity – Recent

Sense of place - Poor

Landform – Apparent

Tree cover – Open

Visibility – Moderate

Actions **Restore and Create**

Issues

- Weak landscape structure – poorly managed edges; field boundaries; absence of tree cover; depleted hedgerows; many detracting features; poor quality settlement edges
- Extensive views out across farmland from higher ground towards estuaries
- Loss of orchards to development or conversion to arable farmland
- Expansion of development at Kingsnorth and Grain and threat of settlement coalescence – between Hoo St Werburgh and High Halstow and between Hoo and Kingsnorth Industrial area
- Roads and traffic - heavy vehicle traffic movements
- Intrusiveness and adverse visual and landscape character impact of pylons/power lines
- Potential for enhanced woodland links to higher ground

Guidelines

- Strengthen landscape structure and seek to improve image of area with new hedgerows (particularly along major roads, screening of settlement edges and detracting features; seek to achieve sensitive harmonisation of built development and countryside
- Firmly resist proposals for new overhead power lines or cables and seek to under-ground cabling of existing overhead lines
- Seek to identify and recognise strategic viewpoints that offer high quality views across farmland towards estuaries
- Strengthen and increase biodiversity value – woodland, hedgerows and wider field margins
- Identify potential opportunities for enhanced woodland links and corridors along higher ground; such links should be sympathetic to landscape character; respect valuable open views, strengthen landscape structure and local distinctiveness and enhance biodiversity value
- Seek to strengthen and enhance access opportunities, particularly in the light of major planned new development at Lodge Hill
- Resist suburbanisation to villages and small settlements (particularly along road side edges); encourage planting of native locally found species to reflect and reinforce rural character – note general principles within Kent Downs AONB Landscape Design Handbook guidance on designing and specifying sensitive boundary treatments
- New development proposals should respect and enhance biodiversity and local distinctiveness
- Protect existing orchards - resist loss of orchards to arable farmland
- Protect separation, rural character and openness of countryside between villages at Cliffe Woods, Hoo, High Halstow, Stoke, Lower Stoke and Allhallows

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place - Moderate

Landform – Apparent

Tree cover – Intermittent

Visibility – Moderate

Actions **Conserve and Create**

Issues

- Visual and landscape character impact of industrial development and pylons
- Impact of new development on loss of rural character; views of marshes and estuary; coalescence threat of industrial area and settlements.
- Poorly treated edges to infrastructure, settlement and industry
- Intrusiveness and adverse visual and landscape character impact of pylons/power lines
- Loss of biodiversity value

Guidelines

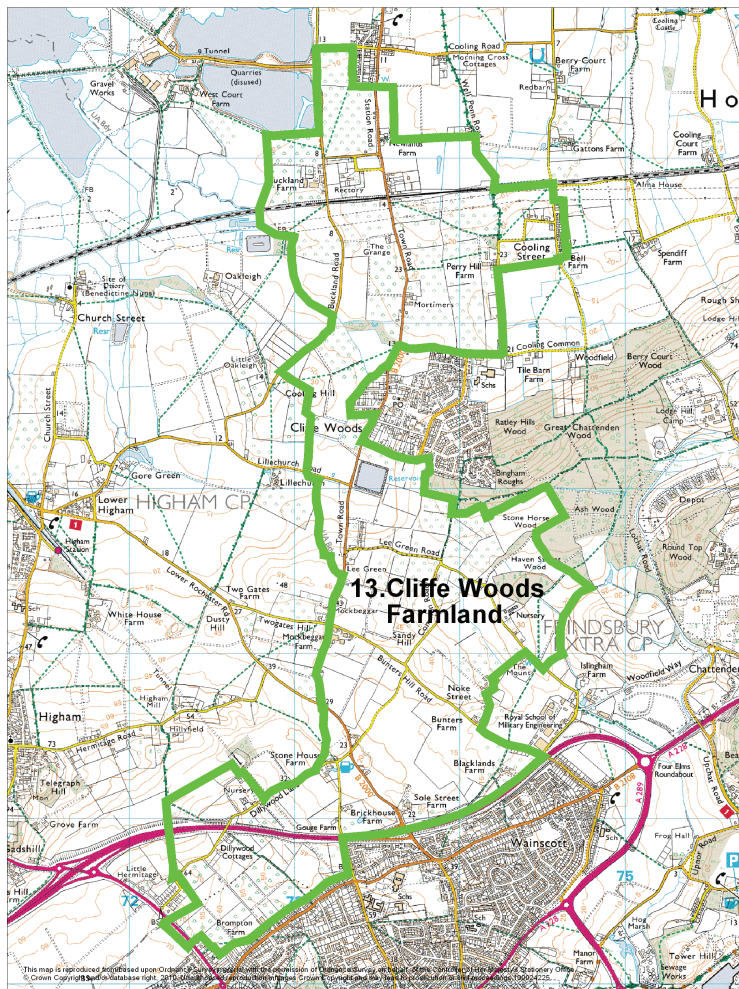
- Strengthen biodiversity value – woodland blocks, hedgerows, wider field margins
- Resist all development proposals considered likely to diminish biodiversity value, tranquillity and rural character
- Maintain separation and openness between industry and rural settlements
- Firmly resist proposals for new overhead power lines or cables and seek to under-ground cabling of existing overhead lines
- Resist and seek to reverse rural fringe pressures – especially suburbanisation of settlement edges, poor boundary treatments, loss of native hedgerows etc. – note general principles within Kent Downs AONB Landscape Design Handbook guidance on designing and specifying sensitive boundary treatments

13 Cliffe Woods Farmland

Landscape type Flat or undulating mixed farmland (R5)

Sub type: Orchards and mixed farmland (R5a)

Forms part of Hoo Peninsula Character area (KCA 2004)



Description

- Location – north/south from Cliffe to Cliffe Woods and Wainscott/A289; west into Gravesham; east adjoins Hoo Peninsula farmland and Chattenden woods.
- Geology – Thanet and Lenham beds; London clay; some head deposits
- Soils – mixed grade 1 and 2 agricultural
- Accessibility – poor – especially north/south off road; Wainscott, Cliffe Woods and Cliffe links could be strengthened.
- Designations – ALLI's (Cliffe Pools and Pits; Dillywood Lane; Chattenden Ridge); Metropolitan Greenbelt (south western section); Rural lanes
- Flood – floodplain band to south of Cliffe Village (2003)

Characteristics

- Undulating and complex mix of arable farmland and orchards - diverse, small scale and intimate.
- Poplar shelterbelts are dominant feature along lanes, roads and fields, providing strong sense of enclosure
- Loss of orchards to arable in places has led to decline in distinctive fruit belt character
- Tranquil, rural feel away from main roads creates a distinctive landscape with few detracting features
- Principal development impacts and detracting features are main road (B2000) with heavy traffic includes lorries servicing aggregate works and industrial estate, pylons to north, suburbanisation of village edges, farms plus increasing trend towards visually intrusive horticultural polytunnel frames

- A289 forms southern boundary of character area; to south west road bisects area of countryside separating Strood urban area from rural settlement at Higham; green buffer protects separate identity of Higham; green belt and rural lanes designations; views of countryside from road restricted by embankment and planting

Analysis

Condition **Moderate**

Pattern of elements – Coherent

Detracting features – some

Visual Unity - Intact

Ecological integrity – Moderate

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Strong/Moderate

Landform – Apparent

Tree cover – Intermittent

Visibility – Moderate

Actions **Conserve and Create**

Issues

- Damage to character of poorly designed equine management features
- Loss of orchards and shelter belts to arable farming
- Visual intrusion and adverse landscape impacts of horticultural plastic mulches and polytunnel frames
- Heavy vehicular traffic (particularly HGV's) on main road from Wainscott to Cliffe (B2000)
- Coalescence and suburbanisation of urban and village settlement edges and loss of rural character and tranquillity – Higham, Cliffe, Cliffe Woods, Wainscott and Chattenden are all in relatively close proximity
- Wider GI planning links to neighbouring Gravesham
- Intrusiveness and adverse visual and landscape character impact of pylons/power lines

Guidelines

- Discourage trend towards equine management related activities – use mitigation measures where difficult to challenge
- Resist loss and encourage restoration and reinstatement of traditional orchards, with hedgerow and poplar shelter belt field boundaries.
- Seek to strengthen biodiversity value – increase woodland, hedgerows, wider field margins
- Resist development proposals that would threaten loss of rural and locally distinctive character; consider proposals in context of adjoining boundary with Gravesham and wider GI planning
- Discourage introduction of visually intrusive elements – eg. trend towards plastic crop mulches, horticultural polytunnel frames and discordant roofing to barns, farm buildings etc
- Maintain separation and openness between rural settlements; resist coalescence
- Promote use of native species to reflect and reinforce rural character; resist suburbanisation of roadside edges to small settlements and villages – eg. brick walls, close board fencing, conifers and ornamental planting
- Firmly resist proposals for new overhead power lines or cables and seek to under-ground cabling of existing overhead lines

General note

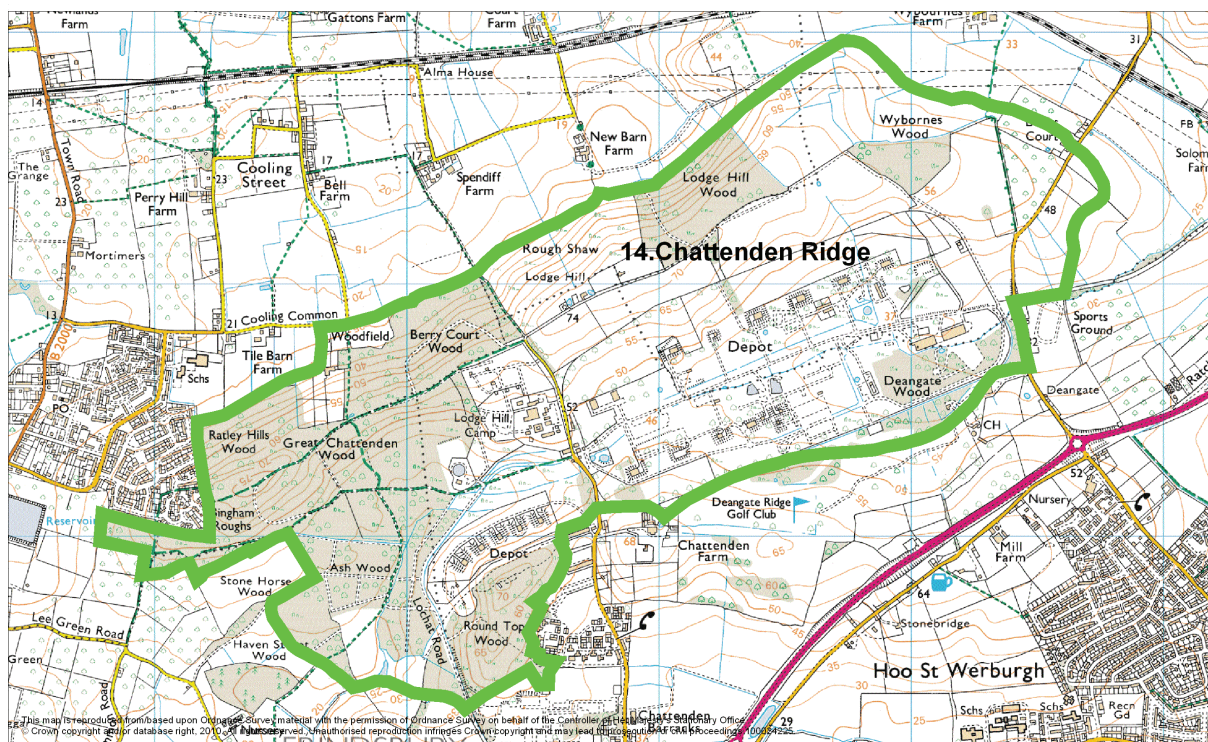
- There remains a community aspiration to restore access between Wainscott and the wider countryside along Stonehorse Lane. This link was severed by the construction of the A289 northern relief road.

14 Chattenden Ridge

Landscape type Isolated Wooded or Farmed Hills (R1)

Sub-types Wooded hills and ridge (R1a)

Forms part of Hoo Peninsula Character area (KCA 2004)



Description

- Location – Wainscott and Cliffe Woods to west; High Halstow and Hoo St Werburgh to east
- Geology – London clay; small deposit of clay with flints to northern ridge
- Soils – Grade 3 in pockets; predominantly undefined
- Accessibility – good PROW network to west of Lodge Hill, no direct through link paths to east and south; one path forms north/south link towards High Halstow
- Designations – SSSI and Ancient Woodland; ALLI; Safeguarding of MOD Estate from ad hoc development
- Flood – n/a (2003)

Characteristics

- Prominent steep wooded ridge with open farmed area at eastern end, dropping down to broad valley bottom at Lodge Hill Training Camp; golf course at southern edge defined by block of woodland
- RSME camp with extensive network of buildings, earthworks, roads and areas of natural regeneration; includes ammunition depot to south west; includes some detracting features but retains distinctive character and contains many remote and tranquil areas
- Extensive woodland blocks particularly to west with high levels of protective designation, including SSSI and Ancient Woodland
- Visibility/views – dramatic views to north of Thames Estuary (particularly high points along Rough Shaw and along north side of Berry Court Wood), also views south towards North Downs and east towards Kingsnorth; open views towards and back from High Halstow; ridge forms strong landscape feature in views from north
- Water features run east west through camp and lend distinctive character to site – contains network of streams and areas of standing water; streams flow south into Hogmarsh Valley and east towards Kingsnorth; includes man made deep water diving pool (operational facility of Defence Estates training area)

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – High

Cultural integrity – Good/Variable

Functional integrity – Moderate

Sensitivity **High**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Moderate

Landform – Dominant

Tree cover – Intermittent

Visibility – High

Actions **Conserve and Restore**

Issues

- Lodge Hill identified in South East Plan as a major regeneration location
- Threat of loss to rural character, damage to landscape character and biodiversity from large new settlement and associated infrastructure works; siting of new and widened access road network within wider landscape
- Prominent ridge and extensive tracts of protected woodland form distinctive and highly visible landscape feature; existing natural water courses and water bodies help to define distinctive landscape character of area
- Need to preserve references to the former military nature of this landscape within planned new development
- Restricted accessibility within camp and in direct links to east and south; weak off road links between Lodge Hill and Hoo - relates largely to existing military use of land
- The role and function of buffer zones in protecting SSSI designation
- Particular sensitivity of area to north and east of training camp to development impacts; high sensitivity of ridgeline to development impacts
- Threat of coalescence with settlements at Hoo, High Halstow, Cliffe Woods and Wainscott
- Managing sensitively continued presence of MOD at sites to western fringes (eg Ammunition store) and south of Islingham Farm
- Integrating new development into a wider countryside and Green Infrastructure Planning framework

Guidelines

- Develop a planning policy framework for the redevelopment of Lodge Hill through the Local Development Framework
- Protect countryside from development that affects openness and diminishes rural character and distinctiveness; resist coalescence with neighbouring settlements
- Ensure that new development seeks to enhance the character and quality of the landscape and environment; that it is of the highest quality and that it is sensitively and appropriately located to protect from adverse visual impacts and effects on landscape character
- Ensure new development proposals reference and respect the historic military uses and character of this landscape
- Protect ridgelines and valley sides from development that harms landscape character and has adverse visual impact effects
- Consider role, function and extent of SSSI buffer zones - obtain independent ecological advice and consult with Natural England and Medway Council on issues relating to protection of SSSI's
- Ensure that existing natural water courses and water bodies are integrated sensitively into new development proposals in order to preserve and enhance landscape character, biodiversity and the natural quality of the environment

- Ensure that views of settlement from surrounding open countryside protect and enhance the distinctive and predominantly rural landscape character of the area
- Seek to improve accessibility; these improvements should include enhanced off-road pedestrian and cycle links between Hoo, Lodge Hill, Chattenden, Upnor and Cliffe Woods
- Develop range of multi-functional land uses as part of GI improvements and ensure that the rural character of surrounding countryside is retained and enhanced
- Develop proposals for Lodge Hill and Chattenden in conjunction with Upnor Development Brief and other neighbouring development schemes
- Seek to co-ordinate and develop opportunities arising through neighbouring new developments as part of an integrated strategy for the wider countryside as defined within Medway Council's Green Infrastructure Planning Framework
- Seek to site any additional infrastructure required to service new development in a sensitive manner that respects landscape character and visual impacts

General notes

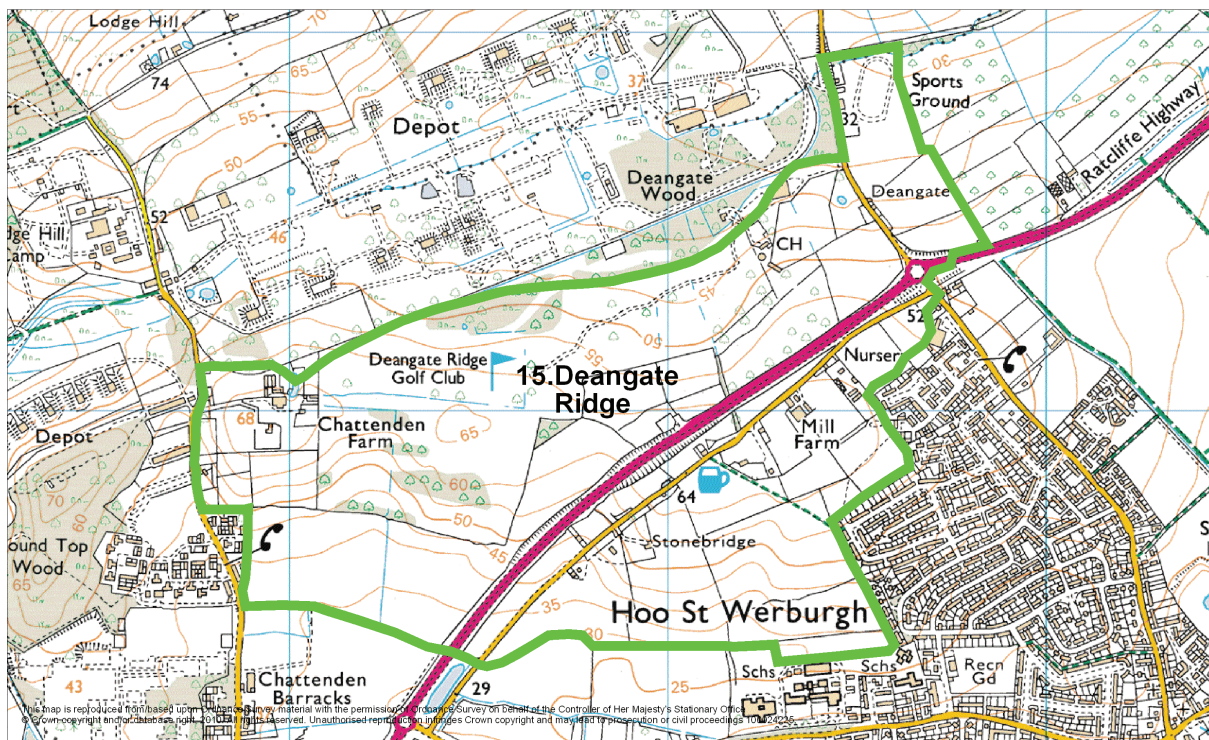
- The main site identified for development is located within the broad valley floor and situated within a bowl; the area is reasonably well screened when viewed from the surrounding area, particularly in views from the south east; there is some inter-visibility from western edge of High Halstow
- Historic note The topography of this area attracted the presence of the extensive late 19th century ordnance sites and arrangements for their defence through perimeter fortifications and AA gun sites of WW I and WW II date

15 Deangate Ridge

Landscape type Isolated Wooded or Farmed Hills (R1)

Sub-types Open farmed hills and ridges (R1b)

Forms part of Hoo Peninsula Character area (KCA 2004)



Description

- Location – separates Chattenden, Lodge Hill and Hoo St Werburgh
- Geology – London clay
- Soils – Grade 1 to east; Grade 3 to west
- Accessibility – one short PROW only – no off-road links between Hoo, Chattenden and Lodge Hill – area bisected by A228 dual carriageway
- Designations – ALLI; protected open space; rural lane
- Flood – n/a (2003)

Characteristics

- Elevated ridge, medium scale farmland with undulating arable fields
- Provides green buffer that separates and screens RSME Lodge Hill Camp from Hoo St Werburgh
- Distinctive tract of open countryside that provides attractive setting for A228 which bisects area; built development around fringes of Hoo and Chattenden settlements prominent in many views
- A228 as major transport artery through central Hoo Peninsula is detracting landscape feature
- Medium scale fields divided by hedgerows, introduce local distinctiveness and provide human scale to landscape
- Includes well used set of recreation facilities including golf course and outdoor sports; associated buildings
- Golf course area retains openness but with more manicured appearance compared with arable farmland; scale reduced by tree clumps trees; blends reasonably - natural landform reduces prominence in open views
- Stream to south west corner links Chattenden and Hoo – see also Hoo Farmland character sheet

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Many

Visual Unity – Interrupted

Ecological integrity – Moderate/Low

Cultural integrity – Variable/Poor

Functional integrity – Moderate

Sensitivity **High**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Moderate

Landform – Apparent

Tree cover – Open

Visibility – High

Actions **Conserve and Restore**

Issues

- Role of area as green buffer strip preventing coalescence between Lodge Hill and Hoo St Werburgh
- Role as attractive green backdrop and gateway from Medway urban areas into wider countryside
- Significance and condition of A228 as main transport artery out to Hoo Peninsula industry, settlements and wider countryside
- Sensitivity of ridges and slopes to new development and prominence in views along A228
- Loss of rural character threat from new settlement plans at Lodge Hill
- Weak footpath and cycleway network and links to neighbouring settlements
- Visually intrusive industrial land uses around edges of Hoo St Werburgh – particularly along Ratcliffe Highway
- Future role of Dux Court as Rural Lane within Lodge Hill development plans

Guidelines

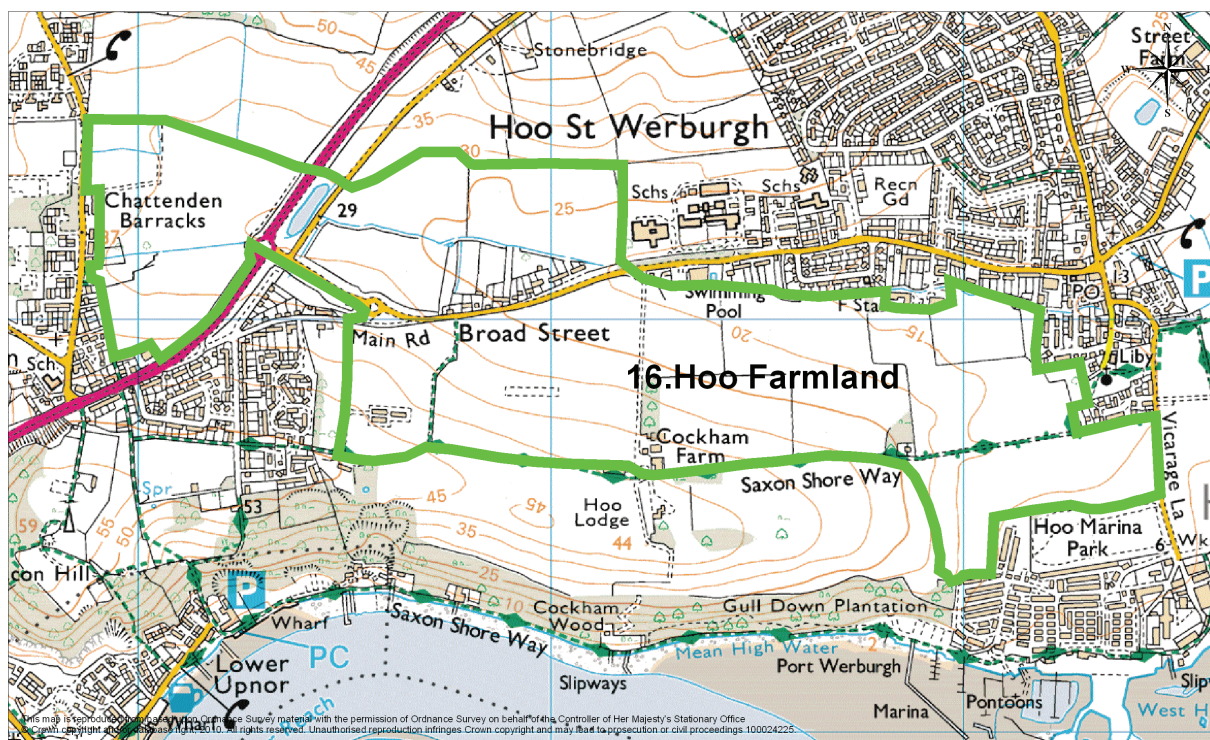
- Protect countryside from development that affects openness and diminishes rural character and distinctiveness
- Relocate or screen land uses that harm local distinctiveness; resist the introduction of activities that damage distinctive rural character and have adverse effects when viewed from the surrounding countryside
- Strengthen 'Gateway' value of this open farmed ridge along A228 as key route into Medway and out to Hoo Peninsula – introduce new planting along A228 and improve maintenance of existing planting
- Introduce new off-road pedestrian and cycle links between Hoo, Lodge Hill and Chattenden as part of GI improvements
- Develop proposals in conjunction with Upnor Development Brief and Chattenden AAP
- Strengthen and reinforce native hedgerow and tree planting at field boundaries and around the edges of settlements
- Consider impact of Lodge Hill development plans on character of surrounding rural lanes; seek to retain rural character within approach roads to new development

16 Hoo Farmland

Landscape type Rural Fringe (T1)

Sub-type Rural Fringe with industrial/urban influences (T1C)

Forms part of Hoo Peninsula Character area (KCA 2004)



Description

- Location – open farmland between Chattenden and Hoo St Werburgh
- Geology – London Clay with head gravel and brickearth deposits
- Soils – predominantly Grade 1 agricultural
- Accessibility – Saxon Shore way links southern side of Hoo to existing Chattenden settlement. No direct routes between Hoo Village and Lodge Hill/Chattenden Ridge area
- Designations – ALLI; Protected open space
- Flood – n/a (2003)

