Meeting of Medway Council – Supplementary Agenda No.1

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Venue:	St George's Centre, Pembroke Road, Chatham Maritime, Chatham ME4 4UH

Agenda

11 Publication of Medway Local Plan **(Pages 3 - 324)**

Please find enclosed Appendices 1-2 to the report.

For further information please contact Wayne Hemingway, Head of Democratic Services on Telephone: 01634 332509 or Email: democratic.services@medway.gov.uk

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Pre-Submission Draft Local Plan

Medway Council
October 2021

DRAFT

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1 Introduction

1.1 Overview

1.1.1 Medway Council has prepared its draft Local Plan, setting out the strategy for Medway's growth up to 2037. It provides direction for investment in homes, jobs and services, and policies to protect and enhance what makes Medway special, and to deliver quality development that benefits our communities and respects the environment.

1.1.2 The Local Plan provides the framework to shape future growth. It is closely aligned to wider strategies and plans for Medway. It can help to realise opportunities to bring new uses and vitality into areas such as the town centres where many shops have recently closed as shopping patterns have changed. It can help to provide the connections that are critical to the city's success. It can provide for planned development, where new homes are phased with better services and infrastructure.

1.1.3 The Plan addresses the challenges of providing for high levels of housing need – up to 27,000 new homes by 2037, supporting economic growth, promoting better health in our communities, and addressing climate change. The Local Plan sets out a strategy for growth that will enable us to realise the vision and aspirations for Medway over the next two decades. The strategy has been developed in the context of the global pandemic, structural changes in retail and the economy, increased pressure for housing, speculative planning applications, major changes in government policies, wider recognition of the requirements to address climate change, health inequalities and raised awareness of the value of local places.

1.1.4 The draft Medway Local Plan contains strategic level, thematic policies and soe development management policies, and development allocations. The document sets out a vision and strategic objectives for Medway's development, development site allocations, policies, and a policies map setting out land designations. The Local Plan looks forward to 2037, considering which areas are most suitable for development, and which places need protecting. The plan, once adopted will replace the 'saved' policies in the 2003 Medway Local Plan and the Kent Waste and Minerals Local Plans. It will be used as the basis for making decisions on planning applications.

1.1.5 The draft plan follows government policy of the presumption in favour of sustainable development. The plan promotes a sustainable pattern of development that seeks to meet development needs; align growth and infrastructure; improve the environment; mitigate climate change (including by making effective use of land in urban areas) and adapt to its effects.

Preparing the new Local Plan

1.1.6 The Council has prepared this draft Local Plan for representations at a Regulation 19 consultation prior to progressing the plan for submission to the Planning Inspectorate for independent examination. The key stages in the preparation of the plan are set our below.

Table 1 - Key milestones for Medway Local Plan

Stage	Date
Regulation 18 – Issues and Options consultation	Jan-Feb 2016
Regulation 18 – Development Options consultation	Jan-May 2017
Regulation 18 – Development Strategy consultation	March-May 2018
Regulation 19 – Publication of draft plan	Autumn-Winter 2021
Submission of plan for Examination	Spring 2022
Adoption (determined on outcome of Examination)	Spring 2023

1.1.7 Further information on the process followed and comments received at the Regulation 18 consultations is set out in the Consultation Report, available for review with the formal consultation on the draft Local Plan.

1.1.8 This draft plan represents an appropriate strategy for Medway's sustainable development, informed by a wide ranging evidence base, and consideration of comments and information provided at earlier consultation stages.

Context

1.1.9 Medway sits at the mouth of its great river on the north Kent estuarine coast, bordered by the Thames to the north and the Kent Downs to the south. The five historic towns linked by the A2 form a complex urban conurbation, which retains the distinct identities of the individual towns and suburbs. Sitting close to the countryside, the urban area is surrounded by a network of villages on the Hoo Peninsula and the Medway Valley, alongside marshes and mudflats, wooded hills, productive farmland and strategic energy and minerals operations built up around the wharves. Much of the countryside and estuary is of international importance for its environmental qualities, including designated Special Protection Areas, Sites of Special Scientific Interest, and the Kent Downs Area of Outstanding Beauty. Land to the west of the borough forms part of the London metropolitan Green Belt.

1.1.10 Medway has grown to a population of 280,040 in 2020[1]. It is currently projected to reach a population of 288,722,200 people in 2037. The population has a slighter younger age profile than the Kent and England averages, and reflecting national trends has an increasing number of people over 65 years. This has implications for planning services such as health and education, and ensuring ease of access to local services and facilities. In contrast to other areas in Kent, much of Medway's growth is from natural change, with births outnumbering deaths. This shows through in demand for health and education services.

1.1.11 The Local Plan must take account of the changes and growth in Medway's population, as well as the government's formula for calculating levels of local housing need. This formula generates a higher housing need than the

most recent demographic projections, as it reflects the government's policy to boost the supply of housing.

1.1.12 Medway is the second largest urban area in the South East after Brighton & Hove, and similar in size to cities such as Plymouth. However, Medway does not enjoy either the recognition, or the range of services and facilities that of a city of this scale warrants. This may reflect the polycentric pattern of Medway's urban area, with the five main towns each providing their own centre, and key destinations and attractions being spread across Medway, rather than clustered in one city centre. The centres have also been subject to the impacts of changing retail trends in recent years. Medway's growth needs to respect the distinctiveness and history of its separate towns and villages. However, as Medway grows, it is essential that the area secures the economic, commercial, community and cultural facilities fitting to its city scale. These ambitions are reflected in the Council's bidding for City Status, and City of Culture status.

1.1.13 Medway benefits from a stunning landscape setting, rich heritage, high speed train links, universities, a strategic location in the Thames Gateway, and a diverse offer of services and businesses. However, there are areas which need addressing. Medway's economy and skills levels are weaker than competing areas. There are marked inequalities in health, with life expectancy shorter for our residents. Medway is often unfairly associated with negative perceptions. The town centres are not always seen as attractive destinations and vibrant hubs for community activities, and they have suffered from the structural changes in retail patterns exacerbated by the pandemic. In particular, Chatham does not provide the scale of retail and leisure facilities that would be expected for a city of its size, and the centre for wider Medway. There are exciting opportunities to provide a strengthened community role for Chatham, with new homes, services, rethinking travel at the local level, and animating the public spaces. Transport networks reflect historic routes, local topography and the geography of a mature river, and there are noted areas of congestion and pressure on highways. Medway Council has declared a Climate Emergency, and this drives actions to provide for more sustainable travel choices, particularly in the heart of our urban areas and connecting centres.

1.1.14 Medway is a place of creativity and innovation. It has a proud heritage, and has demonstrated how it successfully adapts to change, and realises opportunities. The area has experienced challenges such as the closure of the dockyard in the 1980s and industrial restructuring. Brownfield sites, such as St Mary's Island and Rochester Riverside have been transformed into attractive communities, with new homes, services, jobs and places of learning. Medway will continue to change, and will adapt to further challenges, such as climate change, improving health and wellbeing, supporting sustainable growth with infrastructure keeping pace with housing growth. The draft plan follows the Council's corporate ambitions for people and place to support strong communities and growth which is fit for the future.

1.1.15 A key task for the Local Plan is to manage growth to achieve a more successful, attractive Medway with healthier communities that share in the

benefits of development. Development should be seen to deliver benefits – better housing for local people, higher quality jobs, new services and facilities such as schools and parks. Growth can boost the economy, improve our town centres, turn derelict and underused land into attractive modern places to live, work and visit, and achieve the city scale facilities that Medway warrants.

1.2 Development strategy

1.2.1 Growth does not mean losing the character of the area. Medway's history, countryside and the river provide the context for future development. The natural and built environment defines Medway, and are at the core of the Local Plan. The development strategy shows how we can provide land for housing, jobs, infrastructure and services, whilst protecting important environmental and heritage assets, retaining and strengthening the green infrastructure links for people and wildlife. Over 250,000 people live in the urban area made up of the five towns and suburbs from Strood to Rainham. The open spaces and countryside in and around the large conurbation are highly valued, and form an important component of Medway's character. The countryside to the south of Medway, and on the Hoo Peninsula has retained a distinct sense of place, strongly distinguished from the nearby towns. Medway also enjoys a rich and diverse historic environment, reflecting its military, industrial, ecclesiastical and cultural past. New development will respect these significant assets to provide continuity in a distinctive sense of place.

1.2.2 The Local Plan is being prepared in conformity with national planning policy and guidance. It is informed by national policy, for the environment, economy and social matters. The development plan forms part of the Council's policy framework. The Medway Council Plan, 2021-2022[2] provides the key context for the preparation of the Local Plan. It sets out three key priorities for the area to deliver several outcomes:

- People: Supporting Medway's people to realise their potential
    - Outcome: Healthy and active communities
    - Outcome: Resilient families
    - Outcome: Older and disabled people living independently in their homes
    - Outcome: All children achieving their potential in schools
- Place: A place to be proud of
    - Outcome: A clean and green environment
    - Outcome: Medway on the map
- Place: Maximising regeneration and economic growth
    - Outcome: a strong diversified economy
    - Outcome: Residents with jobs and skills
    - Outcome: Preventing homelessness
    - Outcome: Delivering new homes to meet the needs of Medway's residents
    - Outcome: Getting around Medway

1.2.3 These are delivered through six core values:

- Financial resilience
- Digital enablement
- Creativity and innovation
- Working together to empower communities
- Child friendly
- Tackle climate change

1.2.4 The council plan promotes Medway as a great place to work, live, learn and visit, supported by strategies for health and wellbeing, culture, tourism, economic development and regeneration. The council priorities provide a strong basis for the Local Plan in planning positively for Medway's needs, boosting the economy, improving access, delivering new homes, improving residents' health and wellbeing, and caring for the environment. The council aims to boost economic performance through supporting local businesses and attracting inward investment and targeting the creation of high skilled jobs. Allied to this are aims to raise skills levels and open up employment opportunities for young people. The council plan specifically supports the preparation of the Local Plan to progress the delivery of the regeneration programme and providing homes to meet the need of Medway's residents. A number of the key strategies, such as the regeneration plan, Medway 2035, are currently under review, and there is joint working between the Planning Service and wider teams in coordinating policies and projects to deliver shared ambitions for Medway.

Wider Strategic Issues

1.2.5 Medway occupies an important strategic position in north Kent. Historically this importance has been seen in its military and industrial roles. Today, there are close links to London through road and rail, strategic wharves for the importation of aggregates and other materials on the Medway and Thames estuary, energy installations, internationally important habitats along the north Kent coast, and business, learning, civic, and community services provided in one of the largest urban areas in the south east. Medway is of regional and national importance in the importation of aggregates and the energy industry. The Medway Maritime hospital trust serves residents in parts of Swale.

1.2.6 There are significant cross boundary strategic considerations. Medway is part of the Thames Estuary Corridor regeneration programme that seeks to raise economic success and boost the delivery of infrastructure and housing. There is an ambitious agenda for growth, underpinned by nationally significant infrastructure, such as the Lower Thames Crossing. The proposed route would sit close to the Medway boundary and has been an important consideration in assessing travel patterns and setting the direction of the Local Plan. The development of Ebbsfleet Garden City is underway and proposals for the London Resort entertainment complex on the Swanscombe peninsula are being advanced. Such strategic scale developments could have implications for Medway.

1.2.7 Although two-thirds of house moves in Medway come from existing residents, there are also moves in and out of Medway. Apart from the influence of the London housing market, people moving into the area generally come from places close by, such as parts of Gravesham, Swale and Maidstone. Similarly people moving out of Medway tend to look to neighbouring areas, such as Swale, Maidstone and Tonbridge and Malling. Monitoring has shown that migration patterns have been very variable in recent years. There are commuting links to surrounding areas, such as Maidstone and Tonbridge and Malling, and to London.

1.2.8 Bluewater has a sub-regional shopping role, and has a major impact on retail patterns across the area, drawing over a quarter of all comparison spend from Medway. Retail patterns have been changing, with greater shifts to online shopping during the pandemic, and many large retailers are contracting the number of stores to larger locations.

1.2.9 The council works in partnership to secure the natural environmental features of the estuarine landscapes of the north Kent coast, and the natural beauty of the Kent Downs. Coordinated working at a landscape scale is essential to the conservation and enhancement of the natural environment. Medway Council has played a leading role in the establishment of the Strategic Access Management and Monitoring Scheme, 'Birdwise' that addresses the risk of recreational disturbance on the designated Special Protection Areas and Ramsar sites along the Thames, Medway and Swale estuaries.

1.2.10 Medway is a key player in the sub-region and wider region, and works closely with many authorities, organisations, businesses and groups on cross border issues. A fuller consideration of the Council's work on strategic matters is set out in the Duty to Cooperate report published for the Regulation 19 consultation on the draft Local Plan.

Policy S1: A Vision for Medway in 2037

In 2037 Medway is a leading waterfront learning city, noted for its transformation in the heart of its urban area, celebrated for its heritage and nature, connected to its coast and countryside.

Medway has brought new life into its urban centres and waterfronts, to support a vibrant city culture. Chatham has successfully addressed the impacts of changing retail patterns through providing new homes in the city centre, spaces for businesses, and places for people to meet. New development connects with the river and the area's rich heritage. The city is designed for people moving easily on foot or bicycle between the different towns and areas. The city connects the urban centres from Strood to Gillingham, with waterfront regeneration and improved links. Healthy and complementary town, local and village centres provide a focus for community life.

The Hoo Peninsula retains its distinctive character and contrasts - of remoteness and special places for nature, with its strategic economic and

infrastructure role and thriving communities. Hoo St Werburgh and surrounding villages have grown, and residents have a choice of services and facilities, reducing the need to travel and supporting local community life. The peninsula is well connected to urban Medway through a range of travel choices. Growth around Hoo St Werburgh bringing new homes, transport services, and facilities has consolidated its role as a focus for communities on the peninsula, and provides the basis for longer term planning. The rural area has reduced its car dependency, as wider services and digital connectivity have improved. Hoo has provided new spaces for local businesses, culture and community life.

Looking beyond 2037 to 2051, Hoo is anticipated to be a vibrant town, that has successfully integrated new development with its historic villages and rural setting, and is an exemplar for sustainable growth, known as Medway's green town. There is strong continuity to the past through sensitive design and development, effective interpretation, and community engagement. The Hoo Peninsula has a strategic economic profile for energy and new technologies that have responded to the requirements to address climate change and has realised the opportunities of its leading role in the Thames Estuary Corridor. There are new connections to urban Medway and further afield. Residential and commercial development has been managed to strengthen the natural environmental networks, investing in green infrastructure that secures the future of important habitats and species.

Medway has grown with a choice of new homes in the urban centres, on the Hoo Peninsula and throughout the wider area. All sectors and ages of the community can access decent places to live. The quality of new development has enhanced the attraction of Medway. Custom and self build housing has provided new opportunities for residents. The city centres have been boosted by local residents using services. Investment in new services and infrastructure, such as transport, schools, healthcare and open spaces, has supported housebuilding to provide a good quality of life for residents

Medway is defined by its river and estuaries. The urban waterfront is animated and accessible. Continuous riverside paths provide attractive and healthy connections. The rural character of the Medway Valley and the Medway and Thames estuaries are valued landscapes and habitats are in good condition. There are new opportunities for river transport.

Medway has secured the best of its intrinsic heritage and landscapes alongside high quality development to strengthen the area's distinctive character. Medway has achieved 'green growth', development that has responded positively to tackling climate change, providing for healthier and more sustainable choices of homes, transport and work places, and reducing the risk of flooding. The countryside, coast and the urban open spaces are valued and benefit as joined up environmental assets in a

resilient green infrastructure network. Important wildlife and heritage assets are protected and enhanced. Medway has transitioned to a low carbon economy, with a clear path mapped out to reaching ‘net zero’.

By 2037, Medway is an accessible city where people can meet most of their daily needs in their local area, such as schools, grocery shopping and places to socialise and exercise.

Medway is a healthy place in which to live and work. People can move around more easily, with good walking and cycling links and clean air. All sectors of the community can enjoy the outdoors, with spaces designed for play, leisure, access and rest. People have a choice of affordable and healthy food and can grow their own. Public spaces are inclusive, designed with care and imagination for all to share.

Medway is a leading economic player in the region, supporting the growth of its business base and attracting new investment. It has capitalised on its learning quarter of higher and further education providers to raise skills levels across the workforce. Graduates and the wider workforce can develop their future careers in quality jobs in Medway. There is a broad portfolio of employment sites. Derelict sites at Grain and Kingsnorth on the Hoo Peninsula have been transformed into thriving employment hubs. Medway is known for its innovation and creativity, with businesses adapted to changes in the economy and the environment, and leading in green growth and technology, benefitting from excellent digital connectivity. High Streets are sought after locations for a range of businesses, providing space for start ups and co-working facilities that reduce people’s need to commute. Medway’s farmland produces quality food and drink and is contributing to the management of natural resources.

Medway’s economic mineral resources may be worked to meet needs and will be safeguarded from unnecessary sterilisation and for use by future generations. Wharves and rail depots continue to be utilised for the importation and distribution of minerals and will be safeguarded for this purpose. A positive legacy will be left by mineral supply development in Medway.

A more circular economy has been achieved which minimises the production of waste and makes the best use of the waste that is produced in Medway, enabling waste to be managed as far up the Waste Hierarchy as possible.

1.3 Strategic objectives

1.3.1 The role of the Medway Local Plan is to plan positively for the development and infrastructure that the area needs, whilst conserving and enhancing the natural, built and historic environment. This is illustrated in Figure 1:

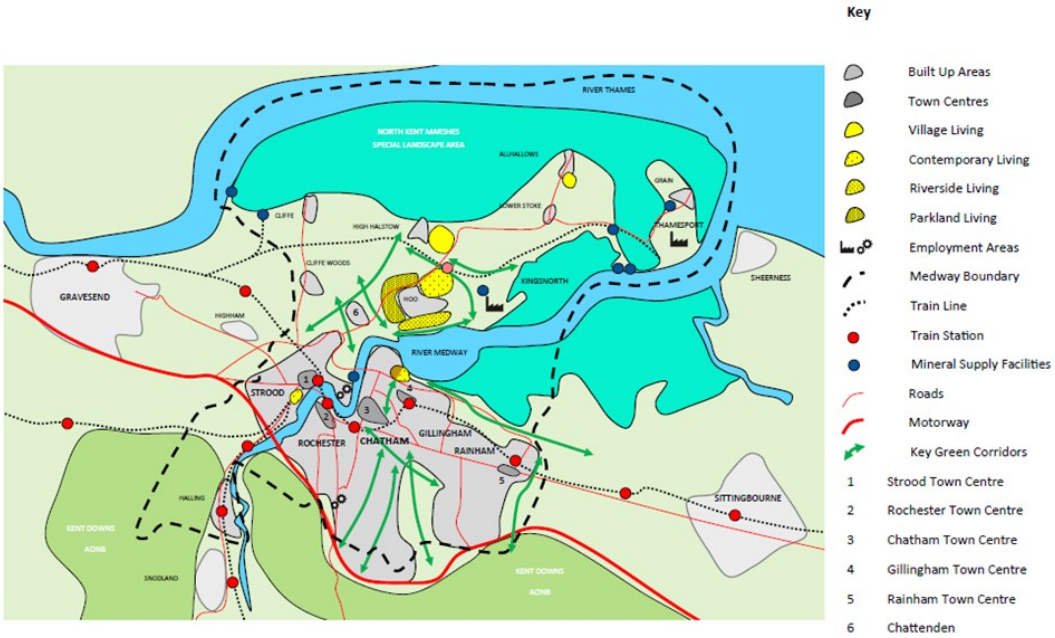


Figure 1 - Key Diagram

1.3.2 The objectives for the plan are:

A place that works well

- To boost the performance of the local economy by supporting local businesses to grow and attracting inward investment through the provision of a portfolio of good quality employment land that meets the needs of businesses, and to secure and extend higher value employment opportunities;
- To significantly improve the skills of the local workforce and capitalise upon the benefits to local businesses; improve graduate retention and reduce out-commuting;
- To ensure Medway's recognition as a learning city and realise economic and place-making opportunities associated with the learning cluster of universities and colleges in Medway;
- To deliver the infrastructure needed for business growth, to provide accessible employment locations, and excellent high speed broadband services;
- To support growth in tourism, cultural and creative industries, extending the offer to include green tourism and city breaks, including realising opportunities arising from the increased demand in the domestic tourism market.
- To strengthen and develop the transport network providing safe and effective choices for travel, including management of the highways

network, enhanced public transport systems, and improved opportunities for walking and cycling, with associated improvements in air quality.

A sustainable waterfront city connected to its natural surroundings

- To deliver on the Council's commitment to addressing the Climate Emergency, providing resilience to temperature and climate change through seeking adaptations and mitigation measures, including opportunities to promote carbon reduction and support the transition to 'zero carbon', and reduce the risk of flooding; promoting the use of nature based solutions to climate change; seeking to protect the most vulnerable groups from the impacts of climate change; and supporting major shifts in modes of transport used.
- To secure a strong green and blue infrastructure network that protects and enhances the assets of the natural and historic environments in urban and rural Medway; providing resilience for nature through better connectivity and conditions; informing the design and sustainability of new development; supporting healthier lifestyles
- To ensure the effective management of natural resources, including water and soil and improving air quality, providing for the sustainable supply of minerals and minimising the production of waste, enabling it to be managed as far up the Waste Hierarchy as possible.

Medway recognised for its quality of life

- To reduce inequalities in health by promoting opportunities for increasing physical activity and mental wellbeing, through green infrastructure and public realm design for walking, cycling, parks and other recreation facilities, and improving access to healthy food choices; and to reduce social isolation by supporting retention and development of local services and inclusive environments that are accessible by all groups in society;
- To provide for the housing needs of Medway's communities, that meets the range of size, type and affordability the area needs, including provision for specialist housing, gypsy and traveller accommodation, students, first homes, and custom and self build housing.
- To strengthen the role of Medway's town, neighbourhood and village centres, responding with a positive strategy to changes in retail; supporting independent retail and start ups; securing a range of accessible services and facilities for local communities, and opportunities for homes and jobs, with Chatham providing the focus for new retail and community facilities and cultural activities.

Ambitious in attracting investment and successful in place-making

- To deliver sustainable development, meeting the needs of Medway's communities, respecting the natural and historic environment, and directing growth to the most suitable locations that can enhance Medway's economic, social and environmental characteristics;
- To secure the ongoing benefits of Medway's regeneration, making the best use of brownfield land, and bringing forward the transformation of the waterfront and town centre sites for quality mixed use development, a focus for cultural activities;
- To establish quality design in all new development, respecting the character of the local environment and seeking opportunities to boost quality, provide distinctiveness, and improve the accessibility and design of the public realm;
- To ensure that development is supported by the timely provision of good quality effective infrastructure, so that the needs of Medway's growing and changing communities are well served.

Policy S2: Spatial Development Strategy

The Council will support the implementation of a spatial strategy to deliver sustainable development in Medway up to 2037. This provides for meeting local housing needs for 26,962 homes and a minimum of 62.3 hectares of employment land over the plan period and up to 49,000 sqm of retail floorspace by 2031. Development is supported where it demonstrates that it contributes to the conservation and enhancement of the natural and built environment.

The development strategy for Medway prioritises regeneration, making the best use of previously developed land and directing investment to urban waterfront and centre opportunity areas. This promotes Medway's ambitions for a waterfront learning city, supporting new residential and commercial investment in the central urban areas. The urban waterfront regeneration programme will provide for connected communities from Strood to north Gillingham. Development will be required to support improvements to walking and cycling infrastructure to deliver on the aims for the waterfront city, and increasing health and well-being.

Chatham is the primary focus for much of the urban regeneration. The development strategy designates site allocations and opportunity areas in the centre of Chatham; on waterfront sites, including the redevelopment of Chatham Docks; and in adjacent areas to the centre, such as Chatham Intra and the station gateway. The strategy is informed by the Chatham Town Centre masterplan to provide for new homes, workspaces, retail, leisure and community facilities. Chatham will provide the city centre function for Medway, benefitting from its sustainable transport links and additional investment in cultural and community infrastructure.

Strood also provides for significant new opportunities for redevelopment alongside the riverside and central areas. The completion of Rochester Riverside forms an important component of the wider waterfront regeneration programme. Redevelopment to the north of Gillingham will consolidate the links between St Mary's Island and Gillingham town centre, and support the further development of the learning cluster of Universities and Colleges.

Outside of the urban regeneration areas, the council will support development on the Hoo Peninsula for up to 10,000 new homes, transport infrastructure, employment land, retail and services to support a growing community. This scale of growth is facilitated by investments in strategic and local infrastructure and environmental measures. Growth will be focused around Hoo St Werburgh and development will be required to meet the principles set out in the Hoo Development Framework to secure a high standard of design quality, and sensitivity to important environmental assets and the countryside and coastal setting. Development will be in accordance with an agreed masterplan, to secure the sustainable balance of land uses, attractive and effective green infrastructure, and phasing to reflect the delivery of improvements required to a range of services and infrastructure.

Development in defined allocated sites in suburban locations and smaller villages will be supported, where the principles of sustainable development can be met, and where unacceptable impacts on infrastructure and the environment can be avoided.

The function and extent of the metropolitan Green Belt in Medway will be retained, and the Council will ensure that substantial weight is given to the potential for any harm when considering development proposals in the Green Belt.

Development will be required to demonstrate sensitivity to the rich and diverse heritage of Medway, to provide for quality growth and strengthen distinctiveness.

Medway has a high proportion of land designated of national or international importance for wildlife and landscape. These areas have the highest degree of protection from development, and the policies in this plan require their conservation and enhancement. A wider network of green and blue infrastructure across Medway seeks to connect countryside, parks and open spaces, and water bodies, to provide resilience for nature, secure landscape character, support health and wellbeing, and protect environmental resources. This green network informs the spatial strategy, separating urban Medway from the Hoo Peninsula and providing strategic green corridors in the urban and suburban areas.

The spatial development strategy supports the Council's commitment to address climate change, through coordinated adaptation and mitigation

measures. These include reducing reliance on cars and reducing the need to travel and providing for sustainable travel choices.

The strategy provides for sustained economic growth, through providing a mixed portfolio of employment sites, supporting business growth and capitalising upon a skilled workforce, benefitting from the local Universities and Colleges. This portfolio includes strategic development sites on the Hoo Peninsula that have unique opportunities to support new and developing sectors, as the economy develops responses to environmental and industrial policies. The Innovation Park Medway provides for technology and other high value industries. Further employment sites have been identified in the town centres and at Chatham Docks, as part of redevelopment plans for mixed development.

The strategy provides for the coordination of infrastructure delivery to support wider growth. Land is safeguarded for the delivery of a passenger rail service connecting the Hoo Peninsula to the North Kent services, and a sustainable travel link connecting Chatham Docks with Gillingham town centre. Development will be required to mitigate the impacts of its growth in line with the council's policy on infrastructure contributions.

Reasoned justification

1.3.3 The Plan should be positively prepared to meet the area's development needs. Providing sufficient land to meet the needs for housing is a critical requirement of the Plan. Government directs local planning authorities to use the Standard Method for calculating Local Housing Need, unless exceptional circumstances can be justified and found sound by a Planning Inspector at examination. The calculation identifies an annual housing need of 1586 homes in Medway, and this is projected over the Plan period to give the level of development needed up to 2037 as 26,962 homes.

1.3.4 The Standard Method uses 2014 based household projections, and more recent data series are available. The Council commissioned a Local Housing Needs Assessment, 2021 that considered the use of alternative methods. The report concluded that it was appropriate to use the standard method.

1.3.5 Gravesham Borough Council has requested that Medway consider helping it to meet its unmet housing needs, for up to 2000 homes. The Council has considered the potential for additional development capacity to support this request, but it has not been able to demonstrate sufficient additional capacity for sustainable development to meet an increased need.

1.3.6 The Council has carried out an iterative process of considering the potential for land availability, suitability and deliverability to provide for sustainable development, informed by use of the evidence base, including infrastructure capacity and viability testing. A broad range of options and sites have been assessed through the Sustainability Appraisal to determine the development strategy.

1.3.7 The development strategy represents the opportunities for urban regeneration, making the best use of previously developed land, directing

growth to sustainable locations, strengthening the role of the centres and delivering the vision for a waterfront learning city. The regeneration of Chatham is central to the success of Medway's development. The town centre and adjacent waterfront will be a focus for community life. In line with wider trends seen in retail, the role of the town centre is anticipated to evolve in response to changes in shopping habits, and strengthen as a revitalised hub for community and leisure activities. This will be achieved through investing in quality, extending access, and broadening the offer, particularly in leisure, culture and community activities. Chatham can develop a distinct role in offering city scale facilities, such as arts and music venues that realise some of the key opportunities for Medway's future. It will complement the urban centres across Medway. There is potential to bring more homes into the central area, boosting potential footfall for local services and businesses, and increasing vibrancy.

1.3.8 Regeneration of underused brownfield sites will form a core element of the growth strategy. Wider growth will be directed to locations where infrastructure can be delivered to support development, and where impacts on the environment can best be avoided, and opportunities realised to achieve net gains for nature. Growth on the Hoo Peninsula is supported by strategic investment in transport and environmental measures. It provides for sustainable development, by providing for improved services and facilities that reduce the need to travel, extend transport choices and strengthen rural communities. This provides for a housing mix to complement the urban regeneration offer.

1.3.9 The development strategy recognises important areas for nature and landscape, and directs the impacts of growth away from the most sensitive locations.

2 Site Allocations

2.1 Introduction

2.1.1 National planning policy requires local plans to set out an overall strategy for the pattern, scale and quality of development, making sufficient provision for housing (including affordable housing), employment, retail, leisure, commercial development, infrastructure, community facilities, and for the conservation and enhancement of the natural, built and historic environment.

2.1.2 The site allocations set out where new development will be directed across Medway, in line with the vision, the strategic objectives and the spatial strategy. The site allocations identify where the principle of development has been established. However planning permission will be required.

2.1.3 The site allocations are the product of the Strategic Land Availability Assessment and the Site Selection Process. This has identified specific, deliverable sites for years one to five of the plan period and specific, developable sites or broad locations for growth for years six to 10 and, where possible, for years 11 to 15 of the plan period.

2.1.4 The housing trajectory (see Housing Topic Paper) indicates the anticipated phasing of sites, however proposals on sites allocated for development are encouraged as soon as possible.

2.1.5 The site allocations have been organised by a geography which reflects the spatial strategy. The tables for each area set out the key opportunities and constraints, preferred uses, the anticipated number of new homes and the site-specific requirements. This is intended to support the preparation of a planning application, however it is not an exhaustive list; applicants are encouraged to seek early engagement through the pre-application service.

2.1.6 The following policies should also be read in conjunction with the latest Infrastructure Delivery Plan.

2.1.7 Each site can be identified by its unique reference (i.e. A.1 to OA.28) as shown in the policies below and on the Policies Map itself.

Urban Core

Location

The following sites comprising the Urban Core are located in the central areas of Chatham, Rochester and Strood.

Opportunities

'Medway 2035' presents the council's regeneration strategy and underlines the ongoing commitment to the regeneration agenda. This is reflected in the Local Plan's development strategy which promotes the effective use of land by prioritising previously-developed land, while the latest masterplans have identified ways to diversify the range of uses within town centres.

The Urban Core presents the strongest opportunity to realise the place-based vision for access and movement, i.e. local living on an everyday basis.

Sites in this area should have regard to the Self and Custom Housebuilding Register when considering development and the potential for self-build plot provision where suitable and viable, as some applicants to the Self-build and Custom Housebuilding Register may have expressed an interest for a plot in this location. Further information and guidance is provided in Policy T8.

Constraints

Town centres will need to evolve in response to rapid structural changes in the retail sector by helping to accommodate the need for homes and other uses. However, the assessment of sites in Gillingham town centre in particular has demonstrated that viability is challenging, while land ownership across all town centres is fragmented and complex. The quality of design, amenity and parking provision will require careful consideration.

Existing traffic congestion during peak travel times, combined with the lack of opportunities for capacity enhancement and poor air quality, will require a flexible approach in the application of the vehicle parking standard to achieve the most effective use of land and to reduce travel demand.

Site	Preferred uses	Net new homes	Site-specific requirements
A.1	Residential	47	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A Heritage Statement proportionate to the significance of the heritage asset(s).

Site	Preferred uses	Net new homes	Site-specific requirements
			A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
A.2	Residential	19	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
A.3	Residential	9	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Take account of the existing Tree Preservation Order(s).
A.4	Residential	111	A Contaminated Land Desk Study. A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
A.5	Residential	6	A Contaminated Land Desk Study. A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as

Site	Preferred uses	Net new homes	Site-specific requirements
			appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
A.6	Residential	155	A Contaminated Land Desk Study. A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
A.7	Residential	70	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
A.8	Mixed	182	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
A.9	Mixed	59	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Protect and enhance Public Rights of Way.

Site	Preferred uses	Net new homes	Site-specific requirements
			Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
A.10	Residential	8	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
A.11	Residential	5	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
A.12	Residential	158	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.

Urban Waterfront

Location

The following sites comprising the Urban Waterfront are located immediately adjacent to or near the River Medway.

Opportunities

New development proposals will demonstrate their contribution to and consistency with the latest masterplans.

Sites in this area should have regard to the Self and Custom Housebuilding Register when considering development and the potential for self-build plot provision where suitable and viable, as some applicants to the Self-build and Custom Housebuilding Register may have expressed an interest for a plot in this location. Further information and guidance is provided in Policy T8.

Site	Preferred uses	Net new homes	Site-specific requirements
B.1	Residential	450	A Contaminated Land Desk Study. A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Respond to the waterfront setting. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
B.2	Residential	396	A Contaminated Land Desk Study. A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A Minerals Assessment. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Protect and enhance Public Rights of Way.

Site	Preferred uses	Net new homes	Site-specific requirements
			Respond to the waterfront setting. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
B.3	Residential	106	A Contaminated Land Desk Study. A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Respond to the waterfront setting. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
B.4	Residential	97	A Contaminated Land Desk Study. A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Respond to the waterfront setting. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
B.5	Residential	400	A Contaminated Land Desk Study. A Heritage Statement proportionate to the significance of the heritage asset(s). A Minerals Assessment. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Respond to the waterfront setting. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.

Site	Preferred uses	Net new homes	Site-specific requirements
B.6	Residential	200	A Contaminated Land Desk Study. A Heritage Statement proportionate to the significance of the heritage asset(s). A Minerals Assessment. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Respond to the waterfront setting.
B.7	Residential	100	A Contaminated Land Desk Study. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Respond to the waterfront setting. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
B.8	Mixed use	3,625	A masterplan for the residential led mixed use development to provide for economic growth and community benefits aligning with the Local Plan development strategy and the Council's regeneration plans, and Cultural Strategy. Delivery of a walking and cycling link to Gillingham that addresses severance issues. A Contaminated Land Desk Study. A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A Minerals Assessment. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Respond to the waterfront setting. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
B.9	Residential	176	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as

Site	Preferred uses	Net new homes	Site-specific requirements
			appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Respond to the waterfront setting. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
B.10	Residential	24	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Respond to the waterfront setting. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.

Urban Edge

Location

The following sites comprising the Urban Edge are located near the central areas of Chatham, Gillingham, Rochester and Strood.

Opportunities

New development proposals will demonstrate their contribution to and consistency with the latest masterplans.

Sites in this area should have regard to the Self and Custom Housebuilding Register when considering development and the potential for self-build plot provision where suitable and viable, as some applicants to the Self-build and Custom Housebuilding Register may have expressed an interest for a plot in this location. Further information and guidance is provided in Policy T8

Site	Preferred uses	Net new homes	Site-specific requirements
C.1	Residential School	150	A Contaminated Land Desk Study. A Heritage Statement proportionate to the significance of the heritage asset(s). A Minerals Assessment. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
C.2	Residential	11	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
C.3	Residential	45	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A Heritage Statement proportionate to the significance of the heritage asset(s). Protect and enhance Public Rights of Way.

Site	Preferred uses	Net new homes	Site-specific requirements
			Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
C.4	Residential	22	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
C.5	Residential	13	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
C.6	Residential	12	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
C.7	Residential	64	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.

Hoo Rural Town

Location

The following sites are located around the existing settlement of Hoo St Werburgh. This represents a strategic allocation, complementing the urban regeneration programme. Sites have been considered strategically to inform a masterplan, development mix and phasing to provide for sustainable growth. Further detail is provided in the Hoo Development Framework.

Opportunities

New development proposals will be required to demonstrate delivery in accordance with the strategic masterplan in the Hoo Development Framework.

Sites in this strategic development area will be expected to offer a proportion of self/custom build plots as part of the development. Further information and guidance is provided in Policy T8.

Constraints

Development will be required to contribute to strategic environmental measures to protect and enhance the designated habitats and species on the Hoo Peninsula. Additional measures will be required in the proximity of the Special Protection Area in the Medway Estuary and Marshes and the Lodge Hill and Chattenden Woods Site of Special Scientific Interest.

Development will be required to contribute to a strategic infrastructure tariff to reflect the scale of mitigations required to support the growth of a small town.

Development will be phased to provide for increases in infrastructure capacity to provide for sustainable development.

Site	Preferred uses	Net new homes	Site-specific requirements
D.1	Residential	498	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land.

Site	Preferred uses	Net new homes	Site-specific requirements
			Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
D.2	Residential School	690	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
D.3	Residential	650	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land.
D.4	Residential	118	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land.
D.5	Residential	25	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan.
D.6	Residential	598	A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1

Site	Preferred uses	Net new homes	Site-specific requirements
			and Level 2. Take account of the existing Tree Preservation Order(s).
D.7	Residential	12	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
D.8	Residential	5	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
D.9	Residential	16	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
D.10	Residential	301	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
D.11	Residential	304	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Protect and enhance Public Rights of Way.

Site	Preferred uses	Net new homes	Site-specific requirements
			Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
D.12	Residential	1,275	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
D.13	Residential School	711	A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
D.14	Residential	88	A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
D.15	Mixed	1,030	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.

Site	Preferred uses	Net new homes	Site-specific requirements
D.16	Residential	100	A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
D.17	Residential	124	A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
D.18	Residential	60	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.

Suburban

Location

Almost all of the following sites are located in Rainham.

Opportunities

Sites in this strategic development area will be expected to offer a proportion of self/custom build plots as part of the development. Further information and guidance is provided in Policy T8.

Site	Preferred uses	Net new homes	Site-specific requirements
E.1	Residential	10	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
E.2	Residential	7	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Take account of the existing Tree Preservation Order(s).
E.3	Residential	9	A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Take account of the existing Tree Preservation Order(s).
E.4	Residential	7	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Take account of the existing Tree Preservation Order(s).

Site	Preferred uses	Net new homes	Site-specific requirements
E.5	Residential	31	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
E.6	Residential	27	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
E.7	Residential	202	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
E.8	Residential	49	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.

Rural Settlements

Location

The following sites are dispersed across the villages of Allhallows, Cliffe Woods, Halling, High Halstow and Lower Upnor.

Opportunities

Sites in this strategic development area will be expected to offer a proportion of self/custom build plots as part of the development. Further information and guidance is provided in Policy T8.

Site	Preferred uses	Net new homes	Site-specific requirements
F.1	Residential	37	A Contaminated Land Desk Study. A Minerals Assessment. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Protect and enhance Public Rights of Way.
F.2	Residential	225	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
F.3	Residential	5	A Contaminated Land Desk Study. A Heritage Statement proportionate to the significance of the heritage asset(s).
F.4	Residential	760	A Minerals Assessment. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Take account of the existing Tree Preservation Order(s).

Site	Preferred uses	Net new homes	Site-specific requirements
F.5	Residential	59	A Minerals Assessment. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Protect and enhance Public Rights of Way.
F.6	Residential	48	A Minerals Assessment. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
F.7	Residential	389	A Contaminated Land Desk Study. A Minerals Assessment. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Take account of the existing Tree Preservation Order(s).
F.8	Residential	53	A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.

Employment

Location

The following sites are located in / in close proximity to Rochester Airfield (Innovation Park Medway), Kingsnorth, the Isle of Grain and to the north of Medway Valley Leisure Park (i.e. adjacent to the A228 road).

Constraints

New development proposals will demonstrate their contribution to and consistency with the latest masterplans.

Site	Preferred uses	Site-specific requirements
G.1	General industrial Storage or distribution	A Contaminated Land Desk Study. A Minerals Assessment. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
G.2	General industrial Storage or distribution	A Contaminated Land Desk Study. A Minerals Assessment. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Protect and enhance Public Rights of Way.
G.3	General industrial	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.

Site	Preferred uses	Site-specific requirements
G.4	Offices	A Contaminated Land Desk Study. A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Take account of the existing Tree Preservation Order(s).
G.5	Offices	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
G.6	Offices	A Contaminated Land Desk Study. A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Take account of the existing Tree Preservation Order(s).
G.7	General industrial Storage or distribution	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.

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Site	Preferred uses	Site-specific requirements
G.8	General industrial Storage or distribution	A Contaminated Land Desk Study. A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Protect and enhance Public Rights of Way.
G.9	General industrial Storage or distribution	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Protect and enhance Public Rights of Way.
G.10	General industrial Storage or distribution Sui generis	A Contaminated Land Desk Study. A Minerals Assessment. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Adherence to Hoo Peninsula Transport Strategy & Area-wide Travel Plan. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Protect and enhance Public Rights of Way.

Opportunity Sites

Location

The following sites are located in the Urban Core and the Urban Waterfront areas. The availability status of these sites is less certain, having been identified through the town centre masterplans. These sites effectively comprise a broad location for growth. A cautious approach to the phasing of development has been applied in the Housing Trajectory.

Opportunities

New development proposals will demonstrate their contribution to and consistency with the latest masterplans.

Sites in this area should have regard to the Self and Custom Housebuilding Register when considering development and the potential for self-build plot provision where suitable and viable, as some applicants to the Self-build and Custom Housebuilding Register may have expressed an interest for a plot in this location. Further information and guidance is provided in Policy T8.

Site	Preferred uses	Net new homes	Site-specific requirements
H.1	Mixed	444	A Contaminated Land Desk Study. A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.2	Mixed	20	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.

Site	Preferred uses	Net new homes	Site-specific requirements
H.3	Mixed	69	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.4	Mixed	28	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.5	Mixed	44	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.6	Mixed	21	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.7	Mixed	12	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.

Site	Preferred uses	Net new homes	Site-specific requirements
H.8	Residential	34	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.9	Mixed	10	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.10	Mixed	5	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.11	Mixed	67	A Contaminated Land Desk Study. A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.12	Residential	45	A Contaminated Land Desk Study. A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.13	Residential	197	A Contaminated Land Desk Study. A flexible approach to the application of the adopted vehicle parking standard, avoiding

Site	Preferred uses	Net new homes	Site-specific requirements
			detrimental impacts on vehicle parking provision on existing streets in the vicinity. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.14	Residential	105	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.15	Residential	101	A Contaminated Land Desk Study. A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.16	Mixed	38	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.17	Residential	119	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. Protect and enhance Public Rights of Way.

Site	Preferred uses	Net new homes	Site-specific requirements
			Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.18	Residential	32	A Contaminated Land Desk Study. A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A Heritage Statement proportionate to the significance of the heritage asset(s). A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.19	Residential	15	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.20	Residential	119	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.21	Residential	50	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.22	Mixed	14	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Protect and enhance Public Rights of Way.

Site	Preferred uses	Net new homes	Site-specific requirements
			Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.23	Mixed	420	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Protect and enhance Public Rights of Way. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.24	Mixed	18	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.25	Residential	30	A flexible approach to the application of the adopted vehicle parking standard, avoiding detrimental impacts on vehicle parking provision on existing streets in the vicinity. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.26	Residential	255	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land. Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.
H.27	Residential	72	A Contaminated Land Desk Study. A site-specific Flood Risk Assessment and/or a Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2. In addition to a Contaminated Land Desk Study, an upfront site investigation due to the likelihood and nature of contaminated land.

Site	Preferred uses	Net new homes	Site-specific requirements
			Surface Water Management Strategy as appropriate, in accordance with SFRA Level 1 and Level 2.

Reasoned justification

2.1.8 The government expects local plans to be: positively prepared in seeking to meet development needs; based on an appropriate strategy; deliverable over the plan period; and consistent with national planning policy.

2.1.9 The site allocations are the product of the Strategic Land Availability Assessment and the Site Selection Process. These documents form part of the Local Plan evidence base.

2.1.10 The key considerations in selecting sites to be allocated for development addressed: the vision, the strategic objectives and the spatial strategy; the government's assessment of Local Housing Need; and wider objectively assessed development needs. Numerous technical studies provided a proportionate evidence base in determining whether a site is capable of being mitigated.

3 Natural Environment

3.1 Introduction

3.1.1 Government policy[3] recognises that a key purpose of the planning system is to contribute to the conservation and enhancement of the natural and local environment. There is compelling evidence that nature and our environmental resources are under pressure, and steps need to be taken to address decline. National and international policy recognises the impacts of climate change. Current and emerging government policy promotes a transition to a zero carbon economy and strengthening the resilience of our networks of natural capital. The forthcoming Environment Bill[4] supports the delivery of the 25 Year Environment Plan to tackle the threat of biodiversity loss and climate change. The Council's vision and strategic objectives for the Local Plan place a resilient, healthy and attractive environment at the heart of its ambitions for Medway in 2037. These include the Council's commitment to addressing climate change, conserving and enhancing the natural environment, and improving the health and well-being of Medway's communities.

3.1.2 Medway has a rich natural environmental heritage with a wealth and diversity of wildlife, statutory and local nature conservation sites, and nationally and locally important landscapes. Although known by many as an urban conurbation, it has a distinctive and diverse rural area and coast, including expansive estuarine and marshland landscapes, the wooded slopes and chalk grassland of the Kent Downs, and productive farmland. In a number of locations, the developed area abuts land designated for its environmental importance. This proximity can sometimes create issues for sustainable land management, and result in development pressures. Congestion around key transport corridors has resulted in raised levels of pollution and four Air Quality Management Areas have been designated to address the problem. Medway's industrial past has left many sites contaminated from previous uses. A number of these brownfield sites now represent regeneration opportunities promoted in Medway's development strategy. The area's relationship with the rivers and estuaries that define Medway's character and history gives rise to specific consideration for sustainable water management and addressing the risk of flooding.

3.1.3 Medway is home to outstanding biodiversity. There are expansive areas of nature conservation habitats which, in turn, support a host of rare and important species. The coastal and wetland habitats are particularly important internationally, nationally and for Kent, but there are also other habitats, including ancient woodland, chalk grassland and lowland meadows. Many of these are highly protected for their nature conservation interest. 28% of the area is designated as a Special Protection Area (SPA) or Ramsar site, and a third of the land area is designated as Sites of Special Scientific Interest (SSSI). Most of the designated land is in favourable condition, but some areas are in unfavourable condition. There have been noted declines in the birdlife in the estuaries. Although there may be various contributing factors, particular concerns have been raised about the

impacts of recreational disturbance on the special features of these areas. There are designations of Special Areas of Conservation (SAC) of international importance, both within Medway, and in close proximity to its borders. The whole of the Medway Estuary is a Marine Conservation Zone. There are further sites recognised as Regionally Important Geological and Geomorphological Sites, Local Nature Reserves and Sites of Nature Conservation Interest. 47% of Medway's woodland is ancient, supporting a rich array of wildlife. Scrub habitats are also an important habitat for one of Medway's special species, the nightingale, which has a key site at Lodge Hill and Chattenden Woods.

3.1.4 Medway's environment also includes land in the Kent Downs Area of Outstanding Natural Beauty (AONB). The RSPB has its oldest heronry/nature reserve at Northward Hill, and Plantlife has its largest reserve at Ranscombe Farm. The natural features of the river and the Downs are reflected in the city's character and form. These include the Capstone and Horsted Valleys and Darland Banks. The urban area benefits from a diverse and attractive mix of parks, including district scale facilities at Riverside, Capstone and the Great Lines Heritage Park. These are much valued local assets, and their role in supporting the health and well-being of Medway's communities has been highlighted through the experiences of the pandemic. Reconnecting people and wildlife, linking habitats, and providing stepping stones and corridors for wildlife to move is a visionary but achievable outcome that can be realised through the Local Plan process.

3.1.5 The Council's approach to the conservation and enhancement of the natural environment will embed green infrastructure planning in both rural and urban areas and promote improved connectivity and functionality, following a 'natural capital' approach as promoted by government. Understanding and embracing green infrastructure functionality will assist Medway in delivering improvements in urban air quality, sustainable drainage, biodiversity, rich open spaces and safer access routes, and in securing sustainable development. The Council has prepared a Medway Green and Blue Infrastructure Framework. This provides an assessment of the needs and opportunities, strategic priorities and future actions.

3.1.6 A key feature of Medway is the extent of areas that are designated of international or national importance for their biodiversity and landscape value. These indicate areas where development should be restricted in order to protect their special characteristics as outlined above.

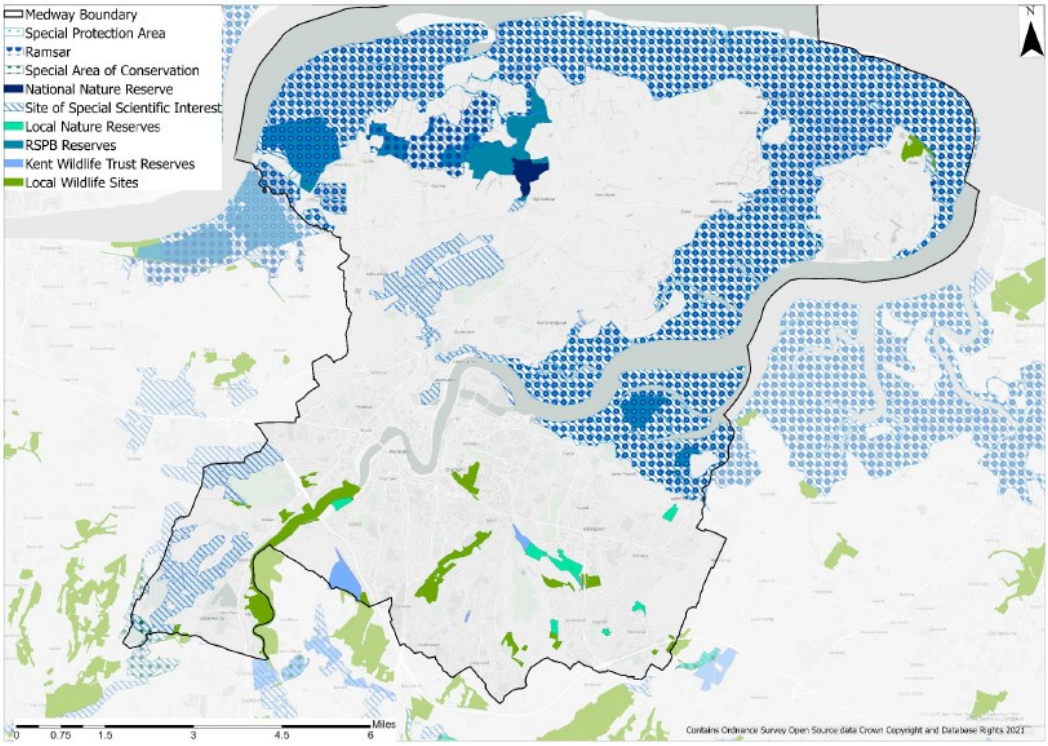


Figure 2 - Designated Nature Conservation Sites in Medway

Designated Nature Conservation Sites in Medway

3.1.7 National planning policy[5] sets the requirements for the planning system to contribute to and enhance the natural and local environment. It recognises the importance of natural assets, including air, water and soils, landscapes, biodiversity and the connectivity between them. The government's 25 Year Environment Plan[6] provides direction on its approach to managing the environment, which is being brought into legislation, new policy and programmes. The plan promotes a 'natural capital' approach that recognises the wider value of the environment and the services it provides such as food, clean water and air, wildlife, energy, fuel, spaces for rest, recreation and exercise, and protection from hazards.

Rivers and Estuaries

3.1.8 The lower reaches of the river Medway flow alongside the villages and towns of the borough, opening up into the estuary which separates the Hoo Peninsula from the largely urban area to the south. The Thames forms Medway's northern boundary. The rivers and estuaries and associated habitats are intrinsic to Medway's character, and have influenced the area's history and development. Situated next to two estuaries, Medway has an outstanding coastline. The intertidal habitats are particularly important, with large areas of sediment and mudflats; the most extensive in Kent. Although the use of the rivers has changed dramatically over time, the use of the water for trade continues with infrastructure supporting the supply of minerals, energy and wider goods and services. The urban waterfront is a focus for Medway's regeneration ambitions, with key development sites from the south of Strood to the north of Gillingham. Strategic employment sites are located on the coast of the Hoo Peninsula, notably at Kingsnorth

and Grain. The Marine Conservation Zone, SPA and SSSI designations adjoin many of these key regeneration and employment sites. Policies for managing these important water resources have been developed through the Thames River Basin Management Plan and the Medway Estuary and Swale Strategy[7]. Biodiversity Opportunity Areas (BOAs) have emerged from the Kent Biodiversity Strategy to indicate where targets should be focused in order to secure the maximum benefits for biodiversity. The North Kent Marshes are a key opportunity area. The Kent Nature Partnership is developing work on Nature Recovery Networks, which have strong reference to the BOAs. Medway Council will work with the Kent Nature Partnership to progress the aims of the Nature Recovery Networks at a landscape scale.

3.1.9 The routes around the Medway and Thames form part of Natural England's England coastal path. The Saxon Shore Way long distance path enables walkers to explore the area's historic shoreline. The North Downs Way national trail runs through Medway, and is a focus of development work supported by the Kent Downs AONB unit. There are wider opportunities to open up access through the urban area, through a waterside path or boardwalk, which will be promoted through detailed plans for Medway's regeneration and development, and capitalising on the Council's strategies for culture and creativity. This will be an iconic project to transform and animate the area's urban waterfront and centres and provide for a connected city. Similarly ambitions to provide a riverside link for walking and cycling between Medway and Maidstone are supported. The new bridge south of Halling has opened up opportunities for walking and cycling routes embracing both sides of the Medway valley. The Council has set out its ambitions in the Medway Rights of Way Improvement Plan[8] in 2020.

3.1.10 Much of the Thames and Medway estuaries and bordering mudflats and marshes are designated as Special Protection Areas and Ramsar sites for their international importance for wintering birds, and also have status as Sites of Special Scientific Interest. The Medway Estuary from Rochester to the Isle of Grain was designated as a Marine Conservation Zone (MCZ) in the first round of designations in 2013. This protects a nationally scarce species of tentacled lagoon-worm and a number of habitats and their associated wildlife. The health of the MCZ will largely be achieved through the licensing regimes that manage activities taking place on the river or seabed, but the council as local planning authority must consider the potential impact of developments proposed along the coast. The Marine Management Organisation has prepared a Marine Plan for the South East[9] that will provide guidance on managing development and activities.

3.1.11 The council recognises potential conflicts between opening up access to the coast and the needs of wildlife. Research[10] has shown that the internationally important birdlife of the Thames, Medway and Swale Estuaries Special Protection Areas and Ramsar sites can be damaged by the impact of people visiting the estuary. Dogs exercising off the lead, cycling and water sports are among the activities shown to cause disturbance to birds, and so a potential contributing factor to the decline of birds in the estuary. Medway Council is working at a landscape level,

leading a North Kent Birdwise Project Board, to coordinate the delivery of a strategic package of measures to address the potential of damage to the special features of the designated habitats. The collaborative Strategic Access Management and Monitoring Strategy (SAMMS), or Birdwise, scheme has been developed by environmental groups and local planning authorities to ensure residential developments can come forward without increasing further the disturbance of over wintering wetland bird populations. The strategic approach is funded through a contribution from new developments which would increase the population within 6km of the protected areas, which the research found to be the distance within which most visits to the estuarine coast originated. Monitoring is embedded in the SAMMS scheme, so that measures can be adapted to take account of changing conditions.

Policy S3: Sites of International importance for Nature Conservation

The estuaries and marshes of the Thames, Medway and Swale are designated Special Protection Areas (SPAs) and Ramsar sites in recognition of their international importance as wetland habitats. There is a Special Area of Conservation in the North Downs woodland near north Halling. These sites require the highest level of protection from development that could damage the features of the designated areas. No development will be permitted which may have an adverse effect on the integrity of an SAC, SPA or Ramsar site, alone or in combination with other plans or projects, as it would not be in accordance with the Habitat Regulations 2010 (as amended) and the aims and objectives of this Local Plan.

The council works in collaboration with Local Planning Authorities in north Kent to contribute to the delivery of a strategic access management and monitoring scheme, ‘Birdwise’, to address potential damage from population increases on the designated SPA and Ramsar habitats of the Thames, Medway and Swale Estuaries and Marshes.

Development within 6km of those areas designated as the Special Protection Areas and Ramsar sites that has the potential to generate additional visits to these coastal areas will be required to make a defined tariff contribution to a strategic package of measures agreed by the North Kent Strategic Access Management and Monitoring Strategy (SAMMS), Birdwise’ Project Board.

Proposed residential developments in close proximity to the SPAs or Ramsar Sites may also need to provide further mitigation measures, in addition to contributing to the SAMMS. Such cases will need to be considered in detail at the project level.

The Council will consider the potential for adverse impacts on the Special Protection Areas, Ramsar sites and Special Areas of Conservation arising from development, either alone or in combination with other plans and

projects. These impacts could include direct land take, loss of habitat which supports species associated with the designated sites, noise, light, air quality (from traffic or industrial processes), and water quality and availability impacts. If the assessment shows that there is a potential for adverse impacts, steps will be taken to restrict or adequately mitigate development.

Reasoned justification

3.1.12 The policy seeks to avoid damage to the protected characteristics of the Thames, Medway and Swale SPA and Ramsar sites, and Special Areas of Conservation in line with national policy for these important sites. Research has shown the potential for negative impacts arising from recreational disturbance on the integrity of the SPAs and Ramsar sites within 6km of the designations, and a strategic approach has been developed to implementation and monitoring. Development in close proximity to the SPAs or Ramsar sites have a greater potential for generating disturbance and therefore require enhanced mitigation measures.

Conservation and Enhancement of the Natural Environment

3.1.13 In providing for high levels of housing need, there are concerns that development could impact negatively on the natural environment. The Hoo Peninsula is a particularly sensitive location, with international and national environmental designations, and is an area proposed for strategic growth in this plan. The Council, following advice from Natural England, commissioned a Hoo Peninsula Cumulative Ecological Impact Assessment. The purpose was to understand the cumulative effects on protected or notable sites from proposed development across the Hoo Peninsula, and to develop an effective strategic framework for ecological mitigation, compensation and enhancement. The work has informed the strategic development allocation on the Hoo Peninsula, and the supporting Hoo Development Framework. The Assessment has considered the avoidance and mitigation of habitat loss and compensation for habitat loss and net gain. It identified measures to address a range of impacts, including water quality, noise disturbance, cat predation and habitat fragmentation. The Lodge Hill and Chattenden Woods SSSI is sensitive to impacts on its key species, notably nightingales, and a strategic package of measures has been proposed. These include a buffer between residential development and the designated areas, fencing and ditches.

3.1.14 The Council is implementing a Strategic Environmental Management Scheme (SEMS) on the Hoo Peninsula as part of its Housing Infrastructure Fund programme. It is providing new habitats to join up existing habitats and create more space for wildlife to thrive. It ensures that effective measures are in place to protect existing key habitats and species from the impacts of development on the peninsula. It provides new open space, recreation and access links for people to enjoy, supports healthy lifestyles and reduces pressures on the sensitive habitats. The scheme is informed by the Cumulative Ecological Impact Assessment. Projects within the programme include Hoo Community Parklands at Cockham and Deangate; a new bridge across the A228 for pedestrians, cyclists, and horse-riders;

wetlands at Hoo Flats and pasture and scrub habitat creation for nightingales north of Chattenden. This evidence based approach seeks to support the delivery of new homes to meet development needs, whilst contributing to the resilience and enhancement of the area's natural capital.

3.1.15 The NPPF states that planning policies and decisions should contribute to, and enhance, the natural and local environment by minimising impacts on, and providing net gains for biodiversity. The Council welcomes the opportunities for Biodiversity Net Gain with development and supports a 20% uplift, where viable. It supports further work on wider environmental net gain to promote sustainable development in Medway.

Policy S4: Conservation and Enhancement of the Natural Environment

The council recognises the hierarchy of sites designated for their importance for nature conservation. In addition to the sites of international importance set out in Policy S3, Medway has Sites of Special Scientific Interest, Local Nature Reserves, Local Wildlife Sites and a Marine Conservation Zone, which have particular significance for the protection of habitats and species.

The council will promote the conservation and enhancement of biodiversity in Medway, by recognising the protection given by these designations. Development proposals will be required to demonstrate that significant harm to biodiversity can be avoided; if not, then adequately mitigated; or as a last resort, compensated. Development proposals should seek opportunities to strengthen biodiversity networks.

Development proposals must demonstrate their contribution and enhancement of the natural environment and provide a measurable net gain of 20% in biodiversity, in line with the recognised Defra metric.

Residential development proposals for sites north of the A228, Peninsula Way, which are in close proximity to the nationally important Lodge Hill and Chattenden Woods Site of Special Scientific Interest (SSSI), will be required to demonstrate an assessment of the potential impact of the development on key species such as nightingales and bats, and how these impacts can be avoided, mitigated, or as a last resort compensated, in order to satisfy the Council that the proposal represents sustainable development. This will include consideration of impacts from cat predation, noise, lighting and air quality. Development proposals in this location will be required to provide a minimum 150m wide ecological buffer between the protected habitats of the SSSI and any residential development. This buffer will be in combination with other measures such as the provision and management of cat proof fencing and the creation of ditches as wet fences or swales, to satisfy the requirements to secure the special features of the SSSI, and to provide for sustainable development. The effectiveness of the proposed ecological buffer will be reviewed as part of any future planning

applications for this area. Developers in this location will be required to contribute to a strategic environmental programme and support the monitoring of the effectiveness of the measures.

Reasoned justification

3.1.16 The policy reflects national planning policy and guidance in relation to the hierarchy of designated environmental sites. It is informed by work of the Kent Nature Partnership that has identified the scale of loss and pressures on biodiversity in Kent and Medway, that justifies the 20% net gain in biodiversity. The Hoo Peninsula Cumulative Ecological Impact Assessment informs the policy in relation to potential development in the proximity of the Lodge Hill and Chattenden Woods SSSI.

Landscape

3.1.17 There are a wide range of different landscape types in Medway - coastal marshes, chalk downland, orchards and shelter belts, large-scale arable farmland and extensive tracts of woodland. It also includes landscapes that are strongly influenced by the built development. There are broad stretches of undeveloped coast around the estuaries of the Medway and Thames. The diverse landscape character underpins Medway's green and blue infrastructure assets, providing its population a unique 'sense of place' in which to live, work and play. Due to the diverse topography in Medway where a number of valleys and a river characterise much of the area, a number of strategic viewpoints become apparent, including at some of the historic churches in Strood, Gillingham, Rochester and Hoo St Werburgh. There are strong landscape links to the area's heritage, including the industries built up around the rivers of the Thames and Medway, and the military activities, fortifications and defensive structures.

3.1.18 Areas such as the Kent Downs and the North Kent marshes are protected by environmental designations. The wider landscapes are important in providing local character, retaining links to the historic environment and defining distinct settlements. Reference to the historic landscape of the East Kent Fruit Belt area lying east of Rainham that gave rise to the term 'Garden of England'. The countryside in Medway experiences pressures from the neighbouring urban areas. However, these landscapes are particularly valued by communities on the doorstep of the countryside, coast and open spaces.

3.1.19 The Medway Green and Blue Infrastructure Framework identifies the characteristics and contributions of landscapes across Medway as part of its natural capital. In accommodating development needs in Medway, the Council considers the guiding principles in this framework to seek to protect and enhance strategic landscape functions. Further guidance is set out in the Medway Landscape Character Assessment[11] and the Hoo Peninsula Landscape Sensitivity and Capacity Study. These identify important landscape functions in the separation of settlements and in the definition and treatment of urban boundaries and edges.

3.1.20 Landscape considerations are also intrinsic to designing and delivering good quality design.

Policy S5: Landscape Protection and Enhancement

The council attaches great importance to the distinctiveness and quality of landscape in defining Medway's character, the intrinsic character and beauty of the countryside, containing urban sprawl and retaining the separation of settlements.

Development is directed towards areas of lower landscape sensitivity, with the objective of restoring lost landscape distinctiveness and establishing quality in newly designed landscapes.

Development will be permitted in and alongside the undeveloped coast, as defined on the policies map, only if:

- a coastal location is essential and no suitable alternative site exists along the developed coast; and
- the scenic, heritage or scientific value and character of the undeveloped coast is maintained and, where appropriate, and consistent with Policy S3, public access to the coast is improved.

Development proposals will be required to demonstrate that they respond to the principles in the Council's policy guidance and contribute to enhancing and connecting features of local landscapes. Proposals which seek to address landscape enhancement and green infrastructure at a strategic scale will be welcomed where they represent sustainable development.

Reasoned justification

3.1.21 The NPPF recognises that policies should contribute to and enhance the natural and local environment by recognising the intrinsic character and beauty of the countryside and the wider benefits from natural capital. The European Landscape Convention[12] recognises that every landscape forms the setting of the lives of local people and the quality of those landscapes can affect everyone's lives. Policy has a role of providing strong forward-looking action to enhance, restore or create landscapes. The undeveloped coast contributes significantly to the landscape character of Medway, and policy should maintain its character and provide for improved public access where appropriate. The sensitivity of the coastal habitats is recognised in Policy S3.

3.1.22 The Medway Green and Blue Infrastructure Framework identifies strategic landscape corridors that perform a range of functions. These inform the development strategy, nature recovery networks, and provide for the enhancement of natural capital at a landscape scale.

