

Cabinet – Supplementary agenda No. 2

A meeting of the Cabinet will be held on:

Date: 20 December 2011

Time: 3.00pm

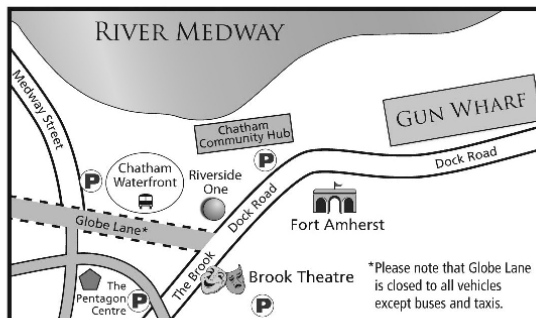
Venue: Meeting Room 2 - Level 3, Gun Wharf, Dock Road, Chatham ME4 4TR

Items

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|------------|---|----------------------------------|
| 5. | Draft Lodge Hill Development Brief – Appendices 1 and 2 | (Pages
1 - 186) |
| 13. | Local Development Framework: Annual Monitoring Report – Appendix 1 | (Pages
187 -
236) |

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

Date: 13 December 2011



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Appendix 1

Schedule of responses to public consultation for the Lodge Hill Development Brief

Public consultation on the draft Lodge Hill Development Brief took place over a six week period from 30 August to 14 October 2011.

84 formal written responses were received, in addition one person made use of the available webchat facility. Those responses are summarised in the table below. For ease of reference, they have been broken down according to the section of the draft Brief to which they relate.

All comments on the draft Development Brief have been considered and the table below contains officer's responses to those comments together with recommendations for where changes should be made to the Brief as a result.

General comments

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
A country park/nature reserve/outdoor centre should be provided to benefit existing Peninsula residents	The landscape framework for the site as set out in the Brief demonstrates potential for a large-scale public park facility and requires landscape proposals to reflect the character of the local area; this suggests that a countryside park may be the most appropriate form of provision in this area. The developer will need to provide details on provision of natural greenspace in the context of ecological constraints of the site which will shape facilities provided within this area and may well require some nature conservation areas as well.	Add reference to potential for countryside park in landscape section of brief.	Ms C Bucknall, Ms H Harrison, Mr & Mrs Barclay, M Banner-Martin, Mrs E Slatcher, Mrs D Welch, Frindsbury and Wainscott Residents Association, Cllr C Irvine, Mr S Bailey, Ms J Coppin, Mr M Skudder
Current central government planning policy means that objective to prevent development merging with surrounding communities and main urban area will be unachievable	This is one of the key objectives of the draft Development Brief and should remain so. Any proposals outside of the Development Brief area would have to be considered on their individual merits; government policy would be relevant but is not the only consideration.	Update references to important gaps to reflect publication of draft/final NPPF	Lt Col (Retd) Beringer, Mr & Mrs Davis, Mrs Beringer, Mr M Skudder
LH is not a true brownfield site	The definition of previously developed land (brownfield) includes the curtilages of existing	None necessary	Lt Col (Retd) Beringer, Mr C Barr, Mr & Mrs Davis, G & M

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	buildings therefore the majority of the site is brownfield. However, this does not mean that all of the site should be built on and the draft Development Brief gives strong support for the retention of the existing landscape features that make the site appear green. Much of this will be publicly accessible, which is an improvement on the existing situation.		Russell, Mrs Beringer, Mr M Skudder
Generally opposed to the development	Noted, but the principle of the site's development has been established in higher-level policy documents.	None necessary	Lt Col (Retd) Beringer, Mr N Latimer, P Lee, Mr & Mrs Barclay, Mr & Mrs Davis, Mrs Beringer, Mr A Baker, Cllr C Irvine, Medway Countryside Forum, Mr M Skudder
Hoo Peninsula has already suffered from a disproportionately large amount of development	Noted, but the principle of the site's development has been established in higher-level policy documents.	None necessary	Lt Col (Retd) Beringer, Ms S Russell, Mr M Bucknall (2), Mr M Bucknall (1), Ms A Bucknall, Mr & Mrs Davis, Ms W White, Mrs Beringer, Mr M Skudder
Compliance with various legislative requirements regarding access and water service for fire engines will be required	Noted, but this is too detailed for inclusion in the Development Brief and would be considered through the planning application and building regulations processes.	None necessary	Kent Fire & Rescue
Welcome the proposal for a country hotel as would provide good amenities	Noted	None necessary	Ms H Woolmington
5,000 houses is too many, would prefer a reduction in numbers (e.g. around 2,000/2,500)	Noted, but the allocated capacity of the site has been established in higher-level policy documents.	None necessary	Ms C Bucknall, Mr C Barr, Ms S Russell, Mrs F Smitherman, Mrs S Whitebread, Mrs L Bannar-Martin, Mr M White, Frindsbury and Wainscott Residents Association, Cllr C Irvine, Mr S Bailey, Medway Countryside Forum, Mr & Mrs Stutely, Cllr Tony Watson
30% affordable housing is too high especially if all social housing and will	30% affordable housing is the target for all of rural Medway (where there is sufficient viability	None necessary	Ms C Bucknall

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make Lodge Hill a drain on the local economy instead of contributing to it	to support it). It relates to a variety of tenures including intermediate housing, and therefore it is not considered that this will cause Lodge Hill to be a drain on the local economy.		
Don't believe there is a need for more housing/What evidence is there of need for the development	Noted, but the principle of the site's development has been established in higher-level policy documents, which considered issues of housing need.	None necessary	Hoo Parish Council, Mrs S Whitebread, Ms D West, Mr M Bucknall (2), Mr M Bucknall (1), Ms A Bucknall, M Bannar-Martin, Ms W White, Mr S Bailey
Development Brief should set a maximum level of development	Any maximum level of development set in the Brief would be arbitrary and subject to challenge. The final capacity of the site will be determined through the planning application process where the form and implications of the final proposals can be considered in more detail.	None necessary	Hoo Parish Council
Medway will be left to bear the cost of infrastructure to support the development sooner or later	The Brief sets out that the developer must be responsible for funding and/or providing the infrastructure required to support the development. In many cases this will include ongoing maintenance, whether through the community organisation or otherwise.	Add note to relevant sections relating to ongoing maintenance.	Hoo Parish Council, Mrs D Welch
Opposed to development on green land	Noted, but the majority of Lodge Hill is a brownfield site and the Brief gives strong support for the retention of the existing landscape features that make the site appear green. Much of this will be publicly accessible, which is an improvement on the existing situation.	None necessary	Mr N Latimer, Mrs L Bannar-Martin, M Bannar-Martin, Ms W White, P & V Richardson, Mrs M Cripps, Mr R Cripps, Medway Countryside Forum, Mr M Skudder
No need for development as others in area are struggling to sell	Noted, but the principle of the site's development has been established in higher-level policy documents, which considered issues of housing need. It is accepted that current market conditions are affecting house building but the overall need has not changed.	None necessary	Mr N Latimer

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Medway Towns are already overcrowded	Noted, but the principle of the site's development has been established in higher-level policy documents.	None necessary	Mr N Latimer
Concern regarding services and infrastructure (will not cope, already struggles)	It is acknowledged that many existing services and infrastructure on the Peninsula do not have the capacity to cope with additional development on this scale, which is why the Brief sets out a requirement for the developer to be responsible for improvements to existing services and provision of new where required. The final level and distribution of investment will be determined through the planning application process and based on the identified needs and impacts of the development.	None necessary	Mr & Mrs Barclay, Ms S Russell, Mrs F Smitherman, Mrs S Whitebread, Ms D West, Mr & Mrs Hillman, Mrs L Bannar-Martin, Mr M Bucknall (2), Mr M Bucknall (1), Ms A Bucknall, Mr M White, Cllr C Irvine, Mr M Skudder, Cllr Tristan Osborne
Regeneration of urban sites should be prioritised over this development	The principle of the site's development has been established in higher-level policy documents, and is not an alternative to regeneration of urban sites but to meet the additional demand which urban sites cannot accommodate, including the need for a higher proportion of family housing	None necessary	Mrs L Bannar-Martin, M Bannar-Martin, Mrs S Ahmad, Ms J Coppin, Frindsbury and Wainscott Residents Association
Alternative uses for the site should be considered (e.g. healthy living centre)	Noted, but the principle of the site's development has been established in higher-level policy documents.	None necessary	Lt Col (Retd) Beringer, Mrs E Slatcher, Mr & Mrs Davis
Many hazardous installations on the Peninsula	The Health and Safety Executive (HSE) sets consultation zones around hazardous installations where they may have implications for development. There is only one consultation zone which affects a very small proportion of the Lodge Hill site (for a pipeline running in close proximity) and the HSE will advise on the appropriateness of any proposals in this area through the planning application process.	Add reference to HSE consultation zone in delivery section.	Mrs D Welch
Loss of agricultural land	A very small proportion of the site is Grade 3 agricultural land (the highest quality is Grades 1, 2 and 3a), and some of this would be within the open space areas rather than being built on.	None necessary	Mrs D Welch

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	The loss of agricultural land was one of the issues considered when the site was allocated for development in higher-level policy documents and was not felt to outweigh the reasons for the allocation.		
Proposals should include a working farm for education purposes	There would be no policy justification for insisting on this, but should a proposal come forward it would be considered on its own merits and might fit well with the sustainable emphasis of the development as local food production.	None necessary	Mrs D Welch
Development Brief should have a Habitat Regulations Assessment (and not rely on that for the Core Strategy)	A full draft of the HRA for the Core Strategy has been shared with the relevant nature conservation groups since these comments were received, and it is understood that they are now satisfied it is sufficient to comply with the Regulations. There will however, be a required for a project-specific HRA/Appropriate Assessment for any outline planning application.	Update relevant section of the Brief to refer to the latest situation	Natural England, KWT, RSPB
The natural environment should be better reflected in the vision	The vision for the site is set in the draft Core Strategy and can be reviewed as part of that document's processing.	Subject to review of Core Strategy.	Natural England, KWT
How much influence will Medway Council have over the development if proposals come in ahead of the Core Strategy?	This concern is one of the main reasons for progressing the Development Brief ahead of the Core Strategy, in order to provide a basis for consideration of any planning applications that come in at an early stage (as indeed is now the case).	None necessary	High Halstow Parish Council
Concerns that development may expand beyond current boundaries	Any proposals outside of the Development Brief area would have to be considered on their individual merits. However, ongoing general protection for open countryside is set out in higher-level policy documents and ensuring the separation between Lodge Hill and surrounding settlements is a key principle of the Brief.	Update references to important gaps to reflect subsequent policy changes such as publication of draft/final NPPF	High Halstow Parish Council, Cllr C Irvine
Development should not be considered ahead of the Core Strategy	The LPA is obliged to consider planning applications whenever they are submitted, but the status of any emerging policy such as the	None necessary	Frindsbury and Wainscott Residents Association, Medway Countryside Forum

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	Core Strategy will be a material consideration at that point.		
Concerned re. lack of consultation	The consultation on the draft Development Brief followed the guidelines set out in the Council's adopted Statement of Community Involvement, and it is intended that ongoing further engagement will be carried out over the lifetime of the project.	None necessary	Cllr C Irvine, Cllr Tristan Osborne, Cllr Tony Watson
Support the vision for the development	Noted	None necessary	RSPB
Focus should be on making Lodge Hill a nice place to live, not on housing numbers	The broad capacity of this site including housing numbers has been established through high-level policy documents. However, it is agreed that quality of life for future occupants should be a key consideration for future proposals and the Development Brief does set out measures to ensure the success of the development in this respect.	None necessary	Mr S Bailey
There needs to be more detail on transport, service and infrastructure provision than currently provided in the Brief	It is not possible for the Brief to go into too much detail as the exact form of development that will come forward is not yet known, and it must remain relevant for the 15-20 year lifespan of the development. The Brief's role is to set a framework against which the more detailed information can be considered at planning application stage.	None necessary	Mr & Mrs Stutely, Frindsbury and Wainscott Residents Association
Vision for Lodge Hill is not precise	The vision for the site is set in the draft Core Strategy. It is deliberately a broad, overarching vision as is appropriate to the strategic level of that document. The Brief is intended to supply the next level of detail on how that vision can be achieved.	None necessary	Cllr Tony Watson
Don't think that Development Brief correctly understands rural life	The specific example given relates to use of terms such as "clusters" and "hubs" in relation to rural services, so this may relate to a lack of understanding of the terminology used in the Brief. Where more specific concerns have been raised in other consultation responses they	See specific concerns raised elsewhere in this document. Also review wording of relevant sections of the Brief to ensure Plain English is used as far as	Cllr Tony Watson

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	have been considered separately in this response and the Brief will be revised where appropriate.	possible while retaining the precise meaning.	
Why does development need to take the form of a new town?	The principle of the site's development has been established in higher-level policy documents.	None necessary	Cllr Tony Watson
Medway Council does not seem to value its rural areas	Opinion noted. A key objective of the Brief is to consider how a larger-scale settlement like Lodge Hill should relate to the surrounding countryside and smaller settlements while maintaining their rural character. It should also be noted that other planning policy documents address wider rural issues, including a number of policies in the draft Core Strategy.	None necessary	Cllr Tony Watson
Feel the Brief is longer and more prescriptive than necessary, which may limit its longer term resilience.	Lodge Hill is a complex site with many issues that must be taken into account by the Brief; this makes it difficult to make the document much shorter. The principles and guidance in the Brief seek to balance the long-term nature of the development with the need to set out principles for development at this stage and are not felt to be overly prescriptive in general.	See responses to specific comments.	Land Securities
Brief should acknowledge that detailed applications will be measured against the outline consent, not the Brief.	This is incorrect; although the outline permission will set key parameters for the site, the Brief will continue to be a material consideration when subsequent detailed applications are submitted and considered.	None necessary	Land Securities
A Development Brief should not contain "policies" but guidance or key principles.	Agreed	Amend wording of Brief to refer to key principles rather than "policies"	Land Securities
Seek clarification of various points of fact in the introduction	Noted	Amend wording relating to site ownership, listing status and evidence base to reflect current situation	Land Securities
Don't consider that it is the role of the Brief to address impact; this is for the planning application process	This point is not accepted; while the planning application process will have to consider the impact of specific proposals in more detail, the guidance contained within the Brief must be	None necessary	Land Securities

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	based on an understanding of the likely impacts of the development.		
Some elements of the text read overly negatively (e.g. housing, community facilities, ecology) and should be reworded to reflect the opportunities that Lodge Hill represents.	The opportunities that the development provides are acknowledged but at the same time the Brief cannot ignore the risk of detrimental impacts, and must strike a balance between the two.	None necessary	Land Securities

Community (Chapter 2)

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Medway Hospital is over-stretched and this will be exacerbated by the increase in population, leading to longer waiting times etc.	The housing growth figures in the Core Strategy include the proposed development at Lodge Hill. The PCT have raised no objection to these and have also been consulted on infrastructure planning to support that document.	None necessary	Lt Col (Retd) Beringer, Ms H Harrison, Mr N Latimer, Mr C Barr, Ms S Russell, Mrs E Slatcher, Mr & Mrs Davis, Mrs D Welch, G & M Russell, Mrs Beringer, Cllr C Irvine, Mrs M Cripps, Mr R Cripps, Mr M Skudder, Cllr Tony Watson
Existing health services on the Peninsula are over-stretched and this will be exacerbated	The developer is required to provide the facilities needed to support the new population - the draft Development Brief identifies a need for a health centre with space for 5-9 GPs and potential for additional health services as part of this.	None necessary	Lt Col (Retd) Beringer, Mr N Latimer, Mr & Mrs Davis, Mrs D Welch, G & M Russell, Mrs Beringer, Cllr C Irvine, Mrs M Cripps, Mr R Cripps, Mr M Skudder
Existing education provision on the Peninsula will not be able to cope with the increased population	The developer is required to provide the facilities needed to support the new population - the draft Development Brief identifies a need for 3 primary schools and a secondary school as part of this. It is acknowledged that the timing of the secondary school will be later in the development which makes its relationship with Hundred of Hoo Academy complicated - consideration will need to be given to interim arrangements.	Add note/comment to Table 2.1 concerning interim arrangements for secondary education.	Lt Col (Retd) Beringer, Mr N Latimer, Mr & Mrs Davis, Mrs Beringer, Mr M Skudder, Cllr Tony Watson

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
No provision made for C of E or any other faith	It is not the LPA's role to determine what faith provision should be made for a new community, however we recognise the benefits for creating a sense of community that a place of worship can provide, and the draft Development Brief does state that space should be made available for this (as part of the multi-use community facilities) should demand be identified.	None necessary	Lt Col (Retd) Beringer, Mr & Mrs Davis, Mrs D Welch, Mrs Beringer, Cllr C Irvine, Mr M Skudder, Cllr Tony Watson
If required facilities etc. are provided, the drain on finances will impact on existing villages who will become poor relations	Funding for the facilities and infrastructure to support the development will be the responsibility of the developer and will not impact on the available funding for existing facilities, which is drawn from other sources.	None necessary	Lt Col (Retd) Beringer, Mr & Mrs Davis, Mrs Beringer, Mr M Skudder
Natural green space acts as a lung for surrounding areas and developing it will be detrimental to the health of nearby communities	The draft Development Brief gives strong support for the retention of significant green areas within the site, and it will remain surrounded by large tracts of open countryside. Accordingly it is not considered that this will be an issue.	None necessary	Lt Col (Retd) Beringer, Mrs F Smitherman, Mrs S Whitebread, Mr & Mrs Davis, Mrs Beringer, Cllr C Irvine, Mr M Skudder
Upgrades to existing facilities should include Hoo swimming pool	The Development Brief establishes the principle of meeting some of the development's needs by investment in existing facilities. Hoo pool is a facility where this may be appropriate, but the final distribution of investment will be determined through the planning application process and based on the identified needs and impacts of the development.	Add reference to Hoo pool in section 2.28.	Ms H Woolmington
Will there be funding for extra police?	Funding for police forces is a central government issue and therefore beyond the scope of the Development Brief. However, the Brief does recommend that facilities on site are provided as part of the community provision.	None	Ms H Harrison, Mrs L Bannar-Martin
Integrating the existing community will be difficult as it is already very diverse	Community is a crucial part of making sure Lodge Hill is sustainable, so this aim should remain, but the challenges in achieving it are appreciated.	None necessary	Hoo Parish Council

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
<p>Agree that affordable housing should be mixed in with the development. There needs to be some monitoring of delivery to avoid large single-type areas.</p>	<p>Noted</p>	<p>None</p>	<p>Hoo Parish Council</p>
<p>Affordable and specialist housing should give priority to the existing local community</p>	<p>It is standard practice for the Council to have a nominations agreement and/or lettings plan for all affordable housing to be delivered and this can be used to give priority to local people; however, the Council does operate choice based lettings which means that anyone with a connection to Medway is eligible to apply for properties. The amount of affordable housing to be delivered on Lodge Hill is likely to be more than needed to meet the needs of the immediate local community (i.e. Chattenden and neighbouring villages) in any case. The same consideration would apply to specialist housing if it is delivered as affordable, but if it is delivered as a private facility, the Council would have no more control than for ordinary market housing.</p>	<p>Add reference to need for lettings plan to be agreed for affordable housing.</p>	<p>Hoo Parish Council</p>
<p>Agrees that developer must be responsible for meeting needs of the development - without putting further strain on neighbouring villages</p>	<p>Noted</p>	<p>None</p>	<p>Hoo Parish Council</p>
<p>Investment in existing facilities should include contributions towards village halls and play areas in neighbouring villages</p>	<p>The Development Brief establishes the principle of meeting some of the development's needs by investment in existing facilities. The final distribution of investment will be determined through the planning application process and based on the identified needs and impacts of the development</p>	<p>None necessary</p>	<p>Hoo Parish Council</p>
<p>Parish Councils should have full role in community development, prior to any Trust being established</p>	<p>Any proposal to establish a Trust (or similar alternative) should be complementary to the existing and future role of parish council(s).</p>	<p>Clarify references to potential Trust in sections 2.45 – 2.51 to reflect ongoing role for parish council(s)</p>	<p>Hoo Parish Council, Cllr Tony Watson, Mr R Sands</p>

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Measures must be put in place to protect existing facilities and status of Hoo St Werburgh - particularly retail	The risk of undermining facilities in neighbouring villages, including Hoo, is acknowledged and the Brief requires consideration and assessment of any impacts, particularly for retail uses. While facilities at Lodge Hill will clearly be available to other residents of the Peninsula, and the population level should support a greater scale or range of services that currently available, the intention is not to encourage "over-provision" that would divert trade from other local areas. The Brief specifies that efforts should be made to ensure that provision at Lodge Hill is complementary to that in existing villages.	Clarify relevant sections to be clear that "over-provision" of services is not sought.	Hoo Parish Council, Cllr Tony Watson
Will increase pressure to find additional landfill sites	The Council has wider plans and policies to reduce the amount of waste being sent to landfill, but in respect of the proportion for which this is the only option the proposed housing growth in Medway has already been taken into account to inform the relevant policy in the draft Core Strategy.	None necessary	Mr N Latimer
Provision of services at Lodge Hill will undermine existing village provision	The risk of undermining facilities in neighbouring villages is acknowledged and the Brief requires consideration and assessment of any impacts. While facilities at Lodge Hill will clearly be available to other residents of the Peninsula, and the population level should support a greater scale or range of services that currently available, the intention is not to encourage "over-provision" that would divert trade from other local areas. The Brief specifies that efforts should be made to ensure that provision at Lodge Hill is complementary to that in existing villages.	Clarify relevant sections to be clear that "over-provision" of services is not sought.	Dickens Country Protection Society, Ms S Russell, Mrs D Welch, Ms W White, High Halstow Parish Council, Cllr C Irvine, Cllr Tony Watson
The Brief should specify the need for contributions towards Medway's Great Lines Heritage Park	It is not the role of the Development Brief to determine in detail the s.106 requirements of the development as this will be dealt with through the planning application process, based	None necessary	Chatham World Heritage Steering Group

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	on the identified needs and impacts of the development.		
Housing at Lodge Hill will be beyond the financial means of local people	The price of housing is controlled by the market and not something that the LPA can influence, however Lodge Hill will be required to provide affordable housing including intermediate housing which is often suitable for first time buyers struggling to get onto the property ladder.	None necessary	Mrs D Welch
The proposed access arrangements at Dux Court Road will make the existing bowls club and Deangate Ridge Sports Centre unviable through loss of parking	It is recognised that these are valued local facilities and development that undermines their role will not be supported. The final details of access in this area will be determined through the planning application process and impacts on the existing sports facilities will be considered at that time. Any detrimental impact will need to be mitigated, for example through re-provision of parking if it is lost.	Add reference to access section of Transport chapter regarding impact on existing facilities from new access arrangements in this area.	Mr J Allen
The proposals do not create any benefits for existing villages	It is considered that there will be benefits to existing communities; the Brief promotes investment in existing facilities as well as provision of new on-site facilities, and considerable investment in infrastructure is also required. All of this will be available to existing communities as well as residents of Lodge Hill. There is potential to improve the overall sustainability of the Hoo Peninsula in terms of services and the balance between population and employment.	None necessary	Mrs S Ahmad, Cllr C Irvine
Agree that family housing including executive homes should predominate	Noted	None necessary	London & Quadrant Housing Association
The proportion of flats should be kept to an absolute minimum as there is limited demand in this area	Noted. This may be most relevant in early phases, as demand is likely to change as Lodge Hill develops and over the 15-20 development timescale.	None necessary	London & Quadrant Housing Association
Bungalows should be provided	Agreed that bungalows would form part of a comprehensive housing mix as required by the	Add reference to bungalows in discussion of	London & Quadrant Housing Association

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Support aim to meet Lifetime Homes standards	Development Brief, and help to create an inclusive community. Noted	housing mix, in sections 2.5 – 2.6. None necessary	London & Quadrant Housing Association
Support affordable housing target and split	Noted	None necessary	London & Quadrant Housing Association
Limited demand for intermediate housing in the area at present but may improve once facilities are provided as part of development	Noted, but intermediate housing is a key part of the overall housing mix to create an inclusive community and therefore the target split should remain. In a similar situation on St Marys Island the market did not exist prior to development but has now proved to be very successful.	None	London & Quadrant Housing Association
Council should be non-prescriptive in definition of intermediate affordable housing to ensure flexibility to deliver	Agreed	Amend reference to intermediate housing in section 2.16 to confirm flexibility.	London & Quadrant Housing Association
Welcome the opportunity to work with the Council to integrate existing community	Noted	None necessary	London & Quadrant Housing Association
Support the provision of a Community Trust or similar - has been successful on other large-scale developments	Noted	None necessary	London & Quadrant Housing Association
Existing Chattenden Primary School is in a dangerous place close to a busy junction which may get busier with the development - should be re-sited.	The potential for relocating the school to create a closer relationship between community uses at Chattenden is noted in the Development Brief; there are a number of potential difficulties if it was to be expanded on its current site. However the Development Brief should not specify this as the only acceptable solution as there may be factors outside of the planning process that prevent it coming forward.	Amend reference to possible re-location of community uses at paragraph 2.37 to more strongly encourage consideration of this and note the potential benefits.	Ms D Francis
More (better) facilities are needed for children in the area	Agreed – the Development Brief recognises the need for play facilities as part of the overall community facility requirements.	None necessary	Ms D Francis
Support the provision of community facilities and other services within the site to reduce the need for external car trips	Noted	None necessary	Highways Agency

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
<p>The increase in facilities should be concentrated in existing villages, not a new hub</p>	<p>The facilities at Lodge Hill need to be able to meet the needs of the new population and should be easily accessible by non-car modes to ensure that the development is sustainable. However, the Development Brief does establish the principle of meeting some of the development's needs by investment in existing facilities where these can serve both existing and new communities. The final distribution of investment will be determined through the planning application process and based on the identified needs and impacts of the development.</p>	<p>None necessary</p>	<p>High Halstow Parish Council</p>
<p>Community facilities should be funded by a levy</p>	<p>Current planning legislation requires developer contributions through the s.106 procedure to be directly linked to the need and/or impact of a development, but in many cases this is in effect a levy. The level of provision required will be determined through the planning application process but will also have to consider ongoing management and maintenance of new facilities.</p>	<p>None necessary</p>	<p>Diocese of Rochester</p>
<p>Provision should be made for a place of worship offering more than Sunday services</p>	<p>The Development Brief encourages provision of a place of worship as part of a wider multi-use community facility, so would have potential to offer a wide range of services.</p>	<p>None necessary</p>	<p>Diocese of Rochester</p>
<p>Lack of cemetery provision</p>	<p>The existing pressure on rural burial sites is noted and as the increased population from Lodge Hill is likely to exacerbate this, it is reasonable for provision to be made. This may need to be through investment in existing facilities rather than on-site provision.</p>	<p>Add reference to cemetery provision to Table 2.1.</p>	<p>Cllr C Irvine, Cllr Tony Watson</p>
<p>Contributions should be required to further/higher education</p>	<p>Financial contributions can only be required through the planning process where there is a direct impact from a development that must be offset. Given that there is no set proportion of young people who choose to access further & higher education and the degree of choice in</p>	<p>None necessary</p>	<p>University of the Creative Arts</p>

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	<p>this market, it would be difficult to demonstrate this link for Lodge Hill (and especially not in isolation from all other housing schemes, which is a matter for other documents rather than the Development Brief). However, the Brief does require investment in ongoing training and workforce development, and encourages the developers to work with Medway's universities and colleges to deliver this.</p>		
<p>Why are steep plots exempted from meeting housing standards?</p>	<p>The exemption is only proposed to apply to the specific criteria relating to step-free access and gradients, which can be difficult or impossible to meet where natural ground levels are steep. All other aspects of the housing standards would still need to be met.</p>	None necessary	Open Spaces Society
<p>The loss of existing areas protected open space within Chattenden must be replaced/compensated</p>	Agreed	None necessary	Open Spaces Society
<p>Development Brief needs to reflect potential health impacts of the development in widest possible terms, with an emphasis on sustainable development</p>	<p>The development of Lodge Hill has potential to provide significant health benefits to the new and existing community, as a part of its ambition to meet high standards of sustainability. This is included in the Core Strategy Policy CS33 but may need to be made more explicit in the Brief.</p>	Add reference to health impacts in community and transport chapters.	Medway PCT
<p>The local NHS will need to be involved in future discussions around the scale and type of health facilities needed on site</p>	Noted	None necessary	Medway PCT
<p>Core Strategy requirements for "liveable neighbourhoods" needs to be brought out more in the Brief</p>	<p>"Liveable neighbourhoods" are a key principle for development to provide good quality of life and have a beneficial impact on health. This requirement is included in the Core Strategy Policy but may need to be made more explicit in the Brief.</p>	Add reference to health impacts and liveability in community and transport chapters.	Sport England
<p>Welcome the acknowledgement that the developer must be responsible for meeting the need for community facilities from the development</p>	Noted	None necessary	Sport England

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Potential loss of Hoo library if provision is made in Lodge Hill	Library provision at Lodge Hill is intended to serve the local community, not to replace existing provision elsewhere, but decisions regarding all library provision are taken outside of the planning process.	None necessary	Cllr Tony Watson
Provision of facilities at Lodge Hill should not replace/centralise provision in existing villages	While facilities at Lodge Hill will clearly be available to other residents of the Peninsula, and the population level should support a greater scale or range of services that currently available, the intention is not to encourage "over-provision" that would divert trade from other local areas. The Brief specifies that efforts should be made to ensure that provision at Lodge Hill is complementary to that in existing villages.	Clarify relevant sections to be clear that "over-provision" of services or replacement of existing is not sought.	Frindsbury and Wainscott Residents Association, Cllr Tony Watson
Why is there no provision for Fire and Rescue Services?	Kent Fire and Rescue Service have been consulted on the proposals for Lodge Hill and have not indicated any requirement for facilities on site.	None necessary	Cllr Tony Watson, Mr R Sands
Concern about the reliance on/powers of a proposed Trust	A development of this scale generates a need for ongoing community governance arrangements. A Community Trust is one option, which the Council feels has significant potential, but the final form, details and responsibilities of the organisation will be determined through the planning application process.	None necessary	Cllr Tony Watson
Proposed allotment provision is inadequate	The Council's draft standard for allotment provision is 0.18 ha per 1,000 population. Based on average occupancy of 2.45 persons and 5,000 units this would require in the region of 2.2 hectares of allotments. The figure quoted in Table 2.1 of the Brief is lower than this and is an error.	Correct reference to allotment provision in Table 2.1 to refer to the correct figure of 0.18ha per 1,000 population.	Cllr C Irvine
Open space should provide plenty of seating as the easiest way to encourage community	The developer will be required to provide details of landscaping of open space through the planning application process but the point is	None necessary	Open Spaces Society

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	noted.		
Off-site sports provision should be based on up-to-date assessment of need	The draft Development Brief requires formal sport provision to meet adopted standards. Draft standards for Medway indicate this will require 0.5 hectares per 1000 population.	None necessary	Sport England
Potential for community use of sports provision within schools should be highlighted	It is intended school facilities will be available for community use, including sports provision.	Update relevant section to highlight this intention.	Sport England
Formal indoor sports should be included in the community facility requirements in Table 2.1	Agreed.	Add reference to formal indoor sports to Table 2.1	Sport England
Formal sports facilities should be arranged in a small number of clusters for best functionality	The developer will be required to consider functionality of open space as part of the planning application process. The Brief requires an landscape strategy to be submitted with any outline planning application and this could usefully indicate the distribution of formal (outdoor) sports facilities.	Add requirement for landscape strategy to provide framework guidance on where different types of open space should be located within the overall development.	Sport England
Housing section should acknowledge indicative options for either 4500 or 5000 housing but no defined upper limit on housing numbers was set through the draft Core Strategy	The Brief does not refer to an upper limit for development; however it is noted that the evidence base has been updated since the original draft Brief was written and this should be reflected in the final version.	Amend reference to evidence base masterplan to refer to dual options for housing numbers.	Land Securities
"Family housing" and "executive housing" should be defined	The Council does not have set definitions of these terms but considers that they are generally well understood by all parties and in any case having a definition would limit flexibility to consider proposals on their merits as they come forward over the lifetime of the development.	None necessary	Land Securities
Requirement for all housing to meet Lifetime Homes Standards may impact on viability and should only apply to affordable housing.	Lifetime Homes standards is a key way of ensuring suitable quality housing and influencing quality of life for new residents, and is therefore considered an appropriate aim for the development given the vision for the site. If viability is a concern for a specific element of the scheme, this can be considered through the	None necessary	Land Securities