Characteristics

- Undulating arable farmland with large open fields; fragmented hedgerow network and sparse tree cover
- Fragmented landscape - Infrastructure (A228 and Ratcliffe Highway) prominent in views; with ribbon development at Broad Street detracting from rural character and coherence
- Long open views from elevated ground; includes Kingsnorth and Grain Industrial areas
- Stream hidden feature; flows from Chattenden to Hoo St Werburgh along route of old tramway
- Saxon Shore Way defines southern edge of character area and provides strong east/west footpath connection

Analysis

Condition **Poor**

Pattern of elements – Variable

Detracting features – Many

Visual Unity – Interrupted/Fragmented

Ecological integrity – Low

Cultural integrity – Poor

Functional integrity – Low

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Moderate

Landform – Apparent

Tree cover – Open

Visibility – Moderate

Actions **Restore and create**

Issues

- Barren denuded quality of landscape; weak hedgerow/tree framework; low biodiversity value
- Visual impact of settlements, industry and roads from countryside; loss of rural character and tranquillity; poorly treated edges to settlements and industrial areas
- Rural fringe coalescence pressures – between Hoo St Werburgh, Chattenden and Marina
- Poor sense of arrival at Hoo Village on approach roads (especially from A228)

Guidelines

- Strengthen biodiversity value and recreate historic features – eg. woodland blocks (Broad Street Wood lost to farmland), historic field pattern, hedgerows, wider field margins
- Resist development proposals that would threaten rural character, enhanced biodiversity value, tranquillity and distinctive sense of place
- Maintain separation and openness between rural settlements
- Seek to screen adverse views – with hedgerow and woodland block planting
- Introduce stronger field boundary planting, particularly along Saxon Shore way
- Improve 'gateway' treatment to Hoo Village; seek enhanced entrance points to reinforce and mark village character

General note

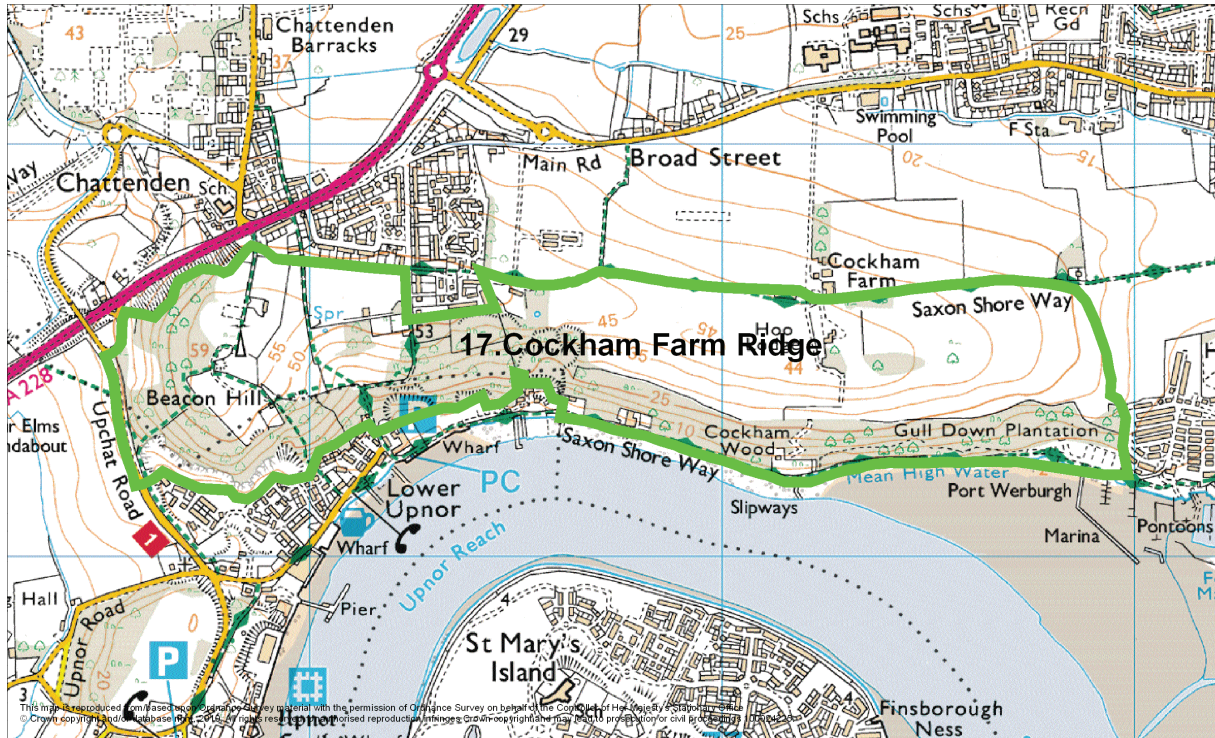
- Upper route of SSW may become main route, if shoreline route cannot be promoted safely

17 Cockham Farm Ridge

Landscape type Isolated wooded or farmed hills (R1)

Sub-types Wooded hills and ridges (R1a) and Open farmed hills and ridges (R1b)

Forms part of Hoo Peninsula Character area (KCA 2004)



Description

- Location – predominantly wooded ridge along northern shore of Medway estuary
- Geology – London Clay with head deposits + landslip along estuary
- Soils – Grade 3 + band of Grade 1 to north
- Accessibility – Good network but potential to improve - Saxon Shore way to northern edge and estuary at low tide; network of north/south paths link Chattenden and Upnor
- Designations – SSSI (Tower Hill to Cockham Wood); Ancient woodland; undeveloped coast; ALLI, SAM's; Protected Open Space
- Flood – tidal erosion to SSSI woodland along shoreline; SMP policy E4 (Kingsnorth Power Station to Cockham Wood)) of 'Managed realignment with localised hold the line' may affect shoreline paths including Saxon Shore Way.

Characteristics

- Distinctive and prominent wooded ridge; dense broadleaved to south at Cockham Wood and Gull Down Plantation and to west at Beacon Hill; accessible areas well used by local community
- Undulating large, open arable farmland on gently sloping valley sides to north east with fragmented hedgerow network; poor tree cover; conifer groupings around farmhouses
- Steep wooded ridge along river edge an unusual and distinctive feature; provides strong elevated green backdrop to settlement at Lower Upnor and distinctive estuary edge and setting in views across Medway estuary from southern shoreline and urban areas; includes heritage features along shoreline
- Elevated woodland ridge also prominent and distinctive in views from north; with farmland provides distinctive setting; separating and strengthening identity of settlements at Hoo St Werburgh, Chattenden and Upnor
- Open views from Saxon Shore Way northwards towards Hoo St Werburgh; Kingsnorth Power Station prominent in views to east
- Includes scheduled monuments at Cockham Wood fort and Beacon Hill (see General notes section).

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – Moderate

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **High**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Moderate

Landform – Dominant/Apparent

Tree cover – Enclosed/Open

Visibility – Moderate

Actions **Conserve and Restore**

Issues

- Denuded quality of farmland to north - weak hedgerow and tree cover; poor biodiversity
- Sensitivity and prominence of woodland as green backdrop in views from river and southern bank of River Medway
- Balancing improved access with protection of woodland from rural fringe intrusions and over use
- Erosion of estuary shoreline – loss of woodland and loss of estuary path network between Upnor, Hoo, Kingsnorth and Grain
- Area includes historic remains (often in poor state of repair) reflecting military past
- Management of SSSI – pressures of illegal access in woodland
- Importance of retaining and enhancing distinctive rural character around fringes of settlement at Upnor
- Poor accessibility along shoreline at low tide

Guidelines

- Currently two distinctive character areas (woodland and open farmland); strengthen character of farmland with new woodland planting to upper slopes
- Strengthen field boundary planting, particularly along Saxon Shore way; restore historic field pattern, hedgerows, wider field margins; plant woodland copses and shaws
- Protect and enhance protected woodland areas; observe terms of SSSI management agreement
- Seek to preserve record of past military uses within new development proposals; balance this aspiration with biodiversity, access and other practical considerations
- Seek opportunities to improve accessibility along shoreline; explore scope for permissive path through Cockham Wood to better manage woodland access; consider GI planning and current Lower Upnor access and public realm improvement projects within all new development schemes

General Notes

- Cockham Wood Fort is a rare 17th century fort built in the aftermath of the 1667 Dutch raid as part of a defensive system that included the fort at Gillingham. The long distance footpath provides access along the foreshore but the ruins are vulnerable to tidal erosion. This fort requires a management solution
- Beacon Hill includes another scheduled monument which is part of the military remains here. The historic character of area is becoming obscured by tree planting i.e. the beacon mound is no longer very prominent. The wireless station is derelict and undesignated. There was WW I AA gun site at this land to which the blockhouse on the beacon mound relates. Twin site to the well preserved example at Chattenden Ridge.

18 Hogmarsh Valley

Landscape type Urban Fringe (T2)

Sub-types Urban fringe with urban/industrial influences (T2b)

Forms part of Hoo Peninsula Character area (KCA 2004)



Description

- Location – gently rising land from Whitehall Creek (Lower Hogmarsh Valley) to Wainscott and edges of Chattenden (Upper Hogmarsh Valley)
- Geology – Upper Chalk and Thanet beds with Head Brick earth deposits
- Soils – Grades 1 and 3
- Accessibility – Weak north/south footpath links between Medway City Estate and Wainscott / Chattenden. Better links between Frindsbury, Wainscott and Upnor
- Designations – ALLI; Protected open space; MOD Estate, Chattenden - safeguarding area
- Flood – large area situated within boundary of tidal flood area (2003)

Characteristics

- Broad valley with open, gently rolling arable farmland and distinctive elevated woodland backdrops - at Tower Hill, Beacon Hill and Chattenden Ridge; landscape forms a green buffer, a distinctive gateway and green backdrop to Medway Towns
- Hogmarsh stream runs along valley floor and includes small pockets of marshland; area predominantly situated within tidal flood zone and has flood alleviation/storage potential; Whitewall Creek remains a distinctive natural feature but distinctiveness eroded by surrounding urban infrastructure
- Provides a distinctive and attractive setting for Manor Farm and Upnor Conservation areas
- Detracting features include: Transport corridor (A289); eastern edges of urban settlement at Wainscott; sewage treatment works and military infrastructure (RSME sites at Wainscott and Tower Hill - Gundolph pool)
- Distinctive views across river towards Chatham Historic Dockyard and covered slips; development at Medway City Estate is a detracting feature in many views from lower ground
- Retains rural character but coherence and overall integrity disrupted by urban fringe and military infrastructure land uses; unsympathetic boundary treatment features and neglected pockets of land
- Pockets of tranquillity at Islingham Farm; Manor Farm and Frindsbury Barn (Grade 1 listed) and around fringes of Upper Upnor

Analysis

Condition **Poor**

Pattern of elements – Variable

Detracting features – Many

Visual Unity – Fragmented

Ecological integrity – Moderate

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Moderate

Landform – Apparent

Tree cover – Intermittent

Visibility – Moderate

Actions **Restore and Create**

Issues

- Green backdrop as attractive setting for Medway urban edges and surrounding settlements with potential to create major gateway and strengthen positive image; role as green buffer separating urban and village settlements at Medway City Estate, Frindsbury, Wainscott, the Upnors and Chattenden; role of A289 (and A228) as major connecting transport arteries through Hogmarsh Valley
- Role and benefits of formulating and implementing Green infrastructure (GI) framework
- New development plans – ‘Park and Ride’ at Whitewall Creek; Medway City Estate; Frindsbury Barn and Frindsbury Pit; RSME land uses; new development at Upnor and Chattenden
- Urban fringe land uses and infrastructure pressures; neglect and weak landscape structure along transport corridors; edges of urban fringe; RSME sites; sewage treatment works; Whitewall Creek
- Protection of wooded and open farmed ridges, hills and slopes to north and east from intrusive development
- Role of lower Hogmarsh Valley as potential flood alleviation resource
- Medway City Estate development as detracting component in views to south towards Rochester and Chatham

Guidelines

- Seek to strengthen landscape structure by appropriately sited tree and hedgerow planting particularly alongside roads; soften and screen urban fringes; seek to retain views of wider landscape and screen detracting features
- Seek to realise GI vision of multi-functional landscape providing improved accessibility of urban population into countryside; improved links between settlements; recreational value and health benefits; flood alleviation and storage; create a spatial strategy that encapsulates a realisable vision for this valley working with landowners, stakeholders and partners
- Enhance role of Hogmarsh Stream as distinctive landscape feature and potential off-road route from town into countryside; linking Medway City Estate, Chattenden and wider countryside
- Explore access, biodiversity, landscape enhancement and flood alleviation opportunities for Lower Hogmarsh Valley, working in partnership with EA, landowners and other stakeholders
- Seek to protect and repair fragmented landscape; strengthen field pattern network, hedgerows and hedgerow trees, wider field margins; plant woodland copses and shaws
- Realise 'gateway' value of A289 along full extent, particularly at key arrival nodes - eg. Four Elms and Whitewall Creek roundabouts; strengthen and reinforce landscape structure with landscape enhancements; 'gap up' hedgerows and improve boundary treatments where inappropriate
- Seek where possible to screen RSME sites, Sewage Treatment Works and views of Medway City Estate to mitigate against adverse landscape impacts; seek enhancements that provide greater respect for locally distinctive landscape character and overall landscape quality in longer term plans for these areas
- Ensure that future development plans for this area respect landscape context; protect openness and retain views of prominent green woodland backdrop; enhance setting of Whitewall Creek as distinctive landscape feature
- Protect and enhance distinctive landscape setting for Frindsbury Barn and surroundings as viewed from A289 and wider countryside; seek to unlock value from Frindsbury Pit as a natural feature in the landscape; area to north west of disused pit subject to Village Green proposal
- Protect woodland surround, separation and natural rural setting of the Upnors

General notes

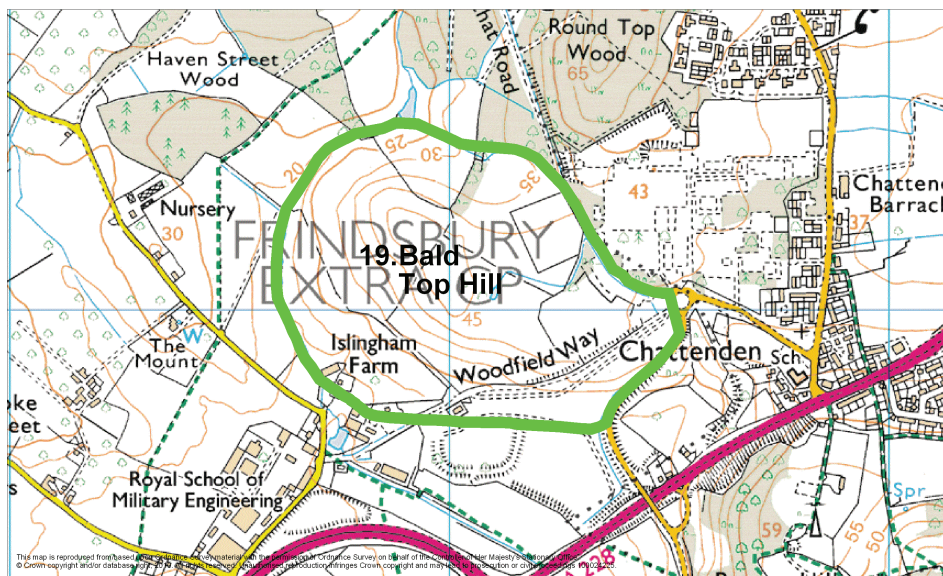
- Frindsbury Barn – Fire damaged barn is major component of medieval manorial complex at Frindsbury and a building at significant risk. The adjacent quarry is a discordant feature in relation to this historic landscape. Enabling development is likely to be part of solution to future of barn and other buildings.
- RSME's pontooning establishment at Gundulph pool includes location on Upnor hard of 1803 pontoon bridge. This was installed to make reconstruction of Chatham Lines on other bank into their current format and tenable as a 'tete de pont' or bridgehead

19 Bald Top Hill

Landscape type Isolated Wooded or Farmed Hills (R1)

Sub-types Open farmed hills and ridges (R1b)

Forms part of Hoo Peninsula Character area (KCA 2004)



Description

- Location – due north of Four Elms roundabout
- Geology - London clay and Lambeth group
- Soils – predominantly Grade 3 agricultural
- Accessibility – no designated paths; path network to west links Wainscott to Chattenden Ridge
- Designations – includes ALLI; Safeguarding of MOD Estate, Chattenden from ad hoc development
- Flood – n/a (2003)

Characteristics

- Prominent farmed hill; distinctive open pastoral landscape; strong feature in views from A289 and Wainscott
- Very tranquil, unspoilt and well tended space with strongly rural character to north and west slopes; retains remoteness but with some urban influence to south and east
- Views – settlement and roads to south; long distance views to North Downs; Chattenden Ridge and Round Top Hill to north; long distance views to Essex marshes and Tilbury Power Station
- Some remnant hedgerows and groups of trees on slopes but crown of hill very open and exposed (links to name); blocks of scrub to lower slopes along Woodfield Way
- Stream to lower west and eastern slopes links into Hogmarsh Valley stream; informally lined with trees to west provides distinctive character to lower slopes

Analysis

Condition **Moderate**

Pattern of elements – Coherent

Detracting features – Few

Visual Unity – Intact

Ecological integrity – Moderate

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **High**

Distinctiveness – Distinct

Continuity – Historic

Sense of place - Moderate

Landform – Dominant

Tree cover – Open

Visibility – High

Actions **Conserve and Restore**

Issues

- High sensitivity to any form of development – highly visible and prominent in views from A289 and Wainscott
- Value of distinctive rural character so close to urban areas
- Accessibility and views – landmark gateway site with potential strategic viewpoint and opportunities to link to PROW network
- Impact of development plans for MOD sites in surrounding area
- Screening of existing military areas

Guidelines

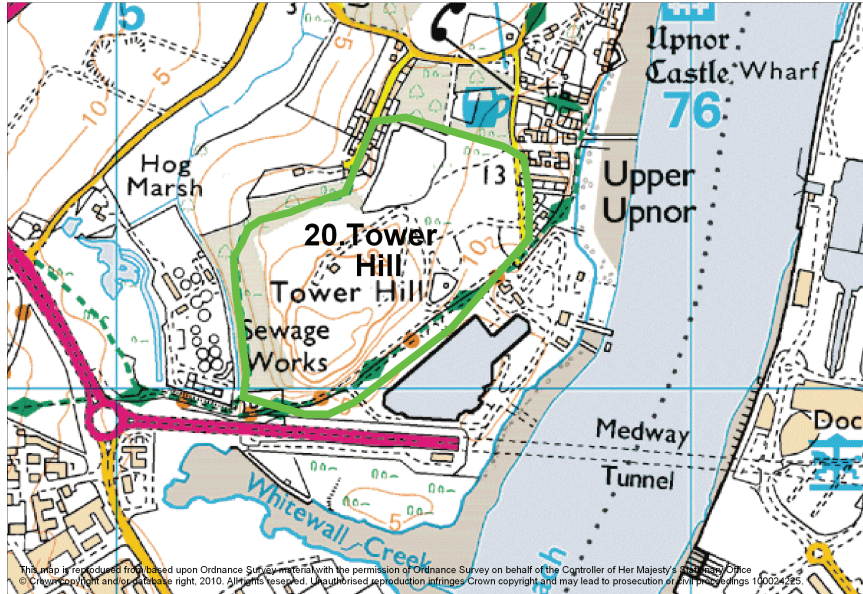
- Improve screening to military areas – buildings and training areas
- Protect open and unspoilt character - resist any form of development to slopes and ridge that is intrusive in any way, harms rural character and affects open unrestricted views
- Strengthen 'Gateway' value of this distinctive hill along A289 as key arrival route into Medway
- Seek to develop accessible footpath link to upper slopes and open up dramatic views of Medway urban areas and countryside; offers potential links to Upnor as part of Lodge Hill development plans
- Strengthen woodland edge to upper slopes as viewed from A289 and Lower Hogmarsh Valley

20 Tower Hill

Landscape type Isolated Wooded or Farmed Hills (R1)

Sub-types Wooded hills and ridge (R1a)

Forms part of Hoo Peninsula Character area (KCA 2004)



Description

- Location – between Upper Upnor and Medway City Estate
- Geology – Upper Chalk and Thanet beds
- Soils – Grade 3 and undefined
- Accessibility – good path network to lower slopes links urban areas to Upnor; access to river edge and upper slopes restricted by MOD uses
- Designations – SSSI; ALLI
- Flood – n/a (2003)

Characteristics

- Prominent wooded hill; naturally regenerating woodland to lower slopes with cleared upper slopes (under MOD control - military training uses)*
- Sewage Works in floodplain on western side with links to Hogmarsh Stream
- Intimate and tranquil away from infrastructure with good pedestrian and cycle connections towards Upnor
- Prominent wooded backdrop in views from Lower Hogmarsh Valley and Medway estuary; vegetation and access limitations restrict views out to surrounding areas
- Predominantly urban fringe in character and surrounded by detracting features; road corridor (A289); Medway City Estate; Sewage treatment works; RSME site to south east (Gundolph pool)
- Includes unsympathetic boundary treatments and neglected pockets of land

Analysis

Condition **Moderate**

Pattern of elements – Coherent

Detracting features – Some

Visual Unity – *Interrupted*

Ecological integrity – Moderate

Cultural integrity – Variable

Functional integrity – *Moderate*

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic/Recent

Sense of place - Moderate

Landform – Dominant

Tree cover – Enclosed

Visibility – Moderate

Actions **Conserve and Create**

Issues

- Prominence in long distance views from Hogmarsh Valley and Estuary
- MOD strategic development plans for site and long term management proposals for woodland/scrub areas
- Accessibility and views – strategic viewpoint with potential to increase access to upper slopes; value as gateway
- Development plans for surrounding area - Park and Ride at Whitewall Creek; Medway City Estate; Frindsbury Barn; RSME land uses; new development at Upnor and Chattenden

Guidelines

- Improve boundary treatment of sewage works and RSME sites using planting to soften and screen views; protect and repair fragmented landscape
- Protect wooded hills and slopes from intrusive development that harms rural character
- Seek to develop accessible pedestrian link to upper slopes and open up views of Medway urban areas and countryside

General notes

- Historic military uses - as high spot near dockyard upper slopes were used for siting guns in 1803 and 1939-45 programmes of defence

North Kent Fruit Belt

Principal characteristics

- A predominantly rural agricultural landscape characterised by a complex pattern of orchards, shelterbelts, fields of arable, pasture and horticultural crops; divided by small blocks of woodland; gently rolling landform to south of A2 punctuated by two north/south valley systems; landform flatter to north of A2 towards marshes
- A relatively small part of this distinctive area of countryside is located within Medway; the larger part stretching east towards Faversham is within the boundaries of Swale Borough Council; area within Medway contains a mixture of transitional (urban and rural fringe) and rural landscape types
- Orchards have been characteristic feature of this area since the 18th Century; loss of traditional orchards and increasing trend towards urban-rural fringe activities – particularly equine and amenity related; A2 (formerly Watling Street) has a localised urbanising effect
- Open countryside provides a strong and distinctive buffer along northern edge for the Medway Marshes SSSI; maintains and strengthens green corridor and wildlife links from urban areas into countryside; open countryside to east resists pressure of settlement coalescence between Rainham and Sittingbourne
- Area has become partially fragmented by urban fringe influences but retains an essentially rural character

Principal issues

- Pressures affecting local distinctiveness and rural character in urban fringe areas include various amenity uses, waste tips, neglected fields and hedgerows, creeping suburbanisation along roads and at edges of settlements, loss of orchards and shelter belts; also strong trend towards equine-related land uses; result has been increasing landscape fragmentation and overall decline in landscape condition, diversity and local distinctiveness
- Development pressure could lead to gradual coalescence of settlements between Rainham and Sittingbourne; to loss of SSSI buffer edge and green corridor/wildlife links between urban areas and countryside
- Need to seize opportunity to reverse decline in landscape quality, condition and local distinctiveness through landscape restoration and enhancements; linked where possible to targeted funding regimes (eg. agri-environment schemes); potential to reverse trend towards urban fringe fragmentation by taking integrated approach towards strengthening coherence of rural character
- Access opportunities from urban areas into countryside; opportunity to strengthen links between estuary and North Kent fruit belt; consideration of context of wider GI framework along boundary with Swale

21 Lower Rainham Farmland

Landscape type Urban Fringe (T2)

Sub-types Urban fringe with urban/industrial influences (T2b)

Forms part of North Kent Fruit Belt Character area (KCA 2004)



Description

- Location – Lower Rainham Road (B2004) and Riverside Marshes/Country Park to north; railway line and Twydall to south; Gillingham to west; Lower Rainham and countryside to east
- Geology – Upper Chalk and Thanet Beds (solid) with head deposits
- Soils – Predominantly Grade 1
- Accessibility – footpath network fragmented; no continuous, direct link between Grange Farm and Berengrave Nature Reserve; rail line causes severance and weakens links into urban areas to south
- Designations – ALLI; 2no Conservation areas; 2no Rural lanes; 1no community woodland; Local Nature reserve
- Flood – Berengrave area at risk from tidal flooding (2003).