3.1.23 Medway's landscape is subject to a number of pressures and threats. These include negative impacts of urbanisation and development pressures resulting in fragmentation, changes in land management practices and land uses, and visitor pressures. Loss of inter-tidal areas and salt marsh impact on the distinctive landscape character and biodiversity of the marshes. Through climate change, sea level rise is likely to result in

significant loss of coastal habitats. The Council seeks to provide appropriate policy to secure and strengthen landscape distinctiveness. Landscape has an important role in planning for the mitigation and adaptation to climate change, supporting health and well being and providing for sustainable development in Medway.

Medway's green and blue infrastructure network

3.1.24 The large urban conurbation made up of the distinct Medway towns is surrounded and interspersed by countryside and water. The parks, paths and open spaces across urban Medway are important to residents for relaxation, health, socialising, and contribute to the quality of towns and suburbs. These can be the most direct way for people to engage with their local environment and can contribute to tackling social isolation, inactivity and wider health issues. In contrast to the city landscapes, the rural parts of Medway are noted for expansive marshes, stretches of undeveloped coast, woodland, chalk downland, orchards and shelterbelts, and a range of other farming activities. Capstone and Horsted Valleys bring an accessible rural landscape into the heart of Gillingham and Chatham. The orchards running along the northern bank of the estuary provide an attractive and productive belt separating Rainham from Gillingham. Orchards to the east of Rainham provide a rural character and sympathetic setting for the Conservation Area at Meresborough and a strategic gap between urban Medway and settlements in neighbouring Swale. The Hogmarsh Valley separates urban Medway from the Hoo Peninsula. Blue infrastructure in its many forms is an important feature of Medway. Water has determined the location of the Medway towns, with water the driving force for the location of settlements and industry. Water has shaped, and continues to shape, the heritage and character of the landscape. The wild and open landscape, with its extensive marshes, ditches, fleets and reedbeds are an iconic landscape of the Hoo Peninsula. Together these urban and rural assets make up Medway's green and blue infrastructure network that provides a number of landscape services, and multiple benefits for nature and people.

3.1.25 A key feature of green infrastructure is that networks are strategically planned and that spaces and places are connected. Each component part of green infrastructure has the potential to deliver wider benefits (functions), including recreation, biodiversity, health, climate change mitigation and adaptation and water quality (termed 'multi-functionality'). When planned, designed and managed as a network, these benefits are maximised.

3.1.26 Green spaces and countryside help in regulating the resilience of the environment at a local and global scale. The council will work at a landscape scale to conserve biodiversity and secure the wider benefits of a coordinated approach to planning for the protection and enhancement of Medway's natural and local environment. Green infrastructure planning informs the development strategy and principles promoted in the new Local Plan. This accords with the ambitions and approaches in planning for the natural environment set out in the government's 25 Year Environment Plan.

3.1.27 The Council has prepared a Medway Green and Blue Infrastructure Framework, which has assessed the varied components of the area's

assets, considered the priorities for different areas and delivering on the ambitions.

3.1.28 The strategic priorities in the framework are:

- Protect, enhance and improve the core biodiversity sites and take action for priority species
- Create an ecologically resilient network to join habitats, allow species to move and to help nature adapt to climate change
- Link people and nature
- Ensure that greenspace provision keeps pace with population growth and provides for Medway's future residents
- Support increased active travel, to relieve congestion and air pollution and encourage healthy living through a strategic cycle network and walking routes
- Prioritise improving access to greenspace and creating greener communities in areas of deprivation or where there is poor or unequal access.
- Providing access to green infrastructure close to home and which is inclusive for all
- Support people in taking healthy exercise.
- Initiate local evidence-informed research to understand the impact that accessible greenspace has on local health outcomes, especially for disadvantaged groups.
- New development should try and incorporate Sustainable Urban Drainage Schemes (SuDs) schemes that are integral to the green infrastructure provided.
- Retrofitting SuDS could potentially help solve some of the flooding that may be faced in Medway in the future
- Strengthen landscape character and ensure green and blue infrastructure enhances and fits with local landscape character.
- Ensure heritage is recognised in green infrastructure planning and interpretation.

3.1.29 Green and blue infrastructure networks cross local authority boundaries and this framework considers biodiversity, strategic access routes, watercourses and other green and blue infrastructure across neighbouring authority boundaries. The Green and Blue Infrastructure Framework has identified strategic ecological networks, set out as the Green and Blue Corridors in Figure 3.

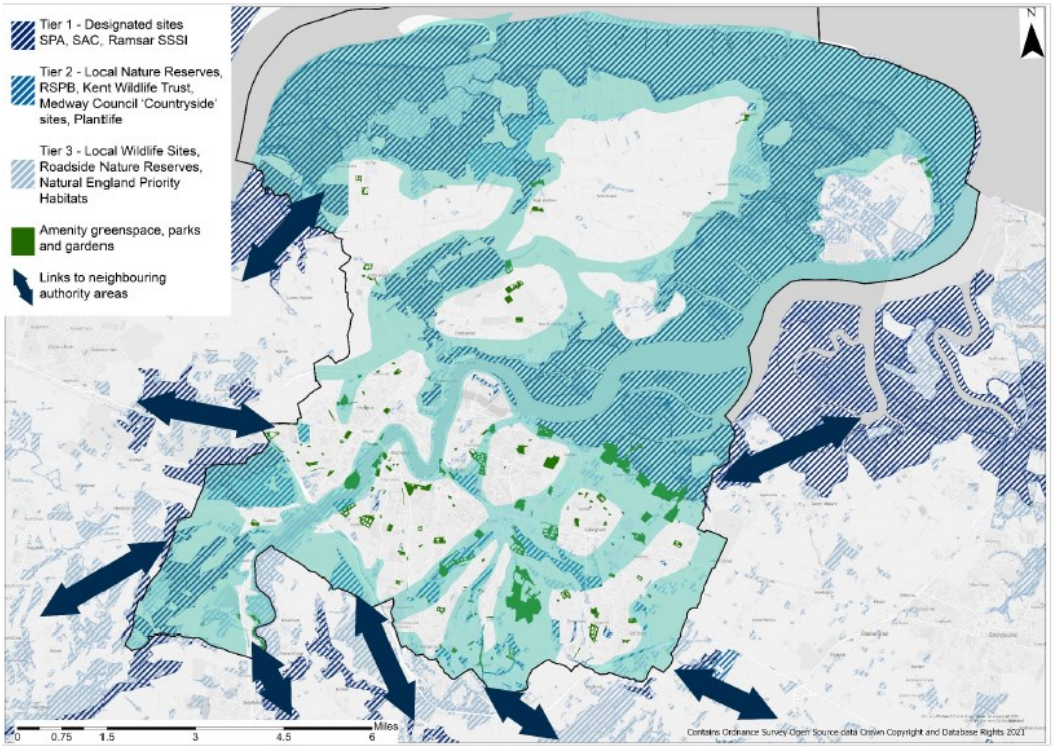


Figure 3 - Green and Blue Corridors

Policy S6: Securing strong Green Infrastructure

The council will protect the network of green infrastructure across rural and urban Medway. The highest protection will be given to securing the ecological and landscape interests of sites designated of international importance as a Special Protection Area, Ramsar site and/or Special Area of Conservation. A high level of protection from damaging impacts of development will be given to Sites of Special Scientific Interest and Ancient Woodland.

The council will consider the need to protect the special features of Regionally Important Geological Sites, Local Wildlife Sites and Local Nature Reserves

Wider components of the green infrastructure network will be protected and enhanced in line with the analysis and strategy set out in the Medway Green and Blue Infrastructure Framework.

New development must provide for green infrastructure that supports the successful integration of development into the landscape, and contributes to improved connectivity and public access, biodiversity, landscape conservation, design, management of heritage features, recreation, positively benefits health and wellbeing, and seeks opportunities to strengthen the resilience of the natural environment.

The council will expect development proposals to demonstrate that they are designed to be resilient to, and can adapt to, the future impacts of climate

change, in strengthening ecological networks. Opportunities to retro-fit this to existing urban areas should be maximised.

Opportunities will be sought to promote and enhance the public rights of way network, including footpaths, bridleways and cycle routes, in particular to address existing gaps in connectivity and extend appropriate access along the riverside, and other cross border links.

Reasoned justification

3.1.30 Key components of green infrastructure planning will include strategic green infrastructure zones in areas facing development to provide for sustainable development and provide robust landscape features to enhance planned growth. Planning at this strategic scale provides an opportunity to deliver these multi-functional green infrastructure zones. Green infrastructure measures can help with climate change adaptation such as urban cooling, wildlife corridors, and ecological networks to increase resilience.

3.1.31 The benefits for Medway go much further than the wildlife, with the significant health, wellbeing and life expectancy benefits that can be realised through easily accessible, high quality semi-natural greenspace provision, and the potential for economic benefits from green tourism.

3.2 Kent Downs Area of Outstanding Natural Beauty

3.2.1 The Kent Downs form an important component of Medway's natural assets. The Downs to the west and south of Medway are part of an Area of Outstanding Natural Beauty (AONB) designation that runs across the county from Downe to Dover. This is an exceptional landscape, and the area is afforded the highest status of protection in relation to landscape and scenic beauty. The Council has a duty of regard[13] to the purposes of the AONB in decision making. Medway Council is a member of the Kent Downs Joint Advisory Committee that coordinates actions to conserve and enhance the natural beauty of the AONB. The council has adopted the Kent Downs AONB management plan, 2014-2019[14] ,and has resolved to adopt the final version of the new management plan 2021-2026, in line with statutory requirements, with the purpose of securing and strengthening the distinctive qualities and features of the AONB, within the context of development and wider changes across Kent and Medway. The AONB Management Plan provides the vision, aims and principles that formulate the Council's policy for the management of the AONB and for carrying out the Council's functions in relation to it.

3.2.2 Land in the AONB in Medway sits to the west and east of the river valley and extends to the south of the urban area. It falls within three character areas, as defined and assessed by the AONB unit in preparing the Management Plan Review.[15] It is a strongly historic landscape, and the peaceful rural feel and relative tranquillity contrasts with the nearby urban areas and busy roads. The area is characterised by extensive blocks of woodland, much of it ancient, and the coherent backdrop of scarp woodlands and fields of the Medway Valley. The woodlands form habitat

mosaic with unimproved grassland. Medway's only Special Area of Conservation (SAC) falls within the ancient woodland near Upper Halling, as a part of the wider North Downs Woodland SAC. There are long views from the south. It provides an important rural buffer between the urban areas of Medway and Maidstone and Malling to the south. There are rich layers of history, and the area includes pre-historical sites and is marked by its industrial past. The M2 and CTRL rail bridges sit high at the northern end of the valley. The open views and dominant landform of the area make it a highly sensitive landscape, and therefore stressing the importance of its setting. Its sensitivity is increased by its role in the setting of the Medway Valley; its function as a gap between large settlements; the inherent value of its cultural and biodiversity sites, and its remarkable survival as a peaceful, rural landscape despite its proximity to settlements, industry and transport infrastructure. Connecting countryside close to the Kent Downs AONB, in areas such as the Capstone Valley, reflect features of the designated landscape. The Council recognises the strategic landscape and wider green infrastructure functions of the designation across local authority boundaries.

3.2.3 The area experiences pressures from development and infrastructure in the wider area and the proximity of urban areas. It has been subject to some anti-social behaviour, including illegal access, and poor land management regimes. The Valley of Visions partnership set up by the AONB Unit invested in a programme to celebrate and enhance the landscape, which has had legacy benefits, such as tackling illegal use of off-road vehicles. Climate change also presents pressures for habitats and species in the Kent Downs, in common with other natural assets. However, there are opportunities to work strategically on a landscape led approach to nature recovery and mitigation and adaptation to climate change.

Policy S7: Kent Downs Area of Outstanding Natural Beauty

In considering proposals for development affecting the Kent Downs AONB, regard will be given to the designation providing the highest status of protection in relation to landscape and natural beauty.

Development in the AONB, and within its setting, must demonstrate that it meets the aims of the Kent Downs AONB Management Plan and associated supporting relevant policy guidance produced by the AONB Unit and the Council. The design scale, setting and materials should be appropriate to the AONB.

Development proposals in the Kent Downs AONB and within its setting will be permitted where it can be demonstrated that they contribute to the conservation and enhancement of the natural beauty of this landscape.

Development proposals that impact on the setting of the AONB, both in views to and from the designated landscape, both singly and cumulatively, will be required to demonstrate regard to the purposes of the AONB.

Opportunities to restore and enhance the special characteristics and natural capital of the AONB, particularly at a landscape scale will be encouraged.

Reasoned justification

3.2.4 The purpose of the AONB designation is primarily to conserve and enhance natural beauty. This is recognised in national policy and guidance, and the role of AONBs has been further valued in the Landscape Review[16] that is being used to inform new government policy for protected landscapes.

3.2.5 The AONB is a material consideration in plan making and decision making. The council will give a high priority to the AONB Management Plan vision, aims, principles and actions in its planning policies, development management decisions and planning enforcement cases.

3.2.6 The importance of the setting of the AONB is recognised in national planning policy[17] and guidance, especially where long views are identified as important, such as in the AONB to the south of Medway. The Capstone Valley, in particular, shares similar characteristics to the landscape of the Kent Downs and contributes to its setting. It is a ‘gateway’ to the AONB and provides a key function as a transition zone between the AONB and built up areas of Medway. The area is identified as a strategic component of green infrastructure in Medway, with the potential for strengthening cross border green networks.

3.2.7 Working strategically at a landscape scale offers opportunities to strengthen nature recovery networks and wider green infrastructure and provide mitigation and resilience to climate change through landscape scale restoration, conservation and enhancement.

Monitoring

- Planning applications in the AONB and its setting

3.3 Green Belt

3.3.1 The Metropolitan Green Belt aims to stop the outward growth of Greater London into the surrounding countryside, towns and settlements. National policy states its fundamental aim as being to prevent urban sprawl by keeping land permanently open.

3.3.2 Part of the Metropolitan Green Belt terminates along the western edge of Medway's boundary, with 4.98% of the Council's land area designated as green belt. Larger areas of contiguous green belt are located within the neighbouring boroughs of Tonbridge and Malling, and Gravesham. Although green belt is a small part of Medway's land area, it performs a significant role in that it serves to retain the strategic gap between the urban areas of Gravesend and Strood and prevents coalescence of Strood and Higham. The council therefore attaches great importance to the function provided by the green belt along its western boundary with neighbouring boroughs.

3.3.3 During the preparation of the Local Plan, the council carried out a green belt review to assess if land is meeting the purposes established in national policy, and to test whether exceptional circumstances justify a revision to green belt boundaries in Medway[18]. Part of the process considered housing and employment land needs over the Plan's life cycle, and whether green belt land releases are required. The review recommends largely maintaining the existing green belt designations, subject to some minor boundary amendments to reflect local features and address anomalies to provide a better defined boundary.

3.3.4 The Council will therefore adhere to a policy of development being restricted in the green belt, in line with national policy, to ensure that the land remains permanently open.

Policy S8: Green Belt Policy

The council recognises the important function of Green Belt at a local and strategic scale, in managing the urban sprawl and coalescence of settlements and maintaining the openness and permanence of the countryside.

Development proposals will be permitted only where they are in accordance with national planning policy for the Green Belt and can demonstrate that it would not undermine the functioning of the Green Belt[19].

The council will seek opportunities to enhance land for beneficial uses in the Green Belt to strengthen its function.

Reasoned justification

3.3.5 National policy as set by the NPPF attaches great importance to the green belt and its five key purposes, and that once established boundaries should only be altered where exceptional circumstances are fully evidenced and justified, through the preparation or updating of plans[20]. The key green belt purposes are:

- To check the unrestricted sprawl of large built-up areas;
- to prevent neighbouring towns merging into one another;
- to assist in safeguarding the countryside from encroachment;
- to preserve the setting and special character of historic towns; and
- to assist in urban regeneration, by encouraging the recycling of derelict and other urban land.

3.3.6 The Metropolitan Green Belt has served to preserve open countryside between the edge of Greater London and surrounding areas. At a local level, it has helped to separate the urban areas of Strood and Gravesend, and preserve a band of open countryside, interspersed by smaller rural settlements.

3.3.7 The Medway Green Belt Review assessed whether green belt within its administrative area, meets the fundamental aim of national policy, which is to keep land permanently open, and fulfils the above five green belt purposes. Other factors including boundary anomalies, 'washed over' and inset areas, and local planning considerations, were also considered by the review.

3.3.8 The review found that existing green belt boundaries should be maintained largely as they stand, with minor amendments to take account of boundary anomalies. The Local Plan proposals map shows Medway's Greenbelt designations.

3.3.9 The neighbouring boroughs of Gravesham, and Tonbridge and Malling, have both undertaken Green Belt Reviews as part of their Local Plan processes[21]. Green belt adjacent to the Medway boundary forms part of their respective assessments. This underlines the importance and significance of maintaining Medway's existing green belt designations, particularly given the narrowness of the gap between the urban areas of Gravesham and Medway.

3.3.10 Medway's green belt therefore serves as a well-established buffer between neighbouring urban areas, so it makes a significant contribution to the aims and purposes of the green belt as set out by the NPPF.

Monitoring

- Number of planning applications in Green Belt and decisions.

3.4 Land Contamination and Hazards

3.4.1 National planning policy[22] seeks to avoid unacceptable risks from pollution and land instability. Land contamination is a key consideration as it causes harm to the environment, has the potential to adversely affect human health, and unless dealt with appropriately, can inhibit the re-use of otherwise suitable brownfield sites.

3.4.2 Medway has a number of brownfield sites that were previously in industrial and/or military use, particularly in waterfront locations. These previously developed sites provide opportunities for regeneration, making the best use of land, boosting the supply of housing and contributing to the area's

economic success. However the Council recognises that some of these sites may be subject to contamination from previous uses.

Policy DM1: Contaminated Land

The Council expects that all potentially contaminated land[23] should be remediated prior to development and/or during construction to an appropriate level to its proposed use. Investigations and assessments of all sites situated on or in close proximity to potentially contaminated land will be required in conjunction with relevant development proposals. This will identify potential risks to human health and the environment and where relevant, inform remedial measures and future monitoring to mitigate and monitor the risk. All investigations should be carried out in accordance with established procedural guidelines.[24] Where a site is affected by contamination or land stability issues, responsibility for securing a safe development will rest with the developer and/or landowner[25].

3.4.3 The council will set out further policy details in subsequent development management policies to ensure that land contamination is dealt with appropriately and where necessary remediated to ensure that there are no negative impacts on human health, controlled waters or other relevant receptors.

Noise and light pollution

3.4.4 National planning policy[26] recognises that development can adversely affect health and quality of life, through unacceptable levels of noise and inappropriate lighting. There are potential wider impacts on wildlife and landscapes, particularly areas valued for their tranquillity. Noise can significantly affect the quality of life of local people, and has associated health related impacts where there is exposure to elevated levels of environmental noise. Noise may come from a variety of sources, including road, rail and air traffic, industrial processes and recreational activities. Certain forms of development, for example residential development, can be particularly sensitive to noise and there are strict noise criteria which should be achieved if negative effects of exposure are to be avoided. The council advocates that noise management is considered as early as possible in the planning process as an integral part of development proposals.

3.4.5 The council will assess areas of tranquillity across Medway, as part of its evidence base on landscape and green infrastructure to support the draft Local Plan, and develop an appropriate policy response. The council recognises the contribution of tranquillity to conserving the qualities of the Kent Downs Area of Outstanding Natural Beauty, and the special character of the marshland landscapes of the Hoo Peninsula.

Air Quality

3.4.6 As well as a detrimental impact upon the natural environment, air pollution if unchecked will have an increasing impact on human health and quality of life. The new Local Plan will recognise that air quality is an important

consideration when making decisions with regards to future developments, transport and pollution control issues.

3.4.7 Where an air quality objective is deemed to be breached, the local planning authority must declare an Air Quality Management Area and put in place an action plan in order to bring pollutant levels below the objective.

3.4.8 Medway has four AQMAs: Central Medway; Pier Road Gillingham; High Street, Rainham; and Four Elms, near Chattenden. The pollutant of significance is nitrogen dioxide, and is almost entirely due to traffic and traffic congestion. The council has a statutory duty to have an Air Quality Action Plan, which aims to improve air quality within these designated areas, as well as the borough in general.

3.4.9 The Medway Council Air Quality Action Plan 2015 (AQAP) was formally adopted in December 2015. Kent and Medway Air Quality Planning Guidance, 2016[27] has been prepared to set out the measures which will be taken to help reduce emissions which occur as a result of development proposals. It provides advice for the design and layout of schemes and potential mitigation measures. The guidance will apply across the whole borough in order to improve air quality and avoid worsening air quality in existing AQMAs, or resulting in the designation of further AQMAs.

3.4.10 Large, potentially polluting developments include those that generate a significant amount of vehicle movements (such as large out of town industrial, leisure, retail or office developments), industrial processing plans, power stations and incinerators. The impact of any proposals on ambient air quality will also be important where the development could in itself result in the designation of Air Quality Management Areas or conflict any Air Quality Action Plans declared by the Council. In appropriate circumstances, air quality impact studies through air dispersions modelling and appropriate modelling will be made legally binding through the use of planning conditions or planning obligations (S.106 agreements).

3.4.11 The use of renewable and alternative energy sources; and integrated transport strategies, will all help to improve air quality and also contributing to reducing CO2 emissions. However biomass burning can pose challenges to air quality. A shift towards more biomass burning in urban areas of Medway could have significant impacts on air quality and public health if only the potential climate change benefits are considered. There could be conflict with policies relating to energy, and therefore very careful consideration of the air quality impacts relating to proposed development of biomass burning will be required.

Policy DM2: Air Quality

The council seeks to reduce exposure to areas of poor air quality, maintain areas of good air quality, and where possible improve air quality through restricting development or requiring acceptable and effective mitigation measures. It also seeks to protect designated habitats from the impacts of air quality on ecology.

Proposed developments which have the potential to impact on air quality will be expected to be accompanied by air pollution impact assessments and mitigation measures, in accordance with local air quality guidance.

All proposals should take account of the Medway Council Air Quality Planning Guidance that sets out a screening checklist for major size development and proposed development within, or close to an AQMA. Depending on the scale of development, the council may require the submission of an Air Quality Assessment and/or an Emissions Mitigation Assessment.

The guidance also advocates mitigation measures for all development. Where mitigation is not integrated into a scheme, the council will require this through a planning condition(s). If on site mitigation is not possible, then the council may seek contribution to wider air quality mitigation measures through a planning obligation.

Development with the potential for impacts resulting from air quality, such as from traffic, industrial emissions, on the ecology of designated sites will be required to demonstrate avoidance or appropriate mitigation.

4 Housing

4.1 Housing Mix

4.1.1 Accommodation standards and affordability have a strong influence on a wide range of issues which contribute to the quality of life of Medway's residents including their health & wellbeing.

4.1.2 Medway is continuing to see an expanding and changing population and to match need, provision must be made to encourage socially mixed, sustainable communities with a sufficient choice and mix in the size, type and location of housing as supported by national planning policy[28].

4.1.3 Delivery of homes needs to reflect the diversity of the local population, the associated local needs and provide an appropriate mix of accommodation. The wide range of different households includes single households, families with children and older people.

Policy T1: Housing Mix

The council seeks to ensure that a sufficient range of sustainable housing options are provided to adequately meet the needs of a growing and changing population.

Residential development will only be permitted if it encourages a sustainable mix of market housing that includes an appropriate range of house types and size to address local requirements.

The mix must be appropriate to the size, location and characteristics of the site as well as to the established character and density of the neighbourhood.

Accommodation requirement as detailed in the Local Housing Need Assessment 2021 (or any future updates) will be used to help inform which house sizes and mix should be delivered in key locations in urban and rural areas to meet the objectively assessed needs of the area as detailed in the latest evidence.

In relation to affordable housing, the council will require developers to provide details of how this evidence has been used to justify the proposed mix.

Where affordable housing is to be provided, developers should also take into consideration the needs of households on the council's housing register and discuss affordable housing requirements with the council's Housing Strategy team at the pre-application stage of the planning process.

Development schemes must demonstrate that sufficient consideration has been given to custom and self-build plots as part of housing mix.

Reasoned justification

4.1.4 Research on Medway's housing market shows that there is an overwhelming need in Medway for all types and sizes of new homes.

4.1.5 Dwelling mix analysis linked to demographic/household change in the period to 2037 derived from the most recent needs assessment, supports the housing mix set out in policy T1 and detailed below.

4.1.6 **Tenure mix -** An overall tenure split of around three-quarters of units offered as market housing is required, with the remainder split between affordable/social rented and affordable home ownership[29].

4.1.7 **Dwelling type mix –** Analysis indicates a need for houses to provide around two thirds of new housing supply across all tenures, with flats and bungalow/level access accommodation to make up the remainder.

4.1.8 **Dwelling size mix** - demographic analysis suggests a requirement range for between forty and forty-five percent of dwellings as two bed units, twenty-five to thirty percent of units as three-bed, fifteen to eighteen percent of units as four bed and between fifteen and twenty percent of units as one beds.

One bed	Two bed	Three bed	Four bed
15-20%	40-45%	25-30%	15-20%

Figure 4 - Medway dwelling size mix (all tenures)

4.2 Affordable housing

4.2.1 As well as supplying a sufficient number of homes, Local Plans are required by national planning policy to supply homes for different groups in Medway.[30] One such group identified is those needing affordable housing.

4.2.2 Affordable housing in this policy refers to housing for rent or sale not met by the open market. It encompasses a range of options as defined in national planning policy[31] as: affordable housing for rent, starter homes, discounted market sales housing and other affordable route to home ownership.

4.2.3 In March 2021 the Government announced powers given to Councils to build more homes for first time buyers and for social rent, with greater flexibility over the types of homes they provide to reflect the needs of their communities[32].

4.2.4 The Government's First Homes scheme ensures that First Homes – unlike starter homes – will be sold with a minimum discount of 30 per cent off the market price. They will be available via conventional mortgage products and when sold on the discount will be passed on to the new owner with the discount applied to the new value following an independent valuation. Homes will always be sold below market price and local communities will

benefit for generations to come, with local authorities continuing to allocate these homes to first-time buyers and able to prioritise local workers. First Homes will not be allowed to be used as holiday homes or as buy to let properties[33].

4.2.5 At a local level the Council's corporate strategy wishes to see the delivery of homes and specifically a reduction in homelessness.[34] To meet this priority, a range of homes should be made available across a range of budgets. This supports the on-going need for a range of affordable housing options to be available to Medway residents by size, type and tenure.[35]

4.2.6 Where identified affordable housing should be provided in line with national policy. That policy states that affordable housing should not be sought for residential developments that are not major developments[36]. Policy T2 therefore states that all sites of 10 or more units shall be required to provide affordable housing.

4.2.7 To understand the need and appropriate levels of affordable housing required the authority has developed a significant evidence base to support the Local Plan and this policy. Two documents are key to this work - the Local Housing Need Assessment (LHNA) and the viability assessment.

4.2.8 The LHNA sets out the level of demographic need for housing amongst key groups, one of which is those seeking affordable housing. While the viability assessment tests the economic impact of policies within the local plan and state of financial viability of projects in Medway. These documents are used in conjunction to set an appropriate affordable housing requirement.

4.2.9 Based on the above Policy T2 sets out the Council's approach to the delivery of affordable housing for all developments of 10 or more dwellings. The policy covers the whole of the local authority area.[37]

Policy T2: Affordable housing

All developments in Medway of 10 or more residential units (net) will require the delivery of affordable housing.

The level of affordable housing required is informed by the local plan viability assessment, which distinguishes between high value and low value/marginal areas. In line with the viability evidence, the requirement will be for :

- In high value areas, including the Hoo Peninsula and suburban greenfield sites, 30% of all residential units proposed
- In lower value areas, such as brownfield inner urban sites, 10% of all residential units proposed

When delivering affordable housing it is required to:

- Be provided and retained for an affordable use in perpetuity
- Be designed to be indistinguishable from the market housing on site
- Be of the same size and scale as market housing

- Avoid being visibly distinguishable as different from the wider neighbourhood and be delivered across the site where appropriate
- Reflect the latest tenure mix as set out in the Local Housing Need Assessment as detailed below:
- 51% social/affordable rented housing
- 49% affordable home ownership including First Homes

Delivery of affordable housing should be on site in the first instance. If this cannot be achieved then an alternative approach will need to be justified. The following delivery sequence should be followed to justify any alternative approach:

- A change in the tenure mix on site to facilitate delivery;
- Delivery of the required units on a separate site;
- An agreement with a registered provider to deliver the units off site;
- Only if both on site and off site delivery is demonstrated not to be achievable should consideration then be given to a financial contribution provided to the council to the equivalent value of the onsite provision to allow for offsite delivery.

A viability assessment in line with national policy and guidance should be submitted to the council to be independently verified if the affordable housing proposed does not meet that which is required.

Reasoned justification

4.2.10 In Medway there is a significant need for affordable housing. The LHNA identified a need of 25% of housing to be delivered as affordable units. However, such a requirement needs to be deliverable by demonstrating the viability of such a policy.

4.2.11 The affordable housing element of the housing supply can be split further into the following tenures. Thirty-nine percent to be social rented, twenty-one percent to be affordable rented, with the remaining forty percent as affordable home ownership, split as twenty-five percent First Homes and fifteen percent 'other' affordable home ownership.

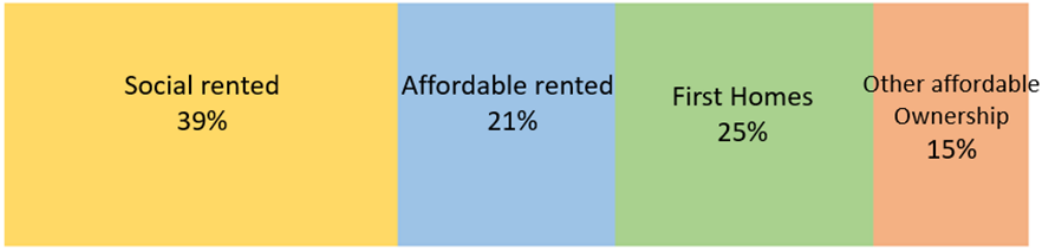


Figure 5 - Medway affordable tenure mix

4.2.12 In 2020 the Council undertook a whole plan viability assessment to support the preparation of the draft plan. Part of the assessment calculated the level of affordable housing that could be supported across development typologies and locations. The assessment showed that different rates of

affordable housing contributions could be made between the higher value areas, such as greenfield sites, and lower value areas, such on inner brownfield sites.

4.2.13 In the areas where viability was challenged, such as urban brownfield sites, a 10% affordable housing rate could be supported. In the stronger market areas, such as the Hoo Peninsula and suburban locations, this rose to 30%. The difference was based on the different land values, house prices and build costs.

4.2.14 The delivery of affordable housing should be on site in the first instance. National planning policy outlines this preference.[38] However off-site provision and financial contributions are allowed, but this should be tightly controlled to ensure that affordable housing is delivered in order to meet the needs of the local population.

4.2.15 The policy follows a cascade principle, where the preference is for on site delivery. If this can not be delivered, then consideration is given to offsite provision can be made through delivery on another site, or in the last resort a financial contribution. However, this should be justified and supported by evidence as to why it cannot be met via the council's standard approach of on-site delivery.

4.2.16 If the development proposes no contribution towards affordable housing this needs to be justified. The council will expect justification via a viability assessment undertaken and submitted by the applicant. This will then be verified by the Council's independent viability consultant with the cost for the work for the independent verificatin being paid for by the applicant.

4.2.17 Affordable housing should be designed into a development to be fully integrated with and indistinguishable from market housing. Well-designed neighbourhoods provide a variety and choice of homes to suit all needs, this includes people who require affordable housing or other rental homes[39].

4.2.18 National policy expects developments to foster social interactions between groups who 'might not otherwise come in to contact'[40], and to be designed to be inclusive.[41] Affordable housing needs to be well-integrated into a mixed tenure development.

Monitoring

- Gross affordable completions (count) by broad location
- Affordable completions as proportion of all completions
- Percentage of all new affordable homes that are for rent
- Percentage of affordable units permitted by site
- Affordable tenure split of gross permission

4.3 Supported Housing

4.3.1 This policy considers the need for housing specially designed for sectors of the community, such as older people, people with disabilities and vulnerable people with specific housing needs, who may, for a variety of reasons, face barriers to finding accommodation to meet their personal needs.

4.3.2 The NPPF promotes the need to supply homes where they are needed that meets the needs of groups with specific housing requirements[42]. This is essential if the objective of creating mixed and balanced communities is to be achieved. The provision of appropriate housing needed for different groups in the community should be assessed and reflected in planning policies including older people and people with disabilities[43].

4.3.3 The Care Act 2014 includes the explicit need to consider accommodation suitability as part of the assessment and delivery of services.

Housing Need

4.3.4 The health and lifestyles of older people will differ greatly, as will their housing needs, which can range from accessible and adaptable general needs housing to specialist housing with high levels of care and support[44].

4.3.5 Similarly, people with disabilities can include, but are not limited to, people with ambulatory difficulties, blindness, learning difficulties, autism and mental health needs, which may generate a range of housing requirements which can change over time[45].

4.3.6 Medway's population is predicted to grow over the next twenty-years, with over 65's accounting for a significant proportion of this growth as people are living longer. The official population and household projections indicate a significant increase in older persons and older person's households[46].

4.3.7 Older people living on their own may be expected to have greater care needs than those living with a partner or family members, thereby they are more likely to receive unpaid informal care.

4.3.8 The household projections indicate a notable increase in older persons living alone, with a 42% increase in over 65's single person households and an 85% increase in over 85's single households over the course of the Local Plan period.

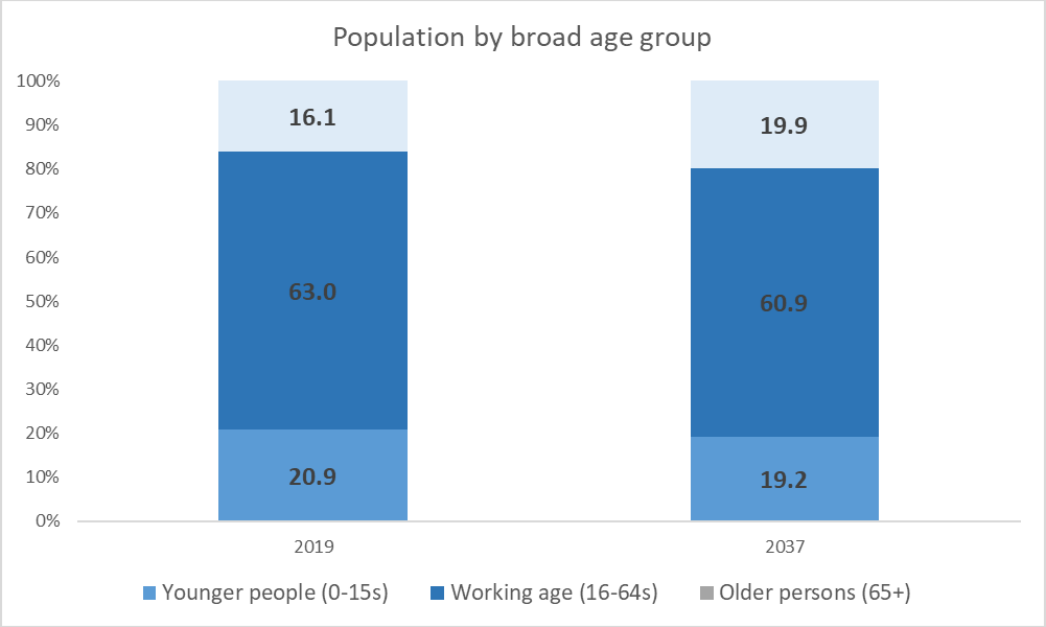


Figure 6 - Population trend 2019 to 2037

Source: Subnational population projections for England: 2018 based, Office for National Statistics (ONS).

4.3.9 A number of different models exist to meet the housing needs of those with specific needs including older persons and people of all ages with physical or learning disabilities or the homeless.

4.3.10 Housing with care can include extra care, sheltered housing and assisted living. This is normally delivered in the form of self-contained accommodation that is provided within a purpose-built block or small estate where all residents have similar support needs. Care is provided for those who cannot live completely on their own, or would like the comfort of knowing assistance is available, but do not need significant levels of personal care. An example might include self-contained sheltered accommodation with an on-site warden. This type of accommodation can also serve the wider needs of: young people at risk of or who are homeless, young people leaving care, people with learning disabilities, those with clinical mental ill-health issues; people with added vulnerabilities who are or become homeless and people experiencing domestic abuse.

4.3.11 Care or nursing homes provide a higher degree of personal care and / or long-term medical treatment for those who cannot live independently.

4.3.12 Modelled projections[47] based on the official projections indicate a significant increase in the need for housing and schemes that offer an element of care for older persons and others with these specific needs.

4.3.13 Projected figures indicate an increase in older residents unable to complete at least one domestic activity[48] on their own increasing by just over 50% to 2035.

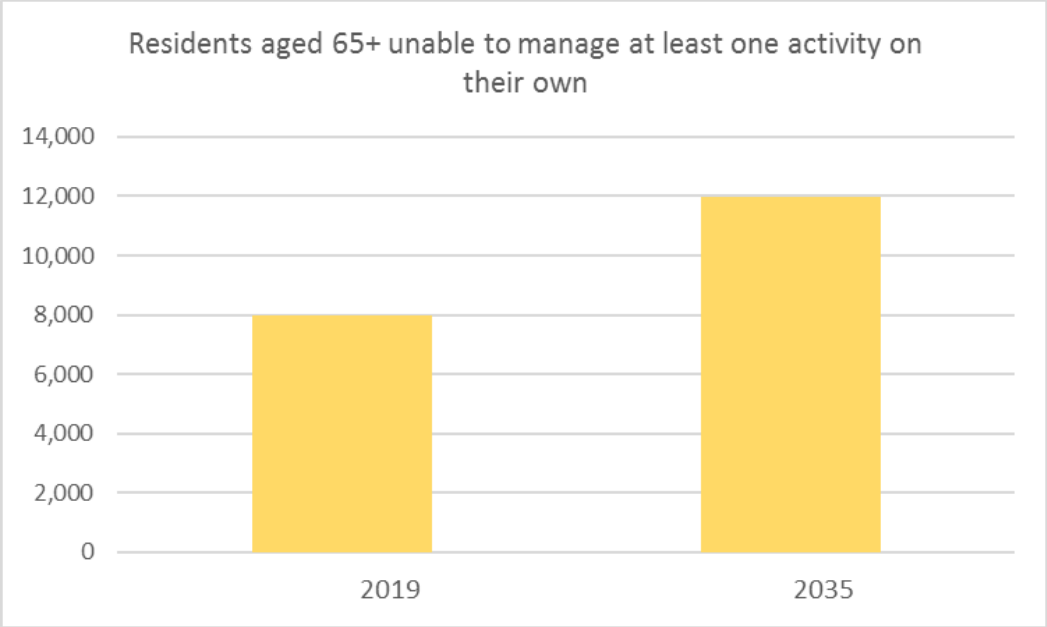


Figure 7 - Older persons need

Source: Projecting Older People Information (POPPI).

4.3.14 The Council's housing register[49] indicates that there are 445 applicants who have indicated a preference for sheltered housing.

4.3.15 In 2018/19 around 400[50] working-age learning disabled clients were living in their own home. This represents a rate of 68.6% of this client group, which is below 70.6% in the South East and 77.4% for England.

4.3.16 Corresponding projections[51] indicate that adults with impaired mobility are likely to increase by 6% and adults with learning disabilities by 7% to 2035, a trend which supports the need for additional specialist accommodation.

4.3.17 The number of adults with learning disabilities in Medway could increase by 7% reaching just over 4,500 residents by 2035.

4.3.18 Many people with learning disabilities will have been cared for by their parents. However as the parents approach old age, they may no longer be able to care for them and therefore an alternative care arrangement maybe suitable for this group.

Supply

4.3.19 Medway's supply of housing needs to account for the above growing demands, to provide suitable accommodation for a wide range of requirements. Offering older people a better choice of accommodation to suit their changing needs can help them live independently for longer, feel more connected to their communities and help reduce costs to the social care and health systems.

4.3.20 The Care Quality Commission directory lists twenty-nine residential and fourteen nursing care providers in Medway providing residential and nursing care for residents over the age of 65.

4.3.21 In 2019 there were one hundred and twenty-four care homes in Medway. These are fairly distributed across Medway; however some

neighbourhoods have higher numbers of care homes as detailed in Table 2.

4.3.22 In 2019 there were 1,629[52] care home beds, a rate of 8.7 beds per 100 residents aged 75 years and over. This is below the rate across the South East (10.5) and England (9.8).

4.3.23 Gillingham South has two neighbourhoods noted as having a relatively high number of care homes, while Strood North and Watling also have higher numbers of care homes[53].

Table 2 - Neighbourhoods with care home 'concentration'

Care homes		
Ward	LSOA[54]	No
Gillingham South	016C, 016D	18
Strood North	006D	6
Watling	019B	8

Source: Local Land and Property Gazetteer.

4.3.24 There are 29 providers in Medway supporting residents under the age of 65 with learning disability, physical disability, and mental health.

4.3.25 *Sheltered housing* - There are 1,324 affordable sheltered housing units of accommodation in Medway, of which just over one-third are described as bedsit or studio apartments[55].

4.3.26 *Extra Care Housing* - There are currently five Extra Care schemes that have been delivered across Medway by Registered Providers via S106 agreements with funding from Homes England and other sources. These schemes delivered 288 affordable Extra Care units of accommodation.

4.3.27 Good housing design is vital in promoting well-being and improving quality of life, both in general housing and in sheltered and supported housing or housing with care.

4.3.28 Housing design policy supports the need for flexible and adaptable accommodation to suit a wide range of needs to contribute to housing choice, long-term occupancy and lifelong homes.

Policy T3: Supported Housing, Nursing Homes and Older Persons Accommodation

The development of specialist residential accommodation for older people, including care homes, nursing homes and other specialist and supported forms of housing for those with particular needs will be supported where it:

- Meets a proven need for that particular type of accommodation.
- Is well designed to meet the particular requirements of residents with social, physical, mental and/or health care needs.
- Is easily accessible to public transport, shops, local services, community facilities and social networks for residents, carers and visitors. Local services are particularly essential in those developments where residents have fewer on site services and greater independence.

Loss of specialist housing will be permitted only where it is demonstrated that there is no need for the form of accommodation.

Reasoned justification

4.3.29 Offering older people a better choice of accommodation to suit their changing needs can help them live independently for longer, feel more connected to their communities and help reduce costs to the social care and health systems. Therefore, an understanding of how the ageing population affects housing needs is something to be considered from the early stages of plan-making through to decision-taking[56].

4.3.30 The provision of appropriate housing for people with disabilities, including specialist and supported housing, is crucial in helping them to live safe and independent lives. Unsuitable housing can have a negative impact on disabled people and their carers. It can lead to mobility problems inside and outside the home, poorer mental health and a lack of employment opportunities. Providing suitable housing can enable disabled people to live more independently and safely, with greater choice and control over their lives[57].

4.3.31 There is a need for specialist accommodation in Medway which is clearly indicated by the population projections.

4.3.32 There is however significant development pressure on older persons accommodation (C2), with the loss of a little under one hundred bedrooms over the past five years. The majority of these were lost to residential (C3 use)[58].

Monitoring

- Suitable measures have been identified via the Local Plan Monitoring Framework which will enable the implementation of this policy to be monitored. This will enable an assessment to be made in relation to the effectiveness of this policy.
- Gross/Net C2 accommodation completions and floor space gains/losses.

4.4 Student Accommodation

4.4.1 Promoting learning is a key ambition for Medway, and capitalising on a skilled workforce and the student economy. The council needs to take account of the needs of students as a sector of Medway's communities. The NPPF promotes the need to supply homes where they are needed that meets the needs of groups with specific housing requirements[59].

4.4.2 Meeting the housing needs of a wide range of groups is essential if the objective of creating mixed and balanced communities is to be achieved. The provision of appropriate housing needed for different groups in the community, including students[60] should be assessed and reflected in planning policies.

4.4.3 Positive planning for students can contribute to Medway's regeneration objectives and boost the vibrancy and vitality of town centres, and secure benefits for the growth of the local economy.

4.4.4 Medway's student population has continued to grow across the further and higher education sectors, largely clustered in the Learning Quarter at Chatham Maritime.

4.4.5 However, it is important to ensure that the expansion of the sector does not adversely affect established neighbourhoods by an over concentration of students and that existing privately rented accommodation is not 'lost' to tenants with otherwise limited housing options.

Evidence

4.4.6 The highest concentrations of students are seen in Gillingham North and River wards, representing approximately fifteen percent of the resident population[61], as these areas are within close proximity to the learning institutions.

4.4.7 More than half of the student households in Medway which qualify for a student council tax discount are located in Gillingham[62].

4.4.8 Unlike some traditional student cities, evidence points to a 'not insignificant' section of students remaining living at home while studying in Medway, some commuting in from London, for example, as well as students at the Canterbury campuses being bused in from Medway, due to accommodation shortages there.

4.4.9 Students represent approximately six percent of the Medway population, however student households represent less than three percent of the private rented stock in Medway, suggesting that purpose built student accommodation may be sufficiently serving the current local student demand.

4.4.10 Growth in student numbers does not easily translate into a direct accommodation need for the reasons mentioned above. Evidence shows that private rental sector accommodation in Medway does not meet the housing requirements of students[63], however the newly created, purpose built student developments should address these shortcomings.

Policy T4: Student Accommodation

The council aims to ensure that student housing is provided in the most appropriate and accessible locations and has due consideration to surrounding land uses.

Provision for students will be predominantly located close to the higher and further education establishments in Medway where there is deemed to be an identified local need.

The council will favourably consider opportunities for student accommodation in town centres where the development can be shown to make a positive contribution to the vitality and sustainability of the centres, and does not have a negative impact on the core functions of the town centres, and is consistent with strategic redevelopment plans.

These locations must be well served by public transport and accessible to a wide range of town centre, leisure and community uses.

Student accommodation will be permitted where it does not involve the loss of permanent, self-contained homes, or the loss of designated employment land, leisure or community space.

Student housing will be required to provide a high quality living environment and include a range of units sizes and layouts with and without shared facilities to meet the requirements of the educational institutions they serve.

Reasoned justification

4.4.11 The council seeks to ensure a sufficient supply of accommodation to meet needs and support success of the universities and colleges in Medway.

4.4.12 A careful approach is encouraged, striking a balance between proximity of students to their places of study and avoiding over concentration, where this could impact negatively on amenity or access to family housing.

4.4.13 Opportunities to increase the supply of student accommodation as part of redevelopment schemes in town centres, particularly Gillingham and Chatham, are welcomed.

Monitoring

4.4.14 Suitable measures have been identified via the Local Plan Monitoring Framework which will enable the implementation of this policy to be monitored in order to assess its effectiveness in shaping development management decisions.

- Medway Council tax exemptions (class N).
- Census – Student population count.
- Housing completions monitoring – student housing net completions.

4.5 Mobile Home Parks

4.5.1 Mobile or park homes account for around one percent of the overall housing stock in Medway, this is around twice the national average[64].

4.5.2 To support Medway's vision for growth, one of the objectives of the Local Plan is that Medway will be recognised for its quality of life, by providing for the housing needs of Medway's communities that meets the range of size, type and affordability needs for the area.

4.5.3 Two main residential park homes estates in the Hoo Marina Park and the Kingsmead Park at Allhallows account for the majority of occupied caravans/mobile homes in Medway.

Policy T5: Mobile Home Parks

Proposals for mobile or park home developments will be given the same consideration as other dwellings and will be subject to the same compliance with planning policy in assessing impact and sustainability.

The council seeks to protect existing parks from competing uses, but restrict their expansion outside designated areas. It will restrict intensification beyond density guidelines and seek opportunities to enhance the design and visual impact on the surrounding area, particularly those near areas of sensitive environmental interests.

Any development that may result in the permanent loss of mobile homes at the Hoo Marina Park or the Kingsmead Mobile Home park, or a reduction in the area available for their use will not be permitted.

Intensification within the footprint of existing sites must adhere to latest Model Standards for Caravans in England.

Any proposals for updates or intensification must be carefully considered for the colour, massing and materials used, incorporate appropriate landscaping and have no adverse impact on the character of the locality or amenity of nearby residents.

Reasoned justification

4.5.4 In the Regulation 18 Development Strategy consultation, respondents predominantly agreed with the proposed policy. There were a wide variety

of responses. A number of points were raised around the role of park homes for rural and agricultural workers, however this is not the focus of this policy[65]. Others generally supported this type of housing option but stressed the need for appropriate management (via policy) and the need for them to be integrated into the local community.

4.5.5 Mobile homes are an attractive housing option for a number of households in Medway. Some cater for specific market sectors, such as people aged over 55 years. For that reason the council supports the retention of mobile homes in these parks, to assist in the supply of a mix of accommodation.

4.5.6 This policy does not consider free standing individual mobile homes or caravans, such as those provided for specialist workers in the land based sectors. Nor does it consider where provision is made in the form of temporary accommodation such as during the construction of a new or replacement dwelling.

Monitoring

- Suitable measures are being identified via the Local Plan Monitoring Framework which will enable the implementation of this policy to be monitored. This will enable an assessment to be made in relation to the effectiveness of this policy in shaping development management decisions.
- Applications relating to mobile home parks – net gain in residential mobile homes.

4.6 Houseboats

4.6.1 There are approximately 400 houseboat moorings in Medway. Around two thirds of these are located at sites near Hoo Marina with the rest located at moorings south of Rochester[66].

4.6.2 Regeneration plans for waterfront development could impact on some sites. However, redevelopment plans could lead to improvements to the local environment around the areas where houseboats are located. This could lead to better access to key services for residents, in conjunction with better clustering of houseboats on the River Medway.

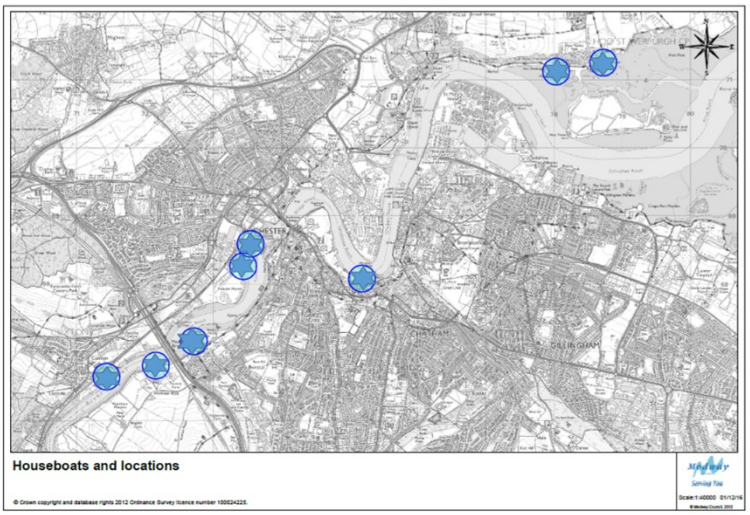


Figure 8 - Main houseboats moorings

4.6.3 Many of the houseboats in Medway have limited facilities, including for waste disposal which can have negative environmental impacts. In some cases, houseboats are poorly maintained, which can negatively impact on the surrounding amenity.

Policy T6: Houseboats

The council will seek to manage provision for houseboats in order to secure environmental benefits and address needs for this specialist type of accommodation. It will aim to:

- protect the current mooring locations of houseboats and specify where any further growth may be allowed to take place.
- specify criteria under which any further growth of houseboats will be allowed in order to minimise impact.
- seek the removal and disposal of any vessel so moored if a boat sinks, or becomes unfit for habitation, derelict or is otherwise abandoned.
- Provide for the amenity and wellbeing of residents through requiring appropriate foul water disposal in proposals for new houseboats
- seek opportunities to deliver improvements that benefit the local amenity and environment.
- avoid impacts to designated sites from moorings and/or increased disturbance to habitats and the species they support.

Potential developments will only be supported where there are no adverse environmental impacts upon the health of the designated marine and supporting habitats of the estuaries and rivers.

Reasoned justification

4.6.4 The proposed houseboat policy was generally supported in the Regulation 18 consultation process. A number of amendments have been made, taking into consideration comments received from statutory consultees, particularly in relation to environmental impacts.

4.6.5 Medway's river and estuary are designated for their environmental importance. This policy supports opportunities to upgrade facilities and amenities where there will be no adverse environmental impacts.

4.6.6 Particular regard needs to be given to the potential environmental impacts on designated marine and supporting habitats of the estuaries and river.

Monitoring

4.6.7 Appropriate monitoring measures are being identified via the Local Plan Monitoring Framework which will enable the implementation of this policy to be monitored in order to assess its effectiveness in shaping development management decisions.

- Houseboats planning applications – net gain in houseboats.

4.7 Houses of Multiple Occupation

4.7.1 A house in multiple occupation (HMO) is a property that is shared by three or more tenants who are not living together as a family, and who share basic amenities such as a kitchen, bathroom or a toilet facility, but have separate bedrooms. HMOs can provide an affordable type of housing for single people.

4.7.2 HMO's have a role to play in sustainable and inclusive communities, providing accommodation for single people on low incomes, and can also be the accommodation of choice for young professionals moving to an area for work for either temporary or permanent accommodation.

4.7.3 Evidence shows that areas with particularly high concentrations of HMO's can potentially undermine the sustainability of the community, through loss of family housing, or by lowering the standards of amenity experienced by local residents.

4.7.4 Poor management of properties, disturbance and poor provision or use of waste storage facilities can lead to a low-quality feel in relation to the street environment.

4.7.5 A combination of issues can lead to an area attracting a high proportion of young, single people, which may be linked to short-term tenancies and a relatively high turnover of residents.

HMOs in Medway

4.7.6 HMOs containing five or more residents require a licence[67]. Licensable HMOs in Medway have been mapped, as detailed below.

4.7.7 Smaller HMOs do not need a licence, for that reason the total number of HMOs in Medway is not known.

4.7.8 As demonstrated in the map below, HMOs are situated in urban areas and are in close proximity to central areas of Gillingham, Chatham, Rochester and Strood.

4.7.9 The wards with a high proliferation of licensed HMOs are River, Chatham Central, Gillingham South, Gillingham North, and parts of Luton and Wayfield, which borders Chatham Central and Gillingham South.

4.7.10 The highest concertation of licensed HMOs is located primarily within central, urban Medway, specifically areas in Gillingham and surrounding Chatham and Rochester Riverside.

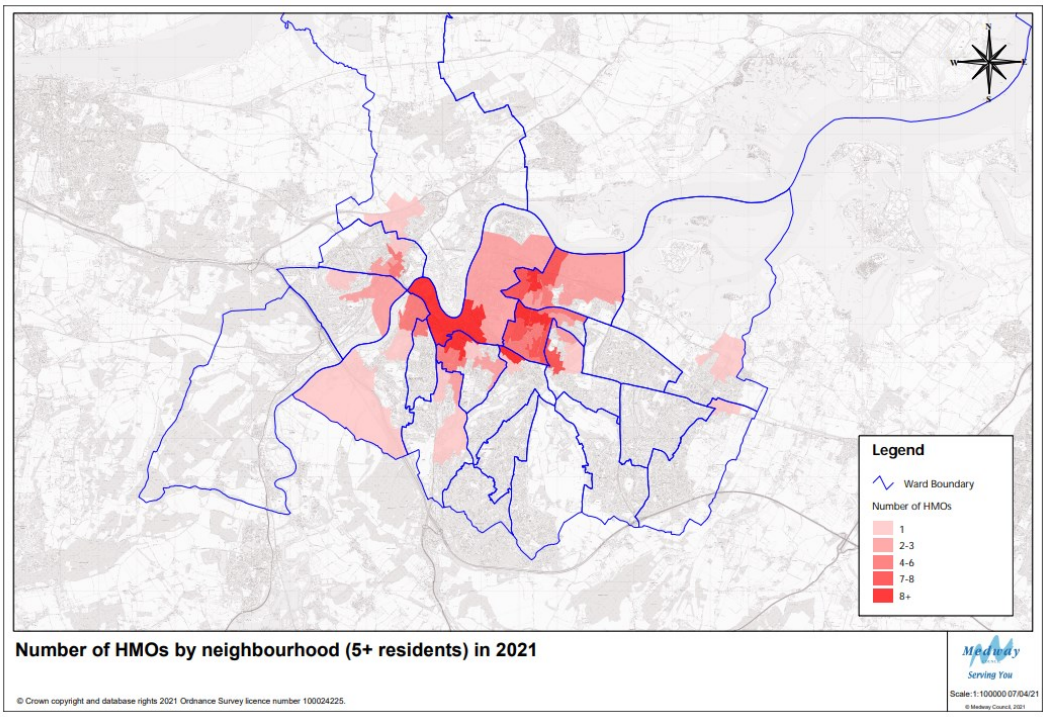


Figure 9 - Number of HMOs by neighbourhood

HMOs and planning background

4.7.11 Single family houses and flats are classified as class 'C3 dwelling-houses'. Privately-rented HMOs with between three to six tenants are classified as small or 'C4 Houses in Multiple Occupation'.

4.7.12 Planning permission is not required to change the use of a C3 dwelling house to a shared rented house (C4 HMO), unless specifically controlled by condition on a planning application. Planning permission is required however to increase an HMO from six to seven or more tenants. This is because large HMOs are in their own distinct use class ‘sui generis’.

4.7.13 A large HMO in England is defined if it is rented to 5 or more individuals who are not from the same household. A large HMO will need a license.

Policy T7: Houses of Multiple Occupation

The council seeks to avoid detrimental over concentrations of houses of multiple occupation (HMOs). Where planning applications for HMOs are not already covered by permitted development rights, they will be favourably considered where they:

- Do not adversely affect the character and amenity of the area.
- Do not contribute to an over concentration of HMOs in a particular area.
- Do not lead to the loss of units suitable for family housing, particularly in areas noted as already containing multiple HMOs.
- Do not contribute to the generation of excessive parking demands or traffic in an area.
- Make appropriate provision for the storage of waste.
- Do not adversely affect the health and well-being of the residents (new and existing).

Reasoned justification

4.7.14 Neighbourhoods containing transient populations can experience issues that conflict with the amenity of more settled residents within the same neighbourhood. A high turnover of residents can undermine the sense of community within an area.

4.7.15 The National Design Guidelines state that waste storage and management should be 'accessible and well-integrated into the design of streets, spaces and buildings, to minimise visual impact, unsightliness and avoid clutter. Where refuse bins are required to be on a street frontage or in a location that is visible from a street, they are sited within well-designed refuse stores that are easy for occupants to use[68].

4.7.16 The council recognises the role of HMOs in providing affordable choice in the housing market, but seeks to avoid unacceptable, adverse impacts on amenity, or loss of family accommodation, through managing the development of new HMOs.

Monitoring

- Suitable measures have been identified via the Local Plan Monitoring Framework to enable the implementation of this policy to be monitored in order to assess its effectiveness in shaping development management decisions.
- Annual count of HMOs.
- Analysis of delegated decisions relating to HMO applications – i.e. permitted development and conditions, refusals. Associated analysis of the nature of these decisions.

4.8 Self-build and Custom Housebuilding

4.8.1 Medway's vision for 2037 includes an aspiration that new development in its towns and villages will have responded positively to the character of the surrounding environment and needs of existing communities. To support this vision, one of the objectives of the Local Plan is that Medway will be recognised for its quality of life, by providing for the housing needs of Medway's communities that meets the range of size, type and affordability needs for the area.

4.8.2 Self-build is generally where the owner is directly involved with and/or manages the design and construction of their new home, while the custom housebuilding approach is where the owner commissions the construction of their home from a developer / builder / contractor / package company who builds the property to the owner's specifications. With custom build the occupants do not usually carry out any of the physical construction work but still make key design decisions.

4.8.3 National planning policy[69] advises that authorities should include people wishing to commission or build their own homes when planning for the needs of different groups in the community. The Government has also provided additional policy and guidance to support the demand from the self and custom house building market, which advises *'in considering whether a home is a self-build or custom build home, relevant authorities must be satisfied that the initial owner of the home will have primary input into its final design and layout'*[70].

4.8.4 To identify and provide for people who wish to build their own home, the council will maintain a Register of interested parties and report the headline data annually on the council website[71] after the end of each base period.

4.8.5 All self-build proposals in sustainable and suitable locations will be positively considered; the contribution small sites can make to providing Self-build & Custom Housebuilding plots is encouraged and welcomed, but it is also acknowledged that there can be opportunities on several larger sites to meet expected demand.

4.8.6 Landowners and developers are encouraged to offer plots to self and custom builders, in both strategic development areas and also via windfalls. This enables people to have the opportunity to build their own high quality homes, on both larger sites and smaller developments, which can also boost and support the local economy by providing opportunities for local tradespeople and small and medium sized builders. Larger site developers are encouraged to work with smaller sized builders to promote site diversity and to offer a range of plot sizes to provide the different types of plots self-builders are looking for.

4.8.7 Policy T8's requirement of self/custom build plot provision on sites in strategic development areas aligns with the government's aspirations in the 'Planning for the Future' white paper, where sub-areas within '*Growth'* areas for self and custom build homes are encouraged, so that more people can build their own homes.

Policy T8: Self-build and Custom Housebuilding

The council will support self-build or custom build home development in sustainable and suitable locations across Medway, encouraging plot provision in areas preferred by applicants on the Register.

Strategic development areas in the Hoo Rural Town, Suburban and Rural Settlement areas

To ensure a consistent supply for the demand identified from the Register, sites in these areas would be expected to offer a proportion of self/custom build plots as part of the development. The percentage of self-build provision should be established following a site specific viability assessment and secured by use of a Section 106 agreement. If it is not viable to provide self-build plots on site, applicants would be expected to present evidence to show why. Exceptionally, no provision will be expected where the scheme proposed is a predominantly flatted development.

Other locations

Some of the locations[72] preferred by applicants on the Register are in Urban and Opportunity areas; indeed some preferred locations are not within any of the Strategic Development areas at all. It is recommended that sites in these locations still have regard to the Register when considering development and the potential for self/custom build plot provision where suitable and viable.

Affordable Housing

The affordable housing requirement of the site should be calculated on the total number of homes being delivered on a site, including the self-build and custom housebuilding element. Self and custom build units delivered will not be accepted as part of the affordable housing provision.

All new self-build/custom housebuilding applications

- Applicants will need to have regard to the local landscape and design guidance from other relevant Local Plan policies in the same way that other types of residential applications do; this will ensure all types of new development are of high quality.
- Outline planning applications will be required for self/custom build sites; and subsequent reserved matters applications would be required for each plot sold to consider the custom approach to design.
- In accordance with Government guidance on Self-Build and Custom Housebuilding, the plots must be serviced (have access to a public highway and connections for electricity, water and waste water) or, in the opinion of a relevant authority, can be provided with access to those things within the duration of a development permission granted in relation to that land.

- For phased development, self/custom build plots must be provided and serviced at the earliest stage possible. This will be secured by a planning condition.
- Self/custom build plots must respond to the sizes identified on the Register.
- The person(s) purchasing the plot will need to provide evidence confirming they have had primary input into the final design and layout of their property and that it will be their sole/main residence.
- To prevent overall completion of a site being drawn out and the delay of housing delivery, a short timeframe for building the plot(s) is desirable. This could be translated into a shorter time limited condition than the standard requirement, depending on the site[73].
- Sites (including the self-build element) that meet or exceed the threshold to trigger the requirement for developer contributions will attract mitigation contributions in the same way as any other housing development.

Design Code

- If the number of self/custom build plots on a single site exceeds 10, then a design code framework should be submitted to the council as part of the details of the outline planning application. This will ensure that the variety of design and construction materials will respect the character and appearance of a local area, without suppressing innovation and individuality. The council may require a design code framework on sites smaller than 10 plots, depending on the location of the site. The design code will be secured by condition.

Marketing the self/custom build plot

- Once a site has received outline permission and plots become available for sale, the land owner/developer is required to market (to the satisfaction of the council[74]) the plots available for self/custom-build for a minimum period of 12 months.
- If any plot(s) remain unsold after being marketed for the minimum period, they can either remain for sale as a self/custom build plot, or be offered to the Local Authority[75] to acquire for the provision of affordable housing (separate from any relevant affordable housing requirement for the Development as applicable), before reverting back to the land owner to build out on the plot or sell without restriction. To prevent the delay of housing delivery, the Local Authority will be given a time period of three months[76] to acquire the vacant plot(s). This provision will be secured as part of the original Section 106 agreement.

Expanding/intensifying existing residential permissions

- Where there is an existing residential permission and the developer approaches the council seeking to expand/intensify the development, the developer should demonstrate that they have considered some/all

of the additional plots to be provided as serviced self/custom build plots, where there is identified demand.

Speculative residential applications

- Where a land owner has a suitable site that they wish to obtain speculative outline residential permission for, they are encouraged to have regard to the Register and consider the plot for self-build or custom housebuilding, depending on the local demand.

Neighbourhood Plans

- The council supports the consideration of self-build and custom housebuilding in the preparation of Neighbourhood Plans, and joint working with Neighbourhood Plan groups to establish a locally derived design code.

Council owned land and Regeneration

- The council will consider opportunities for self-build and custom housebuilding in disposal of council land and in promoting regeneration schemes.

Reasoned justification

4.8.8 The need for plots of land on which people can build their own home has been identified through the Self-build and Custom Housebuilding Register, required under legislation[77] from 1st April 2016. Medway Council's Self-build and Custom Housebuilding Register is publicised on the website[78] and operates in *'base years'*, which run from 31 October in one year through to 30 October the following year. Eligible[79] individuals or associations (groups of individuals) can apply to go onto the Register to record that they are seeking to acquire a serviced plot of land for their own self-build and custom housebuilding.