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Don't think it is appropriate for the Brief to refer to a specific target figure for affordable housing, and there should be more flexibility in the requirements	planning application process. The figure quoted in the Brief is taken directly from the draft Core Strategy, which already sets out the circumstances in which variations and flexibility can apply.	None necessary	Land Securities
Concerned that some of the references to existing communities and circumstances are very subjective	Noted	Consider changes to wording relating to existing communities to ensure robustness.	Land Securities
Concentrations of existing social housing must be taken into account when determining the level of affordable housing in new development adjoining it, including in the event of any joint working between Lodge Hill developers and adjacent landowners.	Reducing the requirement for affordable housing in phases adjoining existing provision would undermine the purposes of the relevant policies (i.e. to meet identified need) but it is possible to consider siting, tenure mix and unit type to avoid an over-concentration of one type of housing in a small area.	Clarify the matters that can be taken into account (tenure, siting etc.)	Land Securities
Mixed tenure elderly housing schemes are difficult to achieve in terms of commercial practicality	Noted, although it may be that Lodge Hill will attract fairly high development values that may make this approach more viable that in other circumstances.	Amend text to refer to the need for a range of tenures without requiring individual schemes to be mixed tenure.	Land Securities
Inappropriate for the Brief to specify phasing of elderly/specialist housing as this is a market decision	The Brief does not prescribe phasing but provides guidance on the considerations that may apply, which is considered entirely appropriate.	None necessary	Land Securities
Is there any evidence to support the claim that personal travel has one of the highest environmental impacts of human activity?	Research carried out on behalf of BioRegional and the WWF suggests that transport accounts for 17% of the average uk citizen's ecological footprint; this is the third highest sector behind home/energy and food.	None necessary	Land Securities
A definition of community services and facilities would be helpful	Noted	Add definition to relevant section	Land Securities
It should be made clear the off-site provision of leisure and sports facilities is only one potential option	The existing wording does not specify this as the only possible solution.	None necessary	Land Securities

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Detailed comments made on the scope of community facility requirements identified by Table 2.1	Noted	Amend content of Table 2.1 to reflect current understanding	Land Securities
Note that co-location of schools in the local hubs will support local retail provision by increasing footfall	Noted	None necessary	Land Securities
References to relocation of existing community facilities should be softened	The relocation of existing uses is encouraged as a possible way of promoting integration between new and existing communities and as this is an important objective for the development it is not considered that this statement should be softened.	None necessary	Land Securities
Location of community uses (on or off-site) should consider synergies between uses and benefits to the existing community.	Accept that these points are important considerations	Amend/clarify relevant sections to include these points	Land Securities
The Governance and Management section is too prescriptive, particularly the key principles for the proposed community organisation, and the majority of this section should be deleted. At the very least it must be made clear that a Community Trust is not the only acceptable option.	Ongoing governance and management arrangements will be crucial to the success of Lodge Hill and its new community and it is therefore considered that the inclusion of this section in the Brief is essential. The Brief already states that while a Community Trust is the Council's preferred options (for the reasons set out in that section), alternative provision will be acceptable if it meet the principles set out. It is therefore important that the principles specified by the Brief are fit for purpose.	None necessary	Land Securities
Clarity needed on status of Hoo's current designation as a "rural service centre", and a more balanced approach to "risks" or "threats" to this centre and other local facilities is needed.	Hoo was defined as a "rural service centre" in the Kent and Medway Structure Plan 1996 and although this document no longer forms part of the development plan, the functioning of Medway's retail hierarchy has not changed significantly in the interim. It is important that the Brief addresses the relationship between Lodge Hill and existing communities on the Peninsula, and the impact on existing facilities is a key strand of that, and one which has been raised	Clarify relevant section to set out there is no intention of deliberate "over-provision", but still need to acknowledge potential impact on Hoo and other local facilities.	Land Securities

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	by many other consultees. However, it is noted that the provision at Lodge Hill, while it may be able to serve the wider Peninsula, is fundamentally intended to support the development itself.		
Direct contributions to support existing facilities (particularly retail) are not appropriate and there are other ways of mitigating impact.	The Brief already acknowledges that contributions can only be required where there is a direct and unacceptable impact, and stresses the need to take a strategic approach to provision in the first place, but it is acknowledged that there may be other ways of mitigating impacts.	Add reference to this section to clarify that financial contributions (if justified) are not the only potential solution to this issue.	Land Securities
Includes a request for Village Green registered under the Commons Act	A village green space (whether registered or not) could provide one of the many types of open space that will be required within the development.	Add requirement for landscape strategy to provide framework guidance on where different types of open space should be located within the overall development.	Open Spaces Society

Economy (Chapter 3)

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Development of the site must comply with the submitted economic strategy	Agreed, but this will be controlled through the planning application process rather than the Brief.	None necessary	Dickens Country Protection Society
Aspiration to prevent LH becoming a commuter town is difficult/unachievable	Disagree. Over half the of students at Medway's universities live in Medway and provision of high skilled jobs in business located at LH will create excellent opportunities for these students to stay local over the long term and purchase property on the development. Lower skilled jobs follow the creation of higher skilled jobs and with more affordable housing planned for the site this creates opportunities for a cross section of skill	None necessary	Lt Col (Retd) Beringer, Ms H Harrison, Mr & Mrs Davis, Mrs D Welch, G & M Russell, Mrs Beringer, High Halstow Parish Council, Frindsbury and Wainscott Residents Association, Cllr C Irvine, Mr & Mrs Stutely, Mr M Skudder

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	people to be working and living at LH		
Do not think as much business space as proposed will be deliverable	The success of this element is largely about marketing i.e. how the commercial offer is conveyed to the public, in addition to the quality of commercial facilities and support infrastructure. Medway has a lack of hi-spec commercial space but that does not mean there is no demand, as shown by the Innovation Centre Medway at Rochester Airport, which has become almost fully occupied in little more than 2 years. LH benefits (or can benefit) from many of the same advantages as the ICM and therefore can also achieve this.	None necessary	Ms H Woolmington, Mr J Allen
Broadband and mobile phone services in the rural area are abysmal and will impact on desirability of location for business	LH is an exemplar development that has to stand the test of time and the highest quality broadband availability will need to be delivered as part of this because modern infrastructure demands it as an 'as standard' feature. The Brief already identifies this as a necessary feature for successful delivery of business space.	None necessary	Ms H Woolmington
Emphasis on sustainable transport will undermine efforts to make Lodge Hill an economic centre	The Brief makes it clear that while sustainable transport must be an important part of the strategy for the site, a realistic balance must be struck taking into account the demand for private car use.	None necessary	Hoo Parish Council
Concern re. size of employment area - how can this be integrated with residential?	The size of employment area specified in the Brief (and as set out in the Core Strategy) is the minimum level that could accommodate the future employment potential of the site and helps to significantly raise the average earnings of Medway residents. The masterplan in the Brief shows where dedicated employment space could be provided, and the type of uses envisaged on the site are those which are most compatible with residential uses.	None necessary	Hoo Parish Council

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Is a rural/semi-rural location the right place for hotels?	A hotel offer goes hand in hand with providing excellent commercial office and other employment space, and would also be well placed in respect of the neighbouring golf course and other existing attractions on the Peninsula. It is entirely appropriate because the demand will be there from local businesses and their visitors.	None necessary	Hoo Parish Council, Cllr Tony Watson
Support inclusion of employment	Noted, but it must try to focus on higher value employment	None necessary	London & Quadrant Housing Association, Highways Agency
Support inclusion of retail	Noted	None necessary	London & Quadrant Housing Association
While support for homeworking generally is welcome, not convinced that there will be demand for live-work units	It is noted that these can be more difficult to deliver but they are not expected to be a significant proportion of overall provision and again marketing and supporting infrastructure and services can help to create a market in this location.	None necessary	London & Quadrant Housing Association
Clarity should be provided on the upper limit of employment space (and the timescales for this) as it will have traffic impacts	Agreed, but this should take place through the planning application process rather than the development brief, when these matters will be able to be considered in more detail.	None necessary	Highways Agency
High-speed broadband should be extended to existing villages	Planning legislation does not allow the Council to insist that developers be responsible for services and infrastructure that are not directly related to the needs and/or impact of their development. However, the very fact that Lodge Hill is being developed will also be a massive incentive to major telecoms providers to improve fibre connectivity on the peninsula. In addition the Council is exploring other avenues for improvement rural broadband infrastructure including a recent bid for Government funding to achieve this in the rural areas of Kent and Medway, which has been successful subject to securing match funding.	None necessary	High Halstow Parish Council, Cllr Tony Watson

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Hotels should not seek links with off-site users as this will increase the need for more, denser buildings and generate more traffic	Hoteliers will not discourage the opportunity of attracting off-site user business as their shareholders would not allow it. However, this has already been taken into account in the Brief and the evidence base that supports it so there is no reason why it should lead to denser buildings or more development than envisaged.	None necessary	Open Spaces Society
Why has less attention been paid to smaller-scale tourism demand - this is already successful on the Peninsula	It is noted that there is some existing successful small-scale tourism on the Peninsula and Lodge Hill may be well placed to provide a similar offer. However, no work has been undertaken specifically in relation to any additional demand that might arise through the Lodge Hill development, therefore the Brief cannot go further than a general principle of support, subject to the details that may come forward in any future planning applications.	Add to leisure section of Chapter 3 to confirm that there is already some successful small-scale tourism on the Hoo Peninsula.	Cllr Tony Watson
The amount of proposed business floorspace should be reduced (including employment in service sectors). It is not appropriate for Lodge Hill to be established as a business location and the suggested employment sectors are inappropriate, as is the provision of hotels or a university.	The amount of business floorspace required is set by higher-level policy documents and reflects the need to balance employment and residential uses as well as meeting the wider needs of the Medway economy. Lodge Hill is one of the highest potential sites in Medway for the type of business provision that will improve the local authority and if this opportunity is not taken it will undermine the economic strategy for the whole Medway area. The suggested business sectors are not an exhaustive list and the precise impacts of detailed proposals as they come forward will still need to be thoroughly assessed through the planning application process.	None necessary	Frindsbury and Wainscott Residents Association
The definition of economic development is too narrow	The Brief does not define economic development but discusses business space, service sector employment, retail and leisure in turn.	None necessary	Land Securities

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
<p>Brief does not respond to emerging government policy on economic development, including the Ministerial Statement on Planning For Growth and the draft NPPF, in particular with regard to the need for flexibility.</p>	<p>The Brief encourages flexibility in providing economic development at Lodge Hill, in particular the need to allow for a range of floorspace in order that jobs targets can be met through a variety of types of business use rather than reliance on a few specific sectors with high employment densities. However, if Medway is to meet its wider ambitions for economic growth, the importance of setting ambitious targets cannot be underestimated and the need for flexibility in how they are met does not override this. Furthermore, the NPPF is still in draft form and there is no certainty regarding the content of the final version, so it is cannot be given significant weight in the drafting of the Brief. Once it has been finally adopted, it will become a material consideration alongside the Brief in determining any future planning applications.</p>	<p>None necessary</p>	<p>Land Securities</p>
<p>Agrees that commitment and investment from developers is needed to establish Lodge Hill as a successful business location but feels this paragraph should confirm that Land Securities is committed to this and has been working in partnership with the Council to do so.</p>	<p>It is acknowledged that Land Securities have been working with the Council on strategies to ensure the success of the economic vision for the site.</p>	<p>Add confirmation that partnership working with the Council has been taking place and will continue to do so.</p>	<p>Land Securities</p>
<p>Paragraph 3.6 should not refer to a commuter village as this does not reflect the vision for the new community.</p>	<p>This paragraph specifically says that Lodge Hill's vision requires it to be more than a commuter village, but it is accepted that it could be reworded to explain the economic vision for the settlement more thoroughly.</p>	<p>Amend text to provide more detail on economic vision for Lodge Hill.</p>	<p>Land Securities</p>
<p>The minimum floorspace requirement for employment space is not a part of the relevant Core Strategy policy and should not be used to justify higher requirements in the Brief than in the Core Strategy.</p>	<p>It is acknowledged that the reference to a "minimum of 43,000m² business floorspace" is from the Core Strategy supporting text rather than the policy itself, but the Brief does not claim otherwise. It is necessary to consider floorspace requirements in order to meet the target of numbers of jobs in line with housing</p>	<p>None necessary</p>	<p>Land Securities</p>

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
<p>Consideration of likely jobs from relevant floorspace is too detailed for the Brief, speculative and pre-empt work that would need to be carried out as part of the planning application process. It should also note that many of the most densely occupied buildings can be single occupier buildings.</p>	<p>numbers, which is a specific requirement of the Core Strategy's parent policy.</p> <p>It is very important to have a clear vision for the employment provision at Lodge Hill so that it can fulfil its potential and help to move Medway's economy to a higher-value position. The Core Strategy sets out this aspiration very clearly but as a strategic document cannot go into the same detail as the Brief. It is therefore necessary to consider in more detail in this document how the economic vision for the site can be best achieved in practice. The point regarding single-occupier buildings is noted but there is nothing in the Brief which prevents these from coming forward, and it is considered important to ensure that the development provides for a range of employment types.</p>	<p>None necessary</p>	<p>Land Securities</p>
<p>The Brief should not be used to require floorspace above 43,000m² as this is not consistent with the Core Strategy and should be acknowledged as an ambitious target, not a minimum.</p>	<p>The Brief does not "require" floorspace above 43,000m² but encourages developers to aim higher than this in order to meet the potential of the development and to ensure that the job number required by the Core Strategy can be successfully provided. It is also noted that the Core Strategy itself refers to 43,000m² as a "minimum target" and the Brief is therefore entirely consistent with this.</p>	<p>None necessary</p>	<p>Land Securities</p>
<p>Requirement for high-quality infrastructure is too inflexible and should also allow for future changes.</p>	<p>High-quality infrastructure (specifically broadband) will be essential for Lodge Hill to be successful as an employment location but the point regarding the need to allow for future upgrading and changes to technology is noted.</p>	<p>Amend relevant section to allow sufficient flexibility for future changes in technology.</p>	<p>Land Securities</p>
<p>Assumptions can be made about the employment potential of homeworking, but it is inappropriate and unrealistic to expect workspace provision in all residential dwellings.</p>	<p>While it is accepted that some assumptions can be made about the employment potential of homeworking, this should not be relied on to meet the job figures set out in the Core Strategy as it is a fast-evolving market. The point</p>	<p>Amend requirement for homeworking space to apply to a high proportion of residential dwellings.</p>	<p>Land Securities</p>

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	regarding workspace accommodation in all dwellings is accepted but a reasonable proportion should still provide space for this.		
Business space delivery will need to respond to market demand and developers should not be required to justify variations from the phasing in line with residential development.	It is accepted that market demand will have a role in determining the uptake of employment space at Lodge Hill, but there needs to be some control over this to avoid a situation where all of the employment space is lost to other uses or left vacant while the residential portion is built out. This is essential to ensure the sustainability of the development and that it meets its economic potential. It is considered that the provisions in the Brief already allow sufficient flexibility to respond to changing market circumstances.	Add reference to phasing needing to be agreed through the planning application process, but retain need to justify variations from it once agreed.	Land Securities
Higher education provision should not have to be additional to employment floorspace as it often includes a mix of uses and is essential to meeting Medway's ambitions for the area.	The importance of higher education to the local economy is accepted and where proposals come forward for mixed education/employment uses they will be assessed on their own merits and the portion of the development that provides higher-value employment will be counted as such, but allowing employment floorspace to be substituted for straight educational floorspace would undermine the economic potential of the development.	None necessary	Land Securities
Retail provision at Lodge Hill will improve the Peninsula's sustainability by reducing the need to travel off the Peninsula and this should be acknowledged.	Noted	Add reference to sustainability in travel patterns	Land Securities
It is inappropriate for the Brief to specify a preferred location for hotel development.	Although there are sound reasons for the location referred to in the Brief to be preferred for hotel development, it is accepted they are not the only ones that may be acceptable.	Amend reference to hotel locations to give more flexibility.	Land Securities

Environment (Chapter 4)

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Kingsnorth power station should not be counted as a suitable source of power for Lodge Hill given the uncertainty around its future	It is acknowledged that there is no certainty that the replacement Kingsnorth power station will come forward, but the potential for waste heat if it does is too significant to discount it at this stage. There is also the potential for waste heat from Dam Head Creek power station, which already has a supply of waste heat.	None necessary	Hoo Parish Council
Wind turbines should not be considered	Technology in the renewable energy sector is developing so rapidly that it would not be sensible to rule out specific options. However, the Brief does acknowledge the potential visual and amenity issues from wind turbines, and states that they will only be acceptable where these impacts can be minimised.	None necessary	Hoo Parish Council
Completely agree that no further stress should be put on existing water supplies but would like to know how this can be accomplished	The Brief refers to a mixture of demand reduction measures and new infrastructure investment. There have been discussions with Southern Water at all stages of planning for the development and they have confirmed that sufficient supply can be provided for Lodge Hill and other growth in the area.	Add reference to Southern Water discussions to infrastructure section of Delivery chapter.	Hoo Parish Council
SUDs system should be contained within the site not using adjacent agricultural land and not causing flooding downstream of existing watercourses - BREEAM standard for water run-off gives some confidence in this respect	Noted. The final details of the SUDs system will be determined through the planning application process and in consultation with the Environment Agency.	None necessary	Hoo Parish Council
Concerned re. potential noise and air quality impacts at construction and development stage	Noted	Add a section on construction stage impacts to the Delivery chapter.	Hoo Parish Council, Mrs D Welch, Mr J Allen, Cooling Parish Council, High Halstow Parish Council, Cllr C Irvine, Cllr Tony Watson

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Electric vehicles only shift air quality issues, not remove them	Noted, but the discussion in the Brief was in relation to local air quality issues, so there is still a role for electric vehicles in managing this. In addition, as the electricity grid is decarbonised over time the pollution from grid electricity will be lower than from petrol. Electric cars will also provide the storage needed for an energy grid fuelled by non-polluting renewable energy technologies.	None necessary	Hoo Parish Council
Ancient woodland and SSSI must be protected at all costs	Noted	None necessary	Hoo Parish Council
Assessment of impact on other nearby SSSIs must be carried out at an early stage before any development taking place	Agreed, although Natural England will need to advise on what level of assessment and/or mitigation is appropriate at each stage of the development.	None necessary	Hoo Parish Council, Cllr C Irvine
Existing problems with water supply with be exacerbated	The Brief specifies a number of demand reduction measures and Southern Water have confirmed that sufficient supply can be provided subject to investment.	None necessary	Mr & Mrs Hillman, Cllr C Irvine, Mr S Bailey
Heat load should not dictate phasing at expense of other considerations as this could affect viability	Heat load is not the only consideration but delivering heavy users at the beginning of a phase where possible will help to make any CHP system as efficient as possible.	Rephrase relevant section to clarify that heat load is not the only consideration.	London & Quadrant Housing Association
Concerned that high environmental standards (Code for Sustainable Homes 5/6) will impact viability as properties in Medway do not carry a premium	Sustainability is a key aspect of the vision for Lodge Hill and setting high standards for environmental performance is part of that. Furthermore, if the standards are set at the outset then they can be taken into account at the stage of land purchase by parcel developers and have less of an impact on viability. However, the Brief allows for relaxation of the standards for a phase where there is a sound justification, and viability would be a matter that can be taken into account through the planning	None necessary	London & Quadrant Housing Association

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	application process. It should also be noted that the long timescale for delivery means that Code Level 5 or 6 will be required under national timescales for much of the development's lifetime.		
Negotiations with power providers re. heat connection should not be allowed to delay development	The Brief does specify that links to existing power providers should be taken forward where feasible , and provided that any CHP system is built with the capability for later connection there is no reason why this should delay initial phases of development.	Clarify references to connection to existing power providers with respect to timing.	London & Quadrant Housing Association
Existing residents should be fully involved in proposals for renewable energy generation	The Brief encourages ongoing community involvement in all aspects of the development over its lifespan.	None necessary	London & Quadrant Housing Association
Reference to climate change adaptation should include wildlife corridors for movement of species	Noted	Add reference to wildlife adaptations to box 4.3	Natural England
Support ambition to meet Level 5 and 6 of Code for Sustainable Homes	Noted	None necessary	Southern Water
Rainwater harvesting is useful but cannot be relied on during drought periods	Noted. Rainwater harvesting will not be relied on when the calculations are made to determine supply for the development.	None necessary	Southern Water
Grey water recycling systems will need to be safely maintained in perpetuity	Noted	Add reference to ongoing maintenance to relevant section.	Southern Water
Investment in both water supply and sewerage/wastewater treatment will be required to service the development and Southern Water will require funding from the developer to enable this (assuming they are selected as supplier)	Noted	None necessary	Southern Water
Connection to existing sources of heat should be prioritised above new sources	Noted, but this depends on the feasibility of such connections.	None necessary	Environment Agency
Support measures to reduce waste and suggest various additional measures that can be considered	Noted	Amend detail of text to reflect advice.	Environment Agency

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
<p>Note the further discussions on contamination and remediation will be needed at detailed application stage</p> <p>Surface water run-off should be restricted to greenfield rates</p>	<p>Noted</p> <p>BREEAM Communities, as specified in the Brief, already requires surface water run-off to be restricted to the rates from the pre-developed site, but reverting to a greenfield rate on a previously developed site such as this is considered to be an unduly onerous requirement. It is also noted that changes in hydrology can be damaging to the nearby SPAs, and the Brief requires consideration of this issue.</p>	<p>None necessary</p> <p>None necessary</p>	<p>Environment Agency</p> <p>Environment Agency</p>
<p>Support statements regarding SUDs and offer further detailed advice</p>	<p>Noted</p>	<p>None necessary</p>	<p>Environment Agency</p>
<p>Encourage use of rainwater harvesting and grey water recycling</p>	<p>Noted</p>	<p>None necessary</p>	<p>Environment Agency</p>
<p>Would prefer off-site sewage treatment - arrangements should be made with an appropriate undertaker</p>	<p>Noted, but it is not appropriate for the Development Brief to specify this level of detail. The developer will need to reach agreement with their service provider independently of the planning process. As proposals for provision come forward they will need to be judged on their individual merits.</p>	<p>None necessary</p>	<p>Environment Agency</p>
<p>Development should incorporate highest levels of water efficiency</p>	<p>The Brief requires high levels of water efficiency through the use of Code for Sustainable Homes and BREEAM targets which have minimum water use requirements.</p>	<p>None necessary</p>	<p>Environment Agency</p>
<p>Welcome sustainable approach to biodiversity</p>	<p>Noted</p>	<p>None necessary</p>	<p>Environment Agency</p>
<p>Mitigation land should be designated as SSSI once delivered to ensure long-term protection</p>	<p>Long-term protection of the mitigation land will need to be secured but SSSI designation (which is in any case not within the powers of the LPA) is not necessarily the most appropriate. The planning application process will determine the details, most likely through a s.106 legal agreement.</p>	<p>None necessary</p>	<p>RSPB</p>

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Caveat re. relaxation of environmental policies with sufficient justification undermines purpose of chapter and environment protection	This caveat is necessary because not all phases will be able to meet all standards. However, it is not intended to apply to ecological standards, which are an absolute requirement.	Clarify this section to exclude ecological policies.	RSPB
Do not accept that it is possible for these proposals to meet the aim of enhancing the natural environment	Noted	None necessary	Open Spaces Society, Medway Countryside Forum
Do not agree that proposed list of uses for SSSI buffer zone are appropriate - it will not be a buffer at all if all this is provided	The list of potential uses for the buffer zone has been drawn up in consultation with Natural England but the Brief does also state that as much as possible of the buffer should remain undeveloped.	None necessary	Open Spaces Society, Medway Countryside Forum
Dust during construction will have impact on living conditions of neighbouring villages	Construction stage impacts will have to be considered. The Brief specifies that measures to limit and mitigate air quality impacts will need to be put in place during the development, and that this includes construction stage.	None necessary	Mr S Bailey
Don't think this is an appropriate site for an "exemplar of sustainability"	The principle of development on this site has been set by higher-level policy documents. Sustainability is a key consideration for all development and because Lodge Hill is large-scale and starting from scratch there is a lot of potential to incorporate sustainable measures into the development. It is therefore considered that it is entirely appropriate for Lodge Hill to aim for exemplar status.	None necessary	Cllr Tony Watson
Further work is needed on proposals for a buffer zone to the SSSI to ensure it is effective	The Brief recommends a 200m buffer based on discussion to date with Natural England. The developer will need to plan for buffer zones in more detail through the planning application process.	None necessary	Dickens Country Protection Society
Biodiversity survey work done to date is inadequate, particularly for nightingales	The Brief highlights the significance of the site for nightingale and a number of other species. The developer will be required to provide evidence to support their proposals through the planning application process, which is likely to include further survey work. Natural England will	None necessary	Ms C Knott, Ms S Pain, Mr C Lucas, D Johnson, Mr J Walsham, Mr A Roman, Ms M Tilley, Ms H Stanforth, Mrs J Hobbs, Mr M Howes, Mrs L Howes, Mr G Raffa,

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	advise on the adequacy of survey work for each stage as part of this process.		Frindsbury and Wainscott Residents Association, Mr R Marchese, Mrs C Felix, Mr D Felix, RSPB, Ms J Coppin, Ms L Wintle, Cllr Tony Watson
An equal amount of habitat to that lost needs to be created off-site	The Brief addresses this issue and indicates any lost habitat must be replaced either on or off-site and that it may be necessary to provide more than that lost in order to compensate for potential loss of quality. The final details on habitat loss and delivery mechanism for replacement of this will be determined through the planning application process in consultation with statutory agencies.	Review para 4.71 and 4.72 to make this requirement more specific	Ms C Knott, Ms S Pain, Mr C Lucas, D Johnson, Mr A Roman, Ms M Tilley, Ms H Stanforth, Mrs J Hobbs, Mr M Howes, Mrs L Howes, Mr G Raffa, Mr R Marchese, Mrs C Felix, Mr D Felix, Cllr C Irvine, RSPB, Ms J Coppin, Ms L Wintle
It is unlikely to be possible to retain nightingale habitat on-site as nightingales are susceptible to disturbance so this will also need replacing	The Brief addresses this issue and indicates any lost habitat must be replaced either on or off-site and that it may be necessary to provide more than that lost in order to compensate for potential loss of quality. On-site habitat that is not ecologically functional for a key species will not be able to be counted as retained or replacement habitat. The final details on habitat loss and delivery mechanism for replacement of this will be determined through the planning application process in consultation with statutory agencies.	Add reference to functionality of retained habitat influencing the requirements for replacement.	Ms C Knott, Ms S Pain, Mr C Lucas, D Johnson, Ms J Crawley, Mr J Walsham, Mr A Roman, Ms M Tilley, Ms H Stanforth, Mrs J Hobbs, Mr M Howes, Mrs L Howes, Mr G Raffa, Mr R Marchese, Mrs C Felix, Mr D Felix, RSPB, Ms J Coppin, Ms L Wintle
Nightingale habitat (dense scrub) can take 10-15 years to establish and should be in place before any development	The Brief requires replacement habitat to be functioning before the original habitat is lost. The final details of habitat loss and delivery mechanism for replacement of this will be determined through the planning application process in consultation with statutory agencies.	None necessary	Ms C Knott, Ms S Pain, Mr C Lucas, D Johnson, Ms J Crawley, Mr J Walsham, Mr A Roman, Ms M Tilley, Ms H Stanforth, Mrs J Hobbs, Mr M Howes, Mrs L Howes, Mr G Raffa, Mrs S Jennings, Mr R Marchese, Mrs C Felix, Mr D Wintle, RSPB, Ms J Coppin, Medway Countryside Forum,

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Development will have unacceptable impact on wildlife	The Brief highlights the ecological importance of the site and the requirement for further surveys to be undertaken to further inform proposals from the developer in order to mitigate ecological impacts. This will be considered in further detail through the planning application process in consultation with statutory agencies.	None necessary	Ms L Wintle Mr & Mrs Hillman, Mrs L Bannar-Martin, Mrs D Welch, Mr J Allen, Mrs S Ahmad, Ms W White, High Halstow Parish Council, Mr D Macfarlane, Frindsbury and Wainscott Residents Association, Cllr C Irvine, Mrs M Cripps, Mr R Cripps, Ms J Martin, Cllr Tony Watson
Development Brief should reflect the need for further ecological surveys at detailed application stage as well as at outline, and for the surveys to reflect best practice	The Brief states that further surveys will be needed in support to any outline application to ensure that the ecological value of the site is fully understood; it is likely that there will also be more detailed requirements at later stages.	Strengthen para 4.67 to highlight likely requirement to repeat surveys or provide further detail at subsequent detailed application stages	Natural England, KWT, RSPB
Reference to impact on existing habitats should reflect indirect impact as well as direct loss	Para 4.69 indicates potential for direct and indirect impacts.	Strengthen reference to indirect impacts on retained habitat and the potential for this to influence the requirements for replacement.	Natural England, KWT, RSPB
Replacement habitat must consider ecological functionality	The Brief does refer to the need for ecological functionality of the replacement habitat to be considered, but it is accepted that this could be strengthened.	Strengthen references to ecological functionality of replacement habitat to reflect this requirement	Natural England
Welcome aim to enhance biodiversity as well as conserved, but should strengthen reference to habitat linkages as part of this	Reference in the draft Development Brief needs to be strengthened to reflect this	Strengthen the need for linkage to assist with functionality and the potential references to the potential for this to enhance biodiversity	Natural England
Species and habitats of conservation concern should be included as well as protected species	Acknowledged.	Update definition of high value habitats to reflect this advice.	Natural England
Buffers around ancient woodland may need to be variable depending on the	The Brief allows for flexibility in buffers around ancient woodland and the distances cited are	None necessary	Natural England