Characteristics

- Flat, small to medium scale mixed farmland – orchards, arable, rough grazing
- Neglected pockets of land and busy road gives transitional urban fringe character to area; gradual trend towards suburbanisation (eg. boundary features) in some localised areas
- Some well managed areas of orchard, shelterbelt, farm buildings, cottages and distinctive rural hedgebanks
- Tranquil in many parts despite enclosure by road to north and rail to south
- Poor accessibility – east/west and north/south links to urban areas
- Recent urban extension to north west of Otterham Quay Lane now divides this character area and diminishes coherence; area to east beyond Rainham has particularly detracting urban and industrial features – including industrial estate, tip with vents and railway line; golf course to north along Swale boundary
- Includes small conservation areas/hamlets at Lower Rainham and Lower Twydall

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – Moderate

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Moderate

Landform – Apparent

Tree cover – Intermittent

Visibility – Moderate

Actions **Conserve and Create**

Issues

- Value of area as green corridor linking community in urban areas to countryside and role as extended buffer to Country Park and Natura 2000/Ramsar protected coastline
- Consideration of the integral links between this character area and the Riverside Marshes character area
- Potential to restore traditional orchards; strengthen and enhance biodiversity opportunities; introduce more positive land management systems; respect for historic characteristics (see General notes)
- Poor condition of some farmland areas, tendency towards fragmentation and trend towards urban fringe activities and weakened coherence
- Grade 1 agricultural soil classification
- Threat of expansion to urban edges on south and west sides, along with gradual, pervasive erosion of rural character

Guidelines

- Restore neglected and abandoned fields to appropriate and sensitive rural land uses – eg. orchard, woodland, pasture and arable farming; seek to reverse decline in condition of landscape and reinforce rural characteristics
- Improve east/west footpath links between Gillingham and open countryside and footpath links from Twydall
- Introduce regular management of hedgerow boundaries (particularly along rural lanes)
- Discourage conifer planting and other forms of creeping suburbanisation – eg. inappropriate fencing, gates, ornamental planting
- Resist further built development and introduce more positive landscape management systems
- Consider this area integrally with Riverside Marshes character area for its integral value as a green buffer, wildlife corridor and link to wider countryside

General notes

- There is considerable variation in the condition of this character area, with some pockets in serious decline and other well managed and cared for areas; area between Lower Rainham and Lower Twydall in generally good condition with urban influences less apparent; area to the east beyond the Rainham urban extension in particularly poor condition with urban fringe and amenity land uses detracting from rural character. Area has high levels of visibility along coastline; inland areas more secluded and screened from views
- There are a number of benefits attached to this area retaining its essentially rural character. It provides a valuable green buffer separating the built up areas of Twydall and Rainham from valuable and internationally protected wildlife sites along Medway estuary; it offers openness and easy access to a countryside area for an extensive urban population; it improves the setting of the A289 along its eastern boundary and provides attractive open views across the marshes and farmland from the railway line and main road; it also improves

the setting of the Lower Rainham and Twydall Conservation areas; along with the Riverside Marshes area it provides a distinctive green backdrop when viewed from the Medway estuary

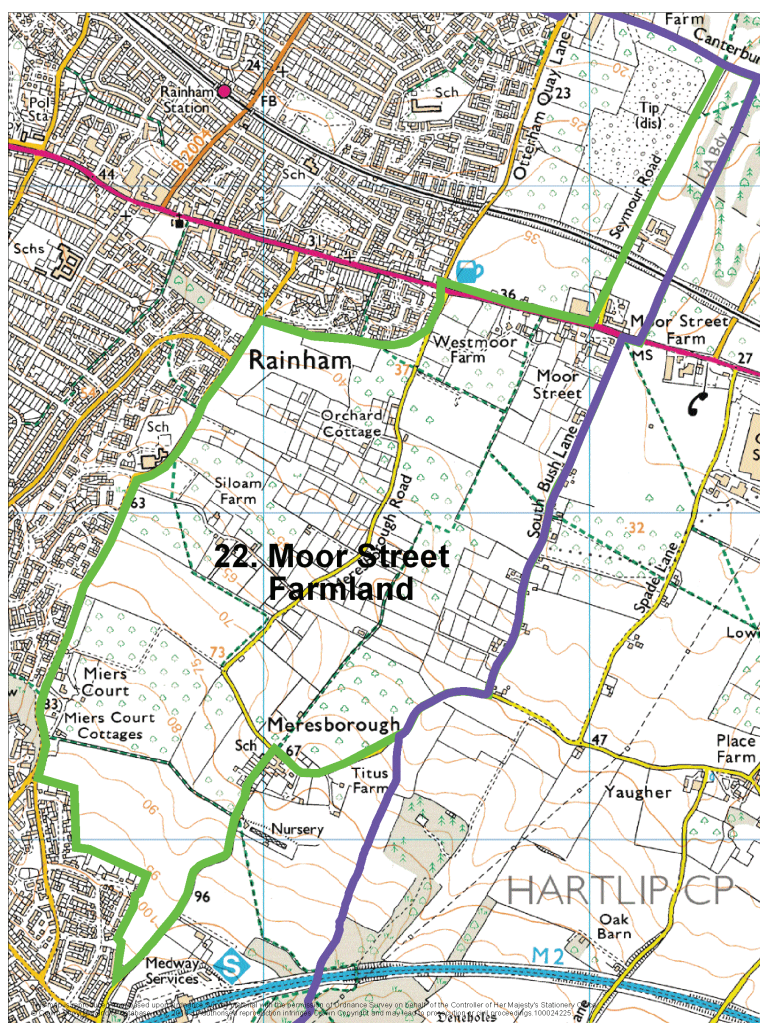
- Historic note This area has potential for greater understanding of how the marshes and farmland operated as a system and what impact this had for landscape character and the location of settlements. Grange Farm is a major medieval moated site and also had significant Roman archaeology. Along this edge we can anticipate a series of Roman if not earlier estates that are located on creeks between the river and the road network. Important to see movement by water as part of the landscape organisation.

22 Moor Street Farmland

Landscape type Flat or undulating mixed farmland (R5)

Sub-types Orchards and mixed farmland (R5a)

Forms part of North Kent Fruit Belt Character area (KCA 2004)



Description

- Location – countryside to east of Rainham
- Geology – Upper Chalk and Thanet Beds with head, head brickearth and clay with flints deposits
- Soils – Predominantly Grade 1
- Accessibility – small scale footpath network links rural settlements effectively
- Designations – ALLI; 2no Conservation areas; 1no Rural lane
- Flood – not applicable (2003)

Characteristics

- Undulating landscape of orchards and arable farmland
- Diverse small to medium scale mixed farmland enclosed with shelterbelts and hedges; fields with lost shelterbelts more open with longer views
- Trend away from traditional orchards to horse paddocks and arable farming has led to decline in traditional field pattern
- Detracting features – particularly associated with the insensitive introduction of equine related activities – includes lotted fields, fencing, equipment, materials, degraded hedges, conifer belts; churned-up road edges
- Good accessibility linking small settlements and urban edges

Analysis

Condition **Poor**

Pattern of elements – Variable

Detracting features – Many

Visual Unity – Interrupted/Fragmented

Ecological integrity – Low

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Moderate

Landform – Insignificant

Tree cover – Intermittent

Visibility – Moderate

Actions **Restore and Create**

Issues

- Decline in landscape condition and coherence associated with urban fringe pressures and changes in land use – especially towards equine related uses
- Threat of urban expansion from west and gradual, pervasive erosion of rural character through inappropriate land uses
- Threat of settlement coalescence between Rainham and Sittingbourne urban areas
- Loss of traditional orchards, hedgerows and shelterbelts; reversion to arable farmland and equine related uses – distinctive character threatened
- Damage to road verges, signage clutter and litter; roads used as 'rat runs'
- Weak legibility means poor understanding of how to access and visit this area of countryside – provides easy links to Queeendown Warren (south of M2)
- Grade 1 agricultural soil classification

Guidelines

- Discourage trend towards equine related land uses; enforce sensitive management and screening of existing equine related activities; enforce rurally sensitive boundary treatments
- Restore orchards, shelterbelts and hedgerows where opportunity arises
- Seek opportunities to strengthen biodiversity value of countryside – wider field margins, hedgerows etc.
- Create strategically located and well surfaced passing places to reduce damage and wear to road verges
- Manage urban fringe activities – including controls on signage, fly tipping and regular litter collections
- Seek opportunities to improve legibility and increase understanding and valuing of countryside in this area; improve links and increase awareness of North Downs landscape (south of M2)

General notes

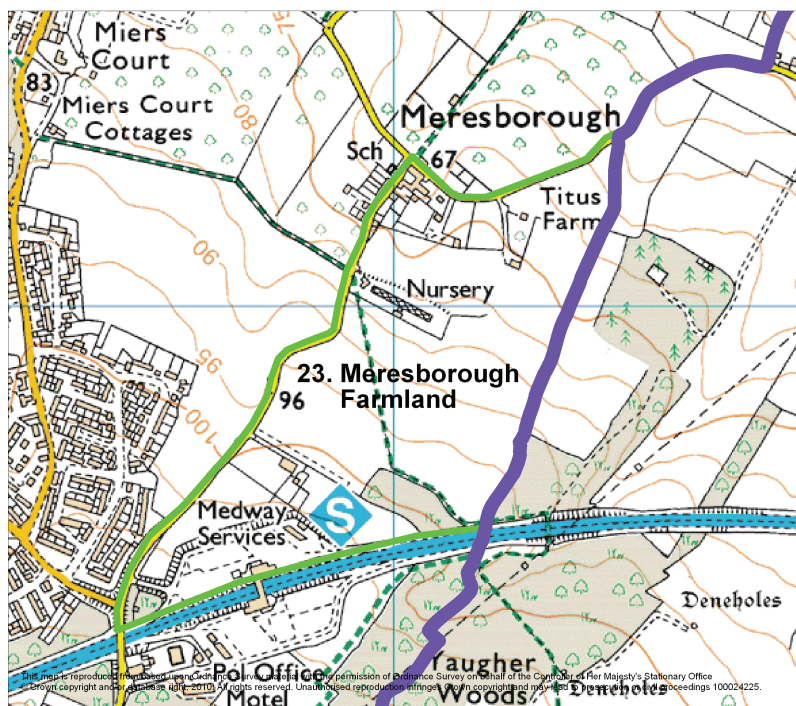
The larger eastern section of this character area is located within the administrative boundaries of Swale Borough Council. Detailed boundaries within this larger area have not been verified but cross border boundaries are broadly consistent with Newington and Upchurch/Lower Halstow Fruit belt character areas (Swale LCA 2005). It is worth noting that the KTGLA and Swale LCA divides the area to the north and south of the A2 between Moor Street and Newington into two separate character areas but with the same landscape type category (Orchards and Mixed Farmland). Very little of the area to the north of the A2 is within Medway. It would not therefore justify a separate character area study. While not disputing this distinction, these two areas have been merged into one for the purposes of this study.

23 Meresborough Farmland

Landscape type Flat or undulating open arable farmland (R6)

Sub-types Flat or undulating arable farmland (R6a)

Forms part of North Kent Fruit Belt Character area (KCA 2004); northern part of Hartlip Downs character area (Swale LCA 2005)



Description

- Location – countryside to south of Rainham and east of Wigmore and Park Wood; M2 motorway defines southern boundary
- Geology – Upper Chalk (solid) with head deposits; forms part of North Downs dip slope
- Soils – Grades 1 and 2 agricultural
- Accessibility – 1no north/south footpath links Meresborough with Queendown Warren
- Designations – ALLI; 1no Conservation area; 1no Rural lane; Ancient Woodland; SNCI
- Flood – not applicable (2003)

Characteristics

- Undulating arable farmland with medium to large scale fields; fragmented network of hedgerows and shelterbelts
- Narrow ancient woodland strip at Reeds Shaw links to south across motorway to larger woodland block at Yaughter Woods
- Detracting features include poles, mast, old fences and M2 services to southern boundary
- Good PROW north/south accessibility linking settlements, urban edges and wider countryside

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – *Interrupted/Fragmented*

Ecological integrity – Low

Cultural integrity – Variable

Functional integrity – *Moderate*

Sensitivity **Moderate**

Distinctiveness – Indistinct

Continuity – Historic

Sense of place - Moderate

Landform – Insignificant

Tree cover – Intermittent

Visibility – Moderate

Actions **Conserve and Create**

Issues

- Intensification of agricultural practices has led to enlarged fields and hedgerow fragmentation
- Grade 1 and 2 agricultural soil classification
- Threat of development intrusion into countryside from urban edges to west
- Wear and tear to road verges
- Threat of settlement coalescence between Rainham and Sittingbourne urban areas
- Links to Kent Downs AONB

Guidelines

- Seek opportunities to reinforce landscape structure and biodiversity value, especially in localised, denuded and open areas;
- Seek to strengthen legibility and links to Kent Downs AONB
- Restore fragmented hedgerows and shelterbelts;
- Create strategically located and well surfaced passing places to reduce damage and wear to road verges
- Manage urban fringe activities – including controls on signage, fly tipping and regular litter collections

General notes

- Eastern section of this character area located within administrative boundaries of Swale District Council. Detailed boundaries within this area not verified but cross border boundaries broadly consistent with Hartlip Downs character area (Swale LCA 2005); area sits within North Kent Fruit Belt Character area (see KCA 2004)
- Note policy KTG1(x) of the South East Plan, which seeks to avoid coalescence with adjoining settlements to the east of Medway and the west of Sittingbourne.

Capstone and Horsted Valleys

Principal characteristics

Capstone

- Landscape falls into two distinct types; dramatic scarp and valley forms to north; softer rolling open plateau landscape to centre; two valleys bound central plateau to east and west; southern section within Maidstone
- Provides a distinctive natural landscape setting for Capstone Farm Country Park (situated at the heart of the area) and contributes to the setting of the Kent Downs AONB (situated to the south of the M2)
- Forms a green wedge linking urban communities into the wider countryside and the North Downs; connects into the heart of Medway's urban areas with potential for improved links towards the Great Lines Heritage Park (GLHP)
- Valuable semi-rural open space in close proximity to densely populated urban communities offers significant health and recreational benefits
- Provides distinctive edge to urban areas and prevents coalescence of Lordswood/Princes Park and Hempstead
- Remnant chalk grassland on steep slopes to north leads to smaller fields of arable and pasture with larger arable units in southern section
- High biodiversity value within woodlands and chalk scarp slopes; provides valuable wildlife corridor
- Blocks of deciduous woodland (predominantly Ancient Woodland) are distinct feature particularly on shallower slopes and plateau landform; woodlands provide valuable containment for open arable farmland
- Area retains distinctly rural character and strong sense of overall coherence despite urban settlements on eastern and western flanks
- Detracting features include ski slope, car parks; waste recycling/landfill site, narrow lanes with heavy 'rat-run' traffic uses; poor pedestrian and cycle accessibility; development expansion at Capstone; poor quality equine-related facilities

Horsted

- A narrow steep sided valley with chalk grassland slopes; includes two scheduled Napoleonic Forts, golf course, playing fields, allotments; urban and industrial land use pressures at fringes
- Forms a green wedge from urban areas into countryside to south west; Rochester airport open but inaccessible and severs direct connections towards North Downs
- Area between Fort Horsted and Walderslade Lane proposed as Country Park; developed along flanks but increasingly rural and tranquil towards south west
- Attractive open views from upper slopes of valley, towards Darland Banks and back towards Horsted
- An increasingly fragmented landscape threatened with loss of overall coherence by further development

Principal issues

- Capstone and Horsted Valleys are both under increasing development pressure for expansion of urban areas into open countryside; both areas are valuable green wedges linking town with countryside; bringing distinctive North Downs landscape character into urban areas
- Capstone Downs landscape character area extends to the south beyond Medway boundary; protection of local distinctiveness and openness requires co-ordinated approach with neighbouring local authority
- Urban extension at Hempstead plus encroachment of amenity, equine related and other urban-rural fringe land uses has lead to fragmentation and degradation of overall landscape quality; further encroachment likely to overwhelm local distinctiveness
- Decline of grazing on steeper scarp slopes and invasion of chalkland scrub; protection of unique landscape and wildlife value of chalk grassland
- Facility improvement plans for Capstone Farm Country Park; plans for Conservation Park at Horsted; off-road footpath and cycleway accessibility improvement plans; land management of chalk grassland areas at Darland, Daisy and Coney Banks
- Impact on landscape character of new housing development at Fort Horsted; opening up views of Forts at Horsted and Luton and connecting them to wider landscape

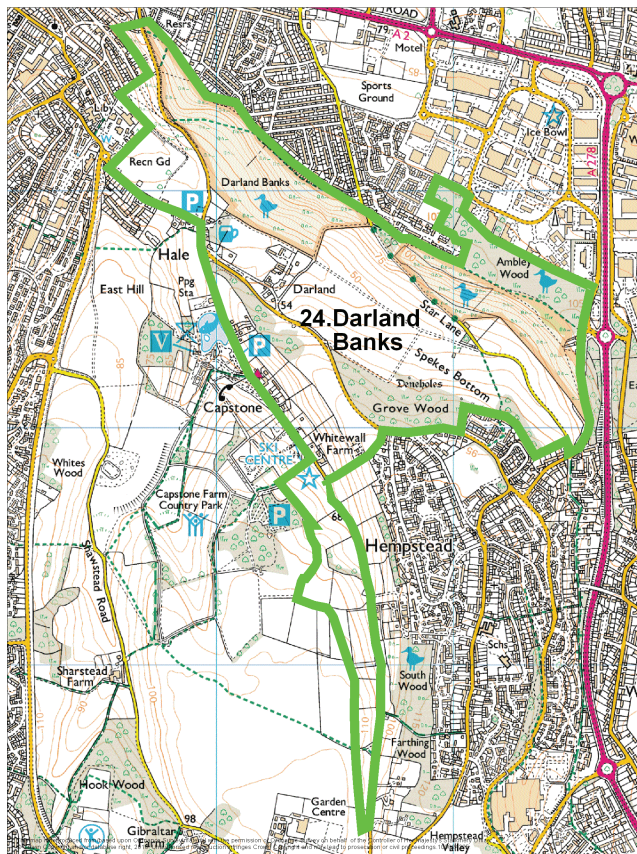
- Plans for improved green infrastructure link from Capstone towards Medway estuary, linking to GLHP, Chatham, Gillingham and waterfront through urban area at Luton
- Capstone - Road traffic pressure on narrow rural lane road system; how to relieve this pressure and provide improved facilities for other modes of transport
- Protecting recreational, landscape and ecological value of Horsted and Capstone Valleys – importance of reversing neglect; retaining views and openness; improving accessibility

24 Darland Banks

Landscape type Chalk scarps and valleys (R2)

Sub-types n/a

Forms part of Capstone Downs (KCA 2004)



Description

- Location – north west/south east facing chalk ridge and valley to south side of Gillingham; stretches to south as far as Elm Court
- Geology – Upper Chalk; Head brickearth, Head and Clay with flint deposits
- Soils – exposed chalk and Grade 3 agricultural
- Accessibility – good east/west footpath links through public space; poor north/south links - fragmented by roads, development and landform; dense urban area at Luton truncates north west links through to Great Lines Park and River Medway; potential to strengthen green links through Gillingham to golf course and Grange Farm/Medway marshes
- Designations – ALLI; Protected open space; SNCI/LNR; Ancient woodland; Rural lane
- Flood – not applicable (2003)

Characteristics

- Series of parallel narrow ridges and dry valleys creates prominent, distinctive landscape
- Land cover of rare chalk grassland, deciduous woodland and arable farmland; unified and diverse landscape with high biodiversity value; scrub invasion to chalk slopes
- Medium to large arable field network with blocks of remnant ancient woodland
- Good east-west pedestrian accessibility between urban areas at Luton and Hempstead/Wigmore; area has high recreational value
- Strong uninterrupted views of open countryside looking south from Darland Banks
- Tranquil rural lane towards Spekes Bottom and Hempstead in south east
- Urban intrusion to north west with amenity uses and built development detracts from tranquil character

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – High

Cultural integrity – Good/Variable

Functional integrity – High

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Strong

Landform – Dominant

Tree cover – Intermittent

Visibility – Moderate

Actions **Conserve and Create**

Issues

- Encroaching urban elements, hard edges and land uses
- Loss of unimproved chalk grassland to agricultural use and scrub invasion
- Loss of hedges, trees and woodland to arable uses
- Trend towards arable cultivation / loss of pasture
- Pressure for infill development (housing, retail and formal amenity facilities) from urban areas to east and west

Guidelines

- Conserve and manage remnant chalk grassland habitats and woodlands
- Re-establish chalk grassland on steeper slopes
- Resist development that detracts from the distinctive character of the area
- Promote woodland planting (in character with existing) to screen adverse impacts at urban edges, landfill/waste recycling site, amenity and other sites with detracting urban-rural fringe uses;
- Encourage reversion of arable to pasture
- Promote improved woodland management; strengthen hedgerow planting and biodiversity value
- Manage urban fringe activities – introduce controls on signage, fly tipping and ensure regular litter collections
- Consider Green Spaces/KWT Darland Banks management plan in any future plans for this area

Historic note

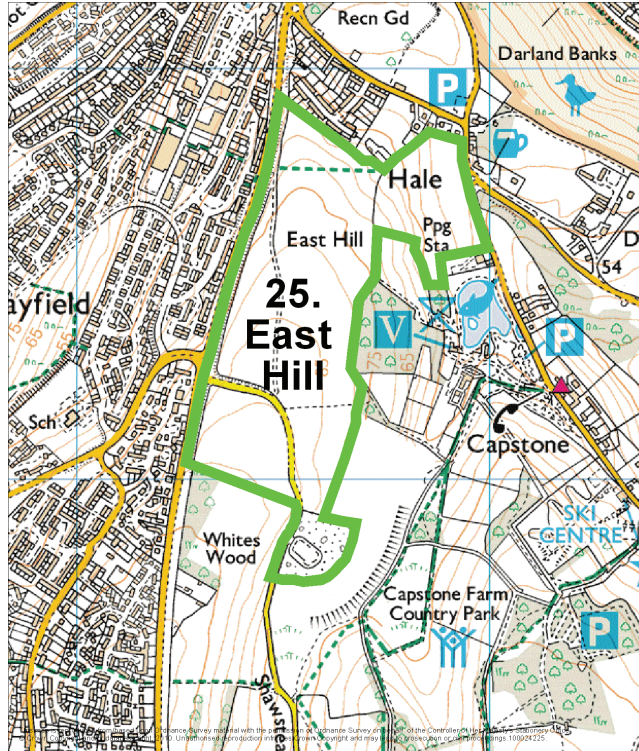
- This area contains the northern end of the Chatham ring fortress. These forts were created in the late 19th century and took the form of infantry redoubts.

25 East Hill

Landscape type Rural fringe (T1)

Sub-types Rural fringe with urban/industrial influences (T1C)

Forms part of Capstone Downs (KCA 2004)



Description

- Location – south of Hale and west of Capstone
- Geology – Upper Chalk; pockets of clay with flint deposits
- Soils – exposed chalk and Grade 3 agricultural
- Accessibility – restricted – 1no east/west PROW to north; no north/south designated footpath links or access into area from dense urban area to west – complicated by topography and busy road
- Designations – ALLI; Country Park
- Flood – not applicable (2003)

Characteristics

- Large rolling arable fields with strong woodland edge to fields
- Close proximity to settlement and roads means that relative tranquillity interrupted in places by urban-rural fringe intrusions
- Inappropriately sited waste recycling site to south harms rural character and is strong detractor on surrounding local lanes; negative impacts include localised litter and fly-tipping
- Poor accessibility especially from densely populated urban areas to west

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – *Interrupted*

Ecological integrity – High

Cultural integrity – Variable/Poor

Functional integrity – *Moderate*

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place - Moderate

Landform – Apparent

Tree cover – Intermittent

Visibility – Moderate

Actions **Conserve and Create**

Issues

- Inappropriate siting of waste recycling plant in rural location impacts on local character; uses create neglected condition within surrounding lanes
- Loss of traditional field boundaries and roadside hedgerows
- Poor footpath network and weak pedestrian accessibility from urban areas
- Pressure for urban development extensions into countryside; leading to erosion of rural landscape character

Guidelines

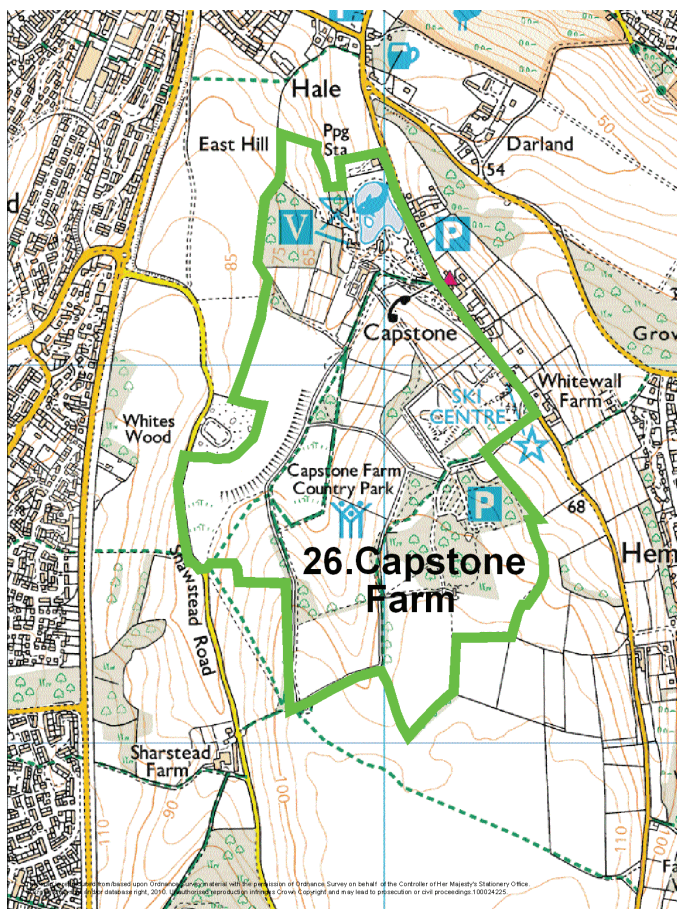
- Seek to discourage fly-tipping on approach roads to tip and introduce more regular maintenance/clearance of rubbish
- Seek in long term plans for this area to relocate waste recycling plant to more appropriate location and restore landfill site as nature conservation and recreation facility
- Improve footpath and cycle network; note particularly need for improved accessibility from urban areas and safer and more accessible links across North Dane Way
- Resist development pressures from north and west and seek to reinforce and strengthen rural character – measures to include restoration of field and roadside hedgerow boundaries and review waste recycling plant location

26 Capstone Farm

Landscape type Rural fringe (T1)