4.8.9 From the commencement of the Register in April 2016, the council has received regular applications from individuals and associations wishing to register their interest in acquiring a plot of land on which to build their own home, some indicating they have also applied to go onto the register of other Local Authorities. Applicants are interested in acquiring plots across the Medway area for building their own house or bungalow, with plot sizes ranging from 0.01ha to 0.2ha and above.

4.8.10 Emerging Neighbourhood Plans in Medway are positively promoting opportunities for self and custom housebuilding development, which is supported by the council.

4.8.11 In the Development Strategy round of consultation, the majority of respondents supported the principle of the proposed policy.

4.8.12 Policy T8 has taken into account the concerns raised and has been adjusted where necessary, whilst maintaining the key intention of providing self/custom build plots to meet expected demand.

4.8.13 The fundamental purpose of Policy T8 is to deliver self-build and custom build housing in Medway, but it is plausible that due to circumstances out of the control of the council and land owner, some plots may not receive the interest that has been anticipated and are not taken up by the self and custom housebuilding market. With this in mind, it is important that the land is not left unused or vacant for sustained periods while other essential types of housing are needed, such as 'affordable housing'.

4.8.14 Policy T8 maintains one of Medway's strategic objectives of establishing quality design in all new development, respecting the character of the local environment and seeking opportunities to boost quality and improve the accessibility and design of the public realm.

Monitoring

4.8.15 Chapter 2 of The Housing and Planning Act 2016 requires relevant authorities to give suitable development permission to enough suitable serviced plots of land to meet the demand for self-build and custom housebuilding in their area. At the end of each base period, relevant authorities have three years in which to permission an equivalent number of plots of land, as there are entries for that base period.

4.8.16 The number of applications received will be closely monitored and if the level of demand changes significantly, the Self-build and Custom Housebuilding Policy will need to be reviewed.

4.8.17 There will be five methods of monitoring the effectiveness of the policy:

1. The number of applicants on Medway's Self-build and Custom Housebuilding Register.
2. The number of self-build and custom housebuilding plots granted with planning permission during each base period.
3. Self/custom build completions during the year.
4. Self/custom build plots that remain unsold after the minimum marketing period.
5. How many unsold plots are taken up by the Local Authority to develop as affordable housing after the minimum marketing period.

4.9 Gypsy, Traveller and Travelling showpersons

4.9.1 Government policy requires local authorities to make provision for the specialist accommodation needs of gypsy and traveller communities and travelling showpeople.[80] This is achieved through assessing the accommodation needs of the gypsy, traveller and travelling show person population in their area and to set pitch targets for gypsy and travellers and plot targets for travelling showpeople and demonstrate deliverable sites in the short and long-term.[81]

4.9.2 The definition of pitches and plots comes from national Government policy. A pitch for the purpose of this policy is defined as: *'means a pitch on a "gypsy and traveller" site.* A plot is a: *'pitch on a "travelling showpeople" site (often called a "yard")'.*[82]

4.9.3 In the Planning Policy for Traveller Sites (PPTS), published in 2015, the Government introduced a revised definition of gypsies, travellers and

travelling showpeople and set out its approach to decision making and plan making in relation to traveller sites. The overarching aim of the national policy is to 'ensure fair and equal treatment for travellers, in a way that facilitates the traditional and nomadic way of life of travellers while respecting the interests of the settled community.'

4.9.4 National policy defines gypsies and travellers as:

'Persons of nomadic habit of life whatever their race or origin, including such persons who on grounds only of their own or their family's or dependants' educational or health needs or old age have ceased to travel temporarily, but excluding members of an organised group of travelling showpeople or circus people travelling together as such.'[83]

4.9.5 The definition of travelling showpeople is:

'Members of a group organised for the purposes of holding fairs, circuses or shows (whether or not travelling together as such). This includes such persons who on the grounds of their own or their family's or dependants' more localised pattern of trading, educational or health needs or old age have ceased to travel temporarily, but excludes Gypsies and Travellers as defined above.' [84]

4.9.6 There are presently 10 gypsy and traveller sites and 1 travelling showpeople sites in Medway. These include one public site at Cuxton, managed by Medway Council, and a range of permanent and temporary private sites across the authority area. These account in total for 33 pitches.

4.9.7 In 2017 the Council commissioned a Gypsy and Traveller Accommodation Assessment (GTAA) for Medway to identify the need for gypsy and traveller pitches and travelling showpeople plots over the plan period. The GTAA identified a need of 36 pitches for gypsy and travellers and 3 plots for Travelling Showpeople. This assessment is being updated to extend across the plan period.

Policy T9: Gypsy, Travellers & Travelling Showpeople

The need identified through the GTAA has been adopted by the Council and the target is as follows for the period 2017-2035:

- Gypsy & Traveller pitches: 36
- Travelling showperson plots: 3

In order for Medway to provide for the need identified the Council will seek to protect existing sites and bring forward new sites.

Safeguarding Existing Sites

Medway is home to a number of existing permanent gypsy, traveller and travelling showpeople sites that will be safeguarded over the plan period for that use. These include:

- Two Acre Farm

- Sturchfields
- North Dane Way
- Cuxton Caravan Park
- Orchard Grove
- The Paddock
- Strood Fairground and Showmen's Quarters site

Other sites receiving permanent permission during the plan period will also be classed as safeguarded sites.

Safeguarded gypsy and traveller and travelling showpeople sites will be retained, unless:

- There is a surplus of available accommodation over and above the required five year supply of sites, or,
- The site will be replaced elsewhere in Medway by a site of similar proportions and capacity for pitches or plots in an appropriate location which complies with the criteria listed below for new sites, or,
- A site has been granted a personalised permission restricting residency to a named occupier or family.

Proposals for site intensification of existing permanent sites will also be encouraged. Medway has calculated that the following sites have the opportunity for intensification:

- Cobsview
- Cuxton Caravan Site

New Sites

Proposals for new gypsy, traveller and travelling showperson sites (temporary or permanent) will be permitted, in accordance with the Council's planning policies if they meet the following criteria:

- Definition - The intended occupiers meet the definition of Gypsy, Traveller or Travelling Showpeople as set in the Government's Planning Policy for Traveller Sites 2015 (or any subsequent amendment).
- Need – the Council is satisfied that there is a clear need for the site and the proposal cannot be met on existing allocated sites
- Location – Not located in the Green Belt, flood risk zones 2 & 3, areas covered by landscape or environmental designations (AONBs, SSSI, Ramsar, SPA, SACs, Ancient Woodland or local nature reserves), protected open spaces or protected heritage assets (listed buildings, scheduled ancient monuments or conservation areas), or the best and most versatile agricultural land, of Grades 1, 2 or 3a).
- Accessibility - within an accessible walking distance to local facilities for education, healthcare, and convenience retailing.
- Scale – a site should respect its location and surrounding environment and be embedded within it and not intrude onto the landscape. The

Council will require a landscape strategy as part of the application to confirm the details of this. Pitches and plots should be of a sufficient size and, on sites for Travelling Showpeople have space for adequate storage.

- Design – Any proposal should conform to the building design and spatial policies outlined elsewhere in the Local Plan.
- Access – there is safe and convenient pedestrian and vehicular access to the public highway, with adequate space on site for vehicle turning and parking.

Reasoned justification

4.9.8 Responses to previous public consultations raised concerns over the potential for conflict between the settled community and the Gypsy and Traveller communities. A method to diffuse this tension is to plan for growth with specific allocations.

4.9.9 Since the GTAA 2017 a total of 9 pitches have been granted planning permission. This comprises a range of new pitches, temporary pitches made permanent or temporary permissions (time limited or personalised). As a result, the total requirement has fallen to 27 from 36 pitches.

4.9.10 The Council expects to meet the remaining need through the intensification of some existing sites and the development of windfall sites. It has identified sites with the capacity to be intensified through a site survey and review of those permanent and non-personalised sites. All permanent sites were contacted to test the availability to be intensified or expanded.

Monitoring

4.9.11 Planning applications for Gypsy and Traveller, and Travelling Showpeople accommodation.

5 Economic Development

5.1 Introduction

5.1.1 A core ambition of the Local Plan is to strengthen the performance of Medway's economy, securing quality jobs in the local area, capitalising on the further and higher education offer, and realising the area's potential as the largest city in Kent, enjoying a strategic location in the Thames Gateway.

5.1.2 By 2037 Medway will have successfully grown its economy, gaining competitiveness from its strategic location and securing and developing its diverse business base and attracting inward investment in a range of employment sites.

5.1.3 This chapter deals with the distribution and management of employment uses in Medway. It does so in four parts: outlining the strategic economic plan, how sites are to be managed, where new growth is to go and how the rural economy is to be treated.

5.1.4 Employment refers to the uses that create jobs. This is very wide in spectrum, so for the purposes of this section employment uses will refer to those falling under B and E of the revised Use Class Order as introduced on 1 September 2020[85].

5.1.5 A number of types of employment use can span different parts of the use class order. This includes creative and cultural industries, and manufacturing services, which can occupy offices, cultural facilities, shops, education buildings, studio workspaces, industrial premises, and warehouses. Part of this need can be met through employment land allocations and existing employment sites. However, creative and cultural industry start-ups and newly establishing businesses for example, often emerge in unplanned urban locations due to a range of factors, including clustering of talent, ideas and flexible and cheap accommodation. Related activity needs to be supported, particularly in the area's town centres and regeneration areas, and within the context of masterplans and associated initiatives. This will also be considered in more detail by other sections of the Local Plan.

5.1.6 Although Medway is a major economic hub in the South East region, it does not perform to its potential. Medway has a number of pockets of deprivation where communities experience employment and income deprivation. Historically Medway experiences high levels of out-commuting typically to London and neighbouring local authority areas. [86]

5.1.7 In 2020, Medway had a working population of 136,900[87] people and around 94,000[88] jobs in the local economy. The area's employment profile shares characteristics of neighbouring areas, but the economy has some specialisms in manufacturing and advance engineering. Finance and IT businesses are under-represented, compared to regional levels. The 'public administration, education and health' sector contributes the most to Medway's economy overall at just under 22%[89] of output, followed by 'distribution; transport; accommodation and food' at 18%. However, it is

notable that Medway's production and manufacturing sector is significantly larger, at 17% than the level across the Kent Thames Gateway area (12%) and the UK average of 13%. This sector has also shown strong growth in recent years. It has expanded by 19% in Medway over the past five years, compared with growth rates of 15% for Kent Thames Gateway and 6% across the UK. Ports, wharves and energy infrastructure have built up around the river and estuary. Some of these installations are of strategic importance. Agriculture is a key industry in the rural area, making a significantly higher contribution to the local economy than the national average.

5.1.8 Since the 1990s, there has been a major expansion of higher and further education in Medway. A learning quarter has been established in Chatham Maritime, with the Universities at Medway, Mid Kent College and the University Technical College all located here. This unique offer presents great opportunities to raise skills levels and enable further economic development based on a knowledge economy, providing for higher value employment that could drive the success of the area. Encouraging Medway students to consider local universities could help increase student retention, and links between schools, businesses and colleges have been put in place.

5.1.9 In support of the Local Plan, Medway Authority commissioned an Employment Land Needs Assessment in 2015. The study focussed on:

- Identifying the future growth needs across the authority
- Setting out a strategic level spatial strategy to guide future site allocations and
- Ensuring that the appropriate capacity is available in the most appropriate locations

5.1.10 The Assessment projected a growth of c.17,000[90] jobs in Medway over the plan period and considers the land needed to support this level of growth. The report identified a need for 90ha of employment floorspace for the plan period.

5.1.11 Since then, a 2020 update was completed, providing a revised figure on the employment floorspace need derived from recent Experian forecasts. This indicates a need for 285,279 sqm of B use floorspace up to 2037. This equates to 62.3 ha of employment land, creating 3,667 B class jobs.

Table 3 - Floorspace requirement

Floorspace requirement 2020-2037 (sqm)	
Office (B1a)	60,107
Industrial (B1b/c,B2)	31,178
Warehousing (B8)	193,994
Total	**285,279**

Table 4 - Land requirement

Land requirement 2020-2037 (ha)	
Office (B1a)	6.0
Industrial (B1b/c,B2)	7.8
Warehousing (B8)	48.5
Total	**62.3**

Table 5 - Jobs

Jobs 2020-2037	
Office (B1a)	751
Industrial (B1b/c,B2)	649
Warehousing (B8)	2,267
Total	**3,667**

5.1.12 The Local Plan needs to provide a range of sites to meet the employment needs identified in the Employment Land Needs Assessment 2020[91]. This will involve the retention of existing employment sites; support for enhancing and consolidating current sites to better meet the market's requirements and make better use of land; and identifying additional locations that can provide attractive accessible sites for business growth. How this is to be achieved is outlined by supporting economic policies.

5.2 New employment allocation locations

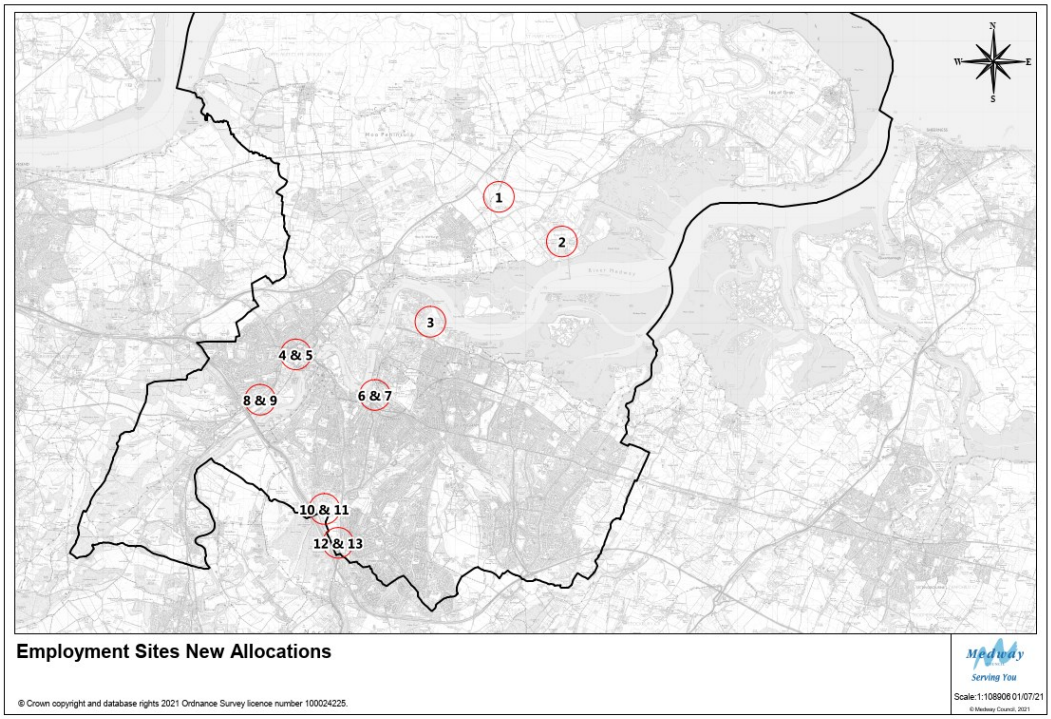


Figure 10 - Employment Sites - New Allocations

Table 6 - Employment Sites - New Allocations

Map Location No	Employment Site	
1	Hoo Rural Town	
2	Kingsnorth 1 - former power station site	
3	Chatham Docks redevelopment	
4	Former Alloy Wheels, Priory Rd	
5	Strood Town Centre	
6	Wickes site, New Cut, Chatham	
7	Chatham Town Centre	
8	Diggerland, Roman Way, Strood	
9	Pit 2, Roman Way, Strood	
10	IPM	Rochester Airfield
11		BAE Systems
12		Former Officers Mess
13		Woolmans Woods

Policy S9: Strategic economic development

The council will seek to boost Medway's economic performance, securing a range of jobs for its workforce. In principle employment development will be directed to the following broad locations unless otherwise allocated:

- Office (E (g)(i) (formerly B1a) will be directed towards the main town centres and key regeneration opportunity areas (Innovation Park Medway Rochester, Chatham Town Centre, Strood Town Centre and Chatham Docks).
- Industrial (E (g)(ii), E (g)(iii) (formerly B1b and B1c)) and warehouse (B8) uses will be located on the periphery of Medway close to existing strategic road network.
- Larger scale Net Zero Carbon Energy generating (NZC) uses and port using facilities to be directed to the Hoo Peninsula to sites at Kingsnorth and Grain.

The council will make provision for the scale, range, quality and locational requirements of employment land identified in the Employment Land Needs Assessment, 2015 and the 2020 update in Medway. This will be achieved through the following measures:

A. the safeguarding of existing employment sites in accordance with Policy S10,
B. The identification of new employment sites in line with the broad locations for growth outlined
C. Redevelopment and investment opportunities within regeneration areas in urban parts of Medway
D. Promoting rural employment opportunities in sustainable locations as outlined in Policy T11.

The plan will seek to increase the productivity of Medway's economy, as measured via Gross Value Added (GVA), through support for economic sectors with growth potential and higher value employment. This includes the designation of suitable employment sites that can accommodate growth, including the Innovation Park Medway. More generally, the plan also aims to provide a range of employment sites to meet business and organisational needs. Through this approach, the council and its partners aim to support a wide range of job opportunities, and promote growth of higher value jobs and priority sectors.

Reasoned justification

5.2.1 Responses to earlier consultation on the emerging Local Plan supported the use of brownfield sites with good access for employment, and opportunities in town centre locations arising from regeneration initiatives and linked to the Universities in Medway. Infrastructure and attractive, accessible locations were considered as key to successful business growth. There was some confidence that rates of out-commuting could drop if Medway was able to offer a greater range of quality jobs locally. Issues were raised in relation to the specific needs of sectors of Medway's economy, such as agriculture, marine and leisure businesses.

5.2.2 COVID-19 and the increase in homeworking and technology has also raised questions over the future of the workplace more generally. Post-pandemic, the uptake of larger office buildings may for example, reduce as businesses increase their demand for smaller floor plates, flexible co-working spaces, and local collaborative offices, in key locations. Lockdowns have also accelerated online retailing trends, leading to adverse impacts on high streets and a growth in demand for logistics and warehousing space. The UK's departure from the Single European Market and Customs Union has also increased demand for logistics and warehousing space as businesses adjust to new trading arrangements, including an increase in stockpiling.

5.2.3 The economic strategy is closely linked to Medway's regeneration plans, delivering investment in urban and waterfront sites, including the provision of new employment space.[92] The Council's priority sectors include: advanced engineering and manufacturing, construction, creative and cultural, health and social care and IT & digital and higher education. Agriculture and the land-based sector is also considered as an emerging opportunity for Medway and is considered further elsewhere in the Local Plan.

5.2.4 New developments in the urban core can provide attractive and accessible locations that meet the needs of modern businesses. These are reflected in the aspirations for key sites in central urban areas, that could boost the vibrancy and competitiveness of Medway's town centres, through new commercial uses complementing the retail, community and leisure offer.

5.2.5 Some regeneration proposals may lead to displacement of existing businesses and jobs. Landowners and developers will therefore need to give every assistance to affected businesses, and help to facilitate relocation within the Medway area, or to suitable locations outside of the Council's administrative boundary, so that related jobs are not lost to the local economy. Redevelopment proposals should also include proposals for new employment uses.

5.2.6 The broad spatial approach is reflective of the analysis within the ELNA (2015). It focuses office-based development on the town centres and the Innovation Park Medway at Rochester Airfield, while industrial and warehousing facilities are located on the periphery of Medway, making the best use of access to the strategic road network. The scale meets the level of need identified in the 2020 employment land need update. The 2015 assessment identified that existing economic assets of Medway were likely to drive future economic opportunity. The clusters of creative and cultural, IT and digital and advanced manufacturing and engineering businesses in particular will be key components of the future economy as these sectors are driven by wider economic trends and increasing agglomeration opportunities. Growth in these high added value sectors will also link to key physical assets and opportunities including the Universities at Medway and plans for the Innovation Park Medway, centred around Rochester Airport. The creative and cultural, IT and digital sector are high value sectors that have increased in importance.

5.2.7 Medway's Cultural Strategy[93] highlights the need for accessible and affordable spaces for the cultural sector to thrive and expand, supported by long-term plans. There is a requirement for flexible studio style workspaces, premises, and offices in urban centres, will therefore need to be met to support the retention of graduates, provide for new inward locating ventures, and space for co-working.

5.2.8 The Thames Estuary Production Corridor[94] represents a vision for the area in which is becomes via investment, a world-class cluster of production, innovation and talent. It highlights the importance of the creative and cultural economy across the sub-region, coastal North Kent and Medway. It recognises – in Medway – a strong concentration of supply-chain activities to the creative industries particularly in manufacturing, materials and transport activities, neighbouring local visual arts, printmaking and fashion specialisms. There are significant opportunities to expand activities via the use of redundant spaces as well as via the intensification of uses in town centres and fringe locations in order to meet a growing demand.

5.2.9 The Hoo Peninsula requires an area specific approach. A cluster of office-based development, heavy industry as well as specialist uses are also to be located on the Hoo Peninsula. An appropriate amount of office-based development is to be located in an expanded Hoo St Werburgh to help

make the development more sustainable. Kingsnorth and Grain are to be further supported in their roles as locations for logistics and distribution, specialist industrial uses, and uses relating to energy production. Space extensive and energy intensive technology-based businesses can also be accommodated in these locations. Port and rail-head facilities at London Thamesport on the Isle of Grain, also offer opportunities for port related sectors and users.

5.2.10 Climate Change and the UK's departure from the Single European Market and Customs Union, present some unique challenges and opportunities for rural economies, land-based businesses and farming. Locally, the economic strategy aims to support diversification and growth in the agricultural sector and key specialisms including horticulture and viniculture, and other rural businesses including local services, farm-based businesses, and tourism. This will however need to be achieved without damaging landscape character and biodiversity, and where proposals can be successfully integrated within a locality or settlement, and with reference to relevant Local Plan policies on transport and environment.

5.2.11 Economic growth could also be driven by new opportunities created by major investment in new infrastructure, outside of the Medway Council administrative area, including the new Thames Crossing and the London Resort.

5.2.12 The delivery of a new Thames Crossing alongside existing strategic road connections and accessibility to key markets in London and the South East could enhance Medway's role in the strategic logistics and distribution market which has, traditionally, been focussed on other parts of North Kent.

5.2.13 Proposals for The London Resort located on Swanscombe Peninsula in Dartford, are being dealt with as a Nationally Significant Infrastructure project, and an application for a Development Consent Order was submitted to the Secretary of State on 31 December 2020. If implemented this could yield some benefits for Medway's economy, through for example increased employment and business opportunities. Medway Council may also be asked if it can accommodate some of the existing businesses located on the Swanscombe Peninsula, to be displaced by the London Resort. This could however include proposed uses that are not appropriate for employment sites in Medway, so related requests will need to be considered on a strategic and case by case basis, in respect of their impact on local plan policies.

Monitoring

- Amount and type of completed employment floor space
- Amount of completed employment floorspace in priority sectors - advanced engineering and manufacturing, construction, creative and cultural, health and social care and IT & digital and higher education.
- Amount and type of employment floor space coming forward on Previously Developed Land (PDL)
- Amount and type of employment land available
- Amount of floor space for town centre uses
- Medway Gross Value Added per job

- Employment rate
- Economic activity rate
- Business births and five-year survival rates
- Location of permitted employment uses plotted by the relevant use classes.

5.3 Managing employment capacity

5.3.1 The provision of employment opportunities through the allocation and management of employment land uses is a crucial part of the plan. The following section supports this approach by meeting the need through managing existing employment sites.

5.3.2 Medway has a range of existing employment sites - as detailed below. These are situated across the authority that provide locations for a variety of employment uses. This variation in sites has helped Medway to realise economic improvements in recent years and assist in meeting the Council's corporate objective of maximising economic growth.

Table 7 - Existing Employment Sites

Site Name	Site Area	Dominant Use Class * E (g)(i), (g)(ii), (g) (iii)	Predominant Stock Quality
Gads Hill, Gillingham	3.8	B2	Good
Ballard Business Park, Strood	1.67	B1*,(A1), B2	Good
Second Avenue, Chatham	5.31	B1*, B8, D1, D2	Mixed
Hopewell Drive, Chatham	3.83	B1*, B2, B8	Mixed
Formby Road, Halling	28.7	B2	Good
Bridgewood Business Park, Rochester	3.74	B8	Good
Elm Court Industrial Estate, Gillingham	3.53	A1, B8 (Small proportion B1 and B2), D2	Good
Bloors Lane	0.69	B1*	Good
2-10 Cuxton Road, Strood	3.34	B1*	Good
Temple Industrial Estate, Strood	38.18	B8	Good
Medway Valley Park Industrial Estate, Strood	5.72	B2, B8	Good
Jenkins Dale, Chatham	1.09	B1* (small proportion of B2 and B8)	Good
Cuxton Industrial Estate, Cuxton	0.9	B1*, B2, B8	Good
Fenn Street Industrial Estate, Hoo	1.78	B1*, B2, B8	Good
Castle View, Rochester	0.71	B1*, B2, B8	Good
Hoo Industrial Estate, Hoo	7.5	B1*, B2, B8	Mixed
Otterham Quay Lane, Rainham	4.46	B8	Good
Canterbury Lane, Rainham	1.68	B1*	Good
Fort Horsted	5.43	B1*	Good
Railway Street Industrial Estate, Gillingham	1.46	B1*	Good
Commercial Road, Strood	1.12	B1*, B2, B8	Mixed
Lordswood Industrial Estate, Chatham	8.76	B1*, B2, B8	Good
Thameside Industrial Estate, Cliffe	10.5	B8	Poor
Rochester Airfield Estate, Rochester	19	B1*, B2	Good

Innovation Centre, Maidstone Road, Chatham	2	B1*	Good
Kingsnorth Industrial Estate, Hoo	131	B1*, B2	Good
Isle of Grain	261	B1*, B2	Good
Gillingham Business Park, Gillingham	59	B1*, B2, B8	Good
Courteney Road, Gillingham	22.09	B1*, B2, B8	Good
Beechings Way Industrial Estate	9.22	B1*, B2, A, D	Good
Lower Twydall Lane, Gillingham	0.48	B1*, B2	Good
Medway City Estate, Frindsbury	99	B1*, B2, B8	Good to average
Chatham Maritime, Chatham	58.2	B1*	Good
Historic Dockyard, Chatham	26.5	B1*, B2, B8	Good
Chatham Port, Chatham/Gillingham	12.7	B1*, B2, B8	Good

Policy S10: Managing employment capacity

In Medway existing employment sites[95] will be safeguarded from loss or redevelopment, unless otherwise identified for mixed use redevelopment as part of the Council's regeneration agenda.

If a site is to be redeveloped then the Council expects the proposals for redevelopment to come forward in the following order:

1. Other E (g)(i), (g)(ii), (g) (iii) (formerly B1), B2 and B8 class uses
2. Other employment generating uses in E (c)(i),(c)(ii), (c)(iii) (formerly A2), E (e-f) (formerly D1), F1 (formerly D1) & sui generis use classes
3. Other uses

An exception to this is the sites around the Innovation Park Medway (IPM)[96] site where it is expected that only E (g)(i), (g)(ii), (g)(iii) (formerly B1) and B2 uses are to be permitted. This is to protect the setting of the IPM as the premier location for business in Medway[97].

Any loss or redevelopment will be expected to prove initially that the present use or another E (g)(i), (g)(ii), (g)(iii), B class use, non-residential employment generating use is not appropriate via viability and market testing for a reasonable period[98].

Once this has been proven then the site will be considered for loss or redevelopment if one or more of the following criteria apply:

- The site is no longer appropriate due to detrimental impact on residential amenity
- Any redevelopment conforms to the Council's regeneration agenda

Reasoned justification

5.3.3 The ELNA (2015) reviewed existing employment centres across Medway and assessed their health. Its conclusions outlined a range of actions from no intervention to the need for redevelopment for a different use.

5.3.4 For the majority of facilities, the assessment recommended protection of sites for their present usage with minor interventions to help them to retain their vitality. Therefore, existing employment sites will be protected for employment uses unless otherwise stated elsewhere in the Local Plan.

5.3.5 Changes to national policy, including introduction of an April 2016 office to residential permitted development right (PDR), have though affected the local employment market. Nationally, some of the resulting conversions to residential attracted criticism, in respect of their poor quality, lack of space and facilities, inappropriate location away from supporting services, and loss of employment space.

5.3.6 The extension of permitted development rights allowing the conversion of office spaces to residential may therefore inhibit Medway's economic growth potential through the loss of office space across the authority.

5.3.7 Over the past three years[99] there has been just over 23,000 sq m of B use floorspace lost to residential uses, the majority of this was loss of office floorspace (20,000 sq.m approx.).

5.3.8 It remains therefore, a vital part of the local economic strategy to retain a baseline of strong employment centres across Medway as a starting point for future economic success.

5.3.9 Changes to the Town and Country Planning (Use Classes) Order 1987 also came into effect on 1 September 2020, through the Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020. The new Regulations introduced significant changes including the introduction of a new Use Class E (commercial, business and service), which has amalgamated A1, A2, A3, B1a, B1b, B1c and part of D1 and D2 into one use class, to allow greater flexibility and adaptability across the Class. Class B2 and B8 remain as part of the UCO 2020. Despite this change, the requirements of the PPG and NPPF currently remain in terms of planning for business uses in respect of office, industrial, and warehousing, until any further changes in Government Legislation.

5.3.10 In some circumstances Local Planning Authorities (LPA) can suspend PDRs in their area, under Article 4 of the Town and Country Planning (General Permitted Development) (England) Order 2015. However, while Article 4 directions are set by a LPA, the Secretary of State must be notified and has wide powers to modify or cancel most directions at any point. The NPPF sets out that the use of Article 4 directions to remove PDRs must be limited to situations where this is necessary to protect local amenity or the well-being of an area (NPPF, paragraph 53).

5.3.11 The Government also ran a consultation at the end of December 2020, on revised PDRs to reflect the new use classes order introduced in September 2021. This included proposals for a new PDR to allow change of use from the new use class E (commercial, business and service) to C3 residential.

5.3.12 Therefore, the Council will monitor the outcome of this consultation and future legislation. It will also review the loss of employment sites through the use of permitted development rights and will decided whether the use of article 4 directions is deemed appropriate as a protection method.

5.3.13 Not all sites are necessarily worthy of protection though, and redevelopment may be appropriate in some circumstances; for example, the impact on neighbouring residential amenity, safety or regeneration priorities/benefits. However, any loss would need to be justified.

Monitoring

- Total loss of employment floorspace
- Change from employment floor space to other employment generating uses
- Medway total jobs change

5.4 New employment proposals

5.4.1 National policy requires for a local authority to provide for its employment needs over the plan period by identifying strategic sites and be flexible to accommodate non anticipated needs over the plan period.[100]

5.4.2 Both the ELNA (2015) and 2020 update, outlined that through the plan period there will be need for an increase in employment space across Medway.[101] As a result a number of new employment allocations are needed.

5.4.3 The ELNA (2015 & 2020) defined employment as industrial, warehouse and office spaces (B1, B2 & B8 uses). In terms of the revised Use Classes Order introduced on 1 September 2020, Class B1 has now been superseded by Class E (g)(i), (g)(ii) and (g)(iii), whereas Class B2 and B8 remain. Therefore, these allocations deal with the provision of space for those uses. Other employment uses such as retail and leisure are considered in other sections of the plan.

Policy S11: New employment growth

New employment sites within Medway are to be promoted within the allocations set out below.

Land for industrial and warehousing space will be made available at:

- Kingsnorth employment opportunity area
- Cuxton Pit 1, Roman Way Strood
- Cuxton Pit 2, Roman Way, Strood
- Innovation Park Medway, Rochester Airfield (E (g) (iii) and B2 use)
- ‘Former Alloy Wheels’ – site Priory Road, Strood

This is subject to 2 criteria:

1. Specifically land at Cuxton Pit 2, Roman Way, Strood will only come forward subject to another suitable location for Diggerland being found.

2. Land at Kingsnorth employment opportunity area will also be available for non E (g)(iii), B2 and B8 class employment generating uses that are specifically related to energy production and port related facilities

Land for office space, light industrial, and creative industries will be made available at:

- Chatham Port Opportunity Area[102]
- Chatham Town Centre Opportunity Area[103]
- Strood Town Centre Opportunity Area[104]
- Hoo Rural Town Opportunity Area
- Innovation Park Medway, Rochester Airfield[105]

Employment uses will also be supported in the following circumstances where all the criteria below can be met:

- Locations close to the existing strategic road and rail network
- The traffic implications do not lead to a significant impact on the local highway network
- A suitable level of parking and access can be provided
- A sustainable transport option is provided
- The character of the landscape and biodiversity is not damaged by the development
- There would be no severe impact on the residential amenity of any neighbouring residential uses

Reasoned justification

5.4.4 The ELNA (2015) outlined that Medway possessed a considerable supply of vacant and underutilised employment land that could, in quantitative terms, contribute to meeting the employment needs over the plan period.[106] It was noted however that this land was in a limited number of locations which may not be suitable for office base or SME oriented activity.[107] This analysis – supported by the 2020 update - indicates that new employment allocations are required.

5.4.5 Having reviewed the needs of business, the ELNA (2015) set out a high-level spatial strategy for employment usage. This suggested the location of warehousing and industrial uses on the periphery and offices uses within the centres. The reason for this is to allow the larger and more bulky businesses associated with industrial and warehousing good access to the strategic road network, rail or port connections, thereby removing the traffic from the centres. While office-based uses could help play a role in the regeneration of the centres, creating much needed activity and helping to reduce traffic and air quality impacts through the use of sustainable travel methods (i.e., rail and bus etc).

5.4.6 Medway has a longstanding regeneration agenda, and has experienced transformation of former military, naval and industrial land and buildings, to create new waterfront communities, and establish new learning, cultural, creative, leisure and work-space facilities. However, further regeneration

challenges and opportunities remain, and there is also a need to plan for the changing nature of retailing, the high street and workplaces.

5.4.7 Regarding town centres and employment, COVID-19 and lockdowns, have accelerated on-line retailing and home-working. This has had a pronounced effect on high streets that has served to underline the need for active ground floor uses, and flexibility in upper floor uses, adjacent, sites and buildings. Town centres and adjacent areas will also continue to provide a key locus for office, workspace and learning based businesses and jobs including - business and professional services; creative and cultural industries; digital and information technologies; voluntary and charitable organisations; further and higher education.

5.4.8 The convergence of enabling digital technologies with COVID-19, has also led employers to move rapidly towards jobs shared across the workplace and homeplace. This in turn will lead to a re-imagining and re-configuring of their business space needs. Smaller offices in accessible locations for single or multiple occupier use, on a co-working, shared space basis, are therefore likely to become more common in towns and cities.

5.4.9 To enable, shape and guide change, the Council has identified town centres 'opportunity areas' in Chatham and Strood. Masterplans for each town centre provide frameworks to guide public realm and infrastructure improvements, mixed-use developments, best use of land and buildings, within an overarching aim to grow the vibrancy, diversity and success of each centre. The Local Plan's approach to town centres and high streets is considered further in other sections of the Plan.

5.4.10 The Hoo Peninsula includes the employment areas at Kingsnorth and Grain, which house a range of general industrial, logistics, distribution, and port-based activities focused on London Thamesport facilities and railhead. A new employment opportunity area also forms part of the framework, for office, workspace and light industrial uses.

5.4.11 Rochester Airfield has long been supported as a key employment area for Medway with several masterplans being prepared for this area. Innovation Park Medway secured development funding from the South East LEP, and holds a time limited Enterprise Zone status, which offers locating businesses access to Government fiscal and financial incentives[108]

5.4.12 In maximising regeneration and economic growth, Medway's Council Plan seeks to create a strong diversified economy. Via business investment the plans key economic objectives are 1) to attract high tech and science-based businesses from elsewhere to relocate and grow 2) to create high skilled employment opportunities for our graduates to retain local talent and create a strong mixed economy[109].

5.4.13 Medway 2035, Medway Councils Regeneration Strategy[110] has six priority areas, one of which is sector growth to enhance a strong and mixed economy. This strategy identifies the following as key sectors: advanced engineering & manufacturing, construction, creative & cultural, health & social care and IT & digital.

5.4.14 The purpose of the Skills and Employability Plan for Medway 2035[111], is '*To work in partnership with local schools, universities, colleges, education and*

training providers to develop clear pathways and opportunities for the people of Medway and its employers, in particular where there are skills gaps and priority sectors'.

5.4.15 Medway Council continues to work with the 'Commercial Moves from London Working Group' to consider potential locations for businesses seeking to relocate from London. Key to this initiative is identifying which sectors might be targeted, understanding sectors most likely to flow from London and sector priorities to meet Medway's strategic economic objectives.

5.4.16 Consideration is required, based on robust intelligence to make provision for the availability of suitable sites, and sites with suitable facilities to attract inward investment and serve the needs of relocated businesses.

5.4.17 Medway Council is monitoring the impact of Covid 19 on the local economy. It is noted that significantly affected sectors are 'accommodation & food services', and 'construction'[112]. Local Plan employment policies need to respond to these economic impacts in order to open up opportunities to allow these sectors to recover.

Monitoring

- Total land (ha) in employment use in defined employment areas
- Land given permission in defined employment areas for employment uses
- Annual completed employment space (ha) in defined employment areas
- Annual completed employment floorspace (sq. m) in defined employment areas
- Annually amount of floorspace (sq. m) & site area (ha) lost to other uses in defined employment areas and split of what defined uses they were.
- Change in total employment floorspace (sq.m) and site areas (ha) within defined employment areas since start of the plan period
- No of jobs created in defined employment areas annually and cumulatively since Local Plan adoption. This factors in changes on sites with new or amended applications

5.5 Local Development Order - Innovation Park Medway

5.5.1 Medway has a range of employment sites, in a variety of locations, offering a mix of E (g) (formerly B1), B2 and B8 uses. The Employment Land Needs Assessment (ELNA 2015) reviewed these sites and made recommendations of how each should be managed going forward. A lack of high-quality space and facilities was apparent, with this offer generally not being suitable for specialised employment uses. Most employment designations in Medway tend to be characterised by manufacturing, storage and some of the more 'dirty' employment uses, which fails to maximise the full potential of these locations.

5.5.2 The ELNA therefore recommends identifying ways in which to diversify the existing offer in response to the market trends, with a focus on creating more high-quality employment locations which can support the higher GVA generating, specialised employment uses. The Innovation Park Medway (IPM) is land owned by the Council and cuts across the authoritative area of Tonbridge and Malling Borough Council. The IPM is situated immediately adjacent to existing employment areas, is on an accessible road network and Medway Council has the existing Innovation Centre Medway on-site. All factors and evidence combined supports the location for another employment designation but one that distinguishes itself from the existing and fills the gap in provision that is missing. The benefit of achieving this on this site is the fact that it is a clear site (limited development), which allows for flexibility and a creative approach to delivering on the required specialised offer by identifying the key ingredients from the outset. Achieving a similar offer on existing sites would be cost intensive and presents numerous challenges, including dealing with multiple landownerships, which can be very drawn out. Additionally, existing sites would not be able to accomplish the threshold of businesses necessary to support a creative hub of synergistic businesses envisaged in the 'Innovation Park Medway' business model simply because there is limited capacity/space for new businesses.

5.5.3 The provision of focussed well connected sites such as Rochester Airfield will serve to increase the presence and potential of the sector in the future.[113]

5.5.4 Medway Council with Tonbridge and Malling Borough Council have jointly embarked on pursuing this site through the use of a nationally supported planning mechanism (Local Development Order - LDO) to help fast track delivery and make it easier for businesses to locate their businesses on-site. Medway Council's commitment is demonstrated through this pursuit having undertaken all necessary studies and consultations to support delivery. This gives businesses the certainty, comfort and understanding of the Councils aspirations and ambitions.

Policy S12: Local Development Order - Innovation Park Medway

Innovation Park Medway is a high-quality environment and location for high value technology industries, engineering, manufacturing and knowledge intensive industries. This cluster of high-tech companies share similar skills, infrastructure, ambition and drive and offer opportunities for collaboration, innovation and skills retention. The core ambition for the IPM Local Development Order is to create a high quality public realm with collaborative spaces supportive of innovation.

Only E(g) (formerly B1) and B2 uses will be permitted and can be supported by appropriately justified small scale ancillary uses compliant with the requirements of the Local Development Order and its accompanying guidance documents including the design code and masterplan.

Proposals outside of the acceptable E(g) and B2 uses will be required to follow the standard planning application route. These proposals are required to be compliant with the aims and objectives of the Local Development Order and masterplan as well as prescribed requirements set out in the Design Code.

Reasoned justification

5.5.5 National Policy supports the use of Local Development Orders to help fast track delivery of development.

5.5.6 Medway Council and Tonbridge & Malling Borough Councils have separately adopted an LDO covering the land identified across both authorities. This now provides guidance for how proposals come through within the boundary of the identified LDO.

5.5.7 Development in the Innovation Park Medway is guided by the Local Development Order (LDO), masterplan and Design Code. The former two set out the parameters for development and the latter sets out the detailed guidance on matters relating to layout of street hierarchy, communal collaborative spaces facilitated by the arrangement of plots to material and vegetation choices. This is essential to ensure that the main ambitions of the site are realised, which include innovation and a high-quality environment. In order to achieve this, any planning application that comes forward on the IPM will need to be compliant with the design code and the aims and ambitions of the LDO, i.e., innovative uses. Uses supportive of innovation will be considered on its own merits.

5.6 Tourism, Culture and Visitor Accommodation

5.6.1 The tourism and cultural economy plays an important role in raising Medway's image and profile, and supporting employment, business, creative and leisure opportunities. Tourism, arts and culture, are therefore central to the Council's ambitions for the area and sit at the heart of its Regeneration Strategy – Medway 2035, the Medway Cultural Strategy (2020 – 2030)[114], and Medway's 2025 UK City of Culture bid. Related developments will help to shape places, and enhance community vitality, people's health and wellbeing, and economic prosperity. Medway can also contribute to the regional tourism and cultural and creative economy by growing its arts and creative cluster, within the Thames Estuary Production Corridor [115], and as part of the Creative Estuary Initiative [116].

5.6.2 Marketing campaigns run by Visit Kent and Visit Medway have contributed to the growth of Medway's tourism economy. Trip numbers, sector value and employment, all increased from 2017 to 2019 [117]. During 2019 just under 5 million visitor trips were made, comprising 4.4million day visits mainly from Kent and London, and 524,000 visitor stays per annum (80% from the UK, and 20% from overseas).

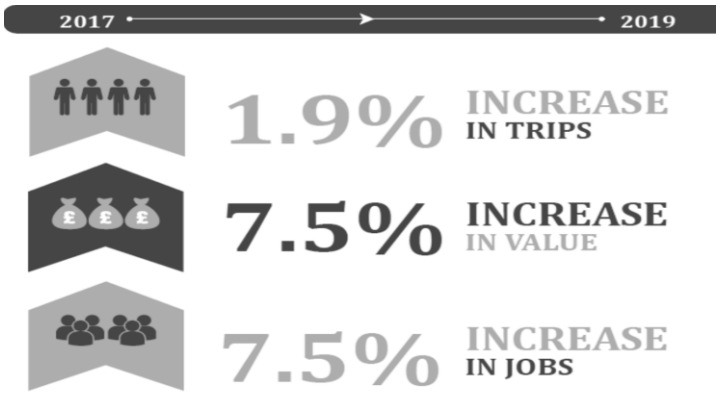


Figure 11 - Tourism sector growth

5.6.3 Medway offers visitors and residents a wealth of heritage, riverside settings, parks and open spaces, and over 30 days of free festivals and events each year. The Historic Dockyard Chatham, Rochester and Upnor Castles, Rochester Cathedral, literary links to Dickens, museums, universities, theatres, art galleries, bars, cafes and restaurants, provide a range of attractions, day and night.

5.6.4 Rural areas, estuaries and coast, nationally and internationally significant wildlife habitats, and rights of way, supply the environmental assets, which allows visitors and residents to enjoy walking, cycling, birdwatching and water-based recreation. Sustainable and environmentally sensitive tourism developments in rural and coastal locations, can therefore improve visitor and resident experiences, and support the rural economy.

5.6.5 Medway's regeneration strategy seeks to strengthen its tourism sector by creating better places, making best use of heritage assets, improving venues and facilities for arts and culture, encouraging rural and marine based tourism, and promoting short break stays. Growth in tourism also

means that potential exists to enhance the supply of visitor accommodation, across a range of short and longer stay markets, including budget and higher quality hotels, self-catering, camping and caravanning, and marinas. This is particularly the case within the context of proposals for mixed used developments, urban and waterfront regeneration, and sustainable rural tourism.

Policy T10: Tourism, Culture and Visitor Accommodation

The council will support and promote tourism development where it contributes to the local economy, enhances Medway's cultural life, and meets sustainable development principles.

Developments that contribute positively to the regeneration of Medway, extends the existing tourism, cultural and visitor economy offer, and enhances the vibrancy and vitality of town centres and waterfront will be welcomed.

The provision of new, and the enhancement of existing cultural assets and visitor facilities, will be supported, where they respect the integrity of their surrounding area and local historic environment.

The development of rural and marine based tourism opportunities will also be welcomed, where they can demonstrate that negative impacts on the environment can be avoided.

Proposals for tourism, cultural and visitor facilities will be assessed against the principles set out below:

- An identified need for creation, expansion or improvement of tourism and cultural facilities.
- The proposal is appropriate in scale and nature for its location, sensitively designed, respects the characteristics of the built, historic and natural environment, and improves local amenity.
- Maximises opportunities for sustainable travel in accessible locations and minimises traffic generation.
- Avoids adverse impacts on the environment and biodiversity and where appropriate achieves biodiversity net gain.

The council will support the retention, enhancement and provision of visitor accommodation where it contributes to the sustainable development of Medway's tourism, cultural and visitor economy. Proposals will be assessed against the principles set out below:

- Where it meets a market need, particularly in those sectors of the market where evidence indicates an unmet or growing demand.
- Development enhances the quality and offer of existing visitor accommodation and its setting.

- Where the proposal contributes to the vibrancy, vitality and viability of town centres, local communities, and the sustainability of wider settlements.
- Where the proposal avoids negative impacts on the environment, is appropriate in scale and nature for its location, sensitively designed, respects local amenity, the characteristics of the built, historic and natural environment, avoids siting in areas of high flood risk and intrusion into the landscapes of open countryside.
- Avoids adverse impacts on biodiversity and where appropriate achieves biodiversity net gain.

Reasoned justification

5.6.6 The NPPF states that planning policies should help create the conditions in which businesses can invest, expand and adapt. The NPPF also highlights the role tourism plays in supporting the rural economy and the need for it to respect the character of the countryside[118].

5.6.7 Responses to earlier rounds of consultation on the Local Plan supported the development of Medway's tourism sector, linked to waterfront regeneration, the natural environment, heritage, culture, and improvements to the supply and mix of visitor accommodation.

5.6.8 The tourism and cultural sector is an important economic sector for Medway, making a significant contribution to the area's current and future prosperity and wellbeing. It also has a broader role in terms of raising Medway's profile and supporting a positive image that helps attract investment. The tourism economy supports around 5,200 FTE jobs (7% of all employment). Direct and induced visitor spend for 2019 is valued at approximately £357 million per annum[119]. River-based tourism is also a key strand of the market, with an estimated value of £2.2m [120].

5.6.9 Arts, entertainment and recreation industries are a valuable part of Medway's economy. In 2018, this accounted for 3.9% of total GVA (approximately £218 million), making it the highest cluster proportion in comparisons with other local authority areas in Kent[121].

5.6.10 As Medway grows over the plan period, its towns, communities and visitors, require improved and new community, cultural and creative facilities, public realm and open space, leisure uses, walkways and cycle routes, and visitor accommodation. Town centre masterplans, Chatham Intra heritage action zone, urban regeneration sites and mixed-use developments, and the Hoo Development Framework, can provide key mechanisms to enable this provision.

5.6.11 The potential to achieve greater value from the use of Medway's river frontage is a key aspect of the council's regeneration and tourism aims. In the central urban areas, the waterfront also provides an opportunity to link heritage assets and provide a focus for cultural activities. The Council also recognises the importance of planning for good quality public realm and providing a mix of leisure, food and drink offers in the town centres and waterfront areas. These can help provide a positive experience for

communities and visitors, support the development of an evening and cultural offer, as well as boosting the local economy.

5.6.12 Green and blue infrastructure, rural areas, nationally and internationally significant wildlife habitats, comprise an invaluable tourism, health and wellbeing asset for local communities and visitors. Initiatives include the England Coastal Path, which will run along Medway's river fronts and estuaries and around the Hoo Peninsula linking Riverside Country Park with the RSPB's reserve at Cliffe Pools. Given the importance of the natural environment, the estuaries and marshes, it is essential for access to be managed sustainably to avoid damage to the area's environment.

5.6.13 The development of tourism and cultural facilities, and visitor accommodation, will be in line with the strategy promoted by the Local Plan and will have regard to the Council's aims for regeneration. Proposals will also need to respect the character of urban and rural environments, respond to opportunities to improve Medway's diverse tourism and cultural offer, and provide benefits to local communities and visitors to the area.

Monitoring

- Visitor number levels.
- Number of applications granting permission for visitor accommodation, quality of accommodation provided, and number of bedspaces provided.

5.7 Rural economy

5.7.1 Medway's administrative area covers 19,354 ha of land, of which 35% houses over 240,000 people in urban areas, and 65% is rural in nature and home to over 36,000 people[122]. Medway's rural areas include the Hoo Peninsula to the north, and Cuxton and Halling to the west, the Kent Downs, North Kent Marshes, and internationally and nationally designated wildlife habitats.

5.7.2 A total of 8,252ha of Medway's land is farmed, including for field scale vegetables, fruit, arable crops, and marshland permanent pasture, with cereal production a dominant land use [123]. Just under 40% of the area's agricultural land falls within the best and most versatile categories (classified as grades 1 or 2). Some of Medway's agricultural land has been identified by the Local Plan's development strategy as suitable for meeting local housing needs, particularly within the context of the Hoo Peninsula Development Framework and Masterplan. A large amount of Medway's agricultural land will, however, remain in farming use.

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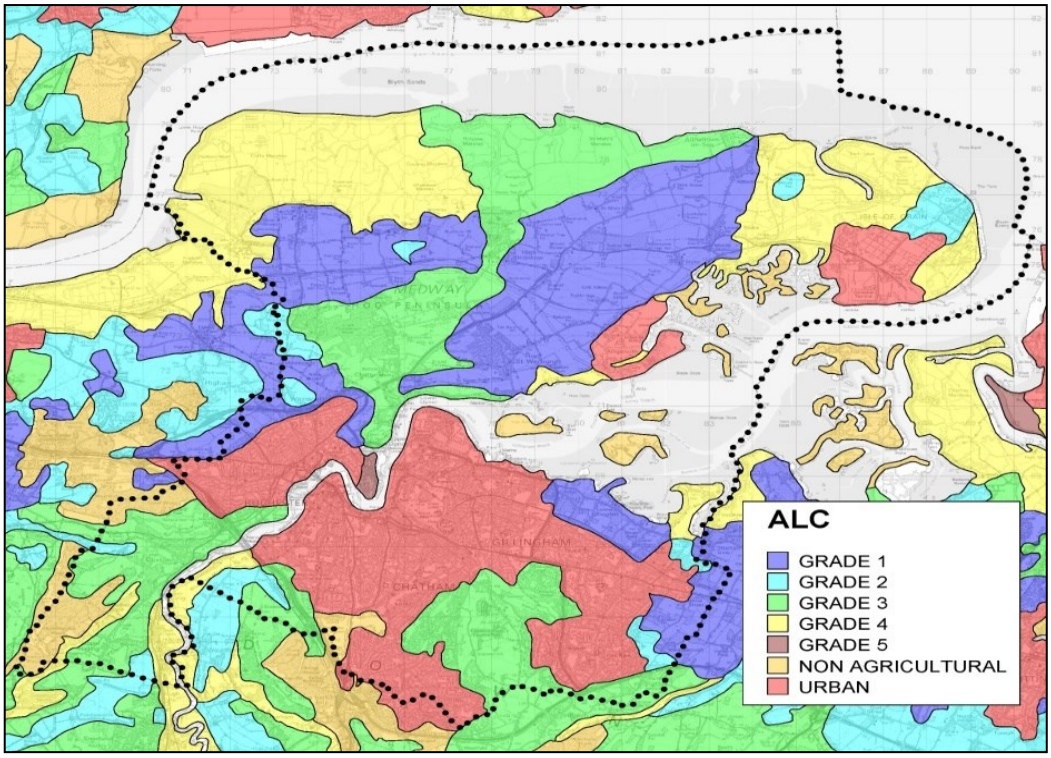


Figure 12 - Agricultural Land Classification

5.7.3 The South East's horticultural production accounts for 1.6% of the total farmed area but delivers around a third of the region's entire agricultural output value. The region grows 40% of the nation's top fruit and soft fruit, much of it in Kent[124]. Within the county, the Thames Estuary is a key growing area, with top fruit and soft fruit production equivalent to approximately 11% of national production. Medway contributes about 6% of the South East's fruit and vegetable production, so horticulture is an important local farming activity.

5.7.4 With the agricultural sector responsible for about 10% of the UK's 2019 greenhouse gas emissions[125], the climate emergency and climate change affects the countryside, habitats and water resources. This places a responsibility on farming to adapt to new policy frameworks, environmental and market conditions [126]. Technology, innovation and changing agricultural practice may, however, bring growth and diversification opportunities for farm and land-based enterprises. The growth of viniculture across Kent and Medway is illustrative of this. New crops, and different ways of cultivating existing produce, could also make more efficient use of production inputs, including soil and land, water and energy. Industry bodies, consider the agri-food sector to be well placed to respond to the climate change and net zero carbon challenge in the South East, Kent and Medway [127].

5.7.5 Growth and diversification of farming and horticultural activities may require supporting infrastructure, such as processing, packing and production facilities, within areas such as the Hoo Peninsula. Occasionally, visitor attractions related for example to vineyards, also form part of an enterprise's approach to diversification. This can sometimes lead to significant change in the rural landscape, should existing employment

locations and on farm sites, not be available or appropriate. Business growth needs under these circumstances will therefore need be balanced by careful consideration of any potential adverse impacts on the character of the countryside and natural environment.

5.7.6 The council recognises that the rural economy also encompasses an increasingly diverse range of farm diversification enterprises, and rurally located businesses, which contribute significantly to Medway's economy, spanning a variety of activities, beyond traditional land-based activities. This includes services, small scale manufacturing, food and drink production, community facilities, tourism attractions, and visitor accommodation. Locations include small industrial estates, settlements and local centres, and stand-alone locations within the built area of existing farm and other settings.

5.7.7 Rurally located businesses can experience however, poorer accessibility, quality of communications and broadband, in comparisons with urban areas. A further factor affecting the development of the rural economy and sustainable communities, is the limited availability of suitable land and buildings. The Council will therefore seek to retain existing community and employment sites and facilities, providing jobs and services for local communities, before considering other uses.

5.7.8 Medway's rural, estuarine and coastal areas also provide an asset and opportunities to develop tourism and leisure sector businesses and jobs, that are reliant on the special characteristics of the countryside, coast, and environment. This resource will therefore need to be safeguarded to ensure its environmental sensitivity and economic potential is not eroded by other developments.

Policy T11: Rural economy

The vision for Medway's rural economy is to see sustainable growth and service provision in rural communities and Hoo Development Framework locations, while seeking to protect and manage the impact on the environment, natural assets and landscapes.

Proposals for employment development in the countryside will be supported if the following criteria are met:

- It does not lead to significant loss of high-grade agricultural land and can be demonstrated that other employment locations, or locations of lower agricultural land value are not suitable
- It can be demonstrated that the development will not create a significant amount of traffic that is inappropriate to the rural road network
- It is in scale with its surroundings
- It does not conflict with other policies in this plan
- It does not see the loss of key rural services and facilities that help the sustainability of settlements

Proposals for loss of employment uses and community facilities in rural settlements and locations outside of settlement boundaries, will need to demonstrate that existing uses cannot be viably sustained and that every reasonable attempt has been made, without success, to secure a similar re-use of that property or site.

In locations where agricultural land is affected by Hoo Development Framework proposals, new developments will need to ensure they complement and enhance existing settlements, provide an appropriate range and scale of community facilities and infrastructure to accommodate growth, and provide new employment opportunities. Developments will also need to minimise their impact on the environment, including aiming for net zero carbon, climate change adaptation and mitigation.

Reasoned justification

5.7.9 Medway's countryside consists of those areas outside of the urban boundary and village confines. It contains a diverse range of employment opportunities from farming to industry, service-based and community focussed activities, and as such is not restricted to the UCO B classes, or the E classes use that usually defines employment.

5.7.10 The National Planning Policy Framework (NPPF) outlines the need to support a prosperous and sustainable rural economy; a need to make sufficient provision for conservation and enhancement of the natural environment; and measures to address climate change mitigation and adaptation (para 20, 83, 84).

5.7.11 The Government also recognises the many opportunities and challenges of rural areas across England, noting the need to take proper account of the needs and circumstances of rural communities to achieve outcomes in line with urban areas – a process referred to as 'rural proofing'. Challenges include the greater prevalence of smaller businesses in rural areas, a greater reliance in some areas on less productive industries – such as agriculture and tourism – and a smaller pool of labour on which to draw [128].

5.7.12 Infrastructure within the countryside is also designed for a lower quantum of users and so any proposals need to ensure they do not impact adversely on the environment and existing communities, particularly where it is not appropriate to upgrade infrastructure to facilitate the development.

5.7.13 Agriculture and rurally located businesses need to operate so as not to adversely impact on the integrity of Medway's international and national conservation designations, wider countryside, estuarine and coastal habitats. Rural and coastal areas, and agricultural activities, also provide valued eco-systems services, resources for flood risk management, recreation, human health and well-being. Related policies are detailed by other parts of the Local Plan.

5.7.14 Medway's villages provide a range of facilities for residents and visitors, such as shops, pubs, and local services. These community facilities and small businesses are critical to the sustainability of rural community life.

5.7.15 The UK's post 2020 trading arrangements with the European Union have created challenges and opportunities for agricultural and land-based businesses, the food and drink sector, which will take time to iron out. In part response the Government's support framework for the sector will lead to a changed approach to environmental land management, grant support and regulations (DEFRA, 2020) [129].

Monitoring

- Number of sq. m of B and E class floorspace permitted and completed in rural areas
- Amount of agricultural greenfield land loss to other usages (ha)

6 Retail and Town Centres

6.1 Introduction

6.1.1 Town centres play an essential role in community life and are intrinsic to perceptions of places. National planning policy states that town centres should be recognised as the heart of their communities, and Local Plans should pursue policies to support their viability and vitality. Town centres bring people together to shop, do business, and enjoy leisure time, and can also be a place to live. Medway has a complex geography with five towns, and many neighbourhood, local and village centres at a smaller scale. There is also a district centre at Hempstead Valley, which has a good presence of major retailers.

6.1.2 There have been radical changes to how we shop over recent decades, notably the rise in online shopping. These have been exacerbated during These trends have led to changes in our traditional high streets, with decline in some town centre and the closure of many retailers. Changes to permitted development rights have extended the ability to change the use of buildings in town centres, such as from shops to restaurants and homes. Retailers have shown more interest in developing in out of centre locations, such as retail parks, rather than in town centres. Local people in Medway have raised concerns about the health and attractiveness of the main centres, and have asked that the Local Plan address decline in areas such as Chatham, Gillingham and Strood. This is central to the plan's vision and strategic objectives for economic success, environmental wellbeing and quality of life. The Medway 2035 regeneration strategy also promotes a strong and revitalised role for town centres.

6.1.3 Medway Council commissioned a North Kent Retail Study[130] in collaboration with Gravesham Council as part of the evidence base for the new Local Plan, the quantitative evidence is summarised below:

Table 8 - Floorspace requirement

Table 1: Floorspace requirement 2020-2037 (sqm) *(including commitments)*					
	2020	**2025**	**2028**	**2031**	**2037**
Comparison	-400	14,300	24,300	36,700	61,100
Convenience	6,000	8,000	9,200	12,300	13,200

Growth expected in leisure (£m)							
	2015	**2020**	**2025**	**2028**	**2031**	**2037**	**Change 2015-2017**
Cultural services	87.5	97.6	108.7	115.6	122.5	138.6	**+51.2**
Recreational and sporting services	34.8	38.8	43.2	46	48.9	55.1	**+20.4**
Restaurants and cafes	282.7	315.6	351.2	373.6	397.1	448.2	**+114.4**
Total	**405**	**452.1**	**503.1**	**535.1**	**568.8**	**642**	**+237**

6.1.4 However, there have been a number of changes in the factors influencing retail and town centre planning policy since the North Kent study was undertaken. These include the on-going changes in the retail sector; the impact of the COVID-19 pandemic; and changes in national planning policy and legislation. There have been recent revisions to the National Planning Policy Framework ('NPPF') and changes to the Use Classes Order and Permitted Development rights involving main town centre land uses. As a result of such significant changes, Medway Council commissioned updated advice to consider the implications of these changes for town centre planning.

National Planning Policy Framework

6.1.5 The NPPF has been updated twice since the 2016 study, once in February 2019 and then in July 2021. The key changes include:

- retention of the sequential and impact tests but has provided clarity with regard to the 'availability' of sites being within a 'reasonable' period of time. 'Reasonable' however remains undefined.
- Local Authorities no longer need to define primary and secondary frontages but are still required to legally define town centre boundaries and primary shopping areas.
- Sites should be allocated for at least ten years ahead rather than the full plan period
- Guidance on how 'needs' should be assessed for main town centre uses (previously quantitative and qualitative) is no longer present in the current version.
- The July 2021 version now includes further guidance on Article 4 directions, which can be used to prevent the loss of certain main town centre uses where it could undermine health of the town centre.

Planning Policy Guidance

6.1.6 The PPG was updated twice (2019 and September 2020) since initial publication in 2014. The latest version updates the permitted development rights with regard to main town centre uses.

Permitted Development and the Use Classes Order

6.1.7 Government has more recently introduced greater flexibility into the permitted development rights system. Changes that came into effect on the 1st September 2020 include the introduction of the new 'E' class which encompasses the former A1, A2, A3, B1a, B1b, B1c and part of the D2 use class. The former A4 and A5 become sui generis along with some D2 uses (cinemas, concert halls, bingo halls and dance halls). The remaining D2 uses now fall into Class F2. Furthermore the former Class D1 is split between use class E and F1.

6.1.8 August 2021 saw further changes introducing a new class MA (business and commercial to residential and its expansion to include the whole of use class E. There is now an upper size limit on permitted development

changes from use class E to use class C3. A key change with the introduction of use class MA via the prior approval route is the removal of any consideration of the impact on the high street.

Impact of Covid

6.1.9 Prior to the outbreak of COVID-19 in the UK, the UK economy slowed over 2019, with growth sliding to a 7 year low by the end of the year, characterised by uncertainty regarding Brexit and a weaker economy. Against this backdrop, business investment declined for the second year in a row and exports remained sluggish. Consumer spending also lost momentum but things started to pick up at the start of 2020.

6.1.10 Covid has and continues to have an impact but the full impact is yet to be understood or future trends predicted. Forecasts are therefore subject to much more uncertainty and volatility. The update to our retail study looked at Experian forecasts based on scenarios of recovery depending on the government's approach to managing Covid, i.e. varying levels from total lockdown to most businesses being open. It is anticipated the imposition of a further lockdown would put back recovery by several months.

6.1.11 Household spending growth slowed to an 8 year low of 1.2% in 2020. There was a lower appetite to spend on durables, property and, in particular, cars. Retail sales volumes grew by 3% in 2020, the weakest reading since 2014. There was a marked slowdown in growth over the course of the year, reflecting low confidence and sluggish incomes. Concentrated in the non-food stores, department stores and household goods. In contrast online sales increased to 15% compared to 10% in 2018.

6.1.12 Growth in the medium term is expected to be smaller than previous years predictions. The long term outlook with the UK leaving the EU probably won't be as favourable as being in the EU, which will have impacts for trade and investment.

- This in turn is predicted to result in significantly lower growth rates for convenience goods - +5.8% up to 2035 compared to +13.7% in the 2016 study.
- Expenditure growth for comparison goods will also take a slight dip from the expected forecast in the 2016 study of 69.6% to 63.6% up to 2035 at this point in time.
- However stripping out the online shopping element reduces the expected 63.6% to 44%. The market share for online shopping in the 2016 study was estimated at 15.2% and is now estimated at 28.1%, which is a significant uplift, and demonstrates rapid changes in retail.

6.1.13 What this means for retail and town centre trends is the following:

- Increase in online shopping
- Supermarkets have responded and provide a delivery service apart from ALDI and LIDL

- People were reluctant to visit supermarkets during Covid. Grocers found it difficult to cope with the demand for deliveries services, but have now built in that resilience into their systems to enable a better response. They are therefore online ready.
- Amazon started offering their Prime members grocery deliveries.
- The impact of Covid on non-food shopping – small amount remained open during lockdowns which saw a very significant shift to online shopping. Easing of lockdown saw an influx of people to the high streets but could as a result of pent up demand. When patterns settle we may see a pattern not too dissimilar to during the pandemic because of the easy access to online shopping and the change of behaviours.
- The impact of Covid saw a greater demand for out-of-centre shopping in conjunction with online. Business retailers rapidly adjusting their business models to keep apace of rapid changes. Some businesses have not survived – like Debenhams disappearing from the high streets. Retailers are now focussed on larger town centres, city centres that have established catchment areas and are less risky investments.
- The focus is also on the retail pitch, i.e. prime retail in the primary frontage. Secondary and tertiary areas tend to be contracting due to smaller units and increasing vacancies.
- Furthermore many major multiples and traditional high street retailers are changing their store formats and locational requirements. Larger centres and retail parks are best able to meet this demand as many centres have limited larger units particularly where characterised by conservation areas and listed buildings etc.
- While some comparison stores were able to transfer to an online platform during lockdown, the businesses were still hard hit by sales dipping. Comparison shopping was classed as a leisure experience until Covid, which affects the attractiveness of centres.