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<p>species supported</p> <p>It is not only the Thames Estuary & Marshes SPA/Ramsar site that may be impacted by the proposals</p>	<p>only a guideline.</p> <p>The Brief also refers to the potential for impact on the Medway Estuary and Marshes SPA/Ramsar site and detailed consideration of its impacts will be needed through the planning application process. A full HRA for the Core Strategy is also being finalised, which will consider the likelihood of impacts on other protected areas.</p>	<p>Update Brief to refer to Core Strategy HRA conclusions once complete and clarify potential for impact on multiple SPA/Ramsar sites and need for this to be thoroughly assessed through the planning application process.</p>	<p>Natural England</p>
<p>Further clarity is needed on the potential impact and mitigation for other nearby SSSIs</p>	<p>Detailed consideration of impacts of nearby SSSIs will take place through the planning application process but on the basis of discussions with Natural England to date, further clarity can be added to the relevant section.</p>	<p>Update relevant section based on advice in Natural England comments.</p>	<p>Natural England</p>
<p>Development Brief does not recognise true ecological value of the site</p>	<p>The ecological value is recognised through inclusion of detailed ecology policy however the land uses which have led to the creation of this are not summarised.</p>	<p>Minor changes to add reference to relationships between habitats on site.</p>	<p>KWT</p>
<p>The importance of inter-relationship of different habitats should be recognised</p>	<p>The Brief refers to the importance of on ecological networks in considering habitat loss, but greater recognition can be made of the value of habitat "mosaics".</p>	<p>Review relevant sections to strengthen ecosystem considerations.</p>	<p>KWT</p>
<p>Do not think Brief should allow for reduction in SSSI buffer</p>	<p>The proposals relating to buffer zones in the Brief are based on discussions to date with Natural England. Detailed proposals for extent and land use will be considered through the planning application process.</p>	<p>None necessary</p>	<p>KWT, RSPB, Open Spaces Society</p>
<p>Uses proposed in buffer may impact on its use as retained/replacement habitat and this may also need to be mitigated off-site</p>	<p>The uses identified as suitable for the buffer zone are based on discussion to date with Natural England. Detailed consideration to proposals for the buffer zone will take place through the planning application process. Impact on ecological functionality of retained habitat will need be taken into account when</p>	<p>Add reference to functionality of retained habitat influencing the requirements for replacement.</p>	<p>KWT</p>

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	determining the amount of off-site mitigation required and it is accepted that the uses in the buffer zone may have an impact on this.		
Provision of SSSI buffer is supported but its purpose should be clear; it is unlikely to be sufficient to prevent predation by cats, for example.	The Brief identifies that there will be direct and indirect impacts on ecology and its recommendations are based on discussions to date with Natural England. Detailed consideration of the ecological impact of the proposal, including proposals for the extent and land use of the buffer zone will be considered through the planning application process.	None necessary	RSPB
A full assessment of disturbance impacts from existing footpaths must be undertaken and mitigation provided	The developer will need to provide detail on green infrastructure for the site to consider impacts and mitigation	None necessary	RSPB
Ancient woodland will need similar protection to SSSI	Buffer zones for ancient woodland are included in Development Brief in recognition of the importance of these areas	None necessary	RSPB
Welcome the recognition of potential impacts on SPA/Ramsar sites, and other nearby SSSIs i.e. bird disturbance, and the need for mitigation of these.	Noted	None necessary	RSPB
Not convinced that timescales for development will allow any replacement habitat to be functioning in time	The developer will be required to provide details on habitat loss and delivery mechanism for replacement of this through the planning application process, in consultation with statutory agencies.	None necessary	Open Spaces Society, Medway Countryside Forum
There is no evidence to show that creating replacement habitat for nightingales can be successful	The developer will be required to provide details on habitat loss and delivery mechanism for replacement of this through the planning application process, in consultation with statutory agencies	None necessary	Frindsbury and Wainscott Residents Association, Open Spaces Society
Believe that the nightingale population amounts to more than 1% of the UK population	The figure for nightingale population is a best estimate on the basis of current information, but it is acknowledged that it could be higher. Detailed consideration of ecological impacts will take place through the planning application process; it is likely that this will require further	None necessary	Medway Countryside Forum

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	survey work and if the nightingale population is found to be more significant this will be taken into account.		
Proposed "policing" of green areas is unacceptable	The developer will be required to provide details on future management of open space through the planning application process; ecological considerations and public amenity will both have to be taken into account.	None necessary	Cllr Tony Watson
Development plan has not taken into account the importance of this site for nightingales/the needs of the nightingale population	Nightingales are specifically recognised as being ecological important on this site. Detailed consideration of ecological impacts will take place through the planning application process.	None necessary	Mrs S Jennings, Mr R Marchese, Medway Countryside Forum, Cllr Tony Watson
The SSSI should not be included within the site boundary	The site (allocation) boundary is set by higher-level policy documents but in any case its inclusion within the boundary does not imply any acceptance of development in this area.	None necessary	Frindsbury and Wainscott Residents Association
There is no mechanism for ensuring that off-site mitigation land will come forward	The planning application process can ensure that an appropriate amount of off-site mitigation land is delivered; the role of the Brief is to highlight the need for this to be thoroughly considered.	None necessary	Frindsbury and Wainscott Residents Association
There is no evidence for the statement that burying and capping of contaminated soils is unlikely to be sufficient. References to risk from contaminated soils should confirm that it is "unacceptable risk" that needs to be avoided, and discussions of phasing of remediation works are too speculative to be included in the Brief.	The evidence base that supports the Core Strategy includes information relating to contamination, and this statement is also based and on discussions with the Environment Agency which have been ongoing for some time. The discussion of phasing is in general terms only.	Amend references to phasing to acknowledge that this is yet to be determined.	Land Securities
It should be confirmed that the construction code of practice can be submitted through conditions.	The Brief already states this; the requirement to have the code of practice prior to commencement of development is necessary in whatever form it may be submitted if it is to be fit for purpose.	None necessary	Land Securities
Charging points etc. for electric vehicles will only be necessary if these are	It is considered that electric vehicles will need to form part of the strategy for the site, whether for	Clarify references to electric vehicles to confirm that	Land Securities

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
<p>considered as appropriate measures for the site as the scheme progresses.</p>	<p>sustainability or air quality reasons. However it is accepted that the supporting text is not as clear on this point as it could be.</p>	<p>provision will be needed.</p>	
<p>All statements regarding the significance of the site for ecology or the potential for impacts should be qualified to confirm that these can be mitigated. There should also be reference to ongoing work that the developer is undertaking with Natural England and other bodies.</p>	<p>Mitigation is discussed in the Brief and it is not considered appropriate to water down references to the significance of the site as this is one of the fundamental constraints affecting its capacity and deliverability; it would also contradict consultation responses received from ecology bodies including Natural England. However, a general statement regarding mitigation can be included.</p>	<p>Add statement regarding potential for mitigation of ecology impacts and beginning of ecology sections.</p>	<p>Land Securities</p>
<p>The nightingale population is not believed to be as much as 1% of the UK population; this should refer to Kent, not just the surroundings of Lodge Hill.</p>	<p>This is directly contrary to comments from ecology bodies who believe that the nightingale population around Lodge Hill may even be higher than 1% of the UK population. Information on the RSPB's website suggests that Kent holds around 25% of the UK population. However it is acknowledged that the figure in the Brief is an estimate based on current best knowledge and detailed consideration of proposals through the planning application process will need to be based on up-to-date surveys.</p>	<p>None necessary</p>	<p>Land Securities</p>
<p>Requirements for off-site replacement habitat should clarify that this will be based on consultation with Natural England and will consider quality of habitat as well as quantity.</p>	<p>The Brief already states that it is the value of the habitat (ecologically) rather than its size that is the key consideration in determining the amount of replacement habitat required. The final requirements will be determined through the planning application process and this will include consultation with Natural England and other ecology bodies.</p>	<p>Add reference to clarify that the final amount of off-site mitigation will be determined through the planning application process.</p>	<p>Land Securities</p>
<p>The Brief should explain how the definition of "high value habitats" was reached.</p>	<p>This definition was put forward by Natural England who are the statutory body in respect of ecology and will eventually need to agree any mitigation proposals put forward. It is not considered necessary to set this out in the Brief.</p>	<p>None necessary</p>	<p>Land Securities</p>

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<p>The SSSI buffer zone should be referred to as "up to 200m" and it is inappropriate to define a geographical area at this stage.</p>	<p>Ecology is a very significant issue affecting the proposed development and therefore it is entirely appropriate to show the probable extent of the buffer zone on a map basis. In any case the image must be read together with the accompanying paragraphs. It is not considered appropriate to specify "up to 200m" as the Brief already states that reductions may be acceptable with justification, but this will have to be determined when detailed proposals are considered through the planning application process.</p>	<p>None necessary</p>	<p>Land Securities</p>
<p>The table of uses that may be allowed in the buffer zone should make clear that this is not an exhaustive list, and should include nursing home/assisted living accommodation.</p>	<p>The list of uses in the table are those which Natural England have accepted may be able to be accommodated in the buffer zone without undermining its purpose. Should proposals for alternative uses come forward they would be assessed on their own merits through the planning application process, however the Council does not wish to encourage this in the Brief as this may undermine the need to ensure that the SSSI is not damaged by the development. Elderly or specialist accommodation is already included.</p>	<p>Confirm in supporting text that other proposals would have to be considered on their merits through the planning application process.</p>	<p>Land Securities</p>
<p>Provision of brown or green roofs and green walls may conflict with other objectives such as needing to provide solar panels, and are not the only measure that will bring the required biodiversity benefits.</p>	<p>This point is accepted, but it is part of the vision for Lodge Hill that it relates to its countryside setting and "greening" the development as much as possible is one way to accomplish this.</p>	<p>Clarify that green/brown roofs and green walls are not the only possible biodiversity measures.</p>	<p>Land Securities</p>
<p>Requirement for mitigation of recreational pressure on nearby SSSI should not assume that this will be necessary in advance of detailed assessment work being undertaken, and must also be proportionate to the impact of the development.</p>	<p>Based on current available evidence and ongoing discussions with Natural England, it is considered very likely that there will be an impact and consequent need for mitigation, but it is accepted that the exact form of this must be determined through the detailed work required as part of the planning application process and</p>	<p>Clarify relevant sections to confirm that mitigation is only required in order to meet impacts found to arise from the development.</p>	<p>Land Securities</p>

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
<p>the mitigation requirements must be proportionate.</p> <p>The Brief does not place restrictions on how the development is built, merely on what standard of environmental performance is achieved. This is the same approach that is taken by the Code for Sustainable Homes and the Building Regulations. The Brief allows for changing technologies and practices over time.</p>	<p>the mitigation requirements must be proportionate.</p> <p>The Brief does not place restrictions on how the development is built, merely on what standard of environmental performance is achieved. This is the same approach that is taken by the Code for Sustainable Homes and the Building Regulations. The Brief allows for changing technologies and practices over time.</p>	<p>None necessary</p>	
<p>It is beyond the role of the Brief to require that all new development <i>must</i> be designed in a certain way to take account of environmental issues. There needs to be an element of flexibility as technologies may change over the course of the development period.</p> <p>It is considered that the third sentence of paragraph 4.2 should be reworded to read: 'The vision for Lodge Hill is to provide an exemplar for the Thames Gateway in the way that it minimises its impact on the environment and provides for an excellent quality of life for all its residents.' This would be in accordance with the vision for the site set out in the emerging Core Strategy.</p> <p>The desire for the Lodge Hill site to establish a standard for the Thames Gateway in terms of sustainability needs to be balanced with the need to deliver all other aspects of the site.</p>	<p>The third sentence of paragraph 4.2 merely reflects the aspiration of Medway's Core Strategy, in both the vision and the key principles it sets out.</p> <p>Noted</p>	<p>None</p>	
<p>The scope to relax individual environmental standards if they cannot be met should have regard to the development as a whole rather than the specific phase, and in the context of the BREEAM Communities framework, as sustainability at Lodge Hill should be considered on a site-wide basis.</p>	<p>Failure to consider sustainability on a phase-by-phase basis could lead to a significant reduction in the overall sustainability of the development. However, it is accepted that for some standards there may be scope to consider the sustainability achievements of the site as a whole rather than on an individual phase basis, given the need to take a holistic view.</p>	<p>Add reference to considering sustainability on a site-wide basis as well as phase-by-phase.</p>	
<p>It would helpful to include an explanation as to why an Interim (BREEAM</p>	<p>The interim certificate is not required as it doesn't provide significant additional information</p>	<p>Add explanation as to why the interim certificate is not</p>	

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Communities) Certificate is not needed.	and places a high regulatory burden on the developer.	required.	
It is unnecessarily onerous to require sustainability statements to be submitted stating how the requirements of the Brief have been met.	It is agreed that the Development Brief should not increase the requirements of the Development Plan, rather it provides guidance on how the aspirations of the Development Plan can be achieved. A sustainability statement is required to be submitted in any case and therefore this provides guidance as to what it should contain.	None.	
It would be helpful for the text within paragraph 4.8 to confirm when the relevant targets will apply (i.e. at the end of the development?)	The targets will be required at the time of the detailed planning application for each land parcel.	The text will be amended to state when the targets will apply.	
The sustainability standards should be amended to reflect the national timeline for the achievement of Code for Sustainable Homes, and that BREEAM target for the development should be to achieve BREEAM 'Excellent'. A BREEAM 'Outstanding' rating should not be imposed within the draft DB if it is not a realistic target.	To ensure that Lodge Hill meets its exemplar vision higher sustainability standards are required than are prescribed nationally. It should be noted that the national standards are set to allow the least economically viable schemes to still be affordable. Lodge Hill by virtue of its location and size is more viable than many areas across the country.	None	
Paragraph 4.9 states 'It is therefore essential that the energy demand of the new buildings at Lodge Hill are minimised and that renewable energy resources are installed.' This would benefit from rewording to read '... the energy demand of new buildings at Lodge Hill is minimised through a range of strategies including renewable energy.' It should also be noted that this is where possible and appropriate.	As the use of renewable energy doesn't reduce energy demand, the proposed amendment is not appropriate. It is always possible and appropriate to reduce energy demand and install renewable energy technologies; elements of this are already required by current legislation such as the building regulations.	None	

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<p>Paragraph 4.10 of the draft DB refers to setting specific energy efficiency targets. Land Securities is it appropriate to set specific energy efficiency targets standards in the Brief process, given its remit to provide 'guidance' and recognising that it needs to retain a sufficient element of flexibility in the face of evolving technologies and for future resilience.</p>	<p>No matter what evolving technologies there are it is still essential that energy demand is reduced through energy efficiency measures. These standards are in line with the Government's proposed zero carbon definition that will come into play in 2016 and will apply to majority of the homes built on site in any case.</p>	<p>None</p>	
<p>The passive design measures in Box 4.1 should be confirmed as illustrative, particularly in the context that a number of the measures may not be applicable to the Lodge Hill development. It should also be noted that natural ventilation is not always the most desirable solution and should therefore be caveated with "where possible".</p>	<p>The Brief already states that these are suggested principles that can be applied to achieve the target, not absolute requirements. Natural ventilation is always a desirable solution that should be implemented wherever possible, but if there are any buildings that due to their use cannot be ventilated naturally (such as chemical laboratories) these will be assessed on a case-by-case basis.</p>	<p>Add "where possible" to references to natural ventilation.</p>	
<p>The energy efficiency figures quoted are not standards of energy consumption, but refer to the maximum allowed energy demand associated with heating and cooling dwellings. These figures do not include lighting, energy associated with the running or use of appliances, or cooking, and should be re-worded accordingly.</p>	<p>Noted</p>	<p>Reword to reflect accurate definition</p>	
<p>The use of planning conditions/obligations to ensure that all buildings would be connected (if an energy network is planned) is unduly onerous, as it may not be possible or desirable for all buildings to be connected to such an energy network.</p>	<p>It is not thought that there would be cases where it would be undesirable to connect the buildings to the network. However, if there are these will be assessed on a case-by-case basis.</p>	<p>Add caveat to text confirming that it is demonstrated that it would not be appropriate to connect a building to the network this will be considered on a case-by-</p>	

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
<p>Would connecting existing buildings to a decentralised energy system at Lodge Hill (should this option be pursued) mean a larger energy centre requirement? Connection of any off-site buildings to an energy system on the Lodge Hill site should not be the responsibility of future developers, and it would not be appropriate to pursue this option if it required infrastructure over and above that necessary to serve the development.</p>	<p>It is unlikely that a significantly larger energy centre would be required to accommodate this. However, it should also be noted that if users outside the development were connected to the energy network, heat/energy sales would almost certainly be on a commercial basis which would cover the costs of this. Also, if connection of off-site heat users was proposed as part of the “allowable solutions” element of zero carbon, this would be the developers responsibility in any case.</p>	<p>None</p>	
<p>Requirement for use of waste heat from Damhead Creek or Kingsnorth power stations is too onerous as currently worded.</p>	<p>The Brief already states that this is subject to considering the feasibility of such a connection (which would include financial viability). However, the current wording is required to ensure that if such a connection is feasible that it is taken forward.</p>	<p>None.</p>	
<p>The green text setting out actions in connection with any proposals for a decentralised energy system for Lodge Hill should recognise viability as a constraint in connecting to existing heat sources and should define a communal heating system and if this applies to commercial as well as residential properties. The design of space for plant rooms is too prescriptive as it is a matter to be considered at detailed design stage.</p>	<p>Noted. The Brief will be used to determine detailed applications as well as outline applications, it therefore needs to cover the level of detail required for both.</p>	<p>Amend wording to recognise viability as a constraint, explain communal heating in more detail and make it clear that detail relating to plant rooms is only required at the detailed planning application stage.</p>	
<p>The renewable technologies listed in the Brief as suitable for use at Lodge Hill are not the only ones that should be considered for the Lodge Hill site.</p>	<p>The Brief already recognises that different technologies may come forward in the future and will also be considered on a case-by-case basis.</p>	<p>None</p>	

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<p>It is expected that all CO2 emissions above the carbon compliance threshold can be addressed through allowable solutions, not just those associated with unregulated energy uses. Also, the Brief should not incorporate a list of preferred options for allowable solutions given that these may be superseded by national requirements when they are published.</p>	<p>The Brief does not say that only unregulated emissions can be offset using allowable solutions. The list of preferred allowable solutions provides a hierarchy that can be followed between now and the publication of the Government's guidelines, and the Brief already acknowledges that this will be subject to compliance with the national guidelines when they are provided. Even when these are provided they may not include a hierarchy and it is therefore appropriate to set local priorities.</p>	<p>None</p>	
<p>It should be sufficient for the scope of a water cycle strategy to be submitted at outline stage, with the detail to follow at Reserved Matters stage. This would allow a bespoke site-specific strategy to be developed alongside the detailed design of the scheme.</p>	<p>The water cycle strategy is a site-wide document and needs to be considered at the very earliest master planning stages to ensure that sufficient water will be available for the site and surrounding area. It is acknowledged that further detail or updating may be needed at detailed stages and this can be allowed for through the use of planning conditions.</p>	<p>None</p>	
<p>Key flood flow paths should not be blocked unless suitable mitigation can be provided – at the moment this caveat is not included in the main text.</p>	<p>Noted</p>	<p>Include reference to possible mitigation</p>	
<p>A definition should be provided of 'as locally as possible' for sourcing materials – suggest using the BREEAM Communities definition, which is a 50 mile radius from the site, and that this should be where possible'. 50% locally sourced is unrealistic and should be by volume rather than value; recycled materials should be by mass rather than value, and should this be specific to road materials? All of these should be worded as targets not</p>	<p>The need for a definition is accepted. The standards set out are the minimum that would be acceptable on the Lodge Hill site. It is considered that local sourcing of 50% by volume of construction materials is achievable as much of this will be made up of aggregate, but a reduction to 40% is considered an acceptable compromise. The recycling target refers to all construction materials, not just road materials. This can be changed to a mass rather than a value requirement, but as aggregate (which is</p>	<p>Include a definition of locally sourced materials (i.e. within a 50 mile radius) and amend targets for local and recycled materials.</p>	

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
standards to maintain flexibility and be realistic.	the most commonly recycled material) is much heavier than other materials that have a higher embodied energy it would then be necessary to increase the percentage of materials required to be recycled to 30%.		
It is not appropriate to prescribe requirements in respect of materials over and above those set out by the Code for Sustainable Homes and BREEAM. There should be an element of flexibility in achieving BREEAM and Code ratings, which this prescriptive list is considered to limit.	There are only a small number of prescriptive elements and these are areas that are of particular importance at Lodge Hill, such as water saving and stimulating the local economy. These are in line with the vision for Lodge Hill that is set out in Medway's Core Strategy. The rest (vast majority) of the Code for Sustainable Homes and BREEAM areas are flexible. This includes the materials specifications.	None	
It is inappropriate to include specific measures supporting local food production within the Brief; at most, it should refer to measures to seek to increase local food production where possible. The provisions regarding allotments and food-growing space are too detailed and onerous.	As stated in the Brief, food production has a significant environmental impact and it is important for this to be addressed as part of the sustainability considerations for Lodge Hill. However, it is accepted that this must be considered holistically and food production is not the only issue. The Brief will be applicable to detailed as well as outline planning applications and therefore some guidance is more detailed than would be required for an outline planning application.	Amend wording to confirm that these requirements should be met where they do not unduly conflict with other objectives for the site.	
The Institute of Civil Engineer's Demolition Protocol is applied as a project management tool that ensures that the potential to recover resources from demolition (and refurbishment) has been considered and implemented effectively and should only be referred to for this (i.e. not construction).	Noted	The text will be amended to clarify that this only relates to demolition and not construction.	

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It may not be possible to use roof spaces as outdoor space or for biodiversity if the space is needed to accommodate solar technologies.	Noted	Amend text to incorporate this caveat.	
Mitigation against the future impacts of climate change in accordance with the measures in Box 4.3 should ensure that the requirement is not unduly onerous.	The Brief already states that the measures in box 4.3 should be included "where appropriate" and it is therefore considered that this is not unduly onerous.	None	

Transport (Chapter 5)

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Lack of evening buses is of more concern than supposed "infrequent service"	Noted, although experience elsewhere suggests that more frequent services are also required to improve take-up of public transport.	Update references to existing bus service in Transport chapter to include concerns regarding evening services.	Cllr Tony Watson
Any blockage or congestion of the A228 has huge impacts on Peninsula community as it is the only route in and out.	The importance of the A228 to the existing Peninsula community is accepted. It is the applicant's responsibility to demonstrate how their proposals will impact on the local road network and show how they will mitigate the transport impacts of the scheme to achieve a nil-detriment scenario. The Brief already sets this out.	None necessary	Lt Col (Retd) Beringer, Ms Harrison, Mr & Mrs Davis, Mrs D Welch, Mrs Beringer, High Halstow Parish Council, Mr M Skudder, Cllr Tony Watson
Congestion during construction process	Construction stage impacts can be controlled through the planning application process by requiring the developers to commit to a code of construction practice. Specific transport issues relating to traffic impact during the construction phase will need to be addressed within the accompanying Transport Assessment.	Add section on construction stage impacts into Delivery chapter, and clarify in relevant section that construction traffic should be considered as part of the required Transport Assessment.	Lt Col (Retd) Beringer, Mr C Barr, M Bannar-Martin, Mr & Mrs Davis, Mrs Beringer, Cllr C Irvine, Mr M Skudder, Cllr Tony Watson

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Public transport to the area is inadequate and the development will exacerbate this situation	The limitations of existing public transport services on the Peninsula s noted, but the Brief requires development of the Lodge Hill site to improve this situation by delivering a high quality bus service linking the site with Strood railway station, P&R at Whitewall Creek and other key destinations. Bus priority measures required as part of this will also benefit existing services, and there is potential for new services to include some of the nearby existing settlements.	None necessary	Lt Col (Retd) Beringer, Mr C Barr, Mr & Mrs Davis, Mrs Beringer, Frindsbury and Wainscott Residents Association, Cllr C Irvine, Mr M Skudder
Increased congestion on local road network	It is the applicant's responsibility to demonstrate how their proposals will impact on the local road network and show how they will mitigate the transport impacts of the scheme to achieve a nil-detriment scenario. The Brief already sets this out.	None necessary	Lt Col (Retd) Beringer, Ms C Bucknall, Ms H Harrison, Mr N Latimer, Ms S Russell, Mr & Mrs Hillman, Mrs L Bannar-Martin, Mr M Bucknall (2), Mr M Bucknall (1), Ms A Bucknall, M Bannar-Martin, Mrs E Slatcher, Mr & Mrs Davis, Mrs D Welch, Mrs S Ahmad, G & M Russell, Mr M White, Mrs Beringer, Cooling Parish Council, Cllr C Irvine, Medway Countryside Forum
In practice the majority of access will be by private car so the transport strategy should avoid an over-reliance on walking, cycling and public transport.	The Brief encourages measures that will increase uptake of sustainable measures by making them a viable alternative to private car transport and it is important that these are carried through to the transport strategy that supports any future planning applications. However, it is accepted in the Brief that the private car will remain an important means of transport for many households and workers at Lodge Hill and this must also be catered for. The exact details of how this is accomplished will be determined through the planning application process and will need to consider	None necessary	Dickens Country Protection Society, Hoo Parish Council, Mrs F Smitherman, Mrs S Whitebread, Frindsbury and Wainscott Residents Association, Cllr C Irvine, Mr S Bailey

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<p>Improvement of walking/cycling links may have unintended impacts e.g. on the SSSI and through parking at the Cliffe Woods end of the routes. Road access may also come under pressure.</p>	<p>realistically the balance between different modes of transport.</p> <p>The Brief acknowledges the potential for ecological impact resulting from increased use of walking and cycling links, and the exact details of this together with any necessary mitigation measures will be determined through the planning application process in consultation with statutory undertakers. A full assessment of the impact on local road network must be carried out as part of the planning application process, and the Brief highlights that this will have to include consideration of links to nearby villages.</p>	<p>None necessary</p>	<p>Dickens Country Protection Society</p>
<p>Concerns remain as to whether satisfactory access can be achieved from Four Elms Hill</p>	<p>It is the applicant's responsibility to demonstrate how their proposals will impact on the local road network and show how they will mitigate the transport impacts of the scheme to achieve a nil-detriment scenario. The Brief already sets this out, and acknowledges that improvements to Four Elms Hill, Four Elms Roundabout and A228 to Lodge Hill will be needed to provide additional capacity. The evidence base supporting the Core Strategy and the Development Brief indicates that it will be possible to provide access from Four Elms Hill subject to the necessary improvements.</p>	<p>None necessary</p>	<p>Dickens Country Protection Society, Mr N Latimer, Frindsbury and Wainscott Residents Association, Cllr C Irvine, Cllr Tony Watson</p>
<p>Rat-running will be a problem for High Halstow, Cliffe and Cliffe Woods, Cooling and Upnor, and any measures to minimise it will result in severance between the villages.</p>	<p>The Brief acknowledges that potential for rat-running through smaller villages is an issue that will need to be considered by the applicant through the planning application process. It is likely that measures to deter rat running will be planned and but a specific requirement of these will be to avoidance severance between villages as connecting Lodge Hill to the existing community is one of the key objectives set out in the Core Strategy and the Brief. It is likely that</p>	<p>Amend relevant section to clarify the importance of retaining local connections while limiting increases in through traffic, and to specify that monitoring is likely to be required to determine the level of intervention necessary.</p>	<p>Dickens Country Protection Society, Hoo Parish Council, Cllr C Irvine</p>

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	the need for and design of measures to reduce rat-running will be considered in response to a monitoring programme for the affected routes.		
Welcome the recognition of the transport impacts of other growth in the area but must ensure that funding for infrastructure connected with this is achieved or it will negate any benefits from the Lodge Hill improvements	Funding for infrastructure connected with other developments will be considered separately as those proposals come forward. However, the Brief acknowledges the need for wider network solutions to address other traffic growth.	None necessary	Dickens Country Protection Society
Access should be from the B2000/A289 not from Four Elms Hill as one road off the Peninsula is insufficient/it cannot cope	The evidence base that supports the Core Strategy and the Brief indicates that it is possible to create access from Four Elms Hill but final details will need to be considered through the planning application process. The significant landscape impact of a connection to the A289 or B2000 would also have to be considered if proposals to connect to either of these roads were put forward.	None necessary	Mr P Childs, Hoo Parish Council, Mrs F Smitherman, Mrs S Whitebread, Cllr Tony Watson
Public transport other than buses should be considered (i.e. rail or trams)	The Brief already outlines the reasons for preferring a bus-led public transport solution, mainly because this is the most cost-effective method. The objective is to provide a very high quality public transport service to support the development. If this can be accomplished through use of buses, there is no justification for further consideration of other modes. However, any proposals that came forward would be considered on their merits through the planning application process.	None necessary	Mr P Childs, Hoo Parish Council, Cllr Tony Watson, Mr R Sands
The Medway Tunnel will need upgrading and a separate river crossing for pedestrians, cyclists and public transport should be provided.	It is not possible to undertake minor capacity improvements to the Medway Tunnel and the expected traffic generation from Lodge Hill would not be high enough to trigger a need for major capacity increases and consequent major infrastructure works. The solution for the wider road network will need to take into account the existing capacity of the Medway Tunnel, and	None necessary	Mr P Childs, Cllr Tony Watson

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	<p>this will be considered in more detail through the planning application process. The issue of a separate river crossing for pedestrians, cyclists and public transport is continuing to be considered as part of the Council's wider objectives for transport in the Medway area but is not a Lodge-Hill specific issue.</p>		
<p>Transport issues have not been fully addressed by the Development Brief.</p>	<p>It would not be appropriate for the Brief to go into further detail on transport solutions or to set out a final solution as the transport issues associated with any forthcoming development will need to be considered through the planning application process and will be dependent on the exact proposals that come forward. However it does highlight the need for further studies and technical work to be carried out.</p>	<p>None necessary</p>	<p>Ms H Woolmington, Mr & Mrs Barclay, Mr M White</p>
<p>Town centre parking (cars and cycles) for residents of other villages to use the shuttle buses should be provided</p>	<p>This would effectively turn the Lodge Hill town centre into a park and ride site, which is not considered appropriate as it would undermine the liveable and welcoming town centre character that is sought. Cycle parking however will be provided in the town centre and could be used by bus passengers if desired. In the longer term there may be potential for other rural bus routes to link into Lodge Hill.</p>	<p>None necessary</p>	<p>Ms H Woolmington</p>
<p>Town centre parking should not be charged</p>	<p>The development brief states that a balance is needed between catering for car users and encouraging more sustainable forms of transport, and the use of parking charges is one possible tool that can be used to establish this balance. The Brief requires a parking strategy to be submitted with any outline planning application for the site and this will therefore be considered in more detail through the planning application process.</p>	<p>Clarify that parking strategy is to address commercial and public parking as well as residential.</p>	<p>Ms H Woolmington, Hoo Parish Council</p>
<p>It is supposition that existing villages are within easy walking/cycling distance of</p>	<p>800m is generally taken as a proxy of a ten-minute walking distance when considering</p>	<p>None necessary</p>	<p>Hoo Parish Council, High Halstow Parish Council</p>

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facilities proposed at Lodge Hill	access to local services. Both Hoo and High Halstow are just outside this distance to the site but within a 15-minute walking distance. Cliffe Woods is slightly further. Cyclists can travel a little further in similar times. Therefore it is reasonable to say that the villages are within walking/cycling distance, although this does not mean that everyone in the villages will choose to do so. The Brief also sets out the need for improvements in connectivity such as a foot & cycle bridge over the A228.		
Cycleways must be provided off-road for safety reasons, and may need to be segregated from pedestrians as well	The safety implications of cyclists sharing road space depends on the nature of the road, such as speed limits, visibility and similar. On busy, higher-speed roads a separate cycleway would be encouraged. However, this is a matter that will be considered through the planning application process as detailed proposals are brought forward for each part of the road network. The need for segregation between cyclists and pedestrians is something that can also be considered on a case-by-case through this process.	None necessary	Hoo Parish Council, Open Spaces Society
Improvements to walking/cycling links should be begun before development commences	Early provision of walking and cycling improvements is encouraged, but to meet the legal requirements for developer contributions through the planning process the exact phasing of this must be directly linked to the impact or needs of the development.	None needed	Hoo Parish Council
Improvements to public transport will need to be significant	Agreed.	None necessary	Hoo Parish Council, Mr & Mrs Stutely
Improved bus services should benefit existing villages as well	Agreed. The Brief already specifies that the bus route should serve Hoo St Werburgh. Planning legislation does not allow development to be required to mitigate existing problems where they are not linked with the development, but the bus service can be designed in such a way	None necessary	Hoo Parish Council, Clir C Irvine