Sub-types Rural fringe with amenity influences (T1D)

Forms part of Capstone Downs (KCA 2004)



Description

- Location – Central part of Capstone valley between Princes Park and Hempstead; due south side of Gillingham
- Geology – Upper Chalk; Head and Clay with flint deposits
- Soils – Grade 3 agricultural
- Accessibility – good footpath network; bridleway; publicly accessible area
- Designations – ALLI; Designated Country Park
- Flood – not applicable (2003)

Characteristics

- Boundary of character area broadly coterminous with country park boundary (excludes landfill site area to west, fields immediately to south of Ski Centre; includes pumping station to north east)
- Country Park is main activity hub at centre of Capstone Valley and a significant visitor destination within Medway and surrounding area
- Principal amenity uses to north – car park, fishing lake, visitor centre, café; ski centre with parking to south west – intensification of uses and landscape treatment gives more highly managed and controlled feel
- Southern and western fringes – farmed patchwork of fields, hedgerows, shelterbelts and woodland - framed views to south of more open large arable fields – provides a more rural and tranquil feel to these areas
- Steep valley slopes form backdrop to valley views, often partially cloaked in woodland and topped by lines of houses silhouetted against skyline
- Landfill site to west has adverse influence on landscape character and amenity value of area
- Good footpath network and bridleway – provides opportunity for improved links into surrounding areas

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – High

Cultural integrity – Good/Variable

Functional integrity – High

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Strong

Landform – Apparent

Tree cover – Intermittent

Visibility – Moderate

Actions **Conserve and Create**

Issues

- Medway's future plans for development of country park facility
- Managing adverse landscape character impacts of ski centre and landfill site (see issues and guidelines under East Hill landscape character area)
- Development pressure from surrounding urban areas
- Need to strengthen and reinforce rural character and resist urban fringe pressures
- Need to strengthen and improve biodiversity opportunities
- The need for improved cycle and pedestrian links from urban areas into countryside

Guidelines

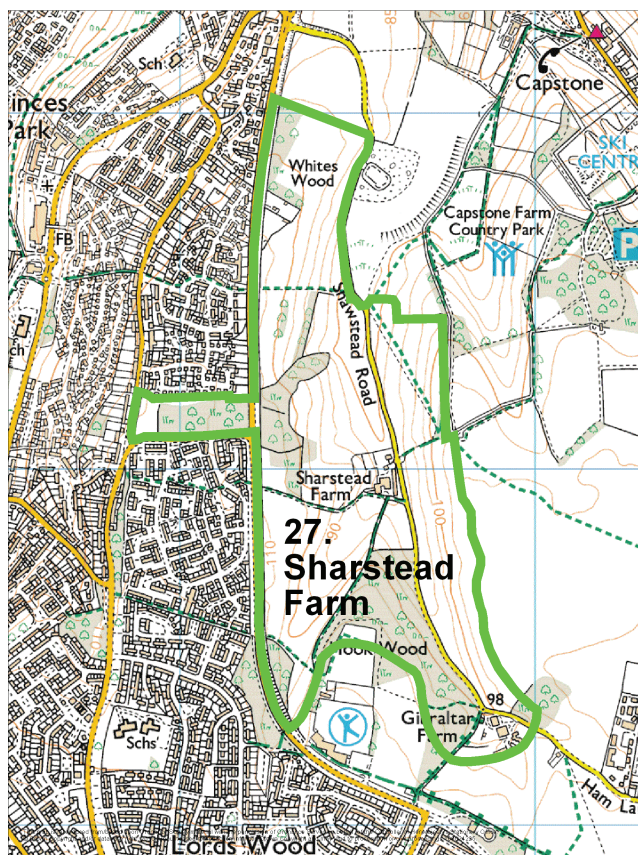
- Maximise opportunity for Country Park as fully sustainable and multi-functional community facility – offering goods and services (including biodiversity, health, recreation, education, farming etc) for the widest possible range of end users
- Plans for Country Park improvements should seek to embed planned uses more firmly within rural and agricultural character of surrounding area and avoid tendencies towards over-controlled and over-managed amenity landscape
- Seek to manage adverse impacts of Ski Centre on landscape character and ensure tight controls over future development plans
- Resist proposals for further built development that does not respect intrinsically rural character of area
- Seek to improve biodiversity opportunities – restore chalk grassland and control scrub invasion; plant more woodland and hedgerows
- Promote woodland planting (in character with existing forms and species mixes) to screen landfill operations, amenity and other rural fringe uses with adverse visual and landscape character impacts
- Seek to improve accessibility and connections between urban areas and wider countryside
- Manage urban fringe activities – including controls on signage, fly tipping and regular litter collections

27 Sharstead Farm

Landscape type Chalk scarps and valleys (R2)

Sub-types n/a

Forms part of Capstone Downs (KCA 2004)



Description

- Location – due east of Lordswood and west of Elm Court open farmed plateau
- Geology – Upper Chalk; Head and Clay with flint deposits
- Soils – Grade 3 agricultural
- Accessibility – good footpath network – links to country park and across plateau towards Wigmore
- Designations – ALLI; Protected open space; Proposed community woodland; Proposed LNR; Ancient woodland
- Flood – not applicable (2003)

Characteristics

- Distinctive farmed dry chalk valley; traditional irregularly shaped field pattern; diverse textures
- Strong sense of enclosure and rural tranquillity; wooded ridges
- Ancient woodland block to south; largely intact hedgerow network; shaws and shaves
- Distinctive traditional farm settlement to west
- Good footpath links

Analysis

Condition **Good**

Pattern of elements – Coherent

Detracting features – Few

Visual Unity – Intact

Ecological integrity – High

Cultural integrity – Good

Functional integrity – High

Sensitivity **High**

Distinctiveness – Very Distinct

Continuity – Historic

Sense of place – Strong

Landform – Dominant

Tree cover – Intermittent

Visibility – Moderate

Actions **Conserve**

Issues

- Development pressure from surrounding urban areas
- Need to retain rural character and resist urban fringe pressures and activities
- Potential route for new cycle link to North Downs

Guidelines

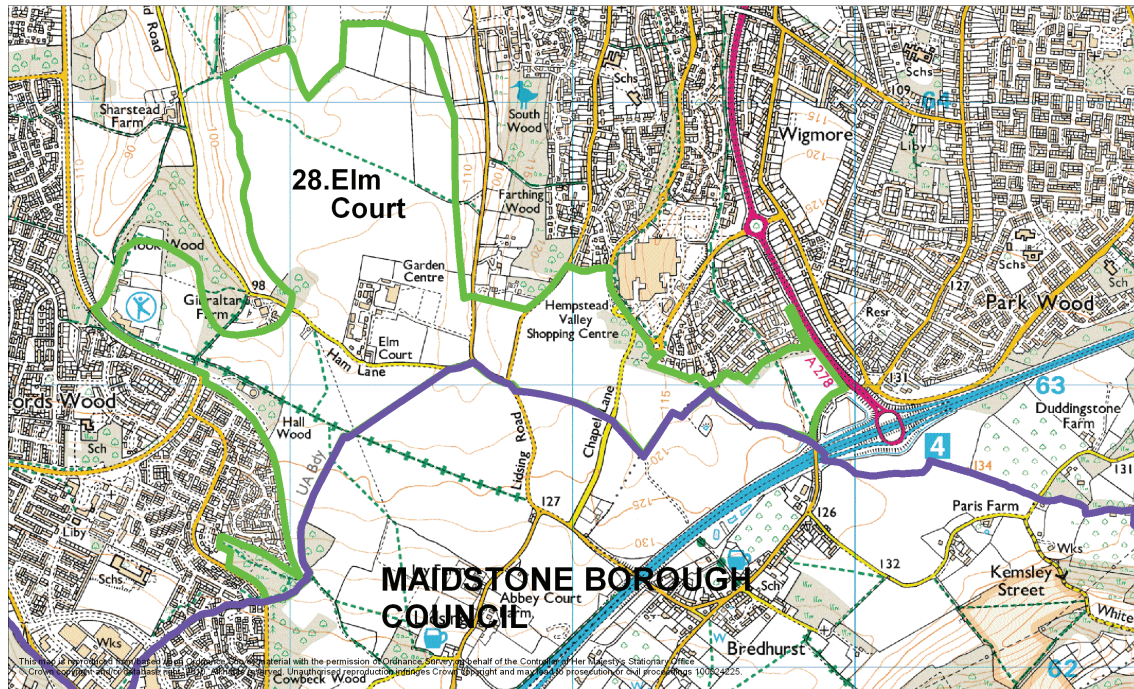
- Resist proposals for any built development that does not fully respect or harms rural character of area
- Seek to improve biodiversity – restore chalk grassland where opportunity arises; strengthen woodland and hedgerow planting; introduce wide field margins (includes areas in Environmental Stewardship – encourage further agri-environment schemes)
- Encourage reversion of arable to pasture
- Manage urban fringe activities and seek to control traffic speeds – including controls on signage, fly tipping and regular litter collections to local lanes
- Resist trend towards arable cultivation / loss of pasture

28 Elm Court

Landscape type Flat or undulating wooded farmland (R7)

Sub-types Arable farmland with woodland blocks (R7a)

Forms part of Capstone Downs (KCA 2004)



Description

- Location – central plateau with dry valleys to west and east and country park to north
- Geology – Upper Chalk; Clay with flint deposits
- Soils – Grade 3 agricultural
- Accessibility – complex network of country lanes; north-south footpath links poor; some good east-west links including bridleway
- Designations – ALLI; Protected open space; Ancient woodland; Employment area; Proposed playing field; Rural lane
- Flood – not applicable (2003)

Characteristics

- Gently undulating open farmed arable plateau rising in south towards North Downs
- Indistinct field pattern with weak hedgerow structure
- Lack of landform containment gives large scale landscape - flattening and increasingly denuded towards M2 motorway
- Elm Court Industrial estate with conifer boundary introduces discordant urban elements into rural landscape
- Leisure Centre and playing fields to western corner provides amenity feature at boundary

Analysis

Condition **Poor**

Pattern of elements – Coherent

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – Poor

Cultural integrity – Poor

Functional integrity – Poor

Sensitivity **High**

Distinctiveness – Indistinct

Continuity – Historic/Recent

Sense of place - Weak

Landform – Apparent

Tree cover – Open

Visibility – High

Actions **Restore**

Issues

- Elm Court complex – adverse impact
- Development, transport and urban fringe pressures
- Improvements to north-south accessibility
- Historic field boundaries eroded

Guidelines

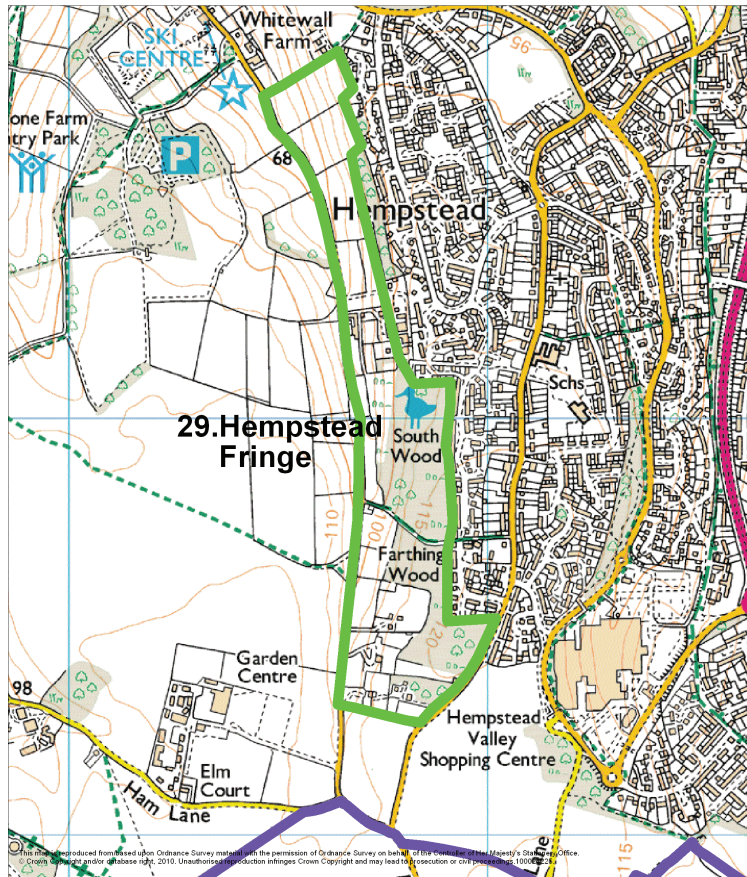
- Resist proposals for new development that does not fully respect or is likely to harm rural character of area
- Seek to improve biodiversity and strengthen landscape structure; break up monotony of open farmland with new woodland and hedgerow planting; wide field margins
- Manage urban fringe activities and seek to control traffic speeds – including controls on signage, fly tipping and regular litter collections to local lanes
- Introduce stronger cycleway and pedestrian links to south

29 Hempstead Fringe

Landscape type Rural fringe (T1)

Sub-types Rural fringe farmland (T1a)

Forms part of Capstone Downs (KCA 2004)



Description

- Location – west of Hempstead and south of Capstone
- Geology – Upper Chalk; Clay with flint deposits
- Soils – Grade 3 agricultural
- Accessibility – poor - busy narrow north/south country lane but no north-south footpath; good east-west link into Hempstead at South Wood; includes bridleway
- Designations – ALLI; SNCI/LNR; Ancient woodland
- Flood – not applicable (2003)

Characteristics

- Steep sided chalk valley (see Darland Banks character area) but with rural fringe intrusions from horse grazed pasture and areas of degraded land
- Small scale field pattern with fencing in poor repair and other unsightly features (shacks, rubber tyres etc)
- Ancient woodland to eastern slopes at South Wood and Farthing Wood provides valuable access, recreation and biodiversity opportunities
- Busy narrow lane to west creates harsh, discordant environment; severs connectivity and restricts opportunity for north/south pedestrian/cycle links; severely restricted car parking and waiting opportunities

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – Moderate

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **High**

Distinctiveness – Distinct

Continuity – Historic/Recent

Sense of place – Moderate

Landform – Dominant

Tree cover – Intermittent

Visibility – Moderate

Actions **Conserve and Restore**

Issues

- Negative impacts of equine related activities and land management
- Poor quality structures and buildings; degraded land condition
- Inappropriate and insensitive boundary treatments
- Poor north/south accessibility; negative impact of busy narrow lane to west with severed east/west connections and poor parking/waiting/passing provision

Guidelines

- Seek to restore more rural character to this dry valley
- Manage and seek to mitigate against adverse impacts from equine related activities; seek to improve condition and upkeep of boundary treatments; consider the design and impact of existing and new structures; resist the intrusion of unsightly features (including piles of car tyres)
- Seek to improve pedestrian access links with larger parking/resting/waiting areas for recreational users along Capstone Lane; review opportunities to control road traffic speeds
- Resist field boundary division (especially to scarp slopes) with loss of openness/distinctiveness of natural landscape

General notes

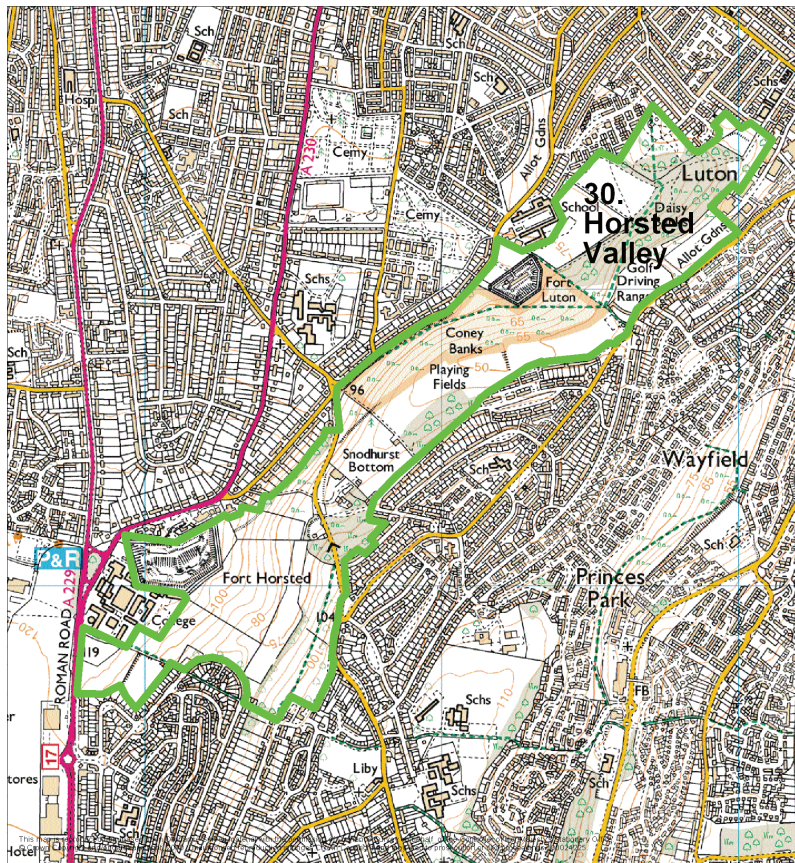
- Condition varies across this area but is particularly poor alongside road on valley floor; elsewhere on slopes and particularly within woodland is in more moderate condition.

30 Horsted Valley

Landscape type Urban fringe (T2)

Sub-types Urban fringe with urban/industrial influences (T2b)

Forms part of Capstone Downs (KCA 2004)



Description

- Location – open valley links A229 at Rochester Airport with Luton
- Geology – Upper Chalk; head and clay with flint deposits
- Soils – Grade 3 agricultural and undefined
- Accessibility – good path network; proposed cycle route (GG Action Plan)
- Designations – Proposed country park; SNCI/LNR; Proposed community woodland; 2no SAMs; ALLI; Protected open space
- Flood – not applicable (2003)

Characteristics

- Steep sided dry valley - mixed uses including chalk grassland, scrub, amenity, roads
- Predominantly scrub on steep valley sides; extensive areas of open grassland
- Cluster of amenity uses at Snodhurst Bottom and at Luton end – includes golf, leisure centre, playing fields, allotments
- Distinctly rural character in places (particularly at western end) but with urban fringe intrusions; dramatic open views to adjacent valleys from elevated positions
- Strong green wedge separates built development, maintains identities of separate communities and provides green link from wider countryside into more densely populated urban areas
- Includes Coney and Daisy Banks (unimproved chalk grassland); area offers high biodiversity and landscape value with potential for further enhancement
- High levels of accessibility with extensive path network that links urban communities and provides valued wildlife and recreational asset

- Includes two late 19th century Forts (Luton and Horsted) - listed as Scheduled Ancient Monuments (SAMs) - part of network of Chatham's concrete ring forts; valley provides natural open setting to forts
- Extensive areas of land within ownership of local authority

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – Moderate

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place - Moderate

Landform – Dominant

Tree cover – Intermittent

Visibility – High

Actions **Conserve and Create**

Issues

- Potential development pressure – area currently has extensive Local Plan protective designations and is largely within local authority land ownership
- Development plans for residential development at Mid Kent College site
- Management of chalk grassland, control of scrub invasion; threat of neglected and abandoned land
- Urban fringe activities and pressures – includes motorbike intrusion, fly-tipping, litter and other anti-social activities
- Threat of discordant visual impacts – includes neglected land, allotments, suburban edge intrusions (eg. fencing/boundary treatments, conifers and ornamental planting)
- Significant role as valuable multi-functional green corridor - links urban areas to wider countryside; biodiversity, recreational value and opportunities
- Historic role of forts and relationship to landscape character; potential conflict with biodiversity value of wooded areas
- Rochester Airport is an inaccessible open space that severs direct links into wider countryside and out towards North Downs

Guidelines

- Resist development that damages or erodes open rural character, biodiversity, recreational value and accessibility
- Ensure that permitted new development respects and enhances distinctive landscape character of area and protects openness, biodiversity value and views
- Seek to protect and where possible extend areas of managed chalk grassland; control scrub invasion and manage land proactively to reinforce rural character
- Control urban fringe activities - including litter, fly tipping, motorbike intrusion – by provision of barriers, regular maintenance visits and site presence
- Seek to enhance quality of boundary treatment and ensure that adverse suburban influences are controlled through sensitive design treatment
- Seek to balance historic, biodiversity and access interests within new development proposals

Historic note

- Forts at Luton and Horsted were located to dominate the ground between them and the openness of the land was essential so that an attacker could find no cover. In WW 1 the land between the forts was used for trench systems and barbed wire entanglements.

North Downs and Medway Valley

Principal characteristics

North Downs

- Wooded scarp top and steep wooded sides with large open arable fields to lower slopes; rolling dry valleys with strong woodland and landform containment ; distinctive heritage features include Pilgrim's Way, historic lanes and farm settlements
- High biodiversity value contained in ancient woodlands, chalk grasslands and regenerating chalk quarries
- Distinctive and dramatic long open views are marred in places by detracting features along valley floor – roads, quarries, industry etc
- Character areas overlap to south and west into neighbouring boroughs - Tonbridge and Malling, Gravesham and Maidstone*
- See Kent Downs AONB website, Management Plan and other guidance documents for more detail on the distinctive features of the North Downs

Medway Valley

- Mixture of lower scarp slope and valley floor mixed farmland; fragmented by several disused and inaccessible quarries with regenerating woodland edges that help to screen visual impacts
- Pockets of grazed marshland with flood defence walls and reed beds; boundary treatments in variable condition; areas generally retain rural character but with rural fringe intrusions and some detracting features
- Landscape heavily fragmented by historic land uses associated with chalk extraction industries; includes quarries; railway lines; busy roads; settlements; old wharfs; marinas, mobile homes, industrial areas etc.

Principal issues

North Downs

- The North Downs landscape within the Medway area is under considerable pressure on account of its proximity to densely populated urban areas and many busy roads (including the M2 motorway); the highest level of designation for landscape protection ensures that all development proposals are subject to careful scrutiny
- Protection of Nashenden Scarp from pressure of new development; this escarpment is valued as a distinctive green backdrop and gateway feature for the Medway urban area; chalk grassland; highly visible from motorway and North Downs
- Considering the inter-connectivity of woodland and downland links into neighbouring boroughs to the south and west of Medway

Medway Valley

- On-going threat of landscape fragmentation with loss of rural character and local distinctiveness caused by the intrusion of inappropriate urban fringe activities – particularly threatened and damaged areas are on western side of river and include Cuxton Scarp Foot, Halling Quarries, Halling and Holborough Marshes
- Medway Valley – the disused pits offer regeneration opportunities for development, recreation and biodiversity improvements
- Industrial heritage within Medway Valley forms part of local distinctiveness of area
- Current regeneration proposals include a new development scheme for the Halling Cement Works site and proposals for new road and bridge across Lafarge Cement Works site at Holborough; forms link to Tonbridge and Malling's Peter's Pit development

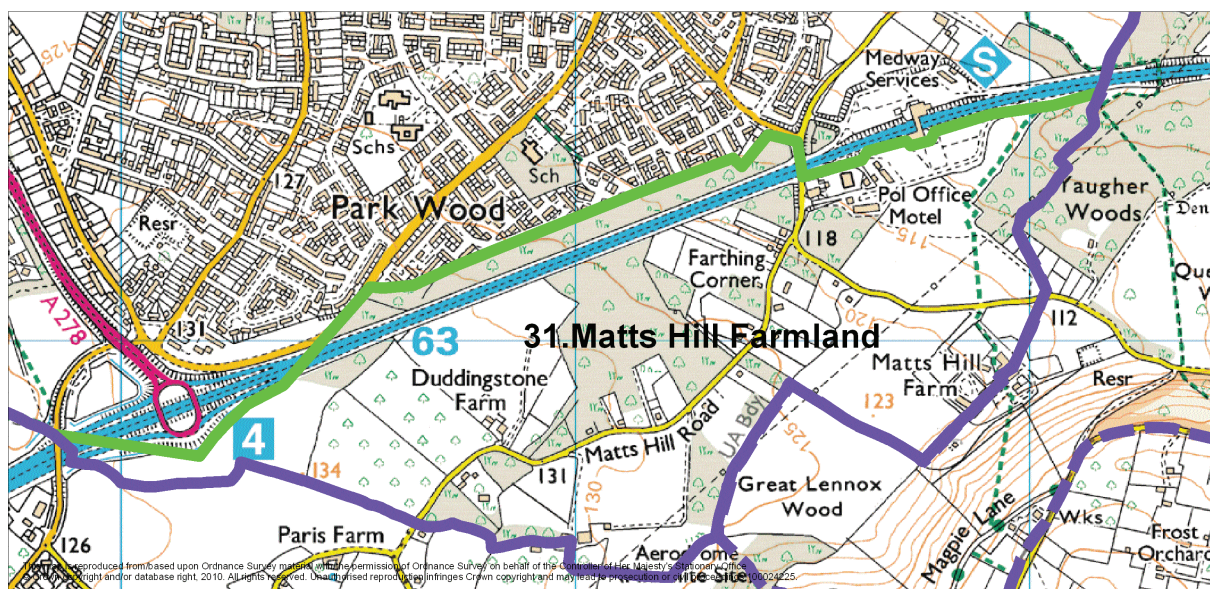
* Two small woodland areas (previously designated as ALLI's within the Local Plan) are located on fringes of urban areas at Walderslade; these extend into larger green spaces within neighbouring districts and are not identified as distinct character areas within this study. See Matt Hill Farmland summary sheet for an analysis of these areas

31 Matts Hill Farmland

Landscape type Flat or undulating wooded farmland (R7)

Sub-types Mixed farmland with woodland blocks (R7d)

Forms part of Chatham outskirts: Mid Kent Downs (KCA 2004); southern part of Hartlip Downs character area (Swale LCA 2005)



Description

- Location – countryside to south of Rainham and Park Wood
- Geology – Upper Chalk; clay with flint deposits; forms part of North Downs dip slope
- Soils – Predominantly Grade 3
- Accessibility – good north/south footpath links; no east/west links
- Designations – Kent Downs AONB; Strategic Gap; Ancient Woodland
- Flood – not applicable (2003)

Characteristics

- Small scale, relatively flat landscape with diverse rural land uses – including horse pasture, orchards and arable farming
- Small to medium sized blocks of woodland (ancient) form dominant landscape feature and strong sense of containment
- Includes strip of remnant ancient woodland to north of motorway (Upper Brooms Wood and Ryetop Wood); this provides valuable buffer, screen, wildlife corridor and setting for M2 and adjacent residential development; links with blocks of woodland to south of M2 (within Kent Downs AONB)
- Narrow winding country lanes reinforce secluded rural character
- Detracting features include pylons, small scale industrial uses and low level motorway noise
- Good PROW north south accessibility linking settlements, urban edges and wider countryside

Analysis

Condition **Moderate**

Pattern of elements – Coherent

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – High

Cultural integrity – Variable

Functional integrity – High

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Strong

Landform – Apparent

Tree cover – Enclosed

Visibility – Moderate

Actions **Conserve and Restore**

Issues

- Kent Downs AONB designation ensures strong protection from inappropriate development
- Woodland provides strong containment and local distinctiveness
- Area subject to urban fringe pressures – includes traffic, horse pasture, minor industrial uses; also in close proximity to M2
- Eastern parts of this character area extend into administrative boundaries of Swale Borough Council. Boundaries within this area not verified but cross border boundaries broadly consistent with Hartlip Downs character area (Swale LCA 2005). The southern parts of this character area which extend into administrative boundaries of Maidstone Borough Council are located within their Bredhurst to Bicknor North Downs character area (Maidstone LCA 2000).