6.1.14 Based on the forecasts and scenarios one can therefore gauge that the floorspace requirements predicted in 2016 (as per Table 8) more than likely may not be deliverable because forecasts will become increasingly outdated due to COVID-19 and changing trends. Additionally the appropriateness of provision may also depend upon other factors such as qualitative, spatial distribution, and town centre factors. The ability of town centres to respond to the various changes is very much beyond their control. The ability to therefore identify sites to deliver retail is compromised. The strategy will therefore rely on the sequential and impact tests to direct growth and allow opportunities to come forward in town centres. The provision of retail is also susceptible to change via permitted development rights, which could change to residential fairly quickly and also erode existing retail. High streets will focus on defined primary shopping areas as

the core, which will allow for the creation of a compact high street. Consideration will also be given to the use of article 4 directions, particularly in Medway's main centre, Chatham.

6.1.15 Much has changed over the last few years, so much so that we need to re-vision/re-frame our centres. They are no longer the focus for shopping as much as they used to be. Town centres were fundamentally a place for meeting and evolved over time to include uses that would benefit people by way of convenience starting with community uses that bring people together. Our centres will be the focus of uses that will bring people together, which will be complemented by other uses that provide convenience for Medway's residents. It will be the focus of community and services at its heart, coupled with some entertainment or enriching leisurely activities. Medway is rich in culture and heritage and this asset can be harnessed to be an attractor much like how Rochester has grown over time. Medway has submitted a bid for the City of Culture and Medway recently adopted cultural strategy places a strong emphasis on supporting, encouraging and creating cultural opportunities. Medway's town centres can play a significant role in this.

6.1.16 Whilst re-creating such a buoyant environment for people to thrive it is also essential to ensure it is inclusive – centres should be dementia and child friendly places as well as places for people to meet for a coffee or go to theatre. First and foremost though is ensuring that there is a population threshold sufficient and robust enough to support and grow healthy centres. Delivering housing in town centres locations will help achieve these ambitions and will also support live/work lifestyles and in turn sustainability objectives, i.e. people will not have to travel very far to get access to their favourite café, theatre show, library, GP etc. People will be able to walk or cycle to the services they require. Opportunities for the provision of offices in close proximity to town centre and/or in town centres means that people can nip into the town centre to get lunch, shop or run an errand quite easily in their lunch break.

6.1.17 Medway has a network of six high order centres with most in close proximity to one another forming a city matrix with Chatham at its centre/core. There are a further approximately 100 smaller centres across Medway that help to reinforce the ability to provide for Medway's residents in a sustainable way and supporting health (mental and physical) and social cohesion for a better, healthier community. Sustainability is high on the agenda and town centres are an established infrastructure that supports sustainable options for growth, for movement, for efficiencies/convenience. With pressures of a growing population achieving such efficiencies is fundamental to a growth strategy from a cost-effective perspective but also in terms of meeting environmental (air quality and traffic congestion), health and social objectives. Having a network of centres accessible by sustainable means and providing the facilities for the day-to-day needs will help achieve the multitude of objectives that are so intertwined.

Retail Strategy

6.1.18 Medway Council is committed to securing healthy and vibrant town and local centres to meet community needs, provide choice, and as an important component of our local economy. Town centres are key to sustainable development, as the cluster of services can minimise the need to travel, and they are well located in relation to a range of transport options.

6.1.19 Through the Local Plan, it sets out a strategy by which these ambitions can be met. The strategy aims to strengthen the centres through directing and retaining spend in the defined town centres, and managing proposals in inappropriate locations that would dilute the role and viability of the town centres. This may include clawing back some trade being lost to locations outside Medway. The strategy will also seek to manage other retail designations and larger retail locations to ensure each functions appropriately and complementary to the defined centres.

6.1.20 Retailing remains important for Medway's centres and will be directed to its centres with comparison going to the larger centres and convenience retail being directed to existing and new centres, which achieves a good spatial distribution of provision allowing for easy and convenient access to such facilities. Chatham is the main recipient for the majority of comparison retail generally and can also benefit from further convenience retail. New centres are also being considered in other locations across Medway with Hoo being the main consideration. With the planned increase in population and understanding the current retailing offer, there is scope and opportunity to direct convenience provision to a newly created centre or centres. This will support sustainable growth and movements.

6.1.21 Urban regeneration sites offer opportunities to strengthen the role of town centres, including increasing the supply of housing and wider commercial and leisure activities. This approach would drive up footfall in town centres. The proposed growth on the Hoo Peninsula requires specific development of a retail offer in line with the character and function of a small country town. Potential development in suburban areas would be required to avoid damaging the role of existing town centres. However dependent upon the scale of growth, there may be need to invest in new retail to provide a local centre so that residents can easily access local services.

Policy S13: Town Centres Strategy

Active creation of sustainable, healthy centres and the regeneration of the Council's existing town centres is supported; focussing on creating child-friendly, sustainable and accessible centres for people to reconnect, use for day-to-day purposes and enjoy throughout the day and night. Centres will be injected with the required fundamental main town centre uses and residential to support sustainable town centre living and reducing the need to travel. In doing so, planning decisions will have regard to the ambitions to provide the following alongside a growing population:

- Retail provision directed to Medway's centres with comparison goods retailing directed to the larger centres and new convenience goods retail provided in existing and new centres
- creation of new centre/s in Hoo of appropriate scale, quantity and distribution to support sustainable growth and travel patterns
- The potential to deliver community, service, tourism, culture, leisure and food and beverage uses in town centres must be explored thoroughly as sequentially preferable
- In-centre and edge of centre locations will also be explored for further provision of employment uses outside of designated employment areas

Reasoned justification

6.1.22 The town centres strategy responds to recent rapid changes in the economic climate that have left our centres in a difficult situation. Many are market influenced changes, some created by the impact of Covid, which have resulted in changed behaviours from grocers, businesses and residents. Government policy changes have also weakened some of the planning tools available to local authorities to protect its high streets.

6.1.23 The Local Plan strategy is to create a network of centres and direct growth to our main centres first before exploring other opportunities, i.e. brownfield first, main town centre uses in town centre locations first, and to define the roles and functions of our centres again.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations
- Amount of retail and leisure floorspace delivered in other retail and leisure designations
- Vacancy rates

6.2 Hierarchy of centres

6.2.1 The North Kent Retail and Leisure Needs assessment was undertaken in 2016 and investigated in detail each of Medway's centres to, amongst other things, establish the correct hierarchy of centres. The evidence confirmed by analysis of the trading performance (turnover) and the presence of key

infrastructure, services, retailing and supporting sustainable travel that Chatham should remain at the top of the hierarchy.

6.2.2 In addition to the work commissioned in the Medway Retail Needs Assessment, the council has surveyed town, neighbourhood, local and village centres across Medway to inform policies and allocations in the new Local Plan. Each study has confirmed the hierarchy of centres with Chatham at the top, followed by the five district centres and numerous local centres, neighbourhood centres and village centres.

6.2.3 In terms of specific advice for each of the centres, the North Kent Study advised that Chatham should be the main location for additional comparison retail growth. No further comparison retail was recommended for any of the other centres. In order to improve Chatham it is recommended that:

- public realm works be undertaken to improve its appearance,
- sites are actively brought forward,
- further opportunities for convenience retail are explored,
- improve and plan for a stronger evening economy through commercial leisure provision
- resist out-of-centre proposals

6.2.4 More specifically, the following recommendations were made for the remaining centres on the back of retaining the hierarchy of centres with Chatham at the top:

- Hempstead Valley: modernise and support day-to-day uses
- Rochester: consolidate rather than expand. Protect the primary shopping area (PSA) and provide a small foodstore if a site becomes available. Consider a cap on the provision of restaurants and cafes in order to protect the retail core.
- Strood: improve integration between the retail park and District Centre, and improve the public realm. No further expansion is recommended.
- Gillingham: Consider redevelopment of the Budgens store, which has since ceased operation.
- Rainham: Focus on refurbishing and/or redevelopment. Consider an additional foodstore if a site should become available.

6.2.5 The retail and town centre strategy supports a network of centres and directs growth to centres first. Chatham is the principal centre that has city scale infrastructure and services; a bus station, community facilities, the largest proportion of comparison shopping, access to a nearby train station. The offer on the high street is diversified the most and contains wider range of services including those not needed on a day to day basis but still of importance. These aspects support sustainable travel and social cohesion. The other district centres are unique in their own right, which contributes to the creation of the network of centres in a complementary manner. Each of the local centres also add value, providing for local level top-up shopping with services that need to be easily accessed regularly without needing to go into the main centre.

6.2.6 New growth planned at Hoo[131] has also triggered the need for additional retailing/community provision. The current patterns[132] of movement reflect residents travelling from Hoo to either Strood or Bluewater to undertake their main grocery shop and comparison shopping in the latter location. A review of the existing provision in Hoo is limited, the current main centre has no further room for expansion and has in recent years seen closure of some key services like banks including the change of use to residential. There is no opportunity to provide further convenience retail in this location. Other smaller centres do not have capacity for expansion either.

6.2.7 The retail update[133] analyses the need for additional centres which includes consideration of the existing population as well. The study advises on a new centre that can accommodate a convenience store and other units providing retail, service, food/beverage could be approximately 100sqm in size. In addition it advises on the provision of 2-3 new neighbourhood centres to provide for day-to-day needs. New provision needs to be mindful of the existing provision in the area to prevent harming the existing centres. Provision should be complementary and slot into the network of centres that work together to provide for the needs of Medway's residents.

6.2.8 The retail hierarchy will clarify the sequential approach for prioritising and directing development to main town centres, and provide guidance on the approach for the requirement of new centres emerging from the plan's development strategy.

Policy S14: Hierarchy of Centres

The function of centres as multi-purpose destinations, meeting places and the main locations for retail, community, services, leisure and employment will continue to be supported in relation to their individual role, function and scale. Chatham is the primary centre with city level infrastructure and services and has immense potential for further growth that will support multiple sustainability objectives. It therefore remains at the top of the hierarchy being the focus of the majority of comparison retail to meet the strategic needs for the authority.

Medway's hierarchy of centres is:

1. Principal Town Centre: Chatham is the focus of high-quality regeneration, city scale infrastructure and services. It is the main location for comparison retail, community uses, essential services, leisure, tourism (in support of local heritage assets, tourism and cultural focus) and sustainable city living
2. District Centres: providing essential services, community uses to support sustainable living and creating efficiencies in linked trips. Council will seek to maintain a balanced provision of uses appropriate and reflective of the character, scale and role of these centres: Strood, Gillingham, Rainham, Rochester, Hempstead Valley

3. Local/Rural Centres: The authority seeks to maintain the sustainably accessed local top up shopping offer and to satisfy the day-to day needs of the local population

New local/rural centres or shopping parades/neighbourhood centres compliant with the council's retail policies and strategy will be required in Hoo St Werburgh (rural centre plus a couple of small scale centres)

New centres need to be planned and appropriate in scale and function in serving the new/growing communities. In doing so, these centres also need to take into consideration the proximity and scale of existing provision to avoid compromising the health of existing centres. Proposals will need to be supported by a robust justification talking into account the existing provision, demographics, character and scale of the area.

Reasoned justification

6.2.9 Responses to earlier consultation on the emerging Local Plan challenged Chatham being at the top of the hierarchy. Officers commissioned further work which has confirmed Chatham remain in this position again. Chatham is central to the network of centres to provide for day-to-day needs of people in a sustainable manner.

6.2.10 The evidence investigated each centre and confirmed their uniqueness and ability to complement one another in achieving the network of centres ambition.

6.2.11 Further work advising on the scale of centre in Hoo also supports the creation of 2-3 new neighbourhood centres.

6.2.12 This sustainable network of centres responds to recent implications of COVID-19 and national governments agenda regarding place-making, sustainable development and climate change, and sustainability.

6.2.13 Medway has six different centres, each offering a unique character. A balance needs to be achieved between all centres in order to achieve the sustainable ambitions and ensure Medway's residents are supported.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations
- Amount of retail and leisure floorspace delivered in other retail and leisure designations
- Vacancy rates

6.3 Sequential Assessment

6.3.1 Government policy supports the growth and sustainability of town centres through a 'town centre first' approach. This requires a sequential approach in site selection (for proposals not in the town centre and/or not in accordance with the development strategy in the local plan) in identifying the most appropriate location for main town centre uses. Sites in the town centre are considered first, then, if no town centre locations are available,

edge of centre sites are considered next. If no town centre or edge of centre sites are available, then, out of centre sites can be considered with preference given to accessible sites which are well connected to the town centre.

6.3.2 The sequence of undertaking the sequential assessment reflects and supports the town centre strategy, retail hierarchy, and ambitions for each centre. This will ensure a sustainable approach to providing for the needs of the local population and the ability to respond to future changes. To achieve this, focus and first priority is given to our designated centres as the sustainable options. Medway's traditional (high street) centres are the centres that require an economic uplift, enhancements and diversity in uses to provide choice and competition. Hempstead Valley Shopping Centre has a stronger economic position and ability in providing for the local population. The Council has supported its growth but recognise that a balance needs to be achieved between all its centres to create a healthy competitive environment and provide for local needs. Emphasis and priority is therefore given where greater support is required.

6.3.3 Definition of catchment areas is the first step and needs agreement with the council and is dependent on the scale of the proposal and the sphere of influence and trade draw. Through the sequential assessment, the applicant must also demonstrate flexibility in scale and format particularly talking into account of issues of locality. The sequential assessment must be proportionate to the scale of the proposal and/or importance of the site for delivery of the development strategy.

Policy T12: Sequential Assessment

Main town centre[134] uses are directed to Medway's centres.

Proposals to provide or expand main town centre uses outside of defined centres, and where not in accordance with the development plan and/or any part of the retail and main town centre uses strategy within it, are required to demonstrate through a sequential assessment that there are no sequentially preferable sites available, i.e. must follow the assessment sequence of in-centre first, edge of centre and then out of centre.

The sequential assessment must be supported by an agreed and defined catchment area. The proposed use, scale and trade draw of the proposal will determine the appropriate location within the hierarchy of centres, e.g. city scale in Chatham, large scale specialised, evening economy and diversification of uses in main district/town centres and small scale within local centres.

When considering sequentially preferable edge and out of centre sites, due to the unavailability of more central sites, preference will be given to sites that are accessible and well connected to town centres.

LPA's and applicants must demonstrate flexibility in terms of scale and format when assessing sequentially preferable sites.

The catchment area must be defined through discussions with the authority at the earliest opportunity and is dependent on the scale and type of the proposal and its ability to draw trade.

Large scale leisure proposals must be accessed sustainably, with ease and with no negative impact on traffic in the surrounding area or knock-on impacts further down the road network.

Reasoned justification

6.3.4 Medway has six different centres, each offering a unique character. Medway's centres are also challenged with out of centre proposals including proposals within leisure or other retail designations. To ensure Medway's centres and its high streets grow to become healthier and successful in their own unique way, it is important to direct growth to the centres first.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations
- Amount of retail and leisure floorspace delivered in other retail and leisure designations
- Vacancy rates

6.4 Ancillary Development

6.4.1 With more interest in out-of-centre locations for the provision main town centre uses, proposals come forward in different ways some in the manner of ancillary development. However the ancillary nature does not necessarily always follow through and can result in permissions for main town centres uses in out of centre locations can result without requiring the appropriate tests. For example, local garages can provide a top up convenience function where a retail use supports the main function. In such circumstances the ancillary nature of the retail use needs to be of appropriate in nature and scale in relation to the predominant use. There may be other circumstances that require an ancillary approach. However, this needs to be carefully managed to prevent impact on centres.

Policy T13: Ancillary Development

Ancillary development proposals for main town centres use are required to be compliant with the policy set out above unless it can be:

- Justified as ancillary to an existing business and demonstrated as necessary for the business operation;
- the type of use and scale of the proposal is secondary to the predominant/main use;
- demonstrated that there are dependencies and a direct relationship between the ancillary proposal and the predominant/main use. Consideration will be given to the location of the proposal in relation to the predominant/main use;
- access to the ancillary use is shared with the predominant use and where not possible, all other criteria listed here are satisfied

It may be necessary to manage the ancillary use through condition to maintain its secondary nature. The scale of the proposal may also require an impact assessment and therefore requires compliance with Policy T14 (impact assessment) where it meets the criteria.

Reasoned justification

6.4.2 To ensure Medway's centres are protected from out of centre proposals that are not clearly defined.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations

6.5 Impact assessment

6.5.1 The recession, relocation of main anchors coupled with online shopping have left our high streets in a vulnerable position forcing a refocus of the role and function of our centres. The North Kent Retail Study concluded the underperformance of Chatham and the vulnerability of centres including Rainham, Strood and Gillingham. These centres have limited national retailer representation and are typified by low value/order retailer representation and a sub-standard public realm reflective of the lack of investment and a vulnerable local economy. The health of Medway's centres suffers while out of centre localities prove more viable and desirable. It is likely that further out of centre permissions will exacerbate the vulnerability and have a lasting detrimental impact on our centres.

6.5.2 The spending patterns indicate that a significant amount of trade is being lost to locations outside of Medway, particularly to Bluewater. Consumer choice is suffering, with the comparison sector experiencing a low level of expenditure retention. Medway's centres may not be able to claw back a significant amount of trade, but by protecting and strengthening its centres and giving priority to all retail designations, healthier centres can be created to support the needs of the local population.

6.5.3 When assessing applications for retail and leisure development outside town centres not in accordance with an up-to-date Local Plan, local authorities are expected by national policy to require an impact assessment with the application of either a locally defined threshold or the national set threshold of 2,500sqm. Proposals to date have relied upon the national threshold in absence of a locally defined threshold. 2,500sqm represents a large scale and quantity of floorspace compared to the typical size of units in each centre and would therefore have a significant impact. It is therefore too large to reflect the local context. In addition, the cumulative impact of out of centre proposals will also have a resounding impact on the health of centres in Medway. Monitoring of retail developments in Medway[135] show that recently more planning permissions for shops in out of centre locations compared to in town centres.

6.5.4 Given the vulnerability and regeneration initiatives for some of Medway's town centres, it is important that there is appropriate protection from the threat of trade being drawn to out of centre locations, and that a locally determined retail impact threshold be set. This will be defined by further detailed analysis of centres and the development strategy defined for the Local Plan.

6.5.5 To determine the appropriate thresholds for each centre analysis was undertaken based on the following methodology:

- Calculating the total floorspace for convenience, comparison and leisure provision in each centre
- Calculating what 10% of the total floorspace would mount to in sqm
- Calculating what the nationally set threshold of 2,500sqm would represent as a percentage of the provision in each centre
- Assessing with the use of different categories of the size of units, where the majority of the provision in each centre would sit. The majority would represent the centres strength and resilience to out-of-centre proposals. Anything outside this would represent a potential weakness and/or susceptibility to being harmed.
- Assessing the vulnerability of each centre – given the current context and the various impacts centres have had to sustain, each centre is classed as being highly vulnerable.

6.5.6 Table 9 summarises the analysis:

Table 9 - Impact assessment thresholds

		Centre				
		Chatham	Gillingham	Strood	Rochester	Rainham
comparison	Total floorspace	29,596sqm	8,800sqm	4,409sqm	3,936sqm	3,339sqm
	10%	2,960sqm	880sqm	441sqm	394sqm	334sqm
	2,500	8%	28%	57%	64%	75%
	Majority of units above	1000sqm	250sqm	250sqm	200sqm	350sqm
Convenience	Total floorspace	3,890sqm	4,911sqm	3,963sqm	863sqm	2,088sqm
	10%	389sqm	491sqm	396sqm	86sqm	209sqm
	2,500	64%	51%	57%	290%	119%
	Majority of units above	200sqm	250sqm	250sqm	200sqm	400sqm
Leisure	Total floorspace	8,339sqm	2,377sqm	921sqm	7,869sqm	1,064sqm
	10%	833sqm	237sqm	92sqm	787sqm	106sqm
	2,500	30%	105%	271%	32%	235%
	Majority of units above	500sqm	250sqm	100sqm	500sqm	150sqm

Policy T14 Impact assessment

Proposals that seek to provide or expand retail and leisure uses in edge or out of centre locations will be permitted where:

a) it is supported by an impact assessment where proposals for comparison, convenience retail, or leisure

Thresholds trigger	Comparison (gross sqm)	Convenience (gross sqm)	Leisure (gross sqm)
Chatham	1,000	200	500
Gillingham	250	250	250
Strood	250	250	100
Rochester	200	200	500
Rainham	350	400	150

b) it is demonstrated that the proposal would not have a significantly adverse impact on:

- the strategy - development, retail and main town centre uses strategy
- vitality and viability of centres within the catchment of the proposal
- existing, planned or committed town centre investment

- the health of centres with due consideration given to the cumulative impact of proposals considered relevant
- the vulnerability of the authority's centres with due consideration given to the local context

Where appropriate development proposals may be conditioned to reduce the impact on centres where there is an impact but is not considered significantly adverse to justify refusal.

Reasoned justification

6.5.7 This policy approach awards a level of protection for Medway's centres by ensuring locally defined thresholds are used as a trigger for the requirement of impact assessments, reflecting local circumstances. The impact assessments will determine how proposals outside a centre will draw trade away from the centre and/or have a significantly adverse impact. This will help inform decision-making.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations
- Amount of retail and leisure floorspace delivered in other retail and leisure designations
- Vacancy rates

6.6 Chatham Town Centre

6.6.1 Chatham town centre, as the highest order centre in Medway, is underperforming. The centre's role and function is compromised further by the lack of a modern foodstore, and by a very limited evening economy offer. There are clear opportunities for delivering improvements to the retail and town centre offer in Chatham town centre and if these opportunities come forward, there is every potential for Chatham to reinforce itself as a vital and viable centre. The development briefs and masterplans produced for Chatham town centre identify a number of opportunities in the town centre which could accommodate additional comparison goods retail floorspace, and the key to their realisation will be to stimulate and facilitate operator demand/representation. There are clear opportunities to accommodate new development and redevelopment in Chatham town centre, and these should be protected and promoted over the plan period through pro-active planning and the resistance of out-of-centre competition.

6.6.2 The Council's aspirations to direct the majority of their town centre population growth to Chatham town centre (along with Strood) are supported by consultancy evidence produced, as this has potential to increase footfall and patronage to existing and new facilities in the town centre. The combination of investment in town centre living, comparison goods floorspace implementation, and a mix of wider town centre retail and leisure uses, has the potential to underpin a more position future for Chatham town centre as the hierarchies highest order centre. Comparison goods retail floorspace and the retention of anchor tenants and new

operators is priority however, to reinforcing the role of a higher order town centre and should remain the priority. Chatham town centre should continue to be the highest-order centre in Medway; a hive of activity and destination for people to live, work and enjoy.

6.6.3 Chatham is generally an attractive town centre but there remain clear areas where the physical appearance of town centre could be improved. These include better wayfinding between the railway station and primary shopping area, and improvements to shopfronts along High Street, particularly those in the stretch between the Pentagon Centre and The Brook. Opportunity sites including the Pentagon, Debenhams and Trafalgar sites provide for redevelopment opportunities and enhancements to add increased value and change to the high street. Peripheral areas of the town centre – particularly the western end of the High Street (west of Military Road) have seen the construction of residential uses on surplus sites in recent years. The Council continues to support the introduction of additional residential uses within the town centres on appropriate sites, as these uses can help attract additional footfall and therefore support the wider vitality and viability of the town centre. It is important for the primary shopping area to retain a critical mass of retailing activity, to help ensure strong levels of footfall and complement the diversification of uses in secondary areas of the town centre

6.6.4 Masterplans were prepared for three centres in Medway that had the highest potential for residential growth. These masterplans were commissioned to support the Local Plan strategy, which focusses on optimising brownfield sites first before investigating valuable greenfield sites. In the case of the Medway Local Plan, the brownfield areas of priority for consideration are the existing town and district centres. The Chatham masterplan provides strategic ambitions and some more detailed guidance on key focus areas and uses along the high street. Development proposals in Chatham must use the Chatham masterplan as further guidance to ensure proposals collectively achieve the ambitions for the town centre.

Policy S15: Chatham Town Centre

Chatham Town Centre is a sustainable waterfront town with city scale infrastructure and is the main centre within the network of well-connected centres in very close proximity to one another making ambitions of sustainable travel and city living possible. Chatham will be the heart of the community, hive of activity and destinations for people to live, work and enjoy. Chatham Town centre has a diverse high street offer set in a respected historic context and is a location for comparison retail, community uses and services, commercial leisure, culture and tourism. Medway's primary centre's role extends beyond satisfying local need, attracting visitors from across Medway and neighbouring authorities.

It has strong links with the universities in Medway, the hospital and creative industries. Connectivity with the Chatham Dockyard and Chatham Intra areas are important linkages, which when enhanced will improve

connections to and support the growth of the creative and cultural sectors, contributing toward the City of Culture ambitions.

Development in the centres will grow the resident population, expand job opportunities, community uses and services and provide a range of creative, cultural and leisure experiences throughout the day and night and be supported by the appropriate level of enabling infrastructure. In doing so:

- must comply with the main thrust of the high street quarters concept in the Chatham Masterplan 2019 or most up to date guidance
- opportunities for provision of convenience retailing will be favoured to complement the existing offer and extend operating hours
- proposals for ground floor residential uses along the high street will be favoured on the eastern end of and above ground floor anywhere along the high street. This does not preclude residential development from happening anywhere else in the town centre
- Employment uses in and on the edge of the town centre is encouraged to support sustainability and accessibility
- Must include proposals that make the centre child-friendly. This could include uses that occupy shop units, creatively designed multipurpose furniture/seating, opportunities for active uses long the waterfront
- 'Debenhams' site is designated for comprehensive redevelopment, which could include residential, employment, leisure, commercial leisure, food court, child-friendly uses, car parking
- The 'Trafalgar site' is identified for redevelopment to include residential use in the town centre but retaining the high street active ground floor use fronting onto the high street. Existing businesses abutting the site must be used to inform provision of complementary uses demonstrating seamless collaboration
- The 'Pentagon' is designated as an opportunity site for enhancements
- Include proposals for enhancing or creating culture, creative industry, community use focus as well as evening economy
- Enhance connectivity with the Chatham Intra and Dockyard areas by way of use proposed and its location.

Reasoned justification

6.6.5 Chatham is Medway's highest order centre which has city scale infrastructure already established and able to respond most positively to sustainability requirements. It has been justified and supported through numerous studies that Chatham should remain at the top of the hierarchy.

6.6.6 Numerous development opportunities exist, have and are being delivered to increase footfall into the high street. This is supported by identification of a core shopping area.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations
- Amount of retail and leisure floorspace delivered in other retail and leisure designations
- Vacancy rates

6.7 Rochester District Centre

6.7.1 Rochester is a centre rich in history, culture and heritage value. These assets draw in residents and visitors, which can be attributed to its success.

6.7.2 The strategy for Rochester over the course of the Plan period should be one of consolidation and continued support of the existing retail and town centre offer, rather than one of expansion. It is not appropriate to plan for a significant quantum of comparison goods floorspace, as well as the constrained nature of the centre, and its designation as a Conservation Area, limit the scope for significant expansion of the existing retail offer. Individual proposals for extension, reconfiguration or modernisation of existing retail units should be considered on their individual merits.

6.7.3 The clear qualitative gap in the retail offer in Rochester is the provision of a foodstore. Whilst there is a small top-up food shopping facility on High Street, its offer is limited and in reality we expect most residents in the Rochester area will travel to facilities in nearby Strood. It is considered that a foodstore in the region of 500-1,000 sqm net would be sufficient to meet the qualitative need for additional provision in the Rochester area). Rochester Riverside development includes a small element of convenience goods floorspace; however this can principally be expected to meet some of the needs of the new residential community in this area.

Policy S16: Rochester District Centre

Rochester District Centre is well known for its heritage, leisure and cultural offer drawing on custom beyond the local population. The centre is supported by a strong restaurant and café offer complemented by independent shops and boutiques but lacking in convenience provision. Opportunities for the provision of top-up convenience goods retailing will be supported as well as other proposals that support this centre's role where a balance is achieved with the existing provision and is in-keeping with the current independent shop character.

Reasoned justification

6.7.4 Rochester is one of the more successful centres in Medway with its heritage and cultural assets as the key attractor. The Council will continue to support the continued successes here. One missing element would be the convenience retail provision, which could be beneficial for residents in the area.

Monitoring

- Amount of convenience retail provided in Rochester District Centre.

6.8 Gillingham District Centre

6.8.1 Masterplans were prepared for three centres in Medway that had the highest potential for residential growth. These masterplans were commissioned to support the Local Plan strategy, which focusses on optimising brownfield sites first before investigating valuable greenfield sites. In the case of the Medway Local Plan, the brownfield areas of priority for consideration are the existing town and district centres. The masterplan for Gillingham provides further guidance on key ambitions of the district centre and must be used to guide development proposals that come forward.

6.8.2 The centre is tightly surrounded by a dense residential area and captures trade from this local catchment. Whilst accessed by foot, bus, train and vehicles the most popular means of access is on foot (63%). This is probably down to the larger older and younger age populations groups in the area. Opportunities therefore exist to diversity the existing offer for low spend top-up shopping to include additional uses for the younger generation like off-campus facilities closer to their residential quarters.

6.8.3 The western end of the high street provides the evening economy uses well frequented by the student population. This could be enhanced to increase footfall and dwell time on the high street.

6.8.4 Opportunity sites exist along the high street to modernise units, deliver housing (above ground floor) and assist in attracting retailers to add to support diversifying the offer.

6.8.5 Diversification at present takes the form of a much-loved market, which increases footfall into the centre and indicates where the offer is lacking.

6.8.6 A central focus/public square could also add value and interest and offer something additional that all can enjoy or participate in where used for activities and tied into its military heritage.

6.8.7 Opportunities also exist to explore the traffic movement through the district centre to reduce traffic congestion and support a healthier centre.

Policy S17: Gillingham District Centre

Gillingham Town Centre performs a local function, catering for the needs of residents within its catchment. It provides sustainably accessed community facilities and services and a food market necessary to cater for day-to day needs. Opportunities for diversification and regeneration to enhance the offer, public realm, accessibility and emphasised and celebrate its military heritage will be supported.

This can include the creation of a square, opportunities to co-locate community facilities to improve accessibility and convenience, enhancing the food and drink offer on the western part of the high street, creating opportunities for a greater variety of uses on the high street that increases dwell time and improving vehicular movement that supports the function and health of the centre.

Reasoned justification

6.8.8 The masterplan produced demonstrates opportunities that can be explored to help support growing a healthier centre. Gillingham has the potential to be a thriving centre.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations
- Amount of retail and leisure floorspace delivered in other retail and leisure designations
- Vacancy rates

6.9 Strood District Centre

6.9.1 Strood sits to the west of the River Medway with access to the M2 motorway and Medway Valley to the south and Hoo Peninsula and London Metropolitan Green Belt to the north. It has historically been industrial place serving the needs of Rochester across the river that is dominated by its role as a gateway with major highways and rail connections running through it.

6.9.2 Strood is well known for the multiple supermarkets present within the district centre and for its fast train connections into London. Strood also has a very present retail park on the edge of the centre, which plays an important role in attracting footfall into the centre in combination with the numerous supermarkets. The retail park has always been seen as a valued premises that supports the town centre. This role remains intact despite numerous changes in national policy. Further opportunities to better connect the two designations would be encouraged. Recent proposals at the retail park included the creation of a new crossing point, which has made a good contribution to the centre. This has been complemented by mirroring the footpath on the other side of Commercial Road. Further efforts should be sought to encourage increased connectivity.

6.9.3 The town centre boundary itself has been extended to include the shopping parade just before Rochester bridge. Recent public realm works has helped

connect these two areas and bring the centre closer to the waterfront where opportunity sites[136] for development exist.

6.9.4 Medway Council commissioned a masterplan[137] for Strood to advise on growth potential in support of the Local Plan strategy, which focusses on regenerating our town centres first. The study identified opportunity sites within the district centre and road mitigation options to investigate further. The opportunity area identified seeks to capture much of the ambitions set out in the masterplan; this opportunity area sits within Strood surrounding the town centre between the River Medway and London Victoria Railway line and extending southwards to Priory Road.

6.9.5 The southern end of the site between Cuxton Road and the A228 is a mixed use area that consists of residential housing and commercial spaces that provided for a range of services. This mixture of use gives this area a poor perception of space.

6.9.6 Adjacent to the River Medway is the former council site that is being developed for riverside residential properties. This is separated from other parts of the opportunity area by the A2 and the Medway Valley Railway line.

6.9.7 Between the Medway Valley Railway Line and the A228 are presently large scale retail units that fall outside of the town centre. These consist of a supermarket and the Strood Retail Park

6.9.8 Strood is going through significant change. Major residential led riverside regeneration is planned for the town illustrated in the Strood Waterfront Development Brief 2018.

Policy S18: Strood District Centre

Strood Town Centre is known as a convenience retail destination and performs a local function. Being the first train stop in Medway, Strood offers a greater potential to become a more attractive destination of choice with great travel links. In doing so, opportunities exist for the expansion of its role to include a more diverse employment and retail offer alongside further residential growth.

Lying adjacent to the town centre is a large edge-of-centre retail park. At present, the retail park is a significant attractor of visits to the town, although it has a less than ideal relationship with the core part of the town centre. Opportunities for better connections, to encourage more linked trips, should be explored, particularly where proposals come forward for additional / re-organised space at the retail park.

The Strood Opportunity area, as defined on the policies map, identifies the regeneration opportunities over the plan period, supported by up-to-date evidence. The main features of the regeneration will be:

- The development of approximately 800 residential units
- The development of a central public open space

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- The development of approximately 22,000 sq. m commercial space (mainly office space)
- The centralisation of a community hub and creation of a new health hub
- Approximately 14,000 sq. m of light industry
- Highway improvements to relieve traffic problems and enable delivery of the vision for Strood

Reasoned justification

6.9.9 This policy is a strategic policy to regenerate Strood to help improve its vitality and vibrancy as a centre, but also to make it a more productive and attractive place. It also supports the Council's vision to minimise the loss of greenfield land through the careful use of brownfield sites. National policy and guidance supports this approach.

6.9.10 Strood has been chosen to be highlighted as an opportunity area due to its potential for regeneration. The potential of Strood for regeneration is due to the availability of land to bring forward and excellent connections that both make it an attractive proposition for development opportunities.

6.9.11 To support this policy the Council commissioned to Strood Town Centre Masterplan 2018. The masterplan set out proposals for uses, public realm and also delivery across the plan period.

6.9.12 The masterplan highlighted that Strood had poor quality open spaces, was dominated by traffic, suffered from flood issues; but did not lack in services and facilities environment

Monitoring

- Housing delivery in Strood DC
- Creation of open space
- Delivery of employment/commercial space
- Delivery of health hub
- Delivery of light industrial use
- Delivery of highway improvements

6.10 Rainham District Centre

6.10.1 Rainham district centre is amongst the smallest of the district centres in Medway, and generally appears to be functioning well in this context. The centre benefits from a strongly-performing anchor store in the form of Tesco Metro, which although housed in relatively dated premises, is performing well and trading significantly in excess of company benchmark levels. The presence of other multiple retailers such as Wilko also aids the vitality and viability of the centre. Whilst the district centre has a low vacancy rate, it would appear that demand for premises in the centre is generally weak, and consequently when vacant units arise they are occupied by low-grade retailers.

6.10.2 In close proximity to Rainham is the massive Tesco Metro store and an ALDI at Gillingham Retail Park, so competition is quite rife for convenience

retail. The existing Tesco in the district centre supports the daily needs and still adds value.

6.10.3 The centres vulnerability and health is also reflected by its venue score market position (Lower Middle) and ranking (1167), which is significantly lower than the rest of the centres in Medway. Whilst the Centre benefits from being pedestrianised, it appears visually dated and requires investment in its internal and external appearance. upgrades to the physical appearance of some of the units, landscaping and public realm are considered important in supporting the long-term vitality and viability of the centre. Efforts should be made to keep it fit for purpose. Improve its health by supporting opportunities to improve the food and drinks offer and sustainability with the cycle and green links.

Policy S19: Rainham District Centre

Rainham District Centre provides for the local community and must remain fit for purpose. Improvements in connectivity by way of cycle links and green spaces and Wi-Fi will be supported. Opportunities for improving the food and drink offer will also be supported.

Reasoned justification

6.10.4 Various studies commissioned confirms Rainham's position in the hierarchy and identifies key areas for improvements. It provides for local needs and should be maintained as such.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations
- Amount of retail and leisure floorspace delivered in other retail and leisure designations
- Vacancy rates

6.11 Hoo: supporting new growth

6.11.1 New growth planned at has also triggered the need for additional retailing/community provision. The current patterns[138] of movement reflect residents travelling from Hoo to either Strood or Bluewater to undertake their main grocery shop and comparison shopping in the latter location. A review of the existing provision in Hoo is limited, the current main centre has no further room for expansion and has in recent years seen closure of some key services like banks including the change of use to residential. There is no opportunity to provide further convenience retail in this location. Other smaller centres do not have capacity for expansion either.

6.11.2 The retail update[139] analyses the need for additional centres which includes consideration of the existing population as well. The study advises on a new centre that can accommodate a convenience store and other units providing retail, service, food/beverage could be approximately 100sqm in size. In addition it advises on the provision of 2-3 new neighbourhood

centres to provide for day-to-day needs. New provision needs to be mindful of the existing provision in the area to prevent harming the existing centres. Provision should be complementary and slot into the network of centres that work together to provide for the needs of Medway's residents.

Table 10 - Convenience floorspace requirement for new centre in Hoo

Convenience floorspace requirement for new centre in Hoo	
50% retention rate	1,700sqm net (sales density of £12,000/sqm) Or 2,044sqm net (sales density of £10,000/sqm)
30% retention rate	1,022sqm net (sales density of £12,000/sqm) Or 1,200sqm net (sales density of £10,000/sqm)

Policy S20: Hoo - Supporting New Growth

New planned growth for Hoo St Werburgh will require support infrastructure and centres to provide for the needs of new residents. Current deficiencies in provision provides a unique opportunity to plug that gap but also support efficiencies and sustainability.

New centres need to be planned and appropriate in scale and function in serving the new/growing communities:

A new rural centre subordinate to the existing main Hoo centre: with up to 2,044sqm net for a convenience store and complementary smaller units (retail, service, food/beverage) of 100sqm gross each. Flexibility will be applied to amalgamate or divide units as dependent on market needs but reflective of the centres scale, role and function.

- 2-3 new neighbourhood centres to provide for day-to-day needs (service and convenience).
- A balance needs to be achieved taking into account the existing centres and their roles and functions. New centres must be complementary to the existing, and should not undermine the village centre. Proposals will need to be supported by a robust justification talking into account the existing provision, demographics, character and scale of the area.

To ensure place making ambitions are achieved, the new centres must ensure co-location of uses in a concentrated area to benefit from footfall and linked trips. This is key to ensuring healthy centres in support of social cohesion.

Reasoned justification

6.11.3 The quantity of growth planned for the area justifies the creation of a new centre with 2-3 neighbouring centres to support sustainable growth.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations
- Amount of retail and leisure floorspace delivered in other retail and leisure designations
- Vacancy rates

6.12 Hempstead Valley District Centre

6.12.1 Hempstead Valley district centre is unique amongst the Medway centres in that it compromises, in its entirety, a purpose-built indoor shopping centre. Although a district centre in retailing terms, the relative shortage of non-retail facilities means that Hempstead Valley functions in a different way to the 'traditional' district centres of Strood, Gillingham and Rainham. There is ample free surface level car parking and has advantages over the 'traditional' town centres in Medway that expansion / reconfiguration is much easier for modern stores.

6.12.2 Hempstead Valley shopping Centre is a healthy centre and has seen more proposals for expansion with a particular focus on commercial leisure uses. The North Kent retail study recommended a need for modernisation and provision of service oriented uses. The study concluded that there was no qualitative need for additional comparison and convenience retail provision. It also raised concerns over the potential for additional space to have a detrimental impact upon Chatham town centre. It is likely that Hempstead Valley Shopping Centre has the highest convenience goods turnover and is second to Chatham in having the highest comparison goods turnover. Therefore, whilst the shopping centre does provide a focus for the population living in the southern part of Medway and also helps to retain shopping trips, there is strong case for a policy approach which manages how Hempstead Valley evolves over the life of the Plan in order to protect other town centres. It is considered that a criteria-based approach to assessing retail and leisure development within the centre boundary would provide a sound approach.

Policy S21: Hempstead Valley District Centre

Hempstead Valley is different to the other traditional centres with high streets. The council recognises that it provides for local needs and therefore supports its modernisation and growth in appropriate circumstances, particularly proposals are supportive of its local function and role in the retail hierarchy.

Further retail and leisure development, appropriate to the character, function and role of the centre will be supported, following a sequential and impact test, where it can be demonstrated that it does not undermine the vitality, viability, role and function of the main town centres in Medway, or undermine the retail hierarchy.

Reasoned justification

6.12.3 Ensure centres that require support to grow into healthier centres are prioritised.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres

6.13 Primary shopping area

6.13.1 The NPPF requires Local Plans to define the extent of town centres and primary shopping areas. Definition of primary and secondary frontages are no longer a requirement.

6.13.2 The North Kent study undertook an audit of uses (GOAD categories) in each of Medway's centres and made recommendations for town centre boundaries including primary and secondary frontages. The primary frontage has been used as a basis, together with further analysis and local knowledge, for the definition of the primary shopping areas for each centre. The town centre boundaries have also been investigated further reflecting upon the need to identify potential sites for growth. The definition of these designations is fundamental to the consideration of planning applications in relation to the sequential approach for locating main town centre uses and ultimately to support the health of our centres. Policies to protect our centres will be based on these designations.

Viability

6.13.3 Viability plays a significant role in identifying the locations where retail proposals are sought, with some out of centre locations providing a more attractive format, placing a threat on the viability and health of our centres, and resulting in vacancies. The relocation of main anchors coupled with online shopping have left our high streets in a vulnerable position forcing a refocus of the role and function of our centres.

Evening economy*[140]*

6.13.4 Centres are multi-functional cutting across day and evening time. A number of Medway's centres lack or have a limited evening offer. Current

evidence[141] shows a focus on leisure provision in support of the evening economy as a current trend. Commercial leisure, such as restaurants and cafes, also tend to be a complementary offer to tourist attractions

Health of centres

6.13.5 The North Kent Retail Study identified that Chatham was underperforming and the vulnerability of centres including Rainham, Strood and Gillingham. Hempstead Valley and Rochester were found to be performing well, reflecting their unique offer. Hempstead Valley is the preferred location of high value national retailers. Recent years have seen expansion of the family-oriented leisure offer at Dockside and commercial leisure at Hempstead Valley, which responds directly to the changing market and is fast becoming the focal points for leisure uses. Rochester on the other hand, has a unique offer reflected by its historic setting. There is potential for the role of centres to evolve reflecting the character as set out below:

- Chatham: location for comparison and convenience retail, community uses and services, cultural & commercial leisure and tourism based uses in support of local heritage assets
- Rochester: continue as the location as a leisure destination focussed around the heritage assets. Potential for further convenience retail.
- Rainham: continue to support its local function
- Strood: remains a convenience retail destination and satisfies a local function. Could potentially be supported by small scale employment – SME and start-up units
- Gillingham: should this become a student district centre with a focus on some small-scale employment provision to collaborate more closely with the universities
- Hempstead Valley Shopping Centre: continue to perform a local function and high value shopping destination supported by commercial leisure

6.13.6 In revisiting the role of our centres to ensure sustainability in the longer term, key assets and characteristics will be identified and supported.

Policy DM3: Primary Shopping Area

Proposals for change of use or new provision of class Ea, Eb, Ec uses or any other uses appropriate in a shopping street will be permitted in the Primary Shopping Area subject to:

- The proposed use(s) contributing to the vitality and viability of the area;
- The singular and/or cumulative impact of such uses not being detrimental to the shopping function of the area and the range of facilities provided;
- Such uses should be compatible with the unique character, scale and function of the centre

Reasoned justification

6.13.7 Protecting the core shopping area from erosion and helping to retain this area as the core.

Monitoring

- Amount and type of main town centre uses gained and lost in the primary shopping area
- Vacancy rates in the primary shopping area

6.14 Local and rural centres

6.14.1 National guidance recognises the importance of providing local shops to satisfy the needs of local communities. Local planning authorities are required to plan positively for local shops to enhance the sustainability of communities and guard against unnecessary loss of valued facilities and services. Local centres play an important role in creating the aspirations for a high-quality built environment and strong, vibrant and healthy communities[142]. It is necessary to support sustainable living patterns and smaller centres play a bigger role in rural areas. Smaller centres are a meeting place and support community cohesion. Support and protection of these centres are therefore vital to support the day-to-day activities of residents and the sustainability of settlements and communities[143].

6.14.2 At the heart of the policy approach is the aim to support a sustainable way of living. Officers reviewed centres to determine the current condition of all centres in Medway. The assessment confirms which could be designated as local centres.

6.14.3 Local, village and neighbourhood centres play a local role and as such should not contain uses of large scale, form or massing. The scale of provision should be appropriate to the location and the function for local services. Cinemas, drive through restaurants, concert halls etc. are therefore not appropriate for smaller centres. Smaller centres are fundamentally based on their retailing role, but also perform a community function.

Policy DM4: Local and rural centres

A. Uses within a defined local centre or rural centre (equivalent to an urban local centre) must be appropriate to the scale, character and role of the centre, be compliant with the council's retail policies and include the following uses to support the core function:

- Convenience retail offer to provide top up shopping
- Community uses (such as hall, library, notice board)
- Services (such as hairdressers, cash machines)
- provide convenience for local communities (allowing various activities to be undertaken)

B. Proposals resulting in the loss of the core uses listed above will be permitted in local and rural centres where the proposals are in compliance with the council's retail policies and it is demonstrated that:

1. the loss is mitigated by the provision of a similar uses of community value; or
2. it is demonstrated that abundant provision exists in close proximity and can be accessed in a way that adds value to the centre;
3. the proposed use would make a positive contribution to the vitality and viability and balance of uses in the centre and is of appropriate scale and character;
4. the unit has remained vacant for at least 6 months and can be demonstrated that reasonable attempts have been made, without success, to let or sell the premises for a shop, service or community use.

C. The importance of local services in rural areas is critical in supporting sustainable communities. In addition to the above, loss of any facilities in rural centres will need to demonstrate no or limited impact on the sustainability of the rural centre. Proposals will be resisted where determined demonstrably harmful to the sustainability of the rural centre.

Local centre:

- LC 183-193 Station Road, Rainham
- LC 126-146, 141-143 High Street, Rainham
- LC 151-169, 198 & 208 Fairview Avenue
- LC 140-148 (evens) Hempstead Road
- LC 30-48 (evens) Hoath Lane, 2 Wigmore Road, 2 Woodside
- LC 367, 371-377 (odds), 390, 392 Maidstone Road, Rainham
- LC 1-64 Twydall Green & Goudhurst Road
- LC 12-40 (evens) London Road, Rainham
- LC 42-58 (evens) & 59-65 (odds) Sturdee Avenue
- LC 1a-8, 15, 17 Livingstone Circus, 1-6 Livingstone Buildings Barnsole Road, 196-206 (evens), 239 & 253-261 (odds) Gillingham Road, 142 Franklin Road
- LC 46-100 (evens) & 27-147 (odds) Watling Street

- LC 428-432 (evens), 541-543, 551-563 Canterbury Street, 168-184 (evens) Rainham Road, 1-23 (odds) Watling Street
- LC 88-135 (evens), 95-115, 123-131, 139-171 (odds) Canterbury Street
- LC 172, 178-200 (evens), 237-255 Canterbury Street
- LC 302-304 (evens) and 318-320 (evens) Canterbury Street
- LC 60, 70, 94-96 (evens), 65, 67 Duncan Road, 2 Franklin Road, 60, 68, 82 77-79 Balmoral Road
- LC Chatham Waters
- LC Victory Pier
- LC 2-16, 28-46, 64-76 (evens) Luton Road, Chatham
- LC 23-55 (odds), 50-54 (evens Luton High Street, 4-10 Nelson Terrace and 10a Beacon Hill
- 161 - 183b (odds) Wayfield Road, Chatham
- 1 – 5 (incl) and 20 – 25 (incl) Shirley Avenue, Tiger Moth and 16a Highview Drive and Formula One Autocentre Maidstone Road Chatham
- LC 42-86 Silverweed Road
- LC Princes Park, Chatham
- LC Kestrel Road, Newton Close and Sultan Road Lordswood
- LC 118-130a Maidstone Road Rochester
- LC Borstal Village
- LC 48-136 (evens) and 166-168 Delce Road, 179-181 and 160 Rochester Avenue and 4,5 and 6 Cossack Street, Rochester
- See LC 18 - combined into 1 Local Centre
- LC 165 – 181 (odds) Bligh Way, Strood
- LC Darnley road. Cedar road
- LC 1-7 and 15 – 43 (odds) Wells Road, Strood
- LC 2-20 (evens) London Rd, Strood
- LC 86-110 (evens) 116, and 103 - 109 (odds) Frindsbury Road, Strood

Rural centre:

- Hoo rural centre – existing
- Hoo rural centre – additional planned as part of Hoo Framework
- Hoo – Miskin Road
- Cliffe Woods

Reasoned justification

6.14.4 Responses to earlier consultation on the emerging Local Plan supported the use of brownfield sites with good access for employment, and opportunities in town centre locations arising from regeneration initiatives and linked to the Universities in Medway. Infrastructure and attractive, accessible locations were considered as key to successful business growth. There was some confidence that rates of out-commuting could drop if Medway was able to offer a greater range of quality jobs locally. Issues were raised in relation to the specific needs of sectors of Medway's economy, such as agriculture, marine and leisure businesses.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations
- Amount of retail and leisure floorspace delivered in other retail and leisure designations
- Vacancy rates

6.15 Shopping Parades and neighbourhood centres

6.15.1 National guidance recognises the importance of providing local shops to satisfy the needs of local communities. Local planning authorities are required to plan positively for local shops to enhance the sustainability of communities and guard against unnecessary loss of valued facilities and services. Shopping parades (urban area) and neighbourhood centres (rural area) play an important role in creating the aspirations for a high quality built environment and strong, vibrant and healthy communities[144]. It is necessary to support sustainable living patterns and smaller centres play a bigger role in rural areas. Smaller centres are a meeting place and support community cohesion. Support and protection of these centres are therefore vital to support the day-to-day activities of residents and the sustainability of settlements and communities[145].

6.15.2 At the heart of the policy approach is the aim to support a sustainable way of living. Officers are reviewing centres to determine the current condition of all centres in Medway. The assessment will confirm which could be designated as local centres and where boundary reviews are required to reflect changes. The next version of the draft Local Plan will provide a list of centres with proposed boundary changes.

6.15.3 Local, village and neighbourhood centres play a local role and as such should not contain uses of large scale, form or massing. The scale of provision should be appropriate to the location and the function for local services. Cinemas, drive through restaurants, concert halls etc. are therefore not appropriate for smaller centres. Smaller centres are fundamentally based on their retailing role, but also perform a community function.

Policy T15: Shopping Parades and Neighbourhood Centres

Shopping parades and neighbourhood centres are not part of the retail hierarchy. Their function and role is very localised and will not compete with defined centres in the hierarchy but they are essential in creating a sustainable network to provide for residents essential needs.

The council will support the provision of a network of services and facilities, in accessible locations, to support the day-to-day activities of residents in a sustainable manner. Considerations of sustainability will include the offer (balance of retail, community uses and services), and accessibility - the mode of travel and distance. Each parade must at least have a

convenience, service or community offer at its core to support the community.

Shopping parades (urban areas):

- SP 173-179 Rainham high street
- SP 88-94 Station Road, Rainham
- SP 116-120 Wakeley Road, Rainham
- SP 1-4 Norreys Road
- SP 286-288 Lonsdale Drive
- SP 45-49 Peverel Green
- SP 275-277, 277a, 277b Gillingham Road and 219 Barnsole Road
- SP 153, 155 Barnsole Road
- SP 499, 511 Canterbury street
- SP 55-63, 67 Canterbury Street
- Shopping Parade: SP 38-46 (evens) Gillingham Road and 129-135 (odds) Trafalgar Street
- SP 119-123 James Street, Gillingham
- SP 105, 124, 138, 140 Richmond Road, Gillingham
- SP Forge Lane
- SP 268-274 (evens), 291 Luton Road, Chatham
- SP 110a -114 (evens) Luton Road, Chatham
- SP 11-16 The Links, Wayfield
- SP 27-31 Yarrow Road, Chatham
- SP 60-70 (evens) Holland Road, Chatham
- SP 121-125, 135 (odds), 124 Walderslade Road
- SP 111-113 Boundary Road Chatham
- SP 94-104 Maidstone Road Chatham
- SP 5-7 Scotteswood Avenue, Chatham
- SP 7-12 (incl) Central Parade, Marley Way
- SP 76-82 (evens) Leander Road and 53-57b (odds) Orion Road
- SP 208-214 Maidstone Road, Rochester
- SP 1, 1A and 1B Beatty Road (City Way junction)
- SP 65-71 City Way (Pattens Lane junction)
- SP 69-83 Maidstone Road
- SP 80 - 86 John Street
- SP 1-3 (odds) Cazeneueve Street, Rochester
- SP 2-16 (evens) and 3 Victoria Street, Rochester
- SP 41-47 Carnation Road. Strood
- SP 64, 89-97 (odds) Bryant Rd & 49 Weston Road, Strood
- SP 59 and 59b Grove Road, Strood
- SP 1-9 Rochester Court

Neighbourhood and village centres (rural areas):

- NC Cliffe

- NC High Halstow
- NC Allhallows
- NC Lower Stoke
- NC Grain
- NC Cuxton
- NC Halling Village
- NC Wainscott Village

Reasoned justification

6.15.4 To ensure a network of centres are available to provide for the da-to-day needs of Medway's residents. These centres will provide sustainable access and encourage healthy lifestyles and better social cohesion.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations
- Amount of retail and leisure floorspace delivered in other retail and leisure designations
- Vacancy rates

6.16 Meanwhile uses

6.16.1 Meanwhile/temporary/pop-up uses benefit an area by creating interest and activating spaces and places especially in the early phases of development or where a unit is vacant and struggling to find a suitable occupier for the desirable use. As examples, within development proposals spaces can be landscaped, portable community vegetable gardens or public realm provided. When development is due to be phased on that space, the portable vegetable garden can either be harvested or moved to a suitable area. In town centres or other suitable areas po-ups/temporary uses can include commercial leisure (food and beverage), cultural and creative activities operational during the day and night, which would add to the diversity of uses and stimulate vibrancy and viability. Pop-ups can occur for a day, a week or more depending on the requirement. Pop-up/Temporary uses can also take the form of a business occupying a shelf in an established business shop unit but this arrangement can be negotiated between businesses.

Policy T16: Meanwhile Uses

Proposals for a temporary use of space, vacant units and vacant plots will be supported for a period of up to 6 months where compliant with the council's strategies and policies for the area and:

- where no more than one previous temporary permission was granted since the last permanent occupation of the unit/plot/space;
- does not preclude permanent use of the space, plot or unit;
- reinforces the longer term uses planned for the area
- it contributes toward the function of the area or meets a specific need identified by the Council;
- contributes positively to the character and early activation of the area
- where the unit has been vacant for at least 2 months and can demonstrate reasonable* attempts at occupying the unit with the desired use;
- where the proposed use/s makes a positive contribution to the vitality and viability of the centre including the consideration of commercial leisure, cultural and creative uses;
- would not impact on the deliverability of the Local Plan and its site allocations
- does not give rise to unacceptable impact on residential amenity and on the transport network
- Erection of structures for the operation of the business must be easily removable and the space or unit returned either in its previous condition or better.

All major development proposals will be required to submit a Meanwhile Feasibility Study and if feasible, a Meanwhile Strategy. This should identify:

a) The types of meanwhile uses considered most appropriate for the site and how these can meet needs and support regeneration, early place making and the longer-term success of the development;
b) The proposed approach to how these meanwhile uses would be taken forward, including details on timescales, phasing and how the proposal would complement surrounding developments and the longer-term place making vision for the area;
c) The proposed approaches to engaging with potential occupiers of the meanwhile space. This should focus on looking to incentivise business start-ups and local businesses and organisations to occupy spaces; and
d) The proposed approaches to enable meanwhile uses to occupy the permanent structures in the development. This should include providing business support, staggered rental rates and offering right of first refusal.

**reasonable – marketing evidence is provided showing the unit marketed for the appropriate use with a real estate agent. Attempts were made to address requirements by prospective occupiers where enquiries were made.*

Reasoned justification

6.16.2 Temporary permissions with time specific restrictions can address long standing vacancies in centres. Meanwhile uses can also provide interest for visitors and therefore have value in stimulating footfall, creating a positive image and adding to the vitality of the High Street. However, the wider objective of securing uses more appropriate for the location is an overriding consideration.

Monitoring

- Vacancy rates

6.17 Supporting sustainable healthy centres

6.17.1 Some types of retail uses have the potential for a problematic cumulative impact when there is an overconcentration in one place. Such specific uses can include places like betting shops; premises selling alcohol, particularly for consumption off the premises; some gaming centres, and high energy density food outlets, which tend to sell food high in fat and/or sugar. They can contribute to health issues and may undermine the attractiveness of the High Street. The council sees a robust retail offer as the core of successful town centres. The Local Plan also has a role in addressing health inequalities in Medway. Together these indicate that policy should seek to manage the range and location of particular businesses, as part of wider initiatives to promote public health and wellbeing and secure the vitality of town centres.

6.17.2 The council considers that there are grounds to identify areas[146] that are at risk of being placed under stress resulting from the cumulative impact of concentrations of specific premises. Evidence on the location and number of existing uses that may undermine the health of the High Street can provide guidance on where further premises of the same type should be restricted or manage.

Policy DM5: Supporting Sustainable Healthy Centres

Development proposals will help to create healthy and sustainable places[147], recognising the cumulative effect individual units and specific uses can have on the success of places.

The council will seek to manage the concentration and mix of specific premises to strengthen its centres and support healthier communities.

Reasoned justification

6.17.3 Responses to earlier consultation on the emerging Local Plan supported the use of brownfield sites

Monitoring

- Amount of main town centre uses gained and lost in town centres that aligned with those identified to contribute to unhealthy lifestyles

6.18 Frontages

6.18.1 Shop frontages play a key role in attracting footfall to centres. Very often the impact and value of frontages are ignored or underestimated. In Medway, the retail evidence[148] collated has confirmed the public's perception and observation of the centres public realm as needing improvements. Centres also lack appropriate design guidance reflective of their distinct character. Improving the shop facades and public realm, where possible, forms part of the strategy to strengthen the authority's centres, attract more footfall and improve the local economy.

Policy DM6: Frontages

Frontages of proposals along the high street of centres must be in accordance with the council's design policies and:

- provide an active frontage at ground floor level, which is accessible and attractive to pedestrians. The presence of a larger proportion of show window space is required.
- be of appropriate scale, format, design and character reflective of the facades above ground floor, the centre's role and function and the Council's ambitions.
- protect and where possible enhance the public realm through well planned and coordinated planting, improvements to surfacing/paving and other environmental enhancements.

Reasoned justification

6.18.2 To ensure our high streets are attractive to shoppers, which will increase footfall and support healthy centres.

Monitoring

- Public realm improvements on the high street.
- Increased sales/footfall
- Healthy centres

6.19 Retail parks

6.19.1 The NPPF makes clear that proposals for new main town centre uses, including retail, should be located by preference within or on the edge of town centres. It also advises local authorities to set policies for the consideration of proposals which cannot be accommodated in such locations. Retail parks form part of this bigger picture and can provide a supportive role to centres if located in appropriate locations and the uses are managed to address potential conflict or impact on neighbouring centres.

6.19.2 Town centres are faced with numerous challenges including the fact that businesses are choosing locations that are the least risky investment-wise and are prime sites for attracting footfall without having to pay the price of prime high street frontage. Retail parks have become popular, even more so during Covid, because shoppers can get their shop done without even having to contemplate the potential traffic (pre-Covid) or being in an area where many people would congregate – avoiding large gatherings was the recommended guidance to manage covid infections.

6.19.3 We are now coming out of stricter controls with regard to Covid, so shopping patterns appear to be bouncing back and people are now visiting high streets again. However, it is not guaranteed that high streets will remain the focus in the long term. The combination of the availability and increase in online shopping and the need for businesses to recover could well mean that sites in out-of-centre locations become more and more attractive.

6.19.4 Retail parks play a role in the retail and town centre strategy, they provide for larger sites that town centres, particularly in Medway with its rich culture and heritage, have in limited quantities. Historic sites, conservation areas and the age of buildings limit the ability to modernise in response to the changing market needs. Retail parks and other out-of-centre locations will continue to be an attractive option.

6.19.5 Medway's centres are vulnerable and even more so as a result of Covid and the external responses to Covid. Government has introduced further flexible means (permitted development rights, change in use class, introduction of class E) to deliver housing which erodes away at the ability of Local Plans to add further protection through the management of use.

6.19.6 'Gillingham Retail Park' demonstrates characteristics of a retail park following a complicated history. It now has occupation of units by high street convenience and comparison retailers, and is therefore not wholly compliant with the criteria consistent with the traditional retail park. Recent planning applications have also seen a rise in proposals for uses that would be better suited to a town centre location.

6.19.7 The North Kent Retail Study found the retail locations outside of Gillingham District Centre are performing much better than the district centre itself. This includes retail provision in 'Gillingham Retail Park' and the nearby Tesco Extra store. Links between the vulnerability and health of Gillingham District Centre and the well performing Gillingham Retail Park and accompanying Tesco Store on Courtney Road were drawn in the study. A similar trend

was noted in Strood, i.e. Strood Retail Park was performing better than the district centre.

6.19.8 A better definition of function and role is required to manage the impact on centres. The policy approach will seek to define retail warehouse areas and specify appropriate uses reflecting the current and emerging trends.

Policy DM7: Retail Parks

Retail and leisure proposals will only be permitted in defined retail parks (Strood Retail Park, Horsted Park, Gillingham Retail Park) which are appropriate to their character and only where the following criteria are satisfied:

- Provision of suitable access, parking or parking arrangements;
- It has been demonstrated that there are not any suitable and available alternative locations in-centres or other sequentially preferable sites which can accommodate the proposal (taking into account flexibility in scale and format);
- It has been satisfactorily demonstrated via an impact assessment, where triggered, that there will not be any likely significant adverse impact on centres, with particular attention to vitality, viability, vibrancy and sustainability of the existing centres and their vulnerabilities (along with on investment projects)
- No significant impact on the transport network and parking in the surrounding area or knock on impact further down the road network
- Good public realm, signage and linkage to the neighbouring centre is provided assisting in linked trips and increasing dwell time in the neighbouring centre.

In addition to the above the impact assessment will be required to take account of the cumulative impact of recent proposals.

Where appropriate the council will require:

- conditions or legal agreements to manage impact on centres, including a condition on the type and range of goods, plus the amount of amount of floorspace and format of retail/leisure units.
- Public realm works or other to facilitate better linkage with the neighbouring centre.

Reasoned justification

6.19.9 Medway's Town centres are vulnerable and are the focus for growth. The retail and town centre strategy is town centre first to ensure Medway's centres are given a chance to grow and support the population in a way that supports sustainability, social and environmental objectives.

6.19.10 Within the hierarchy of retail and town centres, retail parks have the ability to absorb proposals that cannot be provided in town centres, i.e. implementation of sequential and impact tests.

6.19.11 No objections were received to earlier consultation on the emerging Local Plan supporting the approach.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations including retail parks
- Amount of retail and leisure floorspace delivered in other retail and leisure designations
- Vacancy rates in town centres and retail parks

6.20 Medway Valley Leisure Park

6.20.1 Medway has a limited number of leisure designations. Medway Valley Leisure Park is one of them and functions quite successfully providing restaurants, a cinema, hotel and bowling alley. This location provides for the needs of Medway residents and has in recent years diversified.

6.20.2 The Retail and Leisure Needs Assessment (2016) identified a projected need for leisure provision in Medway as follows:

Table 11 - Leisure need projection to 2037 (£m)

	2015 (£m)	2020 (£m)	2025 (£m)	2028 (£m)	2031 (£m)	2037 (£m)	Change, 2015-37 (£m)
Cultural services	87.5	97.6	108.7	115.6	122.5	138.6	+51.2
Recreation & sporting services	34.8	38.8	43.2	46.0	48.9	55.1	+20.4
Restaurants & cafes	282.7	315.6	351.2	373.6	397.1	448.2	+114.4
Total commercial leisure spend	405.0	452.1	503.1	535.1	568.8	642.0	+237.0

6.20.3 A deficiency of leisure provision in town centre locations was identified. Town centres are the first locations considered for the provision of main town centre uses. The retail and town centre strategy directs growth to its centres first. A sequential assessment will be required for main town centre uses outside a town centre whether within a retail or leisure designation or not.

6.20.4 It is important to achieve a balance between maintaining leisure destinations and encouraging growth in our town centres to support the evening economy.

Policy DM8: Medway Valley Leisure Park

Medway Valley Leisure Park is a family leisure destination that attracts visitors and residents in the area. It also provides accommodation and supporting uses for those staying overnight in Medway for business or leisure.