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	to maximise its usefulness to the existing community without breaching this principle.		
There must be commitment to subsidy for bus service and associated road improvements	Agreed. The Brief specifies that developer subsidy and funding will be required where the necessary standards cannot be met commercially.	None necessary	Hoo Parish Council
Bus priority measures at Four Elms roundabout will exacerbate the existing congestion problems	The final proposals for Four Elms Roundabout will be determined through the planning application process. The provision of bus priority measures is an important part of the overall strategy for the site, but the applicant will have to demonstrate that their proposals can be implemented without having a detrimental impact on other road users.	None necessary	Hoo Parish Council
Dux Court Lane access will cause rat-running and should be for buses/emergency services only	The size and location of the site and the scale of development proposed are such that a secondary access towards this end of the site is likely to be necessary, and Dux Court Road is the most obvious solution of this. However, the final details of the proposed access strategy will need to be considered through the planning application process.	None necessary	Hoo Parish Council
Improvements to Four Elms Roundabout and beyond should be in place before major growth at Lodge Hill	The Brief states that infrastructure improvements will be need to be timed in line with phasing to ensure appropriate infrastructure is in place by the time it is needed. The final details and phasing will be determined through the planning application process.	None necessary	Hoo Parish Council
Parking spaces should be allocated as not to do so will cause inconsiderate and chaotic parking	Research carried out nationally shows that unallocated or shared parking is often a more efficient means of provision provided the overall level is sufficient. The Brief requires that a parking strategy to be submitted with any outline planning application, which will consider the exact form of any shared parking in more detail.	None necessary	Hoo Parish Council
Residents' parking permits would be unfair	Residents' parking permits or an element of charged parking are only one possible element	None necessary	Hoo Parish Council

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	of a parking strategy for the site. The Brief requires a parking strategy to be submitted with any outline planning application for the site and any proposals for a permit system within this will be considered in more detail as part of the planning application process.		
Car club is welcome but its impact on car ownership remains to be seen	While the exact impact on car ownership is difficult to predict, it forms an important strand of the overall transport strategy for the development.	None necessary	Hoo Parish Council
Needs of High Halstow are being ignored - Dux Court Road should be improved all the way to the village, not just to the Lodge Hill entrance	There is a conflict between this view and other concerns raised regarding rat-running as improvements to Dux Court Road would be likely to increase the potential for greater levels of through traffic. In any case, it is not possible under existing planning legislation to require a developer to implement or fund works that are not directly related to their proposals and there is therefore no justification for upgrading the remainder of Dux Court Road.	None necessary	Mrs F Smitherman, Mrs S Whitebread
Additional traffic and proposed changes to the road network will increase road safety problems	Road safety issues have to be considered as part of the proposals. There is potential for significant improvements in some areas, such as the provision of pedestrian/cyclist footbridges over the A228 and A289. A Transport Assessment will be required to accompany any outline application for the site and this issue will be considered in more detail through this process.	None necessary	Mr J Allen, Frindsbury and Wainscott Residents Association
The proposed bus route should go to Medway Hospital	This would significantly lengthen the bus route and may make the required high level of service unviable. The Brief cannot therefore make this a required destination of the Lodge Hill bus service. However, it is recognised as an important destination for Peninsula residents and it will be important that the bus route enables easy connections for onward journeys	Clarify the need for the bus service to enable easy and reliable onward connections to destinations such as Medway Hospital.	Mr J Allen

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	to the Hospital and other destinations away from the main bus route.		
Four Elms Roundabout needs an underpass	Although the Brief has highlighted the need for improvements on this junction, it cannot specify the final solution as this level of detail will have to be determined through the planning application process and the solution will depend on the exact proposals that come forward.	None necessary	Mr J Allen
Support proposals to improve transport links	Noted.	None necessary	London & Quadrant Housing Association
Houses should have at least 2 allocated spaces, including garages for larger properties	It is not practical to specify this level of detail in the Development Brief. The Brief states that a balance is needed between catering for car users and encouraging more sustainable forms of transport, and the provision of parking is one tool that can be used to influence this balance. The Brief requires a parking strategy to be submitted with any outline planning application for the site and this will therefore be considered in more detail through the planning application process.	None necessary	London & Quadrant Housing Association
Would be concerned if Lodge Hill Lane becomes major access, and how will it cope with bus traffic	The Development Brief states that Chattenden Lane/Lodge Hill Lane is not suitable as the main site access, and developers will have to demonstrate through the planning application process that suitable access arrangements are being made to prevent this from happening. It is already used as a bus route, although not at the level of frequency envisaged in the Brief, and it is accepted that it is likely there will need to be some changes to the road layout, in particular the traffic calming, to accommodate the greater bus use.	Clarify status of Lodge Hill Lane/ Chattenden Lane in relation to site access and bus route.	Ms D Francis
Support for encouragement for sustainable transport modes ahead of private cars	Noted	None necessary	Highways Agency

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Clarity is needed on the long-term position of the bus service and whether subsidy will continue if needed	Agreed, but it would be more practical to ensure that all possible measures to make the service viable are implemented, as it is unlikely to be possible to require developer subsidy in perpetuity. Ongoing monitoring and review of bus service use to ensure that the quality of service is being achieved should also be provided, to undertake other measures to enhance it if it is not being as well used as expected.	Add to relevant section to clarify long-term status of bus service.	Highways Agency
High frequency buses should run in the pm peak as well as the am peak	Agreed	Amend Box 5.1 to refer to the timing of evening peak services	Highways Agency
Subsidised or free bus passes to encourage sustainable transport should be secured as part of the travel plan for the site	The Brief requires these measures to be considered but whether they are implemented or not will depend on the final package of proposals in the Travel Plan that comes forward through the planning application process.	None necessary	Highways Agency
It is not clear whether Lodge Hill is expected to be the only development impacting on (and therefore contributing to) J1 of the M2 or whether it is expected that contributions will be pooled with other (unspecified) developments. It should be made clear that impact on this junction is the responsibility of the Lodge Hill developer alone	Agreed, but the developer of Lodge Hill can only be made responsible for the impact on this junction insofar as it relates to its traffic generation from the development	Clarify the relevant section	Highways Agency
Impact on parking in Rochester and Strood for train stations	The Brief emphasises the need for a very high quality bus service to Strood station, and the suggested longer route also includes Rochester station. This is intended to reduce the level of car traffic to these destinations, but the overall impact will need to be considered through the planning application process as part of the Transport Assessment to accompany any outline planning application.	None necessary	Cllr C Irvine

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Increased capacity on commuter train services will be needed	This will need to be considered at the planning stage when a prediction of the level of rail passengers can be made and future capacity planning can take place. It may be more of an issue in terms of platform/waiting capacity.	Add reference to rail capacity needing to be assessed through the planning application process.	Cllr C Irvine
Development traffic will impact on access to Medway City Estate & Medway Tunnel	The Brief recognises that traffic from Lodge Hill will have an impact on the wider road network, and specifically considers the A289 corridor, which includes these locations.	None necessary	Cllr C Irvine
Use of Dux Court Road as access is unreasonable as most traffic will be going back towards Wainscott anyway	The size and location of the site and the scale of development proposed are such that a secondary access towards this end of the site is likely to be necessary, and Dux Court Road is the most obvious solution of this. However, the final details of the proposed access strategy will need to be considered through the planning application process.	None necessary	Mrs M Cripps, Mr R Cripps
More detail is needed on proposals for Four Elms Roundabout	Although the Brief has highlighted the need for improvements on this junction, it cannot specify the final solution as this level of detail will have to be determined through the planning application process and the solution will depend on the exact proposals that come forward. The Brief sets out the requirement for further information and technical work to be provided through this process.	None necessary	M Oseman
Existing bus service 191 is as direct as possible	Accept this point, though the route is still fairly lengthy	Amend references to existing bus route 191	Arriva Southern Counties
Support need for bus priority measures	Noted	None necessary	Arriva Southern Counties
Support need to make as much of the new development as possible accessible to buses	Noted	None necessary	Arriva Southern Counties
Bus priority measures need to be in place from the outset to ensure the service is reliable and attractive; subsidised tickets alone will not be sufficient	Agreed. The Brief specifies a preference for bus priority measures to be in place from the outset, however in the light of this consultation response and other ongoing discussions this	Strengthen reference to bus priority measures in Brief to emphasise need for early implementation.	Arriva Southern Counties

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
<p>Bus service should also serve Rochester train station and Isle of Grain</p>	<p>could be strengthened. The suggested bus route in the Brief does pass Rochester Station. The Isle of Grain is in the other direction and would significantly lengthen journey times, making the required high quality service unviable. However the importance of linking routes to other destinations is recognised.</p>	<p>Clarify the need for the bus service to enable easy and reliable onward connections to other destinations.</p>	<p>Cllr Tony Watson</p>
<p>Buses using the central reservation is ridiculous</p>	<p>This refers to a proposal from the prospective developer and is not referenced in the Development Brief. The final proposals for the road network improvements, including bus priority measures, will be considered in more detail through the planning application process.</p>	<p>None necessary</p>	<p>Cllr Tony Watson</p>
<p>Requiring a "high" proportion of shared surface spaces could undermine other objectives such as creating a permeable network of streets.</p>	<p>Shared surfaces do not need to undermine permeability if they are well designed and the Brief already states that they must be considered as part of a holistic movement strategy and should be used "where possible".</p>	<p>None necessary</p>	<p>Land Securities</p>
<p>Requirements for off-site links pedestrian and cycle links should be more general and any requirements for financial contributions must be directly related to the impact or needs of the development.</p>	<p>No specific routes have been identified but it is considered appropriate for the Brief to highlight the most important destinations. It is acknowledged that any financial contributions must be directly linked to the impact or needs of the development, and this will be assessed through the planning application process. However, where road improvements will be needed anyway, it is important that these make provision for pedestrians and cyclists.</p>	<p>None necessary</p>	<p>Land Securities</p>
<p>Bus priority should not be an absolute requirement as it should depend on traffic flows on the upgraded road system. It should also be clear that the phasing of bus priority measures (e.g. on Four Elms roundabout) is proportionate to the impact of the development.</p>	<p>The provision of bus priority measures is an important part of ensuring that the bus service is recognisably high quality and encouraging people to consider it as a viable alternative to private car use. This is as much about perception of the service as about the technical issue of journey times and delays, therefore bus priority measures are required regardless of</p>	<p>Add reference to relevant section to clarify the reasons behind requiring bus priority measures.</p>	<p>Land Securities</p>

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	traffic flow on the road system following upgrades, including at Four Elms roundabout at an early stage. However, it is accepted that the final details of these measures may vary depending on the road solution that is in place.		
Request minor wording changes to paragraphs 5.23 and 5.27 and Figure 5.3 to ensure that operational feasibility is taken into account and that the bus route is recognised as indicative.	Agreed	Minor wording changes to relevant sections.	Land Securities
The proposed bus service standards are too detailed for inclusion in the Development Brief, and the requirement for the bus service and priority measures.	The provision of a high quality bus service is a crucial part of the transport strategy for Lodge Hill and it is essential that it meets key standards to achieve the expected level of use; without this the traffic impact of the development would be greater as well as undermining the scheme's sustainability. The Brief already allows for some variation of the standards where there is sound justification for this and therefore it is not felt to be too prescriptive. It is also important that it is in place early enough that the first residents can develop sustainable travel habits, and the Brief allows for phasing of the final service to ensure it is proportionate to the demand arising as the development is built out.	None necessary	Land Securities
It is unreasonable to require the Lodge Hill bus service to be capable of using smart ticket technology when it is not known when this might be rolled out across Medway.	This is not unreasonable as existing operators are already installing technology on buses so that they can use a smart ticket system when it is rolled out. Furthermore it may be possible for the Lodge Hill bus service to use some form of smart ticketing in advance of it being on the rest of Medway's services.	None necessary	Land Securities
If free or subsidised season tickets are to be provided this should be for a time-limited period only.	It is accepted that it would not be reasonable to require this indefinitely; this was not the intention of the relevant section.	Clarify wording	Land Securities
Site access zones in Figure 5.5 should accord with those shown on the Concept	It is noted that there was a slight error on Figure 5.5 in relation to the Four Elms Hill access zone.	Correct Figure 5.5	Land Securities

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Plan in the Core Strategy and the Brief should not provide any greater detail/prescription as this will be done through the planning application process.	The Brief's role is to provide a greater level of detail than can be done in the Core Strategy but it is accepted that the final determination will take place through the planning application process.		
The Brief does not provide an accurate picture of current congestion issues at Four Elms roundabout	Congestion at Four Elms roundabout is a known issue which was identified in the transport work carried out for the Core Strategy, and will need to be addressed for the development of Lodge Hill to proceed. However, it is accepted that the wording could be clarified.	Clarify wording to accurately reflect current situation at Four Elms roundabout	Land Securities
Upchat Road bridge only requires replacing if a bus lane is provided running underneath and should not be presented as an absolute requirement. Also note that recent survey work demonstrates it does not need to be completely replaced to meet structural standards	Noted, but as set out in the Brief, bus priority is a key part of the transport strategy therefore requiring bridge replacement. The Council has not had access to the survey work referred to and therefore the statement in the Brief that the structural condition of the bridge is unknown remains correct; in any case this does not address the issues of design life, only its current condition.	None necessary	Land Securities
Financial contributions towards wider road schemes must be directly proportionate to impact from Lodge Hill.	Agreed; this is the intention of the current text.	Clarify wording to confirm proportionality of any contribution requirements.	Land Securities
Reference to no. dwellings served by different types of road is too prescriptive	These are only intended to be indicative	Change wording to clarify that these figures are indicative	Land Securities
Consider that secondary road layouts may be dealt with through detailed applications rather than at outline stage	Noted, although it is considered that some broad principles should be established at outline stage	Amend wording to give flexibility in timing of secondary road network details.	Land Securities
The car will still be an important mode of transport for residents and workers at Lodge Hill parking strategy for the site will need to balance sustainability with this.	Noted; the Brief already states this.	None necessary	Land Securities
The parking strategy should be submitted at detailed stage with only the scope need	The parking strategy must be a site-wide document therefore needs to be agreed prior to	Amend text to allow for agreement of parking	Land Securities

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
to be agreed at outline stage. It should also not be subject to regular updates as this would cause uncertainty to future developers.	the first detailed planning application. However it may be acceptable for this to be achieved through conditions. The need for review is very important given the timescale for development of the site; the wider context of car use is likely to change over this time (e.g. through increasing fuel costs or new technology) and it is important that any lessons from early phases are learnt from. The exact frequency and/or triggers for such reviews will be determined through the planning application process.	strategy through conditions where appropriate	
The Brief should not stipulate provision of a car club as it is only one option among a number that can be considered, and are unsure where there is evidence that it is as effective as claimed.	Research carried out into car clubs is primarily in the context of major metropolitan areas (e.g. by TfL in 2007) but has confirmed their effectiveness. A car club is a crucial component of the transport strategy for Lodge Hill, although it is acknowledged that there are other measures that should also be considered.	None necessary	Land Securities

Character (Chapter 6)

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Unacceptable loss of/impact on woodlands	The Development Brief emphasises the need to protect existing woodlands; no loss of ancient or high quality woodlands is proposed. The potential for indirect impacts is also acknowledged in the Brief and Natural England will continue to be involved in discussions on detailed proposals.	None necessary	Mrs F Smitherman, Mrs S Whitebread, Frindsbury and Wainscott Residents Association, Mr & Mrs Hillman, Cllr Tristan Osborne, Cllr Tony Watson
A market town is not an appropriate form of development for this area and its landscapes and history	"Market town" is a very general description and the intention is that the concept will be tailored to respond to the specific local character of this area, for example its' topography, landscape and local buildings styles. Market towns are a feature of rural areas throughout Kent and	Strengthen wording of relevant section to ensure the requirement to respond to local character and context is clear.	Cllr Tony Watson

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Development will destroy the historic importance of the site	South East England. The Development Brief stipulates that the history of military use should be reflected through the layout and landscape treatment of the site. It also requires the developer to make provision for interpretation of heritage features. See Heritage section 6.37-6.50 and following policy	None necessary	Lt Col (Retd) Beringer, Mr & Mrs Davis, Mrs Beringer
LH will damage/destroy the rural character of the area	The importance of the rural context of the development site, and the need to protect and conserve this rural context is highlighted in Policy covering items 6.3 and 6.4. This approach is supported by the Medway Landscape Character Assessment (LCA).	Strengthen this policy to include protection and enhancement of the surrounding rural character of the area.	Lt Col (Retd) Beringer, Mr C Barr, Mrs S Jennings, Ms S Russell, Mrs F Smitherman, Mrs S Whitebread, Mr M Bucknall (2), Mr M Bucknall (1), Ms A Bucknall, Mrs E Slatcher, Mr & Mrs Davis, Mrs S Ahmad, Mrs Beringer, Cllr C Irvine, Medway Countryside Forum, Mr & Mrs Stutely, Mr M Skudder, Cllr Tony Watson
One large supermarket with franchises would be less susceptible to vandalism/becoming run down than a "High Street"	The town centre will provide a strong central core and focus of activity for the surrounding community. It is felt that a well-designed high street with a mix of uses, linked to a new supermarket, will provide the best opportunity to create a strong sense of place for the new Lodge Hill development. This approach is supported by guidance under items 6.53 – 6.55, Box 6.2 and following policy.	None necessary	Ms H Woolmington
Welcome the emphasis on retaining landscape features and providing screening to High Halstow	Noted	None necessary	Ms H Woolmington
Military heritage including existing buildings is important and should be retained	It will not be possible to retain all existing buildings. However, the Development Brief requires the history of military use to be reflected through the layout and landscape treatment of the site, and for provision of interpretation of heritage features to be made.	None necessary	Hoo Parish Council, Cllr Tony Watson, Mr R Sands

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	Appendix 3 also itemises those buildings which are considered more important, where consideration should be given to their retention.		
Agree that the surrounding countryside is an exceptional setting and must be preserved	The importance of the rural context of the development site, and the need to protect and conserve this rural context is highlighted in Policy covering items 6.3 and 6.4. This approach is supported by the Medway Landscape Character Assessment (LCA).	Strengthen this policy to include protection and enhancement of the surrounding rural character of the area.	Hoo Parish Council
Flats, apartments and high density housing is not appropriate for a rural area	The higher density, larger scale development will be focussed principally on the town centre (and to a lesser degree on local centres). The edges and more sensitive parts of the development will be at a reduced scale and lower density. This has been judged an appropriate way of respecting and reducing impacts on the rural setting of Lodge Hill.	None necessary	Hoo Parish Council
Suggest the maximum building height should be 2-3 storeys to preserve rural character	The higher density, larger scale development will be focussed principally on the town centre (and to a lesser degree on local centres). The edges and more sensitive parts of the development will be at a reduced scale and lower density. This has been judged an appropriate way of respecting and reducing impacts on the rural setting of Lodge Hill.	None necessary	Hoo Parish Council
Lodge Hill will extend urban fringe into rural Peninsula	The Development Brief recognises the importance of the rural context of the development site, and the need to protect and conserve this. The need to retain separation between Lodge Hill and existing rural settlements and urban areas is one of its key objectives. It is also supported by other policy documents such as the Medway LCA.	Strengthen sections 6.8-6.12 and following policy to emphasise importance of openness of this area and need for visual screening at key points (with final extent to be determined through the planning application process).	High Halstow Parish Council, Cllr C Irvine
Buffers/separations between Lodge Hill and surrounding areas must remain strong	The Development Brief recognises the importance of the rural context of the development site, and the need to protect and	Strengthen sections 6.8-6.12 and 6.18-6.22 (and following policies) to	P & V Richardson

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	<p>conserve this. The need to retain separation between Lodge Hill and existing rural settlements and urban areas is one of its key objectives. It is also supported by other policy documents such as the Medway LCA.</p>	<p>emphasise importance of openness of these areas; separation to surrounding settlements as well as main urban area; and need for visual screening at key points (with final extent to be determined through the planning application process).</p>	
<p>Long build programme and possible future changes in economic circumstances will undermine any efforts to create a coherent masterplan</p>	<p>The challenges of dealing with a long build programme are acknowledged in the Brief. The developer will be required to prepare design codes which will help to provide coherence across the whole development as the masterplan develops. In addition, a design review is encouraged to provide regular reviews of the masterplan and design codes over the lifespan of the project.</p>	<p>Update section on Design Codes to reflect different stages of detail over ongoing design programme. Strengthen requirement for design review of subsequent stages.</p>	<p>Cllr C Irvine</p>
<p>Guidance on density and building height should be more prescriptive</p>	<p>Figure 6.14 provides broad guidance on densities for different parts of the site. Table 6.1 provides indicative building heights for different areas. It is not possible to be more prescriptive at this stage as the full impact of any proposal will have to be assessed through the planning application process.</p>	<p>Update section on Design Codes to include requirement for density areas to be set, and to reflect need for further detail at different stages of the ongoing design programme. Update masterplan section to refer to subsequent stages of design and planning process and to encourage regular masterplan reviews.</p>	<p>Open Spaces Society</p>
<p>Do not agree that small-scale development should be permitted on or close to the ridge</p>	<p>The Development Brief makes it clear that any small-scale development proposals for this area will be carefully scrutinised for their impact on the wider landscape. It is not appropriate to rule them out completely as there are existing</p>	<p>None necessary</p>	<p>Open Spaces Society</p>

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	heritage features in this area, which will require restoration, maintenance and interpretation. Some small-scale development may be the best method for ensuring this.		
Areas of Local Landscape Importance should not be replaced by Landscape Character Assessment	The decision to replace ALLI designations with Landscape Character Assessment has been taken by higher-level policy documents in association with current government guidance under PPS7.	None necessary	Open Spaces Society, Medway Countryside Forum
Woodland planting must be provided to ensure development is not visible from High Halstow	The issue of visual impact of new development from High Halstow is recognised by the Development Brief, which includes recommendations for woodland planting to minimise this.	Update relevant section to refer to the importance of Landscape and Visual Impact Assessment in determining the extent of planting and other mitigation through the planning application process.	Mr S Bailey
Development should not be permitted in the corner of the site by High Halstow	The issue of visual impact of new development from High Halstow is recognised by the Development Brief, which includes recommendations for woodland planting to minimise this. However, it is not appropriate for the Development Brief to rule out all development in this area as any proposals will have to be assessed in detail through the planning application process and their appropriateness will depend on their exact impacts.	Update relevant section to refer to the importance of Landscape and Visual Impact Assessment in determining the limits of developable area and the extent of planting and other mitigation through the planning application process.	Cllr Tony Watson
Open spaces should be left natural, not "designed"	A natural space is not necessarily a space that has not been designed. There is likely to be a place for both "natural" and more formal spaces within the overall development. Emphasis particularly at the edges and throughout the Green Grid network should be on natural spaces with biodiversity value but formal sports facilities, gardens, allotments and play areas will	Add requirement that landscape strategy should provide framework guidance on areas that may be more appropriately designed to remain natural in character and those that may require a more formal	Cllr Tony Watson

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	<p>need to form part of the open space mix throughout the development. There is potential for the landscape strategy and design codes to provide more guidance on this to inform detailed design stage, but this should not be over-prescriptive. The Development Brief requires landscape design for individual development parcels to take account of the existing context and features. Detailed proposals will be examined on their merits through the planning application process.</p>	design treatment.	
<p>Any countryside management plan for Hogmarsh Valley must prioritise protection of agricultural land and use</p>	<p>The Brief indicates the adopted Landscape Character Assessment is to be utilised to inform plans in the Hogmarsh Valley. This supports retention and strengthening of rural character, but while agriculture is acknowledged in the Brief as an important use in this area, we cannot pre-judge at this stage what the conclusions and recommendations of any countryside management plan regarding land use may be.</p>	None necessary	Hoo Parish Council
<p>Interested in proposals for countryside management plan for urban fringe area Would like more information/examples of small-scale measures proposed for potential countryside management plan area. Also note that MOD may not have any responsibility for this area following development.</p>	<p>Noted</p>	None necessary	Open Spaces Society
<p>Some elements of the landscape character may have been overstated in the Brief (e.g. visibility of Chattenden Barracks area, degree of woodland on Chattenden Ridge)</p>	<p>The potential for a countryside management plan was raised by local stakeholders and the Council would not wish to pre-empt what their aims and priorities may be if they choose to proceed with it. It was understood that the MOD wished to continue with training activities in much of this area, but landowner references can be made more generic.</p>	Change references to MOD to "landowner"	Land Securities
<p>The Brief should not specify woodland planting to the High Halstow edge as</p>	<p>Noted</p>	Ensure wording accurately reflects current situation	Land Securities
	<p>The Brief already states that woodland planting "may" be appropriate but it is considered a</p>	None necessary	Land Securities

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
<p>alternatives may be acceptable.</p>	<p>beneficial measure that would address a number of issues and therefore it is not appropriate to remove the reference entirely.</p>		
<p>Suggested protection of landscape features in less sensitive landscape areas is overly stringent.</p>	<p>Successful integration of Lodge Hill into the surrounding landscape context is a vital element of planning for the development and while areas may be less visually sensitive it does not mean that protecting and incorporating landscape features into the development should be discounted in these areas.</p>	<p>None necessary (although please note this section has been re-written in response to other comments)</p>	<p>Land Securities</p>
<p>References to public art should confirm that this can be dealt with by condition rather than as part of the outline application.</p>	<p>The Brief already acknowledges that much of the detail of the public art strategy will come forward after outline application stage.</p>	<p>None necessary</p>	<p>Land Securities</p>
<p>Heritage section over-emphasises significance of on-site heritage and retention of buildings, including some which should not be considered heritage assets.</p>	<p>The retention of some of the buildings on site has strong community support and it is important to ensure that the new settlement of Lodge Hill has some connection with the site's history. It is accepted that it will not be possible to retain all buildings on site (even all of those that may be considered heritage assets) but it is entirely appropriate for the Brief to encourage retention and re-use of buildings to be seriously considered. The Brief takes a fairly broad definition of heritage assets (in line with the guidance in PPS5 which recognises the contribution that undesignated assets can make); the contribution a building can make to the character of Lodge Hill through making a connection with its past is considered suitable justification for encouraging its retention. It is considered that identifying a broad range of potential buildings for retention allows flexibility for future developers to determine which best fit the proposals that come forward through the planning application process.</p>	<p>Minor amendments to wording to ensure that encouragement to retain buildings remains proportionate.</p>	<p>Land Securities</p>

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
<p>Acknowledging the secure boundary of the site is one way reflecting the site's heritage but the Brief should not prescribe that this is done through different layouts inside and outside of this line.</p>	<p>The Brief does not prescribe different layouts inside and outside the security fence but seeks to ensure the existence of this division is reflected in the masterplan. It is accepted that the original wording may not have made this clear.</p>	<p>Amend wording to clarify intention to reflect line of security fence without being prescriptive.</p>	<p>Land Securities</p>
<p>The principles for the town centre should not limit it to a single landmark building.</p>	<p>It is accepted that the town centre may be able to accommodate more than one landmark building/location. This is not ruled out by the current text but could be made more explicit.</p>	<p>Amend text to explicitly allow for more than one landmark building.</p>	<p>Land Securities</p>
<p>Reference to "village greens" should use alternative terminology to avoid confusion with legally registered spaces.</p>	<p>A village green is an easily-understood type of space which is referenced to make it clear what is envisioned and it is not considered to imply any legal status in this context.</p>	<p>None necessary</p>	<p>Land Securities</p>
<p>The flexibility in suggested building heights is welcomed but it is suggested that the minimum in all areas should be 1 storey to avoid unduly restricting design solutions.</p>	<p>The Brief does not suggest minimum building heights; instead it refers to "general" height ranges.</p>	<p>None necessary</p>	<p>Land Securities</p>
<p>The urban and rural green edges should not be shown in the Brief as this is a greater level of detail than shown in the Core Strategy concept plan.</p>	<p>It is the role of a Development Brief to provide a greater level of detail than can be provided in the Core Strategy.</p>	<p>None necessary</p>	<p>Land Securities</p>
<p>The inclusion of a masterplan severely limits the future resilience of the Brief, and future development should be guided by the Concept Plan in the Core Strategy.</p>	<p>The masterplan in the Brief is a visual representation of the principles it sets out. It is the role of the Brief to provide more detail than is possible in the Core Strategy, and the masterplan is entirely consistent with the Core Strategy Concept Plan.</p>	<p>None necessary</p>	<p>Land Securities</p>
<p>The inclusion of the Character Areas plan in the Design Code section is too prescriptive, and Design Codes should be produced by the developer.</p>	<p>The character area plan is indicative and not considered too prescriptive but may not add significantly to the understanding of this section. It is accepted that the developer will be responsible for producing design codes but the Council expects this to be carried out in a collaborative and consultative manner and it is appropriate for the Brief to set out these</p>	<p>Remove character area plan.</p>	<p>Land Securities</p>

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
	expectations.		

Delivery (Chapter 7)

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
Essential that supporting infrastructure and services are in place in time	Agreed	None necessary	Hoo Parish Council, G & M Russell, High Halstow Parish Council, Mr & Mrs Stutely
Continued engagement is welcomed and should include Hoo Parish Council	Noted	None necessary	Hoo Parish Council
Previous consultation responses must be taken into account	Previous consultation responses (from both Medway Council and developer events) were and will continue to be taken into account in drafting the Development Brief.	None necessary	Hoo Parish Council
Question whether promised services & infrastructure will actually be delivered (in time)	It is absolutely crucial for the success of Lodge Hill that the supporting infrastructure is in place as it is needed. The Development Brief sets out the broad scale of infrastructure likely to be needed but the final details and timing will be determined through the planning application process.	None necessary	G & M Russell, Ms W White, High Halstow Parish Council, M Oseman
Infrastructure and commercial development should be constructed concurrently with residential	It is absolutely crucial for the success of Lodge Hill that the supporting infrastructure is in place as it is needed. A balance between housing and commercial delivery is also needed if the development is to meet its objectives regarding sustainability and quality of life. The final details and timing will be determined through the planning application process.	None necessary	London & Quadrant Housing Association
Construction traffic will have to be carefully considered	Agreed	Add a section on construction stage impacts to the Delivery chapter.	London & Quadrant Housing Association
Chattenden needs investment in early phases, not left until last or it will become a poor relation	Agreed, but final details will need to be determined through the planning application process and can only be required where it is	Amend references to integration with Chattenden to encourage early	Ms D Francis

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
There are existing underground sewers within and adjacent to the site that must be protected	proportionate to the development. Noted	consideration of this area. Add note on existing services to infrastructure section of Delivery chapter.	Southern Water
Diocese of Rochester are keen to be involved in finalisation of the masterplan and other future engagement	Noted	None necessary	Diocese of Rochester
A site-wide masterplan at outline application stage is likely to be illustrative and should not be referred to as one of the principles of the development.	It is accepted that the masterplan at outline application stage will be illustrative. However, there will still be an expectation that subsequent application should broadly accord with the approved masterplan. It is also noted that there may be a subsequent need for reviews of the masterplan over the lifetime of the development.	Amend wording within Process section to refer to masterplan as "illustrative". Add to Masterplan section to confirm role of masterplan reviews.	Land Securities
The Brief should not specify that applications must come forward in outline form across the whole site; this is too prescriptive.	It is fundamentally important that the development of Lodge Hill is considered holistically and not on a piecemeal basis. It is acknowledged that should the developer choose to submit an application in a different form the Local Planning Authority will be obliged to determine it, but the Council is unlikely to support applications that do not take this holistic approach. It is appropriate for the Brief to specify this.	None necessary	Land Securities
Note that not all conditions will be pre-commencement and therefore Figure 7.1 should be amended to reflect this.	Noted	Amend wording to include conditions that are not pre-commencement.	Land Securities
Note that some infrastructure will be secured by conditions rather than s.106; the text should reflect this.	Noted	Include reference to conditions.	Land Securities
It is not the role of the Brief to speculate on future economic and environmental conditions.	This is included as background information to inform a discussion on phasing. Given the likelihood that the development to be built out over a long (15-20 year) timescale, it is certain that there will be changes in these areas, even if, as stated in the Brief, the form of those changes is yet unknown.	None necessary	Land Securities

Summary of comment	MC response	Recommended changes to Development Brief	Comment made by
<p>Discussion of the need for flexibility is phrased overly negatively and should merely refer to a balance between local community expectations and the need to ensure deliverability over the longer term.</p>	<p>Community expectations are not the only reason for requiring a degree of certainty at outline application stage; Environmental Impact Assessment, for example is also crucial. The Brief already refers to the need to balance this requirement with the flexibility to respond to changes in circumstances over the lifetime of the development. However, it is accepted that the wording could be clarified to explain how some key principles will be fixed.</p>	<p>Clarify discussion of balance between certainty and flexibility.</p>	<p>Land Securities</p>
<p>References to phasing timescale should follow those used in the Core Strategy evidence base, and it is not appropriate to include a spatial representation of this as it is not included in the Core Strategy.</p>	<p>The reference to three broad phases that would take "around five years" each to build out is in accordance with the Core Strategy evidence base. It is accepted that the map shown in Figure 7.2 is not included within the Core Strategy but the information that it represents is the same. As the Brief provides more detail than the Core Strategy, it is helpful to have a visual representation of this phasing rather than referring readers to a large amount of background documents that set it out.</p>	<p>None necessary</p>	<p>Land Securities</p>
<p>Self-build parcels should not be an absolute requirement.</p>	<p>The Brief already acknowledges that market factors etc. will have a bearing on how land parcels can be disposed of, but for the reasons set out it is considered appropriate to encourage provision of self-build parcels.</p>	<p>None necessary</p>	<p>Land Securities</p>
<p>Suggests some factual additions to Appendix 1.</p>	<p>Appendix 1 is to be re-written in any case to reflect the fact that further consultation has happened relating to the draft Brief.</p>	<p>Section re-written for other reasons.</p>	<p>Land Securities</p>

NOTE: Comments noted as being from Cllr Tony Watson and Cllr Chris Irvine have been collated and forwarded by them on behalf of their constituents and both Councillors have made it clear that these do not necessarily represent their own personal views.