Guidelines

- Strengthen hedgerow planting and seek further opportunities to strengthen biodiversity value
- Protect and enhance management of ancient woodland blocks to north and south of motorway
- Look for opportunities to reinforce landscape structure, especially in localised, denuded and open areas
- Manage urban fringe activities – including controls on signage, fly tipping and regular litter collections
- Refer to guidelines within Kent Downs AONB Management Plan (Mid Kent Downs – Boxley to Selling - Landform and Landscape Character) and Kent Downs AONB Landscape Design Handbook (p.49)

General notes

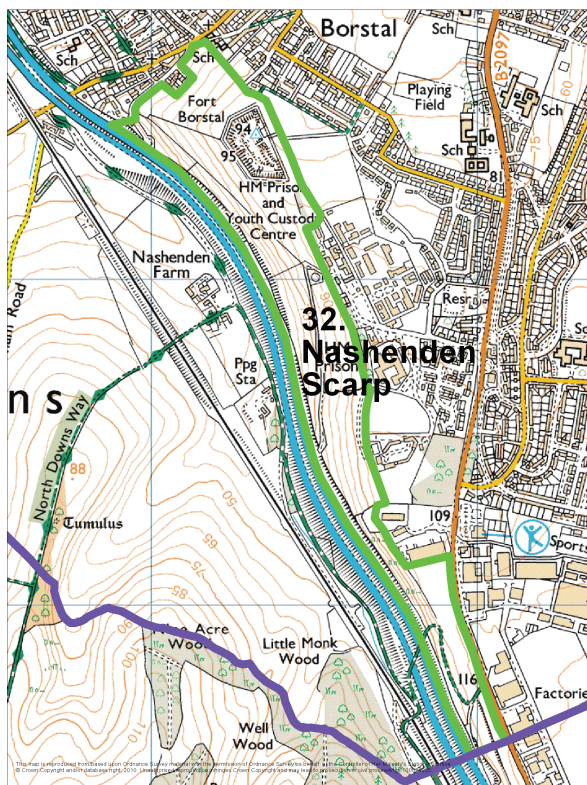
- There are two small wooded valleys to the south of Walderslade at Taddington Wood and Beechen Bank (formerly designated as ALLI's). These areas have value for their links into larger green spaces within neighbouring boroughs to the south. They also provide an attractive buffer and wildlife habitat for adjacent urban areas. Beechen Bank links into Maidstone and Taddington Wood links into Tonbridge and Malling. The boundaries of these areas are identified on the large AO map appended to this report.
- Strategic gap designations omitted and replaced by policy KTG1(x) in South East Plan. This policy seeks to avoid coalescence with adjoining settlements to the south of Medway

32 Nashenden Scarp

Landscape type Chalk scarps and valleys (R2)

Sub-types n/a

Urban (KCA 2004)



Description

- Location – south west of Borstal
- Geology – Upper Chalk
- Soils – Grade 3 agricultural
- Accessibility – Poor; 1 no footpath at southern end
- Designations –SAM; ALLI; Strategic gap; safeguarded corridor for M2 widening (southern end)
- Flood – not applicable (2003)

Characteristics

- Prominent steeply sloping and open scarp slope rising from M2 towards urban area of Borstal
- Prison, Youth Custody complex and Industrial buildings border upper ridgeline; upper slopes and ridgeline afford good views out towards Kent Downs
- Ridgeline has distinctive edge of broadleaved woodland and scrub (particularly around Fort Borstal); slopes are mix of rough chalk grassland, scrub and patchy hedgerows
- Narrow linear grassland strip damaged at foot by motorway excavation works and with pockets of degraded and neglected land along upper slopes
- Fort Borstal (19th Century Scheduled Ancient Monument) is a prominent landscape feature, screened in views from the south by dense vegetation
- Scarp slope forms distinctive green backdrop; natural 'gateway' and rural setting for urban areas and M2; creates visual connection with southern side of valley (within Kent Downs AONB); prominent in views from M2 and CTRL

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – High

Cultural integrity – Variable

Functional integrity – Variable

Sensitivity **High**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Moderate

Landform – Dominant

Tree cover – Intermittent

Visibility – High

Actions **Conserve and Restore**

Issues

- Strong visibility from North Downs and Motorway; value as gateway and setting for Medway urban areas
- Value as green gateway and buffer to Medway urban area
- Protection and enhancement of chalk grassland slopes for improved biodiversity value
- Protection and enhancement of setting for Fort Borstal
- Neglected, fly-tipped areas along upper slopes at land adjacent to Cookham Wood Young Offenders Institute
- Poor level of accessibility

Guidance

- Protect slopes and ridgeline from development likely to harm distinctive open and unspoilt character
- Restore chalk grassland and hedgerows for improved biodiversity value
- Strengthen distinctive woodland planting along ridgeline; respect historic character of Fort Borstal
- Seek to improve public access and enhance viewpoints along ridge and slopes
- Seek improved management regime to restore neglected land along upper slopes

General notes

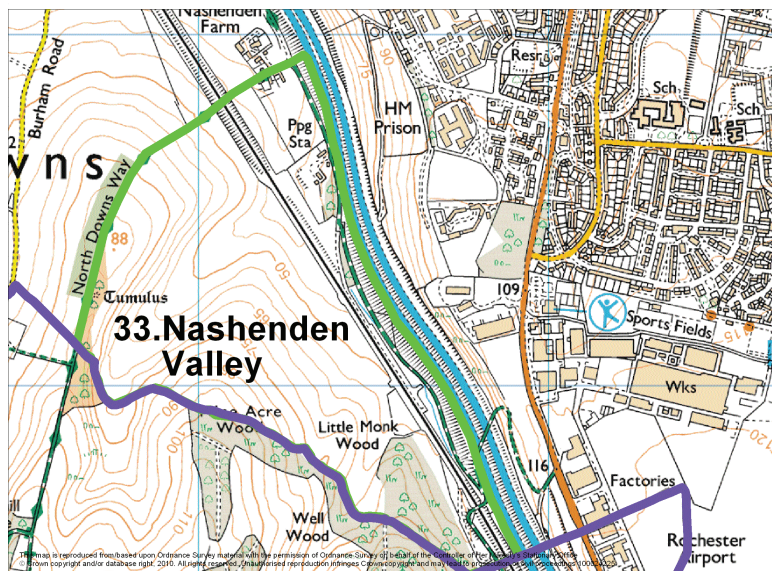
- Strategic gap designations omitted and replaced by policy KTG1(x) in South East Plan. This policy seeks to avoid coalescence with adjoining settlements to the south of Medway
- The southern section of this character area is located within the Borough of Tonbridge and Malling
- Historic note Fort Borstal forms part of Chatham concrete ring fort system (see also Horsted Valley and Darland Banks character areas); tree cover surround would not have existed during period of use. In World War Two there was Anti Aircraft (AA) site within this fort

33 Nashenden Valley

Landscape type Chalk scarps and valleys (R2)

Sub-types n/a

Nashenden Valley: Mid Kent Downs (KCA 2004)



Description

- Location – south west of M2 motorway, within Kent Downs AONB
- Geology – Upper Chalk
- Soils – Grades 1 and 3 agricultural
- Accessibility – Good – North Downs and Pilgrim's Way follow western edge
- Designations – AONB; Strategic gap; safeguarded corridor for M2 widening; safeguarded route for CTRL; Ancient Woodland and SNCI/LNR 9 (Little Monk Wood); SAM
- Flood – not applicable (2003)

Characteristics

- Series of rolling dry valleys set within dip slope of North Downs
- Large arable fields bounded by deciduous woodland blocks but few hedges
- M2 road corridor and CTRL – detracting features to north east but distance, topography and woodland lessens influence to south
- Good views from elevated areas of Medway Valley, Western Scarp and Downs
- Good accessibility along North Downs Way and west towards river
- Southern part of character area extends into Tonbridge and Malling
- A tranquil, complex and distinctive landscape with a strong sense of place

Analysis

Condition **Moderate**

Pattern of elements – Coherent

Detracting features – Few

Visual Unity – Intact

Ecological integrity – Moderate

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **High**

Distinctiveness – Distinct

Continuity – Ancient/Historic

Sense of place -

Landform – Dominant

Tree cover – Intermittent

Visibility – High

Actions **Conserve and Restore**

Issues

- North eastern edge in proximity to M2 and CTRL less coherent
- Kent Downs AONB – boundaries subject to urban fringe pressures

Guidance

- Strengthen landscape structure and screen along north eastern boundary – seek opportunities to increase woodland belt planting; restore hedgerows where previously located
- Restore chalk grassland and hedgerows where opportunity arises
- Follow AONB policies and management guidelines – see reference section

General notes

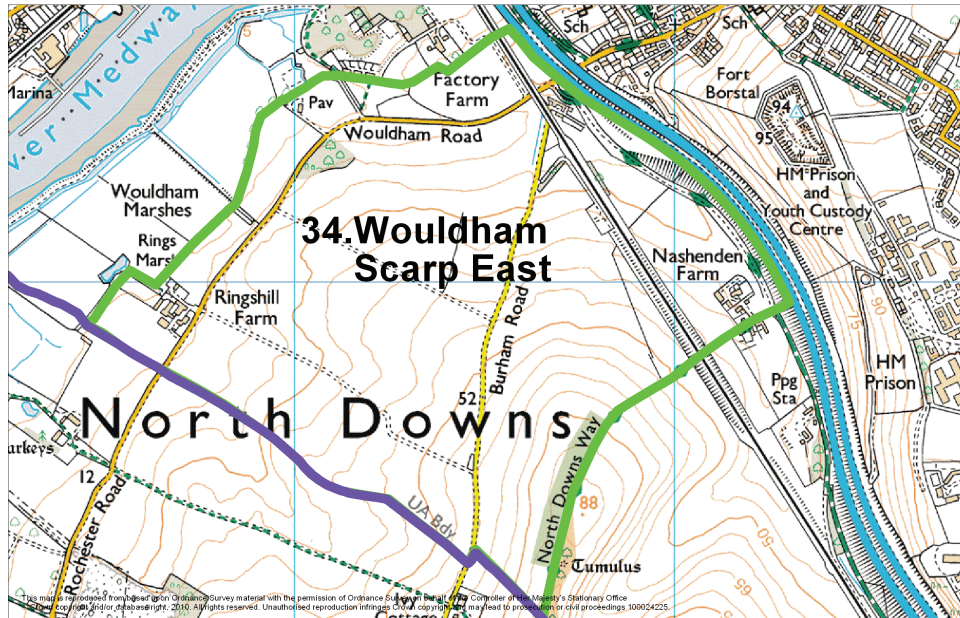
- Strategic gap designations omitted and replaced by policy KTG1(x) in South East Plan. This policy seeks to avoid coalescence with adjoining settlements to the south of Medway
- Kent Wildlife Trust own and manage land to south and west of Nashenden Farm

34 Wouldham Scarp East

Landscape type Chalk scarps and valleys (R2)

Sub-types n/a

Nashenden Valley: Mid Kent Downs (KCA 2004)



Description

- Location – south west of M2 motorway, within Kent Downs AONB
- Geology – Upper and Middle Chalk
- Soils – Grade 1 agricultural
- Accessibility – Good – towards River and along upper slopes of North Downs
- Designations – AONB; Strategic gap; safeguarded corridor for M2 widening; safeguarded route for CTRL; Rural Lane
- Flood – not applicable (2003)

Characteristics

- Scarp foot of North Downs Rolling with intensively cultivated fields – large open landscape with few hedgerows
- Good views from elevated areas of Medway Valley, Western Scarp and Downs
- Detracting features - M2/CTRL; Halling cement works; pylons; urban fringe elements
- Good accessibility along North Downs Way and west towards river
- Historic lanes and farm settlements – includes Pilgrims Way
- Southern part of character area extends into Tonbridge and Malling

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – Low

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity High

Distinctiveness – Distinct

Continuity – Historic

Sense of place - Moderate

Landform – Apparent

Tree cover – Open

Visibility – High

Actions Conserve and Restore

Issues

- Urban fringe intrusion to north
- Highly visible scarp foot landscape – sensitive to change
- Decline in field boundaries and lack of contour related shaws

Guidance

- Strengthen landscape structure and screen urban fringe intrusion to north east
- Restore hedgerows and shaws - along roads and field boundaries; from higher slopes to land-folds of lower slopes
- Follow AONB policies and management guidelines – see reference section

General notes

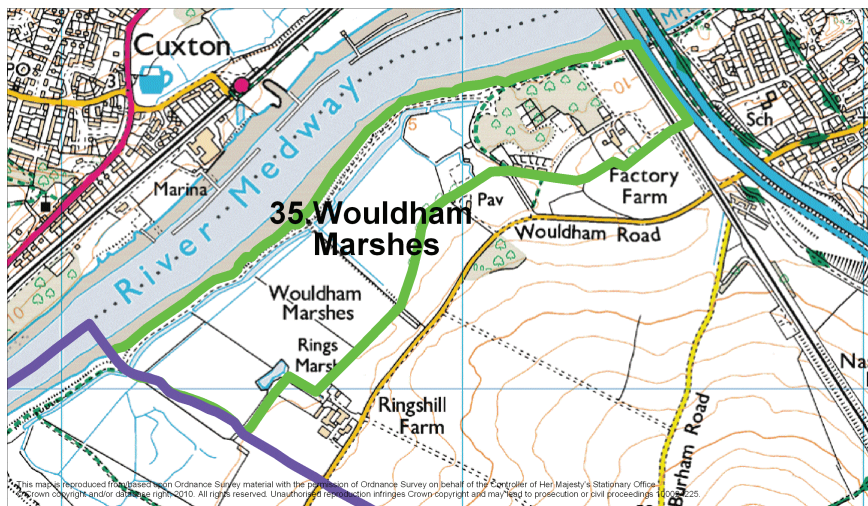
- Strategic gap designations omitted and replaced by policy KTG1(x) in South East Plan. This policy seeks to avoid coalescence with adjoining settlements to the south of Medway
- Redevelopment of Halling Cement Works will change visual and landscape character of waterfront as seen in views from across the river
- Kent Wildlife Trust own and manage land to south and west of Nashenden Farm

35 Wouldham Marshes

Landscape type Coastal marshes (R4)

Sub-types Grazing marsh (R4b)

Medway Valley Lower (KCA 2004)



Description

- Location – south of river Medway and west of M2 motorway, within Kent Downs AONB
- Geology – Upper and Middle Chalk
- Soils – Grade 1 agricultural
- Accessibility – Good – towards River and along upper slopes of North Downs
- Designations – AONB; Strategic gap; safeguarded corridor for M2 widening; safeguarded route for CTRL; SNCI/LNR
- Flood – most sections within flood zone (2003)

Characteristics

- Flat marshland adjoining River Medway within broad valley with raised embankment along river edge
- Characterised by drainage ditches, hedges, unimproved grassland, reed beds
- River forms important and distinctive feature with reeds, mudflats and wading birds at low tide; good habitat potential / strong biodiversity value – area popular with walkers and ornithologists
- Open long views along river towards Rochester Castle and Cathedral; motorway bridge forms strong foreground feature
- Tranquil landscape with attractive river edge - Halling Cement Works detracts but Cuxton Marina and wooded slopes at Trechmanns Wharf enhance views across water
- Potential for multi-user accessible riverside links with urban areas at Rochester and beyond
- Urban fringe intrusion at northern end; includes off-road motorcycle use, rubbish along banks and flytipping
- Southern part of character area extends into Tonbridge and Malling

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Few

Visual Unity – Intact/Interrupted

Ecological integrity – High

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **High**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Strong/Moderate

Landform – Dominant

Tree cover – Intermittent

Visibility – High

Actions **Conserve and Restore**

Issues

- Threat to tranquil character; urban fringe intrusion/activities including flytipping
- Gap in footpath link to Rochester urban area
- Management of area for wildlife; conflict with recreational pressure
- Pressures from dredging, vegetation management and other flood plain management
- Role/involvement of EA and landowners

Guidance

- More pro-active levels of management by EA and landowners – to control urban fringe activities and enhance wildlife value
- Strengthen landscape structure and screen urban fringe intrusion to north east
- Gap up and maintain existing hedgerows
- Allow for vegetated buffer zones adjacent to river to enhance aquatic habitats and amenity value
- Access - restore footpath link to Rochester; enhance to allow access for other appropriate countryside users
- Follow AONB policies and management guidelines – see reference section

General notes

- Redevelopment of Halling Cement Works will change visual and landscape character of waterfront as seen in views from across the river
- Strategic gap designations omitted and replaced by policy KTG1(x) in South East Plan. This policy seeks to avoid coalescence with adjoining settlements to the south of Medway

Historic note

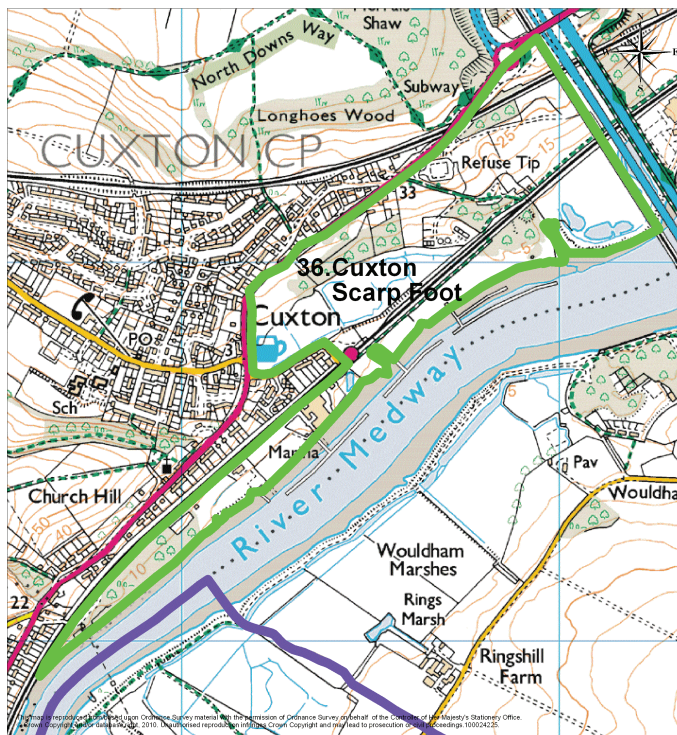
- This area was a former military training ground for pontooning and bridging and in WW II had a bailey bridge over the river in case Rochester bridge was bombed or otherwise taken (eg. by paratroopers).

36 Cuxton Scarp Foot

Landscape type Rural fringe (T1)

Sub-types Rural fringe with urban/industrial influences (T1c)

Medway Valley Lower (KCA 2004)



Description

- Location – north of river Medway and west of M2 motorway
- Geology – Upper and Middle Chalk
- Soils – Grade 3 and undefined
- Accessibility – one principal route bordering rail line links urban area with Cuxton
- Designations – ALLI; Strategic gap; safeguarded corridor for M2 widening; safeguarded route for CTRL; SNCI
- Flood – southern half within flood zone (2003)

Characteristics

- Visually prominent area rising from marshes alongside River Medway up to Kent Downs AONB
- Prominent in views from many directions (including A228, M2, CTRL, Medway Valley Railway and the Medway River); has significant potential as an inviting 'gateway' into the urban areas of Medway
- Includes farmland to north along scarp foot and lower lying marshland to south
- Includes land affected by M2/CTRL works; adverse impacts persist in areas adjacent to this development
- Area has fragmented character from urban fringe land uses, motorway and railway line; land uses include rough grazing pasture; marshland; woodland; site of nature conservation interest; sewage works; landfill/waste site; derelict land; caravan site
- Railway line creates strong severance - restricts accessibility to marshland and marina
- Mixed containment (footpath link and woodland) and openness (marshland and farmland)
- Strong urban fringe intrusion with overall degraded condition, includes areas of fly-tipping
- Openness maintains separation between urban areas, M2 and CTRL and Cuxton Village; helps to retain local identity and enhance village setting
- Provides visual link and balance with Kent Downs AONB on adjacent side of river

Analysis

Condition **Poor**

Pattern of elements – Incoherent

Detracting features – Many

Visual Unity – Fragmented

Ecological integrity – Moderate

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Moderate

Landform – Dominant

Tree cover – Intermittent

Visibility – Moderate

Actions **Restore and Create**

Issues

- Managing urban fringe intrusion/activities including fly-tipping
- Restricted access beyond main footpath link
- Main footpath unattractive and intimidating (see General notes for further information)
- Off-road cycle path opportunity
- Severance of M2; weak and unattractive pedestrian/cycle links into urban areas to north
- Opportunity to enhance 'Gateway' potential of area

Guidance

- Introduce safety/enhancement plan for public right of way – to include vegetation clearance and active management to control anti-social activities
- Review cycle path opportunities linking urban areas to countryside
- Improve path network and pedestrian links through area, onto valley sides and into urban areas to north
- Restore and improve chalk grassland areas to north
- Improve boundary treatment to eyesores – including screen to sewage works entrance; replace galvanised steel palisade boundary fencing with more sympathetic style and finish of security fencing; screen with native planting where possible
- Restore and actively manage hedgerows along field, path and road boundaries and strengthen woodland blocks
- Resist development and urban fringe activities that could lead to further degradation of condition, accessibility and rural character of area
- Seek to develop 'gateway' potential of area; landscape enhancements to M2/A228 roundabout and approach roads could achieve step change in arrival experience of visitors into Medway

General notes

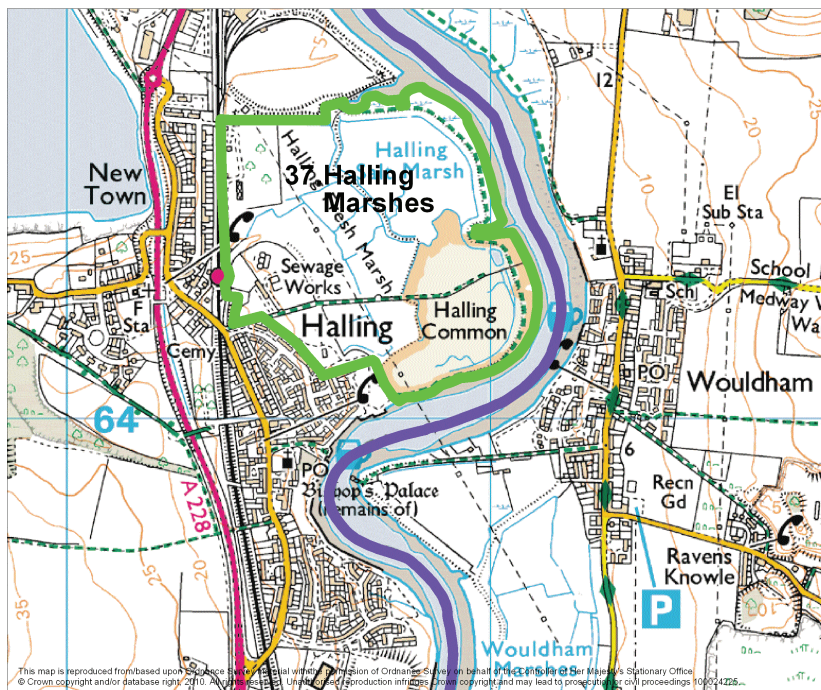
- Strategic gap designations omitted and replaced by policy KTG1(x) in South East Plan. This policy seeks to avoid coalescence with adjoining settlements to the south of Medway
- Historic note CTRL recorded a small Anglo Saxon barrow cemetery located on a prominent part of the slope so that it would be visible for a long way around. This is a common feature of such sites
- Medway Port Marina wish to divert a section of footpath (RS206) between Cuxton Station and Factory Cottages to the other side of the railway track. This application is currently being considered by the Rights of Way Section

37 Halling Marshes

Landscape type Marshland Fringe (T3)

Sub-types Marshland Fringe with urban/industrial influences (T3b)

Medway Valley Lower (KCA 2004)



Description

- Location – situated between Halling Village and west bank of River Medway
- Geology – Lower Chalk with Alluvium deposits
- Soils – undefined
- Accessibility – generally good – but no footpath link to north
- Designations – ALLI; Strategic gap; SNCI/LNR; Access Land (CROW Act) at Halling Common
- Flood – area within flood zone (2003)

Characteristics

- Flat open grazing marshland, with pockets of salt marsh, adjoining River Medway
- River wall, drainage ditches lined with patchy scrub
- Poorly managed rubbish, fencing in poor condition, gives degraded feel, but peaceful with good biodiversity potential
- Views out towards western scarp with wooded horizon; towards eastern scarp with built edges of Wouldham in foreground; open views into area from adjacent marshes, eastern scarp slopes and railway line
- Provides distinctive rural setting to Halling Village and valued informal recreation space; Halling and Wouldham Marshes (on adjacent bank) combine to form distinctive and open character to this section of river
- Cement works and pylons are detracting features
- Broken pedestrian link at Cement works site to north