All new leisure proposals are directed firstly to Medway's centres as the sequentially preferable locations. Development proposals will be supported where enhancing or replacing current provision without requiring expansion beyond the designated boundary unless justified by growth in the area and subject to compliance with the council's retail policies:

- satisfying that no sequentially preferable sites were found;
- that the impact assessment has been satisfied where triggered.

Reasoned justification

6.20.5 There is limited potential for this designation to grow and already has a good draw. With further residential development in close proximity, this location may want to respond to support the growing population in other ways beyond leisure provision. There is room for leisure diversification within the site but the leisure designation does not allow for diversification outside of the predominant use to ensure consistency with the retail and town centre strategy. Other needs emerging from new residential growth should be responded to by neighbouring centres. Having this area as a leisure designation is an asset of limited representation in Medway and definitely an asset worth retaining and supporting within the context of the wider strategy.

6.20.6 No responses to the earlier consultation on the emerging Local Plan objected to this approach.

6.20.7 COVID-19 and the increasing desire for residents to meet family and friends, engage in outdoor activity or leisure experiences is important in supporting healthy lifestyles and mental health. Retaining such areas and supporting the growth of the evening economy in centres is invaluable in playing many roles beyond the physical infrastructure; it supports the social networks and community cohesion.

6.20.8 The council seeks to protect centres by ensuring the town centre is considered first and impact assessment done where triggered.

Monitoring

- Amount and type of leisure uses gained and lost in town centres, edge of centre and out of centre locations
- Amount of leisure floorspace delivered in other retail and leisure designations
- Vacancy rates in town centres
- Vacancy rates in leisure designations

6.21 Dockside Outlet Centre

6.21.1 Dockside Outlet Centre is the main retail provider in this location. It has a number of retail stores mixed with commercial leisure and service uses. Immediately adjacent to the outlet centre is an area particularly know for attracting evening activity with the mix of cinema, bars and restaurants, not to mention leisure and entertainment during the day as well.

6.21.2 Medway's previous policy looked at encouraging this area to grow as a leisure destination fundamentally, making use of the waterfront location for water-based leisure and land-base leisure. Much has evolved over time and new residential developments have come forward on St Marys island with more to still be delivered. The Dockside area has responded and evolved in providing a more thriving leisure-based environment to support residents. Dockside outlet was previously permitted to sell discounted/past season stock.

6.21.3 Dockside is a location worthy of a leisure designation. However, its close proximity to Chatham Town Centre requires careful management to avoid harming the existing centre in its current form or future plans to improve the high street and its offer. Chatham is Medway's primary centre and together with the other centres provides for its residents at a 'city scale'. Chatham is central to this and therefore of high importance. All other designated centres should also be given priority consideration for main town centre uses.

6.21.4 In order to ensure Chatham and the other centres are protected, it is proposed that whilst the Dockside is designated as a leisure destination, it has a cap on retail provision and is required to prepare an impact assessment where in direct competition with leisure provision in Chatham.

Policy DM9: Dockside

Dockside is a family leisure and retail destination attracting visitors and residents providing sufficient car parking.

All new retail and leisure proposals are directed firstly to Medway's centres as the sequentially preferable location. Development proposals will be supported where unable to be accommodated in the other defined centres upon satisfaction of sequential and impact assessments.

The retail floorspace in this designation shall not exceed a maximum of 30% of all floorspace in the designation.

The leisure floorspace shall occupy at least 50% of all floorspace in the designation with complementary 15-20% commercial leisure.

Reasoned justification

6.21.5 Chatham is Medway's primary centre which plays a key role within the network of centres providing for residents. Many changes have emerged in recent times which reduces Local Authorities ability to protect town centre and the high streets and therefore leaves them vulnerable.

6.21.6 The approach manages the relationship with centres, supporting the growth of the leisure destination without impacting on aspirations for centres.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations
- Amount of retail and leisure floorspace delivered in other retail and leisure designations
- Vacancy rates

7 Infrastructure

7.1 Infrastructure delivery

7.1.1 Infrastructure is a vital component of the Local Plan as it is essential for a place to function well. Infrastructure planning is a key requirement of Government planning policy[149] and its economic strategy.

7.1.2 Infrastructure is a broad term. National planning policy defines it as including: transport telecommunications, security, waste management, water supply, wastewater, flood risk & coastal change management, minerals and energy.[150] This section will focus on the delivery and safeguarding of infrastructure, but will not include a review of flood risk management, waste, minerals or energy as these elements are to be dealt with separately.

7.1.3 The Local Plan vision and objectives sets out that infrastructure is vital to the development of Medway as a leading waterfront learning city in the coming years, especially its timely delivery and effective scale. Noted as vital to this is the delivery of education, health, transport and community facilities.

7.1.4 The following policies seek to support the vision and ensure that it is delivered in a timely and effective manner. They focus on delivery, education and communications. Other policies within the Local Plan focus on health, transport and wider community facilities.

7.1.5 The council will seek the timely and effective delivery of infrastructure to support the local economy and meet the needs of Medway's communities. This will be achieved through the planning and effective delivery of infrastructure. The council will also seek to protect existing infrastructure assets and safeguard land where required for new infrastructure.

7.1.6 To support the growth strategy highlighted in the Local Plan the Council has produced an Infrastructure Delivery Plan (IDP). This document sets out the required level and phasing of infrastructure to support the proposed development. It is an iterative document that is to be monitored and reviewed over time to ensure the timely and effective delivery of infrastructure.

7.1.7 Supporting the Local Plan and IDP to bring forward the required infrastructure at the right time the Council will use planning contributions and obligations. These are planning and legal mechanisms to mitigate a development. They include: planning conditions, Section 106 Agreements, Section 278 Agreements, unilateral undertakings and the Community Infrastructure Levy.[151]

7.1.8 At present Medway Council uses S106 Agreements and planning conditions as the mechanism for developer contributions and obligations. This has been a successful method for the Council to obtain infrastructure and the Council will continue to utilise this method in the future.

7.1.9 The Council has not adopted a CIL. It will respond to any updated government guidance and legislation on developer contributions, planning

conditions and approaches to viability testing. This may involve the possible implementation of a locally adopted CIL or other recognised funding mechanism to provide for contributions for strategic infrastructure supporting the development of the wider area.

7.1.10 The Council will also continue to engage with appropriate bodies on strategic infrastructure planning matters, through the Duty to Cooperate and where appropriate use Statements of Common Ground to plan to overcome issues identified.

Policy S22: Infrastructure delivery

Development coming forward in Medway will be expected to deliver new or improved infrastructure, to mitigate the impact of development. This will be achieved through the use of planning obligations and/or contributions and their use as defined in national policy and guidance, and as set out in the latest Medway Guide to Developer Contributions and Obligations. Infrastructure includes requirements having regards to the details set out in the latest Infrastructure Delivery Plan, as well as studies on leisure, green infrastructure, neighbourhood plans and development orders and other needs assessments.

To support sustainable development and the delivery of infrastructure planning permission will be granted for new developments in the following circumstances:

- Applications can demonstrate that there is sufficient infrastructure capacity to support what is proposed: or;
- Development is phased to reflect the timely delivery of infrastructure to serve and support future occupants and users; or
- Developer contributions and/or obligations are agreed that will mitigate the impact of the development.
- To achieve timely delivery of infrastructure the Council will expect infrastructure to be delivered in the following sequence unless proven otherwise through the application process via the viability appraisal process below:
- Onsite delivery of infrastructure ahead of occupation
- Onsite phased delivery of infrastructure
- Financial developer contribution for offsite provision

In the event that a developer considers that providing or contributing towards infrastructure requirement would not be achievable the council would expect the following:

- The submission of an "open book" viability appraisal. Any sensitive information which could compromise the applicants operations in any way will remain confidential from the public;
- Proof that the cost of potential infrastructure had been accounted for within the purchase price of the site; and

If development is phased the Council would expect a reassessment of the viability of the site for financial contributions to be undertaken at the submission of details for each phase.

Any viability appraisal is to be tested by the council's independent advisors and this is to be paid for by the applicant.

Infrastructure provision will require collaborative working with infrastructure providers including Medway Council, the NHS, and utilities providers amongst others. Developers and landowners must work positively with the Council, neighbouring authorities and other infrastructure providers throughout the planning process to ensure that the cumulative impact of development is considered and then mitigated, at the appropriate time, in line with their published policies and guidance.

Reasoned justification

7.1.11 A key factor that has featured in feedback from local communities within Medway is that development has occurred in the absence of the provision of a commensurate amount of infrastructure necessary to support that growth. As a result pressures arise on existing infrastructure. To help, the Council believes it to be appropriate to set out in the policy a preferred approach to sequencing the delivery of infrastructure. This would be based delivering infrastructure ahead of occupation of the development, phased through it or through a financial contribution. The sequencing would be negotiated between the developer and the Council and reasons for a course of action chosen given.

7.1.12 To effectively manage infrastructure delivery for planned developments the Council has produced an IDP to sit alongside the Local Plan. The IDP identifies the required interventions needed to secure relevant infrastructure to bring forward the plan developments in Medway. It has identified that there are significant pressures on infrastructure especially delivery and so the above policy has been developed to address that.

7.1.13 The IDP is a moment in time assumption and will need to be supplemented by local guidance to manage windfall developments or those that have no identified projects in the IDP, but still have an impact. The decisions on obligations and level of contribution for these developments will be identified through the Medway Guide to Contributions & Obligations Guide or successor documents and cover the full spectrum or potential 'infrastructure' required to mitigate a development. Any allocation of the contributions outlined will be through negotiation between the applicant and Council based on the individual attributes of the planning application.

7.1.14 The plan has been based upon a whole plan viability assessment that illustrates its deliverability. However the Council needs to allow for some flexibility within the provision of infrastructure. Over the plan period the economy and property market are likely to pass through moments of change. As a result individual sites may suffer viability issues and so flexibility needs to be built into the process to allow for delivery of development.

Policy S23: Infrastructure delivery on the Hoo Peninsula

Residential development that is proposed on the Hoo Peninsula as part of Medway's Hoo Development Framework must demonstrate that it will meet the likely demands of future occupiers of its housing by delivering, either in full or where necessary in part, the identified infrastructure that is necessary to achieve a healthy, active, integrated and friendly self-reliant community.

Unless a consortia of developers who are working together can demonstrate both full cooperation and the ability to deliver all necessary infrastructure identified within the plan which has been costed and found to be viable, it is expected that to achieve delivery in a fair and coordinated way, an equalisation of costs (as far as possible) needs to be achieved. To fulfil this objective, required infrastructure will be divided into one of three categories –

1. Infrastructure to be provided/funded by all development and which is directly relevant to each on plot dwelling. To deliver components within this category, proportionate contributions must be provided by all development that is proposed within the Hoo Development Framework Area with the general expectation that these are delivered on site.
2. Infrastructure which is site specific to a particular strategic site. To deliver infrastructure identified through category, the required land must be safeguarded from the start of the development of the strategic site. The location/area must be in accordance with the agreed parameter plan and the specific item be funded and delivered in full by the developer.
3. Infrastructure which forms common infrastructure and is necessary for the proper functioning of the rural town but which is not necessarily attributable to a single expansion area. To deliver all non-specific (or common infrastructure) within this category, components must be funded by developers across the Hoo Development Framework area, being calculated so that the resultant total costs associated with the three categories of strategic sites are balanced. This may result in this third component being disproportionately costed across each strategic site in order to equalise costs across the sites together, insofar as a they are necessarily directly related and proportionate to the strategic sites and do not undermine the delivery of homes.

More fully the components that fall within each category and which will be ascribed a priority, will be set out in detail within the Hoo section of the Infrastructure Delivery Plan and in the Framework Section 106 agreement referred to below. It is expected that the identified infrastructure is delivered in accordance with their identified category, priority and in accordance with or ahead of the phasing and in line with the Framework Section 106 agreement. Further residential development proposals on non-allocated sites within the Hoo Development Framework area must make a

proportionate financial contribution to outstanding unfunded or not fully funded infrastructure.

Infrastructure required as a consequence of development and provision for its maintenance will be sought from developers and secured through planning obligations, conditions attached to a planning permission, other agreements, or other mechanisms, including where external or forward funding for infrastructure necessary for development has been secured (including where the infrastructure is delivered ahead of development), on the basis that funding shall be recovered from development. This will not circumvent the need for a development to contribute towards the cost of such infrastructure if such infrastructure is relevant to the development of the site.

Reasoned justification

7.1.15 During previous consultations concerns have been raised that often infrastructure is delayed and not available when required. As such the sufficient delivery of timely infrastructure to support the development of Hoo St Werburgh into a thriving rural town is key to the success of the Local Plan.

7.1.16 The consortia arrangement that exists between landowners involved in the sustainable expansion of Hoo St Werburgh, alongside Medway Council commitments towards early infrastructure provision and the Housing Infrastructure Funding from Homes England provides the certainty of delivery of infrastructure which must underpin Medway's Local Plan.

7.1.17 The Consortium is currently working closely with Medway Council to devise a 'Framework Section 106 Agreement' that will enable the procurement of on and off-site provision of community facilities together with other essential infrastructure not funded by HIF. The 'Framework Section 106 Agreement' will secure appropriate financial contributions towards the provision of essential off site infrastructure and will introduce appropriate and realistic triggers for the capture of any such contributions.

7.1.18 The collaborative working approach of the consortium ensures that that this approach is both realistic and deliverable. The delivery mechanism outlined above means that each ownership parcel can be delivered independently of one another, albeit in a co- ordinated manner in respect of infrastructure delivery. This provides confidence that, delivery rates can be maintained and enhanced, with multiple different developers working alongside one another. This also means that each ownership parcel can be delivered alongside one another, meaning that each neighbourhood could be delivered concurrently.

Policy S24: Infrastructure phasing on the Hoo Peninsula

The phasing of infrastructure is crucial to the delivery of sustainable growth. Infrastructure delivered on the Hoo Peninsula must be timed to coincide with the population growth resulting from new homes being occupied. Where relevant, ongoing evidence relating to infrastructure requirements will inform the number and phasing of homes to be permitted on proposed development sites and will be established (and potentially conditioned) through the planning application process, in consultation with infrastructure providers.

The new expanded primary school at High Halstow must be completed and handed over to the education provider before the first occupation of the 186th dwelling on the strategic sites in the area.

The relocated and expanded Chattenden Primary School must be completed and handed over to the education provider before the first occupation of the 1233rd dwelling across all sites. The two new primary schools South of A228 for 2 FE must be completed and handed over to the education provider before the first occupation of the 4269th and 6664th dwelling across all strategic sites within the Hoo Development Framework.

The new 8 FE Secondary School South of A228, Hoo St Werburgh must be completed and handed over to the education provider before the first occupation of the 1,756th dwelling on the strategic site in the area.

The new healthcare facility will need to be delivered together with NHS partners, and therefore no occupation trigger can be reasonably determined at this time. Interim expansions to existing facilities will also be required in line with housing phasing.

The development of the individual strategic sites must be carried out in accordance with an approved comprehensive phasing strategy for each expansion area. Phasing strategies must demonstrate how social, community and physical facilities and infrastructure, including biodiversity net gain areas, as well as employment land and premises will be delivered alongside or ahead of new housing. The approach to phasing will also require that central parcels of land, close to or adjoining, community and education facilities are developed first with subsequent parcels which are further away from such facilities coming forward as later stages of development, taking account of the need for development to remain viable.

Each phasing strategy must ensure that an overall co-ordinated approach to delivery is achieved across the Hoo Development Framework as a whole. Each phasing strategy must be approved in writing by the Local Planning Authority before planning permission is approved for the development of the relevant expansion area or part thereof and will be subject of legal agreements to ensure compliance. Certainty over infrastructure costs will be provided through the cost equalisation approach detailed above.

In addition to considering the phasing of infrastructure, development on the Hoo Peninsula will also need to take account of existing infrastructure, such as sewerage treatment works, electricity pylons or gas pipelines running across development sites. Early engagement with infrastructure providers will be necessary, with any changes set down and agreed at planning application stage, for example through planning conditions.

Reasoned justification

7.1.19 The successful delivery of growth on Hoo needs to be underpinned by a comprehensive package of infrastructure delivered in a coordinated way – and this is particularly challenging given multiple and complex site ownerships and limited scope for consolidation. Guidance from Homes England specifically highlights the challenge of preventing piecemeal infrastructure delivery when sites are held in a number of ownerships.[152]

7.1.20 The timing of infrastructure such as utilities, schools and community uses can all affect the wider delivery of housing across a package of large sites, as it is the timely resolution of such issues between stakeholders (including different site promoters with different roles and responsibilities) which allows the wider scheme to be delivered simultaneously. Such infrastructure can also have a place-making effect to encourage more people to want to live there, thereby increasing the demand for housing in the area, and there is a degree of circularity in that the provision of high quality additional school places will attract families to move into new developments, whereas a lack of such provision could prevent some from doing so, likely reducing both the rate of sales as well as the proportion of sales going to families, and therefore the future population of children in the development.

7.1.21 However, the delivery of infrastructure needs to be balanced in cashflow terms with the sales of market housing, and also the delivery of affordable housing. As affordable housing is not typically delivered at the steady rate of market housing (for example due to being in blocks of flats, or more generally due to the very high demand for non market tenures), this affects cashflow across the development trajectory.

7.1.22 There is a need to further delineate the governance around this process to ensure that the scope and range of contributions are secured in a comprehensive and coordinated manner across council and other services and from different developers and sites.

7.2 Digital Communications

7.2.1 Telecommunications are intrinsic to how we now live and work. Access to good broadband and telephone services are essential for business, learning and communities, and provision of high speed broadband services is a key component of a successful economy. The council seeks to establish Medway as a well-connected smart city that offers a competitive base for businesses and excellent telecommunications services for residents.

7.2.2 National policy supports the development of digital and communications infrastructure in planning for sustainable places.[153] This form of development should be carefully sited, with regard to local amenity, heritage and landscape, but not discouraged. The mobile phone network and coverage has increased in importance with the reliance on mobile technology to stay in contact and do business through mobile phones and tablets.

7.2.3 The Government's Digital Communication Strategy (2015) predicted that by the end of 2017 superfast connections will have reached 95% of premises and 4G coverage 98%. [154] Plus that ultrafast broadband of at least 100mbps should be made available to all UK premises.[155]

7.2.4 The definitions that are referred to for superfast and ultrafast broadband are:

- Superfast – a connection delivery 30 mbps
- Ultrafast – a connection delivering 100 mbps

7.2.5 Medway Council is working with Kent County Council on the BDUK programme to enhance coverage. Some 134,000 homes and businesses have been connected to superfast broadband resulting in a total coverage of 95% of properties across Kent and Medway.[156]

7.2.6 There are still issues within the provision of the broadband across Medway. Ofcom statistics indicate that there are areas of disparity within Medway with a rural urban split.[157] Medway is generally well served by mobile network coverage. Data (2G-4G) and voice coverage is nearly absolute. However there are weak spots across on the Hoo Peninsula for both voice calls and 4G coverage.[158]

7.2.7 However the Council aims to maximise economic growth and deliver the required infrastructure through amongst other elements high speed broadband. This will help the Council to achieve its ambition as set out in Medway 2035 the regeneration strategy for Medway 'to be the leading Smart City in the South East by 2035'.[159]

Policy T17: Digital communications

In order for Medway to achieve its economic and social potential and maintain its status as a well-connected place to live and work, the Council will seek to develop and enhance the provision of broadband and telecommunications infrastructure coverage across Medway.

As a result all new major development proposals (residential, employment and commercial) should:

- Ensure that there is full fibre to the premise;
- Have held discussions with broadband providers to ensure a connection can be made to the development;
- Be ready for 5G technology with the relevant infrastructure in place; where relevant.

Evidence of this shall be submitted as part of a planning application.

If none of the above is possible reasoned justification as to why this is not possible should be given as part of a planning application and then alternative methods to deliver superfast broadband used instead. These include other forms of infrastructure, such as facilities supporting mobile broadband and wi-fi to support superfast broadband

Exceptions to this policy will need to be justified. Evidence will need to be submitted to the Council explaining why it is not practical, viable or feasible to justify a departure from this policy.

Reasoned justification

7.2.8 During previous stages of consultation, comments were received on the need to address deficiencies within existing infrastructure and current service improvements. This unfortunately cannot be addressed through the current planning policy system. However policies can be developed in order to manage this infrastructure moving forward so that deficiencies do not occur in the future.

7.2.9 This can be best achieved through the provision of digital infrastructure within a development. Something that is now expected. The Digital Agenda for Europe promises availability of download rates of 30 Mbps for all of its citizens and at least 50% of European households subscribing to internet connections download rates above 100 Mbps by 2020. At present fibre to the premise in Medway is low - only 1.23% of all properties. This needs to change if Medway is to realise its ambitions of becoming a smart city.[160]

7.2.10 The government has recognised the role of effective high speed broadband in supporting and driving the economy. It has invested in its Broadband Delivery UK (BDUK) programme to extend superfast broadband coverage across the UK, and is introducing a broadband Universal Service Obligation so that by 2020 everyone across the UK will have a clear, enforceable right to request high speed broadband.[161] Which is supported by a pledge to provide superfast broadband (30 mbps) coverage by 2020.[162] The best way to achieve faster connections and broadband speeds is through the adoption of fibre networks.

7.2.11 In March 2017, the Government released its 5th Generation (5G) Strategy for the UK, with the rollout of the next generation of mobile networks expected to commence in 2020. The council anticipates more base and booster stations will be required than for the current 3G and 4G networks across Medway and will aim to work with the telecommunications industry to agree suitable provision and shared guidance.

7.2.12 In terms of actual connections and intended providers, applicants should engage with network providers from the outset to ensure the needs of the service (including new ducting) can be introduced alongside other on site infrastructure works as part of new developments to ensure the most efficient and viable approach is taken to securing connectivity.

7.3 Learning and skills development

7.3.1 The Council supports the development of skills and learning opportunities across Medway. This will be achieved through a support for a range of educational institutions across Medway. Educational facilities include early years (creches/nurseries), schools (year's reception to eleven), further education (post 16 –colleges or sixth forms) and higher education (universities).

7.3.2 As a unitary authority, Medway Council is a Local Education Authority. Within Medway there are 35 day nurseries, 60 pre-schools, 78 primary schools, 17 secondary schools and one all-through school.

7.3.3 A learning quarter of further[163] and higher education[164] has been established in the Chatham Maritime area, with the Universities at Medway (Greenwich, Christchurch & Kent), Mid Kent College and the University Technical College located in this vicinity attracting thousands of students. These have a major social and economic impact on the area and are set to expand further over the plan period.

Policy T18: Learning and Skills Development

Early years & schools

The Council will support the development of uses that would create schools, nurseries and crèches in the following circumstances:

- There is an identified need for the provision.
- Have safe access by cycle and walking, public transport and car and incorporate a school travel plan;
- Have safe drop-off and pick-up provision;
- Provide outdoor facilities for sport and recreation; and
- Avoid conflict with adjoining uses.

Further & higher education

The development and expansion of uses that facilitate further and higher education facilities within the 'learning quarter' at Chatham Maritime will be supported. Development of supporting uses where there is an identified link to the Universities and other research and development establishments will be supported where appropriate, and does not conflict with other policies in the plan.

Reasoned justification

7.3.4 Two of the objectives of the plan are for the improvement of skills and development of the learning quarter in Medway. Medway lags behind the rest of Kent in terms of skills and qualifications: a total of 19% of the population have Level 4 Qualifications or above in Medway compared to 25% across Kent. And yet 6% of Medway's population is made up of students, and this rises to 15% in some areas.

7.3.5 A key aim of the Council is to continue to build on the success of further education in Medway. Students spend over £150m per annum in Medway with local businesses and services supporting some 1,200 jobs. The added benefit from this is that it will lead to an increase in GVA of the economy.

7.3.6 To facilitate an improvement in skill levels in the economy the further and higher education facilities that support this level of qualification need to be supported. Higher and further education institutions in Medway contribute hundreds of millions to the local economy directly, but also indirectly add other benefits.

7.3.7 Boosting educational attainment and qualifications and skills levels in Medway is a core priority. This underpins the area's economic performance and opens up greater job and social opportunities for residents. The Local Plan can help in these ambitions, by supporting the provision of nurseries and schools and the development of the higher and further education sector.

8 Transport

8.1 Place-based Vision for Access and Movement

8.1.1 The River Medway is a key asset, providing a strong sense of place and identity. However, the river bisects the area and movement is constrained by three principle crossings. The severance caused by the river, past commuting flow patterns and travel behaviour, the legacy of post-war development designed for the car, generous car parking provision in dense employment areas and the existing public transport offer make for a challenging environment in which to accommodate Medway's development needs. Crucially, new development must not reinforce historic travel patterns or car dependency; rather, it will support a place-based vision for access and movement.

8.1.2 Medway's location in north Kent gives rise to additional opportunities and challenges associated with wider growth, such as the proposed London Resort, and in particular the proposed Lower Thames Crossing (LTC). The LTC would provide a new road that would link to the A2 and M2 and a tunnel crossing located to the east of Gravesend. New destinations, infrastructure and technologies are emerging along with increasing prominence of the decarbonisation agenda.

8.1.3 The so-called 'net zero' target followed the Paris Agreement signed at the United Nations Climate Conference in 2015 (COP21) and the UK parliament passing legislation in June 2019 to reduce greenhouse gas emissions to zero by 2050. A net zero target recognises that it will be difficult to remove some emissions pre-2050, however these could be offset to ensure the UK's balance of emissions is zero.[165]

8.1.4 The integration of land use and transport planning has an important role to achieve net zero. In short, the planning of new development needs to shift from a mitigative to a creative approach, i.e. leading with a vision.[166] In this way, and further to the council's declaration of a Climate Emergency, a place-based vision for access and movement provides the basis for local living on an everyday basis. This calls for policies to ensure new development helps to reduce trips through local living, before considering how to increase the proportion of the remaining trips taken by active and public transport.

Policy S25: Place-based Vision for Access and Movement

Development proposals will describe how they support the place-based vision for access and movement:

By 2037, Medway is an accessible city where people can meet most of their daily needs in their local area, such as schools, grocery shopping and places to socialise and exercise.

Space for home working has been provided in every new home, while co-working spaces in urban centres have reduced the need to travel for people who are more likely to be able to work remotely.

A growing network for active travel converges on urban centres following the successful implementation of a Local Cycling and Walking Infrastructure Plan.

The city centre will be characterised by design interventions to create a healthier, safer and more equitable environment for people.

Car clubs, demand responsive transport and e-scooters provide other credible transport choices.

The Hoo Peninsula has reduced car dependency and achieved a higher level of self-containment to facilitate local living in an age of increased remote working, while local employment opportunities are available at Kingsnorth and the Isle of Grain. Travel choice to/from the new rural town has been improved through planning and investment in public transport.

Villages are less car dependent as a result of increased home working supporting local services and amenities, and demand responsive transport is removing the barriers posed by distance to traditional public transport stops.

Digital commerce has been supported through the protection of existing distribution and warehouse uses, particularly those in close proximity to the urban area, to enable efficient courier services by ultra-low emission vehicles and cargo bikes.

The Lower Thames Crossing and the Blue Bell Hill improvement scheme, along with rail timetable and station enhancements, have improved connections to wider destinations for work and leisure.

Reasoned justification

8.1.5 The levels of change required are unprecedented and equate to an 80 per cent reduction in carbon emissions from surface transport by 2030. The remaining 20 per cent of carbon emissions from surface transport would need to be eliminated by 2050.

8.1.6 No single intervention, or even a combination of interventions, will achieve the required 80 per cent reduction in carbon emissions from surface transport by 2030. In particular, over-reliance on the mainstream uptake of

electric vehicles would reinforce car dependency. Furthermore, an 80 per cent reduction would require increasing the share of trips made via walking, cycling and electric public transport in the best practice scenarios that previous evidence suggests is possible.

8.1.7 The place-based vision for access and movement marks a shift from the traditional 'predict and provide' approach to the latest best practice 'vision and validate' approach.[167]

8.2 Monitoring and Managing Development

8.2.1 The Strategic Transport Assessment (STA) informed the preparation of the new Local Plan. It involves iterative assessments of cumulative impacts associated with committed development and future development up to 2037. The STA has identified the necessary interventions, phasing and funding of mitigations for future development and this comprises a package of transport mitigations, including provision for monitoring and managing development.

8.2.2 The STA has been tailored to meet Highways England's and Kent County Council's requirements to demonstrate a reasonable worst-case scenario. It is the basis for a Statement of Common Ground by providing certainty for stakeholders in terms of the maximum highway capacity enhancements required to 2037.

8.2.3 The locations of highway capacity enhancements are shown on the Policies Map and are set out in detail in the STA.

8.2.4 The STA has established a vehicle trip budget. This is aligned with a reasonable worst-case scenario in terms of additional traffic generation. Committed developments benefit from the first tranche of vehicle trip credits, followed by site allocations, with housing delivery under the Housing Infrastructure Fund prioritised. Vehicle trip credits for unimplemented consents that subsequently expire would be recycled. The vehicle trip budget for the Hoo Peninsula will be refined due to the scale of growth anticipated, including the outline consent for Grain Business Park.

8.2.5 The STA has set out developer contributions for the package of transport mitigations across individual site allocations. This is based on the distribution of new trips routing through junctions that would require mitigation.

8.2.6 Some elements of the package of transport mitigations are required earlier in the plan period. Therefore, the council will seek opportunities to forward fund these elements to ensure full funding is in place. This will be repaid from the infrastructure fund over the Local Plan period.

8.2.7 However, it will be important to monitor and manage the implementation of the package of transport mitigations; it may be increasingly difficult to realise the place-based vision for access and movement once more highway capacity is delivered, which is based on a reasonable worst-case scenario. Development proposals should therefore be incentivised to demonstrate trip generation that would be lower than the vehicle trip credit set in the STA.

8.2.8 The Local Development Order for Innovation Park Medway requires a Monitor and Management Mitigation Strategy. Medway Council has since commissioned a specialist consultancy to produce the strategy in consultation with Highways England and Kent County Council. A similar, Medway-wide strategy, will be commissioned as part of the package of transport mitigations, which may involve the collection of appropriate monitoring data to assess whether the road network is operating according to the STA.

8.2.9 The 2019 amendments to the CIL Regulations will enable the pooling of developer contributions in an infrastructure fund towards the package of transport mitigations. This will provide an alternative to developers being required to implement specific off-site infrastructure requirements through Section 106 agreements. Section 106s for individual site allocations will require payment of developer contributions into the infrastructure fund.

8.2.10 In order to allow developers to spread the cost of their contributions and to maintain a revenue stream, the trigger points for payments prior to commencement and/or completion will be agreed through the development management process.

8.2.11 Appropriate Grampian-style conditions may be imposed on grants of planning permission to ensure development occupations are controlled prior to the implementation of elements of the package of transport mitigations.

8.2.12 Medway Council is responsible for the monitoring of vehicle trip credits and the collection of developer contributions, along with funding from all relevant public sources.

8.2.13 The exact approach to securing the implementation of mitigations through Section 106 planning obligations or other legal agreements, including Section 278 agreements, will be agreed through development management process.

Policy DM10: Monitoring and Managing Development

As a minimum, development proposals for site allocations will demonstrate how vehicle trip generation would be 10 per cent lower than the vehicle trip credit set in the STA. This target is intended to positively challenge developers to pursue a creative approach, however full policy compliance should ensure that this is achievable.

Developer contributions towards the package of transport mitigations will be due in line with the Infrastructure Delivery Plan or the outcome of a Medway-wide Monitor and Manage Mitigation Strategy.

Development proposals in urban centres, including site allocations, are exempt due to their accessible location, providing they comply with all other transport-related policies in this Local Plan.

Development proposals for 'windfall'/unforeseen sites will have due regard to the STA. Such proposals will bring about vehicle trip generation over and above the STA.

Reasoned justification

8.2.14 The STA comprises a robust and proportionate evidence base, prepared in consultation with Highways England and Kent County Council. However, planning for a reasonable worst-case scenario is incompatible with the need to shift from a mitigative to a creative approach. In practice, impacts associated with future development should reflect a policy-on scenario and take account of wider issues and developments.

8.2.15 This policy is concerned with realising the place-based vision for access and movement and not the reasonable worst-case scenario. The cumulative effect of trip generation across site allocations being lower than the vehicle trip budget set in the STA could be significant, however this would require the commissioning of a Medway-wide Monitor and Management Mitigation Strategy. This could avoid the need for some elements of the package of transport mitigations and their developer contributions which could otherwise be invested in development quality and other forms of necessary infrastructure.

8.2.16 Moreover, the full delivery of the package of transport mitigations could undermine the place-based vision for access and movement. It would be inappropriate to seek a full developer contribution (based on the reasonable worst-case scenario) if a development proposal can demonstrate how trip generation would be lower than the vehicle trip budget set in the STA. Therefore, a proportionate developer contribution discount is available.

8.2.17 A Medway-wide Monitor and Management Mitigation Strategy, is appropriate due to:

- future uncertainty in travel patterns, which may result in more sustained home working, for example;
- the potential for the highway mitigations to create induced demand and reinforce car dependency;

- trip generation associated with traditional employment density assumptions, i.e. the number of employees per square metre, as a result of the public health crisis and changes in workplace settings;
- the potential for a comprehensive improvement scheme for Blue Bell Hill, which would seek to accommodate local growth and require new development in Medway to make a proportionate contribution, thus avoiding the need for relatively minor abortive works; and
- the potential for an improvement scheme for M2 Junction 2 to be delivered as a result of the proposed Lower Thames Crossing, again avoiding the need for relatively minor abortive works.

8.3 Active travel interventions

8.3.1 The River Medway is a defining feature of the area, providing a strong sense of place and identity. The local character of the river and its edges varies along its length, from extensive areas of intertidal habitat to historic military uses and industrial facilities. A series of spectacular meanders, framed by steep escarpments, create the opportunity for stunning views and connections between the urban quarters. It also provides opportunities for sport and recreation, however access is restricted in some areas due to historic uses and environmental constraints.

8.3.2 The river represents an important transport corridor for commercial and leisure traffic. The introduction of a new river crossing and a riverside path could facilitate sustainable transport and address the restrictions that apply to pedestrians and cyclists who are unable to use the Medway Tunnel, or where the local road network is not conducive to walking and cycling.

8.3.3 A riverside path or boardwalk will establish new infrastructure that inspires place-making and how people move around the area. A defined route would be a draw for residents and visitors, linking key heritage sites, stations with town centres, the universities and work places, supporting healthier lifestyles and cultural activities. It would be a focus for quality public spaces in shaping the modern waterfront city.

8.3.4 The highest quality place-making standards will be realised along the urban waterfront, with public spaces as focal points, and increased access to the riverside and the river itself. Where appropriate, this will align with the route of the England Coastal Path that runs along Medway's frontage with the river and estuaries.

Policy T19: Riverside Path

Waterfront development proposals will incorporate public space to facilitate walking and cycling and demonstrate the highest design standards, including Local Transport Note 1/20 (Cycle Infrastructure Design) and Sport England's Active Design guidance.

Development proposals will demonstrate how any impacts will be mitigated.

Opportunities to provide linkages with other path networks should be explored where these are compatible with other policies and do not result in impacts on coastal designated sites.

8.3.5 The STA has identified active travel interventions; however, a Local Cycling and Walking Infrastructure Plan (LCWIP) is required to identify cycling and walking improvements required at the local level. An LCWIP would enable a long-term approach to developing local cycling and walking networks, ideally over a 10 year period. LCWIPs represent best practice to provide high quality cycling and walking networks. The council will seek funding to prepare a Local Cycling and Walking Infrastructure Plan to provide for high quality cycling and walking networks. In the meantime, the disused Chatham Waters Line presents a clear opportunity to contribute towards the place-based vision for access and movement.

Policy DM11: Chatham Waters Line

The Policies Map shows safeguarded land for a new active travel corridor or transitway, linking the riverside around Chatham Maritime and Gillingham Riverside with Gillingham town centre, but achieved in a way that also links the neighbourhoods on either side of the line.

Development proposals which compromise this policy will be resisted.

Reasoned justification

8.3.6 A strong emphasis on the river and the promotion of cycling and walking can help to deliver multiple elements of the vision, strategic objectives and wider policy outcomes. Responses to the consultation process generally supported the proposed vision which highlights the river itself and its strategic role. Natural England suggested that the Riverside Path policy could encourage opportunities to provide linkages with other path networks, subject to impacts on coastal designated sites.

8.3.7 The disused Chatham Waters Line to Gillingham station could make a significant contribution to the place-based vision for access and movement, for example as an active travel corridor or transitway. It provides a significant opportunity to address the severance between communities, and to enhance links between neighbourhoods, through improved walking and cycling routes.

8.4 Grain Branch

8.4.1 The government has described its strategic vision for rail, including commitments to expand the network to boost housing and economic growth, reinforce the importance of rail freight to support the economy and the environment and to explore opportunities to restore routes withdrawn during the 1960s and 1970s.[168]

8.4.2 Passenger services were withdrawn from the Grain Branch in 1961, however the line continues to facilitate the import/export of aggregates, along with rail freight associated with the aviation fuel storage depot and Thamesport activity.[169] Network Rail's 'South East Route: Kent Area Route Study' indicates that the Grain Branch is underutilised.[170] As part of the consultation in preparing the Kent Area Route Study, the council emphasised its potential role in making the Hoo Peninsula a sustainable location for growth, while maintaining freight movements during off-peak periods. Network Rail subsequently included the Grain Branch in the final Kent Area Route Study as part of Network Rail's 30-year strategic vision and options for third party funders.

8.4.3 The geography of the peninsula and its position in relation to the River Medway means that development in this location is less likely to impact on the wider road network. The full scale of growth is considered to form a critical mass in supporting local services and facilities, along with an improved public transport offer. Engagement with Network Rail's Strategic Planning Team found that a rail passenger connection at Sharnal Street presents the only opportunity to significantly increase rail capacity in Medway. In this way, a rail passenger connection helps to justify the Hoo Peninsula as a sustainable location for growth.

8.4.4 A rail passenger connection at Sharnal Street benefits from upfront government funding under the Housing Infrastructure Fund. It provides a focus for future growth and improved travel choice. Moreover, it would:

- underpin a wider strategy in conjunction with exemplary approaches to design and green infrastructure;
- address negative perceptions, provide the means to create a higher value offer and make a significant contribution to an aspiring brand for the Hoo Peninsula and Medway;
- serve an improved employment offer at Kingsnorth; and
- allow for increased rail freight.

Policy DM12: Grain Branch

The Policies Map shows safeguarded land for new rail infrastructure, including a station, route alignment and buffer stop zone.

Development proposals which compromise this policy will be resisted.

Reasoned justification

8.4.5 National planning policy acknowledges that the supply of large numbers of new homes can often be best achieved through new settlements or significant extensions to existing villages and towns, provided they are well

located and designed, and supported by the necessary infrastructure and facilities.[171]

8.4.6 National planning policy expects the planning system to actively manage patterns of growth in support of several objectives, including the promotion of walking, cycling and public transport use and to avoid and mitigate any adverse effects.[172] Sites and routes should be protected, where there is robust evidence, in developing infrastructure to widen transport choice and realise opportunities for large scale development.[173] The Grain Branch policy is considered to be in line with these aspects of national planning policy.

8.4.7 Many commuters from the Hoo Peninsula currently drive from villages to stations at Strood, Gravesend or Ebbsfleet; with the scale of growth forecast, a continuation of this travel pattern is unsustainable. This will exacerbate congestion on the A228, which in turn contributes to the poor air quality on Four Elms Hill, itself a designated Area Quality Management Area.

8.5 Riverside Infrastructure

8.5.1 The River Medway is a key asset, providing a strong sense of place and identity. It is highly visible from some areas, particularly from public areas of the waterfront and areas of higher ground. However, in some areas it is less accessible due to historic military and industrial uses. Historically the river has played a functional role in the transportation of goods to wharves, reflecting the area's manufacturing and industrial heritage. Some of this activity continues today, where some areas are characterised by the infrastructure associated with a range of economic activities, from aggregates importation to marine engineering and leisure activities.

8.5.2 London Thamesport and Medway's docks and wharves are of regional importance, facilitating the bulk transport, handling and processing of minerals, waste and other defined materials. A network of piers, jetties, slipways, steps and stairs are interspersed along the urban stretches of the river, although some facilities are in a poor state of repair.

Policy T20: Riverside Infrastructure

Riverside infrastructure associated with the transport of minerals, waste and other defined materials will be safeguarded in accordance with national planning policy.

The existing network of piers, jetties, slipways, steps and stairs will be safeguarded to support the potential for visitor and river taxi services and to accommodate visiting vessels, while any new facilities will be encouraged. Riverside infrastructure will be required to comply with the requirements of conserving the designated environmental features of the estuaries and river. Development must demonstrate adequate mitigation and no loss of protected or priority habitats or species, unless the impacts are not significant at a waterbody scale.

Innovative, mixed use proposals for this strategic site will be encouraged.

Reasoned justification

8.5.3 National planning policy requires the planning system to afford significant weight on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.[174] In addition, local planning policies should require local plans to safeguard existing, planned and potential infrastructure for: the bulk transport, handling and processing of minerals; the manufacture of concrete and concrete products; and the handling, processing and distribution of substitute, recycled and secondary aggregate material.[175] However, national planning policy also stipulates that local plans should reflect changes in the demand for land and be informed by regular reviews of both the land allocated for development and of land availability.[176]

8.5.4 The 2015 North Kent Strategic Housing & Economic Needs Assessment (SHENA) highlighted the regional connections through road, rail and waterfront logistics sites as influential factors in business location and the labour market.[177] Furthermore, the SHENA found that energy and water industries are relatively strong in Medway compared to local, regional and national comparators.[178] A response to the last consultation suggested that the policy approach for economic development places too much emphasis on ‘higher value employment’ and that this should not overlook some of Medway’s existing strengths, such as manufacturing and opportunities for port and wharf related activities. The Employment Land Needs Assessment (ELNA), commissioned as part of the SHENA, noted that Medway has significant space for businesses reliant on available wharfage sites.[179] Some existing units located on Medway City Estate – one of the largest employment centres in Medway – benefit from active wharfs,[180] understood to involve the importation of timber and rice. The ELNA recommended that the ‘Medway City Peninsula – Wharf/Specialist industry use’ should be protected and maintained, along with vacant land at Kingsnorth and Isle of Grain with potential for wharf users.[181] The ELNA also provided advice concerning the future of the Chatham Docks site.

8.5.5 The predominant stock quality of the Chatham Docks site was considered mixed or good, currently in B-class use for construction, marine, engineering, materials processing, warehousing and storage activities.[182] The ELNA considered that there are a range of possibilities to increase employment capacity on this site, which were at the time of the survey either vacant or underutilised.[183] The facility is understood to cater for smaller vessels and this may continue to complement larger ports and handle vessels too large for other local facilities.

8.5.6 Chatham Docks forms part of the Peel Ports' London Medway cluster, along with the Sheerness Port.[184] In response to the last consultation, Peel Ports highlighted the promotion and implementation of a 20-year masterplan with substantial investment for Sheerness Port and that this is considered to adequately serve businesses in Medway. The response stated that "the emerging plan should therefore not seek to safeguard the future of Chatham Docks as employment land or an operational commercial port facility."

8.5.7 Peel Ports have also responded to the Strategic Land Availability Assessment (SLAA), indicating that the Chatham Docks site has a potential capacity of up to 4,000 new homes, likely to be flatted development. This has been incorporated as a potential site allocation (phased later in the plan period), given the regeneration agenda and the presence of St Mary's Island to the west and development under construction to the east. The redevelopment of the remainder of Chatham Docks would provide an opportunity for a continuous riverside path and facilitate the opening up of the Chatham Waters link previously referred to. This is considered to be central to the vision and strategic objectives of the new Local Plan. However, a key finding of the SHENA noted that the private market is dominated by homes aimed at smaller households, including newer waterfront flats. These house types should be directed to central urban areas in the first instance, to facilitate town centre regeneration improving vitality and vibrancy. The scale and location of Chatham Docks provides for significant opportunities to progress Medway's ambitions as a waterfront learning city. There is huge potential to support the development of creative and cultural industries, leisure and events programmes using the basins and waterfront setting. The council requires a masterplan led approach to redevelopment of Chatham Docks, so that this strategic site delivers on the ambitions for Medway's regeneration, delivering wider economic and social benefits through mixed use development.

8.5.8 It is however conceivable that the Chatham Docks site can potentially deliver on multiple, rather than competing, elements of the vision and strategic objectives.

8.5.9 The Riverside Infrastructure policy intends to reinforce Medway's strategic location in the Thames Estuary. Ports, docks and wharfage will be safeguarded in order to support existing business sectors and to attract businesses requiring such facilities.

8.5.10 The council supports the potential for new services on the river to complement the regeneration and tourist attractions along the waterfront, therefore the retention of and access to wharves and public piers will be

promoted, subject to the need to meet the requirements of conserving the important environmental features of the designated river and estuarine habitats.

8.6 Marinas and moorings

8.6.1 A marina is a dock or basin with moorings and supplies for yachts and small boats. It can include activities such as boat sales, repair facilities, chandlery, boat storage, club house and parking. It is effectively a small port that is used for pleasure rather than trade, often with hotels, restaurants and bars ancillary to the main function. Marinas therefore can have a very urban appearance and can generate a significant amount of vehicular movement. Rural areas are therefore generally not preferred locations for marinas of this scale of supporting facilities.

8.6.2 However, within or adjoining an existing built-up area, a marina can, if well designed, be a positive asset. Where existing or historical facilities are located in smaller settlements or rural areas it may be appropriate to support the development of larger or more permanent marina facilities.

Policy T21: Marinas and Moorings

Proposals for upgraded or new high quality marina facilities and amenities will be supported in principle.

Planning permission for marinas and moorings will be granted if the application demonstrates how the proposed development:

- Will meet a proven need.
- Is required for the proper functioning of an existing facility or to enhance and improve access to the waterway.
- In an urban location, is supported by the provision of other commercial leisure uses at an appropriate scale, without undermining the role, vitality and vibrancy of town centres.
- Will have adequate land-based utility infrastructure and supporting facilities, including sewage, waste, water, secure storage and washing.
- Will not conflict with neighbouring uses, have a significant adverse impact or result in unacceptable environment consequences. A detailed HRA may be required.
- Has specific regard to the Special Protection Areas, Ramsar sites, Sites of Special Scientific Interest and the Marine Conservation Zone.
- Adheres to the council's policy for the North Kent Strategic Access Management and Monitoring Scheme.
- Will not result in increased flood risk further downstream or elsewhere.
- Will not adversely impact on amenity, particularly with regard to the waterways, in terms of access, servicing and car parking provision.
- Will not have a significant adverse impact on the highway network.

Reasoned justification

8.6.3 Existing marinas operate at or close to full capacity. Facilities for visiting vessels are currently limited, but there is significant potential for growth. It is recognised that better co-ordination between marina operators would improve Medway's leisure boating offer. Evidence at the regional level indicates that there is a shortfall of marina provision along the North Kent coast between Ramsgate harbour and facilities around the Medway Estuary.

8.6.4 Therefore, proposals for upgraded or new high quality marina facilities and amenities will be supported in principle. In particular, river access to shore facilities and attractions requires improvement.

8.6.5 Moorings can have a negative impact on the landscape of the waterway. In urban locations, marinas and sites used historically for the function would be appropriate for permanent moorings. In other areas recreational boat users require short stay or overnight moorings necessitating only mooring posts and public footpath access in order to limit the impact on the waterways and natural and marine environment. The development of moorings, other than overnight stays, will be judged on their merits, having regard to their impact on the landscape, access, parking and cumulative provision.

8.6.6 Residential houseboat moorings occupy areas that could be utilised for additional marina berthing. Many of the houseboats have limited facilities and can create negative environmental impacts.

8.7 Aviation

8.7.1 Rochester Airport is a general aviation facility catering for leisure, business, training, heritage and emergency service uses. The site itself falls partly within the Tonbridge and Malling administrative area.

8.7.2 The council approved the Innovation Park Medway Masterplan in March 2019, subject to comment from Highways England. The masterplan provides the vision and guidance for the consideration of development proposals, while a Local Development Order (LDO) and supporting Design Code will set out what development is permitted and the associated conditions.

8.7.3 The masterplan proposes to remove one of the two grass runways at Rochester Airport, while the adjoining land will benefit from the Enterprise Zone status to create skilled employment opportunities. There are no plans to transform the facility into a commercial airport, with regular scheduled and/or chartered passenger flights, and the operations will be subject to conditions to mitigate and manage the impacts.

Policy T22: Aviation

Rochester Airport will provide an enhanced aviation facility for business, public service, training, heritage and leisure uses, and support the development of a strategic gateway and an economic hub.

Development proposals will be in line with the Innovation Park Medway Masterplan, LDO and Design Code.

Development proposals which are not in line with the Innovation Park Medway Masterplan, LDO and Design Code will provide further information required or a full planning application to demonstrate how any impacts will be mitigated, including traffic, road safety, air safety, air quality, noise, amenity and the Kent Downs AONB.

Reasoned justification

8.7.4 Under the policy theme of sustainable transport and specifically in relation to general aviation airfields, the government requires a Local Plan to recognise the importance of maintaining a national network of general aviation airfields and their need to adapt and change over time, taking into account their economic value in serving business, leisure, training and emergency service needs.[185]

8.7.5 The Council Plan (2016-21) highlights the role of Rochester Airport in creating a strong, diversified economy with job opportunities for Medway residents. The council has undertaken cross-boundary work with Tonbridge and Malling to secure the future of the site through the Innovation Park Medway Masterplan, LDO and Design Code.

8.7.6 There is a small aviation operation at Stoke on the Hoo Peninsula. The Stoke facility, which primarily caters for microlights, is limited in scale and constrained by high voltage power lines and other features. It is not proposed to safeguard this facility.

8.8 Urban logistics

8.8.1 Wider changes in retailing and logistics have created a new demand for industrial land in urban areas. Products ordered online are rarely delivered from the central warehouse to customers' doors; they need to be consolidated before the 'last mile' delivery is completed by couriers. However, the pressure to deliver housing has reportedly resulted in significant losses of industrial land across the country. Research estimates that Britain and Ireland need five times more new logistics space each year than what is being built.[186] New approaches to warehousing are also emerging.

8.8.2 These structural changes to economic sectors and the way areas need to function present new challenges for local planning policy. It is nonetheless a national requirement that local plans proactively encourage sustainable economic growth, having regard to local industrial strategies and other local policies for economic development and regeneration.[187]

8.8.3 Storage and distribution premises comprise B8 uses under the Use Classes Order 1987 (as amended). Land use records contain over 600 B8 uses in Medway. Larger units are located in industrial estates and business parks, while the majority are relatively small units, typically dispersed across the main urban area.

Policy T23: Urban Logistics

The loss of existing B8 (storage or distribution) uses will be resisted, unless it can be demonstrated that the site is no longer suitable for this activity, for example due to amenity issues.

Reasoned justification

8.8.4 The policy will support the logistics sector to develop in Medway and encourage efficient courier distribution, which is likely to mitigate local traffic congestion. The logistics sector is likely to prefer sites in close proximity to main roads, providing convenient and economic access to urban areas. B8 uses in the main urban area are more likely to support the use of low emission vehicles due to their limited range and this would help to address poor air quality.

8.8.5 The pressure to deliver housing is likely to place undue pressure to convert or redevelop existing B8 uses. The council's annual monitoring has found that 164 new homes replaced B8 uses since 2017. The continued and cumulative loss of B8 floorspace could undermine the ability of the logistics sector to serve communities and businesses in Medway.

8.8.6 The Strategic Housing and Economic Needs Assessment (SHENA) highlighted the rising demand for logistics space in the Thames Estuary Corridor. As one of the largest conurbations in the South East, Medway is reportedly an area of significant interest for logistics operators given the large population and manufacturing sector requiring distribution.[188] Medway has underperformed in this sector, with areas either side of the Dartford Crossing traditionally more attractive.[189]

8.8.7 The sector has seen recent expansion with new activity, such as London Medway Commercial Park, a major new facility at Kingsnorth. Furthermore, the proposed Lower Thames Crossing is likely to increase demand for sites in Medway, creating new employment opportunities.[190,191]

8.8.8 The policy would have been compromised by the extension of permitted development rights for the change of use of B8 to B1 (business) and C3 (dwelling houses). However, in response to consultation, the government confirmed that the change of use to C3 use would end on 10 June 2019, partly in recognition for the economic need to protect B8 uses.[192]

8.9 User Hierarchy and Street Design

8.9.1 Development proposals should adhere to the prioritisation of pedestrians and cyclists and second – so far as possible – to facilitating access to public transport.[193] Streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.[194]

8.9.2 Almost all journeys start and end on foot and therefore the pedestrian should be the focus of street design. The design of streets should prioritise users in the order illustrated in Figure 13.

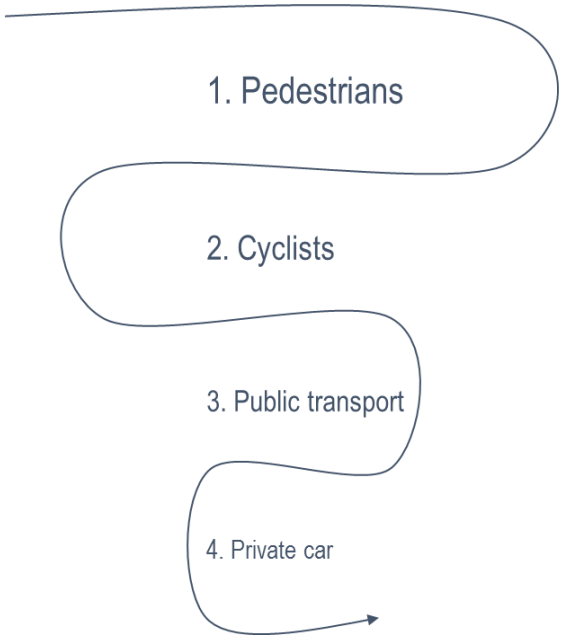


Figure 13 - User hierarchy

8.9.3 A development, depending on its scale and the context, will require a range of streets and spaces with differing characteristics. Certain planning applications require a Design and Access Statement to be submitted and this should show how street design has been considered.

8.9.4 A Design and Access Statement should be informed by best practice guidance, such as Local Transport Note 1/20 (Cycling Infrastructure Design), the Chartered Institute for Highways and Transportation's 'Streets and Transport in the Urban Environment' series and the Kent Design Guide.[195,196,197] In addition, Sport England's Active Design (2015) guidance promotes sport and physical activity through the design and layout of the built environment. Depending on the location of the proposed development, the Design Manual for Roads and Bridges may be the required standard.

8.9.5 If there is the possibility that a street will serve further homes or businesses in the future, for instance if there is an adjacent allocated site which is likely to be developed (and accessed through the first site), then the streets should be designed to the appropriate standard, or be capable of being altered in the future. No 'ransom strip' or other gap should be left between the adopted highway and the site boundary, so that a durable street layout can be provided that can accommodate future changes.

Policy T24: User Hierarchy and Street Design

Planning permission for major developments will be granted if the Design and Access Statement submitted as part of the application demonstrates how the proposal:

- adheres to the user hierarchy (see Figure 13);
- provides for an appropriate range of streets and spaces, meeting the needs of all users;
- integrates with adjacent built-up areas, with no 'ransom strip' or other gap left between the adopted highway and the site boundary in order to accommodate future changes;
- promotes active frontages, particularly in relation to publicly-accessible areas, for the purposes of natural surveillance and creating characterful places; and
- ensures appropriate street furniture and signage is included only when necessary for reasons of safety, orientation or comfort of residents and visitors.

Reasoned justification

8.9.6 This policy has evolved since the 'Connectivity and Permeability' policy proposed in the consultation process. This policy was supported, with the main bus operator in Medway calling for design measures in order to ensure that new development is fully accessible by bus.

8.9.7 Revised national planning policy places greater emphasis on the role of design and requires the prioritisation of non-car modes of transport. The preparation of the policy has been informed by the recent publication of best practice guidance, notably the Chartered Institute for Highways and Transportation's 'Streets and Transport in the Urban Environment' series.

8.9.8 The multiple benefits of walking and cycling for individuals and the community are well documented and promoted, for example through the Living Streets campaign, not least in terms of addressing public health, environmental and economic issues as a result of traffic congestion.[198] Research suggests the lack of attractive routes and perceptions of crime are factors that deter walking and cycling.[199] This is especially pertinent to Medway, where some areas are car dependent. New development must not replicate the unintended consequences of the past; this would only help to reinforce unsustainable travel behaviour and exacerbate traffic congestion.

8.9.9 There are many examples of fragmented development in Medway due to the way in which urban areas have expanded over time, typically by patterns of land ownership and the legacy of development designed for the car. This has resulted in enclaves which are characterised by low levels of external connectivity (i.e. the number of access points) and internal permeability (i.e. various convenient routes though an area).

8.9.10 Individual and household travel choices are complex; however certain forms of street layout are more likely to be conducive to walking and cycling. Such design considerations are also important factors for specific groups.

For example, a legible environment, incorporating a range of street types, has been emphasised in urban design guidance to help people living with dementia to lead an active and independent life for longer.[200]

8.9.11 Due to the way in which development will be built out over time, it is crucial that proposals demonstrate careful consideration of every opportunity for connections to integrate with adjacent areas, whether existing or likely to come forward in future.

8.10 Accessibility Standards

8.10.1 The '15-minute neighbourhood' concept enables people to 'live local'. This means people can meet most of their everyday needs within a 15-minute walk or cycle from their home, such as schools, grocery shopping and places to socialise and exercise.[201]

8.10.2 Providing access to affordable, integrated public transport and new forms of shared mobility such as e-bikes, e-scooters and electric vehicle car clubs is vital. This would help to ensure such means of transport are credible for the medium and longer distance journeys that are responsible for most surface transport emissions.[202]

8.10.3 It is important to note the need for flexibility on the application of the accessibility standards, taking into consideration the specific characteristics of the particular location or route, e.g. topography, attractiveness and safety.[203,204]

Policy T25: Accessibility Standards

Strategic and major development proposals for new homes will describe how they meet the following accessibility standards within 15 minutes for local destinations:

Local destination	Mode		
Primary school			
Secondary school			
'Top-up' grocery shopping			
Places to socialise			
Places to exercise			

Access to shared mobility, such as e-bikes, e-scooters and electric vehicle car clubs is encouraged through a Travel Plan for medium and longer distance journeys.

Strategic and major development proposals for new homes will also be planned to enable the maximum walking distances to bus stops as part of medium to longer distance journeys:

Situation	Maximum walking distance (metres)
Core bus corridors with two or more high-frequency services	500
Single high-frequency routes (at least every 12 minutes)	400
Less frequent routes	300
Town/city centres	250

The journey times and distances will be demonstrated by the characteristics of the route itself, rather than as the crow flies / notional circular catchments.

Reasoned justification

8.10.4 This policy was originally set out in terms of directing new development, with a significant uplift in density, within walking catchments of railway stations. However, responses to the consultation process highlighted the need to consider high frequency bus corridors. This policy reflects a focus on maximising accessibility, rather than mobility, in line with best practice.[205]

8.10.5 New development will need to reduce trips through local living, before considering how to increase the proportion of the remaining trips taken by active and public transport.[206] This is consistent with national planning policy, which expects local planning policy to minimise the number and length of journeys needed through an appropriate mix of uses across an area and within larger scale sites, and to provide for high quality walking and cycling networks and supporting facilities.[207]

8.10.6 The 15-minute standard will help to ensure that the number and length of daily journeys is reduced, resulting in carbon savings. Furthermore, this will help to achieve public health benefits and more equitable and inclusive communities by removing the transport barriers to jobs and services faced by people without access to a car.[208]

8.10.7 The proportion of elderly people is increasing. Along with people with children, buggies and heavy shopping, elderly people are more likely to be sensitive to the range of factors (e.g. distance, topography, attractiveness and safety) that would inform accessibility to bus services. The maximum walking distances to bus stops are intended to enable the bus to compete effectively with the car and to benefit a wide range of people with differing levels of walking ability.[209]

8.11 Transport Assessments, Transport Statements and Travel Plans

8.11.1 New developments, or the intensification of existing uses, can have a detrimental impact on the highway network by generating additional traffic, while new vehicular accesses can cause a road safety hazard or delays to other road users.

8.11.2 National planning policy requires all developments that generate significant amounts of movement to provide a Travel Plan, with applications supported by a Transport Assessment or a Transport Statement.

8.11.3 A Transport Assessment sets out transport issues relating to a proposed development and identifies measures required to improve accessibility and safety, and other measures to mitigate the anticipated transport impacts of the development. A Transport Statement is a simplified version of a Transport Assessment; this can be required where the anticipated transport impacts of the development are limited. A Travel Plan is a long-term management strategy, subject to regular review, for an organisation or site that seeks to deliver sustainable transport objectives.

8.11.4 National Highways are the highway authority, traffic authority and street authority for the Strategic Road Network (SRN), comprising of motorways and all-purpose trunk roads in England. The SRN is a critical national asset. National Highways works to ensure that it operates and is managed in the public interest, both in respect of current activities and needs as well as in providing effective stewardship of its long-term operation and integrity.

8.11.5 National Highways is a statutory consultee in the planning system. Proposals that could have an impact on the SRN should be informed by engagement with National Highways as early as possible. The following policy documents should be consulted when engaging with National Highways:

- *The Strategic Road Network, Planning for the Future: A guide to working with Highways England on planning matters (2015).*
- *DfT Circular 02/2013: Strategic Road Network and the delivery of sustainable development.*

8.11.6 An initial judgement on the need for a Transport Assessment, a Transport Statement and / or a Travel Plan for the sites allocated for development has been set out in the site-specific requirements (see Site Allocations). However, in addition to the transport evidence base supporting the Local Plan itself, Medway Council (as local transport authority), Kent County Council (as the neighbouring transport authority) and National Highways

may need to be agree the scope to make a full assessment of development proposals on sites allocated for development. This underlines the need to seek early engagement, ideally during the pre-application stage.

8.11.7 The council has adopted guidance for Transport Assessments which promotes the use of its traffic model.[210] The potential advantages may result in a more efficient planning process, leading to increased confidence, reduced costs and higher quality developments. This will also help to ensure that the council can effectively plan for growth.

8.11.8 Development proposals on the Hoo Peninsula will adhere to an Area-wide Travel Plan. This will identify mode share targets and specific measures aligned with the anticipated phasing of new development. The Area-wide Travel Plan will set out positive and practical measures; it will need to be flexible, but sufficiently detailed and meaningful. Having established a baseline, monitoring arrangements will assess the performance of the road network and, should targets not be met and/or the performance of the road network found to be unacceptable, set out any additional measures required.

Policy DM13: Transport Assessments, Transport Statements and Travel Plans

Development proposals that will generate a significant amount of movement will be supported by a Transport Assessment, Transport Statement and/or a commitment to provide a Travel Plan.

The requirement for a Transport Assessment or Transport Statement will need to be agreed with Highways England for development proposals that impact on the Strategic Road Network. National Highways, in conjunction with the council as local highway authority, will agree the scope of the Transport Assessment or Transport Statement at an early stage. National Highways will need to be satisfied that development proposals will not materially affect the safety, reliability and/or operation of the Strategic Road Network.

Early discussion will provide an initial judgement on the need for and scope of a Travel Plan. The following aspects of a Travel Plan should be specified in a Section 106 agreement, or the subject of a condition, as appropriate:

- A timetable for the preparation, implementation, monitoring and review of the Travel Plan.
- The appointment and funding of a Travel Plan Coordinator to be responsible for the management of the Travel Plan, including the relationship with the local planning authority and/or other key stakeholders.
- The overall aim and objectives (e.g. to determine mode share targets) of the Travel Plan.
- Requirements for occupiers and future occupiers.
- The measures to be implemented, such as the provision of transport infrastructure or services.
- A monitoring and review programme for surveys.
- Any sanctions where the targets are not being met, and how and when they should be applied.
- Any procedure for the variation by means of amendment, substitution or addition of targets or measures.

Development proposals on the Hoo Peninsula will adhere to an Area-wide Travel Plan.

Reasoned justification

8.11.9 Transport is one of the most high profile matters associated with development. Consultation on the emerging Local Plan confirmed concerns about existing pressures on transport networks and their capacity to accommodate growth. These concerns were substantiated in the traffic modelling undertaken to support the new Local Plan, i.e. the Strategic Transport Assessment (STA).

8.11.10 The STA provided an understanding of the cumulative impact of sites allocated for development in terms of the capacity of the highway network and the associated safety issues. This was a high-level piece of work, intended to help identify locations which can accommodate growth. However, the site specific impacts were beyond the scope of the STA.

8.11.11 Highways England's 2015 policy document states that development proposed which has not been subject to an appropriate level of assessment, or is not included or consistent with an approved Local Plan, should be subject to early engagement to agree the scope of work required to make a full assessment.

8.11.12 Planning obligations are considered to be the most appropriate mechanism for securing an effective Travel Plan.[211]

8.11.13 The Area-wide Travel Plan to cover the Hoo Peninsula will help to:

- reassure local communities;
- deliver the proposed place-based vision for access and movement;
- satisfy the requirements of the relevant transport authorities;
- provide for a smooth planning process; and
- address air quality and noise impacts.

8.12 Parking

8.12.1 The Council's current vehicle parking standard was adopted in 2004 and revised in 2010. The residential vehicle parking standard provides for a minimum number of parking spaces per dwelling size. The relevant documents are set out in Appendix A. The 2010 addendum states that:

Reductions of the standard will be considered if the development is within an urban area that has good links to sustainable transport and where day-to-day facilities are within easy walking distance.

8.12.2 This is intended to provide flexibility in the application of the vehicle parking standard to achieve the most effective use of land and reduce travel demand.