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Lodge Hill Development Brief

December 2011

About this document

This document is a consultation draft of a Development Brief for Lodge Hill. It sets out the Council's policies, expectations and ambitions for the new settlement at Lodge Hill. Because it is being produced before the new Core Strategy is adopted, it will not be a formal Supplementary Planning Document (SPD). Instead it will be approved by the Council to inform the Hearings into the Core Strategy. It will also be a material consideration in the determination of any planning application for the site. Once the Core Strategy is adopted, the Council will consider upgrading the document to a full SPD.

The Council is also consulting on the publication draft of its Core Strategy. Policy CS33 of the Core Strategy makes a strategic allocation of land at Lodge Hill for a new settlement and sets out key principles that will have to be followed in its development. This Development Brief expands on Policy CS33. It will provide more detail about how the Council feels the site should be developed. The Development Brief also includes policies related to the potential impact of the new settlement on the wider area.

EG1 → Text in this format is a key principle that has to be complied with by future developers.

The remaining text provides context and guidance to inform these policies. It is relevant in determining future applications but does not have as much weight as the policies themselves.

Related documents

All planning policies have to be assessed to make sure that we understand what the impacts of the proposals are. In this case, as the Development Brief are an expansion of the policies set out in the Core Strategy, many of the assessments required have been carried out to support that document. In particular, a sustainability appraisal has been carried out on the Core Strategy at various stages and is publicly available. A Habitats Regulations Assessment is required as the development may have an impact on the Special Protection Areas and Ramsar sites at the Medway and Thames estuaries. This has also been carried out for the Core Strategy. Both of these documents are available on the Council's website at www.medway.gov.uk/ldf .

More detailed assessments of the impact of the Lodge Hill development will take place as part of the planning applications for the site.

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Chapter 1 – Introduction

- 1.1 The vision for Lodge Hill, below, is set in the draft Core Strategy. It shows what the new settlement should be like when it is complete. It underpins Policy CS33, the Lodge Hill policy in the Core Strategy, and will underpin the eventual proposals for the site. The rest of this Development Brief is intended to help make this vision a reality. The Concept Plan, overleaf, is also from the Core Strategy and shows, at a broad level, how the principles set out in the policy influence the form of the development to come.

A Vision for Lodge Hill

Lodge Hill will be a sustainable and integrated community, capitalising on its exceptional setting, complementing and supporting nearby settlements and the Hoo Peninsula as a whole. It will be a distinctive place that connects to the surrounding rich countryside, with a land use pattern that minimises the need to travel. It will be an exemplar for the Thames Gateway in the way that it minimises its impact on the environment and provides for an excellent quality of life for all its residents. It will also, over time, become an important focus for higher value economic activities, taking advantage of its location between urban Medway and the existing and emerging industries at Grain and Kingsnorth. It will be a resilient place that is capable of adapting to environmental, social and other changes over the long term.

- 1.2 The Core Strategy also sets seven development principles for Lodge Hill. These inform all the guidance in the Development Brief. The thread that links them is the need for Lodge Hill to be an exemplar of sustainable development. This is not just about how it reduces its impact on the environment and responds to climate change. Just as crucial is how the new community is established and the quality of life that Lodge Hill provides for its own residents and the wider community.
- 1.3 The development principles for Lodge Hill are:
- **Strong character** – making the most of the natural landscape and military heritage to create a distinctive and attractive place with a strong identity and a legible hierarchy of spaces and places
 - **Active community** – a diverse, inclusive, vibrant and creative local culture encouraging pride in the local community and achieving a sense of mutual support and well being
 - **Environmentally sensitive** – design, infrastructure, delivery and management that respect and enhance the natural environment, conserve natural resources and support people to lead sustainable lifestyles
 - **Well connected** – bringing people together and to jobs, schools and services in an efficient, safe, affordable and uplifting way, both within the new settlement and between Lodge Hill and surrounding communities
 - **Thriving economy** – achieving a high quality, prestigious employment offer, unique to Medway and complementary to Medway’s economic vision. Prosperous and diverse, Lodge Hill’s economy will provide a range of training, employment and business opportunities

- **Well served** – allowing the community within Lodge Hill and beyond to benefit from public, private and voluntary services that are accessible to all and meet people’s needs and aspirations
- **Well run** – effective engagement and participation by local people, groups and businesses in the planning, design and delivery of Lodge Hill, with a sustainable management model and effective leadership, governance and participation of the community in the long-term stewardship of Lodge Hill.

The site and surroundings

1.4 Figure 1.2 shows the boundary of the strategic allocation, as set out in the Core Strategy.

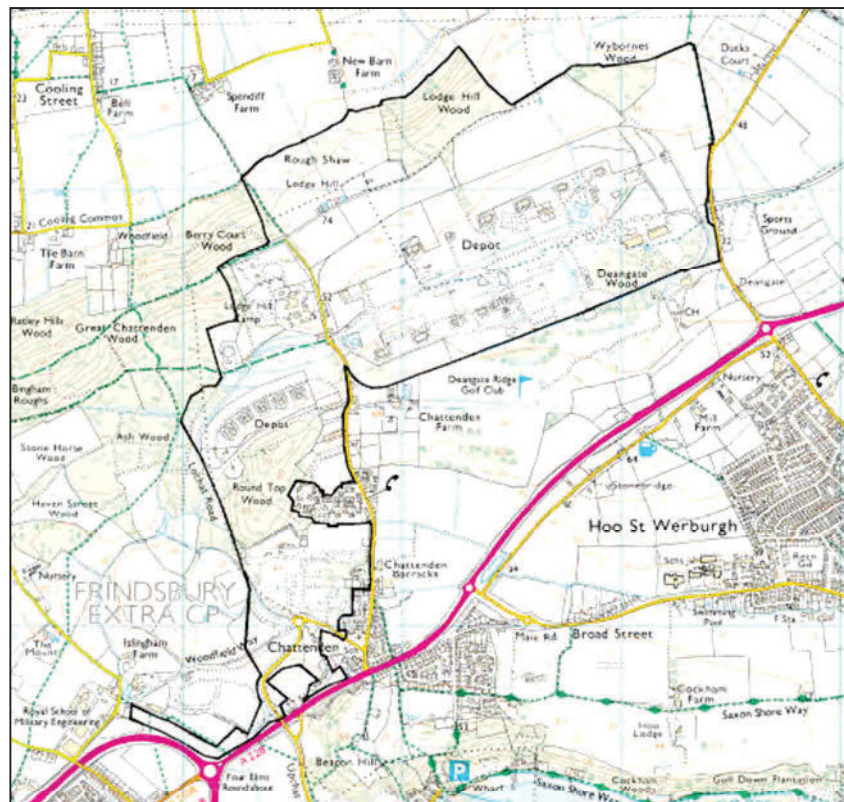


Figure 1.2: Strategic allocation boundary

- 1.5 This Development Brief applies to a wider area, as it also considers the influence that the development will have on its surroundings, and vice versa. The boundary of the Development Brief is shown in Figure 1.5.
- 1.6 The character of the Lodge Hill site is dictated by its topography. Chattenden Ridge runs through the north of the site, Deangate Ridge is immediately to the south and a large proportion of the developable area of the site is hidden in the valley between. There is a broad, fairly flat area at the base of the valley, but in places the northern slope becomes quite steep. Deangate Ridge meets the high ground at Round Top Wood at the western edge of the site, and this divides the main “Lodge Hill” area of the site from the area at Chattenden Barracks and the existing village.

- 1.7 Historically, the ridges across the Peninsula would have been heavily wooded. The areas in and adjoining the site still retain large areas of woodland. Parts of Great Chattenden Woods, Lodge Hill Wood, Wybornes Wood, Deangate Wood and Round Top Wood are ancient woodland. There are also other wooded areas including shelterbelts along field margins. The Chattenden Woods Site of Special Scientific Interest (SSSI) is designated partly for the importance of its woodland habitat, and partly for its populations of woodland birds. This includes Chattenden Wood, Lodge Hill Wood and the area of grassland and scrub at Rough Shaw.

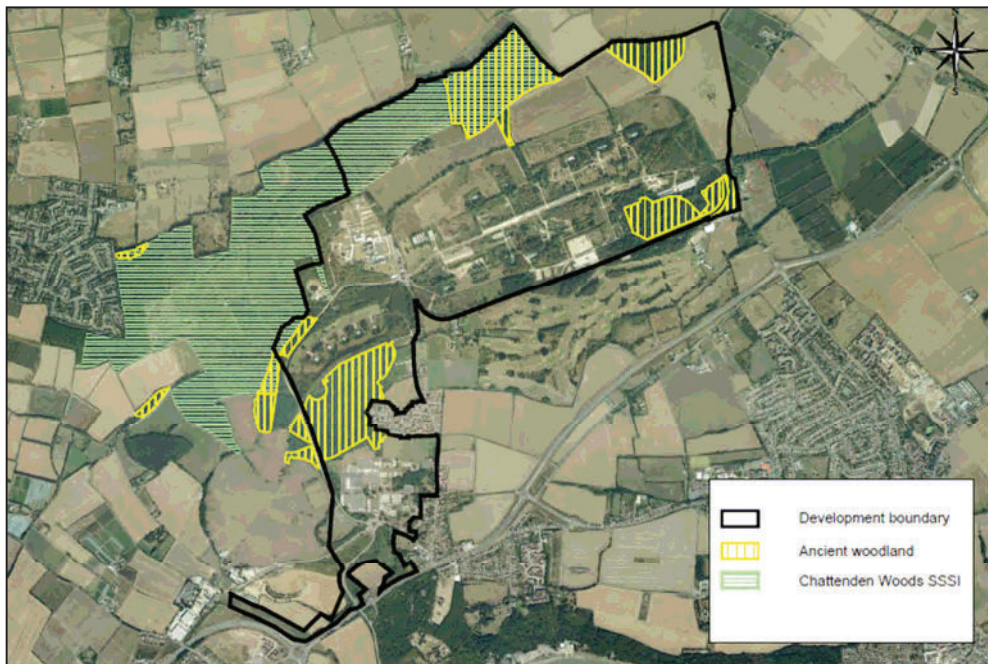


Figure 1.3: Existing woodland on site

- 1.8 The woodlands provide a green backdrop to the Medway towns. Together with the area of farmland to their south (part of the Islingham Farm holding) they help to separate the rural Hoo Peninsula from the main built up area, which ends at the A289. This area is very prominent in views from the A289 both approaching and leaving Medway. Its importance as a buffer and a gateway will only be increased with the development of Lodge Hill so close to the main urban area.
- 1.9 The relationship of Lodge Hill to this area will make a strong statement about its character and intent.
- 1.10 The MOD has occupied land at and around Lodge Hill for well over 100 years. It is the current owner of almost all the allocated site (the remainder is Council-owned highways land). The site has always been part of a network of military installations around the River Medway, and was historically linked to the depot at Lower Upnor by a rail system. While "Lodge Hill" refers to the whole of the current development site, in fact this includes a number of distinct areas, which were developed in stages. Figure 1.4 shows the division of the site between these areas. Most recently, the whole site has been used for various forms of military training. This has also taken place on some of the adjacent farmland.

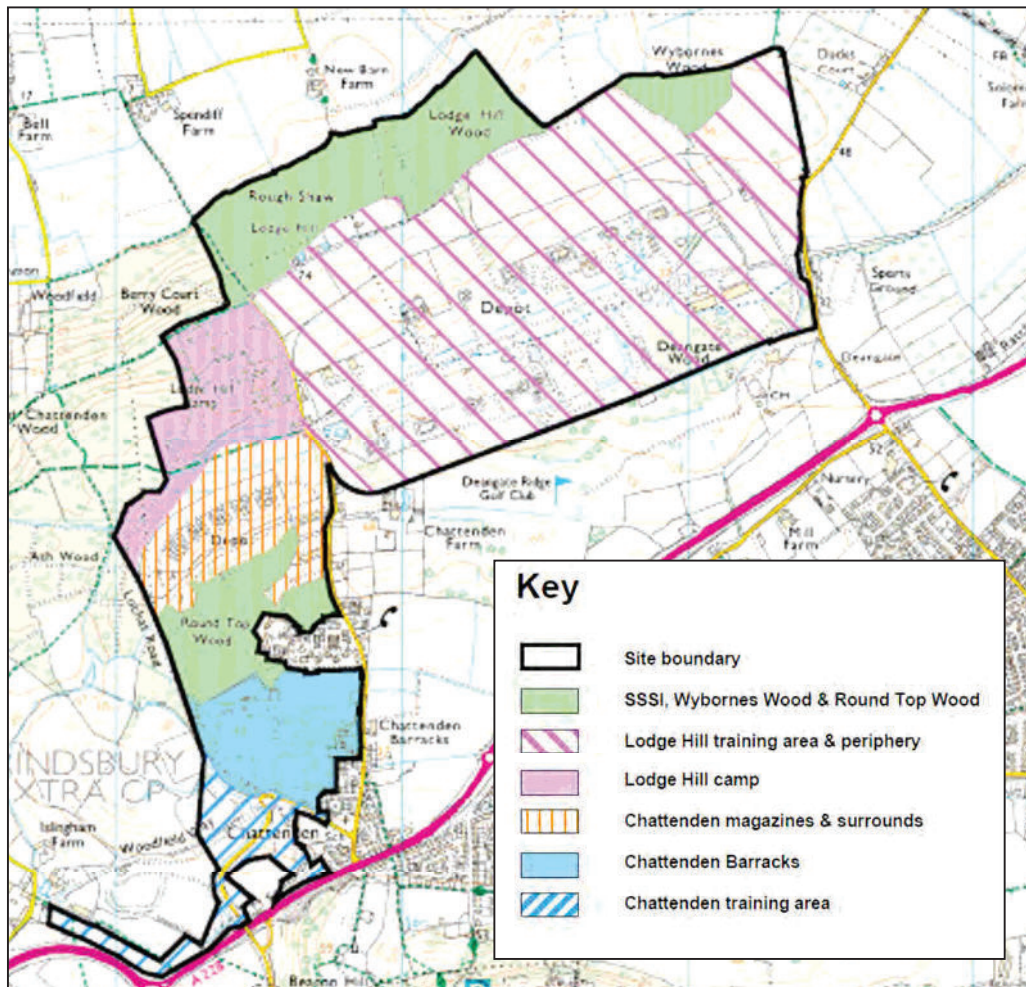


Figure 1.4: Historic divisions of site

- 1.11 The historical use of this site has left a wealth of military heritage, which is significant as part of Medway's military history. Many of the buildings and structures on site contribute to this significance.
- 1.12 Magazine sheds for the manufacture and storage of munitions are spread fairly evenly throughout the spine of the site, each with embankments to contain any explosion. The earliest were built between in the late 19th century. The Chattenden Magazines (a group of five of these sheds) are secluded within a walled area to the north of Round Top Wood. Sadly, all of the magazine sheds have been much altered and damaged since their original construction. The Chattenden Magazines in particular have suffered from the effects of land slippage within their compound.
- 1.13 There is a large group of buildings and structures from the period of the First and Second World Wars. This includes a large number of pillboxes (sentry posts). Some of these were related to the defence of the site itself, while others were associated with the stop line across the Hoo Peninsula. This was one of a series of anti-tank measures created in case of invasion. Although the stop line itself is no longer visible, the remaining pillboxes are a reminder of its existence, and link the history of Lodge Hill to the wider area. English Heritage has recently listed four of the WWI sentry posts, at Grade II. There is also an anti-aircraft station on Chattenden Ridge, which was built in 1913-14 in conjunction with one at Beacon Hill near Upnor. This may be the first anti-

aircraft battery in Europe, and is certainly the first in the UK. Currently, it is in very poor condition.

- 1.14 Figure 1.5 shows a zone around the site boundary where the impact of development at Lodge Hill is likely to be greatest. This area includes the existing village of Chattenden, adjacent areas of farmland, existing leisure uses and Chattenden Woods SSSI. Changes and proposals within this zone will also have an impact on the new settlement. This represents the boundary of the Development Brief.
- 1.15 The Development Brief will also need to consider the influence of Lodge Hill across the wider area, including on other existing communities on the Peninsula. Figure 1.6 shows Lodge Hill in the context of the wider area.
- 1.16 The more detailed work that will have to be carried out in support of an outline planning application for Lodge Hill may identify other areas or types of impact. These will need to be fully assessed and considered through the planning application process.

Evidence base and current proposals

- 1.17 To support the Core Strategy allocation, a large site-specific evidence base has been assembled. This is in accordance with the requirements of current government planning policy in PPS12. It is based on an indicative masterplan for the site, and is available on the Council's website.
- 1.18 The indicative masterplan that has informed the Core Strategy may not be the one that is eventually granted planning permission and built out. However, the base information that has informed it is applicable to any proposal on the site. It has been referred to throughout this Development Brief and has helped to inform the policies in it.

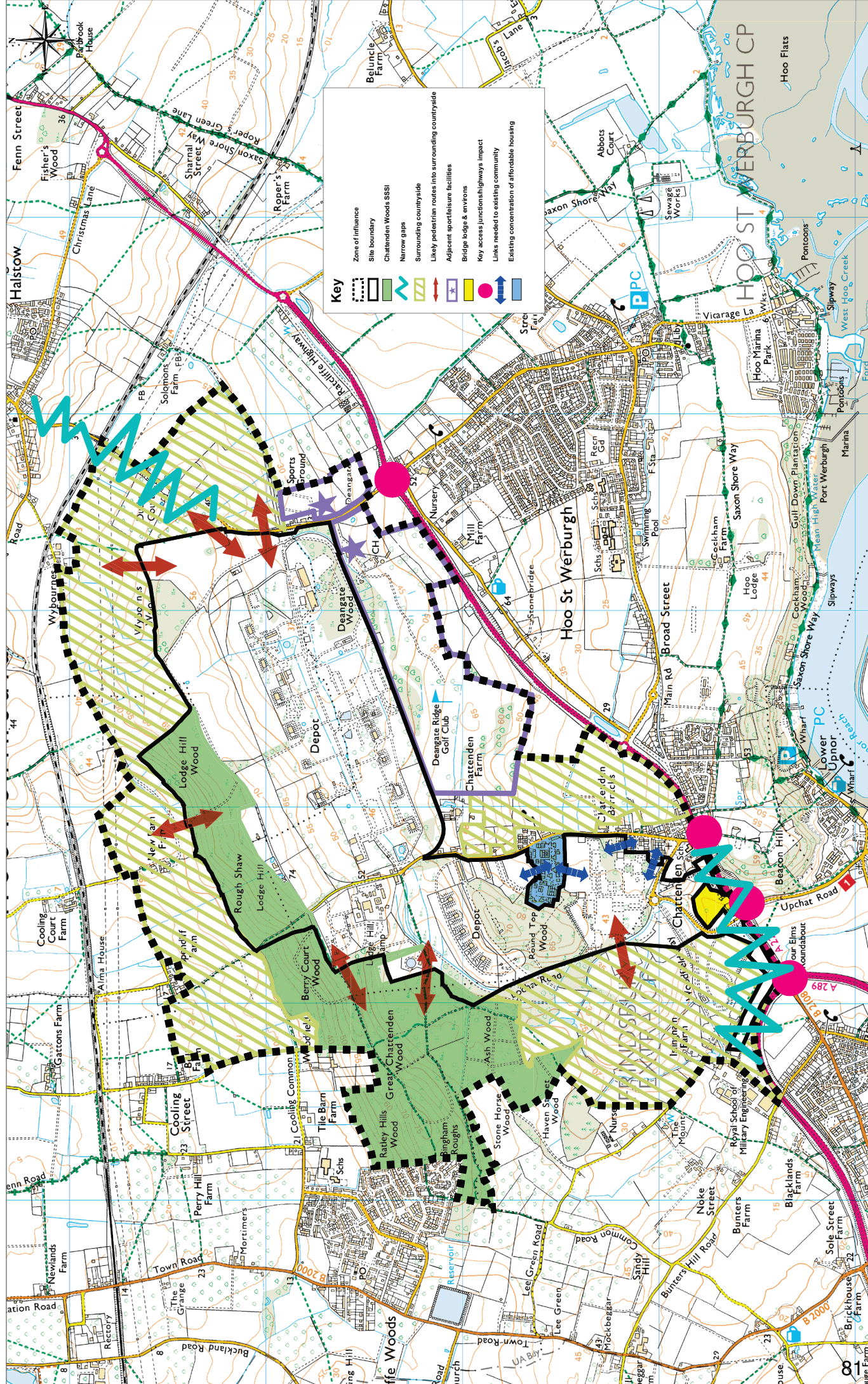


Fig 1.6 Development Brief boundary and relationship of Lodge Hill to immediate surrounding zone

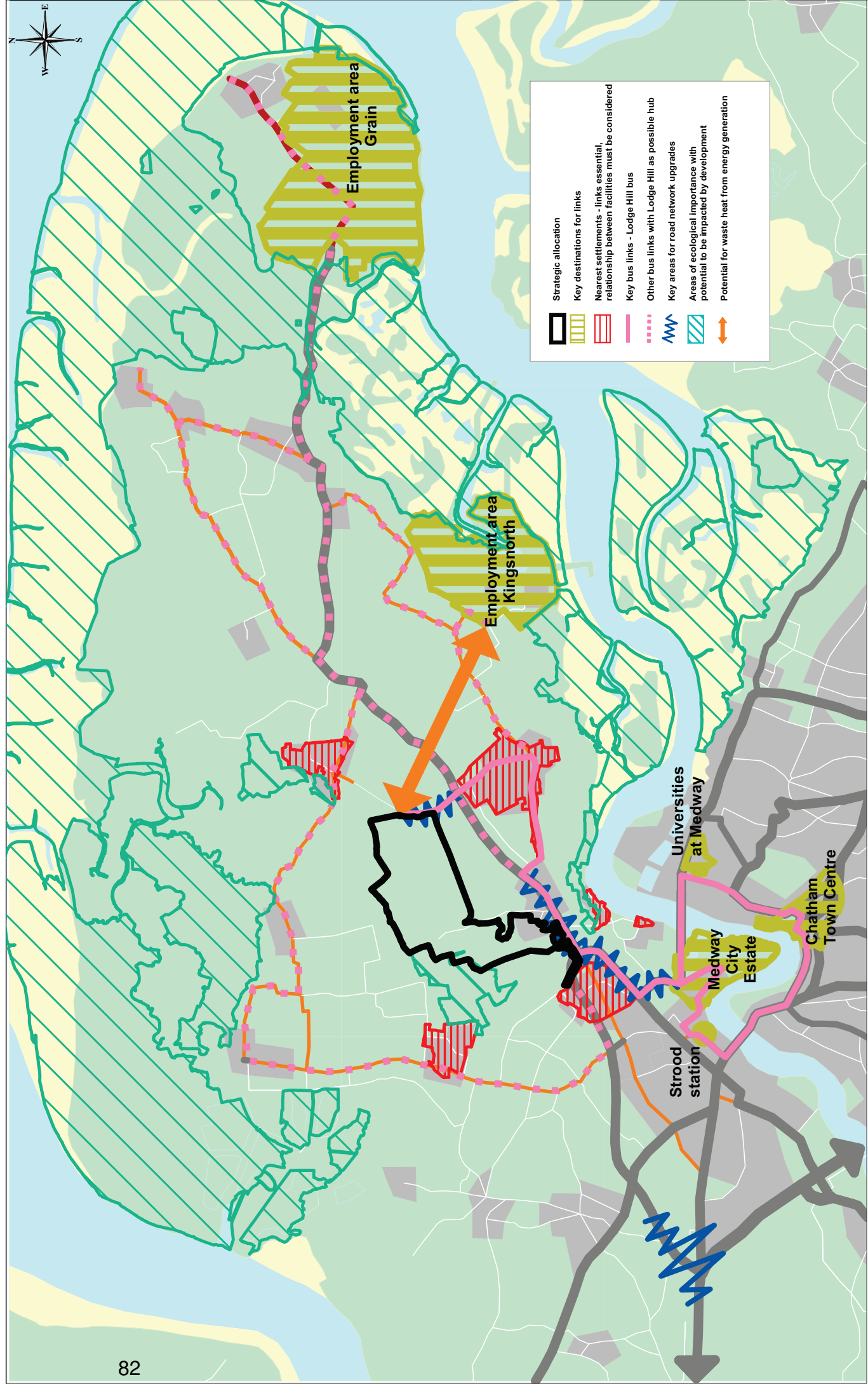


Fig 1.7: Lodge Hill connections

Chapter 2 – Community

- 2.1 The strength of the new community at Lodge Hill will be crucial to its success. Neither the Council nor the developer can dictate how a community will grow or develop. However, the onus is on the developer to provide the right conditions for the community to develop naturally. Lodge Hill should be designed and delivered in a way that provides the best possible quality of life for its residents, workers and visitors, creating liveable neighbourhoods that encourage a healthy and sustainable lifestyle. This chapter sets out what can or should be done to provide those conditions.
- 2.2 It is also important that the existing community is not forgotten. Provision at Lodge Hill can serve this existing community as well as its own, and every effort should be made to integrate the two. A common theme of consultation regarding the site over the last few years has been concerns about the change that a development on the scale of Lodge Hill could cause to the local area. This is understandable given the current rural character of the Hoo Peninsula, which has no settlements of comparable size. How the developers address these concerns will have a bearing on the success of attempts to integrate the new and existing communities.

Housing

- 2.3 Lodge Hill will be a mixed-use settlement. However, housing will be by far the largest portion of development, by both land take and value.
 - 2.4 The Core Strategy policy says that the site can accommodate around 5,000 residential units. The indicative masterplan produced to inform the Core Strategy shows options of either 4,500 or 5,000. The level of development that is finally proposed will need to be fully assessed by an outline planning application. The final capacity of each development parcel will then be determined at the detailed application stage.
 - 2.5 A successful new community should include a wide range of housing types, from town centre flats to larger family houses and bungalows in lower density areas. This will provide the conditions for a mixed and inclusive community, and will meet a full spectrum of housing need.
 - 2.6 Lodge Hill is Medway's only large development site outside of the waterfront and town centre regeneration areas. It should take the opportunity to concentrate on family housing. This will help to balance the higher proportions of flats and smaller units likely to be provided elsewhere. The rural setting also means that Lodge Hill has potential to accommodate "executive" housing: large, high quality houses in more spacious plots. These should not dominate the housing mix but could add to the variety proposed.
- C1 → Development at Lodge Hill should include a wide range of housing types but family housing should form the majority of provision. It should also take the opportunity to provide some lower density executive style housing.**
- 2.7 The quality of housing provided is very important. Policy CS15 of the Core Strategy requires all housing to meet the Council's space standards, and will apply to Lodge Hill. In addition, Lifetime Homes is a well-established standard designed to promote inclusive housing and enable people to remain in their home when their circumstances change. Its design standards provide benefits

for a wide range of possible users. As Lodge Hill is intended to be an exemplar of sustainability, housing on Lodge Hill should meet this standard.

- 2.8 It is accepted that some of the external requirements may be difficult to achieve on Lodge Hill due to site gradients in some areas. The Code for Sustainable Homes gives points for achieving Lifetime Homes standards and has an exception for steep plots. This approach can be adopted for Lodge Hill.

C2 → All housing on Lodge Hill should aim to meet Lifetime Homes standards. Where the gradient of a plot is more than 1:15, there will be an exception to the need to meet criteria 2 and/or 3 for that plot.

- 2.9 Affordable housing will need to be provided in line with the Core Strategy. This requires 30% of the overall housing provision at Lodge Hill to be affordable, subject a number of considerations including viability.
- 2.10 Affordable housing should be provided in all phases of the development. The exact location and spread will be determined through negotiation with the Local Planning Authority and the Council's Housing team.
- 2.11 There may be some cases where varying the 30% provision for an individual development parcel would benefit the overall development. The Council will consider requests for this but only where a robust justification can be provided. The overall level of provision will have to be balanced elsewhere, preferably within the site. The Council will need to be assured that a suitable method for ensuring this is in place before agreeing to a variation, particularly where it requires the agreement of a different developer.
- 2.12 Delivery of the affordable units should be phased broadly in line with delivery of the private dwellings.

C3 → 30% of housing at Lodge Hill should be provided as affordable housing, in line with Policies CS14 and CS33 of the Core Strategy.

- 2.13 Medway Council has established standards for the size and tenure mix of affordable housing provision. These relate to the existing distribution of need in the main urban area. Lodge Hill is a completely different context. It would not be appropriate to apply the same standards and a different way of assessing the likely housing need at Lodge Hill is needed.
- 2.14 Some work on this has been carried out in support of the Core Strategy. In terms of size of unit, the housing need is wide-ranging. The affordable housing should be representative of the mix within each phase. The mix of tenures is also important to meet housing needs and to create a balanced community. A lettings plan for the affordable housing will need to be agreed with the Council, which will help with this.
- 2.15 Social rented housing has been the main form of affordable housing provision for some time, but is now being phased out in favour of affordable rented. The legislation that enables this new form of tenure should be in place by the time housing starts being delivered on Lodge Hill. It is also possible to incorporate key principles of the affordable rent tenure under current legislation. Affordable rent will therefore be sought on the Lodge Hill development from the outset.

2.16 Intermediate tenures include shared ownership, shared equity and intermediate rent. They should be a key part of the housing provision at Lodge Hill. This will ensure that a mixed and inclusive community can be created. Shared ownership is the Council's preferred form of intermediate housing. There is evidence of strong demand for it within Medway. However, others will be considered, particularly where economic circumstances may influence the viability of a particular type. The intermediate market is evolving rapidly, and the Council does not wish to prevent any future products being considered.