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Many

Visual Unity – Interrupted

Ecological integrity – High

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Moderate

Landform – Apparent

Tree cover – Open

Visibility – High/Moderate

Actions **Conserve and Create**

Issues

- Degraded character with fly-tipping, rubbish and poor quality fencing
- Lack of continuous riverfront footpath/pedestrian connections to north
- Biodiversity and recreational value of area
- Long term management planning for area (see note below re. SMP)
- Value of area as natural recreation space and open rural setting to east of Halling Village

Guidance

- Protect openness and rural character of landscape; enhance informal recreational value and opportunities; improve management regimes
- Involve landowners, local community and EA in more pro-active land management of area
- Strengthen biodiversity value; restore wetland features
- Strengthen scrub and hedgerow planting along field boundaries; replace/restore field boundaries with styles of fencing appropriate to rural, marshland context
- Control fly-tipping and other anti-social rural fringe activities
- Open up northern footpath link towards Cuxton and Strood

General notes

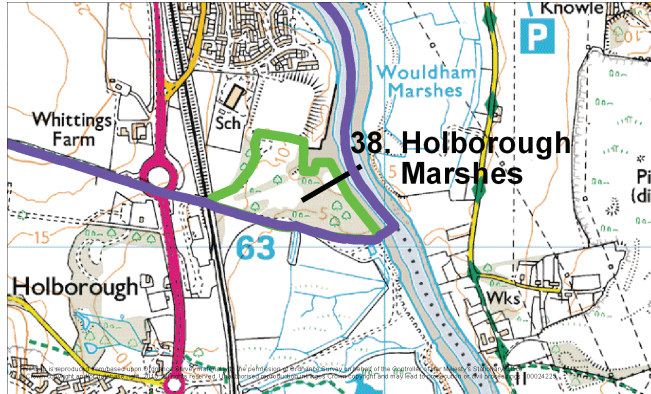
- Redevelopment plans for Halling Cement Works should have beneficial visual and landscape character impacts on this area
- Area identified in SMP for 'managed realignment' - may be subject to change in future
- Strategic gap designations omitted and replaced by policy KTG1(x) in South East Plan. This policy seeks to avoid coalescence with adjoining settlements to the south of Medway

38 Holborough Marshes

Landscape type Marshland Fringe (T3)

Sub-types Marshland Fringe with urban/industrial influences (T3b)

Medway Valley Lower (KCA 2004)



Description

- Location – south of Halling Village; west bank of River Medway
- Geology – Lower Chalk with Alluvium and Head deposits
- Soils – undefined
- Accessibility – poor – no designated footpaths
- Designations – Strategic gap; proposed road scheme
- Flood – area partly within flood zone (2003)

Characteristics

- Area of marshland with scattered scrub vegetation has distinctive, tranquil, natural feel;
- Area to north managed as amenity frontage to residential area; degraded land to south includes safeguarded road crossing for St Peter's Pit (Tonbridge and Malling)
- Evidence of industrial heritage – small dock and railway line – now returned to nature
- Reedbeds, minor creeks and mudflats along with naturalised scrub vegetation to steep embankment provide high biodiversity value with evidence of extensive birdlife
- Good views along and across river to North Downs

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – High

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Moderate

Landform – Apparent

Tree cover – Open

Visibility – Moderate

Actions **Conserve and Create**

Issues

- Impact of Peter's Pit road scheme on character of area
- No formalised pedestrian access or riverfront footpath
- Industrial heritage value
- Protecting tranquillity and biodiversity value

Guidance

- Open up more formalised riverfront footpath link to south; open up riverside access to north and make this multi-user accessible; proposals should retain respect for nature conservation value of area
- Protect industrial heritage features as evidence of historic uses
- Seek to control impact of new road development on biodiversity value and tranquillity

General notes

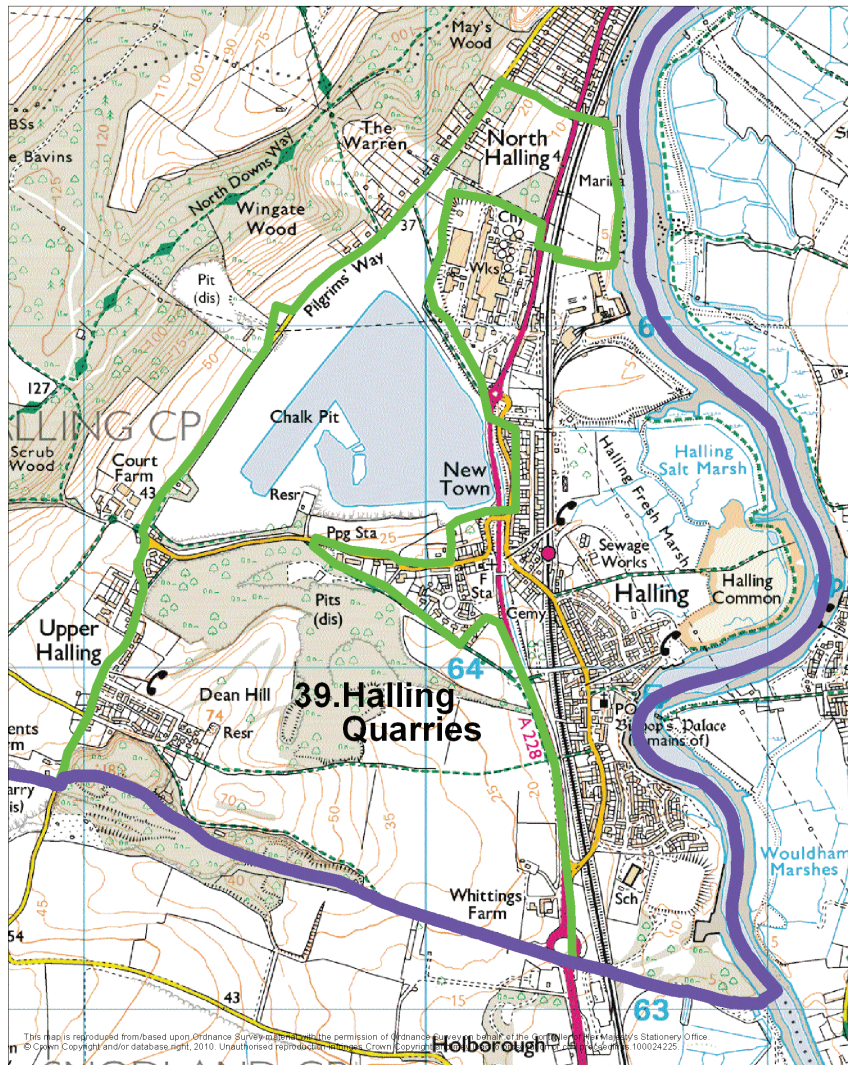
- Holborough Marshes is predominantly located within Tonbridge and Malling; northern section within Medway
- Much of this area is leased to Kent Wildlife Trust and managed as a nature reserve. Consequently there is permissive pedestrian access along some of the riverfront.
- Strategic gap designations omitted and replaced by policy KTG1(x) in South East Plan. This policy seeks to avoid coalescence with adjoining settlements to the south of Medway

39 Halling Quarries

Landscape type Rural fringe (T1)

Sub-types Rural fringe with urban/industrial influences (T1c)

Kent Downs – Kent Downs - Medway, Western and Eastern Scarp (KCA 2004)



Description

- Location – area between Halling and Upper Halling; bounded by A228 and Pilgrims Way
- Geology – Lower and Middle Chalk with pockets of Head deposits
- Soils – Grades 2 and 3 agricultural
- Accessibility – Fair – 3no east/west paths link Upper Halling to Halling
- Designations – Green belt; Rural lane along Pilgrims Way; Protected open space
- Flood – n/a (2003)

Characteristics

- Scarp floor with rolling arable fields, interspersed with small settlements, disused quarries, industrial heritage and Peter's Pit development infrastructure works
- Heavily wooded disused pits fragment character but screen visual interruption
- Blue lake to south west of Halling Cement Works forms distinctive landscape feature; overhead pylons and cement works are detracting features
- Southern part of character area extends into Tonbridge and Malling

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – Moderate

Cultural integrity – Variable

Functional integrity – Moderate

Sensitivity **Moderate**

Distinctiveness – Distinct

Continuity – Historic

Sense of place – Moderate

Landform – Apparent

Tree cover – Intermittent

Visibility – Moderate

Actions **Conserve and Create**

Issues

- New development proposals for Halling Cement Works and Infrastructure works associated with Peter's Pit development
- Wildlife and recreational potential/opportunities for disused pits between Halling and Upper Halling
- Footpath links through Cemex site enhance access through site; include for viewing areas and access around Blue Lake
- Loss of rural character from new developments and urban-rural fringe intrusion/activities

Guidance

- Seek to strengthen landscape character by active management of disused pits to maximise wildlife and recreational potential
- Enhance access through Cemex site; include for viewing areas and improved access around Blue Lake
- Use appropriate native planting to screen new development proposals from footpaths, roads, existing settlements and rural areas
- Ensure that new development proposals respect rural character of area and criteria associated with Green Belt designation

General notes

- Removal of cement works and new development on site will alter character of this area from predominantly industrial to residential character

Characteristics

- Prominent wooded scarp top with steep wooded scarp sides; mirrored by woodland along adjacent scarp ridgeline
- Dense mixed woodland gives way to large, open arable fields with few hedgerows on lower slopes
- Includes areas of Ancient Woodland and SSSI with high biodiversity value
- Lower slopes bounded by significant heritage feature of Pilgrims Way
- Elevated views restricted by woodland; better views from lower slopes but marred in places by detracting features - chalk quarries, industry and pylons - along valley floor
- Good accessibility along North Downs Way and connecting paths
- Historic lanes and farm settlements – includes Pilgrims Way
- Southern part of character area extends into Tonbridge and Malling

Analysis

Condition **Moderate**

Pattern of elements – Variable

Detracting features – Some

Visual Unity – Interrupted

Ecological integrity – High/Moderate

Cultural integrity – Good/Variable

Functional integrity – High

Sensitivity **High**

Distinctiveness – Distinct

Continuity – Ancient/Historic

Sense of place - Strong

Landform – Dominant

Tree cover – Intermittent

Visibility – High

Actions **Conserve and Restore**

Issues

- Highly protected and prominent landscape with AONB, Green Belt, Ancient woodland and SSSI designations – sensitive to change
- Threats from urban-rural fringe activities and new developments along valley floor

Guidance

- Ensure new development proposals along valley floor enhance and do not detract from distinctive character of scarp top and sides
- Seek to screen views of intrusive new developments to lower slopes and valley floor
- Protect and enhance biodiversity value of existing features
- Refer to AONB policies and management guidelines / see also KCA – Landscape Actions

Characteristics

- Large arable fields enclosed by strong woodland blocks and wooded shaws but few hedgerows
- Steep rolling dry valleys set within dip slope of North Downs
- Bush Valley and Dean Farm Valley predominantly wooded at southern end
- Landform and woodland provide strong landscape pattern and sense of enclosure
- Includes distinctive Upper Bush Conservation area
- A tranquil, complex and distinctive landscape with a remote feel and a strong sense of place - few detracting features
- Western part of character area extends into Gravesham; small southern section links into Tonbridge and Malling

Analysis

Condition **Good**

Pattern of elements – Coherent

Detracting features – Few

Visual Unity – Intact

Ecological integrity – High/Moderate

Cultural integrity – Good/Variable

Functional integrity – Strong

Sensitivity **High**

Distinctiveness – Distinct

Continuity – Ancient/Historic

Sense of place - Strong

Landform – Dominant

Tree cover – Intermittent

Visibility – Moderate

Actions **Conserve**

Issues

- Illegal and intrusive off-road vehicle use causing substantial damage to both open and wooded areas.
- Poor surface quality of byways due to soil conditions and legal use by off-road vehicles.
- Use of physical barriers inappropriate to a rural landscape to prevent illegal off-road use.
- Persistent fly-tipping and dumping of burnt out cars.
- Land ownership currently in state of flux.
- Existing pedestrian and equestrian access is sparse.

Guidance

- Seek to sustain valuable work undertaken by Valley of Vision's 'Securing the Landscape' project which aims to prevent illegal off-road use in the valley.
- Seek to enhance and expand the PROW network wherever possible

General Notes

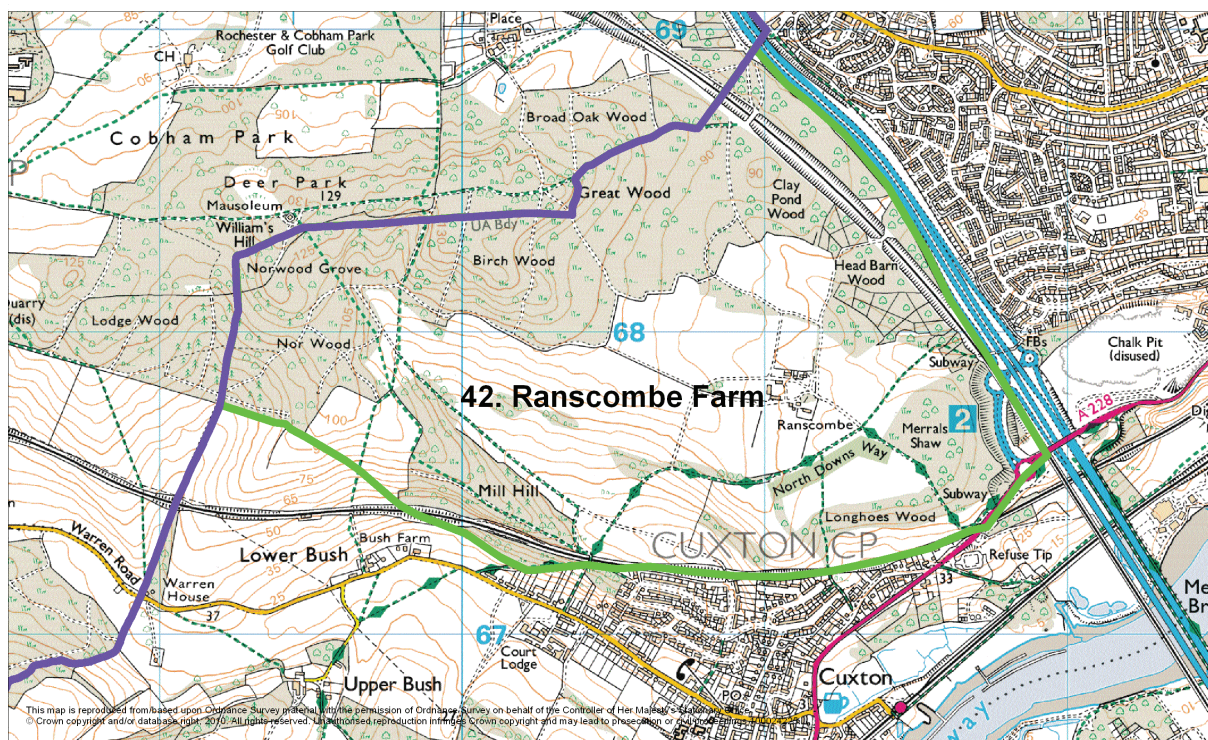
- This area is located within Kent Downs AONB and Green Belt. Although these designations provide landscape and openness protection, these tracts of countryside are relatively close to urban areas and inevitably subject to urban fringe pressures and activities. General guidance is to seek to manage urban fringe pressures sensitively, observe Kent Downs AONB policies and management guidelines and work closely with key stakeholders

42 Ranscombe Farm

Landscape type Chalk scarps and valleys (R2)

Sub-types n/a

Cobham: West Kent Downs (KCA 2004)



Description

- Location – north of Cuxton and south west of M2 motorway, within Kent Downs AONB
- Geology – Predominantly Upper Chalk; clay with flints deposits
- Soils – undefined
- Accessibility – Good – Network of paths has been enhanced with additional permissive rights of way
- Designations – AONB; Green Belt; SSSI/NNR; Proposed Country Park; Ancient Woodland; safeguarded corridor for M2 widening; safeguarded route for CTRL
- Flood – not applicable (2003)

Characteristics

- Rolling chalk downland, dry valleys and wooded shaws
- Strong blocks of woodland, especially to upper slopes, frame farmland and give strong sense of enclosure and intimacy
- Well managed woodland with evidence of coppicing
- Good accessibility with strong network of footpaths
- Spectacular views towards Upper Bush with a series of carefully managed viewpoints
- Mausoleum and Cobham Deer park on western fringes; character area extends into Gravesham

Analysis

Condition **Good**

Pattern of elements – Coherent

Detracting features – Few

Visual Unity – *Intact*

Ecological integrity – High

Cultural integrity – Good

Functional integrity – *Strong*

Sensitivity **High**

Distinctiveness – Distinct

Continuity – Ancient/Historic

Sense of place – *Strong*

Landform – Apparent

Tree cover – Enclosed

Visibility – *Moderate*

Actions **Conserve**

Issues

- Enhancement of biodiversity value and improved recreational access (see note below re. management)
- Illegal off-road motorcycle access
- Some changes in land ownership at south west edge of Ranscombe Farm LCA and beside CTRL

Guidance

- Put appropriate measures in place to protect area from illegal off-road motorcycle access
- Seek enhanced biodiversity value and access. Contact Green Spaces team for details on management plans for this area

General Notes

- This area is located within Kent Downs AONB and Green Belt. Although these designations provide landscape and openness protection, these tracts of countryside are relatively close to urban areas and inevitably subject to urban fringe pressures and activities. General guidance is to seek to manage urban fringe pressures sensitively and observe Kent Downs AONB policies and management guidelines
- Area under joint partnership management of Medway Council, Plantlife and landowners with particular emphasis on enhancement of natural features to increase biodiversity value

Appendices

Appendix A: Planning policy

National Planning Policy Guidance

Principal items that are relevant to landscape and are covered within National Planning Policy Guidance are described below:

Planning Policy Statement 1 - Planning for Sustainable Development

This guidance lays down strict controls on development in open countryside away from existing settlements. The government's overall aim is to protect the countryside for the sake of its intrinsic character and beauty; the diversity of its landscapes, heritage and wildlife, the wealth of its natural resources and so it may be enjoyed by all.

- Includes PPS1 supplement – Planning and Climate Change. A draft PPS1 supplement entitled 'Planning for a Low Carbon Future in a Changing Climate' is currently out for consultation.

Planning Policy Statement 7 - Sustainable Development in Rural Areas

Local Landscape Designations

Section 24 - Supports use of carefully crafted criteria based policies, utilising tools such as Landscape Character Assessment, without the need for rigid local designations that may unduly restrict acceptable, sustainable development and the economic activity that underpins vitality of rural areas.

Section 25 – Local Landscape Designations (LLD's) should only be maintained or exceptionally extended where it can be clearly shown that criteria-based policies cannot provide necessary protection. LLD's should state what it is that requires extra protection and why. When reviewing local area-wide development plans and LLD's, planning authorities should rigorously consider justification for retaining local landscape designations. They should ensure such designations are based on a formal and robust assessment of the qualities of the landscape concerned.

Agriculture, farm diversification, equine related activities and forestry

Changes in farming and land management practices are inevitable; a sustainable and considered approach to these matters should ensure that such changes have a positive impact on landscape quality and character. The following issues are highlighted in PPS7. Although they address matters of wider relevance they also have landscape implications and are therefore worthy of consideration:

- Changes in farming practice – diversification into non-agricultural activities
- Intensification of agriculture; abolition of set aside
- Best and most versatile agricultural land (PPS7 - S.28) – to be taken into account in planning applications alongside other sustainability considerations including quality and character of landscape.
- Equine related activities – (PPS7 - S.28) – Local Planning Authorities should set out in LDDs their policies for supporting equine enterprises that maintain environmental quality and countryside character
- Government's Forestry strategy (1999) – seeks sustainable management of existing woods and forests and continued steady expansion of woodland areas for society and environmental benefits.
- Agri-environment and woodland management delivery programmes. Environmental stewardship scheme with entry level (ELS) and Higher level (HLS) options and English Woodland Grant scheme as main incentive mechanisms to secure public benefits from land management.

Additional Planning Policy Guidance

The following policy documents should also be considered for their relevance to landscape related issues:

Planning Policy Statement 3 - Housing

Planning Policy Statement 5 - Planning for the Historic Environment

Planning Policy Statement 9 - Biodiversity and Geological Conservation

Planning Policy Statement 12 - Local Spatial Planning

Planning Policy Statement 17 - Planning for Open Space, Sport and Recreation

Planning Policy Guidance 20 – Coastal Planning

Planning Policy Statement 22 - Renewable Energy

Planning Policy Statement 25 – Planning and Flood Risk (includes PPS25 supplement: Development and Coastal Change)

A draft PPS has recently been published entitled 'Planning for a Natural and Healthy Environment'. It proposes consolidation of planning policy contained within PPS7, PPS9, PPG17 and PPG20 and includes policy changes relating to the strategic provision of Green Infrastructure.

The European Landscape Convention

The European Landscape Convention (ELC) is the first international convention to focus specifically on landscape. Created by the Council of Europe, the convention promotes landscape protection, management and planning, and European co-operation on landscape issues. Signed by the UK Government in February 2006, the ELC became binding from March 2007. It applies to all landscapes, towns and villages, as well as open countryside; the coast and inland areas; and ordinary or even degraded landscapes, as well as those that are afforded protection.

ELC definition of landscape The ELC defines landscape as: 'An area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors.' (Council of Europe 2000). It highlights the importance of developing landscape policies dedicated to the protection, management and creation of landscapes, and establishing procedures for the general public and other stakeholders to participate in policy creation and implementation. The UK is recognised as already putting many of the principles of the ELC into practice. For example, the National Character Area map of England has been in use for nearly 10 years. Another example is the well-established practice of using Landscape Character Assessment to inform local policymaking.

Framework for implementation in England Natural England is leading the implementation of the ELC in England and has worked with Defra and English Heritage to produce A Framework for Implementation in England, published in October 2007. This framework seeks to further strengthen the protection, management and planning of England's landscapes, by providing a structure for action plans that will be prepared by any interested partners and stakeholders. It underpins a wide range of activities which, through public engagement and stakeholder involvement, will lead to wider understanding and appreciation of landscapes, improved knowledge and care, as well as a sense of inspiration, well-being and connection between people and place.

ELC action plan Natural England, English Heritage and the National Forest Company have produced action plans highlighting actions that show how implementing the ELC is being integrated into their work. The ELC Framework for Implementation in England invites others to prepare their own action plans. A set of guidelines are being produced to help with writing these: how to integrate the ELC language and intent into strategies, policies, plans and programmes.

Regional Planning Policy Guidance

The South East Plan - Regional Spatial Strategy for the South East of England (May 2009)

Several policies within the above strategy are related to landscape issues and are therefore of relevance to the Medway Landscape Character Assessment. The most relevant policies are listed below with brief summaries:

Countryside and Landscape Management

Policy C3: Areas of Outstanding Natural Beauty

High priority will be given to conservation and enhancement of natural beauty in the region's Areas of Outstanding Natural Beauty (AONBs) and planning decisions should have regard to their setting. Proposals for development should be considered in that context.

Policy C4: Landscape and Countryside Management

- Outside nationally designated landscapes, positive and high quality management of the region's open countryside will be encouraged and supported by local authorities and other organisations...

- In particular, planning authorities and other agencies in their plans and programmes should recognise, and aim to protect and enhance, the diversity and local distinctiveness of the region's landscape, informed by Landscape Character Assessment....
- Positive land management is particularly needed around the edge of London and in other areas most subject to growth and change. In such areas long term goals for landscape conservation and renewal and habitat improvement should be set, and full advantage taken of agri-environmental funding and other management tools.
- Local authorities should develop criteria-based policies to ensure that all development respects and enhances local landscape character, securing appropriate mitigation where damage to local landscape character cannot be avoided.
- This policy under item 11.11 sets out the need to address two key areas. Firstly to understand why the South East's landscapes are unique, and how future changes can support their environmental, cultural and economic value. Secondly to understand how planning policy, land management practices and funding initiatives can be best used in unison to achieve the objectives of this Plan. In particular it highlights the significant role played by the agricultural sector in shaping the landscape character of the countryside and how it can continue to manage the countryside to support farming enterprise while preserving the unique character of local landscapes.

Note: Regional and sub-regional landscape designations are not considered within the South East Plan. This means that there is no discrete level of landscape protection below the national level of landscape designation (ie. National Parks and AONB's).

Policy C5: Managing the rural-urban fringe

- Identify issues and opportunities that require action to deliver a sustainable multi-functional rural-urban fringe
- Identify parts of rural-urban fringe around settlements currently or potentially subject to dereliction
- To ensure action, local authorities should ensure better management of rural-urban fringe by working with neighbouring authorities and targeting positive management on planned urban extension areas, working with local communities and landowners to consider landscape and biodiversity enhancement, woodland management, recreation provision and access routes
- Ten key functions for rural-urban fringe are identified – a bridge to the country; a gateway to the town; a health centre; a classroom; a recycling and renewable energy centre; a productive landscape; a cultural legacy; a place for sustainable living; an engine for regeneration; a nature reserve

Policy C6: Countryside Access and Rights of Way Management

- This policy seeks to encourage access to the countryside, particularly by maintaining, enhancing and promoting the Public Rights of Way system; linking settlements and reducing car use for shorter journeys; making routes multi-functional; avoiding adverse impacts on Natura 2000 and Ramsar wetland sites.