8.12.3 In addition to the overall quantity, best practice guidance emphasises the need to follow a design-led approach, recognising that there is no single solution to vehicle parking provision. In short, vehicle parking provision should respond to the location, type, size and tenure of development proposals.[212,213,214]

8.12.4 Cycling is recognised for the contribution it can make as a sustainable and healthy form of transport for trips within our towns and between rural communities. To support this, the council is committed to providing measures that make the choice to cycle a more natural one. The cycle network and associated infrastructure, including cycle parking, are essential to encourage cycling as a viable means of transport.

Policy DM14: Vehicle Parking

Planning applications for residential and non-residential development will be determined in accordance with the adopted vehicle parking standard, including future revisions, subject to consideration of site specific circumstances or material considerations that indicate otherwise.

The council's current vehicle parking standard is set out in Appendix A. This is anticipated to be updated over the plan period. The 2010 addendum provides for flexibility in the application of the vehicle parking standard in order to optimise the density of development and reduce travel demand.

Vehicle parking will be consistent with any maximum vehicular trip generation set out in an associated Travel Plan.

For residential development, Design and Access Statements will demonstrate how the proposed vehicle parking adheres to best practice design principles. This is comprehensively set out in the Chartered Institute for Highways and Transportation and the Building for a Healthy Life guidance.

Where garages are to be provided, additional curtilage and/or on-street parking will be required.

All on-street and off-street parking bays will accommodate an electric vehicle charging point. There may be circumstances where compliance with this aspect of the policy would make the development unviable. In each case these circumstances would need to be fully demonstrated to warrant a departure from compliance with this aspect of the policy. Any departure should be able to demonstrate how on-street and off-street parking bays will be capable of accommodating electric vehicle charging points.

Electric vehicle car club membership is encouraged through a Travel Plan. Some parking bays will need to be set aside solely for car club vehicles; they will be located to achieve the greatest exposure and use of the vehicles, subject to any specific requirements of the operator.

If on-street controls are needed, the potential for parking in neighbouring streets will need to be considered. Residents in neighbouring streets will need to be involved in preparing any Traffic Regulation Order (TRO). A developer contribution will be sought for any TRO, along with any additional enforcement.

Where there are no on-street restrictions proposed, a design-led allowance for on-street unallocated parking is preferred for visitors, deliveries and any additional vehicles owned by residents.

Retirement and other residential developments with particular occupancy controls will be expected to take a site-specific approach to vehicle parking provision.

Policy DM15: Cycle Parking and Storage

Planning applications for residential and non-residential development will be determined in accordance with the adopted cycle parking standard, subject to consideration of site specific circumstances or material considerations that indicate otherwise.

Long term cycle parking facilities for residents, visitors and/or employees of the development will be conveniently located, safe to use, secure, weatherproof and be well integrated into the building and/or layout of the site.

Short term cycle parking facilities should be conveniently located in relation to the public realm, provide effective security for cycles and be safe to use.

For dwelling houses, individual provision should be made within the private garden area.

For flatted developments and commercial uses, communal cycle stores should be provided in individual cages or containers, situated in secure locations where access is restricted to residents. Where on-site provision is demonstrably not practical, a developer contribution towards secure on-street residential parking or maintenance of strategic cycle routes will be sought.

Access to shared mobility, such as e-bikes and e-scooters, is encouraged through a Travel Plan.

Reasoned justification

8.12.5 Transport issues are among the most frequent and contentious issues raised during the previous two consultations on the emerging Local Plan. Ill-considered vehicle parking provision was often cited in written responses and during public exhibitions as a matter of particular concern, given the potential for existing neighbouring streets to be adversely affected, giving rise to the potential for neighbourhood dispute.

8.12.6 A response to an early round of consultation in the plan-making process highlighted recent case law as to what can and cannot be contained in a Supplementary Planning Document (SPD). An SPD cannot contain policy identifying development and use of land; this should be set out in the Local Plan itself. As a result, and for clarity purposes, the council's current vehicle parking standard is set out in Appendix A.

8.12.7 It is generally accepted that the most desirable streets are dominated by lined trees with cars parked in the street, either parallel to the pavement or at an angle, providing a buffer for pedestrians. In contrast, cars often dominate the street scene of cul-de-sacs developed since the 1960s.

8.12.8 More recently, car parking is often placed to the rear of houses in parking courts. Parking courts are designed with the intention to reduce the visual impact of cars, maintain the overall required number of parking spaces and enable the free movement of vehicles. The streets in such developments are often relatively narrow to reduce construction costs. However, drivers

often choose to park on the street in front of houses, where there may be better surveillance. This can lead to instances of vehicles parking with two wheels on the pavement, impacting on the public realm and pedestrian safety, causing obstruction to public transport, emergency and delivery vehicles, and reducing the scope for children using the street for play.

8.12.9 'Home zones' have been advocated to encourage more street activity through the integration of play, socialising and car parking. Such designs often incorporate traffic calming measures, signage, public seating, planting and street surfacing to promote uses in addition to vehicle movement.

8.12.10 There are further disadvantages to parking courts, including the inefficient use of land to accommodate parking, smaller rear gardens, lack of surveillance and residents preferring to use their rear door, resulting in a loss of street activity. A design-led approach is promoted in best practice guidance to achieve a high quality and actively used public realm, to enable developers to meet market expectations and to discourage inconsiderate parking.

8.12.11 Research indicates that the allocation of parking spaces can be inefficient.[215,216] Car ownership levels will vary with the churn of occupants and their circumstances, therefore the allocation of most parking spaces will inevitably lead to households with too few or too many spaces. Visitors are more likely to require parking during the evening and at the weekend. There are times when demand for visitor parking coincides with the highest demand for resident parking, particularly in the evening, where there may be insufficient capacity and result in pressures on spaces and inappropriate parking.

8.12.12 In additional to a private car, some households may also need to park a commercial van. Some parking spaces may not be designed to accommodate larger vehicles and this can also lead to inconsiderate parking.

8.12.13 The latest iteration of the Viability Assessment assumed that schemes would provide electric vehicle charging points. It was noted that the costs of electric vehicle charging points vary and are falling, while in some cases the costs are covered in part by grants. An allowance of £250 per unit was allowed for.[217]

8.12.14 In the case of new developments and re-developments, good quality cycle parking should be designed in from the outset and not introduced as an afterthought. Cycle parking must be easy to use and accessed by all members of the community at all life stages and the need to lift or drag the bicycle at any time should be designed out of all new parking layouts.

8.12.15 Cycle parking should always give cyclists the confidence that their bicycle will still be there upon their return and therefore racks or other support systems should be conveniently sited and provide good security. Cycles are generally expensive goods. Parking and storage facilities that rely on the securing of wheels are unlikely to provide effective deterrents against theft or damage. It is much easier to remove cycle wheels without the need for tools. Cyclists are not likely to use communal cycle stores with limited

security, and this could lead to storing cycles inside properties and/or on balconies, which can impact on amenity.

8.12.16 It is recognised that an affordable, reliable e-bike and e-scooter hire system could help to overcome parking and storage issues, ensuring people can benefit from cycling as an everyday mode of transport irrespective of income or their ability to store a bike at home.

9 Flood and Water Management

9.1 National planning context

9.1.1 National Planning Policy expects Local Plans to account for water management via the consideration of flood risk, coastal change, climate change, water quality, water supply and wastewater; this section will focus on the management of those aspects. The policies proposed should be considered alongside the wider, linked policies contained within the Natural Environment section. Water supply is further referenced in the Infrastructure section in the context of utility provision.

9.1.2 'Flood risk' is defined in National Planning Practice Guidance (NPPG): *Flood and Coastal Change* as "a combination of the probability and the potential consequences of flooding from all sources – including from rivers and the sea, directly from rainfall on the ground surface and rising groundwater, overwhelmed sewers and drainage systems, and from reservoirs, canals and lakes and other artificial sources."[218]

9.1.3 National planning policy seeks to minimise increased vulnerability to flood risk through the promotion of sites away from areas of higher flood risk via a Sequential Test[219], which aims to steer new development to areas with the lowest probability of flooding. Where this is not possible then the Exception Test should be applied, which is a method to demonstrate flood risk to people and property will be managed satisfactorily while allowing necessary development to go ahead in situations where suitable sites at lower risk of flooding are not available[220].

9.1.4 An updated Strategic Flood Risk Assessment (SFRA) has been produced which considers the risk of flooding from all sources to provide evidence for a Sequential and Exception Test and provides guidance for the completion of site-specific Flood Risk Assessments.

Governance

9.1.5 There are a number of flood risk management authorities whom have responsibilities for managing flood risk throughout Medway;

- The Environment Agency is responsible for taking a strategic overview of the management of all sources of flooding and coastal erosion. Their approach to this is set out in a National Flood and Coastal Erosion Risk Management Strategy.
- Lead Local Flood Authorities have a lead role in managing the risk of flooding from surface water, groundwater, and ditches and streams. Medway Council, as a Unitary Authority, is considered a LLFA under the Flood and Water Management Act 2010 and also has a flood risk role as a Highways Authority.
- Internal Drainage Boards (IDB's) are independent public bodies that manage water levels in low lying areas where there is a special need for drainage. They work in partnership with other authorities to actively manage and reduce the risk of flooding. There are two IDB's within the

Medway administrative area; the Lower Medway IDB, and the North Kent Marshes IDB.

- Water and Sewerage Companies (Southern Water and Southeast Water) manage the risk of flooding to water supply and sewerage facilities and flood risks resulting from failure of infrastructure.

Flood risk in Medway

9.1.6 The Medway Towns are at risk of flooding from a number of sources, including tidal and surface water flooding, as well as flooding from groundwater, streams and ditches. A national assessment of surface water flood risk indicates that Medway is one of 116 communities throughout England which is considered to be at significant risk of surface water flooding. [221]

9.1.7 Tidal flood risk infrastructure currently provides a varying level of protection to the areas of ecological importance across the low-lying land in the north of Medway, and the strategically important towns situated along the tidal River Medway.

Links to flood risk strategies and assessments

9.1.8 There are a number of national and local strategies, assessments and plans which need to be taken account of throughout the planning cycle including the following:

- Medway Strategic Flood Risk Assessment
- Local Flood Risk Management Strategy
- Preliminary Flood Risk Assessment
- Surface Water Management Plans
- Shoreline Management Plans
- Medway Estuary and Swale Strategy
- Thames Estuary 2100 Plan
- Thames River Basin District Flood Risk Management Plan

9.1.9 The council will consider the aims and objectives of these plans and make the necessary links at a detailed policy stage to ensure that development proposals contribute towards the objectives and measures included.

Climate change

9.1.10 Current UK projections for future climate change indicate that there will be more frequent short duration high intensity rainfall and more frequent periods of long duration rainfall. Climate change is also expected to bring hotter, drier summers alongside wetter winters but not necessarily in tandem.[222]

9.1.11 Summer droughts are also therefore likely to be more frequent alongside an increased risk of flooding. This combined with increased demand from development requires a proactive approach to the management of these risks via the planning system.

Water supply

9.1.12 Medway is an area of serious water stress as identified by the Environment Agency.[223] Southern Water and Southeast Water are the statutory water suppliers throughout Medway with Southern Water supplying water to most of the authority and Southeast Water supplying Halling.[224] There is a shared interest in the protection of groundwater supplies and water quality. Both water companies have developed Water Resources Management Plans (WRMP's) which set out how it is proposed to ensure there is a secure and reliable supply of water under a range of future scenarios. WRMP's are linked to Drought Plans which detail the steps that would be taken to ensure that supplies can be maintained whilst minimising the impacts to rivers and the environment during drought events.

9.1.13 In order to minimise the use of mains water, water supplies and resources need to be protected and conserved in a sustainable manner.

Wastewater

9.1.14 There is an established network of sewerage facilities throughout Medway. The majority of wastewater treatment works (WwTW) have capacity to accept wastewater from the proposed growth without the need for improvements to existing facilities, however it is important to recognise that if significant spare capacity is not maintained at WwTW's due to the need to maintain efficiency and upgrades may be required to serve growth.

9.1.15 Southern Water is the primary provider for wastewater disposal within Medway and are currently developing Drainage and Wastewater Management Plans (DWMP's) across their catchments, including Medway. DWMPs are long term plans that will provide an opportunity to improve water quality and drainage systems and will address pollution and flooding for the benefit of communities and the environment. These long term plans take into account projected growth over the Local Plan period.

9.1.16 Policies relating to the additional waste management capacity and wastewater treatment are presented in the Waste Management Section.

Water quality and groundwater protection

9.1.17 Surface and groundwater water quality is vitally important for water supply, general amenity, recreation, fisheries and nature conservation supporting domestic, industrial and agricultural uses. In Medway there are several groundwater sources that are predominantly in the urban area and Medway Valley.[225] These are highlighted via the Environment Agency Ground Water Source Protection Zones (SPZ's) that aim to protect the water quality of groundwater sources.

9.1.18 Development proposals should reference the Environment Agency's Groundwater Protection guidance documents to ensure that any impact of development on groundwater quality in the area is managed appropriately.[226]

9.1.19 The EU Water Framework Directive has been retained in UK law following the UK's exit from Europe and establishes a framework for the protection of inland surface waters, estuaries, coastal waters and groundwater which is delivered via River Basin Management Plans (RBMP's).

Sustainable Drainage

9.1.20 Sustainable Drainage Systems (SuDs) comprise a suite of water management techniques that replicate natural drainage processes, for example via the use of permeable paving, swales and attenuation ponds. SuDs provide an opportunity to achieve multi planning benefits and contribute towards several planning policies including reduced flood risk, improved water quality, increased biodiversity via contribution to open space and landscaping and reduced use of potable water supplies.

9.1.21 SuDs measures are of particular importance also for new developments within areas where there may be sewer capacity limitations. Increased take up of SuDs will improve resilience of Medway over the Local Plan period and beyond and contribute towards climate adaptation.

Policy DM16: Flood and Water Management

The Local Plan will seek to reduce flood risk, promote water efficiency measures, and protect and enhance water quality through the following mechanisms:

Flood Risk Management

Ensuring that development has a positive or nil impact on flood risk management interests.

Development that would harm the effectiveness of existing flood defences or prejudice their maintenance or management will not be permitted unless it can be suitably mitigated.

Where development benefits from an existing or proposed flood infrastructure, the development should contribute towards the capital costs and/or maintenance of these defences over the lifetime of the development.

Flood levels should be raised above the design flood level and include the Environment Agency's recommended additional freeboard requirements.

Flood resistance and resilience measured should be considered for inclusion.

Suitable mitigation should be provided where development would displace surface water and increase the risk of flooding to the surrounding area.

The sequential approach should be applied to the layout of the site by locating the most vulnerable elements in the lowest risk areas. The sequential approach should also be applied to the internal layout of buildings.

Flood Hazard should be appraised against the proposed development layout to ensure that users and occupants of the site can achieve safe access and egress.

Adaptation to Climate Change

Development will be required to be designed to be resilient to, and adapt to the future impacts of, climate change through the inclusion of adaptation measures. These measures could include:

Incorporating water efficiency measures, such as the use of grey water and rainwater recycling, low water use sanitary equipment.

Minimising vulnerability to flood risk by locating development in areas of low flood risk and including mitigation measures including SuDs (in accordance with SuDs policy above).

Optimising the use of multi-functional green infrastructure, including tree planting for urban cooling, local flood risk management and shading.

Seeking opportunities to make space for water and develop new blue infrastructure to accommodate climate change.

Appraising and mitigating the risks of climate change on flooding in site specific flood risk assessments.

Water Supply

Development within Groundwater Source Protection Zones and Principal Aquifers will only be permitted provided that it has no adverse impact on the quality of the groundwater resource, and it does not put at risk the ability to maintain a public water supply.

Wastewater

Development proposals must ensure that adequate wastewater infrastructure is available in tandem with the development.

Water quality and groundwater protection

All new development should have regard to the actions and objectives of appropriate River Basin Management Plans (in Medway, this is the Thames River Basin District) in striving to protect and improve the quality of water bodies in and adjacent to the district. Developers shall undertake thorough risk assessments of the impact of proposals on surface and groundwater systems and incorporate appropriate mitigation measures where necessary.

Sustainable Urban Drainage

Development should utilise SuDs unless there are practical reasons for not doing so and should replicate Greenfield runoff rates and volumes and ensure that surface water runoff is managed as close to source as possible and be guided by relevant national (and/or) local standards and guidance.

All major development will require a Surface Water Management Strategy (SWMS) to be produced to show how SuDs will be included to manage surface water runoff from the site. A SuDs proforma will be required to accompany the SWMS.

If the site is identified by the Level 1 SFRA to be situated within a Sensitive Drainage Area, a SWMS and SuDs proforma may be requested for non-major development proposals.

Arrangements must be put in place for the long-term management and maintenance of SuDs.

Drainage should be designed and implemented in ways that deliver other policy objectives of this plan, including water use efficiency, water quality, biodiversity, amenity and recreation and Green Infrastructure.

10 Minerals Supply

10.1 Introduction

10.1.1 As the Minerals Planning Authority for Medway, Medway Council provides planning policy, and determines planning applications, related to the supply of minerals in Medway. This section sets out the planning policy for development related to the supply of minerals in Medway.

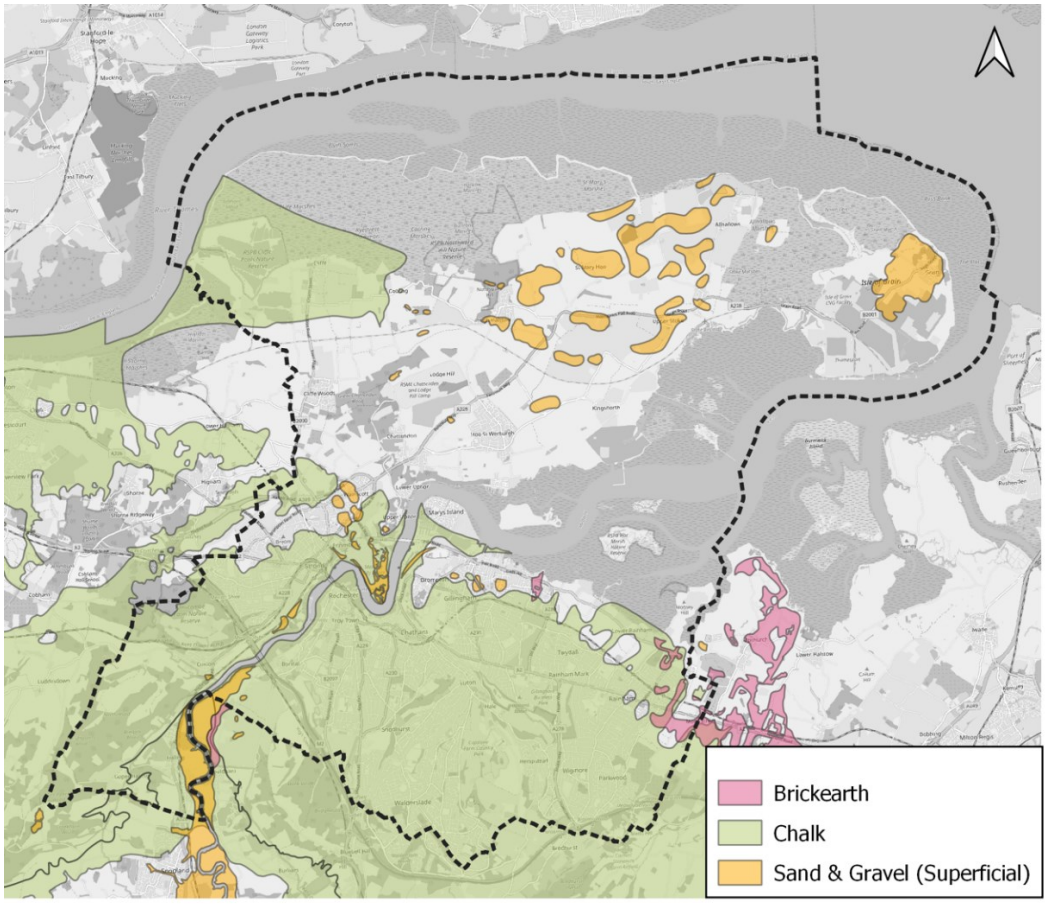
Policy Context

10.1.2 The National Planning Policy Framework (the 'NPPF', July 2021) contains the Government's overarching policies on minerals planning. The NPPF identifies a need to ensure that a sufficient supply of minerals is available to support the economy and states that great weight should be given to the economic benefits of minerals extraction when determining applications, whilst also making clear that minerals should be used sustainably. It identifies a range of mineral resources that are of 'local and national importance' for which planning authorities should have policies.

10.1.3 The NPPF requires Mineral Planning Authorities (MPAs) to aim to source minerals supplies indigenously and, so far as practicable, take account of the contribution that substitute or secondary and recycled materials and minerals waste would make to supply, before considering extraction of primary materials. For land-won primary materials the NPPF expects MPAs to identify, and include policies for the extraction of, mineral resources of national and local importance in their area.

Minerals in Medway

10.1.4 Minerals of 'local and national importance' that exist within Medway are sharp sand and gravel(aggregates), chalk and brickearth[227]. As shown on Figure 14, much of the sand and gravel and brickearth resource is located on the Hoo Peninsula.



Data source: BGS mineral resource data
© OpenStreetMap contributors

Figure 14 - Economic Geology of Medway

10.1.5 In recent times sand and gravel has been the only mineral actively extracted in Medway. Sand and gravel are essential aggregate materials used primarily in concrete, with 'soft' sand used in mortars and asphalt. Substantial quantities are also used for construction fill. Currently there are only two permitted quarries for the extraction of sharp sand and gravel in Medway, one inactive and the other commencing extraction in 2017:

- Kingsnorth Quarry, and
- Perry's Farm (currently inactive).

10.1.6 The current permission for extraction at Kingsnorth Quarry expires on 1 May 2027.

10.1.7 At the end of 2020, the permitted reserve of sand and gravel in Medway was 0.574Mt and the landbank was 4.2 years. Due to production at the Kingsnorth Quarry site only commencing in 2017 the 3-year average of sales has been used to calculate the landbank rather than 10-year average sales[228].

10.1.8 The sand and gravel deposits in the Medway area are primarily concentrated on the Hoo Peninsula where river terrace sands and gravels proven resources may be in excess of 1.6 million tonnes, with between 0.9

million tonnes and 3.6 million tonnes of unproven resources, plus buried channel sand and gravel potential resources of 35.6 million tonnes.

10.1.9 There is no significant soft sand resource in Medway and Kent has historically supplied soft sand to Medway (for use in mortar and asphalt) and so Medway's requirements for soft sand are captured within Kent's Local Aggregate Assessment (LAA) and its needs are planned for in the Kent Minerals and Waste Local Plan.

10.1.10 There are no crushed rock mineral resources in Medway although there are local ragstone resources in Kent. Substantial quantities of crushed rock are imported to wharves in Medway from other countries including Northern Ireland, Scotland and Norway.

10.1.11 Medway currently has four wharves that are used for the importation of aggregates:

- Grain Terminal, Isle of Grain (wharf and rail depot)
- North Sea Terminal, Cliffe, Rochester
- Euro Wharf, Frindsbury, Rochester
- London Thamesport, Isle of Grain

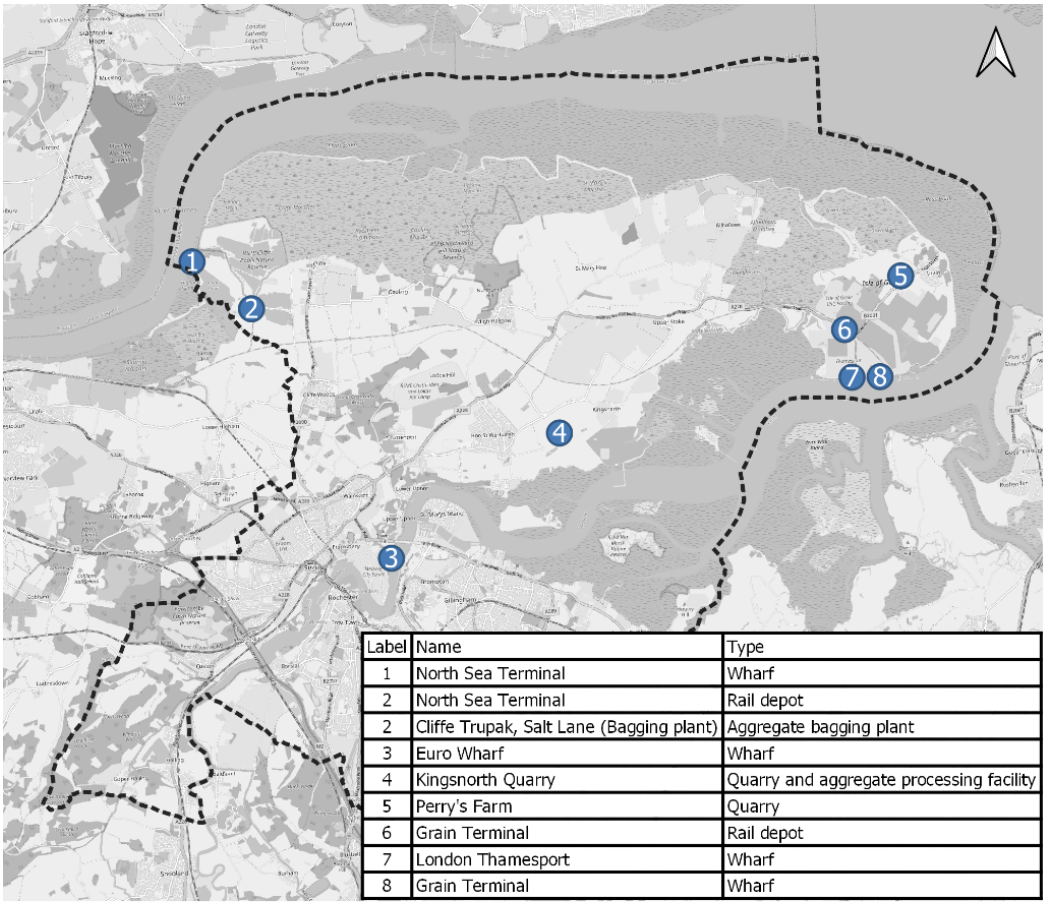
10.1.12 Marine dredged sand and gravel is landed along with crushed rock. Together these wharves are operating within their capacity of 4.15 Mtpa and so there is potential to increase throughput in response to market demand. Two of the wharves, at Cliffe and the Isle of Grain, have associated rail depots.

10.1.13 Facilities exist within Medway for the recycling of construction, demolition and excavation (C,D&E) waste at fixed sites to produce recycled aggregate. There is also additional capacity, where significant amounts of material are dealt with on site by mobile plant as part of demolition and construction processes.

10.1.14 Proposals for additional C,D&E waste management capacity are considered using policies set out below.

10.1.15 Other minerals supply infrastructure includes an aggregate bagging plant at Cliffe and a temporary aggregate processing plant at Kingsnorth Quarry.

10.1.16 Figure 15 shows the location of all currently permitted mineral supply facilities in Medway.



Label	Name	Type
1	North Sea Terminal	Wharf
2	North Sea Terminal	Rail depot
2	Cliffe Trupak, Salt Lane (Bagging plant)	Aggregate bagging plant
3	Euro Wharf	Wharf
4	Kingsnorth Quarry	Quarry and aggregate processing facility
5	Perry's Farm	Quarry
6	Grain Terminal	Rail depot
7	London Thamesport	Wharf
8	Grain Terminal	Wharf

© OpenStreetMap contributors

Figure 15 - Minerals Supply Facilities in Medway

10.1.17 The following vision and objectives for minerals supply set out the Plan's approach to allowing for the supply of minerals in Medway.

Policy S26: Vision for Minerals Supply

Medway's economic mineral resources may be worked to meet needs and will be safeguarded from unnecessary sterilisation and for use by future generations. Wharves and rail depots will continue to be utilised for the importation and distribution of minerals and will be safeguarded for this purpose. A positive legacy will be left by mineral supply development in Medway.

Objectives for minerals supply

The Plan's objectives for minerals supply are to:

- safeguard economic mineral resources;
- safeguard mineral supply infrastructure from other development;
- make best use of primary mineral resources;
- maximise the production and use of recycled aggregate from construction and demolition in place of primary aggregate;
- meet demands for minerals in Medway and elsewhere without compromising the quality of Medway's natural and built environment; and,
- restore quarries to a high standard in a manner that benefits the community and environment of Medway.

10.2 Safeguarding mineral resources

10.2.1 Minerals Safeguarding Areas (MSA) cover known deposits of minerals which are desired to be kept safeguarded from unnecessary sterilisation by non-mineral development and are shown on the Policies Map. Identification of the MSA has included consideration of the following:

- Areas where the mineral of economic importance is known to exist;
- existence of surface development which has caused the minerals to be sterilised; and,
- allocations for other forms of development in this Plan

10.2.2 The economics of exploiting the buried channel sand and gravel is not known and the likely impact of the extraction methods could be substantial, therefore only the identified reserves of river terrace sand and gravel are safeguarded at this time.

10.2.3 A 'Minerals Consultation Area' (MCA) is applied to the MSA which includes the MSA and extends 250 metres from its boundary. Planning applications for development not exempt from minerals safeguarding within the MCA will need to be accompanied by a 'Mineral Assessment' (MA)[229] which shows how safeguarding of the mineral resource has been considered including:

- Potential extent of sterilisation which could occur as a result of the development;
- extent or distribution of survey boreholes/pits;
- site specific considerations;

- options for prior extraction; and,
- economic viability of the mineral, i.e. the local market interest.

10.2.4 The Policies Map shows the extent of the MSA and Minerals Consultation Areas in Medway.

10.2.5 Safeguarding does not rule out non minerals development coming forward within an MSA and there are certain circumstances in which proposals will be acceptable which are stipulated in the policy below.

Policy T26: Safeguarding Mineral Resources

Planning permission will only be granted for development that is incompatible with safeguarding mineral resources within the Mineral Safeguarding Areas where it is demonstrated that either:

1. the mineral is not of economic value or does not exist; or

2. that extraction of the mineral would not be viable or practicable; or

3. the mineral can be extracted satisfactorily, having regard to the need to demonstrate no unacceptable adverse impacts to the environment or communities and is for a temporary period, prior to the non-minerals development taking place without adversely affecting the viability or deliverability of the non-minerals development; or

4. the incompatible development is of a temporary nature that can be completed and the site returned to a condition that does not prevent mineral extraction within the timescale that the mineral is likely to be needed; or

5. material considerations indicate that the need for the development overrides the presumption for mineral safeguarding such that sterilisation of the mineral can be permitted following the exploration of opportunities for prior extraction; or

6. it constitutes development that is exempt from mineral safeguarding policy, namely: Householder applications; infill development of a minor nature in existing built up areas; advertisement applications; reserved matters applications; minor extensions and changes of use of buildings; minor works; and non-material amendments to current planning permissions.

Reasoned justification

10.2.6 Mineral safeguarding is an essential way of ensuring that future generations are able to access the minerals that they may require to meet their needs. The NPPF expects Minerals Planning Authorities to safeguard minerals by identifying MSAs to ensure that mineral resources are not needlessly sterilised by non-mineral development.

10.2.7 Some forms of development requiring planning permission will have no, or negligible, impacts on the mineral resource and it is important that this is

made clear to avoid constraints on development and unnecessary burdens on developers.

10.2.8 As development in proximity to a mineral resource may hinder access to the resource it is also necessary for the impact of such proposals to be considered and hence MCAs have also been identified which extend beyond the MSA.

Monitoring

Indicator	Target	Trigger
Decisions resulting in incompatible non-mineral development permitted within Medway MSA.	100% refusal of non-exempt applications for non-mineral development within Medway MSA.	One application for incompatible non-mineral development permitted within Medway MSA.

10.3 Safeguarding of existing mineral supply infrastructure

10.3.1 Minerals supply infrastructure constitutes storage, handling and transport facilities and includes the following:

- Wharves
- Rail depots
- Recycled and secondary aggregate production facilities
- Mineral processing facilities including:
    - Mortar plants;
    - facilities for the manufacture of coated materials e.g. asphalt;
    - facilities for concrete batching and manufacture of concrete products;
    - bagging plants

10.3.2 Minerals supply infrastructure with permanent planning permission, and their proximity, will be safeguarded against development that could prejudice or adversely affect their operation. The area safeguarded is that delineated by the boundary associated with the planning permission for the site. A list of safeguarded mineral supply infrastructure in Medway is shown on the Policies Map and will be maintained and updated in the Medway Annual Monitoring Report.

10.3.3 A 250m Minerals Consultation Area also applies to all of the identified mineral supply infrastructure.

10.3.4 Where it is demonstrated that a development may affect the operation of mineral supply infrastructure proposals for replacement capacity must be provided of at least equivalent tonnage, accessibility, location in relation to the market, suitability, availability of land for processing and stockpiling of materials. In the case of wharves, replacement capacity must include consideration of the size of the berth(s) for dredgers, barges or ships, ensuring the depth and tidal flows (including any potential for 24-hour operation according to tidal movements) are equivalent.

10.3.5 Facilities used for the production of recycled aggregate using Construction and Demolition waste are also safeguarded.

Policy T27: Safeguarding of Existing Mineral Supply Infrastructure

Identified mineral supply infrastructure will be safeguarded from development that would prejudice or prevent their operation. Such development will only be allowed in exceptional circumstances where it is demonstrated that;

a) The proposed site is already allocated for other uses in the Local Plan; or
b) the facility is no longer required; or
c) material considerations indicate that the need for the proposed development overrides the presumption to safeguard; or
d) alternative equivalent provision for the loss of the importation or distribution facility can be made elsewhere in Medway.

Reasoned justification

10.3.6 Minerals supply infrastructure is essential to the effective supply of minerals. Without such infrastructure minerals cannot be supplied, processed and transported. National policy requires Mineral Planning Authorities to safeguard such infrastructure, recognising that other development pressures could mean capacity is otherwise lost.

10.3.7 Medway makes a critical contribution to London and the south east's infrastructure by importing aggregates through its wharves. Associated rail depots allow for sustainable and efficient transportation of the aggregate from Medway, therefore providing valuable infrastructure for the distribution of aggregates to the wider south east region.

10.3.8 Safeguarding wharves and rail depots ensures Medway can continue to contribute to the importation and distribution of aggregates by preventing development that would prejudice or prevent their use.

10.3.9 A 250 metre consultation area is included which ensures that consideration is also given to whether applications falling within 250m of safeguarded development are likely to hinder the operations of existing minerals infrastructure.

10.3.10 To promote the continued use of secondary and recycled aggregates as a sustainable alternative to primary aggregates, current facilities must be safeguarded against development that would prejudice or prevent their operation.

10.3.11 National policy requires other types of mineral infrastructure to be safeguarded. This includes existing, planned, and potential sites for concrete batching, the manufacture of coated materials and other concrete products.

Monitoring

Indicator	Target	Trigger
Number of safeguarded minerals supply infrastructure sites redeveloped.	No existing suitable[230] minerals supply infrastructure sites or planned facilities lost due to redevelopment.	Loss or reduction of existing or planned minerals supply infrastructure capacity due to other development.
Number of safeguarded minerals supply infrastructure sites where permission is granted for neighbouring development.	No operations of existing suitable minerals supply infrastructure sites or planned facilities are constrained due to neighbouring development.	

10.4 Supply of recycled and secondary aggregates

10.4.1 Recycled and secondary aggregates can provide an alternative to primary aggregate from land or marine won sources for a number of applications and, in-line with government policy to secure the best use of finite primary mineral resources, the use of alternatives to primary aggregates as far as practicable is encouraged. Recycled aggregate is sourced from Construction and Demolition waste and may also be sourced from closed inert landfill sites and dredging disposal sites.

10.4.2 Industrial estates and sites where minerals supply and waste management takes place may offer suitable locations for recycled and secondary aggregate production where the proposals are compatible with other policies set out in the development plan.

10.4.3 In locations where permissions for the existing use are temporary, for example in the case of a quarry, the development associated with recycled and secondary aggregates will usually only be permitted for the period of the host site's permission.

10.4.4 Proposals will also need to demonstrate consistency with other polices of this Plan intended to ensure that development does not give rise to unacceptable adverse impacts on communities or the environment as a whole.

Policy T28: Supply of Recycled and Secondary Aggregates

Proposals for additional capacity for secondary and recycled aggregate production, including those relating to the expansion of capacity at existing facilities, will be supported in the following locations:

a) Temporary demolition, construction, land reclamation and regeneration projects and highways developments where materials are either generated or to be used in the project or both for the duration of the project;
b) other mineral operations (including wharves and rail depots);
c) other waste management operations;
d) industrial estates.

Proposals for additional capacity for secondary and recycled aggregate production may be supported in other locations which are well located in relation to the source of input materials or demand for output materials and have good transport links.

Proposals to re-work old inert landfill sites and dredging disposal sites to produce recycled aggregate will be supported where it is demonstrated that net gains in landscape, biodiversity or amenity can be achieved by the operation and environmental impacts can be mitigated to an acceptable level.

Reasoned justification

10.4.5 The production of secondary and recycled aggregate is an industrial activity which lends itself to being located where similar activities are already taking place and/or industrial areas.

10.4.6 Quarries are generally located in rural areas and should be restored in a timely manner, and while they may offer suitable locations for the production of secondary and recycled aggregates while operational, ongoing operations might unduly hold up their restoration and they are less likely to offer suitable locations for permanent facilities once the quarry has ceased operation.

Monitoring

Indicator	Target	Trigger
Type of location where secondary and recycled aggregate production capacity is permitted	100% of secondary and recycled aggregate production capacity is developed in locations consistent with Policy T28	One site is developed in a location inconsistent with Policy T28

10.5 Extraction of Land won Minerals

10.5.1 The likelihood of additional mineral extraction is uncertain in Medway, although if it occurs it is more likely that the sand and gravel, rather than the chalk and brickearth, resource will be worked over the period of this Plan.

10.5.2 The Local Aggregates Assessment (2020) identifies that there are very few sand and gravel reserves remaining and what does remain is expected to be fully worked out in the next few years. Despite this there has been no industry interest in establishing further reserves beyond the existing sites.

10.5.3 A nominal demand for land won sand and gravel of 100,000tpa is included in the latest LAA[231] which suggests a landbank of 9 years at the end of 2019 though due to a pattern of increased extraction the landbank is expected to decrease rapidly. It is therefore considered unlikely that a minimum landbank of reserves equivalent to at least 7 years' supply will be able to be maintained over the Plan period.

10.5.4 Medway wharves are capable of supplying 4.5 million of tonnes of sand and gravel per year which is considered sufficient to meet current needs and provides potential for meeting future needs. However, should a proposal come forward this will be supported depending on its nature and location and compliance with policies of this Plan.

10.5.5 Areas of Search for the working of sand and gravel within which planning permission may be granted, particularly if there is a potential shortfall in supply, are included on the Plan's Policies Map.

Policy T29: Extraction of Land Won Minerals

Sand and gravel

Proposals for the extraction of sand and gravel within the Sand and Gravel Areas of Search shown on the Policies Map, will be acceptable in principle, provided it can be demonstrated that there is a need for the mineral to make a contribution to meeting local and regional requirements, including to help meet forecasts of demand as identified in the Local Aggregates Assessment.

Proposals beyond the Sand and Gravel Areas of Search are not encouraged but may also be permitted depending on whether other sources are available and any constraints can be overcome.

Industrial minerals

Proposals for the extraction of chalk and brickearth will be permitted which demonstrate there is a need for the mineral to meet the demands of new or existing plant.

The need for chalk should be demonstrated to be contributing to a stock of chalk reserves of at least 15 years to support a cement works.

The need for brickearth should be demonstrated to be contributing to a stock of clay reserves to supply brick works.

Restoration and aftercare

Proposals will need to demonstrate how mineral excavations will be restored in a timely manner that results in ongoing benefits to the local community and environment.

Reasoned justification

10.5.6 The NPPF requires Minerals Planning Authorities to plan for a steady and adequate supply of aggregates based on the assessment of supply and demand set out in the latest LAA. It also seeks for plans to make provision for the maintenance of landbanks of at least seven years for land-won sand and gravel.

10.5.7 The NPPF expects that, as appropriate, provision is made for land-won aggregates in Local Plans in the form of specific sites, preferred areas and/or areas of search and locational criteria. The Areas of Search in the Plan provide a guide to potential developers on the areas where sand and gravel resources are known to exist and working would be less likely to have an unacceptable adverse impact on communities and the environment and where planning permission may be more likely to be granted.

10.5.8 More generally, aggregate minerals are in constant demand and the sand and gravel resource in Medway may be exploited to contribute to meeting this demand. For this reason, Policy T29 does not quantify the amount land won sand and gravel that should be provided from Medway, but instead it allows development to come forward where it is shown that a contribution to local and regional supplies can be made.

10.5.9 The NPPF expects local planning policy to ensure that worked land is restored at the earliest possible opportunity and to a high quality. Restoration of quarries should provide opportunities for biodiversity net gain and may be included as part of Local Nature Recovery Strategies.

Monitoring

Indicator	Target	Trigger
Type of location where minerals extraction is permitted	100% of mineral extraction capacity is developed in locations consistent with Policy T29	One mineral extraction site is developed in a location inconsistent with Policy T29
Quality and timeliness of mineral extraction site restoration	Mineral extraction site are restored within timescales and to the quality set by the planning permission	One mineral extraction site is restored within timescales and to the quality set by the planning permission

11 Waste Management

11.1 Introduction

11.1.1 Medway Council is the Waste Planning Authority responsible for waste planning policy and for determining planning applications related to the management of waste. The council is also responsible for the collection and management of waste produced by households.

11.1.2 The Minerals and Waste Topic Paper sets out further background information on waste generation, management, and requirements for Medway.

11.2 Policy Context

11.2.1 The National Planning Policy for Waste 2014 (NPPW))[232] and national Resources and Waste Strategy for England 2018 (RWS)[233] require application of the Waste Hierarchy in priority order as one of the key principles of sustainable waste management. The 'Waste Hierarchy' identifies different ways of dealing with waste as set out in Figure 16 below. [234] This shows that 'Prevention' is the most preferred option with 'Disposal' at the bottom being the option of last resort.

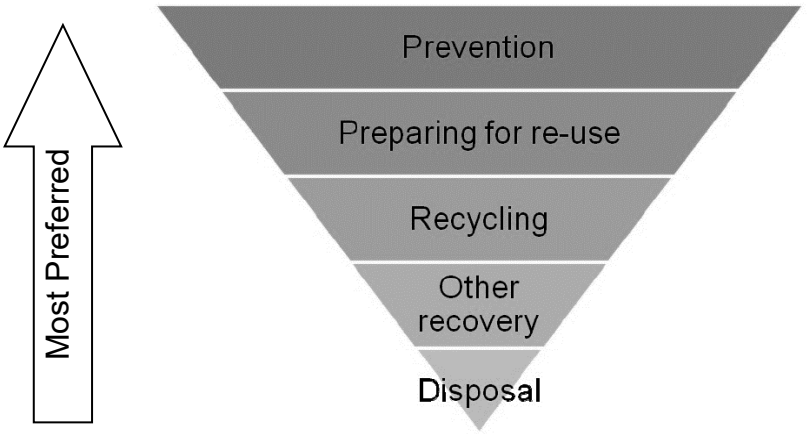


Figure 16 - The Waste Hierarchy

Waste movement and net self sufficiency

11.2.2 NPPW requires waste planning authorities to: 'plan for the disposal of waste and the recovery of mixed municipal waste in line with the proximity principle, recognising that new facilities will need to serve catchment areas large enough to secure the economic viability of the plant;'.

11.2.3 The proximity principle requires mixed municipal waste collected from private households to be disposed of, or be recovered, in one of the nearest appropriate installations. This is to be achieved by establishing an integrated and adequate network of installations for disposal and recovery of mixed municipal waste collected from private households. The

requirement extends to similar types of waste collected from non-household sources.

11.2.4 NPPW requires Waste Planning Authorities to include strategic policies in their development plans setting out an overall strategy for the pattern, scale and quality of waste development, and to make sufficient provision for infrastructure for waste management, and energy that may be produced (including heat).

11.2.5 The Waste Needs Assessment[235] (WNA) completed in 2020 for Medway shows that varying quantities of waste are transported between Medway and other Waste Planning Authority (WPA) areas. Medway Council and these other WPAs recognise that cross-boundary movement is typical of the way in which waste is managed in general, as it has little regard for administrative boundaries.

11.2.6 Medway Council is a member of the South East Waste Planning Advisory Group (SEWPAG) which considers waste planning issues across south east England including agreement of Statements of Common Ground. Amongst other things, this includes an agreement to plan for the management of waste on the basis of 'net self sufficiency' that means each WPA plans to provide facilities with sufficient capacity to manage an amount of waste equivalent to that which is predicted to arise within its area over the period of its plan. The use of the term 'net' means that it is irrespective of imports and exports. This approach is intended to ensure that sufficient waste management capacity is provided across a collective area (region or sub-region) consistent with National Planning Policy for Waste[236].

11.2.7 The principle of net self sufficiency does not apply to hazardous waste because the quantities of different waste types produced within each WPA area may not be sufficient to support the full range of management facilities locally.

11.2.8 The current Municipal Waste Management Strategy (MWMS) for Medway was adopted in 2006. The MWMS focuses on the management of local authority collected waste (LACW). Key aims of the MWMS are:

- 55% recycling of LACW by 2020
- 35% (or less) of LACW to landfill by 2020

11.2.9 While these targets relate to past dates they define a baseline from which future targets are likely to be established. The Medway Local Plan takes account of the MWMS by ensuring that development can come forward to help facilitate its aims.

Current Waste Management in Medway

11.2.10 The main types of waste produced are:

- Local Authority Collected Waste (mainly household waste) (LACW);
- Commercial and Industrial Waste (waste from businesses) (C&I waste);
- Construction, Demolition and Excavation Waste (CDEW);
- Hazardous Waste from various sources; and,
- Wastewater and Sewage Sludge

11.2.11 WPAs should also plan for the management of Agricultural Waste and Low Level Radioactive Waste.

11.2.12 The WNA found that just over 0.5 million tonnes of wastes arose within Medway in 2018. Each waste type is considered in more detail below.

11.2.13 Medway has a range of waste transfer and processing facilities that handle waste arising both within and beyond Medway. In 2018, there were 22 operational permitted waste transfer and processing facilities in Medway, managing around 715,000 tonnes of waste.

Local Authority Collected Waste (LACW)

11.2.14 In Medway the production of LACW has increased from c125,000 to c135,000 tonnes per annum and recycling has plateaued since 2014/15. Recycling of LACW is c46% and diversion of waste away from landfill by energy recovery is c43%.

11.2.15 Recyclable material is collected separately at the kerbside. It is taken to a bulking facility within Medway and then onto a Materials Recycling Facility (MRF) in the London Borough of Southwark. In 2018 around 30,000 tonnes of recyclate was managed via the Medway bulking facility, with 13,000 tonnes going on to be managed at the Southwark MRF. In addition, c14,000 tonnes of mixed green and food waste collected from households or delivered to Household Waste Recycling Sites provided by Medway Council, was managed at composting facilities in 2018. These are all outside Medway.

11.2.16 Table 12 shows how the management of LACW arising in Medway has changed over time.

Table 12 - Management of LACW arising Medway 2014/15 to 2018/19

	2014/15	2015/16	2016/17	2017/18	2018/19
Waste arising	130,280	131,297	133,264	131,702	134,215
Recycling	65,701	60,094	61,678	62,155	61,739
Recycling rate[237]	50%	47%	47%	48%	46%
Other recovery	38,588	50,494	54,425	51,531	58,066
Landfill	17,937	14,621	13,793	12,546	14,465

Household Waste

11.2.17 'Household waste' is defined as:

- All waste collected from households by or on behalf of Medway Council as Waste Collection Authority (WCA)
- Waste delivered to Household Waste Recycling Sites and bring banks.
- Street cleaning waste, collected litter and gully sweepings.

11.2.18 It forms a subset of LACW, but generally comprises around 95% of LACW arisings.

11.2.19 The forecast increase in population over the local plan period may require additional capacity to be developed. This need might be met by upgrades to the existing facilities, but consideration may also be given to other options such as creating a single purpose-built facility in an accessible and appropriate location.

11.2.20 The principal contract for the management of LACW is due to expire in 2035. If future management options for Medway's waste are to include a facility within in Medway (such as waste to energy), planning for this would need to be considered up to 10 years prior to it being required.

Commercial and Industrial Waste

11.2.21 The WNA found that c237,500 tonnes of C&I waste was produced in Medway in 2018, with around 39% being recycled/composted or recovered in some way.

11.2.22 Much of the LACW and C&I waste is of a similar composition and so may be managed at the same facilities. The WNA indicates that the following capacity types exist within Medway which are capable of managing LACW and C&I waste[238]:

- Waste Transfer – between c435,000 and 834,000[239] tpa.
    - Capacity at Pelican Reach for a total of 670,000 tpa[240],
- Waste Recycling[241]
    - In vessel composting – 75,000tpa[242]
    - CDEW Recycling Capacity - 115,000 tpa
    - LACW/C&I Recycling Capacity inc metals – c75,000tpa[243]

- Waste Recovery
    - RDF Production Capacity (from LACW and C&I)[244] - c 400,000tpa

Construction, Demolition and Excavation Waste

11.2.23 The WNA found that approximately 180,000 tonnes[245] of CDEW was produced in Medway in 2018. providing an estimated breakdown of the overall waste stream into the different types of waste arising as follows:

- Inert excavation waste (soft): c109,800 tonnes (61%)
- Inert C&D waste (hard): c37,800 tonnes (21%)
- Non-inert CDEW: c32,400 tonnes (18%)

11.2.24 Different types of CDEW require different forms of management but there is very little CDEW that cannot be recycled or recovered. The WNA estimates that around 86% of CDEW arising in Medway is recycled or recovered which is well above the national target of 70% by 2020[246].

11.2.25 Existing consented CDEW management facilities in Medway offer the following capacity:

- Inert Waste Landfill – just over 2.2 million cubic metres (3.3 million tonnes (at 1.5t/m^3))
    - Alpha Lake, North Sea Terminal, Cliffe - 1,000,000 m3;
    - Chalk Lake , North Sea Terminal, Cliffe - 400,000 m3
    - Manor Farm Barn Landfill Frindsbury - 771,681 m3

- Inert Waste Recycling - two sites produced recycled aggregate in 2018 as identified in the WNA CDEW report. These sites were estimated to have a combined production capacity of 135,000 tpa in the WNA.
- In addition, Table 4 of the main WNA report indicates that sites recycling C, D & E waste as a whole may offer management capacity of just under 115,000 tpa in total.

11.2.26 Hence there appears to be sufficient capacity to manage Medway's CDEW arisings through recycling given that its composition makes it amenable to that form of management. Otherwise soft material may need to be deposited on land for beneficial purposes.

Hazardous Waste

11.2.27 Hazardous wastes are categorised as those that are harmful to human health, or the environment, either immediately or over an extended period of time. In Medway, hazardous waste arises mainly from: construction and demolition activity, vehicle maintenance and/or dismantling activity and healthcare. Approximately 24,500 tonnes of hazardous waste was produced in Medway in 2018.

11.2.28 The total assessed management capacity for hazardous waste in Medway is approximately 25,000tpa[247] hence this indicates that Medway is theoretically essentially net self-sufficient for hazardous waste overall.

Wastewater and Sewage Sludge

11.2.29 Wastewater generally comprises surface water runoff and effluent discharged to the foul sewer system from where it is channelled to wastewater treatment works for treatment[248].

11.2.30 In Medway wastewater and sewage sludge are managed by Southern Water and the principal wastewater treatment works is at Motney Hill, Rainham, Gillingham, which lies to the extreme north west of the Plan area. The works include an anaerobic digestion plant where sludges from other wastewater treatment works may be taken to produce biogas. Southern Water also manages a wastewater treatment works at Whitewall Creek near Upnor.

Agricultural Waste

11.2.31 Given the relatively small amount of agricultural land in Medway the WNA concludes that arisings of agricultural waste are small, with quantities requiring offsite management especially so.[249]

Low level radioactive waste

11.2.32 Very little if any LLW is produced within Medway, and the small quantities of very low level radioactive waste (VLLW) is expected to be managed through existing arrangements[250].

Other Recovery of Non hazardous Residual Waste

11.2.33 Residual waste is the non-hazardous non-inert waste left over after measures to reuse and recycle and is sometimes referred to as ‘black bag’ waste. Residual waste is principally derived from the LACW, and C&I waste

streams. This waste is generally managed either by incineration with energy recovery (referred to as energy from waste) a form of 'other recovery' providing it meets minimum standards for energy efficiency or landfill.

11.2.34 In Medway, residual waste is converted to refuse derived fuel (RDF) sent on to 'other recovery' capacity either located within the UK or elsewhere in Europe.

11.2.35 Current capacity in Medway can produce up to 400,000 tonnes of RDF each year which represents significantly more than is forecast to require management arising in Medway itself. This capacity is counted as 'other recovery' as the output fuel has a proven market and is to be used in a combustion plant beyond Medway.

Landfill

11.2.36 Controls relating to groundwater protection and landfill design and operation, combined with increasing landfill tax and its place at the bottom of the hierarchy, make the prospect of development of a non-inert waste landfill in Medway remote. In addition, the quantity of waste requiring disposal is expected to decline rapidly with diversion to EfW capacity (e.g. in the adjoining Plan area of Kent), meaning that non-inert waste landfill development in Medway is unlikely to be viable. In response to the Call for Sites, no sites were promoted for the development of a non-inert waste landfill facility in Medway.

Additional Waste Management Capacity Requirements

11.2.37 Tables 13 and 14 below summarise the additional waste management capacity needed to meet waste management targets.

Table 13 - Medway Waste Recycling & Composting Capacity Requirements

	Waste Type	**Recycling & Composting Capacity Requirement** **Tonnes at Plan Milestone**				**Peak requirement (tonnes)** rounded
		2018/19	**2023/24**	**2028/29**	**2035/36**	
Waste Stream	LACW	62,105	75,521	83,939	93,625	94,000
	C&I	61,300	113,500	153,000	185,000	185,000
	CDEW	36,000	36,000	36,000	36,000	36,000
	Total	**159,405**	**225,021**	**272,939**	**314,625**	**315,000**
	Plan Area Recycling Capacity	***240,000***	***240,000***	***240,000***	***240,000***	
	Shortfall	**0**	**0**	**32,939**	**74,625**	**75,000**

Table 14 - Medway Residual Waste Management Capacity Requirements

	Waste Type	Residual Waste Management Capacity Requirement (Tonnes at Plan Milestone)				Peak or Cumulative Capacity Requirement (tonnes) rounded
		2018/19	**2023/24**	**2028/29**	**2035/36**	
Energy Recovery	LACW	58,066	50,548	48,440	47,533	58,000
	C&I	31,300	74,000	128,000	157,600	157,600
	CDEW	0	0	0	0	0
	Total	**89,366**	**124,548**	**176,440**	**205,133**	**205,000**
	Plan Area Other Recovery Capacity	***400,000***	***400,000***[251]	***400,000***	***400,000***	
	Shortfall	0	0	0	0	
Non Inert Landfill	LACW	14,465	11,242	7,520	2,881	160,000
	C&I	144,800	72,500	0	0	941,000
	CDEW	18,458	18,065	16,920	8,700	296,000
	Total	**177,723**	**101,807**	**24,440**	**11,581**	**1,397,000**
	Plan Area Non inert LF Capacity	***0***	***0***	***0***	***0***	
	Shortfall	**177,723**	**101,807**	**24,440**	**11,581**	**1,397,000**

11.3 Future Management of Waste in Medway

Vision and Objectives for Waste Management

11.3.1 Vision and Objectives specifically relating to the management of waste in Medway have been prepared which take account of the above context.

Policy S27: Vision for Waste Management

A more circular economy will be achieved which minimises the production of waste and makes the best use of the waste that is produced in Medway, enabling waste to be managed as far up the Waste Hierarchy as possible.

Objectives for Waste Management

The Plan's objectives for waste management in Medway are to:

Minimise the production of waste in the first place;

ensure waste is managed in accordance with the Waste Hierarchy;

enable waste to be managed in a way that contributes to the mitigation of, and adaptation to, climate change;

encourage and support development of waste management capacity that is at least equivalent to the amount of waste arising in Medway;

maximise the potential for the management of waste at suitable existing waste management facilities; and,

guide waste management facilities to appropriate locations which maximise the integration of waste management with other forms of development.

11.4 Waste Prevention

11.4.1 The planning system has an important role to play as factors affecting waste production can be applied to the built environment in particular.

11.4.2 In Medway applications for development will be required to demonstrate how they are consistent with circular economy principles.

11.4.3 For development proposals of a particular scale[252], a Circular Economy Statement will need to be submitted showing how the above matters have been taken into account. These Statements will include a waste management audit showing how waste is to be managed during construction, including demolition and refurbishment, if applicable; and during the lifespan of the development.

11.4.4 The Circular Economy Statement must also establish targets relating to efficiency of material usage to minimise waste production and show how their achievement will be monitored and reported.

Policy DM17: Waste Prevention

Proposals for development, including waste management facilities, must as a minimum demonstrate the following:

a) Construction and demolition methods will be used that minimise waste generation and facilitate the re-use/recycling of existing materials and structures, as far as practicable on site;
b) Design principles and construction methods that minimise the use of primary aggregates/virgin materials and encourage the use of fit for purpose building materials made from locally produced recycled and secondary resources; and
c) A design that facilitates the effective management of waste produced during its use in accordance with the waste hierarchy.

Qualifying development proposals must be supported by a Circular Economy Statement which includes details of the management of waste at all stages of development (construction, demolition and subsequent occupation).

Reasoned justification

11.4.5 CDEW constitutes the largest amount of waste produced in Medway and so particular focus is required to ensure all development comes forward in a manner which reduces the amount generated, uses recycled material where possible, and facilitates the management of unavoidable waste up the waste hierarchy.

11.4.6 A circular economy approach involves:

- Making better use of existing buildings through sharing and reuse so fewer new buildings need to be created;
- Designing new buildings in such a way that their useful life is maximised e.g. by being easily adapted to a range of uses and ensuring they can be deconstructed at the end of their useful lives if necessary;
- Ensuring buildings and their component materials can easily be reused, repaired and refurbished;
- Eliminating waste in construction;
- Ensuring waste arising during the occupation of a development can easily be reused or recycled e.g. by allowing storage of separate recyclable materials and providing space to allow for reuse and repair and for the storage of reusable goods and materials; and,
- Elimination of the use of hazardous materials, which pose particular issues with end of life management.

11.4.7 The Government's Draft Waste Prevention Programme[253], states that it will 'encourage local authorities to take action through the planning process to promote sustainable resource use in new construction – which could include, for example, a preference for reuse and refurbishment of existing building stock or setting embodied carbon targets for new developments.'.

11.4.8 Existing legislation expects all waste to be managed in accordance with the Waste Hierarchy which is to be applied in priority order, and so all forms of development must seek to reduce the quantity of waste produced, and allow for the separation and storage of different waste materials produced during their operational life to promote its recycling. Once enacted, the Environment Bill and associated regulations are expected to set specific requirements for the separate collection of recyclable waste (including food waste) from:

- Households;
- Non-domestic premises that produce household waste; and
- Producers of industrial and commercial waste that is similar in nature and composition to household waste.

11.4.9 The household waste kerbside collection service currently provided by Medway Council ensures residual waste is collected separately from recyclable and compostable waste and so it is essential that all proposals for residential development are designed to allow for separate storage of these materials. In light of the Environment Bill these collection services may change in the future.

Monitoring

Indicator	Target	Trigger
Quantity of household waste produced per housing unit	Declining trend	Quantity of household waste produced per housing unit increases year on year over a five year period
Quantity of C&I waste produced compared to GVA	Declining trend	Quantity of C&I waste produced compared to GVA increases year on year over a five year period
Proportion of waste managed which is recycled	Increasing trend	Proportion of waste managed which is recycled increases year on year over a five year period
Applications received with CE statements	100% of applications for qualifying development permitted with CE statements submitted with planning application.	1no. application for qualifying development permitted without CE statements submitted with planning application.

11.5 Safeguarding of Existing Waste Management Facilities

11.5.1 To ensure waste continues to be managed within Medway, the presumption is that existing consented waste management facilities are safeguarded from loss to non waste uses, or from proximate development that may limit or hinder their operation. Sites with temporary planning permission for a waste use are safeguarded for the duration of the permission. However, there are circumstances where non-waste development resulting in loss of

or impact on a safeguarded site will be permitted and this will be assessed on a case by case basis.

11.5.2 Redevelopment of land (or part of land) that has an existing lawful waste management use, or land with planning permission for such use, for non-waste uses, will only be considered if compensatory and equal provision of management capacity for waste in Medway, in quantity and waste hierarchy position, is made. Compensatory provision should be based on the maximum design throughput[254] of the facility to be redeveloped or the peak input over the previous 5 year period as reported through waste returns submitted to the Environment Agency, whichever is the greater.

11.5.3 Applicants seeking permission for potentially sensitive non-waste development ('agents of change') in proximity to safeguarded waste management facilities will be required to demonstrate that their proposed development will not prejudice or constrain the ability of the existing facility to operate to its safeguarded capability. This may require incorporating measures into the design and orientation of buildings and other structures, to mitigate potential effects and reduce sensitivity.

11.5.4 Where replacement capacity is proposed the following matters may also be considered when determining the adequacy or comparability of compensatory capacity: accessibility; location in relation to the market; suitability; availability of land for processing; and, stockpiling of waste (if applicable).

11.5.5 For development proposals within 250m of safeguarded waste management facilities to be acceptable they will need to demonstrate that impacts, e.g. noise, dust, light and air emissions, that may legitimately arise from the activities taking place at the safeguarded sites, would not be experienced to an unacceptable level by occupants of the proposed development including through mitigation measures, and that vehicle access to and from the safeguarded facility would not be constrained by the proposal.

Policy T30: Safeguarding of Existing Waste Management Facilities

The following types of land and waste management facility are safeguarded from non-waste uses:

i) Sites in existing lawful waste use including wastewater and sewage treatment works (including those with temporary permission); and,

ii) land with extant planning permission for waste use.

Proposals for non-waste development in proximity to safeguarded sites must demonstrate that they would not prejudice the operation of the site, including through incorporation of measures to mitigate and reduce their sensitivity to legitimate operation of the safeguarded site.

Proposals that would lead to loss of waste management capacity, prejudice site operation, or restrict future development of safeguarded sites will not be permitted unless it can be demonstrated that either:

i) The waste capacity and/or safeguarded site is not required; or
ii) material considerations indicates that the need for the proposed development overrides the presumption for safeguarding; or
iii) equivalent, suitable, and appropriate replacement capacity is provided in Medway in advance of the consented waste use ceasing or the non-waste permission being implemented.

Reasoned justification

11.5.6 National Planning Policy for Waste[255] makes it clear that non-waste development should not prejudice the implementation of the waste hierarchy or the efficient operation of waste management facilities. Similarly, the National Planning Policy Framework confirms that applicants for new development, known as the 'agent of change', should ensure that the intended development does not unreasonably restrict an existing business' lawful operation. Existing waste management operations should not have unreasonable restrictions placed on them as a result of new development that may be sensitive to their operation that could be deemed a statutory nuisance (e.g. noise) or problematic e.g. HGV movements.

11.5.7 In Medway there are different waste management facilities capable of handling a range of waste streams. Many of these facilities make a significant contribution towards Medway achieving net self sufficiency and some are of regional significance, particularly with regard to hazardous waste. In order to achieve net self-sufficiency, the current waste management facilities and their context require safeguarding against non-waste development that would prejudice their lawful use.

11.5.8 Opportunities for the development of waste management capacity are limited in Medway. The safeguarding of sites in existing waste use in addition to those with planning permission, will ensure that existing waste management capacity is maintained and the contribution existing or planned waste management infrastructure makes towards the Plan's

strategic objectives is taken into account when decisions are made concerning development proposals in proximity to them.

Monitoring

Indicator	Target	Trigger
Number and capacity of safeguarded waste sites redeveloped.	No existing suitable[256] waste sites or planned facilities lost due to redevelopment.	Loss or reduction of existing or planned waste management capacity due to other development which results in net loss of >5,000 tonnes inert waste; 2,500 tonnes non-haz waste; 250 tonnes haz waste.
Number of safeguarded waste sites where permission is granted for neighbouring development.	No operations of existing suitable waste sites or planned facilities constrained due to new development.	

11.6 Provision of New Waste Management Capacity

11.6.1 The need for additional waste management capacity to help drive the management of waste up the waste hierarchy has been considered in the Waste Needs Assessment. The conclusions on the need for different types of capacity to manage different waste types are summarised below.

11.6.2 Proposals intended to intensify the use of existing facilities, through increasing capacity and/or improve their efficiency, are supported in principle. This may include changes made at sites to compensate for loss of capacity at sites re-developed for non-waste uses.

Local Authority Collected Waste (LACW) Recycling Capacity

11.6.3 A target of 65% recycling of LACW and similar waste by 2035 has been set by the Government and the waste management targets for LACW waste reflects this as set out in Table 15.[257]

Table 15 - Targets for LACW Management for Medway

Management method	Target year		
	2023/24	**2028/29**	**2035/36**
Recycling/composting	55%	60%	65%
Other Recovery[258]	37%	35%	33%
Overall diversion from landfill	**92%**	**95%**	**98%**
Remainder to Landfill[259]	8%	5%	2%

italicised entries are actual values

11.6.4 Taking account of potential changes in waste production, if Medway Council were to achieve the 65% recycling/composting target by collection of separated recyclable material (including food waste) alone, and if the existing arrangements were to be utilised, up to c94,000 tpa of source

separated waste would need to at least be bulked up in Medway prior to management through a MRF.