C4 → The affordable housing provided at Lodge Hill should provide a good range of sizes of units to reflect the overall housing mix for the site. It should be based on a tenure mix of 50% affordable rented and 50% intermediate housing, though some variation on a phase-by-phase basis may be acceptable.

2.17 The existing community at Chattenden has a high proportion of affordable housing. This is mainly concentrated in an area to the north of the main village, owned and managed by London and Quadrant (L&Q). Its isolation from the main village is unhelpful for community cohesion.

2.18 A high proportion of a single type of housing in one area can undermine the benefits of having a mixed and inclusive community. This is not a reason to reduce the level of affordable housing in neighbouring phases. Instead, the tenure and siting of new provision should be carefully

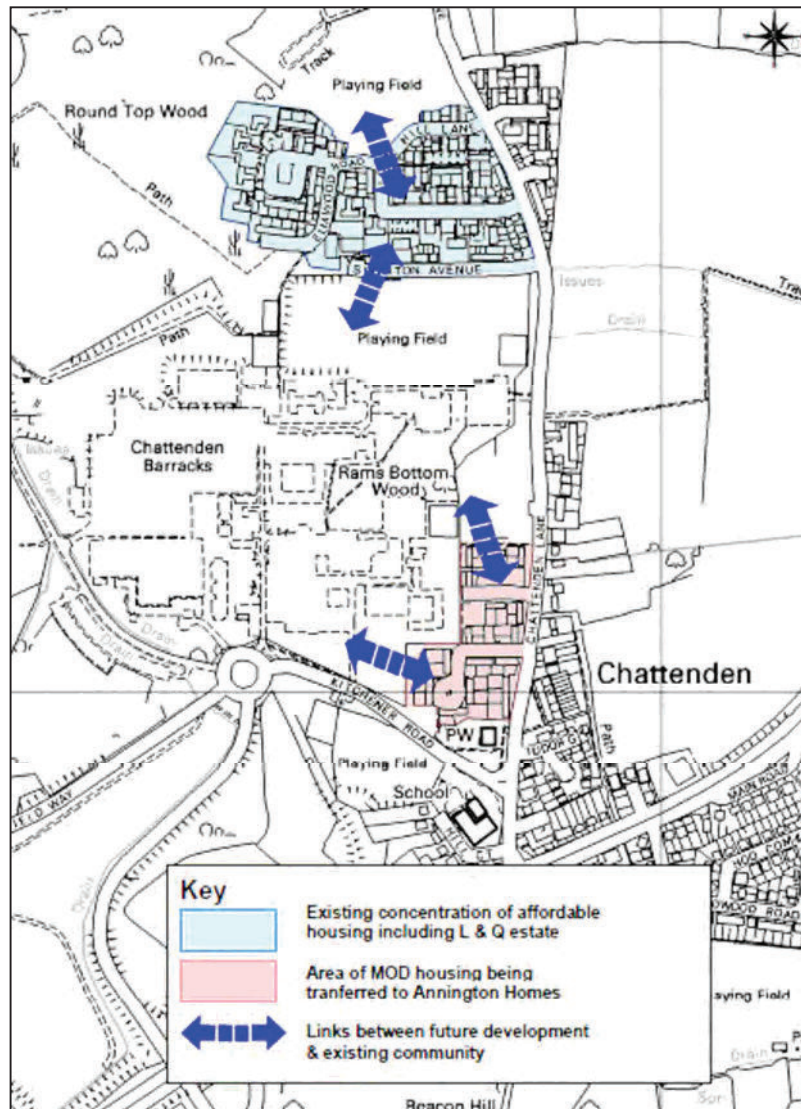


Figure 2.1: Interface with existing housing at Chattenden

considered. The Council will work with developers to agree an affordable housing plan for each phase, taking into account adjoining development. This applies whether it adjoins the existing village or other phases of Lodge Hill.

- 2.19 As the MOD vacates the site, it is also releasing its family housing in Chattenden to Annington Homes. Many of these properties are also in need of investment, although some have already been updated and sold.
- 2.20 Lodge Hill may act as a catalyst to nearby landowners and prompt investment in these (or other) areas. This would be welcomed, as it could help to improve the integration between the new and existing communities. The Lodge Hill developer and surrounding landowners are encouraged to explore a joint approach to any proposals that come forward. However, proposals for replacement of existing affordable housing cannot be offset against the Core Strategy's 30% requirement. This figure should be a net increase in provision.
- 2.21 To be a fully inclusive community Lodge Hill will also need to make provision for specialist housing. This includes:
- Sheltered housing for older people (sometimes also referred to as retirement villages);
 - Assisted living or extra care, for older people with healthcare or personal support needs;
 - Nursing homes, for older people with the greatest level of healthcare and personal support needs.
 - Supported housing for people with physical and/or learning difficulties
 - Wheelchair accessible housing
- 2.22 The exact level of these types of specialist provision will be determined through the outline planning application. Older peoples' housing provision should include both affordable and market housing.

C5 → The development should make provision for specialist housing of the types set out above. The exact level of this provision, the timing and the proportion that should be affordable will be determined with regard to identified needs.

Community Facilities

- 2.23 The development at Lodge Hill could lead to as many as 12,500 new people living in the area. There will also be a workforce of around 5,000 people, some of who will travel in from outside the new settlement. This amount of population growth will clearly increase demand for supporting facilities. However, it will also be able to support a range of services and facilities that can serve the Peninsula as a whole. There is an opportunity to ensure that provision on the Peninsula better meets the needs and aspirations of the new and existing communities. The developer should work with the Council and the existing community to identify how best to realise this opportunity.
- 2.24 The developer must be responsible for meeting the needs arising from Lodge Hill for a number of reasons:
- To ensure that Lodge Hill becomes a well-functioning and liveable new community, with a sense of place and a good quality of life for future residents.
 - To ensure that further strain is not placed on existing communities and facilities. Many existing facilities are already under pressure and could not cope with the increased demand.
 - To reduce the need for people to travel to meet their day-to-day needs. Vehicular travel has both environmental impacts through increased emissions and social impacts through congestion, noise and air quality.

C6 → Demand for community facilities and services* arising from the increase in population at Lodge Hill will be met within the development site wherever possible. Demand can be met off-site but nearby where this is a more efficient use of resources or has additional benefits for existing communities. In this case, excellent links from the development must be provided. Off-site provision further afield will be acceptable where the scale or nature of the demand cannot be met on or near the site.

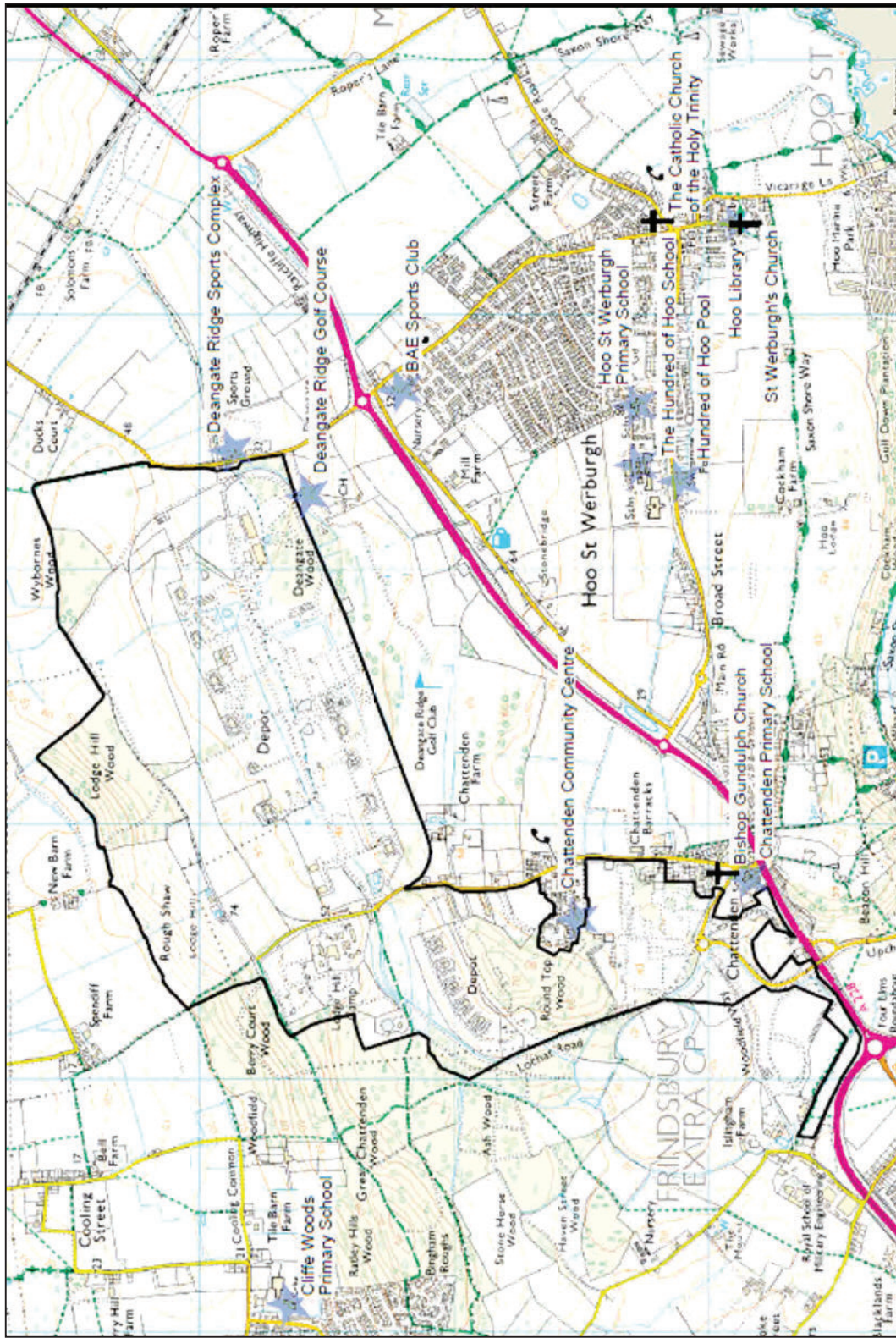
** Community facilities and services means*

- 2.25 Table 2.1, overleaf, sets out the broad scale of community facility provision that the development is likely to require. The final demand will depend on the exact housing numbers and mix that come forward. The phasing and triggers for provision will be agreed at outline planning application stage.
- 2.26 Off-site provision may be beneficial for leisure and indoor sports. There are existing facilities close to the site, which are well used and valued. Investment here to cater for some of the increased demand is likely to be a more efficient use of resources than providing brand new facilities within the development. It will also promote integration of the new and existing communities.
- 2.27 Deangate Ridge sports centre, adjacent to the eastern site boundary, is an obvious opportunity for off-site provision. There are also facilities within and on the edge of Hoo, including a swimming pool and the BAE sports and social club. The BAE club is privately owned but is used by various community groups. The owners have recently been seeking to improve its facilities, so it may be another option to meet some demand from Lodge Hill. Public access and use of the facility would have to be assured. Its location at the northern edge of Hoo could act as a bridge between the two settlements, especially if good links are provided.
- 2.28 There is also an existing community centre at Chattenden, located at the edge of the L&Q estate. This is well used by local groups, some of which also cater for other communities on the Peninsula. It is well positioned to serve the Chattenden end of Lodge Hill, but in need of investment. Relatively small cost improvements could make a significant difference to the functioning of this valuable facility. For example, a link between the two existing buildings to provide a reception and lobby, and some external improvements, would make it a much more welcoming place.

Facility	Amount
Secondary school & sixth form	1 school – 5 to 8 forms of entry (150 – 240 places per school year) plus arrangements for interim provision if this phased later in the development programme
Primary schools	2 new schools and 1 expansion/rebuild – 5 to 8 forms of entry in total (150 – 240 places per school year)
Nursery education (ages 2-4)	80 – 100 places to be provided, preferably co-located with primary schools
Other childcare/education provision	At least 1 families and children's services centre (Sure Start or future equivalent)
Healthcare	Special Educational Needs provision to be incorporated into school provision
Public toilets	Health centre on site with accommodation for 6-9 GPs plus ancillary services To be provided in Lodge Hill town centre and at the Chattenden local hub. Town centre facility to include "Changing Places" facility in addition to standard disabled toilet.
Play areas	NEAPs – as per adopted standards*
	LEAPs – as per adopted standards*
	LAPs/Doorstep play – as per adopted standards*
Informal amenity space	As per adopted standards*
Formal outdoor sports	As per adopted standards*
Formal indoor sports	As per adopted standards*
Allotments	0.18 hectares per 1,000 population
Youth centre(s)	Likely one standalone facility plus sharing of main community hub
Community centre(s)	Likely one centre in multi-use building in main valley, plus expansion/improvement of existing facility in Chattenden
Place of worship	Capacity to share community facility in main valley
Library	Library to be combined with other community facilities.
Recycling bring sites	At least 2 (one in town centre and one at Chattenden hub)
Cemetery provision	Likely to constitute a contribution towards off-site provision
Emergency services	Capacity for police contact point in shared community facility
	Possible ambulance base

Table 2.1: Suggested scope of community facilities required by Lodge Hill

*The Council is in the process of reviewing its open space standards and this is due to complete by the end of 2011. Lodge Hill will be expected to make provision in line with the latest available figures at the time of any outline planning application.



- 2.29 Clustering of community facilities has many benefits. Where different groups use a building at the same time, it can help to bring together different sections of the community, for example with a community café in the lobby of a shared building. Clustering facilities also makes them easier to get to, for residents who may want to use more than one service, for example. If located close to other uses, the potential for linked trips increases and they can help build the critical mass that creates a vibrant and liveable place.
- 2.30 Multi-functional buildings also reduce costs for community groups, as utilities, maintenance, insurance and so on are shared. Many community uses do not require specialist space, but simply somewhere warm, of good size, with toilets and a place to get refreshments. It also limits the natural resources used and avoids buildings sitting empty when their main user does not need them. Even uses that do require some specialist accommodation, like a library, can benefit from locating in a shared building.
- 2.31 Lodge Hill town centre is the obvious place for the main cluster of community uses. Most uses with a settlement-wide (or Peninsula) catchment should be located here. Examples might be a health centre, library, or place of worship.
- 2.32 Smaller hubs should be created so that as many residents as possible are within ten minutes walk of facilities. Two local hubs are likely to be needed in the main valley. Community uses with a smaller catchment should be located in these hubs. This will also support local retail provision by attracting footfall. These hubs should include green uses such as play space or allotments.
- 2.33 A five to ten-minute walking catchment is also appropriate for primary schools, so these should be located at the local hubs. Consultation has shown strong support for schools being at the heart of the new community. Out-of-hours use of their facilities (including sports provision e.g. playing fields) is likely to be the best way of achieving multi-functional provision at the scale of local hubs.
- 2.34 The topography and landscape of the site separate Chattenden from the main valley. Although it is still walkable, it is at further distance to the main town centre and people living here are more likely to consider using their cars to access its facilities. There are also a number of existing community facilities in Chattenden. It will need a local hub to meet the requirement for walking catchments and for the reasons above, this should be larger than the local hubs in the valley. It would serve the existing village as well as the new development.
- 2.35 There is therefore a clear hierarchy of local centres within the development:

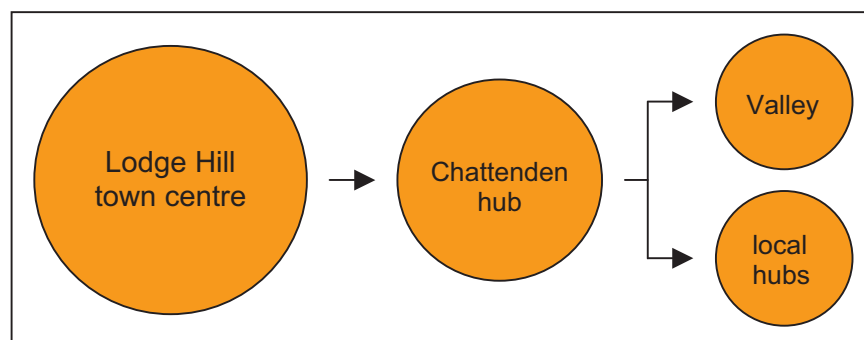


Figure 2.3: Hierarchy of local centres

- 2.36 The location of the hub at Chattenden should take advantage of the existing community uses to help build critical mass. There could be significant benefits to relocating some of these existing uses (such as the school, church or community centre) within the development to achieve this. In the case of the primary school, this is likely to need expansion to serve the new development in any case, so its relocation may be particularly beneficial. It would also prevent the existing community and the development around Chattenden from being perceived as a “poor relation” to the new provision in the main valley. This was a concern that was raised during consultation.
- 2.37 The developer is therefore encouraged consider opportunities for incorporating existing facilities within the development. This would, however, be dependent on agreement being reached with the relevant landowners and/or users.

C7 → Community facilities within the site should be provided in multi-functional shared buildings wherever possible. The facilities should be clustered at the town centre and local hubs together with local green space. The exact distribution of provision between the hubs should be guided by:

- **The hub’s place in the hierarchy set out in Figure 2.3; and**
- **Whether the facilities proposed have a neighbourhood or settlement (or wider) catchment; and**
- **The functional and social benefits of co-locating the specific uses proposed.**

- 2.38 Some community provision, such as play space, has a very local catchment. These uses should be spread throughout the development. The Council is in the process of setting access standards for open space in new developments. These specify the maximum distance that a resident should have to walk to each type of open space. In some parts of Lodge Hill, ecology or heritage features may influence the available space for open space provision. This may mean the access standards have to be relaxed for some properties. However, this will only apply in exceptional circumstances and proposals should come as close to meeting the standards as possible.
- 2.39 Open space provision can also be multifunctional. Co-location of facilities such as play areas and allotments can help with security, community cohesion and management.

C8 → Open space provision (including play space, formal outdoor sports provision, informal amenity space and allotments) should be distributed throughout the development in accordance with the Council’s adopted standards. Facilities with a wider catchment can be provided by contributions towards off-site provision nearby, if this has greater benefits than on-site provision. Open space provision should be multi-functional wherever possible.

Governance and management

- 2.40 Community facilities and services, open spaces and infrastructure all require ongoing maintenance, management and investment. Service charges are often set for new estates to pay for things like landscape maintenance. Usually, a private management company is employed to undertake the maintenance. However, this does not encourage a community to get involved in its local area

or to take responsibility for itself. It also does not allow the community to set priorities for future investment.

- 2.41 Given the importance of sustainability within the vision for Lodge Hill, the principles for the site emphasise the need for community development to be considered. Local people should be able to decide what their own issues, needs and solutions are.
- 2.42 The standard approach of providing estate management functions through a private company will not be sufficient for this vision to be realised. Whatever model is put forward must meet the following key principles:
- Enable ongoing investment in facilities and services, not just management and maintenance.
 - Be accountable to the local community, including representation from other local groups and bodies where appropriate.
 - Be able to respond to the local community's priorities and needs.
 - Encourage integration of the new community and the existing community of Chattenden.
 - Be able to have a holistic view of the needs of all facilities and services, including being able to work with other providers.
 - Be self-sustaining in terms of both funding and functioning. This may not apply from the outset, but should be possible once the development becomes established.
- 2.43 One option could be to establish a Community Trust or similar. This type of organisation can take on a wide range of responsibilities. It would enable residents to be directly involved in their neighbourhood. It is also able to be entrepreneurial much more easily than other forms of governance such as a parish council, meaning that it can take risks to achieve greater community gains.

C9 → A mechanism for ongoing community management and governance should be established. A Community Trust is the Council's preferred option, but other models will be considered if they meet the principles in para. 2.45.

- 2.44 Whatever model is chosen (for the rest of this document referred to as a Trust) it must be able to fund its responsibilities. Some community facilities can be significant financial liabilities, although as noted above the sharing of facilities can reduce this. Service charges are a reliable option. However, they are unlikely to be set much above the level required for ongoing maintenance. This would not provide capability for ongoing investment or allow the Trust to respond to needs and priorities that arise as the community establishes.
- 2.45 Some of the facilities and services that might be passed to a Trust do have potential to generate income. It is also common for Trusts to be given an endowment when set up. This can be a financial endowment or in the form of land or buildings. Table 2.2 suggests various responsibilities that a Trust could take on, and which might provide an income stream.
- 2.46 The developer will need to have thoroughly costed the proposal for the governance organisation that comes forward. It will need to demonstrate how funding will be made available to meet the Trust's objectives.

Possible responsibility	Potential Income
Management & maintenance of open spaces	N
Fishing lakes	Y
Management & maintenance of ecology areas	N
Management & maintenance of unadopted roads	N
Managed workspace provision	Y
Parking provision (communal/charged)	Y
Car club	Y
Community centres	N
Sustainability advice	N
Partner/shareholder in any ESCo or MUSCo*	Y
Youth centre/provision	N
Waste management facilities/recycling & reuse centres	Y
Ongoing community engagement	N
Café and/or crèche associated with other community facilities	Y
“Landmark” projects (e.g. equestrian centre, garden centre/farm shop)	Y
Town centre management	Y

Table 2.2: Possible responsibilities for a Community Trust or similar

**An ESCo (Energy Services Company) may be set up to manage and distribute on-site energy generation. If it had responsibility for other utilities (such as sewerage or broadband) it would be a MUSCo (Multi-Utility Services Company).*

- 2.47 The Trust should be able to determine its own remit, to make sure it is truly representative of its community. However, many site management responsibilities are not optional; they have to be carried out as part of the developer’s requirement to provide facilities to support the new development. While some of these can be usefully allocated to the Trust, it should still be given scope to expand or detail its role as the community establishes.
- 2.48 It may be most practical to establish the Trust in phases. If so, its funding (in whatever form) must keep pace with its responsibilities. Early provision is preferable. Experience elsewhere suggests that Trusts have been most successful when set up before development has got seriously underway.
- 2.49 Whatever form of community organisation is provided, there will remain a role for parish councils in representing the existing and growing communities. The Trust should be prepared to work closely with existing parish councils, and there may be parish council representation on its board. At present the site is covered by five different parishes (though the bulk of the developable area falls within Hoo St Werburgh and High Halstow) and it may be that in due course a new parish will need to be set up for Lodge Hill.

Neighbouring Communities

- 2.50 Lodge Hill may, over time, replace Hoo St Werburgh as the rural service centre for the Peninsula. While it is not intended to deliberately “over-provide” services to encourage this, the larger population of Lodge Hill will support a greater range of services than are currently available on the Peninsula. Examples could be a foodstore, a wider range of health services, and significantly improved leisure facilities. This should provide benefits for existing communities, and the

potential catchment from neighbouring villages may increase the viability of some services, such as a high frequency bus service.

- 2.51 It is therefore important that nearby communities are able to access facilities provided on site. High Halstow, Cliffe Woods and Hoo St Werburgh are all within walking and cycling distance. Residents of other villages on the Peninsula currently have to drive (or catch an infrequent bus) to Hoo or the main urban area to access most services. They pass Lodge Hill en route, so may also divert into the site. Chapter 5 (Transport) discusses in more detail the form these links might take.
- 2.52 Although an increase in the facilities available to the Peninsula residents is generally supported, there is a possibility that new facilities at Lodge Hill could draw trade from existing facilities. This might even lead to the loss of some facilities where they are already struggling. This concern has been raised by a number of local residents and organisations during consultation events. Feedback from local residents on this issue shows that the facilities which raised most concerns were (listed with highest concern first):
- Village shops
 - Schools in neighbouring villages
 - Village halls and community centres
 - Village pubs
 - Leisure facilities
- 2.53 Facilities that have a catchment wider than Lodge Hill should be considered carefully. The opportunity to improve service provision for the Peninsula should be taken. However, where possible, these facilities should complement the existing offer rather than directly competing. For example, there may be no need to provide a swimming pool immediately adjacent the site, particularly if links to the existing pool in Hoo can be improved.
- 2.54 In other cases, the solution may be working arrangements that include the existing communities and businesses. Any town centre management or business forum for Lodge Hill could invite businesses in Hoo to join. A close relationship between the new secondary school and the Hundred of Hoo School would help to balance demand between them. A different specialism for the new school and joint working on intake arrangements could also help to reduce conflicts.
- 2.55 Finally, the potential for direct support to existing facilities should be considered. It is not the role of a developer to support unviable businesses elsewhere or at the expense of the new provision. However, where Lodge Hill has a direct impact on an existing service and its failure would have a harmful impact on neighbouring communities, there is a case for targeted investment (financial or otherwise) to help mitigate the impact.
- 2.56 This is only possible through the planning process if the contribution required meets strict legal tests regarding its relevance to planning and to the particular development. Planning applications (outline and detailed) for services and facilities at Lodge Hill will be expected to demonstrate their likely impact on existing services so that any need for mitigation can be effectively judged.

C10 → Proposals for facilities and service on Lodge Hill should seek to minimise negative impacts on existing communities and facilities in

nearby villages. Measures to reduce impacts should be incorporated into proposals, including as part of future governance arrangements.

2.57 Many developers of large-scale projects also have corporate social responsibility initiatives. This might include a fund that encouraged bids for community projects in nearby villages. This is beyond the scope of the planning process.

Chapter 3 – Economy

Economic strategy

- 3.1 The Core Strategy says that Lodge Hill should make a strong contribution to the wider Medway economy. It will need to have a strong and sustainable economic base in its own right. Lodge Hill has some major advantages as a location for modern, high-quality employment uses (see Box 3.1). Establishing a successful business location will take commitment and investment from developers. However, with a 15-20 year timescale for the development, it is entirely achievable.

- Excellent transport links to London and Europe via the High Speed 1 rail link
- Good road links (M2 and M25 via the A289)
- Potential for direct energy supply from on-site generation, and nearby power stations (needed for some energy-hungry IT uses such as data centres)
- Located within North Kent's corridor of innovation centres and networks
- Exceptional rural setting including golf course adjoining the site
- Bridging location between emerging industries at Grain and Kingsnorth and the main urban area, including the universities at Chatham Maritime

Box 3.1 – Lodge Hill's advantages as a potential business location

- 3.2 Partnership working with prospective developers has already been taking place to identify the potential for employment at Lodge Hill and how this can best be fulfilled. The Council is committed to continuing this. This includes work outside of the planning process, for example with the Council's Economic Development and Education teams.
- 3.3 The Council's Economic Development Strategy identifies some of the issues facing the local economy. It sets strategic priorities for Medway's future growth. Developers must have regard to this strategy when drawing up proposals for the site. Issues of particular relevance to Lodge Hill include:
- Increase the gross value added (GVA) of employment within Medway;
 - Reduce out-commuting;
 - Maximise the potential of the "M2 accessible" areas where demand for premises is highest;
 - Retain more graduates;
 - Raise skills levels within Medway's workforce.
- 3.4 Developers should capitalise on Lodge Hill's advantages to make the most of opportunities in higher-value growth sectors. The sectors which may have most potential for Lodge Hill include:
- High-value manufacturing (including food)
 - Environmental technologies
 - Research and development
 - Creative industries
 - Health

- 3.5 Infrastructure is key to achieving economic growth. Lodge Hill can take advantage of its good transport links. Telecommunications (such as high speed broadband) is also becoming an absolute priority for businesses. The developer should make every effort to secure the best possible broadband infrastructure into the site.
- 3.6 It is central to the vision for Lodge Hill that it should become a sustainable and successful business community, not just a commuter settlement. It should take advantage of fast links from (as well as to) London as well as generating opportunities for locally based employment. The developer must have a holistic strategy for realising Lodge Hill's economic potential.

E1 → An economic strategy for the site should be submitted with the outline application.

Jobs and business space

- 3.7 The Core Strategy gives two targets for employment creation:
- Around 5,000 jobs (in balance with housing numbers); and
 - At least 43,000m² business floorspace (with an aspiration for a higher figure)
- 3.8 It is not realistic to expect everyone who lives on site to also work on site. However, it is important that the opportunity is provided. This will also allow for changes in working patterns in the future, where more people may choose to live and work in the same area. The rising cost of travel is one factor that could contribute to this.
- 3.9 Some jobs will be provided in the on-site retail, leisure and community facilities. Figure 3.1 shows the likely split of employment from on-site services. This is based on the Core Strategy evidence base, which

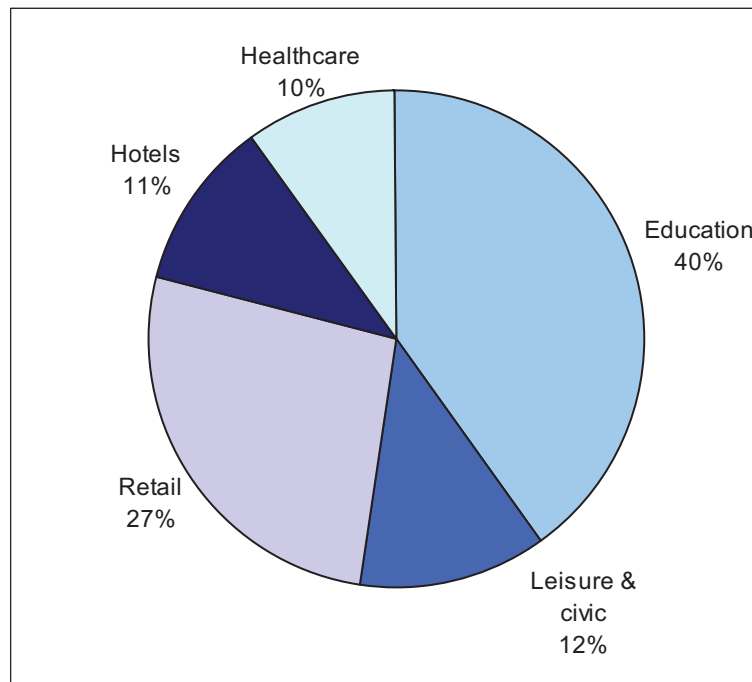


Figure 3.1: Indicative services employment distribution

identified the likely range of these facilities based on the needs generated by the community and the potential markets.

- 3.10 Jobs in these sectors are an important part of overall provision. However, they will not address many of the local economy's identified weaknesses. The target for business floorspace will ensure that the development also provides the higher-value employment that the local economy needs.
- 3.11 The total employment in on-site services will be around 900 jobs, leaving 4,100 to be provided by the business space. If the minimum floorspace is provided, this means around 1 job per 10m².
- 3.12 This is clearly ambitious. Guidance prepared in 2010 for the Homes and Communities Agency suggests very few sectors reach this average employment density. Office-type uses are the main sector that achieves it. Light industry and general industry have averages of 1 full-time equivalent (FTE) job per 47m² and per 36m² respectively. However, this can vary greatly (the HCA suggests a range from 1 job per 18m² to 60m²). Some light industrial uses (such as some research and development) have employment densities close to the target figure.
- 3.13 This highlights the importance of aiming to exceed the Core Strategy's floorspace target. It would give some flexibility regarding which uses and sectors can be accommodated within the site, while still allowing the overall jobs target to be met.

E2 → Although 43,000m² is the minimum acceptable employment floorspace, the masterplan should retain the ability to accommodate a significantly higher level, should demand come forward. The developer's economic strategy will be expected to demonstrate how the level of floorspace proposed will meet the target of around 1 job per household.