Policy C7: The River Thames Corridor

- Riparian local authorities and other stakeholders should work together to establish a co-ordinated policy framework for the river and its valley corridor to reflect environmental, heritage and recreational value through rural and urban areas
- Taking account of Thames River Basin Management Plan, local authorities should work together to maintain and enhance the landscapes and waterscapes of the River Thames corridor, in terms of scenic, conservation value and overall amenity; address nature conservation, accessibility, recreation and setting of the river
- Through urban areas local authorities provide for riverside open spaces and access routes; protect and improve scenic views of the river and from the river, especially where they contain significant natural or built heritage features; ensure high quality of sympathetic design within sight of the river; seek to conserve and improve historic built environment that is part of river's heritage and setting

Natural Resource Management

This section starts with an introductory table summarises the region's key environmental challenges - water resources, water quality, flooding, biodiversity, coast, air quality, noise, sustainable design and construction, energy, waste and minerals. The table provides a list of issues and responses to these challenges.

The following policies within this section are of particular relevance to this study and wider green infrastructure planning within Medway and are listed with a brief summary of key issues:

Policy NRM5: Conservation and improvement of biodiversity

- Provide the highest level of protection to sites of international nature conservation importance (European sites); avoid damage to nationally, county and locally important sites; ensure appropriate access; identify biodiversity improvement opportunities and set targets, including connection of sites, large scale habitat restoration, enhancement and re-creation
- Identifies major losses of species populations and habitats in recent decades due to inappropriate management, agricultural practices, development and fragmentation; discourages further fragmentation of habitats
- Seeks to preserve and improve biodiversity through regional biodiversity targets
- Identifies role of planning in protecting and enhancing biodiversity and helping natural systems to adapt to climate change impacts
- Identifies areas of strategic opportunity based on key habitat types, including chalk downs (restoration, re-creation and management of chalk grasslands, chalk woodland and species-rich scrub); seeks to restore enhance and re-connect concentrations of important woodland habitats; to restore and re-create wetlands (including coastal and floodplain grazing marsh, reed beds, inter-tidal mudflats and salt marsh)

Policy NRM7: Woodlands

- Seeks to ensure the value and character of the region's woodland is protected and enhanced; seeks the protection of ancient woodland; the promotion of effective management, extension and creation of new woodland areas including, in association with areas of major development, restoration and enhancement of degraded landscapes; replacement of lost woodland from new development; promotion of economic use of woodlands and woodland resources
- Notes that the region is the most wooded in England, the social and environmental benefits of woodland and the levels of neglect; seeks to promote higher woodland management standards

Policy NRM8: Coastal management

- Seeks to ensure adoption of an integrated approach to management and planning in coastal areas, noting dynamic nature and character of coast and need for enhanced collaboration across administrative boundaries; including planning for climate change and forecasting effects on coastal zone; conservation and enhancement of the most valuable habitats and environments; development and management of public access, recreation and tourism within context of Catchment Management Plans, Shoreline Management Plans, Coastal Defence Strategies, Catchment Flood Management Plans, Estuary Management Plans, Harbour Management Plans and River Basin Management Plans
- Identifying opportunities and impacts of development on options for managed realignment; protection of undeveloped coastline; prevention of development on unstable land or areas at risk of erosion; realising opportunities for sustainable flood defences

Note: Two separate strategies consider flood risk management for coastline areas within Medway – 'The Shoreline Management Plan (Isle of Grain to South Foreland and Medway Estuary and Swale)' and 'Thames Estuary 2100 (TE2100)'. Considering the fine detail of these strategies is outside the scope of this study but certain issues relating to the creation of inter-tidal habitats have been considered within the Introduction and relevant character area summary sheets.

Further policies listed below have relevant to landscape impacts within Medway but are considered beyond the scope of this study to address in further detail. They are therefore provided here for further reference without summary information.

Policy NRM1: Sustainable water resources and groundwater quality

Policy NRM2: Water quality

Policy NRM3: Strategic water resources development

Policy NRM4: Sustainable flood risk management

Minerals and Waste Section D of the South East Plan is devoted to policy guidance on Minerals & Waste. This specialist area has not been considered in detail within this study. However future planning decisions that relate to the siting of minerals extraction works and waste facilities are likely to have significant impacts on landscape character. These impacts will need to be addressed through the Environmental Impact Assessment process and should take account of the guidance within this LCA study.

Cross Cutting Policies

Policy CC2: Climate Change

- Seeks measures to mitigate and adapt to current and forecast effects of climate change; including reduction in carbon dioxide emissions
- Adaptation to risks and opportunities to be achieved through guiding strategic development to locations offering greater protection from impacts such as flooding, erosion, storms, water shortages and subsidence; increase in resilience of building stock to climate change impacts; incorporation of sustainable drainage measures and high standards of water efficiency to building stock; increasing flood storage capacity and developing sustainable new water resources; promote options for sustainable flood management and migration of habitats and species
- Mitigation through reduction in greenhouse gas emissions to be addressed through greater resource efficiency, including improved energy efficiency and carbon performance of buildings; reducing need to travel and ensuring good accessibility; promoting land use that acts as carbon sinks; encouraging renewable energy; reducing bio-degradable waste landfill
- Research indicates South East could be more affected by climate change than other regions of England; climate change will affect development and land use and there is a need to introduce challenging mitigation and adaptation measures over the Plan period.

Policy CC8: Green Infrastructure

- Local authorities and partners will work together to plan, provide and manage connected and substantial networks of accessible, multi-functional green space. Networks should be planned and managed to deliver the widest range of linked environmental and social benefits including conserving and enhancing biodiversity as well as landscape, recreation, water management, social and cultural benefits to underpin individual and community health and 'well being'. They will be created and managed as a framework of green spaces and other natural features that will boost the sustainable development of settlements and increase the environmental capacity of the locality and region as a whole, helping communities to be more resilient to the effects of climate change.
- The provisions of this policy apply region-wide. However the successful designation and management of green Infrastructure will be particularly important in areas designated as regional hubs, where growth may impact on sites of nature conservation importance or where there is a need to enhance the existing environmental capacity of an area. It requires the planning and management of GI with multi-functional objectives in mind: including biodiversity, enhancement, protection and mitigation; creating a sense of place and opportunities for greater appreciation of valuable landscapes and cultural heritage; increased recreational opportunities (including access and enjoyment of countryside, supporting healthy living); improved water resources, flood mitigation and reduced flood risk through sustainable surface water run-off management; a positive contribution to combating climate change through adaptation and mitigation of impacts; sustainable transport; reducing crime and disorder potential and fear of crime; improved educational opportunities. It also seeks integral planning of GI alongside new development and consideration of wider GI networks; it requires that GI policies and strategies in LDF's should be spatially expressed and not just be restricted to definition.
- This policy is supported by the South East Green Infrastructure Framework: from Policy into Practice. This document which seeks to define GI as an integral and essential component of sustainable communities, provides a definition of GI, explains the relationship of GI to spatial planning and sustainability and provides guidance on delivery of GI. See Bibliography for reference details.

Access

- The Marine and Coastal Access Act, 2009, makes provision for the establishment of a coastal access route around the coast of England
- The Countryside and Rights of Way Act makes provision for certain tracts of land (mainly mountain, moor, heath and down) for the purposes of outdoor recreation.

Contaminated land

Medway has a significant industrial history and there is potential for land contamination in both urban and rural environments. There are areas of mixed use, where sensitive receptors exist in close proximity to potential sources of contamination. In April 2000, a new regime for contaminated land was brought in to force by Part IIA of the Environmental Protection Act 1990. This regime provides a system for the identification of land that is posing an unacceptable risk to human health, to property or the environment. Local authorities are required to collate this information and publish details in a Contaminated Land Inspection Strategy. The Medway Contaminated Land Inspection Strategy was published in April 2002 as an iterative document that will develop as information is collected, screened and assessed. The strategy has to consider all landholdings including property or land where the Council may have been an owner, lessee or polluter. A review will be made of past development sites and areas where remediation may have already been carried out. When considering potential development sites the possibility of encountering contamination should be considered on a site by site basis. Where landscapes have an industrial past or present use, development led de-contamination works may be required at some point to reduce environmental risks. This may impact on landscape character in the short term, but may also be used to gain longer term enhancement.

Appendix B: Landscape Types

Rural Types

- R1 Prominent wooded or farmed hills**
 - R1a Wooded Hills and ridges
 - R1b Open, farmed hills and ridges
- R2 Chalk scarps and valleys**
- R3 Farmed Valleys**
 - R3a Wooded valley with pasture
 - R3b Wooded valley with arable
 - R3c Minor valley with mixed farmland
- R4 Coastal marshes**
 - R4a Saltmarsh
 - R4b Grazing marsh
 - R4c Cultivated marsh
- R5 Flat or undulating mixed farmland**
 - R5a Orchards and mixed farmland (small-scale)
 - R5b Horticulture and mixed farmland (small-scale)
- R6 Flat or undulating open farmland**
 - R6a Flat, open arable farmland (large-scale)
 - R6b Undulating, open arable farmland (large-scale)
 - R6c Open pasture (large-scale)
- R7 Flat or undulating wooded farmland**
 - R7a Arable farmland with wooded blocks (large-scale)
 - R7b Pasture with woodland (large-scale)
 - R7c Estate farmland

Transitional Types

- T1 Rural Fringe**
 - T1a Rural fringe farmland
 - T1b Rural suburbia
 - T1c Rural fringe with industrial/urban influences
 - T1d Rural fringe with amenity uses
 - T1e Rural Fringe heathland
- T2 Urban fringe**
 - T2 Transportation corridor
 - T2b Urban fringe with urban/industrial influences
 - T2c Derelict land
 - T2d Amenity land and green space
 - T2e Active quarries
- T3 Marshland fringe**
 - T3a Marsh with urban/industrial influences
 - T3b Marsh with urban/industrial dominance

Appendix B: Landscape Types (cont)

RURAL TYPES

R1 Prominent wooded or farmed hills

Significant elevated landforms (essentially prominent hills and ridges), providing important features within otherwise flat or undulating rural landscapes. These features are set within a rural context which is generally free of urbanising or industrial features. These landforms provide containment and screening sometimes reducing the impact of adjacent urban/ industrial influences.

R1a Wooded hills and ridge Prominent hills and ridges in agricultural use (grazing or arable) with significant/prominent woodland cover and a strong landscape structure. These are contained, predominantly unspoilt, rural landscapes set within a rural context.

R1b Open, farmed hills and ridges

Elevated, open, large scale, predominantly arable landscapes with a noticeable lack of land-cover containment, particularly an absence of woodland, hedgerow or scrub vegetation. These landscapes often have a denuded exposed character resulting in any built forms and urbanising elements upon them being visually prominent features.

R2 Chalk scarps and valleys

A series of prominent landforms, that form a unified, usually complex landscape. Essentially a system of ridges and valleys and/or scarps in predominantly rural use. Land-cover is often scrub woodland/rough grassland on the steeper valley sides and scarps, and prominent woodland blocks within the flatter areas. Significant containment.

R3 Farmed valleys

Distinctive, often isolated, valley forms in predominantly agricultural use. These landforms have definite well contained rural character but often contain roads and associated ribbon development which introduce varying degrees of urban influence.

R3a Wooded valley with pasture

Distinctive valley forms with predominantly grazed agricultural land use contained by woodland. Woodland is the main influence on landscape structure and containment, otherwise this landscape is quite open. There is little influence from urbanising elements.

R3b Wooded valley with arable

Distinctive valley forms in predominantly arable use with woodland blocks. Apart from the influence of woodland the landscape structure is relatively weak with few hedgerows, trees and little scrub vegetation. Where roads and ribbon development are present along the valley floors these introduce an urban influence.

R3c Minor valley with mixed farmland

Well-contained and localised valley forms with small scale mixed agricultural use comprising of fruit growing (small orchards), vegetable production (market gardening) and pasture. Division into smaller fields than dictated by hedgerow distribution. Varied land use results in an intricate landscape pattern. Very rural in character. Minor roads have little impact on character.

R4 Coastal marshes

Areas of low-lying, extremely flat alluvial land adjacent to the sea/estuaries, the majority of which have been reclaimed for agriculture and are protected from tidal influences by raised embankments. Includes inland waters within tidal reach.

Appendix B: Landscape Types (cont)

- R4a Saltmarsh
Unimproved salt-marsh within predominantly rural context, subject to tidal influences. Characterised by typical pattern of creeks and channels. Typically extremely flat and open with expansive views of sea and sky. Remote and wild character accentuated by presence of marshland birds, exposure to the elements and smells of the sea.
- R4b Grazing Marsh
Reclaimed marsh, mostly under grazing management. The natural saltmarsh vegetation converted to semi-improved pasture through drainage and fertiliser. Quality not consistent. Despite loss of saltmarsh vegetation, generally retains a 'natural' marshland character, particularly where remnant features such as creeks and sea and sky. Remote and wild character accentuated by presence of marshland birds, exposure to the elements and smells of the sea.
- R4c Cultivated marsh
Areas of marshland which have been drained and cultivated primarily for the growing of arable crops. The characteristic features of grazing marsh are lost and the resulting landscape is exceptionally featureless, flat and barren. The character is more exposed and less 'natural' than other marsh types.
- R5 Flat or undulating mixed farmland**
Small scale, mixed agricultural land uses on flat or undulating landform
- R5a Orchards and mixed farmland
Dominated by the presence of orchards and adjacent shelterbelts (mainly of poplar) which provide containment and an intricate landscape pattern, in combination with a mix of arable land and pasture. A small scale, intimate and diverse landscape. Set on flat or undulating landform which offers little visual containment in itself.
- R5b Horticulture and mixed farmland
Small-scale farmland typically comprising an intricate mix of horticultural crops with areas of pasture and sometimes arable, occasionally with existing or remnant orchards. Small, intricate and diverse landscape pattern although normally lacks the visual containment of the landscapes dominated by orchards.
- R6 Flat or undulating open farmland**
- R6a Flat or undulating arable farmland
Large field pattern and a general lack of containment results in a large scale, open, sometimes 'prairie-like' landscape with extensive and distant views. The landscape structure is weak with few trees, hedgerows removed or in poor condition; a generally denuded landscape. This is intensively farmed land predominantly in arable use but with some pockets of remnant orchard. Built forms and urbanising features (especially power lines) tend to be visually prominent. Boundaries are often completely absent, or comprise post-and-wire fences, often in poor repair.
- R6b Open pasture
Similarly large scale and rural landscape but predominantly under pasture, either permanent or re-seeded. Grazing management lends a more pastoral character to these areas. Weak landscape structure and little variation in landform result in an open, featureless landscape. Hedgerows have typically been replaced by fences, often in poor repair. Farm buildings, urban areas and other built forms can be visually prominent even at some distance.

Appendix B: Landscape Types (cont)

R7 Flat or undulating wooded farmland

R7a Arable farmland with woodland blocks

Large scale, rural landscape predominantly in arable use. Field pattern is large and demarcation is rarely by hedgerows. Deciduous woodland, usually in large blocks, is a significant landscape feature and the main form of visual containment and landscape incident.

R7b Pasture with woodland

Large scale rural landscape predominantly pasture. Field pattern is large and demarcation is rarely hedgerows. Deciduous woodland, in large blocks, is a significant landscape feature and main form of visual containment and landscape incident.

R7c Estate farmland

Smaller-scale pockets of land, generally on more undulating landform. Characterised by a well-managed appearance and by the presence of deciduous woodland, free-standing trees and distinctive styles of fencing (e.g. metal estate railings). Land-use is predominantly pasture with a small scale field pattern, and grazing animals contribute to the pastoral scene.

R7d Mixed farmland with woodland blocks

Small scale rural landscape, predominantly arable but including orchards and horse pasture. Deciduous woodland in large blocks provide strong sense of containment and significant landscape feature.

TRANSITIONAL TYPES

T1 Rural Fringe

Transitional landscape which contain or are surrounded by features which intrude upon or detract from their essentially rural, agricultural character to a significant degree or which are characterised by farmland in poor condition (often horse-grazed pasture) or degraded by unsightly fencing or activities. Distinguished from urban fringe landscapes by retaining a predominantly rural character, despite the strong urban influences.

T1a Rural fringe farmland

Farmland within a rural context (especially around the fringes of rural settlements) which has a generally degraded character. Typically comprises permanent pasture under horse-grazing, areas abandoned from agriculture or degraded by unsightly features (shacks, rubbish etc.), fencing in poor repair and other activities (such as allotments) which are characteristic of settlement fringes. Usually small-scale field pattern, often with hedgerows or fences in poor condition.

T1b Rural suburbia

A definitely rural landscape but significantly influenced, but not dominated, by industrial or urban features such as roads, lighting, intrusive signage, ribbon development, power lines, industrial buildings etc. Agricultural land-uses help to retain a predominantly rural feel but these elements introduce a discordant and fragmented character.

T1c Rural fringe with urban/industrial influences

Agricultural landscapes significantly influenced, but not dominated, by industrial and urban features such as, roads, lighting, intrusive signage, ribbon development, power lines, industrial buildings etc. agricultural land uses help to retain a predominantly rural feel but these elements introduce a discordant and fragmented character.

Appendix B: Landscape Types (cont)

- T1d** Rural fringe with amenity uses
Land obviously managed for amenity/sports uses on the fringes of rural/urban areas. For example, country parks, golf courses, football pitches etc. Characterised by well-managed appearance, which can appear incongruous and discordant within a rural setting, though not necessarily unattractive.
- T1e** Rural fringe heathland
Distinctive areas of open or wooded heath or common lying within the rural/urban transition. Very important open space for informal recreation. Characterised by heathy vegetation, scrub and oak woodland. Semi-natural in appearance although peripheral roads and residential development and heavy recreational usage lend a suburban influence.
- T2** **Urban fringe**
Landscape adjacent to intrusive built-up/urban areas and containing features which intrude upon or detract from the essentially rural, agricultural character to a significant degree. Distinguished from rural fringe landscapes by a distinctively and predominantly urban feel, with urban/industrial elements dominating the landscape in some urban areas.
- T2a** Transportation corridor
Land that is significantly degraded by road or railway development and associated features (e.g. over-bridges) and/or, route-side development which is out of context with its setting. This is generally ribbon development sometimes fragmented by pockets of agricultural use.
- T2b** Urban fringe with urban/industrial influences
Land that is either significantly degraded by adjacent intrusive urban or industrial areas (sometimes characterised by an abrupt urban/rural transition) or contains features which significantly intrude upon or detract from its once rural character.
- T2c** Derelict land
Land that is not in active use, either abandoned/derelict land or vacant land awaiting future occupation/management. Can vary from those areas which are visually degraded by unsightly dereliction, to abandoned areas on which valuable semi-natural grassland, scrub and woodland communities may have developed, to land which is in the process of reclamation from mineral workings to landfill operations and which has a distinctive 'amenity-type' character.
- T2d** Amenity land
Usually discrete amenity uses within the urban context e.g. golf course and sports grounds. Obviously managed for such purposes and has a very distinctive character which is not always unattractive but has a man-made effect. This can be discordant in a more rural context but can be a valuable attribute in the harder, urban context.
- T2e** Active quarries
Quarries that are currently being worked and therefore result in the interruption of the 'natural' landscape pattern/flow. These are often dramatic man-made landscapes with tall cliffs, lakes and regenerating scrub/woodland in worked areas. Machinery and active areas are unsightly however, and the quarries often have a significant influence on their surroundings – general degradation by dust deposits, litter as well as visually unattractive security fencing and unnatural screen bunding. However, usually visually contained until seen from perimeters or an elevated viewpoint.

Appendix B: Landscape Types (cont)**T3 Marshland fringe**

Marshland landscapes which have been influenced to some degree by urban development, industry or other non-agricultural land uses. The particular sub-type classification depends on the degree of influence that the urban/industrial land uses have upon the typical marshland character.

T3a Marshland with urban/industrial influences

Areas of low-lying, marshland, the character of which is affected by peripheral industrial/urban influences or by features within the marsh, notably power lines, roads or isolated pockets of industry. Remnant marshland features, such as ditches, counter walls, creeks etc., help to maintain a marshland character.

T3b Marshland with urban/industrial dominance

Generally smaller pockets of marshland where the urban/industrial elements are more concentrated and therefore the degree of influence is greater, to the point at which the marshland character is overwhelmed.

NB. The above landscape types were defined as part of the Kent Thames Gateway study, which covered a wider area; most but not all of these types occur within the Medway area. The full original list has been retained for completeness but with some minor amendments. One new category (R7d) and one merged category (R6a and R6b describing flat and undulating arable farmland were previously separate but very similar categories; they are now one landscape type – R6a)

Appendix C: Methodology and analysis

This section explains the methodology adopted for the assessment of Condition and Sensitivity.

Condition

Condition is strongly influenced by the impact of external factors. The assessment of condition evaluates the pattern of the landscape and the presence of incongruous features on the unity of the landscape. It also evaluates how well the landscape functions as a habitat for wildlife and the condition of cultural or 'man-made' elements such as enclosure, built elements and roads. Urban fringe areas are often under pressure that can frustrate other land uses. This often means that these areas are described as being in a poor condition whilst other more remote areas may still have the same basic features but be in a better condition. It is therefore practical to assume that condition may vary throughout a character area so that any conclusions should be regarded as a summary of the overall situation. Condition is defined by an analysis of *Visual Unity* and *Functional Integrity*.

- *Visual Unity* is the result of an analysis of the *Pattern of Elements*, for example the pattern of vegetation, enclosure, settlement, and the relationship of these to landform, weighed against the number of *Detracting Features* in the landscape.
- *Functional integrity* is an assessment of how the landscape functions and considers both the influence of man (*Cultural Integrity*) and nature (*Ecological Integrity*)

Sensitivity

Sensitivity is a measure of the ability of a landscape to accept change without causing irreparable damage to the essential fabric and distinctiveness of that landscape. The term change refers to both beneficial changes such as a new woodland as well as change that may be brought by new land uses. Sensitivity is defined by an analysis of *Sense of Place* and *Visibility*

Sense of Place balances *Distinctiveness* with *Time depth*. *Distinctiveness* is defined by how much the key characteristics contribute to a sense of place. For example in a landscape where hedgerows are a key characteristic if the network is intact the landscape can be described as distinct or 'characteristic'. Some landscapes have features that may be considered unique or rare and these will obviously contribute to a strong sense of place. *Time depth* ranges from recent, through historic to ancient and reflects how long that landscape has taken to establish. Ancient landscapes are uncommon in Kent but include those that have had very little intervention by man or contain ancient or prehistoric features. Historic landscapes are generally from the medieval period onwards. This is when the pattern of most landscapes in Kent was established and is generally discernible today (although overlain with modern features). Recent landscapes are those where historic elements have been replaced with new elements or land management. They include reclaimed landscapes.

Visibility addresses the issues of *Landform* and *Tree cover*. For example an open hilltop landscape has a higher visibility than an enclosed lowland landscape.

The conclusions reached for each of the character areas are expressed using a matrix that balances Condition and Sensitivity. This analysis gives a broad indication of each area's ability to accommodate a change in management or use without loss of overall integrity. The matrix helps to assist in the direction of any policy that might be applied to the land in question. Each character area is assessed with this method and a set of appropriate actions are identified.

Although conclusions are reached for each of the character areas, it is not the purpose of this study to rank one character area against another. Likewise this study is not intended to identify areas suitable for development. It may however offer guidance on whether development is appropriate and at what type and scale whilst respecting the character of the landscape.

Condition	good	REINFORCE	CONSERVE & REINFORCE	CONSERVE
	moderate	CREATE & REINFORCE	CONSERVE & CREATE	CONSERVE & RESTORE
	poor	CREATE	RESTORE & CREATE	RESTORE
		low	moderate	high
		Sensitivity		

Conserve Actions that encourage the conservation of distinctive features and features in good condition.

Conserve and reinforce Actions that conserve distinctive features and features in good condition, and strengthen and reinforce those features that may be vulnerable.

Reinforce Actions that strengthen or reinforce distinctive features and patterns in the landscape.

Conserve and restore Actions that encourage the conservation of distinctive features and features in good condition, whilst restoring elements or areas in poorer condition and removing or mitigating detracting features.

Conserve and create Actions that encourage the conservation of distinctive features and features in good condition, whilst creating new features or areas where they have been lost or are in poor condition.

Restore Actions that encourage the restoration of distinctive landscape features and the removal or mitigation of detracting features.

Restore and create Actions that restore distinctive features and the removal or mitigation of detracting features, whilst creating new features or areas where they have been lost or are in poor condition.

Reinforce and create Actions that strengthen or reinforce distinctive features and patterns in the landscape, whilst creating new features or areas where they have been lost or are in poor condition.

Create Actions that create new features or areas where existing elements are lost or in poor condition.