11.6.5 The current capacity at the bulking facility receiving Medway LACW is 150,000tpa and this facility could therefore accommodate the increased quantity to be managed. The MRF facility in Southwark that receives recyclate from the bulking facility has a capacity of 85,000tpa. However, the contract with this facility is due to expire in 2022. After that date, processing of recyclate may involve a change in the receiving MRF. The additional c35,000 tpa of LACW food waste could, potentially be accommodated at the In Vessel Composting (IVC) facility located in Medway although its capability to manage this waste would need to be confirmed as it is currently operating as a specialist facility.

11.6.6 Alternatively, a MRF facility with a maximum capacity of c60,000tpa could be developed in Medway. However, it should also be noted that sub-regional MRF capacity has declined due to the closure of several such facilities in the South East. These closures are a response to economies of scale which are required to address the increasing capital and operational costs associated with greater technological complexity of sorting to achieve a higher quality recyclate. Therefore, it is considered that deliverability would be uncertain for any allocations of land for the development of additional MRF capacity to support recycling of LACW in Medway over the Plan period if it were to solely serve LACW from Medway.

C&I waste recycling

11.6.7 This Plan sets a target of 60% recycling by 2035 for C&I waste. This follows the Government target of 65% recycling of MSW by 2035. C&I waste that arises from places such as shops, offices and restaurants is similar to household waste and is included within the definition of MSW. A 60%, rather than a 65% target for C&I overall has been set to account for the fact that recycling of C&I waste is currently low (c39%) and the Government 65% MSW recycling target only relates to a proportion of total commercial waste arisings, which in turn only represent a proportion of the total C&I waste stream.

11.6.8 The waste management targets for C&I waste are set out in Table 16. [260]

Table 16 - Targets for C&I Waste Management for Medway

Management method	Target Year		
	2023/24	**2028/29**	**2035/36**
Recycling/composting	44%	55%	60%
Other Recovery	13%	18%	40%
Remainder to Landfill	43%	27%	10%

11.6.9 The above targets equate to the following peak built capacity requirements over the Plan period:

- c35,000 tpa composting
- c145,000 tpa recyclate bulking or MRF sorting capacity
- c124,000 tpa other recovery - either RDF production or Energy from Waste

11.6.10 Bulking capacity for recyclate arising from the commercial waste stream already exists in Medway. Material specific recyclate may be taken directly from the bulking facility to reprocessors such as Kemsley Mill in Kent (cardboard) or O-I in Essex (glass).

11.6.11 The 35,000 tpa of biowaste could be managed at Medway's permitted IVC facility, alongside the c35,000 tpa of LACW biowaste. Although its capability to manage this waste would need to be confirmed as it is currently operating as a specialist facility.

11.6.12 Residual C&I waste requiring management by ‘other recovery’ could be converted to RDF at the existing facility in Medway or exported to Energy from Waste facilities in Kent.

11.6.13 Any proposals for the development of Energy from Waste and landfill capacity will also be considered against policies T33 and T34 respectively.

CDEW management

11.6.14 It is anticipated that at least 75% of construction and demolition (C&D) waste will be recycled and, because capacity exists, this could be accommodated at sites within Medway. In practice much demolition waste is crushed and screened on the site of its production using mobile plant and is then either utilised on the site itself or sold as a recycled aggregate and transported directly to its site of use, reducing generation of this waste and eliminating the need for provision of land to accommodate separate management capacity.

11.6.15 As the production of recycled aggregate also contributes towards overall aggregate supply it is supported in principle.

11.6.16 Diversion of inert CDEW from landfill also occurs in the form of 'recovery to land'. Recovery to land involves the beneficial use of inert waste when applied to land e.g. in engineering operations and backfilling of mineral workings for restoration purposes. Policy T31 and Policy T35 sets out how applications for such development will be considered.

11.6.17 The quantities of CDEW recycled and recovered to land will depend on the actual composition of the CDEW arising. For example, demolition results in generation of 'hard' materials which can be recycled. Greenfield development tends to result in greater quantities of excavation waste, and the proportion of CDEW being managed by recovery to land is likely to be higher. For this reason, setting separate targets for recycling and recovery may give the impression of under-performance in any one year depending on the type of CDEW arising. To avoid this issue, a combined management target has been applied to the inert fraction of CDEW (see Table 17). [261]

Table 17 - Inert CDEW Management Targets

Component		Yr0 (2019)	Yr5 (2024)	Yr10 (2029)	Yr15 (2034)
Inert	Recycled Aggregate	21%	>75%[262]	>75%	>75%
	Recovery to Land	58%			

Note: Yr0 represents 2019 applying 2018 baseline.

11.6.18 CDEW landfill requirements result from the non-inert CDEW fraction which has greater potential environmental impacts and so separate targets and limits have been identified which allow for changes in waste composition over time (see Table 18).[263]

Table 18 - Non-inert CDEW Management Targets/Limits

Component		Yr0 (2019)	Yr5 (2024)	Yr10 (2029)	Yr15 (2034)
Non-inert	Source Separated Materials	44%	60%	70%	80%
	Organic Composting	0%			
	Timber (EfW)	0%			
	Remainder to Landfill	*56%*	*40%*[264]	*30%*	*20%*

Note: Yr0 represents 2019 applying 2018 baseline.

Other recovery of residual waste

11.6.19 To minimise the disposal of waste by landfill, waste that cannot be practically recycled (residual waste) is to be diverted to facilities where some value can be obtained from the waste mainly in the form of energy and bottom ash that can be converted into construction materials.

11.6.20 In light of the existing RDF production facility, sufficient 'other recovery' capacity for the management of residual waste by 'other recovery' (set by the Plan targets) already exists in Medway. In addition, 'other recovery' capacity is available in neighbouring Kent which is surplus to the achievement of targets in the Kent Minerals and Waste Local Plan. Export of residual waste to Kent for 'other recovery' has been confirmed by Kent County Council as a satisfactory arrangement and in light of this it is anticipated that Plan requirements may also be met in this manner.

Non-hazardous waste landfill

11.6.21 Historically the requirement for landfilling of non-hazardous waste arising in Medway has been met in various locations including Medway, Kent or other neighbouring areas. Most recently (2018) c65,000 tonnes of non-hazardous waste was landfilled at the Ockendon landfill in Thurrock, adjacent to Medway, on the north bank of the Thames.

11.6.22 The estimated requirement for non-hazardous landfill is set out in Table 19. The requirement takes account of the Plan's targets for recycling and other recovery.

Table 19 - Waste to Non-hazardous landfill over the plan period (tonnes)

Year	Waste to non-haz LF (tonnes)
2021/22	139,545
2022/23	126,693
2023/24	113,834
2024/25	100,970
2025/26	88,100
2026/27	74,929
2027/28	61,754
2028/29	48,572
2029/30	35,496
2030/31	22,416
2031/32	20,257
2032/33	18,093
2033/34	15,924
2034/35	13,750
2035/36	11,570
2036/37	10,081
Total	**901,983**

11.6.23 Given the expectation that non-hazardous waste will continue to be diverted from landfill driven by the landfill tax escalator, it may be assumed that the depletion of void in the remaining consented landfills in the wider South East will occur at a slower rate. This would serve to conserve remaining void capacity so that Medway's predicted cumulative non-inert landfill capacity requirement of around 900,000 tonnes over the Plan period (residual waste remaining after diversion to other recovery), may be accommodated within landfills outside the Plan area. WPAs hosting non-hazardous waste landfills within a two hour travel time of Medway have confirmed that waste from Medway may be accepted at landfills in their areas subject to the existence of the necessary void.

11.6.24 A Joint Position Statement on non-hazardous landfill prepared by SEWPAG suggests that if no additional void comes forward, existing non-hazardous landfill capacity within the South East will be exhausted by 2040. In light of

its proximity to the East of England, Medway is also well located to rely on non-hazardous waste landfill capacity in this region as is currently the case with Thurrock being located in the East of England.

Hazardous and low level radioactive waste

11.6.25 The WNA found that approximately 24,500 tonnes of hazardous waste was produced in Medway in 2018. This is predicted to fall to c14,500tonnes by the end of the Plan period with the depletion of hazardous materials such as asbestos in the building stock, the fall in use of hazardous raw materials in electronic appliances and transition to electric vehicles.

11.6.26 The overall quantity of hazardous waste arisings currently produced (c24,500 tonnes) is very closely matched to the quantity of hazardous waste managed (c25,000 tonnes) within Medway implying that theoretically net self sufficiency is being achieved. However, given hazardous waste management involves regional and sometimes national scale operations it is not considered appropriate to apply the goal of net self sufficiency to this waste stream in Medway. This is also consistent with the SEWPAG Statement of Common Ground.

11.6.27 Overall, given a fall in arisings, there will be a surplus of hazardous waste management capacity in Medway, however different hazardous waste types require different management facilities and a detailed analysis shows that significant (in terms of quantity and/or type) exports of hazardous waste were managed at facilities hosted in 13 different WPA areas in 2018. Engagement with these WPAs confirmed that all reported hazardous waste arising in Medway appears to be effectively managed and there are no obvious stresses in the system.[265]

11.6.28 It can be concluded that there is no identified strategic need for additional hazardous waste management capacity within the Plan area; however, Policies T31 and T32 provide for such capacity to come forward within Medway should a need be justified.

11.6.29 Similarly, the WNA identifies no strategic need for the management of low level radioactive waste in Medway.

Wastewater and sewage sludge

11.6.30 The WNA indicates that there is currently sufficient wastewater treatment capacity to meet current and future growth[266]. The implications of proposed development for existing works in the Medway area will be assessed to ensure sufficient 'headroom' exists.

11.6.31 Any proposals for additional wastewater treatment capacity would be considered against Policy T36.

11.6.32 At the time of drafting the WNA, Southern Water had indicated a potential capacity shortfall in sewage sludge treatment capacity during the period 2020-34 in North Kent and an intention to seek additional capacity.

Policy T31: Provision of Additional Waste Management Capacity

Proposals for the development of additional waste management capacity (as well as improvement or extension of existing facilities) will be supported where it is demonstrated that the development will contribute towards achieving:

a) Targets specified in this Plan for recycling, 'other recovery' and the diversion of the waste away from disposal in a manner that does not prevent management of the waste at the highest point practical in the waste hierarchy; and,
b) Net self sufficiency of the Plan area in waste management capacity.

Proposals for 'other recovery' facilities will only be supported where a need for the capacity has been identified such that additional capacity would not cause waste to be diverted from management methods further up the waste hierarchy.

Proposals for the improvement or extension (physical or temporal) of existing waste management facilities will be supported where the quantity of waste to be managed is at least equal to the quantity of waste currently managed on site.

Proposals for the improvement or extension (physical or temporal) of facilities with temporary planning permission should include consideration of the original reason(s) for the permission being time limited and not result in development (or extensions to time) that would undermine them unless conditions have changed in the intervening period.

Reasoned justification

11.6.33 Management of waste in accordance with the waste hierarchy in priority order is a legal requirement and also a key tenet of NPPW and is generally consistent with the aim of achieving the Government's target of net zero greenhouse gas emissions by 2050.

11.6.34 Having been in operation for many years, existing permitted waste management facilities in Medway may be well-established and accommodated within the community. The improvement or extension of an existing waste management facility may improve the efficiency of a site by enabling more waste to be recycled, recovered or processed for re-use and/or have the potential to reduce impacts of current operations due to changes in technology or site layout. Such extensions and improvements may therefore mean that fewer facilities need to be developed in new locations which may otherwise lend themselves to other forms of development needed within Medway.

11.6.35 The Policy is consistent with paragraph 122 of the NPPF.

Monitoring

Indicator	Target	Trigger
Quantity of different waste types managed by methods set in the waste hierarchy.	See Tables	Targets not achieved
Waste management throughput (tpa)	The safeguarded capacity of each site is fully utilised	The average quantity of waste being managed per hectare is showing a decreasing trend over a five year period

11.7 Location of Waste Management Facilities

11.7.1 The management of waste can be carried out within units or buildings located in urban areas and on industrial estates. Such facilities might include smaller specialised operations, such as those engaged in the processing of waste electrical and electronic equipment (WEEE). Generally open areas are needed to facilitate site logistics i.e. waste deliveries and removals.

11.7.2 Many of the existing waste management facilities in Medway are clustered within existing industrial areas (such as at Medway City Estate and Kingsnorth, near Hoo St Werburgh) and these locations are likely to offer suitable opportunities for the development of additional waste management capacity.

11.7.3 Allocations of employment land are included in the Plan which may be suitable for waste management development especially as they have good access and are away from residential areas to minimise amenity impacts.

11.7.4 Greenfield locations are least preferred for new waste management facilities, consistent with NPPF requirement for making efficient use of land.

11.7.5 The suitability of locations will also be assessed against other policies in this plan for example in terms of their accessibility to transportation networks including the River Medway and the River Thames. In that regard proposals for additional waste management capacity within existing established industrial estates that utilise existing rail facilities, the River Medway or the River Thames as a means of transportation are encouraged.

11.7.6 Other policies of the Plan will also be applied to ensure that waste management development is consistent with the Plan's wider objectives of ensuring sustainable development comes forward in a manner which does not have a significant adverse impact on communities and the environment.

11.7.7 Policy T32 does not apply to activities involving the permanent deposit of waste (landfilling, land raising and recovery to land).

Policy T32: Location of Waste Management Facilities

Proposals for additional waste management capacity (excluding permanent deposit) will be supported in the following locations:

Established industrial estates;

Land identified for employment uses or industrial and storage purposes in this Plan;

Land considered to be previously developed[267] and/or redundant agricultural buildings and their curtilages.

Land that is otherwise suitable for waste development when assessed against other policies in the Plan including the following considerations:

There is no unacceptable adverse impact on sites designated for environmental or heritage significance;

The site is not allocated for other non-employment uses in the Local Plan;

The site is located in an area that can accommodate the proposed development and does not have an unacceptable impact on amenity, the local environment and transport networks;

Proposals on 'greenfield'[268] land will only be permitted where no alternative suitable previously developed land can be identified.

Reasoned justification

11.7.8 The management of waste is an industrial activity which involves the bulk transport of materials, often using HGVs, and it is therefore important that impacts caused by waste management, including those related to transport, are minimised.

11.7.9 The preference for the use of existing sites and previously developed land is consistent with the Plan's wider vision and objectives concerned with achieving the most efficient use of land in Medway.

11.7.10 NPPW specifically identifies previously developed land and redundant agricultural (and forestry) buildings and their curtilages as offering potential opportunities for waste management development.

Monitoring

Indicator	Target	Trigger
Type of location where additional waste management capacity is permitted	100% of additional capacity is developed in locations consistent with Policy T32	One site is developed in a location inconsistent with Policy T32

11.8 Other Recovery

11.8.1 The principal form of management capacity that falls under the 'Other Recovery' category is energy from waste (EfW)[269]. This often takes the form of plants that incinerate waste and capture the heat to generate electricity.

11.8.2 Combustion of waste results in emissions of carbon dioxide so the more energy that can be recovered the lower the emission per unit of energy. To ensure maximum efficiency it is important that Energy from Waste facilities are developed in a manner and in locations that allows the surplus heat to be fully utilised, for example in district heating or by a local industry with a process heat requirement. This type of EfW is classed as combined heat and power (CHP). The Energy section supports development associated with the delivery of heat and cooling to buildings within a vicinity.

11.8.3 To qualify as 'recovery' (in terms of the waste hierarchy) Energy from Waste plants must achieve a minimum level of energy efficiency as defined by R1 status. Facilities must achieve R1 status to be preferred over disposal to landfill as a means of managing residual waste.

11.8.4 Combustion of the biogenic fraction of residual waste is considered to be a source of low carbon renewable energy whereas the combustion of the non-biogenic fraction including materials such as oil based plastics is not. These fractions are currently considered to occur in approximately equal proportions, but are expected to change over the Plan period, when initiatives such as the separate collection of food waste across households and businesses are implemented.

11.8.5 EfW facilities must be Carbon Capture and Storage enabled with a reasonable prospect of it being executed to ensure the national aim of achieving net zero carbon emissions by 2050 is not compromised.

11.8.6 RDF preparation capacity might be developed in conjunction with Energy from Waste facilities on the same site, or as standalone facilities where the waste is processed to produce a fuel off-site. In order to avoid the risk of under provision by double counting both fuel preparation capacity and fuel use i.e. EfW capacity, only one of the two facility contributions will be counted towards meeting ‘other recovery’ requirements if both are in Medway. Where fuel preparation takes place as a stand-alone activity, its contribution to ‘other recovery’ capacity will only be counted as the difference between the input quantity and the output quantity unless the output fuel has a proven market in accordance with the Government definition[270] of RDF. Where that is the case, if the output fuel is to be used in an EfW plant beyond Medway, then this contribution will also be counted.

Policy T33: Other Recovery

Proposals for development which allow for forms of waste recovery other than reuse, repair and recycling, (e.g. where waste is used as a fuel and/or fuel is produced from waste) will be supported where the waste being managed cannot be practicably repaired, reused or recycled i.e. it is unavoidable residual waste.

Energy from Waste facilities

In addition to the above, energy from waste facilities will be supported where it can be demonstrated that:

a) the maximum amount of energy from the process will be utilised including the use of surplus heat;
b) residues arising from the process will be converted into a material with a proven end use; and,
c) the facility is designed to enable non biogenic emissions of carbon to be captured, utilised and, failing that, stored.

Reasoned justification

11.8.7 RWS anticipates greater efficiency of EfW plants by encouraging use of surplus heat recognising that currently only around a fifth of EfW plants operate in CHP mode, despite most being enabled to do so. This will support a shift from using carbon rich gas heat sources to lower carbon generation via heat networks. Government funding initiatives have been introduced to help facilitate this.

11.8.8 Given the expectation that residual waste will continue to include a non-biogenic fraction into the future, such plants will continue to produce energy that is non renewable. In order to mitigate this, CCUS is being developed for deployment by the sector. Therefore, in addition to a heat off take, any such facilities must be CCUS ready with a reasonable prospect of it being implemented to contribute to the achievement of net zero carbon emissions by 2050.

11.8.9 The Climate Change Committee's Sixth Carbon Budget recommends that all EfW facilities will need to have carbon capture and storage in place by 2040 for the national target of net zero carbon emissions by 2050 to be achieved. Given EfW plants have an operating life of at least 30 years, any proposal for EfW development must provide for this as it may not be possible to retrofit CCUS once operational. The Committee's budget also identified that the necessary carbon reduction from waste management is expected to come from increases in recycling which must not be compromised by provision of additional EfW capacity.

Monitoring

Indicator	Target	Trigger
% Efficiency of energy recovery facilities	Energy recovery facilities are 80% efficient	Energy recovery facilities are less than 80% energy efficient; Energy recovery facilities developed without use of surplus heat
Energy recovery facilities with heat offtake in place	100%	Heat offtake not in place
Energy recovery facilities developed with CCS capability	100% energy recovery facilities developed with CCS capability	1no. energy recovery facility developed without CCS capability
Management of residues	100% of residues reprocessed into a raw material	1no. energy recovery facility developed where residues not reprocessed into a raw material

11.9 Landfill

11.9.1 While non-inert landfill capacity across the South East is declining, the quantity of waste that needs to be disposed of in this way is also declining and this is expected to continue in light of Government initiatives.

11.9.2 Waste can only be landfilled if it cannot be managed by means further up the Waste Hierarchy. The justification of need for additional non-inert landfill capacity must demonstrate that sufficient waste is available to ensure the site can be completed in a timely manner. Non -inert landfill sites should be filled in cells and restored progressively back for a useful purpose e.g. for agriculture or recreation. Providing new capacity is almost wholly dependent on having the right geological conditions.

11.9.3 There are no existing voids in Medway which would lend themselves to non-inert waste landfilling, so any provision would either involve the creation of new void space by extraction of material for other uses such as engineering, or re-profiling land by raising its natural contours (land raise), or a combination of the two approaches.

11.9.4 Impacts arising from non-inert landfill may occur due to the following:

- Transportation of waste;
- degradation of biodegradable waste materials resulting in landfill gas and leachate which are both pollutants if not managed correctly;
- site operations which may give rise to noise and dust; and,
- the scale of operations which may make them highly visible especially in open countryside.

11.9.5 Landfill gas includes methane which is a flammable gas that can be used as a fuel. Proposals for non-inert landfill development must explain how landfill gas would be managed during the operational and aftercare phases. The use of landfill gas to produce energy provides a potential benefit by off-setting demand for fossil fuels, and that benefit should be realised wherever possible.

11.9.6 Despite its theoretical geological suitability to accommodate new void space for non-inert waste, the lack of local demand and remoteness of the Hoo Peninsula to the wider market, means that no specific allocations for new non-inert landfill or land-raising facilities are proposed; however criteria for determining any proposals that may come forward in this area are provided in Policy T34.

Policy T34: Non-inert Landfill

Proposals for the creation of void space or land-raising to facilitate a disposal facility for non-inert waste will be supported where the following is demonstrated:

a) that the waste to be deposited cannot be reasonably managed in any other way (that is that the waste comprises irreducible residues or materials that it is not possible to manage higher up the waste hierarchy);
b) a clear programme and time limit for the operation which will ensure the timely completion and restoration of the site;
c) measures are included to ensure maximum practicable recovery of energy from any landfill gas generated; and,
d) satisfactory provision for the restoration and after-use of the site.

Reasoned justification

11.9.7 While landfill falls under disposal at the bottom of the waste hierarchy some wastes will need management through this route for the foreseeable future and, as it has certain unique characteristics relating to the use of land, it is important that the Plan includes policy against which to judge a proposal for non-inert landfill in the event that such a proposal came forward.

11.9.8 For some hazardous wastes, disposal to landfill currently offers the only practical waste management solution. Such wastes are produced in relatively small quantities and are managed at dedicated hazardous waste landfill sites or within specially engineered cells at non-inert landfill sites.

11.9.9 In line with the Plan's objective to manage waste in accordance with the Waste Hierarchy and the national goal set by RWS for the cessation of landfilling of any biodegradable waste by 2030, only waste which cannot be managed by means other than landfill may be proposed for management by landfill.

11.9.10 Progressive restoration helps ensure that the impacts associated with the landfilling of waste are minimised. The NPPF and NPPW expect that restoration of minerals voids should take place 'at the earliest opportunity' to ensure sites are restored for a high quality beneficial afteruse as soon as possible rather than left as an unnatural feature in the countryside.

11.9.11 As methane is a highly potent greenhouse gas it is important that proposals for non-inert landfill clearly set out how it will be captured and its potential as a fuel maximised.

Monitoring

Indicator	Target	Trigger
Type of waste managed by landfill	100% of waste managed by landfill cannot practicably be managed in any other way that is higher up the Waste Hierarchy	Waste that could be managed higher up the Waste Hierarchy is managed by landfill
Conditions on planning permission	100% of permissions for landfill include conditions on time limit of operations	Permission for landfill granted in the absence of a condition relating to time limit of operations
Provision of restoration programme	100% of proposals for landfill permitted with adequate restoration programmes	Permission for landfill granted in the absence of a satisfactory restoration programme

11.10 Beneficial Use of Inert Waste by Permanent Deposit

11.10.1 Inert excavation waste[271] may not be easily recycled but does lend itself to beneficial uses involving its permanent deposit. Such uses can be classed as 'recovery' rather than 'disposal', for example, the restoration of mineral extraction sites or construction of acoustic or flood protection bunds or retention on site of production for landscaping purposes where it meets the criteria for being classed as recovery. It is considered that 100% of inert excavation waste that cannot be recycled can be put to some beneficial use.

11.10.2 Proposals should demonstrate how the activity constitutes a genuine beneficial use of inert waste. For such activity to be deemed recovery, proposals must demonstrate how the development will involve deposit of the minimum amount of inert waste material necessary to achieve the desired outcome.

11.10.3 In certain circumstances the deposit of excavated material for which a use has been previously identified may be controlled under a regime known as "The Definition of Waste: Development Industry Code of Practice" (DoWCoP). While this may not constitute an operation involving waste, planning permission may still be required.

Policy T35: Beneficial Use of Inert Waste by Permanent Deposit

Proposals for the deposit of inert waste on land will be permitted, subject to other policies of this Plan, where it is demonstrated that the waste is inert and the proposal:

a) Is an engineering operation such as that which forms part of a comprehensive permitted scheme for restoration of previously developed land or minerals sites; or
b) Significantly enhances other development or its setting; or
c) Would result in measurable improvement to the use or operation of agricultural and/or forestry land; and
d) The resulting final landform, landscape and afteruse enhances the environment and is sympathetic to the land uses, landscape, visual amenity and nature conservation interests of the site and the surrounding area including its landscape character; and
e) The minimum volume of inert material is used to achieve necessary improvements; and
f) Where appropriate, the proposal includes ancillary on-site facilities for the recovery of the waste which can be managed by methods further up the waste hierarchy.

Reasoned justification

11.10.4 The Waste Management Plan for England notes that inert waste can and should be recovered or recycled whenever possible. The deposit of inert waste in or on land, remains a valid way of restoring quarries and mineral workings where this is a planning requirement.

11.10.5 The permanent deposit of inert waste on land generally constitutes a beneficial use and therefore contributes to efforts to manage waste in accordance with the Waste Hierarchy

11.10.6 The approach taken in the Plan to the beneficial use of inert waste draws upon, and is consistent with, the SEWPAG 'Joint Position Statement: Permanent Deposit of Inert Waste on Land in the South East of England'. Further advice on this matter can be found in this Joint Position Statement.

Monitoring

Indicator	Target	Trigger
Management of inert waste by deposit on land	All inert waste managed by deposit on land has a beneficial use	1no. site where inert waste managed by deposit on land constitutes disposal

11.11 Wastewater Treatment

11.11.1 A range of development related to the treatment of wastewater can be undertaken without planning permission. However proposals for new, and extensions to, existing wastewater treatment works or built facilities for the management of sewage sludge generally require planning permission. Due

to the necessity to construct facilities that can connect to the existing wastewater network, exceptions to the locational requirements set out in Policy T32 may be appropriate.

11.11.2 The Council will work with Southern Water and the Environment Agency to ensure wastewater arising in Medway is treated to at least the standards required by relevant legislation.

Policy T36: Wastewater Treatment

Proposals for new or extended facilities for the management, treatment and disposal of wastewater and sewage sludge will be supported where the development is:

a) required to meet current or prospective environmental standards or regulatory provisions; or
b) required to improve the operational efficiency of wastewater and sewage sludge management.

Reasoned justification

11.11.3 The treatment of wastewater is required to ensure that pollution of the environment and harm to human health does not occur when it is discharged to waterbodies. The Environment Agency will only consent the discharge of effluent from a wastewater treatment works when it is satisfied that it has been treated to an adequate standard. Such treatment may require the development of additional infrastructure which requires separate planning permission, and this policy allows specifically for the consideration of whether the infrastructure is needed to be factored into the decision of whether to grant permission.

Monitoring

Indicator	Target	Trigger
Justification for additional wastewater treatment capacity	100% of Wastewater treatment capacity is developed linked to the need to meet current or prospective environmental standards or regulatory provisions or improvements in operational efficiency	Wastewater treatment capacity developed which is not linked to the need to meet current or prospective environmental standards or regulatory provisions or improvements in operational efficiency

12 Energy

12.1 Introduction

12.1.1 It is important to distinguish between energy supply and energy efficiency policies. Energy supply policies typically aim to ensure that a building is powered or heated from a renewable energy source or low carbon energy source. Energy efficiency policies are aimed at buildings avoiding wasting energy and conserving fuel.

12.2 Energy supply

Legislation

12.2.1 The Climate Change Act 2008 has set a legally binding commitment to reduce the UK's net CO2 emissions to zero by 2050. The legislative framework for the planning system carries forward the UK commitment to tackling climate change.

12.2.2 The Planning and Energy Act 2008 enables local planning authorities to set reasonable requirements for a proportion of energy used in development to be from renewable and low carbon sources in the locality.

Policy context

12.2.3 The Committee on Climate Change (CCC) has been established to set five yearly budgets for the CO2 emissions reductions and to advise on the associated actions required. In their report "Housing Fit for the Future?" the CCC made a number of recommendations relating to the future design of homes. The CCC recommended that, by 2025 at the latest, no new homes should connect to the gas grid; instead, new homes should use low carbon heating systems, such as heat pumps or low carbon heat networks.

12.2.4 In December 2020, the government published its Energy white paper, which sets out how the UK's energy system will reach new zero emissions by 2050. The white paper was followed by the government's Industrial Decarbonisation Strategy and the Hydrogen Strategy. The Hydrogen Strategy sets out the approach to developing a low carbon hydrogen sector to help achieve net zero by 2050 and the CCC's Sixth Carbon Budget target by 2035.

12.2.5 Hydrogen can be used to generate heat or electricity. It can be stored and transported, in much the same way as natural gas or liquid fuels. 'Blue hydrogen' is produced through steam methane reformation and is carbon-intensive, but it can be low carbon through carbon capture technology. Alternatively, 'green hydrogen' is produced through electrolysis, while zero carbon hydrogen is derived from renewable sources of electricity.

12.2.6 The Hydrogen Strategy promotes a 'twin track' approach for both blue and green hydrogen production, although government has not identified a balance between blue and green hydrogen. It is understood that a 'blue hydrogen bridge' would enable the UK's green hydrogen capabilities to

grow through the 2030s. The government will set an emissions standard to define low carbon hydrogen following consultation.

12.2.7 The government expects the planning system to support the transition to a low carbon future and support renewable and low carbon energy and associated infrastructure.[272] Local plans can help to increase the supply of renewable and low carbon energy and heat by identifying suitable areas for development.[273]

12.2.8 Neighbourhood plans enable communities to plan for community-led renewable energy developments, for example through a supporting community energy plan.[274]

12.3 Existing energy supply

12.3.1 Power generation, electricity distribution and Liquefied Natural Gas (LNG) infrastructure in Medway are of national significance. This was originally founded on coal and oil, with large plants at Kingsnorth and Grain respectively.

12.3.2 Power stations located at Damhead Creek and the Isle of Grain have a combined installed capacity of over 3GW. This represents 38% of the total installed capacity for the south east region and 4% for the UK.[275] Damhead Creek has planning permission for a significant expansion in power generation.

12.3.3 The Grain LNG terminal is the largest in Europe and eighth largest in the world, with plans for further expansion.[276] The terminal has a vast regasification capacity and a ship reloading facility to help meet high export demand. Global LNG supplies are expected to increase substantially, making this a competitive fuel source for various purposes. LNG is considered a vital part of the energy mix, given the reduction of domestic gas production.[277]

12.3.4 Various pipelines and cables forming part of the national energy supply network also cross the Medway area, including the two-way electrical inter-connector (BritNed) linking Grain and the Netherlands. Aviation fuel is also imported, stored and distributed from the Isle of Grain.

12.3.5 However, the benefits to the local area have been limited; the construction workforce is drawn from around the world, while the operational workforce for each facility is small. There are opportunities for:

- The creation of a maintenance and support services cluster to the local energy sector, building on Medway's traditional manufacturing and support industries.
- Long-term research and development opportunities associated with carbon capture technology.
- The potential for heat networks.
- Local matching of skills development to the needs of the sector.

Project Cavendish

12.3.6 A consortium of companies involved in energy generation, infrastructure and design is proposing to support the Hydrogen Strategy through Project

Cavendish. This would contribute 700 megawatts of blue hydrogen and prevent 1.2m tonnes of CO2 per year by 2026. This would increase to 1.75 gigawatts and 3m tonnes of CO2 per year by 2030.[278]

12.3.7 Land on the Isle of Grain is being promoted as an established industrial location with existing energy infrastructure, including Liquefied Natural Gas importation, gas and electricity transmission infrastructure, offshore wind power and potential offshore storage. The three gas power stations provide significant early anchor demand loads for hydrogen use. By 2026, the aim is to have a facility in place producing low-carbon (blue) hydrogen by reforming natural gas and capturing and storing CO2 offshore. A CO2 pipeline is proposed to run alongside the LNG pipelines running out to the LNG jetties before turning west towards Jetty No. 7.[279]

12.3.8 This would establish the centre of a hydrogen hub for London and the South East, providing for 800 jobs during construction and 50 long-term jobs. The initial demand for hydrogen is expected to be power generation in the local area and blending into the national, regional and local gas networks for domestic use. The project would seek other uses for hydrogen, such as transport and manufacturing.[280]

12.3.9 The council will continue to engage with National Grid regarding Grain Business Park, which benefits from outline planning permission and trip credits. A refined trip budget would need to take account of the interaction between Grain Business Park and Project Cavendish.

Policy S28: Energy Supply

Kingsnorth and the Isle of Grain are suitable locations for renewable and low carbon energy development. Proposals for such developments will be supported if the potential adverse impacts are or can be made acceptable, including cumulative landscape and visual impacts.

For proposals in other locations, the latest Landscape Character Assessment will inform an assessment of cumulative landscape and visual impacts.

Energy developments over 50 megawatts capacity are considered by the Secretary of State for Energy under the Planning Act 2008, and the local planning authority is a statutory consultee.

Low carbon hydrogen production will meet the relevant safety regulations and a national emissions standard.

Proposals will have regard to the latest regional, sub-regional and local strategies for economic development and skills, such as the Skills and Employability Plan for Medway or equivalent.

Community-led initiatives for renewable and low carbon energy through neighbourhood planning will be supported.

Reasoned justification

12.3.10 The energy supply policy is intended to increase the supply of renewable and low carbon energy and heat by identifying Kingsnorth and the Isle of Grain as suitable locations for renewable and low carbon energy development. It recognises that proposals for renewable and low carbon development may come forward in other locations.

12.3.11 The Hydrogen Strategy states that for hydrogen to play a part towards net zero, all current and future production will need to be low carbon. The low carbon credentials of proposals for hydrogen production would therefore need to be demonstrated through the national emissions standard, once set by government.

Heat networks

12.3.12 The CCC suggests that 80 to 90% of homes and all non-residential buildings must use low-carbon heat by 2050. Heat networks can help to decarbonise a local area's heating requirements, balance demands on the local power grid and provide a catalyst for regeneration.[281]

12.3.13 Heat networks deliver heat and cooling to buildings within a vicinity. Heat networks and their infrastructure generally consist of:

- One or more energy centres, where heat is generated or collected from a central source;
- Insulated pipes connecting them to one or more buildings; and
- A heat exchanger that transfers heat from liquid in these pipes to a secondary network of pipes within the building.

12.3.14 More modern heat networks generally include a means to regulate and monitor the flow of heat into a building. The latest heat networks use lower temperatures to reduce pipe heat loss and are more suited to use heat from waste and renewable sources. The sources of heat can be swapped with lower carbon alternatives over time, with no or minimal need to reinstall network infrastructure. Large heat networks serving a mixture of residential, public and commercial buildings tend to be more efficient, with different heat demand profiles becoming more constant.[282]

12.3.15 The South2East Local Energy Strategy calls for the building and extension of heat networks to be encouraged, particularly in new developments. Medway Council has invested in an initial feasibility study to assess current and future energy demand and identify potential low carbon energy sources following engagement with stakeholders.

12.3.16 Medway Council secured match funding from the Heat Networks Delivery Unit (part of the Department for Business, Energy and Industrial Strategy) to commission the initial feasibility study. The study areas included Innovation Park Medway, Rochester Riverside, Strood town centre and the Hoo Peninsula. The study recommended that all study areas, except for Rochester Riverside due to its development status and wider constraints, are taken forward in a more detailed feasibility study. At the time of writing, Medway Council is seeking further funding for this work.

12.3.17 Based on the initial feasibility study, Strood town centre offers a clear opportunity for the development of a low carbon heat network. In particular, the Civic Centre and Strood Waterfront sites could be the catalyst for the development of a heat network. Similarly, the Hoo Development Framework has identified anchor loads as a catalyst for the development of a heat network.

12.3.18 Medway Council has also commissioned a feasibility study for a river source heat pump to supply Chatham and Chatham Maritime, however this is at an early stage at the time of writing.

Policy T37: Heat Networks

Development proposals of 10 dwellings or more (including conversions) or 1,000 sqm or more will follow the heat network provision hierarchy, unless it can be demonstrated by the applicant, having regard to the type of development involved and its design, that this is not feasible or viable:

1. Connect to an existing heat network.
2. Construct a heat network served by a low carbon heat source.
3. Collaborate with neighbouring development sites and/or existing heat sources to develop a shared heat network.
4. Where heat networks are unviable, but there is potential for future heat networks, demonstrate how the design would allow for a connection to a future heat network.

Compliance with this policy will contribute to Policy DM18.

Development proposals will have regard to further feasibility studies and the role of 'anchor loads', such as the Civic Centre and Strood Waterfront sites in Strood and other sites on the Hoo Peninsula.

Reasoned justification

12.3.19 National planning policy expects local plans to identify opportunities for development to draw its energy supply from decentralised energy supply systems.[283] In addition, new development should comply with local requirements for decentralised energy supply, unless it can be demonstrated by the applicant, having regard to the type of development involved and its design, that this is not feasible or viable.[284]

12.3.20 Heat networks are often complex to deliver; they generally have high initial capital costs and long investment payback times. However, local authorities can help to provide certainty by initially connecting 'anchor loads' from public buildings that have a larger, more constant heat demand, such as hospitals and leisure centres.[285]

12.4 Energy efficiency

12.4.1 The transition to a low carbon economy and the implementation of quality design standards are important elements of the vision and strategic objectives.

12.4.2 Proposed changes to legislation that would have prevented local authorities requesting higher energy standards in new development have not been enacted at the time of writing.

Legislation

12.4.3 The Climate Change Act 2008 has set a legally binding commitment to reduce the UK's net CO2 emissions to zero by 2050. The legislative framework for the planning system carries forward the UK commitment to tackling climate change.

12.4.4 Local planning authorities are bound by the legal duty set out in Section 19 of the 2004 Planning and Compulsory Purchase Act, as amended by Section 182 of the 2008 Planning Act, to ensure that, taken as whole, planning policy contributes to the mitigation of, and adaptation to, climate change.

Policy context

12.4.5 The CCC report entitled 'Housing Fit for the Future?' made recommendations relating to the future design of homes. New homes should deliver ultra-high levels of energy efficiency as soon as possible. Designing in these features from the start is around one-fifth of the cost of retrofitting to the same quality and standard later.

12.4.6 In winter 2019/2020, the government began the first stage of a consultation process to inform the 'Future Homes Standard'. Notably, the consultation did not include embodied carbon (i.e. carbon emitted during construction) since it is not considered to be a matter of safety or how the buildings are used.[286]

12.4.7 The government's response to the consultation, dated January 2021, confirmed that local planning authorities can set higher energy efficiency standards in local plans. However, paragraph 154a of the revised National Planning Policy Framework, dated July 2021, states that:

'Any local requirements for the sustainability of buildings should reflect the Government's policy for national technical standards.'

12.4.8 In addition, the government's response committed to updating the Building Regulations in December 2021 to ensure new homes built from 2022 produce 31% less carbon emissions compared to current standards. Further consultation will be held in 2023 on updates to the Building Regulations that would come into force in 2025.[287]

12.4.9 National planning policy requires new development to take account of landform, layout, building orientation, massing and landscaping to minimise energy consumption.[288]

Policy DM18: Energy Efficiency

New homes should achieve a 31% carbon reduction improvement against the Building Regulations Part L (2013), or comply with new national technical standards anticipated from December 2021. This applies to new homes of all types, i.e. including conversions and change of use.

Unless specified by national technical standards from December 2021, this will be achieved through a ‘fabric first’ approach before renewable energy-generating technology has been applied.

The 'fabric first' approach should be based upon a consideration of U-values, thermal bridging, air permeability, and thermal mass, and also features that affect lighting and solar gains, such as building orientation and layout.

Renewable energy-generating technology includes photovoltaics, solar hot water, air/ground source heat pumps, wind turbines, hydropower, and biomass boilers. Low carbon technology presented as an alternative to renewable energy-generating technology, such as Combined Heat and Power (CHP), will be considered on a case-by-case basis, as will emerging new technology. The choice of technology to be installed will have consideration for site constraints such as shading, local air quality, and sensitive features such as the landscape and historic environment.

All energy calculations should be made using recognised calculators such as the Standard Assessment Procedure (SAP) or Home Quality Mark method for residential buildings, or the Simplified Building Energy Model (SBEM) for non-residential buildings. The calculations should include all regulated emissions such as fixed heating, lighting, hot water, and ventilation. Unregulated emissions from appliances such as white goods should be considered wherever possible.

Compliance with this policy should be demonstrated with a design stage Energy Strategy Report (major development) or Energy Statement (minor development), which is revisited during the construction phase to confirm its predictions are still valid and help avoid a ‘performance gap’. The level of detail provided should be proportionate to the size of the development.

There may be circumstances where compliance with this policy would make the development unviable on brownfield sites. In each case these circumstances would need to be fully demonstrated to warrant a departure from compliance with this policy.

The performance of non-residential development will be assessed using the Building Research Establishment Environmental Assessment Method. New non-residential development will be to BREEAM ‘Excellent’.

Reasoned justification

12.4.10 The previous iteration of this policy set out a hierarchal approach, including specific technologies to meet energy efficiency and carbon dioxide requirements of the Building Regulations. One response to the last consultation objected to this approach, stating that it must be for the developer to suitably meet the Building Regulations.

12.4.11 The low carbon development policy aims to achieve energy efficiency first through a 'fabric first' approach before renewable energy-generating technology has been applied. The potential impact on development viability has been acknowledged.

12.4.12 As part of the Local Plan evidence base, the latest iteration of the Viability Assessment was produced before the government's response to the Future Homes Standard consultation. Therefore, both options presented in the Future Homes Standard consultation were tested, i.e. 20% or 31% less carbon emissions compared to current standards, thereby adding approximately 2.5% and 3.1% respectively to the base cost of construction.[289]

12.4.13 The latest iteration of the Viability Assessment (specifically tables 10.12a to 10.12c) shows that the 31% less carbon emissions standard (i.e. Option 2) was found to be viable for greenfield typologies and some brownfield typologies tested.

13 Open space, Sport, Recreation and Play

13.1 Introduction

13.1.1 The vision seeks to establish Medway as an area noted for its revitalised urban centres and natural assets, while the strategic objectives emphasise the role of infrastructure and quality design to facilitate walking, cycling, recreation and play.

13.1.2 Medway's open space and green infrastructure network (see Policy S6) makes an important contribution to its landscape, townscape, and biodiversity. Along with indoor sport facilities, open space including equipped and informal play spaces support the health and well-being of communities. The River Medway, and the skiing and ice skating facilities, provide for other activities beyond mainstream sports.

13.1.3 National planning policy defines open space as 'all open space of public value, including not just land, but also areas of water (such as rivers, canals, lakes and reservoirs) which offer important opportunities for sport and recreation and can act as a visual amenity.'[290] This in effect encompasses the blue and green infrastructure of Medway.

13.1.4 Existing open space, sports and recreational buildings and land, including playing fields, can be protected through national planning policy. Such areas should not be built on except where it is demonstrated that the site is surplus to requirements; or equivalent or better facilities will be provided; or the development is for alternative sports or recreational provision, the needs for which clearly outweigh the loss.[291]

13.1.5 National planning policy also provides for the designation of land as Local Green Space through local or neighbourhood plans. This allows communities to identify and protect green areas of particular importance to them.

13.1.6 Sport England is a statutory consultee on applications for planning permission where development affects the use of land as playing fields. The government also advise local planning authorities to consult Sport England in other cases.[292]

13.1.7 Planning policies for open space, sport, recreation and play are expected to be evidence-based, informed by robust and up-to-date assessments of need and opportunities for new provision. The assessments should be used to determine what new provision needs to be accommodated.[293] The council commissioned a Sports Facility Strategy and Action Plan and a new Playing Pitch Strategy (PPS), adopted in 2017 and 2019 respectively.

13.1.8 The Sports Facility Strategy and Action Plan provides an assessment of need up to 2035 and a phased approach to planning. It sets out opportunities for improvements in a range of sports facilities across Medway. The potential use of Community Use Agreements to ensure schools sports facilities can be made available for community use outside of schools hours to help meet demand was highlighted in the Sports Facility Strategy and Action Plan and in the PPS.

13.1.9 Sport England require an up-to-date PPS in order to justify the protection, enhancement and provision of playing pitches. Based on an audit and assessment of the supply and demand for existing and future playing pitches (in consultation with local clubs, national governing bodies of sport and other users and providers), the PPS provides recommendations and an action plan for addressing issues regarding the quantity, quality and accessibility of playing pitches and ancillary facilities.

13.1.10 Medway Council has also set out its aspirations to become a Child-Friendly City, putting children and young people at its heart and where young people are involved and benefit from the local decisions, services and spaces that shape their lives. Medway has 64,000 children aged 0 to 17 years old, above the England Average, and the policies below emphasize the need for innovative and integrated on site play provision in line with national guidance and the new local plan open space standard.

Policy T38: Existing open space and playing pitches

In accordance with national planning policy, existing open space (encompassing all open space of public value, including not just land, but also areas of water, such as rivers, canals, lakes and reservoirs), sports and recreational buildings and land, including playing fields, should not be built on unless:

- An assessment has been undertaken which has clearly shown the open space typology, buildings or land to be surplus to requirements; or
- The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
- The development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use.

The designation of Local Green Space can be requested through neighbourhood plans prepared by Parish Councils and neighbourhood forums in accordance with NPPF criteria which will be assessed by Medway Council.

In line with the recommendations set out in the latest Playing Pitch Strategy, existing playing pitches for football, cricket, rugby, rugby league and hockey will be protected.

Policy DM19: New open space and playing pitches

Residential and mixed-use developments will provide new open space and playing pitches in accordance with the following minimum standards:

Table 20 - Medway Local Plan open space standards

	Hectares per 1,000 population
All outdoor sports	1.60 *
Equipped/Designated play areas	0.25
Other outdoor provision **	0.30
Parks and gardens	0.80
Amenity green space	Design-led
Natural and semi-natural green space	1.80
Allotments, community gardens and urban farms	0.30

** Of which a minimum of 1.2 hectares is for playing pitches*
*** Multi-Use Games Area, skate park/bike track or similar*

The accessibility and quality standards will be consistent with the Fields in Trust (FiT) benchmarks as well as with those contained in the national Model Design Code and associated guidance, or future Medway Design Codes and guidance.

New play spaces, for example a Local Area of Play should be provided on all schemes over 15 dwellings ‘at the doorstep’, offering a few fixed items of play as a minimum and in line with the open space standard above where viable. Larger schemes should include the relevant types of play space set out in the National Model Design Code where appropriate provision does not exist within the distances set out in the Code (400m for schemes of 200 to 500 dwellings and 1,000m for schemes over 500 dwellings), until such time that Medway Council prepares alternative Design Coding.

To achieve its ambition of becoming a Child-Friendly City, Play England’s guidance Design for Play: A guide to creating successful play spaces, including the 10 principals for designing successful play spaces, should inform the design and maintenance of all new play provision in Medway. Play provision should be embedded within sites and integrated into landscaped areas, and should: be accessible to all, offer a variety of types of play for different age groups, be appropriately landscaped, and challenge children, alongside providing opportunities for contact with nature. The application of the standard for equipped/designated play areas and other outdoor provision will be consistent with the FiT benchmarks. The minimum sizes for equipped/designated play areas will also be consistent with the FiT benchmarks.

New playing pitches will be provided in line with specifically identified needs, informed by the latest PPS. The PPS explains how new pitches or enhancement will be identified through Sport England's Playing Pitch Calculator, the capacity analysis and the action plan. The strategic housing allocation surrounding Hoo St Werburgh and extensions to High Halstow and Allhallows will require new playing pitches, changing and parking facilities to be coordinated with the anticipated phasing of development.

Amenity green space will be design-led and presented in a Design and Access Statement.

Natural and semi-natural green space will be supported by the Green and Blue Infrastructure Framework and will meet forthcoming National Framework of Green Infrastructure Standards requirements to be published by Natural England.

New open space and playing pitch provision will be supported by a long-term management plan. The cost for maintenance of new facilities and open spaces will also be sought for both on-site and off-site provision. Medway Council does not adopt new open space without a commuted maintenance sum in place secured through S106.

The open space requirements will be calculated by multiplying the number of people expected to occupy the development by the standards as expressed in square metres per person:

Table 21 - Medway Local Plan open space standards in sqm

	Square metres per person
All outdoor sports	16 *
Equipped/Designated play areas	2.5
Other outdoor provision **	3
Parks and gardens	8
Amenity green space	Design-led
Natural and semi-natural green space	18
Allotments, community gardens and urban farms	3

** Of which a minimum of 12 sqm is for playing pitches*
*** Multi-Use Games Area, skate park/bike track or similar*

The number of people expected to occupy the development will be based on the average household size for Medway. This will be based on the most up-to-date Office for National Statistics household projections. The standards will be reviewed where high levels of student or sheltered accommodation is proposed.

New open space and in particular play space should be provided on-site in the first instance in line with Medway's ambitions to become a Child-

Friendly City. For playing pitches, it is recognised that a single development may not in itself generate the demand for a full pitch; however it will still generate additional demand which will be need to be quantified and met.

Where on-site provision is demonstrably not practical or viable – such as in town centres – equivalent provision or the enhancement of existing open space will be required off-site. This may comprise alternative forms of provision as part of public realm improvements, e.g. pocket parks, outdoor gyms and tree planting. This will ideally be in proximity to the new development, consistent with the FiT benchmarks for accessibility (see Appendix B, Tables 1 and 3) alongside those of the National Model Design Code, with an understanding that there is likely to be a willingness to travel further to access playing pitches, allotments, community gardens or community farms.

Where off-site provision is also demonstrably not practical or viable, a developer contribution will be required to improve an existing public open space in reasonable proximity to the development. The developer contribution required will be set out in the latest Developer Contribution Guidance published by Medway Council.

Policy DM20: Consulting Sport England

In addition to the statutory requirement, the local planning authority will consult Sport England in cases where development might lead to:

- Loss of, or loss of use for sport, of any major sports facility;
- Proposals which lead to the loss of use for sport of a major body of water;
- Creation of a major sports facility;
- Creation of a site for one or more playing pitches;
- Development which creates opportunities for sport (such as the creation of a body of water bigger than two hectares following sand and gravel extraction);
- Artificial lighting of a major outdoor sports facility;
- A residential development of 300 dwellings or more.

The determination of any planning application affecting playing fields will afford significant weight to Sport England's response.

Reasoned justification

13.1.11 Residents and businesses have expressed their concern during consultations about the scale of growth and the impact on open space and opportunities for sport and recreation and play.

13.1.12 National planning policy and the relevant planning practice guidance state that local planning policies should assess the need for open space, sport and recreation facilities and opportunities for new provision.[294] The relevant planning practice guidance is silent on how to assess the need for open

space, however the former Planning Practice Guidance 17 (PPG17), although no longer current, is still of practical use. The policies have been informed by the Open Space PPG17 Study (2012), the Medway Sports Facility Strategy and Action Plan (2017) and the Playing Pitch Strategy (PPS) (2019). Medway's Open Space PPG17 study identified a number of gaps in provision, which have been exacerbated in the interim by further increases in residents in the area. Developments which contribute to addressing this gaps will be encouraged.

13.1.13 Field's in Trust's (FiT) 'Guidance for Outdoor Sport and Play: Beyond the Six Acre Standard' provides a helpful resource in planning for open space, as does the National Model Design Code and associated guidance. It sets out benchmarks for a range of open space and equipped play areas, reflecting a survey of local standards for open space applied by local planning authorities. The guidance has helped to ensure that new open space in Medway will be accessible and of a sufficient quantity and quality.

13.1.14 The FiT benchmarks should not be interpreted as the maximum or minimum levels of provision; this has been adjusted for local circumstances. Table 22 compares the levels of existing provision and the standards recommended in the Open Space PPG17 Study with the FiT benchmarks and the new Local Plan.

Table 22 - Existing, recommended, FiT and Local Plan quantum

Hectares per 1,000 population

	Existing provision (2012)	Recommended standards (2012)	FiT benchmarks (2015)	New Local Plan standards
All outdoor sports	0.30	0.50	1.60	1.60
Equipped/Designated play areas	0.04	0.08	0.25	0.25
Multiuse Games Area (MUGA) or skate park/bike tack	n/a	n/a	0.30	0.30
Parks and gardens	0.71	0.40	0.80	0.80
Amenity green space	0.78	0.74	0.60	Design-led
Natural and semi-natural green space	3.25	1.35	1.80	1.80
Allotments, community gardens and urban farms	0.12	0.18	0.30 *	0.30
Total	5.20	3.25	5.35	5.05

* Identified in a survey, but excluded from the FiT benchmark

13.1.15 Aside from amenity green space, Table 22 above shows that the Local Plan standards are consistent with the FiT benchmark, which reflect an established quantity standard. It is however important to recognise that on-site provision may not be practical or viable in all cases, typically in town centres. The evidence base, namely the viability assessment and the town centre masterplans – have indicated that development viability can be

marginal in town centres. Policy DM19 provides flexibility by highlighting alternative forms of provision as part of public realm improvements.

13.1.16 The Open Space PPG17 Study recommended an interim standard for outdoor sports provision in advance of an updated PPS. The PPS (2019) has not recommended a quantity standard for outdoor sports provision; however, the analysis found future deficits for football, rugby, hockey, tennis and bowls. The continued use of the interim standard is unlikely to address these deficits. In addition, the PPS recommended existing playing pitches for football, cricket, rugby, rugby league and hockey are protected through the new Local Plan.

13.1.17 The Open Space PPG17 Study recommended an 'achievable' standard for play areas, having acknowledged the low level of existing provision compared to the FiT benchmark. The new Local Plan Standard also incorporates other outdoor provision relating to Multi-Use Games Areas or skate board parks intended for young people aged 12-18 who are often not served by traditional equipped play areas, providing further opportunities for sport and physical activity in large scale developments. Such facilities were incorporated in the recommended standard for play areas in the Open Space PPG17 Study, and form part of the recommended play provision comprising a Neighbourhood Equipped Area of Play in the National Model Design Code within 1km of schemes over 500 dwellings.

13.1.18 The Open Space PPG17 Study recommended a lower standard for parks and gardens than that of the existing level of provision due to the two substantial country parks, namely Capstone Country Park and Riverside Country Park. These parks inflate the existing level of provision from 0.2 ha / 1,000 people to 0.71 ha / 1,000 people. However, the Open Space PPG17 Study noted that the existing level of provision is complicated by Shorne Country Park in Gravesham and Mote Park in Maidstone. These parks provide an attractive offer to residents from Medway, given their relatively short journey time by car and ample parking provision. Cobtree Manor Park in Maidstone borough is likely to attract residents from Medway for the same reasons. The continued use of the 2012 standard could result in undue pressure on Capstone Country Park and Riverside Country Park, which are highly regarded and are likely to be a destination for visitors beyond Medway.

13.1.19 Amenity green space provides for informal recreation and wildlife habitat and contributes to the setting of the built environment. The Open Space PPG17 Study found that existing provision is higher than the FiT benchmark. This is likely to reflect the post-war, suburban character of many neighbourhoods across Medway. Amenity green space often takes the form of leftover space, typically grassed areas, which may prohibit ball games. In order to make the most efficient use of land, such spaces should be design-led, rather than seek to meet a prescribed quantum.

13.1.20 The Open Space PPG17 Study identified an existing level of provision for natural and semi-natural green spaces to be significantly higher than the FiT benchmark, having included Capstone Country Park and Riverside Country Park. The proximity of Shorne Country Park in Gravesham was also noted as an attractive offer to residents from Medway. Accordingly, the

study recommended a standard of 1.35 ha / 1,000 people in the Rochester, Rainham and Gillingham sub-areas and the retention of the existing provision in the Strood & Rural and Chatham sub-areas. However, it is important to note that the Open Space PPG17 Study could not have foreseen the proposed expansion of Hoo St Werburgh, High Halstow and Allhallows and the pressure to build new homes in the Capstone Valley, along with the recent improvements to Ranscombe Farm Country Park. In addition to placing more pressure on Capstone Country Park and Riverside Park, the continued use of the 2012 standard could limit the scope for new provision to mitigate the environmental impact of development. The new Council is investing in the provision of new country parks and community parklands on the Hoo Peninsula as part of the growth proposals focused around Hoo.

13.1.21 The former PPG17 promoted a demand-led approach to the provision of allotment space based on local authority records. Medway currently has 28 allotment sites and over 1,000 plots, however, it is recognised that turnover of these plots is low and securing new provision challenging, meaning that the waiting list is currently high. The latest data shows a waiting list of over 1,300 people as of October 2020[295], highlighting the scale of demand.

13.1.22 The Open Space PPG17 Study (2012) recommended 0.18 ha / 1,000 people. This appears to have been based on unmet demand for 1,482 plots, however the spatial distribution of unmet demand was not reported. The FiT guidance is based on a survey of local planning authorities, which identified a median level of provision of 0.3 ha / 1,000 people for allotments, including community gardens and urban farms.

13.1.23 Allotment provision can make an important contribution to the health and well-being of communities. The need for allotments, community gardens and urban farms is likely to increase with rising housing densities and the likely reduction in the size of many gardens. The PPG17 stated that there is likely to be a need for population-based standard, noting an increasing trend in organic farming, coupled with higher housing density and the consequential reduction in the size of private gardens.

14 Community Facilities

14.1 Introduction

14.1.1 Community facilities perform a social function with meeting places such as village halls and community centres, sports venues, cultural buildings, public houses and places of worship forming part of what is termed 'social infrastructure'.

14.1.2 Community facilities make an important contribution to the quality of life of a neighbourhood. They can be an invaluable asset to a settlement, being available to all members of the community and providing a venue for a range of social activities.

14.1.3 National guidance states that '*To provide the social, recreational and cultural facilities and services the community needs, planning policies and decisions should: plan positively for the provision and use of shared spaces, community facilities and other local services to enhance the sustainability of communities and residential environments*[296]'.

14.1.4 National guidance recognises the importance of providing local shops to satisfy the needs of local communities. Local planning authorities are required to plan positively for local shops to enhance the sustainability of communities and guard against unnecessary loss of valued facilities and services especially in rural locations where provision is limited in isolated settings. Shopping parades (urban locations) and neighbourhood centres (rural locations) play an important role in creating the aspirations for a high-quality built environment and strong, vibrant and healthy communities[297]. It is necessary to support sustainable living patterns and smaller centres play a bigger role in rural areas. Smaller centres are a meeting place and support community cohesion. Support and protection of these centres are therefore vital to support the day-to-day activities of residents and the sustainability of settlements and communities[298].

14.1.5 Cultural facilities are also a vital part of sustainable communities and contribute toward the creation and support of social infrastructure. These encompass a wide range of buildings, structures and places, which are linked to the cultural sector and are key to resident's involvement in their local community.

14.1.6 Cultural spaces and assets are the places where culture is experienced, participated in, exhibited, produced and sold. They can contribute to bringing communities together to participate in secular culture in its widest sense.

14.1.7 Cultural facilities include concert halls, theatres, libraries, museums, community art centres, art/craft centres and art in the public realm.

14.1.8 Protecting, improving and making provision for new community and cultural facilities will help to maintain and improve the quality of life enjoyed by Medway's residents. Further information is available in Medway's Cultural Strategy 2020-2030[299].

14.1.9 The council has gathered evidence[300] on how well urban communities are served by local facilities as detailed in Figure 17. Many of these facilities are located in the town centres, but there is a wider network of social infrastructure in neighbourhoods across the urban and suburban areas, often located in district and local centres. The survey found that facilities were generally well used, were well located and most were in sufficient condition for the activities undertaken. However, many had plans to expand to keep pace with demand from users.

14.1.10 Community halls for example are important to residential neighbourhoods for promoting health and well-being, sustainable communities and community cohesion. These facilities are recognised in planning policy as important in meeting the social needs of sustainable development.

14.1.11 Developer contributions allow for the provision or expansion of neighbourhood facilities to the local community to meet service deficiencies exacerbated by the new developments, including community buildings to meet a wide range of needs across all sections of the community. The contributions can also allow for community provision of youth facilities within new or existing facilities including provision for sport and games development.[301]

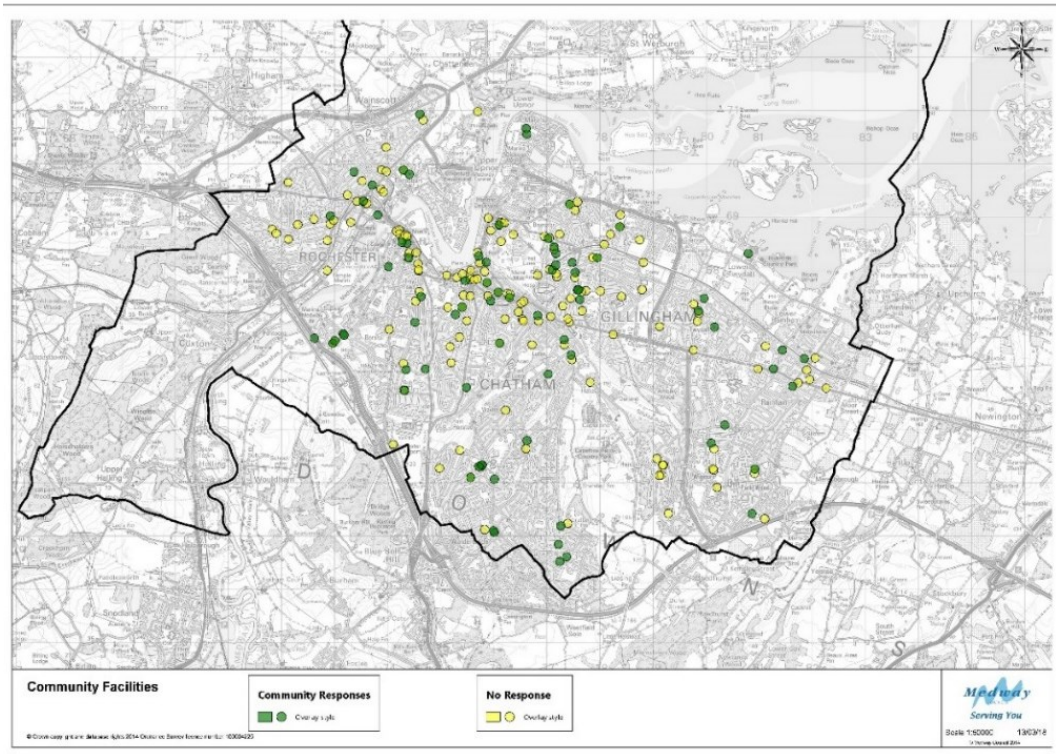


Figure 17 - Distribution of urban community facilities

Source: Medway Urban Community Facilities Survey 2017.

14.1.12 National planning policy states that strategic policies must make sufficient provision for community facilities under health, education and cultural infrastructure[302].

Loss of community and cultural facilities

14.1.13 For proposals that involve the loss of community (including shops) and cultural facilities, the council will require evidence firstly that an alternative facility or facilities can be found within easy walking distance. Furthermore, evidence will need to demonstrate that there is at least one such facility which offers services and an environment comparable to that of the facility subject to the proposal.

14.1.14 In determining local need in relation to a community or cultural facility the council will require evidence that there has been public consultation to ascertain the value of the facility to the local community. If the facility is registered as an 'Asset of Community Value', the council will regard this as a material consideration in the determination of any planning application affecting the facility.

14.1.15 In relation to viability, the council will require evidence demonstrating that:

- the existing or recent business is not financially viable, as evidenced by trading accounts for the last three years in which the business was operating as a full-time business;
- a range of measures were tried during this time to increase trade and diversify use; the potential for the property to extend the range of facilities offered at the site has been fully explored.

14.1.16 For public houses, the CAMRA Public House Viability Test[303], or a similar objective evaluation method, has been employed to assess the viability of the business and the outcomes show that the public house is no longer economically viable.

14.1.17 The council will also require evidence that all reasonable measures have been taken to market the facility to other potential operators. The facility must have been marketed for at least 12 months either as the current type of facility or as an alternative community facility, at a price agreed with the council following an independent professional valuation (paid for by the developer). In turn there must have been no interest in purchasing either the freehold or leasehold as a community facility. The business must have been offered for sale locally, and in the region, in appropriate publications and through relevant specialised agents.

Policy T39: Community and Cultural Facilities

The council recognises the importance of community and cultural facilities and the need for an appropriate range of facilities as a key component of sustainable development. The council will seek to protect and enhance existing facilities, services and amenities that contribute to the quality of life of residents and visitors.

The council will support appropriate development that seeks to enhance community and cultural facilities that do not have a negative impact on the surrounding amenity, historic and natural environment and transport networks.

The council will require provision to be made for community and cultural facilities in planning for new development. Large scale residential developments will be required to provide community facilities to meet the needs of new residents and seek opportunities to support integration with existing communities.

New community and cultural facilities should be located within or near the community they are intended to serve and should be appropriately located to limit the need to travel, being accessible to users by walking, cycling and public transport.

If the development is smaller scale and community facilities cannot be accommodated on site, a contribution will be sought to upgrade appropriate facilities off site, where it can be demonstrated that they are accessible to residents of the new development and that there is capacity for the increased population.

All developments for over 10 homes will be required to contribute to upgrading community facilities in line with the council's policy on infrastructure contributions from developers.

There is a presumption against the loss of community facilities in rural and urban areas. Any proposal which would result in the loss of a community or cultural facility will not be permitted unless:

- An alternative community facility (social infrastructure) which meets similar local needs to at least the same extent is already available; and
- It can be shown that the proposal does not constitute the loss of a service of particular value to the local community nor detrimentally affect the character and vitality of the area; and
- It has been demonstrated that it is no longer economically viable and cannot be made so, unless sufficient marketing evidence has been supplied.
- Proposals for new community facilities should:
- Have safe access by cycle and walking, public transport and car and incorporate a travel plan;
- Have safe drop-off and pick-up provision; and
- Avoid conflict with adjoining uses.

Reasoned justification

14.1.18 Community facilities are those 'shared spaces' enabling 'shared activities' that the Government[304] recognise as helping to create a sense of place and foster local residents' pride.