- 3.14 High-value employment tends to fall within use class B1, and some within B2. These classes cover offices, research and development, and light industrial (B1) and general industrial (B2). Business floorspace at Lodge Hill should concentrate on these uses. Not all B2 uses will be suitable for the site, but modern technology means that many industrial uses can be accommodated in mixed-use areas.
- 3.15 Sui generis uses (uses not falling within a defined class) may also be appropriate. This will depend on the nature of individual proposals. Environmental technologies, one of the key growth sectors, often involve sui generis uses.
- 3.16 Uses within Class B8 (storage and distribution) often require large footprint buildings with excellent road access. They tend to generate large amounts of HGV traffic. Employment in these uses is often at a very low density, and can be low-skill and pay. These uses will not generally be appropriate at Lodge Hill. However, some small-scale B8 uses may be accepted as part of the overall mix. In this case, they would have to demonstrate that they do not undermine the overall vision and character of Lodge Hill.
- 3.17 There should also be some provision for uses that are intended to improve the functioning of the settlement, as well as those concentrating on raising

the area's economic profile. Uses such as a car mechanic, for example, will make Lodge Hill more liveable for residents. These can be termed "non-core" or functional uses.

- 3.18 The main considerations on whether any particular use is acceptable for the site will be:
- How well the proposal fits with the overall vision and character for the development
 - The amount of jobs created
 - The contribution of the proposed use towards the wider local economy, in terms of value added, skills development and/or graduate retention
 - Its value to the proper functioning of Lodge Hill as a place to live, or to the wider Peninsula.

E3 → The majority of business floorspace at Lodge Hill should be within use classes B1. The acceptability of use class B2 and sui generis uses will be assessed on a case-by-case basis. B8 uses will not generally be acceptable. Between 5% and 10% of overall floorspace should be reserved for non-core or functional uses (see para. 3.16).

- 3.19 The government is reviewing the use classes order. This could significantly change the grouping of business uses. In this case, the discussion and policies above should be taken to refer to the equivalent replacement use classes.
- 3.20 Employment space at Lodge Hill should be provided as an integral part of the settlement's built form. Large single-use areas should be avoided. Town and local centres should be mixed-use hubs including employment provision. Some employment uses can also be located within or alongside residential areas. The specific uses proposed would have to avoid impact on the amenity of neighbouring residents.
- 3.21 Some business park provision could accommodate larger floorplate uses and those that cause amenity problems if located too close to residential properties. It would also allow clustering of uses, which may be crucial to successfully establishing higher value employment.

E4 → Employment space should be distributed and integrated throughout the site. Any business parks must reflect the overall character of the development. Business uses should be provided in the town and local centres. Small clusters of business premises in predominantly residential areas will be acceptable where the uses proposed will not harm amenity.

- 3.22 A range of types and sizes of business premises should be provided. Smaller units are generally easier to integrate and have higher employment density. They are suitable for start-up and grow-on businesses, so a healthy supply can help raise graduate retention. Medway currently has much higher demand for small units than large units.
- 3.23 Large, single-user buildings are still acceptable. In the case of business parks or clusters at least one large user may be needed as an "anchor tenant" in a similar way to a department store anchoring a shopping centre.

However, large single-use buildings should not form the sole strategy for employment provision.

- 3.24 Managed workspace has a crucial role to play in increasing the supply of value-added jobs and nurturing local entrepreneurs. It has often been particularly successful for high-tech industries. It can include workshop/industrial space as well as offices, and can range from a single desk in a shared office to a suite suitable for a medium-sized business, as well as other services for homeworkers.

E5 → Employment provision should include a substantial proportion of small and medium sized business units as part of a wide range of types and sizes. Managed workspace (both office and industrial) should be also provided.

- 3.25 Business premises can become outdated very quickly. The physical constraints of a building built for a specific user can be an issue. Other common concerns relate to ICT requirements (especially broadband speeds) and the energy costs of running an older building. The developers of Lodge Hill will need to consider how their employment provision can be future-proofed so that it continues to thrive in the longer term.

E6 → Proposals should ensure the provision of, and allow for future upgrade of, high-quality ICT infrastructure and flexible formats and layouts that will enable future adaptation and conversion.

- 3.26 Another current trend is an increase in working from home. Homeworking is not included in calculations of employment need and provision because it can be difficult to measure. In many cases the homeworker is employed by a company elsewhere but only travels to the office when necessary. However, with the right infrastructure, homeworking can include a very wide range of business models, and can provide high value-added employment. High-speed broadband will make Lodge Hill attractive to this type of worker.

E7 → Provision and support for homeworking should be made as part of the proposals for Lodge Hill, including dedicated workspace in a high proportion of dwelling units (except specialist units such as older persons housing).

- 3.27 Live-work units are one form of homeworking. They fill a specific niche in the market. There is no evidence of any particularly high demand for them in Medway, but they should be considered as part of the overall housing and employment mix at Lodge Hill.
- 3.28 Links to other employment provision within Medway are also crucial to help reduce out-commuting. Key destinations for those not working at Lodge Hill are Chatham town centre, Medway City Estate, Kingsnorth and Grain. The developer should consider improvements to these links as part of their wider transport and access strategy (see chapter 5 - Transport). However, this should not be considered an alternative to on-site provision.
- 3.29 The phasing of employment provision will need to be considered. It may take time to establish a market for large-scale employment provision at Lodge Hill. There will also be a need to respond to market changes. Ideally, employment provision should keep pace with residential development. This

should be adopted as a broad principle, but it is accepted that there will be some variation across the course of the development.

E8 → Employment provision should broadly keep pace with residential development. The phasing should be agreed through the planning application process and variations from it thereafter should be justified.

Skills and education

3.30 The need to improve the skills profile of the local workforce is a key priority for Medway as a whole. The Council has a range of initiatives aimed at improving the skills and employability of the local workforce. Many of these are promoted through links with local colleges and universities. The developers of Lodge Hill can both support and benefit from these existing initiatives.

E9 → The economic strategy for Lodge Hill should consider opportunities for training and skill building, including through the construction process.

3.31 The greatest potential is at the construction stage. Support could include:

- Financial support to existing programmes
- Provision of placements for apprentices and people on other training programmes
- Commitment to work with local contractors and a local supply chain
- Involvement of local firms and trainees in innovative construction methods and provision of small-scale renewables
- Work with colleges and universities to use the site as a case study

3.32 At the operational stage, individual businesses that occupy new premises will be responsible for their own approaches to training. However, a wide range of business can benefit from initiatives linking employers with universities, business networks, potential employees or other support. The emerging economy at Lodge Hill could benefit from this kind of initiative. Developer support could take the form of:

- Financial support to existing initiatives and networks
- Facilitation of events for businesses moving into Lodge Hill (or considering doing so)
- Provision of premises on-site that can be used by such initiatives
- Use of community premises such as schools to support lifetime learning and links between students and businesses

3.33 Further discussion will be required on the exact approach that is most appropriate for Lodge Hill.

E10 → Appropriate support for programmes designed to promote skill building in the local workforce, including businesses that locate on-site, shall be agreed between the developer and the Council.

3.34 Most initiatives tend to be time-limited and in response to a specific need. However, the principle of working with the private sector and developers is unlikely to change. Any commitments for support will need to be able to respond to changing needs and to work through programmes that emerge over the development timescale.

- 3.35 The best way to promote links between on-site businesses and higher education would be for a university to locate on site. A satellite campus is the most realistic option given the amount of land available. The universities already in Medway have not identified any specific demand for a location at Lodge Hill. However, this may change over the 15-20 year development timescale. Other universities with a requirement in the area may also come forward. It is not appropriate to reserve an area in the masterplan for a higher education use. However, if a proposal comes forward at a later date, it will be looked on favourably.
- 3.36 Any higher education provision on site should be in addition to the employment floorspace identified above, except where the proposal includes specific employment-generating floorspace such as research facilities.

Retail

- 3.37 Figure 2.3 (Chapter 2 - Community) set out a hierarchy of centres within Lodge Hill. The same hierarchy should apply to retail provision, with large-scale uses and the main cluster being located at the town centre.
- 3.38 Hoo St Werburgh is the current rural service centre for the Peninsula. Although it has a wider range of facilities than the other villages, there is still limited retail provision. The two small foodstores in Hoo do not serve much more than a day-to-day convenience need. The range of other retail provision is also fairly limited. Much shopping from the Peninsula communities therefore takes place outside of the local area, in Strood or Gravesend for example.
- 3.39 This means that there is a wider market for retail facilities at Lodge Hill. Although the main purpose of provision at Lodge Hill is to meet its own demand (and so developers should not seek to over-provide retail facilities to draw from other centres), this wider market cannot be ignored and the location of the main town centre should reflect this and enable access for the rest of the Peninsula. It would also reduce the need to travel off the Peninsula for a proportion of shopping needs, creating a more sustainable relationship between the community and facilities. This wider market may allow retail facilities to be brought forward earlier than if they were relying solely on demand from the development. The access strategy for the site (see Chapter 5 - Transport) should acknowledge the likely draw of the town centre and provide good access to the town centre for sustainable modes of transport. The closest existing villages are within easy walking and cycling distance; this should be encouraged.

E11 → Retail provision at Lodge Hill should follow the hierarchy of town centres and local hubs set out in Figure 2.3. The exact distribution between these hubs should ensure that the main town centre has sufficient critical mass to be a vibrant and attractive place for residents, workers and visitors.

- 3.40 The Core Strategy states that retail provision at Lodge Hill should be at least 5,000m² Gross External Area (GEA), including a foodstore. This figure is relatively flexible. There will need to be good a range of smaller shops, food and drink uses and other ancillary uses (such as a bank and a

hairdresser) to balance the draw of the foodstore. Links between the foodstore and the rest of the town centre are also crucial.

E12 → A foodstore should be provided within or on the edge of the town centre. Excellent links between the two (physical and functional) should be provided. The scale of foodstore proposed (including its parking provision and the range of comparison goods sold) should avoid over-dominating the retail offer of the town centre as a whole.

- 3.41 As identified in Chapter 2, Lodge Hill may, over time, replace Hoo St Werburgh as the rural service centre for the Peninsula. The scale of retail provision proposed should take account of the possible impact on Hoo. A balance is needed between serving the needs of the new and existing communities and ensuring that some form of retail centre is able to survive in Hoo. The scale of foodstore proposed is likely to be crucial to this.

E13 → The impact of retail proposals on nearby centres, particularly Hoo St Werburgh, should be considered and minimised as far as possible. The retail impact assessment to be submitted with the application will need to include an assessment of the impact on Hoo St Werburgh.

Leisure

- 3.42 Leisure provision is both a community facility and a contributor to the economy. Chapter 2 (Community) dealt with leisure requirements for the development arising from their role as a community facility. This section looks at the economic role. There is potential for additional provision that will support the wider business economy as well as providing more service sector employment. In particular, there is a market for hotel provision.
- 3.43 The Lodge Hill evidence base suggests that up to two hotels could be provided on site. A business hotel would serve both the on-site employment and the wider local economy. There is also a potential market for a leisure-based hotel. This could provide conferencing facilities and event space, high-end leisure facilities such as a spa, and a good quality restaurant.
- 3.44 There is an existing golf course adjacent to the site at Deangate Ridge. This has obvious synergies with a leisure hotel. Links between the two may also increase the hotel's ability to function as a support to the business offer on site. The Council would be willing to explore opportunities for partnership working with the developer to maximise the potential support the golf course can offer.
- 3.45 Potential links to the golf course suggest that the best location for a leisure hotel is along the southern boundary of the current Lodge Hill Training Area. There are existing wooded areas, which would make a very attractive setting for a high-value hotel. This location is also close to the town centre and on the flatter part of the site that could accommodate larger floorspace business uses.
- 3.46 A business hotel is likely to need to be visible from the highway to capture trade related to the other employment areas on the Peninsula. There is very little of the site where this applies, which suggests that this hotel would be

better located in the Chattenden Barracks part of the site. Again, there are areas here that would be suitable for business use.

- 3.47 Smaller scale tourism use would also be acceptable. Less work has been carried out to determine the market for this at Lodge Hill. However, there are already a number of successful small-scale facilities on the Peninsula, and again there are potential links with off-site uses. For example, the RSPB have a number of sites nearby where they are considering expanding visitor facilities, and this could provide opportunities for eco-tourism.

E14 → Proposals for tourism uses at Lodge Hill are likely to be acceptable, and should maximise potential synergies with off-site facilities. Small-scale facilities can be integrated with the overall development. Larger hotel facilities should ideally be co-located with areas of business use, but other locations will be considered where they complement the overall vision and masterplan for the site.

Chapter 4 – Environment

- 4.1 Sustainability in its widest terms involves ensuring well-being and quality of life for everyone. This not only applies to current populations but also means ensuring that future generations have the same chances. Environmental issues, while not the only factor, are often central to this aspect.
- 4.2 All new development must be designed and built to minimise greenhouse gas emissions and resource use during the construction and use of the buildings. It will need to allow people to adapt to the consequences of climate change. The vision for Lodge Hill requires it to go beyond this general requirement and be an exemplar of sustainability. The Core Strategy makes particular reference to:
- Enhancing the natural environment;
 - Conserving natural resources;
 - Minimising the carbon footprint of the development as a whole;
 - The potential for a comprehensive heating grid;
 - The need for a water strategy; and
 - Allowing people to lead sustainable lifestyles.
- 4.3 The scale of the site, and the fact that development is starting almost from scratch, means that Lodge Hill is a unique opportunity. It can set a standard not only for Medway, but also for the rest of the Kent Thames Gateway.
- 4.4 The policies in this Chapter of the Development Brief set out what the Council believes is necessary for Lodge Hill to be an exemplar of sustainability (in addition to the economic and social issues discussed in previous chapters). There is scope to relax individual standards if they cannot be met on a specific phase. However, a strong justification will be needed, in relation to the overall sustainability of the relevant phase and the site as a whole. This does not apply to those standards that deal with ecological impact, which must be dealt with on a consistent and site-wide basis.
- 4.5 To ensure that Lodge Hill as a whole is as sustainable as possible, it is essential that the site has a cohesive sustainability strategy. To ensure this, proposals should be assessed using BREEAM Communities.
- 4.6 BREEAM Communities targets the concept and planning stage of developments. It assesses eight categories that are linked to planning policy and best practice standards and are already familiar to developers. These are: climate change and energy, community, place shaping, buildings, transport and movement, ecology, resources and business.
- 4.7 At the outline application stage, only an Interim BREEAM for Communities Certificate is available. This does not give a ranking, it only confirms whether the development will pass or fail. It is therefore not necessary for an Interim Certificate to be submitted for Lodge Hill, as the additional information it provides is so limited.

EN1 → Outline planning applications must be supported by a sustainability statement showing how the requirements of this Development Brief will be met. This should demonstrate how the site will achieve BREEAM Communities “Excellent”. Detailed planning applications must be accompanied by:

- **A sustainability statement showing how the requirements of this Development Brief have been addressed, including the CSH and BREEAM requirements for each building.**
- **A Final BREEAM Communities Assessment, demonstrating that BREEAM Communities “Excellent” has been achieved.**

4.8 The Code for Sustainable Homes (CSH) and BREEAM are well recognised national rating systems for the sustainability of individual buildings. The Government has adopted CSH for new homes, while BREEAM applies to all other types of developments. Both systems provide frameworks to reduce the environmental impact of new buildings through the integration of energy and water efficiency measures, climate change adaptation measures and by using less polluting materials.

EN2 → All new buildings at Lodge Hill should achieve successively higher sustainability standards in accordance with the following timeline (these targets will apply at the time of the detailed planning application for each phase):

- **Until 2016: CSH Level 5 and BREEAM “Excellent”**
- **From 2016 onwards: CSH Level 6 and BREEAM “Outstanding”.**

Energy

4.9 Around half of the UK’s carbon emissions come from energy used in people’s homes and workplaces. It is therefore essential that the energy demand of the new buildings at Lodge Hill are minimised and that renewable energy resources are installed. Energy issues must be considered right at the start of the design process. Development at Lodge Hill should be designed in accordance with the energy hierarchy (see Figure 3.1).

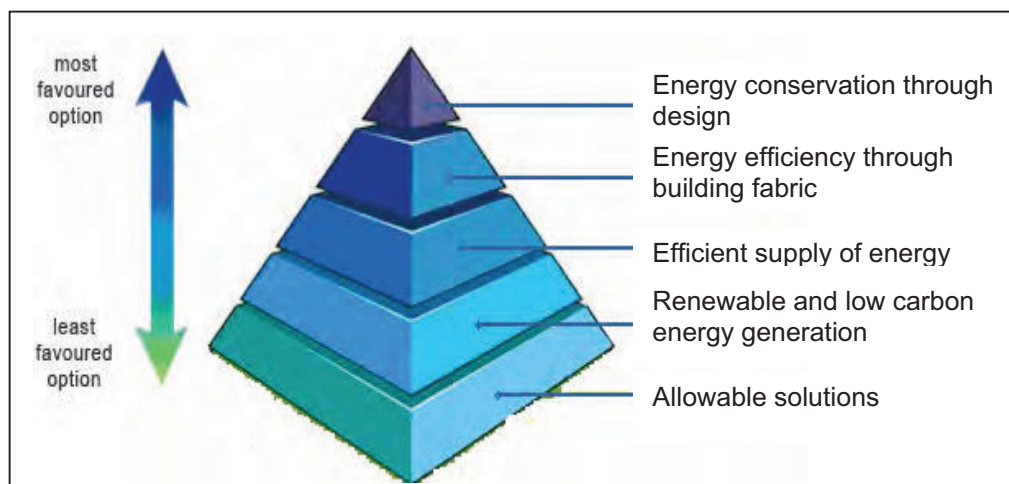


Figure 3.1: The energy hierarchy

4.10 CSH and BREEAM require a certain level of carbon reduction, but do not specify a particular level of energy efficiency. To ensure Lodge Hill is constructed in line with the energy hierarchy, specific energy efficiency standards should also be set. The requirements of BREEAM “Excellent” are not as high as CSH Level 5. Energy costs are an increasing concern for businesses, so maximising energy efficiency in commercial buildings will help to increase the economic viability of Lodge Hill. Residential developments will

need to meet the energy standards of the Code for Sustainable Homes Level required at the time.

EN3 → Residential developments should meet the energy standards of the relevant CSH level. Non-residential developments should meet the energy standards required for BREEAM “Outstanding”.

- 4.11 CSH Level 6 requires dwellings to be zero carbon, and this currently includes emissions from cooking and appliances. However, the current Government has amended the definition of zero carbon to exclude appliances and cooking. In 2016 should the CSH Level 6 definition still include emissions from appliances and cooking, it will be acceptable to use allowable solutions to meet this part of the standard. Emissions from appliances and cooking do not need to be included in the energy strategy for on-site solutions.
- 4.12 Energy statements will be required at both outline and detailed planning application stages. These should include:
- The expected energy demand and carbon emission from the development;
 - The expected energy and carbon dioxide emissions savings from proposed energy efficiency and renewable energy measures
- 4.13 Guidelines as to the format and required content of energy statements are included in Appendix 2.

EN4 → All planning applications for new built development must be accompanied by an energy statement in accordance with the guidelines in Appendix 2.

- 4.14 Energy demand can be vastly reduced by passive design. Simply put, this means designing buildings to take maximum advantage of free heat from the sun and free ventilation and cooling from the wind. Box 4.1 suggests some principles that can be applied to achieve this.

- Designing the site layout and orientation of buildings to minimise the need for and use of mechanical ventilation, heating and cooling systems
- Orientation habitable rooms (e.g. living rooms) within 30° of south
- Locating windows at heights that allow lower sun angles in the winter
- Providing louvres and balconies to provide shading to south facing windows in the summer months
- Using soft landscaping including deciduous tree planting, to allow natural sunlight to pass through during the winter months whilst providing shade in the summer
- Integrating passive ventilation, for example passive stack ventilation and design dual aspect units to cross ventilation
- Providing north facing windows in offices and other commercial buildings
- Integrating exposed thermal mass into buildings to modulate internal temperature gains
- Painting of flat roofs white or using green roofs to reduce heat absorption

Box 4.1: Passive design measures

- 4.15 The Lodge Hill site has a number of topographical features that should be considered as part of a passive design strategy. These include the use of the south facing ridge slope for solar gain and the need for additional shelter or careful orientation on the exposed ridge.

EN5 → All development at Lodge Hill should incorporate passive design measures that take advantage of natural light and heat from the sun and use natural ventilation, where possible, whilst preventing overheating in the summer. Measures should be tailored for each different building type and innovative solutions will be welcomed.

- 4.16 The energy efficiency standards proposed are in line with the Government's energy efficiency requirements for zero carbon homes in 2016. A national kWh/m² target for energy demand for non-residential buildings has not yet been published.

EN6 → All development at Lodge Hill should maximise energy efficiency as follows:

- **All new residential buildings should achieve a heating and hot water demand of 39 kWh/m² /year for apartments and mid-terrace houses and 46 kWh/m² /year for end-terrace, semi-detached and detached houses**
- **For non-residential development, as much as possible of the required 25% reduction in carbon dioxide emissions compared to 2006 Building Regulations levels should be met through energy efficiency measures**
- **External lighting should be designed to minimise wasted light through spillage or reflections to the night sky.**

- 4.17 Decentralised energy generation is the use of an energy network to supply heat and/or power to a number of buildings from a local energy source. This can be a more efficient supply and lead to carbon dioxide savings, especially if waste heat from existing power generation or other local heat sources can be used. However, to maximise carbon dioxide savings the source and location of the energy must be selected carefully.

- 4.18 A certain threshold of heat demand is needed before a decentralised energy supply can become fully operational. There are a number of specific considerations when installing an energy network in a phased development:
- The very first buildings may need their own energy supply before the energy network is commissioned
 - In order to obtain the necessary heat demand to operate the energy network, buildings that have a high heat demand (such as schools) should be brought forward as soon as possible.

- 4.19 If an energy network is planned at Lodge Hill planning conditions/obligations will be used to ensure that all buildings are connected. Should it be demonstrated that it would not be appropriate to connect a building to the network this will be considered on a case-by-case basis.

- 4.20 A decentralised energy generation network for Lodge Hill would also have potential to provide heat and power to existing buildings in close proximity to the site. The developers should make every effort to engage with the owners

of these buildings and to connect them to the energy network. The existing buildings most likely to be suitable for connection include:

- Chattenden Community Centre
- Chattenden Primary School
- Deangate Ridge Leisure Centre
- Deangate Ridge Golf Club
- The London and Quadrant housing estate in Chattenden.

- 4.21 There are two potential sources of waste heat in the vicinity of Lodge Hill. These are the Damhead Creek and Kingsnorth power stations. Both have recently sought planning permission to extend or replace their capacity. Damhead Creek has planning permission, while Kingsnorth's planning application is still with the Secretary of State. Both include a requirement for pipes to be built to transport waste heat to the edge of their site boundary. If an energy network is proposed for Lodge Hill, all avenues for using the waste heat from one of these power stations should be explored. If it is not viable at the outset, or if the lead-in for this would unreasonably delay development, consideration should be given to designing the new development and heat network in a way that allows for connection to these existing heat sources at a later date.

EN7 → Any proposals for a decentralised energy system for Lodge Hill should:

- **Be supplied by a renewable form of energy wherever possible**
- **Include provision of an efficient gas or renewable fuel boiler system for temporary use in any buildings completed before the site-wide energy network is completed, and design these buildings so they can easily switch to the central energy network system once it is available**
- **Ensure that, within each phase, buildings with high heat loads are brought forward as early as possible**
- **Engage with existing local heat users (especially those listed above) to try and facilitate their connection to the energy network**
- **Explore the feasibility of connection to existing heat sources and take this forward wherever possible and economically viable**
- **All buildings should be designed and built with a communal heating system (a system that has one central source of heat that is delivered to each individual home or commercial unit rather than separate boilers for each unit)**
- **Detailed planning applications should ensure that all buildings containing more than one unit have a communal plant room with space for: the boiler to supply the interim heat (if needed), the heat exchanger that delivers heat from the network, the heat meter and the controls, and which should be situated where there is easy access for the heat main to enter the building.**

- 4.22 As much as possible of the energy demand remaining after passive design and energy efficiency are applied should be supplied from renewable sources produced on-site. This reduces the development's reliance on remote sources of energy, including imported oil and gas.

- 4.23 Different detailed proposals will be suited to different renewable and low carbon energy technologies. Site characteristics will also impact on their

feasibility. The following renewable energy technologies are considered to be suitable for Lodge Hill:

- Small to medium scale stand-alone wind turbines (subject to there being no undue negative effect on the sensitive landscape around the site and no significant noise implications for nearby residents);
- Solar photovoltaics;
- Woodfuel heating;
- Solar water heating; and
- Ground-sourced and water-sourced heating systems (The electrical energy used to operate proposed heat pumps, and the carbon dioxide produced doing this, must be subtracted from calculations of energy provided and carbon dioxide saved by renewable sources of energy).

4.24 More innovative technologies that may come forward in the future will also be considered on a case-by-case basis.

4.25 Woodfuel heating can provide a low carbon, renewable form of energy. However, any wood fuelled installation should use fuel from a sustainable source, as local as possible, and should have long-term management arrangements in place. In addition, any installation would need to consider the potential air quality impacts from the combustion of woodfuel. This is particularly true at Lodge Hill as some of the ecological areas nearby may be sensitive to the effects of poor air quality. Liquid biofuels are not considered an appropriate energy source for Lodge Hill, as they should be prioritised for powering transportation.

4.26 No specific renewable energy target is set for Lodge Hill. The reduction in carbon emissions already required by the energy standards of the CSH and BREEAM levels, which cannot be met without renewable or low carbon energy provision.

EN8 → The choice of renewable or low carbon energy supply should take into account the guidance in paras. 4.23 to 4.26.

4.27 In order to meet CSH Level 5 and beyond, the majority of the required carbon reduction can be met on-site through good design, energy efficiency and renewable energy technologies. However, it is likely that some remaining carbon dioxide emissions will need to be addressed through allowable solutions. These are off-site means of reducing carbon dioxide emissions. They have not yet been fully defined by the Government but are likely to be measures such as installing renewable energy generating capacity off-site or retrofitting energy efficiency measures to existing local buildings.

4.28 The Council's order of preference for the form of allowable solutions at Lodge Hill is listed below. However, this will be subject to compliance with the Governments' requirements for allowable solutions when these are published.

EN9 → Medway Council has the following order of preference for allowable solutions:

- 1. Connection of buildings near to Lodge Hill to any planned heat network**
- 2. Installation of energy efficiency measures in local public buildings and homes**
- 3. Off-site renewable energy installations**

Water

- 4.29 The water supply for Kent is already very stressed. Locally, many villages on the Hoo Peninsula are known to have water pressure problems. Water sources in the local area are likely to reduce further with the changing climate. Lodge Hill must not place additional stress on the water sources in the area.
- 4.30 Improvements to the water supply network are needed to take place to create sufficient capacity for the scale of development across the Kent Thames Gateway. Most of these will take place outside of the Medway area. The developers at Lodge Hill should work with the local water utility company to ensure that the development at Lodge Hill does not place additional stress on water resources.

EN10 → Any outline planning application should be accompanied by a water-cycle strategy developed in conjunction with the Council, the Environment Agency and Southern Water. This strategy should:

- **Assess the impact that the proposed development at Lodge Hill will have on water demand within the framework of the water companies water resource management plans;**
- **Set out the proposed measures to limit additional water demand from new housing and non-domestic buildings. This should consider any energy used by water reduction methods and allow for ongoing safe maintenance of any technologies proposed.**

- 4.31 Due to the existing local water supply issues, more stringent targets have been set for non-residential buildings than are required by BREEAM. This is not needed for dwellings because the mandatory water requirement for Code for Sustainable Homes Level 5 is the same as for Code Level 6.

EN11 → All non-residential development at Lodge Hill should aim to achieve maximum credits from BREEAM credit area WAT 1. Landscaping should be designed to avoid the need for irrigation wherever possible.

- 4.32 Lodge Hill has a low risk of flooding from fluvial and tidal flooding, as classified by the Environment Agency. However, poorly designed or maintained drainage and too many hard surfaces in a new development can lead to localised surface water flooding in heavy rainfall. This can also increase the risk of flooding elsewhere.
- 4.33 BREEAM Communities sets a mandatory standard for surface water. The peak run-off rate into a watercourse or other receiving body must be no greater for the developed site than it was for the pre-developed site for at least the 1 in 100 year return period events. Run-off must be attenuated using sustainable urban drainage systems (SUDs) and not discharged into the sewer. Many of the important ecological areas on the Hoo Peninsula are water-based habitats. Changes to the drainage from Lodge Hill must avoid reducing the water supply for these sites.
- 4.34 The flood risk assessment process will identify whether any key flood flow paths exist on the site. If any key flood flow paths are identified, the design of the development should not position buildings within them unless suitable mitigation can be provided.

EN12 → The development should be designed and laid out to route water away from vulnerable uses if a flood were to occur. Should any key flood flow paths be identified on the site, buildings should be situated so as not to block these paths, unless this can be suitably mitigated.

- 4.35 SUDs are the most appropriate way of dealing with surface water run-off. They have a number of advantages over traditional drainage, including increasing biodiversity, removing pollutants from the water and improving the quality of green infrastructure. When designing SUDs:
- Where possible, water should be collected and stored on site for later use;
 - The next preference is for collecting water for slow release into a waterway (the preference is to store water in ponds or open water features, otherwise rainwater tanks or sealed water features should be used);
 - The next preference is to drain water directly into a watercourse. Where this is not possible, water should be directed into surface drains; and
 - Water should not be directed straight into sewers.
- 4.36 Much of the ground at Lodge Hill is clay. This means that infiltration systems are unlikely to be appropriate.

EN13 → Surface water should be managed on-site or as close as possible, using SUDs and taking into account the advice in para. 4.35. This should aim to provide water quality and biodiversity benefits as well as reducing the amount and rate of run-off. The impact on nearby protected ecology sites must be considered. A long-term plan for the maintenance and management of the SUDs will be required.

Materials

- 4.37 The energy used to create materials and in the construction process adds to a development's ecological and carbon footprints. Energy embodied in new construction and renovation each year accounts for about 10% of UK energy consumption. Roughly half of this is used in the extraction and manufacture of materials. The rest is mainly from transport (to the processing plant or to site). Building materials have other potential impacts such as the emission of potent greenhouse gases from manufacture, and environmental degradation during extraction and processing. There is a finite amount of resources on the planet, so use of virgin materials should be minimised as far as possible.
- 4.38 Not all of the existing buildings on site are suitable for re-use in their existing form. However, as many as possible of the existing buildings on site should be re-used where this does not prevent other objectives from being met. See also the Heritage section of Chapter 6.

EN14 → A pre-demolition audit should be carried out prior to demolition for the whole site in line with the Institute of Civil Engineers' Demolition Protocol. Where this demonstrates that re-use of a building is not possible, an appraisal of the potential to re-use and recycle the materials on-site should be made using the same protocol. Consideration should also be given to temporary use of buildings that cannot be retained permanently.

- 4.39 The impact on the environment from materials used in the construction of Lodge Hill should be reduced as much as possible. Key considerations are:
- The embodied energy of the materials: re-used and recycled materials mostly have a lower embodied energy than virgin materials;
 - The energy used to transport materials: materials should be sourced as locally as possible to the site (this is defined as within a 50 mile radius of the site);
 - The long term sustainability of the material: whether it is from a replenishable source;
 - Whether good environmental practices have been employed during extraction and processing;
 - Whether the materials are free from substances which contribute to climate change through ozone depletion; and
 - The durability of the materials, reducing the amount of materials needed to maintain the building over its lifetime.

4.40 The use of materials with a low environmental impact is not given significant weight in the scoring of the Code for Sustainable Homes or BREEAM. To meet the exemplar vision, additional requirements have therefore been set out in this Development Brief.