Assessment values for Condition and Sensitivity categories were defined as follows:

Condition

- Pattern of elements – Coherent/Variable/Incoherent
- Detracting features – Few/Some/Many
- *Visual Unity* – *Intact/Interrupted/Fragmented*
- Ecological integrity – High/Moderate/Low
- Cultural integrity – Good/Variable/Poor
- *Functional integrity* – *High/Moderate/Low*

Sensitivity

- Distinctiveness – Very distinct/Distinct/Indistinct
- Continuity – Ancient/Historic/Recent
- *Sense of place* – *Strong/Moderate/Poor*
- Landform – Dominant/Apparent/Insignificant
- Tree cover – Enclosed/Intermittent/Open
- *Visibility* – *High/Moderate/Low*

Appendix D: Sample survey sheet – Side 1

Medway Local Landscape Character Assessment

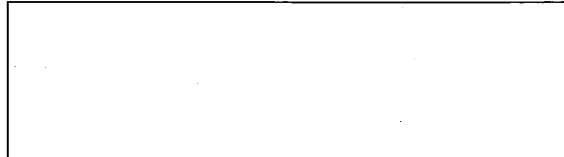
Field Evaluation Sheet Side 1

Local Character area	BALD TOP HILL	Regional Character area	
Landscape character type	R1B	National Character area	
Geology		Panoramic Photo Nos	
Date	17/03/09	Viewpoint No:	
		Survey Point	41

Topography

Flat	plain	dry valley
Undulating	rolling lowland	deep gorge
rolling	plateau	broad valley
<u>steep hill</u>	scarp/cliffs	narrow valley

Sketch



Dominant landcover & landscape elements

Buildings	Heritage	Farming	Landcover	Woodland/trees	Hydrology	Communications
Farm buildings	Vernacular blds	Walls	Parkland	Deciduous	River	Road
Masts/poles	Country house	<u>Fences</u>	Scrub	Coniferous	<u>Stream</u>	Track
Pylons	<u>Field systems</u>	<u>Hedges</u>	Marsh	Mixed	Reservoir	Footpath
Industry	Fort	<u>Fields</u>	Moor/heath	Shelterbelt	Dry valley	Lane
Settlement	Fortifications	Arable	<u>Rough grassland</u>	<u>Hedge trees</u>	<u>Winterbourne</u>	Railway
Urban	Monuments	Improved pasture	Water meadow	Orchard	<u>Pond</u>	Military
Follies	Ecclesiastic	<u>Rough grazing</u>	Grassland	Clumps	Lake	Pylons
Military	Coppice	Hedge banks	Species rich grassland	Isolated trees	Drainage ditch	Communication masts
		Orchard				

Aesthetic & perceptual factors

Aesthetic Pattern (2D) <u>dominant/strong/broken/weak</u> Texture <u>smooth/textured/rough/v rough</u> Complexity <u>uniform/simple/diverse/complex</u> Unity <u>uniform/interrupted/fragmented/chaotic</u> Enclosure <u>expansive/open/enclosed/constrained</u>		Scale Colour Remoteness Form (3D) Balance/proportion	Intimate / small / <u>medium</u> / large <i>at top</i> monochrome/muted/colourful/garish wild / <u>remote</u> / vacant / active straight/angular / <u>curved</u> / sinuous good/variable/poor
Perceptual Security – intimate / <u>comfortable</u> / safe / unsettling / threatening Tranquillity <u>inaccessible</u> / remote / vacant / <u>peaceful</u> / busy		Stimulus – monotonous / bland / interesting / challenging / <u>inspiring</u> Pleasure – unpleasant / pleasant / attractive / <u>beautiful</u>	

Key characteristics / Distinctive features and why they are important

Interaction of landform, land cover, semi-natural vegetation, field pattern, aspects of settlement and aesthetic considerations like open skies, long views or a strong sense of enclosure; balance of natural factors & human influence; distinctiveness of area boundaries
 How do main features contribute to local distinctiveness – natural features/land use/farm type/woodlands/tree cover (groups; /linear; hedgerow; scattered; shelterbelt) field boundaries (hedges; ditches; stock fence; electric) / highways & footpaths (major road, rail, local road, footpath, no public access / built features (village, settlement, farm, church, oast) urban edge/pylon/mast/new housing

Distinctive, open pastoral landscape on prominent hill, visible from A289 + Wainscott (to South) Very tranquil, rural on north slope, views to settlement, roads to south but still a remote feel. Some remnant hedgerows, groups of trees on slopes, but top very open, exposed. → hence name. Long views – Chattenden Ridge, Round Top hill + right out to North Downs, Tilbury power station. Stream running round hill, attractively lined with trees

Brief description (incl main elements, features, attractors & detractors)

Describe overall character of landscape with reference to geology, landform, land cover, land use, settlement and enclosure

scrub to lower slopes - woodfield way → up chat Rd

Appendix D: Sample survey sheet – Side 2

Medway Local Landscape Character Assessment

Field Evaluation Sheet Side 2

Landscape quality / Condition

Intactness - Visual context & unity (Visual unity - extent of uniform/unifying features / views, outlook, adjacent land uses & overall unity)			
Pattern of elements (intact/interrupted/fragmented)	<u>Coherent</u>	Variable	Incoherent
Detracting features (extent & significance)	<u>Few</u>	Some	Many
Analysis	<u>Intact</u>		
Functional integrity (influence of nature and man)			
Ecological Integrity ¹ Extent of semi-natural habitat & patches/ Ecological corridors & networks / Intensity of land use & habitat trend			
How well does area function as habitat for wildlife	High	<u>Moderate</u>	Low
Analysis			
Cultural integrity Condition of heritage features			
a) Tree cover (age structure/extent)	Good	<u>Variable</u>	Poor
b) Field boundaries (survival of historic field pattern/condition)	Good	<u>Variable</u>	Poor
c) Marshland (saltmarsh/grazing/cultivated) <u>N/A</u>	Good	Variable	Poor
Analysis	<u>Moderate</u>		
Condition Analysis - Good / <u>Moderate</u> / Poor			

Landscape sensitivity Measure of landscape's ability to accept change without causing irreparable damage to essential fabric and distinctiveness of that landscape

Sense of Place	<u>moderate/strong</u>					
Key characteristics	Distinctiveness (how much do key characteristics contribute to sense of place)			Continuity (reflection of how long landscape has taken to establish)		
Natural features	<u>Very distinct</u>	Distinct	Indistinct	Ancient	<u>Historic</u>	Recent
Land use/farm type	Very distinct	<u>Distinct</u>	Indistinct	Ancient	<u>Historic</u>	Recent
Woodlands/tree cover	Very distinct	<u>Distinct</u>	Indistinct	Ancient	<u>Historic</u>	Recent
Field boundaries	Very distinct	Distinct	<u>Indistinct</u>	Ancient	<u>Historic</u>	Recent
Highways/built features/pylon	Very distinct	Distinct	<u>Indistinct</u>	Ancient	Historic	<u>Recent</u>
Analysis						

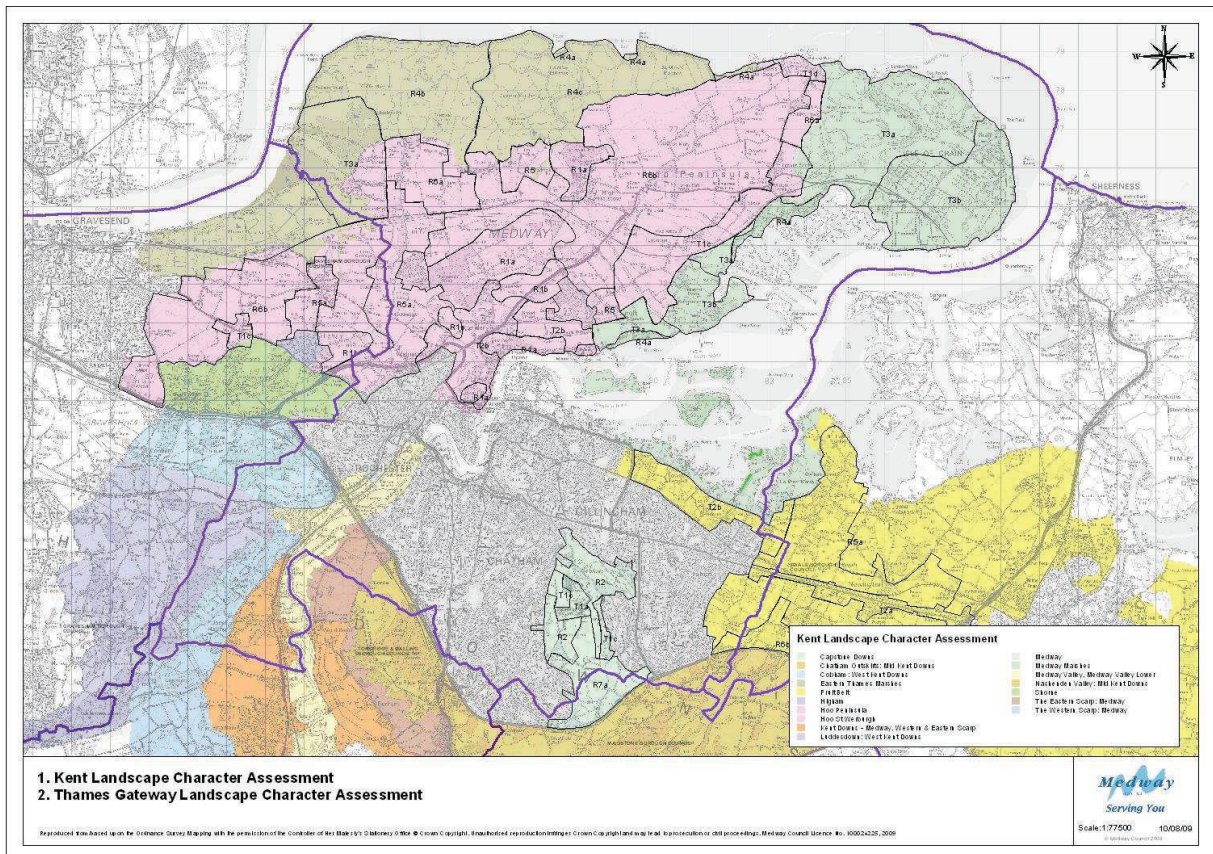
* Ancient – very little intervention by man or contains ancient or historic features / Historic – generally from medieval period onwards (this is when the pattern of most landscape in Kent was established and is generally discernible today (although overlain with modern features) / Recent – where historic elements have been replaced with new elements or land management

Visibility - assesses interaction of/relative dominance of elements in landscape view							
Landform	<u>Dominant</u>	Apparent	Insignificant	Tree cover	Enclosed	Intermittent	<u>Open</u>
Analysis	<u>High</u>						
Sensitivity Analysis - Low / Moderate / <u>High</u>				<u>Conserve & Restore</u>			

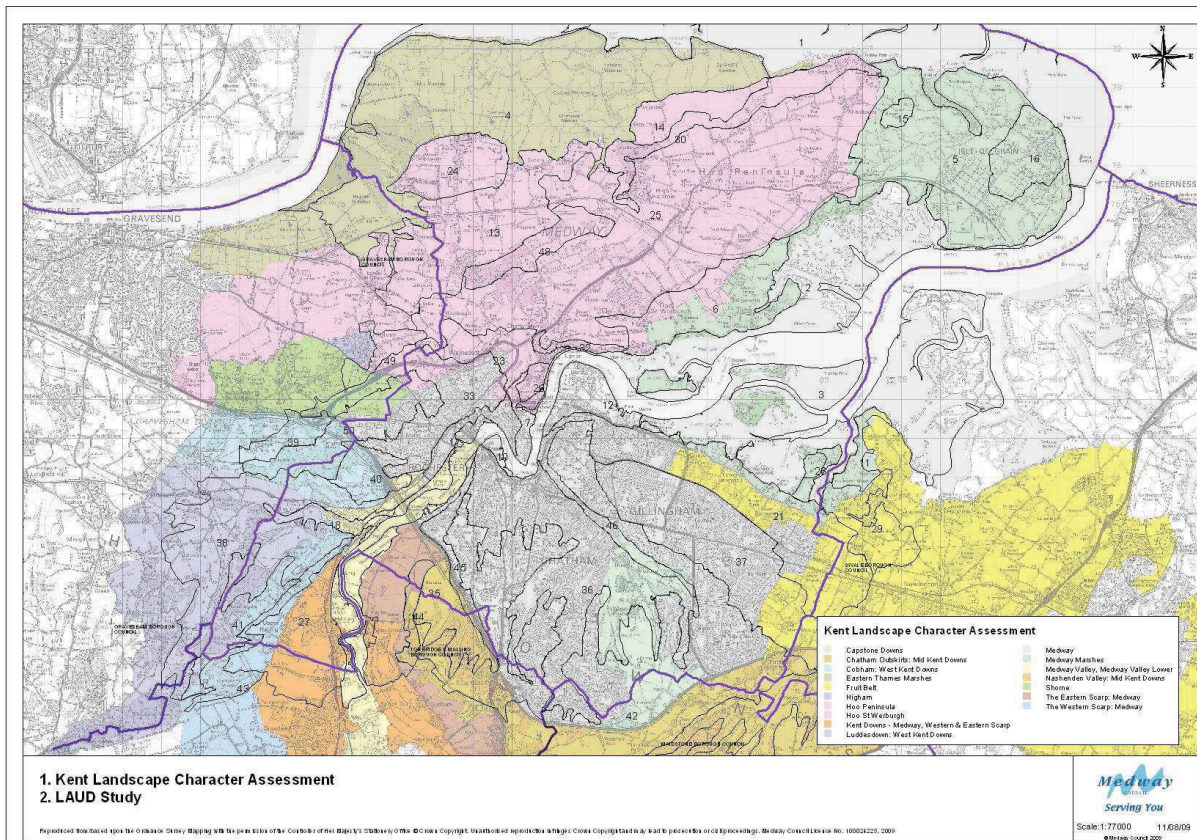
Landscape guidelines Key characteristics – what is distinctive about this area. Positive characteristics should be protected from adverse change. Overcome negative characteristics by some form of enhancement. Need to consider overall character, key characteristics of landscape, its history and origins and opportunities that may exist to create new landscapes to meet the emerging social, economic and environmental needs of stakeholders. Consider in relation to landscape type and main pressures likely to result in landscape change – eg. agriculture, forestry, settlement & built development, mineral working, tourism, recreation, infrastructure, climate change and severe weather events (eg. flood/drought). Assess management needs of landscape character area

- * Screening military areas - bldgs + excavations
- * Retain open character
- * Strengthen woodland edge in views from A289 + Lower Hoo marsh valley

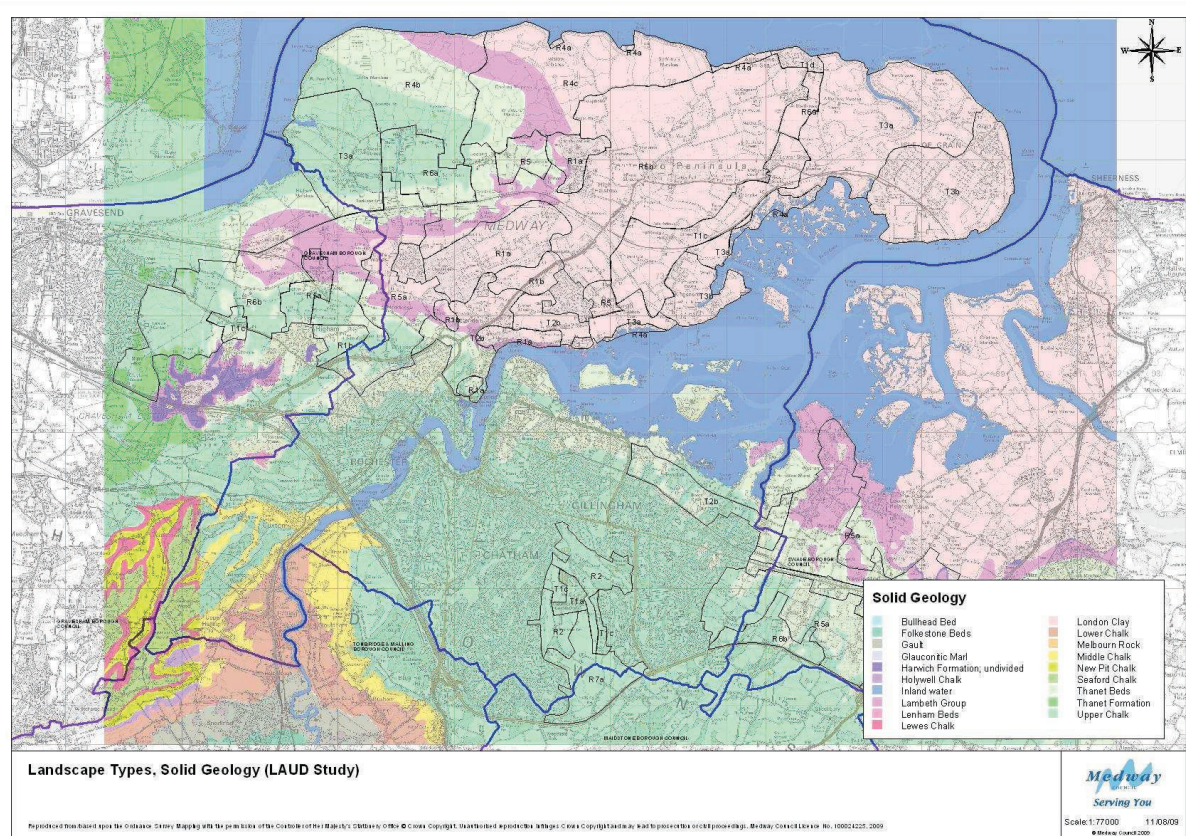
Appendix E: Analysis mapping - Samples



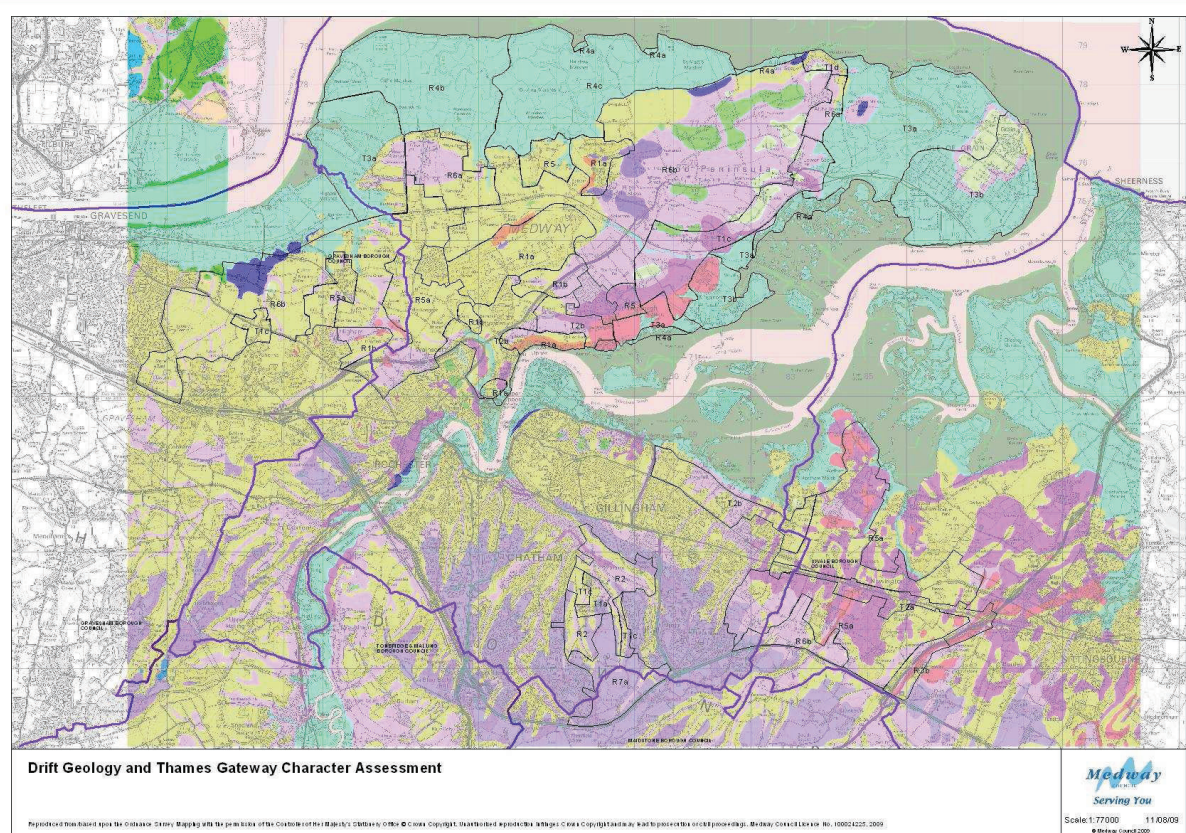
1. Kent Thames Gateway Study and Kent Landscape Character Assessment



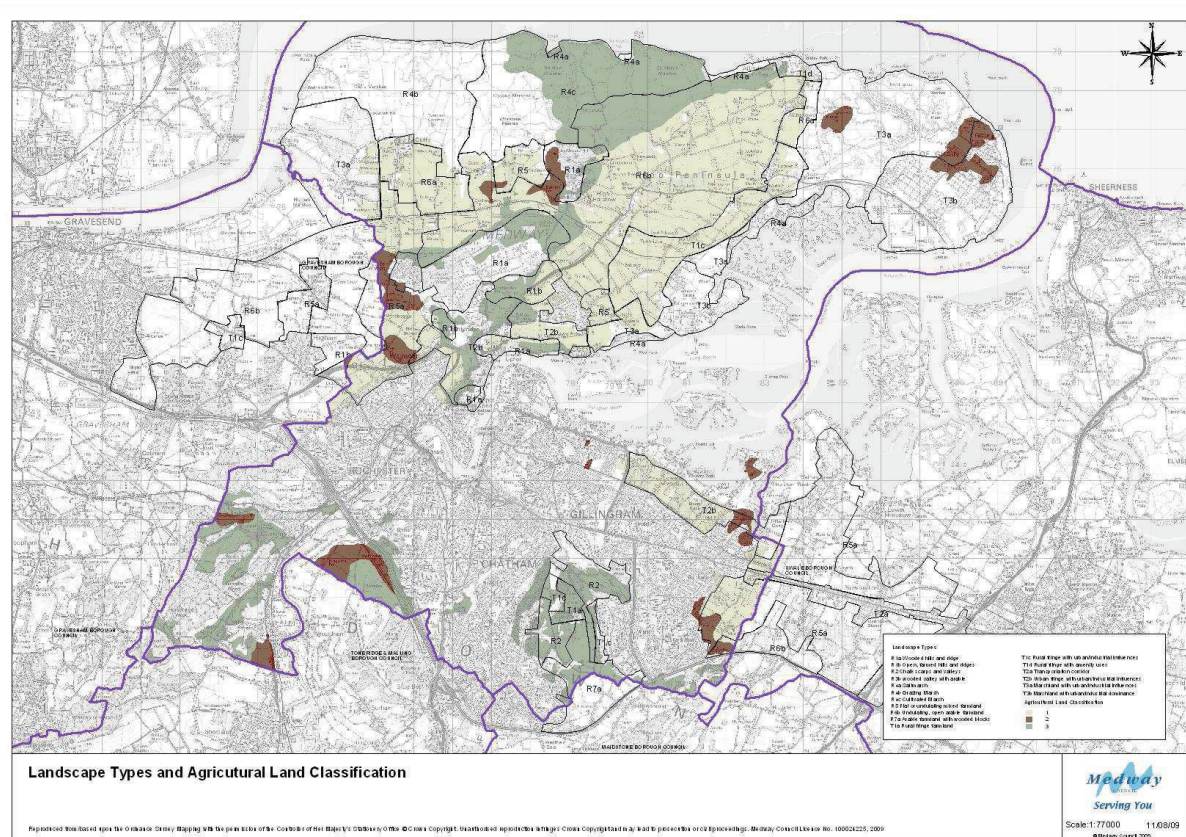
2. Medway Landscape and Urban Design Framework and Kent Landscape Character Assessment



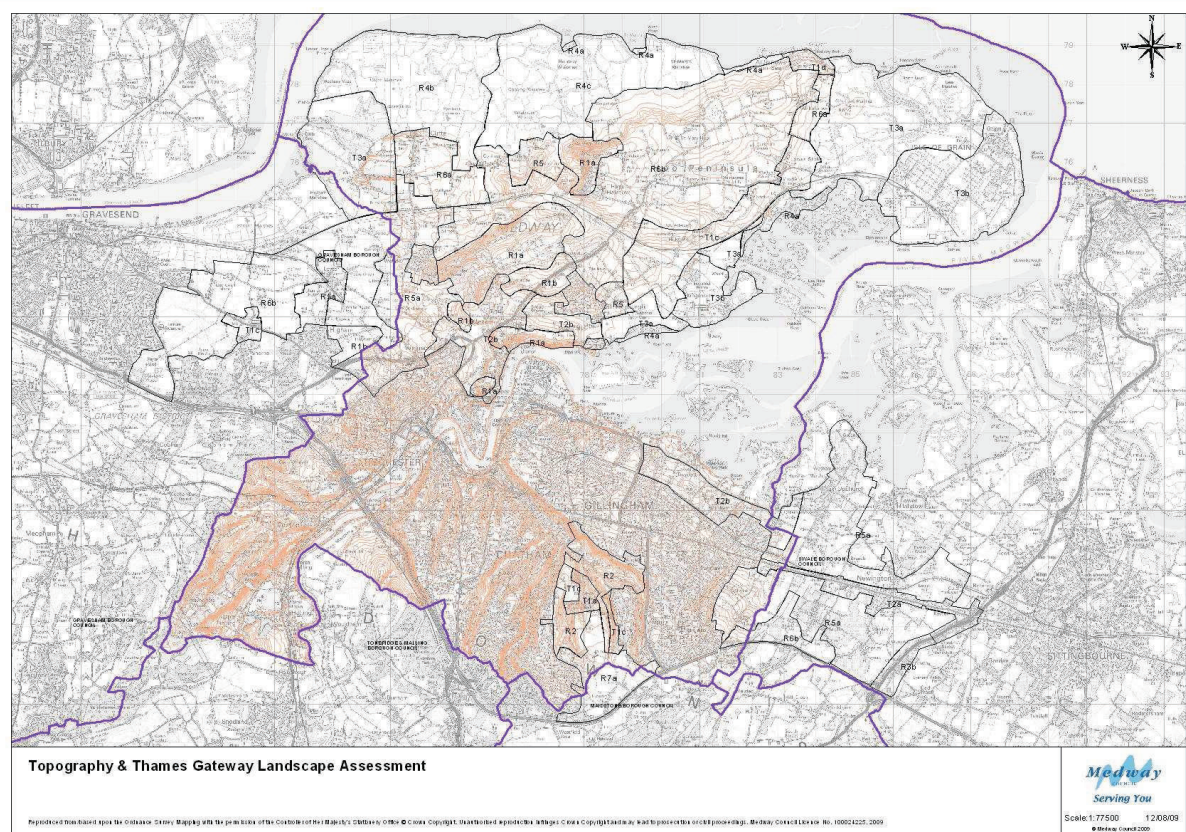
3. Kent Thames Gateway Study and Solid Geology



4. Kent Thames Gateway Study and Drift Geology



5. Kent Thames Gateway Study and Agricultural Land Classification



6. Kent Thames Gateway Study and Topography

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The above reference list describes information available at time of publication of this document. Please check current status as regards updates, revises and final versions from publication source



Medway Landscape Character Assessment - Revise (November 2010)

KEY

- Character Area boundary
- Saltmarsh areas *
- Medway district boundary
- Neighbouring district boundaries
- * Records dated 09/2002

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