14.1.19 Feeling part of a community can improve wellbeing and reduce social isolation and loneliness, while involvement in community and cultural activities can also contribute to improved mental health[305].

14.1.20 New provision or renewal of established facilities will serve existing and new residents and create places for a diverse range of residents to meet and interact.

14.1.21 Integrated and resilient communities with high levels of participation and trust can help protect and enhance the local environment.

14.1.22 For these reasons it is essential that the range of community facilities in Medway is maintained, of the type and location that is appropriate to the needs of residents.

14.1.23 In planning for town, village and local centres across Medway, the Local Plan will consider the need to secure a range of community facilities. Much of the growth planned for Medway over the plan period is likely to be located in large developments that extend or establish neighbourhoods, towns or villages. The council will expect the provision of community facilities to be integral to the planning of large developments, so that residents can easily access a range of services, supporting community life. Large scale housing development without adequate provision of community facilities will not be acceptable.

Neighbourhood Planning

14.1.24 The council will continue to work with parish councils and community organisations in identifying and planning for the needs of communities across Medway. This includes support for the preparation of Neighbourhood Plans. The government encourages local communities to prepare Neighbourhood Plans to help shape their areas. Once formally 'made', that is adopted, the Neighbourhood Plan forms part of the Development Plan. This means that it is planning policy that must be taken into account when determining planning applications.

14.1.25 There are currently at the time of publication to the Local Plan four designated Neighbourhood Planning areas in Medway, three covering three parishes on the Hoo Peninsula and one neighbourhood forum covering parts of urban Chatham centred on Luton. The steering groups are liaising with the council in progressing their plan, to coordinate with work on the new Medway Local Plan. Based on the uptake of neighbourhood planning across the country, it is anticipated that further communities will come forward in rural and urban Medway to develop their own neighbourhood plans. The council will continue to provide support to forums and parish councils preparing neighbourhood plans in Medway.

14.1.26 Further details of these groups and any further emerging neighbourhood plans are available on the Local Plan, Neighbourhood Planning webpages.

Monitoring

14.1.27 Suitable measures have been identified via the Local Plan Monitoring Framework which will enable the implementation of this policy to be monitored. This will enable an assessment to be made in relation to the effectiveness of this policy:

- Planning application monitoring for relevant uses.
- Progress of Neighbourhood Plans in Medway.

14.2 Promoting health and wellbeing

14.2.1 Health is a complex entity with many influencing factors. Health is far wider than just medical and physiological inputs and the access of healthcare infrastructure, while important, it encompasses wider elements. In 1992 the wider detriments to health were defined and planning was seen to have a major impact on the living and working conditions.

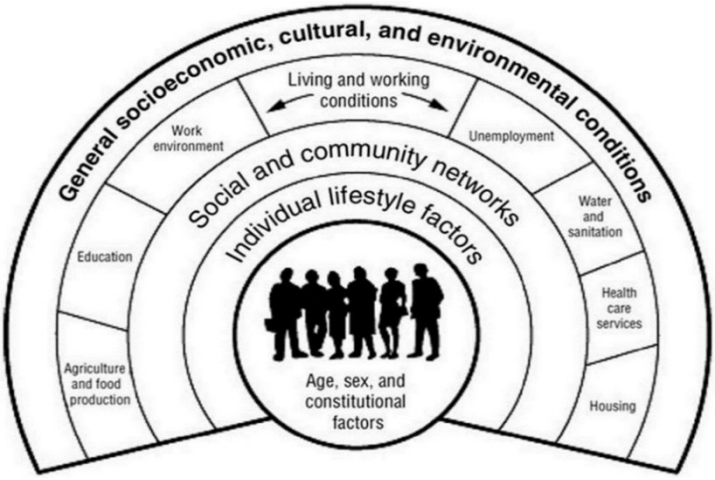


Figure 18 - The Detriments to Health

14.2.2 National planning policy acknowledges the link between planning and health through health's inclusion within the social element of sustainable development.[306] Particularly national policy and guidance promote the need for policy to help aid in creating healthy lifestyles and developing relevant health infrastructure. [307]

14.2.3 With this in mind the vision and objectives of the Local Plan aim to reduce health inequalities by increasing activity rates and access to the health facilities. People's lifestyle and environment affect their health and wellbeing.

14.2.4 Medway is relatively deprived being in the bottom 30% of local authorities as measured by the Index of Multiple Deprivation.[308] A total of 37 of its neighbourhoods are within the 20% most deprived.[309] The major weaknesses are crime, skills, education and training.[310] These weaknesses lead to poor health and social isolation.

14.2.5 Medway performs poorly against key public health outcomes in life expectancy and causes of death as a result of inequalities. Average male life expectancy is below the national average, and there are pockets of marked health issues in some neighbourhoods. Across the authority life expectancy differs by 7 years between the wards with the highest and lowest.[311]

14.2.6 Lifestyle issues including smoking, obesity and alcohol are key contributors to high mortality rates. The top two causes of premature death in Medway are cancer and cardiovascular disease.[312] Cardiovascular disease is severely affected by lifestyle choices and influenced by the environment in which people find themselves.

14.2.7 Over the plan period there will be an increase in Medway's population over aged 65 by 5%.[313] An increase from 15% to 20% of the population.[314] With this population change, planning for the needs of older people is a key consideration for the Local Plan due to the increase in chronic health issues, especially diabetes and dementia, as a result.[315]

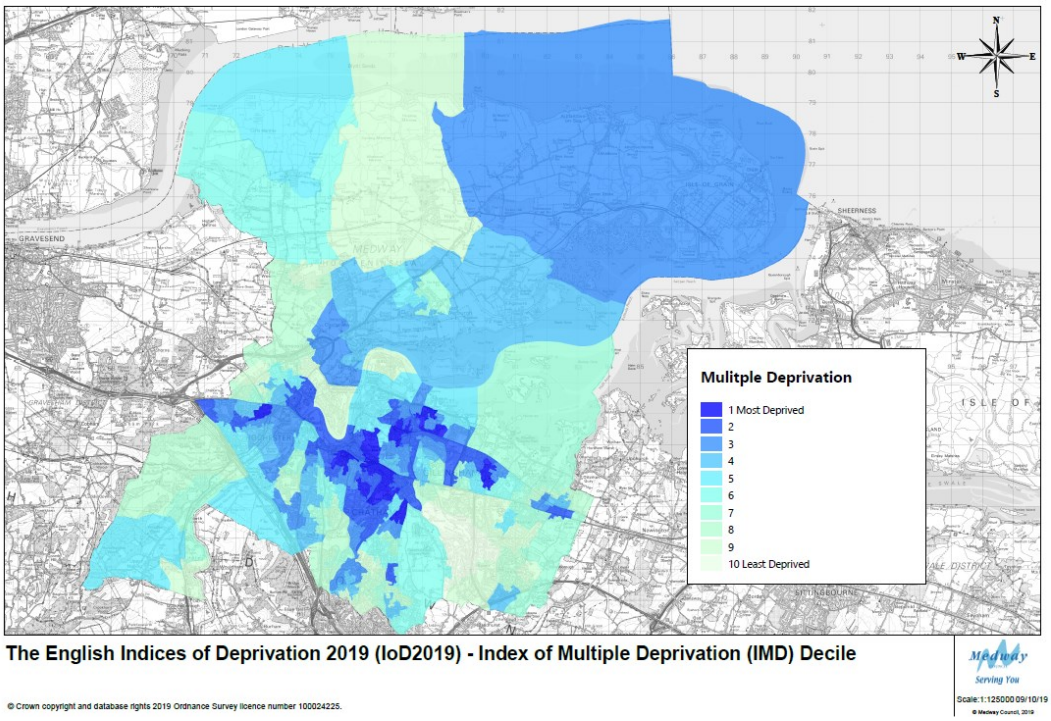


Figure 19 - Medway IMD 2019

Policy T40: Promoting health and wellbeing

The council is committed to reducing health inequalities, increasing life expectancy and improving quality of life. It will support work to improve economic and social opportunities to tackle disadvantage across Medway by supporting proposals that support healthy living and social inclusion.

To support health and wellbeing new development should be located that it provides sustainable access to healthcare facilities and services and be designed to enable activities to promote physical health and support positive mental health; including:

- accessible greenspaces, public realm and sports facilities for all
- environments conducive to walking and cycling
- extending opportunities for growing food such as allotments & community gardens.
- be designed to minimise threats and improve public safety; and
- minimise the proliferation of uses promoting unhealthy food options in line with the council's Hot Food Takeaway Guidance Note

In order to maintain an accessible level of healthcare service the council will continue to work alongside healthcare commissioners to plan for the future across Medway and update the Infrastructure Delivery Plan with projects to support this.

Reasoned justification

14.2.8 Responses to earlier rounds of consultation on the emerging Local Plan called for greater recognition to be given to quality of life in planning for Medway's future, and that the impacts of development and change on local people are addressed through the accessibility to services.

14.2.9 Planning has a role in supporting healthier lifestyles, particularly in:

- Promoting healthy lifestyles by providing a safe, green, attractive and inclusive infrastructure that will encourage people from all sectors of the community to increase their everyday activity through walking and cycling and other physical activity and participation of all sectors of the community in active lifestyles;
- Improving access to healthcare and services;
- Supporting access to healthy and affordable food, including opportunities for food growing.

14.2.10 Accessibility to services and facilities has been proven to help to support a healthy lifestyle. The Nice Bulletin: 'Physical activity and the environment' 2018 suggests the placement of buildings is very important with regards to encouraging active travel trips to them.[316] The British Heart Foundation report *Physical Inactivity and Sedentary Behaviour Report* 2017 suggests that a minimum level of activity should be undertaken that can be achieved via walking and cycling as part of daily life making it vital that services and facilities are located within easy access.[317]

14.2.11 A range of healthy food options is important for the development of a healthy lifestyle. Data indicates that gardening and locally grown food would lead to a reduction in heart disease, diabetes and obesity and health improvement through the associated exercise and nutritional benefits.[318] Urban agriculture (the production of food locally) should be promoted and supported through local urban planning.

14.2.12 Safe and nearby open spaces and public realm are important elements for a healthier place. The Marmot Report (2010) identifies there to be a clear link between access to open spaces and good public realm and improved health and lifestyle.[319]

Key evidence

- Medway Adult Social Care Strategy 2016-2020
- Joint Health & Wellbeing Strategy 2018-2023
- Medway Sustainability & Transformation Plan

14.3 Gillingham Football Club

14.3.1 The plan's vision and strategic objectives aim to establish a regional profile for successful and ambitious growth, gain competitiveness, attract investment and secure and enhance the diverse business base in accessible locations.

14.3.2 Gillingham Football Club provides an important strategic role in Medway and a focus for the community. Among other factors, notably the close proximity to London and the Universities at Medway, the football club contributes to the competitive profile of the area, enhancing its ability to attract inward investment. Gillingham is the only football league team in Kent.

14.3.3 National planning policy supports the economic[320] and community[321] benefits that can derive from a leading sports facility in Medway. Such ambitions accord with the Council Plan (2016-21) and the Thames Gateway Kent Plan for Growth (2014-20). It is recognised that new stadiums for successful football clubs can have a positive impact for their towns and cities, for regeneration, the local economy, and health, as well as boosting a sense of community pride in the area.

14.3.4 Gillingham Football Club has had longstanding ambitions to relocate to a new purpose built stadium. The existing stadium is contained within a tightly knit urban area. This location limits the club's ability to grow. The ground has capacity for just under 11,000 spectators, and as an ambitious football club it is compromised in achieving its aspirations to emulate the likes of clubs such as Brighton and Bournemouth which have successfully expanded. The constrained urban site also limits the club's ability to provide for non-football related activities on site, which would help with its viability. A wider offer could include education facilities, building on the existing work of the club; sports and associated health activities, such as physiotherapy and sports medicine; leisure and community uses; associated hotel and conference facilities; and provide links to the Universities and further employment uses. Such a strategic development opportunity would have an important role in the economy, community, health and prosperity of Medway.

14.3.5 The council will continue to work with the football club to secure its future in Medway and to develop its strategic and community role. Any proposal should be multi-functional to address any sports or other community use shortfalls to be identified in the evidence base.

Policy DM21: Gillingham Football Club

The Council recognises the positive benefits of a successful football club to the Medway community and economy and will work positively with the club to find an appropriate site for the development of a new stadium with associated facilities that should include education, employment, sports and leisure, community use and hotel and conference facilities. Any proposals must demonstrate the sustainability of the site, include an Environmental Impact Assessment and demonstrate the benefit to Medway as a place to live, work, learn and visit.

Reasoned justification

14.3.6 National planning policy supports the economic and community benefits that can derive from a leading sports facility in Medway. Such ambitions accord with the Council Plan. It is recognised that new stadiums for successful football clubs can have a positive impact for their towns and cities, for regeneration, the local economy, and health, as well as boosting a sense of community pride in the area.

15 Culture and creative uses

15.1 Vision

15.1.1 Medway aspires to become a City of Culture and in doing so, will continue to support the creation of the right environment for the culture and the creative economy and enabling residents to access opportunities for sustainable employment to support a strong, highly skilled local economy. The cultural needs of existing and new communities will be met, by strategically developing cultural venues, facilities, uses and creative workspaces and the retention and enhancement of existing cultural and creative uses in their various forms. Everyone will have access to a high-quality cultural offer.

Policy S29: Supporting Medway's Culture and Creative Industries

The continued growth and evolution of Medway's diverse cultural facilities and creative industries will be supported, enhanced and expanded to become the City of Culture. Development proposals should:

- Protect and enhance strategic clusters of cultural attractions, existing cultural facilities, venues and uses and support or create/develop new in town centres and places that are or will be supported by good public transport connectivity or other sustainable travel options.
- Promote new or enhance existing, locally distinct clusters of cultural facilities, venues and related uses especially where they can provide an anchor for local regeneration and town centre renewal. Areas identified include, but are not limited to the town centres of Chatham, Rochester, and Gillingham; Chatham Docks, Hoo and Chatham Intra. Development proposals should identify further opportunities.
- Consider the use of vacant properties and land for multi-functional purposes, pop-ups or meantime uses for cultural and creative activities during the day and night time to stimulate vibrancy and viability and support diversity in town centres or elsewhere.
- Seek to ensure that opportunity areas and large-scale mixed developments, such as at Chatham Docks, include new cultural venues and/or facilities and spaces for outdoor cultural events.
- Ensure that public realm or spaces within the development are activated and/or activate spaces around it to ensure seamless connectivity with the existing surrounds.
- Promote and support circular economy uses which align with the creative industry uses and sustainability objectives.

Reasoned justification

15.1.2 The cultural and creative sectors play a vital role in Medway and this policy approach will ensure a supportive environment for their increased contributions to economic growth and community benefits

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations
- Amount of retail and leisure floorspace delivered in other retail and leisure designations
- Vacancy rates

15.2 Chatham Intra vision

15.2.1 Medway Council has been awarded funding for revitalising the lower high street which extends from Star Hill In Rochester through to Sun Pier in Chatham and is known to locals as Chatham Intra. This area has a vast amount of historic and conservational interest and has the potential to provide a unique offer to Medway and has been given a heritage action zone (HAZ) designation.

15.2.2 Medway Council will seek to-re-establish Chatham Intra as a social, cultural and retail destination, which will support small to medium sized businesses and social enterprises. The HAZ area is an ideal location for embracing the creative sector – the fastest growing sector.'

15.2.3 The Chatham Intra HAZ will focus on the following key themes, which will follow through in an SPD to provide further detailed guidance:

River Medway

15.2.4 It is a key aspiration to extend the Riverwalk through Chatham Intra to create a continuous riverside route from Rochester to Chatham. New riverfront development will contribute to this aim in creating active linking sections that are open to the public between the River Medway and High Street.

High Street and adjoining areas

15.2.5 Public realm enhancements to the High Street shall improve pedestrian accessibility and safety, encourage footfall, and prioritise active and public transport. Mixed, creative uses will be encouraged to promote small, independent, and local businesses. Emphasis will be on the conservation, revitalisation and reuse of historic or heritage buildings, whilst encouraging high quality new buildings that contribute to the street scene and are sensitively designed to relate to the surrounding historic context.

Movement and transport

15.2.6 Pedestrian and cycling facilities shall be improved and alternative, sustainable modes of movement supported that reduce car dependency for local journeys. Key priorities include enhancement of the pedestrian crossing between Rochester High Street and Intra High Street at Star Hill

and the provision of adequate footways that enable safe access for all levels of ability.

15.2.7 Private car ownership will be discouraged for new developments and visitors will be encouraged to visit Chatham Intra using active and public transport modes.

Sustainability

15.2.8 Development proposals shall incorporate sustainable design principles to increase biodiversity, mitigate climate change and integrate sustainable water management and energy strategies that reduce carbon consumption, improve air quality and promote the circular economy.

15.2.9 Proposals shall reinforce the green and blue infrastructure network by providing improved pedestrian and wildlife connections between open spaces, such Jacksons Field and Victoria Gardens, to the River Medway and along the waterfront.

Policy S30: Chatham Intra

Chatham Intra is located within the Star Hill to Sun Pier Conservation Area and is designated as a Heritage Action Zone (HAZ). The HAZ aims at re-establishing the area as a social, cultural and retail destination whilst preserving and enhancing the special historic interest and character of the neighbourhood. The area will re-establish links to the riverfront and strengthen connections to Fort Pitt, Jackson's Field and Victoria Gardens whilst promoting High Street as a people-friendly spine that links to Chatham and Rochester.

New development and improvements to the public realm shall promote and revitalise Intra's rich and layered heritage through the retention and sensitive interpretation of historic buildings and cultural assets. Development proposals shall be appropriate to the historic grain, scale and character of the Conservation Area and celebrate the area's riverfront location.

Planning applications will be supported where compliant with the above and also where it seeks to replace unsympathetic and poor-quality modern buildings with buildings that are sympathetic to the special qualities of the area.

Reasoned justification

15.2.10 This area as long been an area of interest and potential. Much evidence and frameworks for bringing the ambitions forward for this area have been undertaken. It is a key opportunity area in which to deliver the Council's ambitions for a waterfront learning city, celebrating the area's heritage and delivering on the cultural strategy. With the funding award, this evidence can be refreshed and inform an up to date framework to guide future proposals.

Monitoring

- Amount and type of main town centre uses gained and lost in Chatham Intra
- Amount of residential and employment uses for start ups provided in Chatham Intra
- Number of proposals linked to conservation and heritage aspects in the Chatham intra area.

16 Historic Environment

16.1 Introduction

16.1.1 The historic environment is an irreplaceable asset that lies at the heart of the local character of an area, contributing to the local distinctiveness and helping to establish a unique sense of place. The creation of a clear and positive strategy for the historic environment will help support the council's commitment for the continued conservation, enhancement and enjoyment of Medway's rich heritage.

16.1.2 Medway benefits from some of the region's most celebrated heritage assets, many of which are recognised through national designation by Historic England; such as Scheduled Ancient Monuments, Listed Buildings and Registered Parks and Gardens. Furthermore, there are a range of non-designated heritage assets including buildings and structures of local significance, historic landscapes, development patterns, important views and vistas, and archaeological sites.

16.1.3 The NPPF recognises 'heritage assets' as both *designated* assets, and any *non-designated* assets identified by the Local Planning Authority.

16.1.4 A number of designated heritage assets in Medway are identified on the annual Historic England Heritage at Risk Register to be 'at risk' through neglect, decay or other threats. Medway Council intends to supplement Historic England's register with its own that will cover a broader range of heritage assets than those currently included (Scheduled Monuments, Grade I and Grade II* Listed Buildings, Registered Parks and Gardens Registered Battlefields, Protected Wreck Sites and Conservation Areas). Heritage assets considered 'at risk' on both national and local registers will be monitored by the council, who will seek to bring them back into sensitive and sustainable use and/or into a good state of repair.

16.1.5 The Medway Heritage Asset Review (HAR) published in 2017 identifies a range of themes that are considered to be key factors contributing to the local character and distinctiveness. The HAR provides a starting point for an overview of Medway's historic environment, however there are a range of other published resources that should be consulted as part of development proposals, including but not limited to:

- The Kent Historic Environment Record;
- The Hoo Peninsula Historic Landscape Project;
- Kent Farmsteads Guidance (2012);
- Kent Historic Landscape Characterisation (2001);
- Kent Gardens Trust reports;
- Kent Downs AONB Management Plan (2014);
- Medway Landscape Character Assessment (2011);
- Conservation Area Appraisals and Design Guides.

16.1.6 Further advice and additional resources for Medway's historic environment can be sought by contacting Medway Council's Planning Service.

16.1.7 To help deliver the council's commitment to the historic environment, the Medway Heritage Strategy has been produced in support of the Medway

Local Plan. The Heritage Strategy builds upon the findings of the HAR, culminating in the establishment of a set of strategic objectives:

- Objective 1: Conserve and enhance Medway's heritage assets.
- Objective 2: Work with Medway's heritage assets to help deliver sustainable development.
- Objective 3: Increase the understanding and community involvement with Medway's heritage assets.

16.1.8 Collectively the objectives of the Heritage Strategy provide a framework for how Medway Council intend to conserve, enhance and enjoy the historic environment both in the immediate and long term future.

Policy S31: Historic Environment

To ensure the continued contribution that the historic environment brings to Medway, the council remains committed to the conservation, enhancement and enjoyment of the historic environment; including the heritage assets and their distinctiveness and characteristics. This will be achieved through:

- Delivering of the objectives of the Medway Heritage Strategy and national planning policy guidance in respect to heritage matters;
- Promoting development that maintains and enhances the significance designated and non-designated heritage assets and their settings;
- Ensuring that all new development positively contributes to local distinctiveness and character;
- Encouraging development that makes sensitive and sustainable reuse of heritage assets, particularly where they are under-used and redundant, and especially if they are considered to be 'at risk' on national and local registers;
- Working with stakeholders on heritage initiatives, including bids for funding; and
- Promoting the enjoyment, access and interpretation of heritage assets that deliver wider community educational, health and well-being benefits.

Heritage assets

16.1.9 The NPPF provides a range of guidance for delivering sustainable development and the historic environment. The conservation and enhancement of the historic environment is of great importance as it plays a substantial role in place-making, as well as making a positive contribution to local character and distinctiveness.

16.1.10 Heritage assets are an irreplaceable resource, therefore ensuring the conservation and promoting the enhancement is paramount to their continued enjoyment. To help achieve this ambition, any development that affects a heritage asset will need to be accompanied by a Heritage Statement that is proportionate in content and detail to the asset's importance.

Listed Buildings

16.1.11 Medway currently benefits from over 600 Listed Buildings, many of which concentrated around the Historic Dockyard Chatham, Brompton, and Rochester. Whilst being of heritage value in their own right, Listed Buildings also contribute to the delivery of a range of social, environmental and economic benefits, as well as adding to the character of the area.

16.1.12 The Planning (Listed Buildings and Conservation Areas) Act 1990 provides specific protection for buildings and areas of special architectural or historic interest. In making decisions regarding a Listed Building and its setting, the council must have special regard to the importance of preserving the buildings character or features that are of special architectural or historic interest. The Act also requires the council to have particular regard to the importance of preserving the character, appearance or setting of Conservation Areas.

Non-Designated Heritage Assets

16.1.13 There are many heritage assets in Medway that currently do not meet the criteria to be nationally designated; however they often have the local historical significance to be considered worthy of conservation and protection in their own right.

16.1.14 Local Heritage Lists play an essential role in building and reinforcing a sense of local character and distinctiveness, as well as providing the means for creating a record of non-designated heritage assets and enabling entries on the list to be better taken into account in planning decision making. Medway Council does not currently have a Local Heritage List but has the ambition to establish one in partnership with the local community, and in-line with Historic England's guidance on Local Heritage Listing.

Policy DM22: Heritage Assets

Development that impacts a heritage asset, or its setting, should achieve a high quality of design which will conserve or enhance the asset's significance.

Where development impacts upon a heritage asset, or its setting, a Heritage Statement proportionate to the significance of the asset must be submitted.

Development that causes the loss or substantial harm to the significance of a heritage asset will only be permitted where it can be demonstrated that substantial public benefits will result, that outweigh the harm or loss.

The demolition or other loss of a heritage asset will not be permitted unless it can be demonstrated that there are exceptional and overriding reasons; and that all possible methods of preserving the asset have been exhausted. In the circumstances where the loss of a heritage asset can be fully and robustly justified, the developer must make information about the heritage asset and its significance available to the council, along with making it possible for any materials and features to be salvaged.

Conservation Areas

16.1.15 The Conservation Areas in Medway exist to protect and manage features of special historic and architectural interest that are desirable to preserve and enhance. Conservation Areas are particularly sensitive to change, with their character and distinctiveness easily damaged by new development and other changes, such as minor alterations to buildings, signs and traffic. Medway currently has 24 Conservation Areas for each of which the council intends to produce a Conservation Area Appraisal to examine the key features that contribute to their special historic or architectural interest.

16.1.16 The special historic and architectural interest of a Conservation Area is not limited to the buildings contained within. Other features such as the setting, open spaces, trees, street furniture, roads and footpaths, areas between and around buildings, and views to, from and within a Conservation Area are also often as important as the buildings and areas themselves.

Policy DM23: Conservation Areas

Development within a Conservation Area will only be permitted where it contributes positively to the conservation or enhancement of the character, appearance and distinctiveness of the area.

Any proposals for development within a Conservation Area must demonstrate that they:

- Respond positively to the Conservation Area Appraisal (where they have been prepared);
- Respect the historical and architectural interest of the area;
- Use materials and details that are appropriate and sympathetic to the locality and existing buildings;
- Retain historical and architectural features of the area; and
- Remove features that detract from the character of the area.

Scheduled Monuments and Archaeology

16.1.17 There are currently 76 Scheduled Monuments in Medway, as well as several archaeological sites and areas of known archaeological potential. In these areas there is potential for archaeological remains that will need to be taken into consideration in any proposed development. In some instances, developers may be required to provide detailed information on the archaeology remains within, or adjoining, a site before a planning application is determined. Should significant archaeology be found during a development, the council will seek specialist advice and encourage appropriate action is taken.

Policy DM24: Scheduled Monuments and Archaeological Sites

Development that adversely affects Scheduled Monuments and/or their setting, and other important archaeological sites will not be permitted.

Where development impacts, or has the potential to impact heritage assets with archaeological interest, a desk-based assessment, or where appropriate, a field evaluation may be required.

Where development is permitted that affects a heritage asset with archaeological interest, there will be a preference for the preservation in-situ of the archaeology. In instances where the preservation in-situ is not possible or justified, the developer may be required to make provision for the archaeological excavation and recording to be undertaken by an approved archaeological body and in accordance with a specification and programme of work to be submitted to and approved by the council.

17 Design

17.1 Introduction

17.1.1 New development should provide high quality homes, employment and other activities in support of sustainable development for the long term. High quality design and attractive environments are key components of good planning; encouraging investment and economic development in an area, supporting wellbeing and social inclusion while helping to reinforce civic pride and community cohesion, along with providing and protecting an enduring built environment which people are proud of. Good design is therefore essential in achieving sustainable development and the objectives of this Plan.

17.1.2 National planning policy requires good design[322] as a key aspect of sustainable development. It directs local planning authorities to develop robust and comprehensive policies that set out the quality of development that will be expected for the area. In assessing applications, the Council will therefore expect a positive assessment against the 'Building for Life (BfL12) and Building for a Healthy Life Standards'; BREEAM Technical Standards (strategic), Manual for Streets & Manual for Streets 2; National Design Guide; National Model Design Code; Biodiversity 2020 and Urban Characterisation by Homes England among other references as national standards for well-designed distinctive housing, neighbourhoods and wider development to achieve this objective.

17.1.3 The council's vision is for Medway to be a location of quality development and correspondingly high-quality environments. This is key to fostering happier, healthier residents that are proud of their homes, towns and communities where they live. The council will also seek to create a destination of choice to support businesses and employment creation. The attractiveness of the Medway area (its public realm, appearance and offer) is fundamental in supporting and nurturing a stronger local economy. The council will also seek to achieve its aims for Medway as a Dementia Friendly Community through consideration of accessible design principles in the public realm and new developments.

17.1.4 The scale and mix of growth proposed in the new Local Plan offers great opportunities to shape Medway's future success through excellent design that invests in infrastructure, streets, landscape, architecture and public realm and other community assets as place making, benefitting established places and creating attractive new development. The regeneration areas provide the basis for new and revitalised urban quarters and continuing the regeneration and revitalisation of our urban waterfront areas thereby delivering the modern waterfront city. Strategic allocations and sites in suburban and rural Medway will be required to realise the plan's ambitions for quality, attractive, sustainable development that respects the character of the surrounding landscapes and communities.

17.1.5 Whilst the style of buildings and their adaptability are important considerations, setting is crucial as is the fabric and landscapes to which

buildings contribute. Good design that supports a high-quality environment through interdisciplinary synthesis and appropriately innovative solutions will be promoted and is a key aim of this Local Plan.

17.1.6 Medway has a distinct local character that is derived from its rich historic environment, fabric and landscapes among other attributes. This local character creates a unique sense of place that new development should strive to reveal, protect, enhance and make relevant. In considering the design of new development, regard should be given to heritage assets, their settings, the wider historic environment and appropriate use of local vernacular materials & motifs.

17.1.7 The natural environment and well-designed open spaces together with street-scape, public realm, people priority, management of car parking and architectural language that offers a contributing correspondence with context, play an integral role in creating a successful place. The role of the existing topography and other natural assets / landscape / features worthy of retention within the site should be fully considered from the outset of the design process.

17.1.8 Additional design guidance such as site-specific development briefs, masterplans, Building Height / View Policies, SPD's, NMDC & NDG Design Codes, Conservation Area Appraisals, Conservation Area Design Guides, and the Kent Downs Area of Outstanding Natural Beauty Management Plan and supporting guidance should be consulted as part of the design process where appropriate.

Policy T41: Promoting High Quality Design

Development in Medway will be expected to be of high-quality design that makes a positive contribution and respond appropriately to the character and appearance of its surroundings.

Proposals that incorporate high-quality design and sustainability which demonstrably consider the following criteria will only be permitted if:

- The scale and form of development offers appropriate correspondence to its surrounding context - is characteristic of Medway or where appropriate offers new high-quality place making, distinctiveness & character;
- It protects and where possible enhances the historic environment and heritage assets;
- The proposal demonstrates how it relates to and / or reinforces local distinctiveness and character through the use of appropriate morphologies, streetscapes, public realm landscapes, translated through high quality materials, local vernacular materials where appropriate; building and landscape detailing;
- The proposal works with the topography of the site and the inventive incorporation / use / interpretation of existing natural features;

- The proposal responds appropriately to the character of the area, interprets respectfully the prevailing pattern of plot size, appropriate plot layout relating to position within proposed fabric / edge conditions, building siting, roofscapes, mass, bulk and height, and views into and out of the site and is compliant with the building heights / views policy;
- The proposal makes efficient use of land and ensures appropriate street-scape using good urban / rural interdisciplinary design principles that fully embrace the NMDC / NDG ten characteristics of well-designed places.
- There is good connectivity and permeability that provides a clear user hierarchy for pedestrians, cycles, public transport before cars, ensuring streets and spaces within new residential developments are not overly car dominated;
- There is demonstration of provision and / or access to essential services and facilities;
- The proposal respects the amenity of neighbouring uses through consideration of light levels, overshadowing, overlooking, loss of privacy, visual intrusion, appropriately designed car parking and ensuring minimal impact so that development does not result in or is exposed to excessive noise, vibration, fumes or light pollution;
- The proposal creates a safe environment including but not limited to during the operational phase of the development but also ensures full remediation of brownfield sites to appropriate standards for re-use;
- There is the establishment of healthy communities and neighbourhoods that encourage social activism, and maintains architectural, layout and landscape design quality across residential developments that avoid layouts with whole neighbourhood pockets of affordable housing.
- The scheme proposes buildings that are appropriately flexible / adaptable and in appropriate circumstances transformable in the interests of sustainable life-long places;
- The proposal provides for discreet waste and recycling bin storage and collection in accordance with the 'Medway Waste Management Requirements for New Developments' or other superseding guidance
- The scheme provides for discreet provision of utilities including lighting, electricity and water systems but which have easy access for maintenance purposes;
- There is high quality landscaping, public art and areas of public realm that make use of / or retain features considered relevant / important by the Council, including the integration of art & play where possible, integration of SUDs with landscape areas and demonstrating clear linkages / contribution toward green infrastructure assets and networks;
- Where relevant proposals achieve a transition from urban to rural that reinforces distinctiveness and respects appropriate scale at edges, field patterns and existing landscape features where possible while providing for green / blue infrastructure integration, separation to avoid coalescence where possible, distribution of higher density fabrics

towards centres / inner edges and connecting PROW's as appropriate to give full access to the countryside.
- Proposals include measures to mitigate and adapt to climate change.
- The development demonstrates sustainability criteria, such as at least meeting a BREEAM standard of 'Very Good' for both energy efficiency and water efficiency, Biodiversity 2020, Building with nature Standards and other references.

The Council would expect compliance with the principles of nationally recognised standards, such as the National Technical Housing Standards, Building Regulations (M4), Lifetime Homes and Building for Life (BfL12) Standards, so far as practicable, across all proposed new developments.

Proposals that fail to take the opportunity to incorporate high quality design will be resisted.

Reasoned justification

17.1.9 The National Planning Policy Framework places great emphasis on place making and quality design. This is reinforced by the aims and ambition of Medway Council.

17.1.10 Development undertaken over the past 40 years has too often resulted in development that has no local context and could have been constructed anywhere in the Country.

17.1.11 Recent times have highlighted the need to create healthy places where people can spend considerable time living and working within their home but also enjoy surrounding streets and open spaces for the benefit of their own physical and mental health

17.1.12 Medway has a very complex environment, built form and natural environment. Consideration of a vast amount of factors need to be considered to ensure quality development is produced whilst balancing impacts on various environmental and historic designations.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations
- Amount of retail and leisure floorspace delivered in other retail and leisure designations
- Vacancy rates

17.2 Sustainable design and construction

17.2.1 Sustainability is at the heart of planning and with the impacts of climate change taking more of a focus in present times, much more consideration needs to be given. Planning can make a fundamental difference from the infancy of a plan built-in with principles of sustainability and due regard to climate change and its contributing factors. Consideration of these factors in the built environment occur during the design process. Wherever

possible, new developments should incorporate mitigating measures as part of their design, construction and occupation.

17.2.2 The environment is incapable of keeping up with the current consumption patterns of natural resources, which has an impact from large scale business and economies to local high street businesses and down to each individual person. Actions to introduce the circular economy (making better use of recycled materials or locally sourced materials) will contribute to the collective aim of sustainability and resource maintenance/preservation.

17.2.3 New homes currently must meet a national Building Regulations standard for water efficiency of 125 litres/person/day. The National Planning Practice Guidance aims to exceed this standard through the imposition of locally adopted standards in order to promote additional water efficiency. New residential development in Medway therefore should meet the higher national water efficiency standard of 110 litres/person/day.

17.2.4 The Building Research Establishment Environmental Assessment Methodology (BREEAM) provides a nationally-recognised standard for the sustainable design of non-residential development. Non-residential development should meet a 'Very Good' BREEAM standard in terms of both energy efficiency and water efficiency.

17.2.5 Should the BREEAM standards be replaced, or any other national standards increased, the equivalent standards of the replacement scheme should be used. The voluntary use of sustainability assessment tools for residential development will also be encouraged.

Policy DM25: Sustainable Design and Construction

All new development, residential and commercial, should aim for high standards of sustainable design and construction.

Proposals for development must as a minimum:

- Set out, where relevant how proposals adhere to Building for Life 12 principles
- Include with the planning application details of how the proposals will address matters of sustainability both through the construction phase and once completed
- This should include design principles founded on locally sourced and/or recycled materials
- Any submission must include details of how it seeks to address energy efficiency to meet and where possible exceed building regulations and meet the higher national water efficiency standard of 110 litres/person/day for residential development
- Any submission must include details of how the proposal is seeking to address the climate emergency with an aim to achieve or aspire to carbon neutral

- Where relevant any submission must demonstrate how it will meet a very good BREEAM standard for water and energy for non-residential development proposals
- All residential proposals shall detail how they are seeking to facilitate working from home within the design including access to high speed broadband/internet.

Reasoned justification

17.2.6 The impact of political changes (leaving the EU), covid and changes to the national policy requirements has resulted in changing behaviours and patterns and possible pressure/constraints on existing valuable resources available to the UK at present. The UK's departure from the EU has also increased demand for logistics and warehousing space as businesses adjust to new trading arrangements, i.e. businesses rely on more locally sourced materials and possibly manufacturing, which will create opportunities for new businesses local to the UK. Behaviours and actions in the construction industry will therefore need to respond accordingly to manage existing resources. Covid has resulted in many businesses changing the operate and people as a result have changed their behaviours, travel and shop patterns, which appear to be more locally based. A fair bit more shopping is done online so less travel to shop.

17.2.7 National Planning Policy Framework has achieving sustainable development as a central theme running throughout and places an emphasis on place making, sustainable design and sustainability. There are specific sections on achieving well designed places, promoting sustainable transport and meeting the challenge of climate change. There is an increased emphasis on thinking locally and managing local impacts.

17.3 Housing Design

17.3.1 Through the introduction of the Nationally Described Space Standards (2015)[323] which lays down minimum internal floor areas for dwellings, the Government has established that residential amenity and adequate space within homes is a planning concern. It is important that space standards in homes are sufficient for people's needs.

17.3.2 Planning Practice Guidance issued by the Government alongside the Nationally Described Space Standards nevertheless requires local planning authorities to provide justification for requiring internal space standards by:

- The identification of a need for such policies;
- The effect of the policy on viability, particularly land supply; and
- The establishment of transitional arrangements to enable developers to factor in the cost of space standards.

17.3.3 Achieving adequate residential standards remains a key planning objective for the Council, especially given the scale of growth envisaged for Medway. It is important that new development is designed to ensure long-term social and economic sustainability, continuing the quest for lifetime homes and to

reduce future obsolescence in the face of changing economic, demographic and social trends.

17.3.4 The Impact Statement carried out with regard to the introduction of the Medway Housing Design Standards (MHDS) in 2011 provided evidence of the need for space standards. It also established that meeting the standards would not have an undue effect on viability. This has proved to be the case since their introduction as the vast majority of new dwellings constructed since the introduction of the Medway local standards have been compliant.

17.3.5 The Council will not be in a position to adopt the National Standard[324] until it has produced and adopted its new Local Plan. However, given that the criteria of need and viability have been covered by the present MHDS, the Council will continue to expect that the internal floor areas of dwellings submitted for planning permission are adequate, and will use the National Standard as guidance on this matter, supporting existing policy relating to amenity.

17.3.6 Schemes that comply with the internal floor areas laid down in the National Standard will be deemed to have adequate internal space by the Council.

17.3.7 In addition to the internal space standards that are the subject of the National Standard, the MHDS has specific standards on the following topics, which developers should continue to adhere to:

- Shared outdoor amenity space
- Shared access and circulation.
- Cycle storage, refuse and recycling
- Management – landscape / public realm Landscape Management Plans (LMP) are crucial to sustaining residential placemaking over time.
- Visual Privacy and Private Outdoor space
- Environmental comfort

1.1 Housing choice, flexibility and attractiveness are key considerations for people wishing to live in the area. The creation of functional spaces and the adaptability of a home will provide a better opportunity to secure long term occupation, i.e. lifelong homes. In a changing environment with greater emphasis on climate change and supporting people to be able to carry out their day-to-day activities, the adaptability of a dwelling is also important.

Policy DM26: Housing Design

New housing developments should provide good living conditions for future occupants with high quality, robust, adaptable housing and functional spaces that respond to changing resident needs throughout their lives and support the undertaking of necessary day to day activities.

All new accommodation must, in addition to the general design policy above:

- As a minimum meet the relevant nationally described internal space standard for each individual unit;
- As a minimum meet the Medway Housing Design Standard (MHDS) for external spaces including shared outdoor amenity space, shared access and circulation, cycle storage, refuse and recycling, management, visual privacy and private outdoor space, environmental comfort;
- Incorporate dementia friendly standards where possible;
- As a minimum requirement, the provision of sufficient natural light must be met to meet healthy living standards.
- Be designed to minimise the disturbance to occupants from other land uses nearby and / or other sources of noise, vibration and pollution such as air quality in accordance with Medway's recognised methodology / acceptable levels and good practice;
- Provide a convenient and efficient layout, including sufficient circulation space and avoiding awkward or impractically shaped rooms, unless there is justification for doing so on the basis of significant design quality gain;
- Demonstrate sufficient space for storage and clothes drying;
- Demonstrate how developments have been designed to respond to the importance of trees within streets and developments as set out in the National Planning Policy
- Be designed with a clear and particular attitude to place-making and distinctiveness within their context, such that they contribute both singularly and collectively to distinguishing neighbourhood character, as a differentiation from other locations within Medway and the region
- Encourage the use of natural features such as green walls/roofs/hedges/roof top gardens etc to enhance sustainability and biodiversity net gain and contribute to the health and wellbeing of residents.
- Demonstrate how measures for recycling and refuse storage have been built in to the overall design and fabrics of proposed accommodation to maximise recycling but without detrimental impact to the street scene/character of an area

Reasoned justification

17.3.8 The National Planning Policy Framework emphasises the importance of good design and achieving well designed places to create high quality, beautiful and sustainable buildings. This recognises that the quality of housing product that has been delivered through the planning process over the last 50 years has not generally been of the highest or sufficient quality both externally and internally and has not created the special places that most people aspire to live in. There is also the need to create homes that are future proof and will both meet the sustainable challenges to come but are also adaptable to the changing needs of the occupiers.

17.3.9 Mental health is also a bigger priority since covid has struck. Ensuring that people have the minimum requirements for a healthier life are fundamental and this includes simple requirements such as access to sufficient daylight, access to greenery, space for storage and drying clothes. The quality of the home and the surrounding external space is vital in ensure places are healthier for people both for their mental and physical health.

17.3.10 Ensuring self-sufficiency and introducing sustainable considerations also assist in creating a better environment, which in turn supports healthy minds and independent individuals that can be part of the workforce and contributing to the economy.

Monitoring

- Amount and type of main town centre uses gained and lost in town centres, edge of centre and out of centre locations
- Amount of retail and leisure floorspace delivered in other retail and leisure designations
- Vacancy rates

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71 Medway Council Self-build and Custom Housebuilding website, available at: https://www.medway.gov.uk/info/200149/planning_policy/144/self-build_and_custom_housebuilding_register

[72] Preferred locations are shown within the Headline Data on Medway Council's Self-build and Custom Housebuilding Register webpage

73 For example, the site may already be serviced and have access to the public highway, electricity, water and waste water, so once reserved matters are approved, there are no physical barriers to commencing construction

[74] The Local Authority would expect to see clear and robust evidence to show that there is no demand from self/custom house builders following a sustained 12 month period. This would include evidence showing records that the site has been actively marketed by a recognised commercial agent and should include a copy of the dated letter of instruction to the commercial agent, dated records of associated web-based marketing and the Estates Gazette, or similar publication. Plots should be marketed at a price commensurate with local market values. The commercial agents should provide records of enquires throughout the period of the marketing campaign, including date, contact details and nature of enquiry and the follow up actions undertaken i.e. whether the enquiry resulted in a site visit.

[75] All contact would need to be made through the Housing Team at Medway Council who will facilitate contact with Housing Associations as necessary

[76] This timeframe shall be calculated from the date of the initial correspondence. This timeframe may be extended at the mutual agreement of the land owner, land promoter, Local Authority or Housing Association.

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[82] MHCLG, Planning Policy for Travellers: Annex 1 (August, 2015), p.9

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[85] Class B refers to B2 (general industrial) and B8 (storage or distribution). Class E (g)(i), (g)(ii) and (g)(iii) supersedes class B1 (office, research and development, industrial processes). Other significant employment generating uses including activities formerly identified by class A2, are superseded by Class E (c)(i), (c)(ii) and (c)(iii). Sui generis energy generating uses as identified remain. Employment uses related to retail, leisure, health, community, and education (including higher education) uses, are covered elsewhere in the Local Plan.

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[95] Need to add suitable caveat to cover plans for Chatham Docks redevelopment.

[96] https://www.medway.gov.uk/info/200177/regeneration/738/innovation_park_medway/2

[97] See LDO policy for details relating to Innovation Park Medway.

[98] Details of what a 'reasonable period' of marketing required will be published in supporting materials.

[99] 2018,2019,2020 – AVAILABLE IN MEDWAY AUTHORITY MONITORING REPORTS VOL.2.
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[101] Medway ELNA (2015) GVA, 2020 ELNA Avison Young update.

[102] add update accordingly

[103] Including nearby Wickes site.

[104] Details available for Chatham Town Centre and Strood Town Centre via Town Centre masterplans at: https://www.medway.gov.uk/downloads/file/4524/chatham_town_centre_masterplan & https://www.medway.gov.uk/downloads/file/4523/strood_town_centre_masterplan

[105] Innovation Park Medway Local Development Order: https://www.medway.gov.uk/info/200177/regeneration/738/innovation_park_medway_plans/3

[107] Medway ELNA (2015) GVA, Medway ELNA (2020) Avison Young.

[108] See LDO policy for further information.

[109] https://www.medway.gov.uk/info/200387/council_plan

[110] https://www.medway.gov.uk/downloads/file/3615/medway_2035

[111] https://www.medway.gov.uk/downloads/file/4244/skills_and_employability_plan_2035

[112] Estimated output change, April to June (estimated for Medway, based on UK monthly GDP data). Source: ONS, GDP monthly estimates Q1 and Medway Council Corporate BI Team 2019 estimated GVA.

[113] Para 2.5.3-2.54

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[115] https://www.london.gov.uk/what-we-do/arts-and-culture/current-culture-projects/thames-estuary-production-corridor

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[121] Tourism Industries in Kent (March 2020); Strategic Commissioning - Analytics, Kent County Council; www.kent.gov.uk/research

[122] 2019 Mid-year population estimates: ward level population in Kent (& Medway); KCC, Strategic Commissioning Statistical Bulleting (September 2020)

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[125] 2019 UK Greenhouse Gas Emissions, Final Figures; Department for Business, Energy & Industrial Strategy (February 2021)

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[127] Fertile Ground – An Agenda for Growth in the Regional Agi-food Sector; NFU South East (2021)

[128] Rural Proofing in England 2020, DEFRA (2021)

[129] Farming is Changing; DEFRA (2020)

[130] INSERT LINK

[131] Hoo Development Framework 2021

[132] Retail and Commercial Leisure Needs Assessment 2016 – part 1

[133] Retail and Town centre planning policy advice 2021

[134] NPPF defined in glossary

[135] Insert link to AMR

[136] Strood waterfront development brief 2018

[137] Strood Town Centre masterplan 2019

[138] Retail and Commercial Leisure Needs Assessment 2016 – part 1

[139] Retail and Town centre planning policy advice 2021

[140] NPPF: Section 2: Ensuring the vitality of town centres; Section 8: Promoting healthy communities. National Planning Practice Guidance, CLG 2014: Ensuring the vitality of town centres; Health and well-being.

[141] North Kent Study 2016

[142] NPPF: CLG, 2012: Section 8: Promoting healthy communities: guard against the unnecessary loss of valued facilities and services; ensure that established shops and facilities are able to develop and modernise in a way that is sustainable and retained for the benefit of the community; Section 11: Conserving and enhancing the natural environment: avoid noise from giving rise to significant adverse impacts on health and quality of life as a result of new development. National Planning Practice Guidance, CLG 2014: Ensuring the vitality of town centres; Health and well-being; Noise; Air quality.

[143] NPPF: CLG, 2012: Section 8: Promoting healthy communities: guard against the unnecessary loss of valued facilities and services; ensure that established shops and facilities are able to develop and modernise in a way that is sustainable and retained for the benefit of the community; Section 11: Conserving and enhancing the natural environment: avoid noise from giving rise to significant adverse impacts on health and quality of life as a result of new development. National Planning Practice Guidance, CLG 2014: Ensuring the vitality of town centres; Health and well-being; Noise; Air quality.

[144] NPPF: CLG, 2012: Section 8: Promoting healthy communities: guard against the unnecessary loss of valued facilities and services; ensure that established shops and facilities are able to develop and modernise in a way that is sustainable and retained for the benefit of the community; Section 11: Conserving and enhancing the natural environment: avoid noise from giving rise to significant adverse impacts on health and quality of life as a result of new development. National Planning Practice Guidance, CLG 2014: Ensuring the vitality of town centres; Health and well-being; Noise; Air quality.

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[164] Higher education -

[165] RTPI, Net Zero Transport

[166] RTPI, Net Zero Transport

[167] RTPI, Net Zero Transport

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[169] Soft sand, sharp sand, gravel, crushed rock and recycled rail aggregate

[170] https://cdn.networkrail.co.uk/wp-content/uploads/2018/06/South-East-Kent-route-study-print-version.pdf

[171] NPPF (July 2021), para 73

[172] NPPF (July 2021), para 105, 104

[173] NPPF (July 2021), para 106

[174] NPPF (July 2021), para 81

[175] NPPF (July 2021), para 210

[176] NPPF (July 2021), para 122

[177] NK SHENA, para 5.1

[178] NK SHENA, para 5.10

[179] ELNA, para 6.8

[180] ELNA, para 7.22

[181] ELNA, Table 27

[182] ELNA, para 7.4 and 7.12

[183] ELNA, para 7.17

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[187] NPPF (July 2021), para 82

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[189] ELNA, para 2.63

[190] ELNA, para 2.65

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[206] RTPI, Net Zero Transport

[207] NPPF (July 2021), para 106

[208] NPPF (July 2021), para 92

[209] https://www.ciht.org.uk/knowledge-resource-centre/resources/streets-and-transport-in-the-urban-environment/

[210] https://www.medway.gov.uk/downloads/file/2334/transport_assessments_guidance_note

[211] https://content.tfl.gov.uk/how-we-secure-and-enforce-travel-plan-targets.pdf

[212] English Partnerships (2006), 'Car Parking: What Works Where'

[213] Chartered Institute of Highways and Transportation, 'Guidance Note: Residential Parking'

[214] https://www.udg.org.uk/publications/othermanuals/building-healthy-life

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[217] Draft Viability Assessment, para 8.34

[218] NPPG, Paragraph: 002 Reference ID: 7-002-20140306

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[226] https://www.gov.uk/guidance/groundwater-source-protection-zones-spzs

[227] Brickearth is a clayey silty loam used in the manufacture of bricks and tiles.

[228] Information regarding aggregate in Medway is taken from the Local Aggregates Assessment 2020. An updated LAA taking account of sales in 2020 will be published in January 2022. The landbank calculation is the permitted reserves divided by the LAA rate (average annual demand)

[229] Requirement for MAs to be included with planning applications is included in the local validation list

[230] In terms of consistency with policies of the Plan

[231] LAA 2020 based on 2019 data

[232]
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/364759/141015_National_Planning_Policy_for_Waste.pdf

[233] https://www.gov.uk/government/publications/resources-and-waste-strategy-for-england

[234] Source: National Planning Policy for Waste, MHCLG, 2014

[235] Medway Waste Needs Assessment 2020 – Main Report, BPP Consulting, July 2020

[236] NPPW states: “Waste planning authorities should prepare Local Plans which identify sufficient opportunities to meet the identified needs of their area for the management of waste streams.” (para 3)

[237] This relates to LACW which extends beyond household waste. Hence the recycling rate shown does not correspond to that reported to DEFRA under NI192.

[238] See Table 6 Medway Waste Needs Assessment 2020 – Main Report, BPP Consulting, July 2020

[239] Higher value applies if sites at Chatham Dock are included which may be redeveloped for housing are included

[240] Currently operating as a specialist plastic recycling facility (PRF) serving the operator Viridor's wider market. While this site has a CLUED that includes treatment and processing of waste using gasification it is considered unlikely this will ever be implemented on the site.

[241] Kerbside collected LACW recyclate sent to Veolia MRF in Southwark. This is a c85,000tpa capacity MRF and receives waste from across the wider South East.

[242] Single IVC at Kingsnorth Industrial Estate, Hoo; currently managing c 9,000 t of sewage screening & sludge. This is a specialist facility which may not be suitable to process other waste for which IVC may be sought for management of compostable material such as food waste.

[243] Including mattress recycling operation at Chatham Freight Station.

[244] Berth 6, Chatham Dockyard (Streetfuel)

[245] Breakdown of CDEW set out in Table 16 of Medway Waste Needs Assessment, CDEW Waste Report, BPP Consulting, July 2020

[246] Backfilling operations using waste to substitute other fill materials may be counted towards the target. i.e. backfilling of mineral workings may be classed as recovery; Naturally occurring material categorised under EWC 17 05 04 (soil & stones) is excluded from the target. i.e. its use is unconstrained by targets.

[247] See para 2.19 Medway Waste Needs Assessment, 'Hazardous Waste' Report, BPP Consulting, July 2020

[248] These works can provide a valuable function in managing wastes, other than wastewater, that arise in liquid and sludge form such as septic tank emptyings

[249] See para 3.12 Medway Waste Needs Assessment, 'Other Waste' Report, BPP Consulting, July 2020

[250] See para 4.9 Medway Waste Needs Assessment, 'Other Waste' Report, BPP Consulting, July 2020

[251] Assuming the existing site is retained for the Plan period or capacity is reprovided within Medway.

[252] Development requiring a Circular Economy Statement will have a total floor space of greater than 1000 square metres and/or comprise greater than 10no. units of housing referred to as "qualifying development" in Policy W1.

[253] Waste Prevention Programme for England Towards a resource efficient economy
Consultation version Defra March 2021

[254] Acknowledged by planning condition and/or information provided in original planning application.

[255] Paragraph 8

[256] In terms of consistency with policies of the Plan

[257] See Table 12 Medway Waste Needs Assessment, C&I waste Report, BPP Consulting, July 2020

[258] This identifies the consequential predicted remaining management requirement assuming the recycling/composting and landfill diversion targets are met.

[259] Progressive reduction towards more ambitious target due to predicted limited availability of landfill capacity in Kent and ambition to drive waste up the hierarchy. This reflects landfill target included in Kent MWLP Early Partial Review.

[260] See Table 12 Medway Waste Needs Assessment, C&I waste Report, BPP Consulting, July 2020

[261] See Table 18 Medway Waste Needs Assessment, CDEW Report, BPP Consulting, July 2020

[262] Floor target (minimum)

[263] See Table 18 Medway Waste Needs Assessment, CDEW Report, BPP Consulting, July 2020

[264] Ceiling target

[265]Para 5.4 to 5.6, Medway Waste Needs Assessment, Hazardous Waste Report, BPP Consulting, July 2020

[266] See para 2.4 Medway Waste Needs Assessment, 'Other Waste' Report, BPP Consulting, July 2020

[267] See glossary for definition of term ‘previously developed land’ but note that this does not include land that has been developed for minerals extraction where provision for restoration has been made through development management procedures.

[268] “greenfield’ land is taken to mean land previously in agriculture or non-urban/industrial use or which has not been damaged by a previous use. Not to be confused with Green Belt.

[269] To qualify as 'recovery' (in terms of the waste hierarchy), and so preferred over disposal to landfill as a means of managing residual waste, energy from waste plants must achieve a minimum level of energy efficiency as defined by R1 status. Without R1 status such plants are technically classed as disposal.

[270] https://www.gov.uk/government/publications/refuse-derived-fuel-exports-rdf-recent-trends

[271] Inert excavation waste may include contaminated soils that have been fully decontaminated.

[272] NPPF, para 152

[273] NPPF, para 154

[274] NPPF, para 156

[275] Department for Business, Energy & Industrial Strategy, Power Stations in the United Kingdom (operational at the end of May 2021)

[276] http://grainlng.com/
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[278] https://www.projectcavendish.com/

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[280] Ibid

[281] https://post.parliament.uk/research-briefings/post-pn-0632/

[282] Ibid

[283] NPPF, para 155

[284] NPPF, para 157

[285] https://post.parliament.uk/research-briefings/post-pn-0632/

[286] https://www.rtpi.org.uk/blog/2019/october/embodied-carbon-cant-be-ignored/

[287] https://www.gov.uk/government/consultations/the-future-homes-standard-changes-to-part-l-and-part-f-of-the-building-regulations-for-new-dwellings

[288] NPPF, para 157

[289] Draft Viability Assessment, para 8.47

[290] NPPF (February 2019), Glossary

[291] NPPF (February 2019), Paragraph 97

[292] https://www.sportengland.org/media/13458/playing-fields-policy-and-guidance.pdf

[293] NPPF (February 2019), Paragraph 96

[294] NPPF (February 2019), Paragraph 96

[295] https://www.medway.gov.uk/directory_record/374/city_way_allotment

[296] National Planning Policy Framework (2021). Paragraph 92.a. Ministry of Housing, Communities & Local Government. Available from https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1005759/NPPF_July_2021.pdf [Accessed 16 September 2021].

[297] NPPF: CLG, 2012: Section 8: Promoting healthy communities: guard against the unnecessary loss of valued facilities and services; ensure that established shops and facilities are able to develop and modernise in a way that is sustainable and retained for the benefit of the community; Section 11: Conserving and enhancing the natural environment: avoid noise from giving rise to significant adverse impacts on health and quality of life as a result of new development. National Planning Practice Guidance, CLG 2014: Ensuring the vitality of town centres; Health and well-being; Noise; Air quality.

[298] NPPF: CLG, 2012: Section 8: Promoting healthy communities: guard against the unnecessary loss of valued facilities and services; ensure that established shops and facilities are able to develop and modernise in a way that is sustainable and retained for the benefit of the community; Section 11: Conserving and enhancing the natural environment: avoid noise from giving rise to significant adverse impacts on health and quality of life as a result of new development. National Planning Practice Guidance, CLG 2014: Ensuring the vitality of town centres; Health and well-being; Noise; Air quality.

[299] https://www.wearemedway.co.uk/live/medways-cultural-strategy/

[300] Urban Facilities Report, 2017 at: http://www.medway.gov.uk/planningandbuilding/planningpolicy/localplanevidencebase.aspx

[301] Medway guide to developer contributions - https://www.medway.gov.uk/downloads/file/2746/medway_guide_to_developer_contributions_and_obligations_2018.

[302] National Planning Policy Framework (2021). Paragraph 20. Ministry of Housing, Communities & Local Government. Available from https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1005759/NPPF_July_2021.pdf [Accessed 16 September 2021].

[303]https://s3-eu-west-1.amazonaws.com/www1-camra/wp-content/uploads/2019/03/08155247/Public-House-Viability-Test-v.2015.pdf

[304] HM. Government, Integrated Communities Action Plan, February, 2019.

[305] MCHLG, 2019 By Deeds and their results: How we will strengthen our communities and nation.

[306] MHCLG, NPPF (2019), paragraph 8, p.5

[307] MHCLG, NPPF (2019), section 8 'Promoting healthy and safe communities', pp.27-29

[308] HM Government, Index of Multiple Deprivation (2019) - https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019

[309] HM Government, Index of Multiple Deprivation (2019) - https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019

[310] Index of Multiple Deprivation note (February 2016)

[311] http://www.medwayjsna.info/jsna-summary.html - our people our place section

[312] http://www.medwayjsna.info/jsna-summary.html - our health and well-being section

[313] SNPP (2016)

[314] SNPP (2016)

[315] http://www.medwayjsna.info/jsna-summary.html - our health and well-being section

[316] Nice Bulletin – 'Physical activity and the environment (2018).

[317] https://www.bhf.org.uk/informationsupport/publications/statistics/physical-inactivity-report-2017

[318] Yvonne Rydin et al, Shaping cities for health: complexity and the planning of urban environments in the 21st century, p.19 (2012)

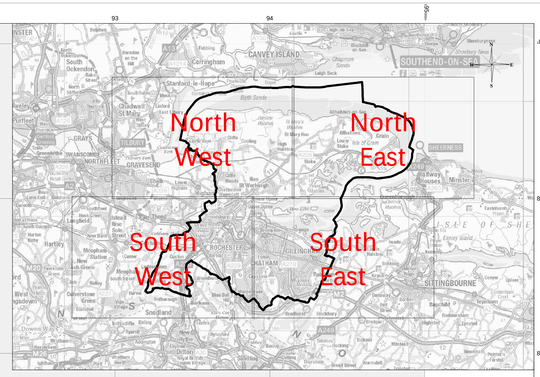
[319] Marmot Review (2010), pp.126-127

[320] NPPF, para 17
[321] NPPF, para 70
[322] NPPF, paragraph 56

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[324] However, it carried out extensive consultation with regard to the Medway Housing Design Standards (MHDS), which lays down very similar space requirements to the National Standards. This work Included an extensive 'impact assessment' that demonstrated that MHDS was not unduly onerous and that it would not have an undue impact on the quantum of development that would be achieved within Medway.

Appendix 2A



F.7
F.8
F.6
G.10
G.8
G.9
WALLEND
SHEERNESS
QUEENBOROUGH
Saltpan Reach
Kethole Reach
Bluetown Creek
Lower Stoke
River Thames

LEGEND

Flood Risk
- Medway Drainage Zones
- Medway potential all risks of flooding

Natural Environment
- Local Nature Reserves
- Marine Conservation Zone
- Special Areas of Conservation
- Sites of Special Scientific Interest
- RAMSAR Only
- Special Protection Areas/RAMSAR Site
- Undeveloped Coast

Landscape
- Areas of Outstanding Natural Beauty
- Greenbelt

Medway
- Site Allocations

Built Environment
- Existing Employment Areas
- Conservation Areas

Retail
- Town Centre Boundaries
- Primary Shop Fronts
- Local Centre
- Shopping Parade
- Rural Centre
- Leisure
- Retail Parks

Transport
- Highway Mitigations
- Chatham Waters Line
- Grain Branch (Permanent Works)
- Grain Branch (Temporary Works)

Minerals
- Minerals Consultation Area
- Mineral Safeguarding Areas
- Areas of Search
- Mineral Supply Facilities

Medway Boundary
- Medway Boundary

Medway – North East

1km

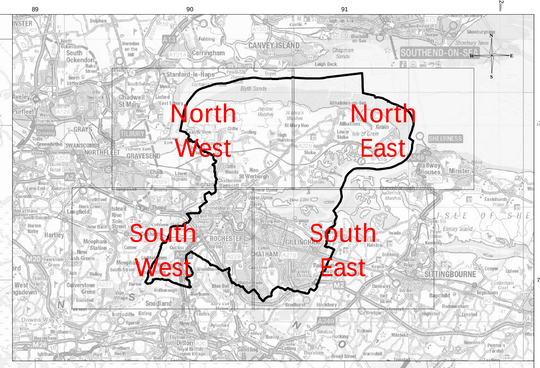
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Appendix 2B



LEGEND

Flood Risk
- Medway Drainage Zones
- Medway potential all risks of flooding

Natural Environment
- Local Nature Reserves
- Marine Conservation Zone
- Special Areas of Conservation
- Sites of Special Scientific Interest
- RAMSAR Only
- Special Protection Areas/RAMSAR Site
- Undeveloped Coast

Landscape
- Areas of Outstanding Natural Beauty
- Greenbelt

Medway
- Site Allocations

Built Environment
- Existing Employment Areas
- Conservation Areas

Retail
- Town Centre Boundaries
- Primary Shop Fronts
- Local Centre
- Shopping Parade
- Rural Centre
- Leisure
- Retail Parks

Transport
- Highway Mitigations
- Chatham Waters Line
- Grain Branch (Permanent Works)
- Grain Branch (Temporary Works)

Minerals
- Minerals Consultation Area
- Mineral Safeguarding Areas
- Areas of Search
- Mineral Supply Facilities

Medway Boundary
- Medway Boundary

Medway – South East

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1km

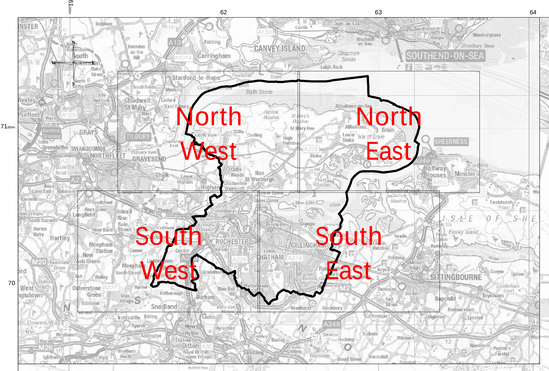
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Appendix 2C



LEGEND

Flood Risk
- Medway Drainage Zones
- Medway potential all risks of flooding

Natural Environment
- Local Nature Reserves
- Marine Conservation Zone
- Special Areas of Conservation
- Sites of Special Scientific Interest
- RAMSAR Only
- Special Protection Areas/RAMSAR Site
- Undeveloped Coast

Landscape
- Areas of Outstanding Natural Beauty
- Greenbelt

Medway
- Site Allocations

Built Environment
- Existing Employment Areas
- Conservation Areas

Retail
- Town Centre Boundaries
- Primary Shop Fronts
- Local Centre
- Shopping Parade
- Rural Centre
- Leisure
- Retail Parks

Transport
- Highway Mitigations
- Chatham Waters Line
- Grain Branch (Permanent Works)
- Grain Branch (Temporary Works)

Minerals
- Minerals Consultation Area
- Mineral Safeguarding Areas
- Areas of Search
- Mineral Supply Facilities

Medway Boundary
- Medway Boundary

Medway – South West

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1km

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Appendix 2D

North West

North East

South West

South East

Medway – North West

LEGEND

Flood Risk
- Medway Drainage Zones
- Medway potential all risks of flooding

Natural Environment
- Local Nature Reserves
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Medway
- Site Allocations

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- Grain Branch (Temporary Works)

Minerals
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- Mineral Safeguarding Areas
- Areas of Search
- Mineral Supply Facilities

Medway Boundary
- Medway Boundary

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1km

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