- 40% (by volume) of construction materials should be sourced within 50 miles of the site
- 30% (by mass) of construction materials should be recycled or reused
- All materials should be responsibly sourced. New timber should be PEFC certified or FSC, CSA or SFI certified with a Chain of Custody Certificate. Other materials should be certified using the BRE's BES 6001 Responsible Sourcing of Construction Products scheme.
- Building materials should be long lasting, taking into account their use and the conditions they will be exposed to
- Residential developments should achieve an A+ to B rating from the BRE Green Guide to Material Specification (or equivalent replacement guide) on at least 3 of the following: roof, external walls, internal walls (including separating walls), upper and ground floors (including separating floors, and windows.
- Non-residential developments should achieve an A+ to B rating from the above guide on at least 3 of the following: roof, external walls, internal walls, upper floor slabs, floor finishes/coverings, and windows.

Box 4.2: Standards for materials at Lodge Hill

EN15 → To reduce the environmental impact of materials and construction, Lodge Hill should aim to meet the targets and standards set out in Box 4.2.

4.41 Minimising the need for additional building work in the future can also reduce the impact of construction. Flexible, adaptable floor layouts and structures mean that buildings can adapt to future needs without major additional works.

Food

- 4.42 Around a quarter of an individuals' environmental footprint comes from food. This can be reduced by eating more local, seasonal and organic food. Lodge Hill should maximise the potential to assist residents to grow their own food, and to source more from local and seasonal sources. The Hoo Peninsula has a significant number of agricultural businesses, making local sourcing particularly appropriate.
- 4.43 When residents understand the benefits of local food, they are more likely to source more fresh food locally. This has many benefits, making residents healthier, reducing food miles and stimulating the local economy. Local food production does not feature in the CSH or BREEAM. However, as it has a large environmental impact, some measures to increase local food production have been included in this Development Brief.

EN16 → 0.25 hectares of land per 1,000 population at Lodge Hill should be allocated for food growing. Provision should be made for the long term management of these areas. Specific provision of 1m² per household should be made for blocks of flats. This should be provided within 200m from the entrance to the building, where this would not unduly conflict with other necessary objectives for the development.

- 4.44 The quality of allotment provision (or similar) is crucial. This is to encourage a wider range of people to make use of them as well as maximising food growing potential. The Council has set quality standards for allotment provision across Medway. These reflect the need to improve existing provision as well as relating to new allotments. Lodge Hill should ensure that the highest possible quality is provided.

EN17 → All new allotment provision should be of high quality. Traditional allotment sites should have a water supply, sheds on all plots and have well-drained and accessible paths. Other provision, such as community gardens, will be judged on the basis of individual proposals. All sites should be securely fenced, capable of being locked and located where they can benefit from natural surveillance.

Waste

- 4.45 The construction sector uses over 420 million tonnes of material resources a year. It generates around 90 million tonnes of construction and demolition waste, 3 times the waste produced by all UK households combined. 13 million tonnes of construction materials are delivered to building sites but never used. It is essential that the design of the development and the management of the build programme consider how to minimise this waste at every stage.
- 4.46 All phases of Lodge Hill will be expected to:
- Minimise the creation of waste in the first place (e.g. by using standard components and minimising any over-ordering or damage of materials)
 - Re-use waste from the construction process
 - Allow as much waste as possible to be recycled on other nearby development sites (including but not limited to other phases of Lodge Hill)

EN18 → A site waste management plan should be submitted to and agreed by the council before construction starts. During demolition and construction, waste should be reused according to the guidance in the Institute of Civil Engineer’s Demolition Protocol. Where it cannot be reused, it should be recycled according to the guidance in the same Protocol.

- 4.47 The site-wide waste management plan should include targets for waste recovery and measures to promote re-use, segregation, recycling and composting of waste. WRAP’s “Designing Out Waste” and “Net Waste” tools or BRE’s SMARTwaste tool (or agreed alternative) should be used.
- 4.48 High levels of recycling from residents and businesses at Lodge Hill should be encouraged. Recycling and composting facilities should be as easy to access as waste facilities. This means provision of space within buildings to store recyclables and easily accessible and secure outside space for storing rubbish and recycling. For residential units, the space inside the building should be integral to the kitchen design, not a stand-alone unit. The Council produces guidance for developers on the specific requirements for storage space. Developers should refer to the most recent version.

EN19 → Space should be provided inside all buildings for occupants to separate out waste into separate containers for the types of recyclables that the Council collects. Space for composting organic waste should be provided in houses with private gardens. Enough space should be provided on-site to securely and safely store waste recycling and composting bins.

- 4.49 The Council runs a household food waste collection service. However, there is currently no similar service for non-residential buildings. Specific composting facilities for non-residential buildings are therefore desirable.

EN20 → A communal composting facility for businesses and/or community uses at Lodge Hill should be considered, along with provision for the long-term management of the facility.

Fostering sustainable lifestyles

- 4.50 In order to deliver a truly sustainable development it is necessary to work with residents to help them live a sustainable lifestyle. Sustainability advisors or “green caretakers” are one option. They would be able to provide advice to residents about how to live more sustainably and how to make the best use of features within their properties and the development as a whole. The Community Trust (see Chapter 2) would be an ideal delivery method for the green caretakers. However, if this option is not taken, there should be an alternative provision.

EN21 → A green caretaking service or alternative sustainability advice should be provided for incoming occupiers of properties at Lodge Hill.

Climate change adaptation

- 4.51 Climate change is likely to mean hotter drier summers and wetter milder winters with more intense rainfall. New development will need to be designed

so that it remains comfortable for users over its lifetime. It should also avoid making local climatic conditions worse. Key issues to be considered include:

- Flood risk
- High temperatures (and resultant need for cooling)
- Water supply and quality
- Managing ground conditions

4.52 Mitigating climate change can be difficult because it is impossible to know exactly what its effects may be. However, a lot of research has been done into the subject, and there are best practice guidelines (as set out in Box 4.3) on how to accommodate it in new development.

EN22 → Applicants should demonstrate through their sustainability statement that the development has been designed to mitigate against the future impacts of climate change. This should include the measures in Box 4.3 where appropriate.

- Orientate buildings and streets to minimise summer and maximise winter solar gain;
- Maximise natural ventilation;
- Incorporate green roofs and walls into buildings;
- Provide amenity spaces that can be used for the enhancement of biodiversity, sustainable drainage systems and for ameliorating the urban heat island effect;
- Be adaptable to allow for additional shading or cooling requirements as the climate changes;
- Avoid large expanses of hard surfacing, such as car parks. Where large expanses of surfacing are proposed, this should be constructed from permeable paving in order to lessen the risk of flooding.
- Use roof spaces where practicable to create new outdoor spaces and enhance biodiversity alongside the integration of renewable energy (where this does not conflict with the installation of solar technology).
- Provide wildlife corridors to enable the migration and adaptation of species.

Box 4.3: Best practice guidelines for mitigating against climate change

Pollution and nuisance issues

4.53 There is known to be some land contamination on the site. Given the long history of military use, including manufacture of munitions, this is to be expected. It is not yet known exactly what this constitutes or where the highest concentrations are.

4.54 The developer will need to propose a remediation method following full survey results. Burying and capping of contaminated soils is not likely to be sufficient. Treatment of soil on-site and re-use within the development would be more sustainable than transporting large amounts off-site for treatment or disposal. This would be the Council's preference, where the level and type of contamination allows. Final details will be dealt with through the outline permission and its conditions.

- 4.55 A phased approach to remediation may be acceptable. The developer would need to demonstrate that there would be no unacceptable risk to development or end users on the treated parts of the site from contamination remaining elsewhere.
- 4.56 The remediation strategy will also need to consider the risk to water quality, particularly in relation to any SUDs and the existing watercourse. There is unlikely to be major areas of groundwater on site due to its geology. However, where small amounts of water have collected in made ground, there is a risk that these may also be contaminated.

EN23 → A full contamination survey and initial site-wide remediation strategy should be submitted with the outline application. Detailed remediation proposals may be dealt with on a phased basis.

- 4.57 The development of Lodge Hill may cause some issues with noise and air quality. The main causes are likely to be:
- Construction stage impacts;
 - Increased traffic;
 - Industrial/employment uses (although it is unlikely that proposals will involve heavy industry);
 - Deliveries for retail and other town centre uses, particularly a supermarket or other larger retail;
 - Energy generation plant(s);
 - Wastewater treatment plant(s);
 - Cooking smells and noise associated with food and drink uses.
- 4.58 Traffic-related impacts will need to be considered at the outline application stage. Some preliminary work was done for the Core Strategy evidence base. This suggests that the main area affected is likely to be Four Elms Hill, approaching Four Elms roundabout. There are a few isolated dwellings on this stretch of road. There may also be some impact around the main site accesses. The effect of this on existing residents and those moving into the new development must be considered.
- 4.59 Construction stage impacts will also need to be considered at outline application stage. These will need to be resolved before any form of development starts on site, including any remediation, infrastructure or earthworks. A construction management plan should be provided, either with the outline application or through conditions attached to it. In relation to noise and air quality, it is expected to include the following:
- Details of phasing and construction traffic routing;
 - Dust suppression measures;
 - Hours of working;
 - Policies for control of noise from the site.
- 4.60 Other impacts, which relate to individual uses, will not be known until detailed proposals come forward. Air quality and noise assessments must be submitted with any detailed application for uses that would cause emissions or noise. These will be expected to comply with any site-wide strategy.

EN24 → An air quality assessment and noise assessment should be submitted with the outline application. As well as assessing traffic and construction impacts in detail, this should highlight areas where further assessments will be needed at the detailed application stage(s). A

construction management plan or code of practice should also be submitted before development starts to demonstrate how construction-stage impacts will be minimised.

- 4.61 Because traffic is expected to cause the most impacts, electric vehicles are one option to reduce this. Their main benefit relates to air quality, as they cause no emissions at the point of use. They can also reduce noise impact, and have sustainability benefits, especially over the long term. Hybrid vehicles are not completely emission-free but can still be a significant improvement on petrol or diesel engines.
- 4.62 Use of these (or other new technologies with similar benefits) should be considered for the Lodge Hill bus service and car club in particular (see Chapter 5). Charging points and other measures to encourage take-up of these vehicles by households and businesses should also be provided.

EN25 → The use of electric, hybrid and other low-emission vehicles should be promoted as part of any air quality strategy for Lodge Hill. Readily available charging points for electric vehicles should be provided throughout the development.

Ecology

- 4.63 The Lodge Hill site is of considerable significance for ecology. Although in military use, there are areas within the security fence where this is fairly low intensity. A wide range of natural or semi-natural habitats therefore remain. In much of the area outside the security fence, the training activity takes place alongside agriculture. There are shelterbelts, hedgerows and blocks of woodland within this area.
- 4.64 The Chattenden Woods SSSI crosses the allocation boundary. Great Chattenden Wood lies mainly outside the boundary, at the northwestern corner. Lodge Hill Wood and Rough Shaw, an area of grassland, are within the boundary, at the north edge of Chattenden Ridge. As an SSSI, this site is of national importance for ecology. It is designated for its woodland habitat and the range of woodland birds that it supports.
- 4.65 Initial surveys of the site were carried out as part of the evidence base for the Core Strategy. It has already been identified that the site supports a large number of species that are protected by UK or European legislation, or are priority species in the UK Biodiversity Action Plan:
- Reptiles (adder, grass snake, slow worm and common lizard)
 - Several species of bats (complete list not yet confirmed)
 - Badgers
 - Great crested newts and common toad
 - Birds* (barn owl, bullfinch, cuckoo, dunnoek, linnet, hobby, nightjar, skylark, song thrush, starling, lapwing, fieldfare, brambling, redwing, turtle dove)
 - Invertebrates (cinnabar moth, wall brown, wasp spider, several bee species)
 - Plants (true fox sedge)

**This list refers only to species that are specifically protected. There is a general legal protection for all wild breeding birds and their nests.*

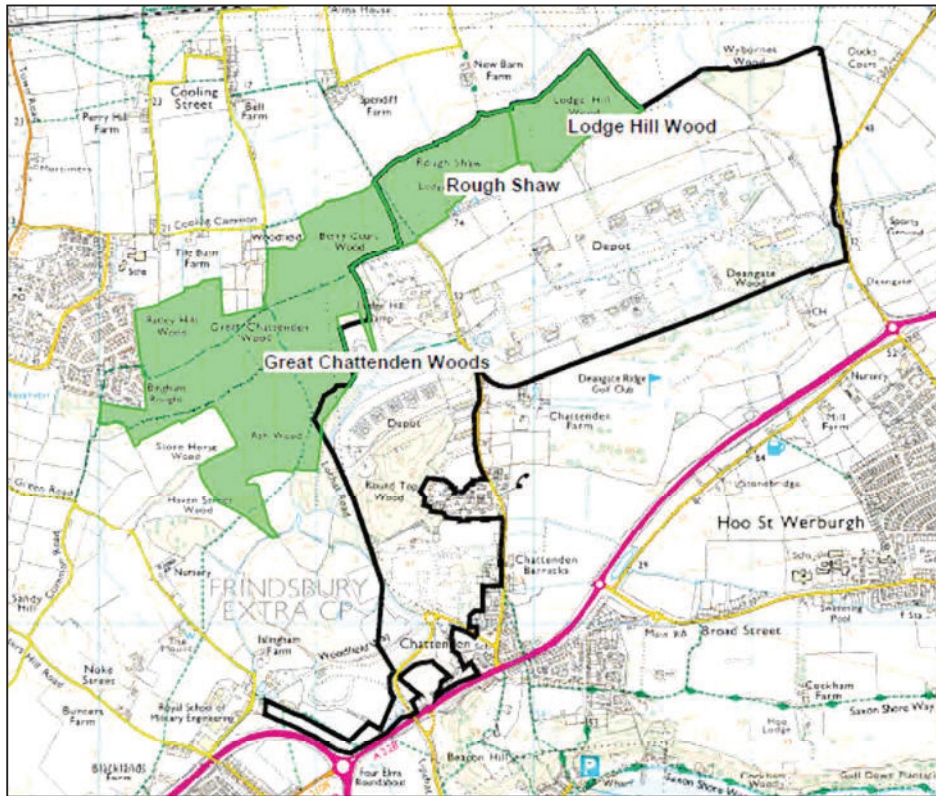


Figure 4.2: Chatterden Woods SSSI

- 4.66 Given the scale of the site and the length of the development timetable, repeated and more detailed surveys will be required throughout the planning application process (at both outline and detailed stages). Mitigation of any impacts on the ecology interest of the site and its surroundings will be possible, but only with a thorough understanding of what that interest is.
- 4.67 Some species on and around the site are not legally protected, but are still of conservation concern. Among these are a large number of nightingales, which breed around the site. This may represent around 1% of the total UK population, which increases the significance of any impact the development may have on this species. The nightingale population has been raised as a concern in many of the consultation events to date.
- 4.68 The development of Lodge Hill has potential for both direct and indirect impacts on ecology. Direct impacts mainly relate to loss of habitat. Indirect impacts can include:
- Increased disturbance from new population, traffic etc;
 - Impact of localised air quality issues;
 - Fragmentation or isolation of habitats; and
 - Predation or competition from pets and other animals associated with urban areas.
- 4.69 SSSI land and ancient woodlands are protected by other policies and will not be developed, although there is still potential for indirect impacts here. The remainder of the site is a patchwork of habitats, each of which has potential to support biodiversity. In some cases, it is also the combination of habitats that adds more value. It is therefore inevitable that there will be some loss of habitat as a result of the development. However, the impact of this should be mitigated as far as possible, by prioritising the protection and retention of the

most valuable habitats. This should be determined with reference to the following criteria (not in order of priority):

- The intrinsic importance of the habitat, at a national, regional and sub-regional level, including whether it is a priority habitat in the UK or Kent Biodiversity Action
- Plans;
- The range of species supported, including the range and number of protected, priority or conservation concern species*;
- The population size of the species present; and
- The extent to which the habitat is isolated or forms part of a wider ecological network.

**Habitats supporting some species are also protected by law.*

- 4.70 Where habitat supporting protected or priority species is lost, it must be re-provided. This applies not only to direct loss to development, but where indirect impacts such as disturbance mean that it is no longer functional for the relevant species. The preference is for this to take place within on-site green infrastructure. Where this is not possible, off-site mitigation must be provided. This should be provided as close to the site as possible, and should remain within the Hoo Peninsula at worst case.
- 4.71 The replacement habitat must be of equal or greater value to the habitat lost, in terms of the species (and individuals) supported and its functionality. New habitat often does not support the same range of biodiversity as established habitat, so a larger area than lost may be required. This will be determined through the planning application process including up-to-date surveys.
- 4.72 Some existing habitats on the Hoo Peninsula are isolated and scattered. Larger blocks of habitat are more resilient to the impact of climate change. Developers of Lodge Hill should seek opportunities to locate replacement habitat adjacent to existing. As well as helping to restore links between existing sites, this will increase the functionality of the replacement habitat.

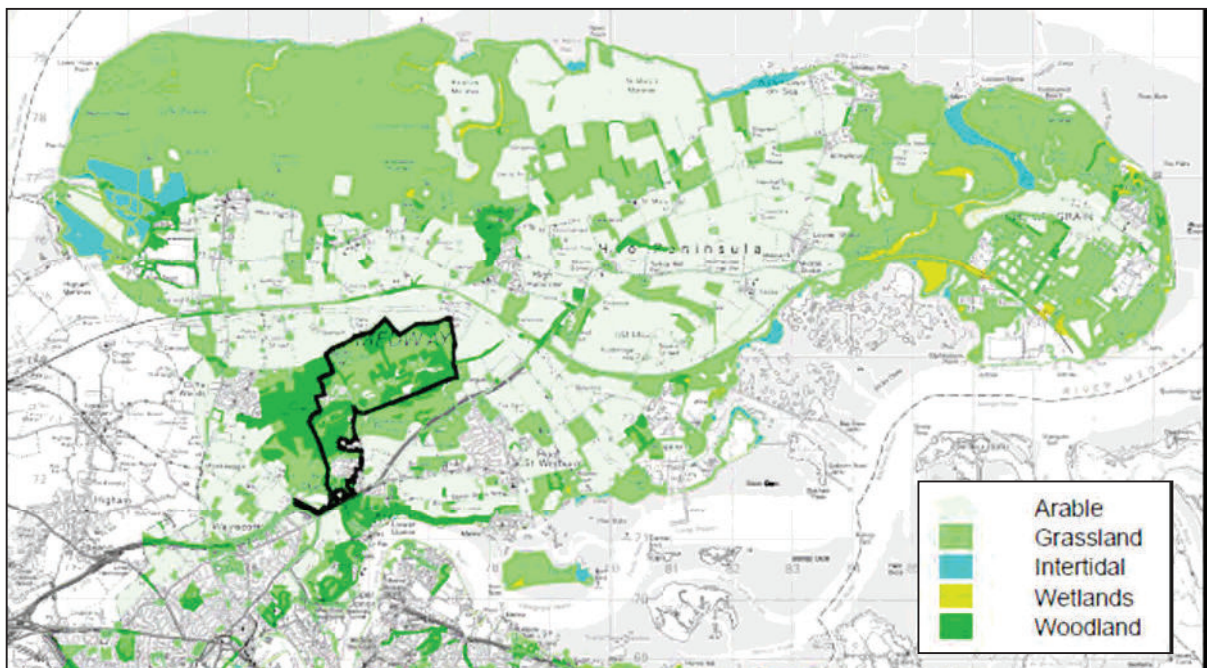


Figure 4.3: Habitat map of the Hoo Peninsula

4.73 The timing of provision is also crucial. Good quality habitat takes time to establish. New habitat must be ecologically functioning before the area it is replacing is developed. Some habitats (such as woodland) can take a long time to establish successfully. The ease of replacement may therefore need to be taken into account when determining which areas are to be retained.

EN26 → Habitat loss within the site should be avoided wherever possible, with highest priority given to high value habitats*. Where this is not possible, replacement habitat should be provided. For high value habitats, this re-provision should be greater than like-for-like in terms of area. The location of replacement habitat should maximise its contribution towards a wider ecological network through linkages and corridors outside of the site boundary.

**High value habitats, for the purpose of this document, are those with the highest intrinsic value, or those that support populations of protected species or species of conservation importance.*

4.74 Woodland birds are particularly vulnerable to indirect impact. Trampling and vandalism can also damage the SSSI's woodland habitat. This risk to the SSSI increases the closer development is sited to its edge. Residential development is likely to have the greatest impact. A buffer zone around the northern edge of the site is therefore needed. A distance of 200m should be taken as a guideline. The Chattenden magazine compound is an exception to this. As it is behind a secure wall, this would prevent much of the possible impact.

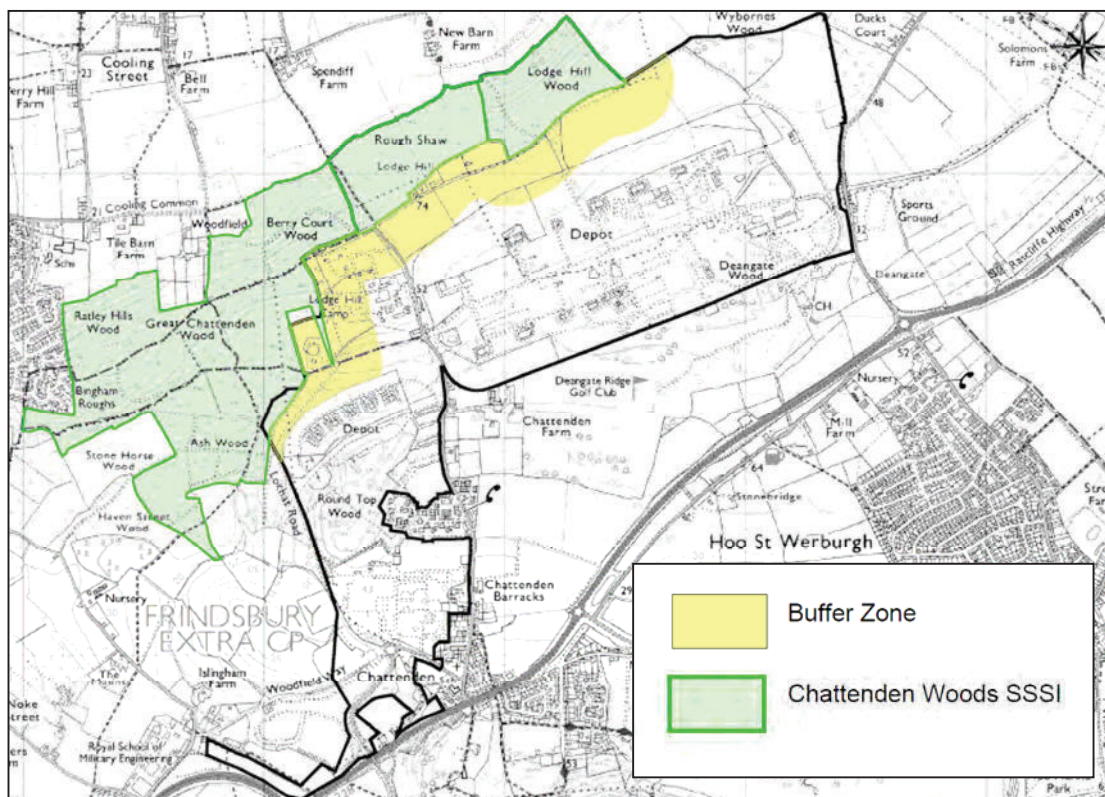


Figure 4.4: SSSI buffer zone

- 4.75 It may be possible to reduce this 200m in some areas. Any proposals for a reduced buffer would have to demonstrate that there would be no harm to the SSSI as a result.
- 4.76 The buffer zone does not have to be a sterile area. As much of it as possible should be left undeveloped, but the uses in Table 4.1 could be acceptable within this area. Uses that would attract activity (whether included in this table or not) should be located as far as possible from the SSSI boundary, and the impact of any increased activity would require mitigation.

Land use	Comments
Balancing ponds	
Sports pitches/pavilion	
Community building	Would need to be conscious of food waste e.g. attracting rats
Informal open space e.g. countryside park	
Nature trails	
Education or visitor centre	
Schools	Would need to be conscious food waste e.g. attracting rats
Play areas	
Car parks	When provided in association with other acceptable uses
Allotments	
Golf course	
CHP (combined heat and power) plant	Noise and air quality assessments needed
Sewage treatment plant	Water and air quality assessments needed
Commercial development	Would depend on the exact nature of the use. Would need to be conscious of food waste e.g. attracting rats
Elderly/other specialist housing	Subject to suitable management regime. Would need to be aware of food waste issues and prevent keeping of pets.

Table 4.1: Possible uses within SSSI buffer zone

- 4.77 There are two existing public rights of way through Great Chattenden Woods. These are important for connecting Lodge Hill to surrounding communities, but will need to be carefully managed to ensure that their use does not damage the SSSI. Fencing and defensive planting may be needed along the edges of the footpaths to prevent people straying into the rest of the woods. There should be no additional access to the SSSI itself. Landscaping proposals for the buffer should support this by discouraging access and activity in the more sensitive areas.

EN27 → A buffer zone should be provided to the SSSI to limit the indirect impacts of development. Justification will be needed where this is proposed to be less than 200m. Access management, education and information strategies should support this buffer zone. Proposals for development in this zone will only be supported where it can be

demonstrated that they do not undermine the purpose of the buffer or cause unacceptable impacts on the SSSI.

4.78 Ancient woodland does not have the same statutory protection as the SSSI, but can still be damaged by inappropriate use. Between 20m and 50m should be sufficient for buffers to these areas (subject to detailed consideration of the impacts of specific proposals). It may be possible to allow or encourage increased access to one or more specific areas of woodland. This could reduce the desire for people to use the more sensitive areas. Deangate Wood, for example, may be able to withstand a greater degree of activity than some other areas. The ancient woodlands would benefit from being included in the access management strategy for the SSSI.

4.79 Biodiversity in Britain has been declining for some time. As an exemplar of sustainability, Lodge Hill should follow best practice in including biodiversity within the development. Landscaping proposals should maximise the ecological benefits of all open space within the site, from large-scale parks to roadside verges. Opportunities for buildings to contribute to biodiversity should also be taken, for example through the provision of green and brown roofs and green walls.



4.80 Best practice development should increase the biodiversity of a site after it has been developed. This should be Lodge Hill's aim. The range of wildlife already supported by the site means that there may not be significant opportunities within the site boundaries. However, off-site enhancement (for example, provision of new wildlife corridors) should be considered.



Figure 4.5: Green walls and roofs

EN28 → Biodiversity should be integrated into Lodge Hill through the landscaping strategy for open spaces and through provision of measures on and within buildings. Development should result in no net loss of biodiversity from the site (including any off-site replacement habitat) and should aim to deliver a net gain in biodiversity within the local area, including through habitat linkage corridors.

4.81 The network of habitats across the Hoo Peninsula includes large areas of mud flat and grazing marsh, which support vast numbers of wading birds, particularly during winter. Much of these are designated as Special Protection Areas (SPAs) and Ramsar Sites. SPAs and Ramsar sites are international designations, which shows how important these sites are.

4.82 Bird numbers have been declining in these important sites and there is not currently any clear information to explain why. Recreational disturbance may be one cause. This is where increased use of the shoreline and rural areas disturbs birds. It can lead to reduced breeding success or simply make the site less attractive to birds, which therefore locate elsewhere. In other areas, such as the Thames Basin Heaths, dog walking has been a particular concern.

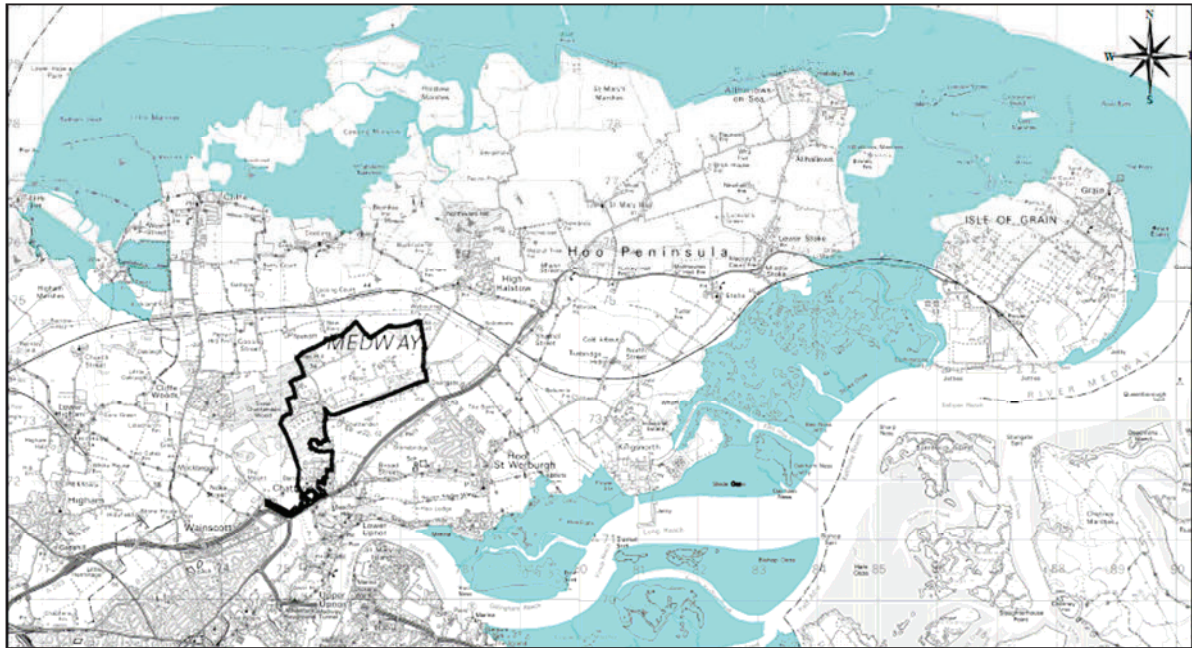


Figure 4.6: SPAs and Ramsar Sites on the Hoo Peninsula

4.83 Medway Council, together with a number of partner organisations, has commissioned detailed research into this. Phase 1 results suggest that while recreational disturbance may not be the whole cause, it does have an impact.

4.84 If recreational disturbance is one of the causes of the bird decline, Lodge Hill could have a harmful impact on the SPAs and Ramsar Sites. An additional 12,500 people living in close proximity to the North Kent SPAs could lead to significantly more people accessing these areas. This will have to be closely monitored. If monitoring shows unacceptable impacts, additional measures must be agreed and put in place.

EN29 → Proposals for Lodge Hill, and in particular the EIA for any outline application, must have regard to the latest available information on bird decline in the nearby SPAs and Ramsar Sites. If recreational disturbance is found to be a potential cause of bird decline, the developers must provide mitigation measures and ongoing monitoring of the impacts of their proposals.

4.85 Mitigation measures can include:

- Education and information provision for residents moving into the area;
- Management plans for affected areas, e.g. “dogs on leads” areas, or restricted access at certain times;
- Warden patrols of affected areas to ensure responsible behaviour by visitors;
- Provision of alternative destinations to reduce the number of people visiting the sensitive areas (the success of this depends on why they are visiting and whether the relevant features of the sensitive sites can be replicated elsewhere).

4.86 The area affected by bird decline is much wider than the immediate vicinity of Lodge Hill. Any mitigation for impact on the SPAs and Ramsar sites is therefore likely to be through a financial contribution to wider schemes.

- 4.87 Increased recreational pressure may also be an issue at some nearby SSSIs. Northward Hill, Dalham Farm and Tower Hill to Cockham Wood are within walking or cycling distance of Lodge Hill. Developers must ensure that any potential impact on these sites has been properly assessed. They must also propose and provide suitable mitigation. Potential mitigation measures and monitoring requirements are likely to be similar to those for the SPAs and Ramsar Sites.

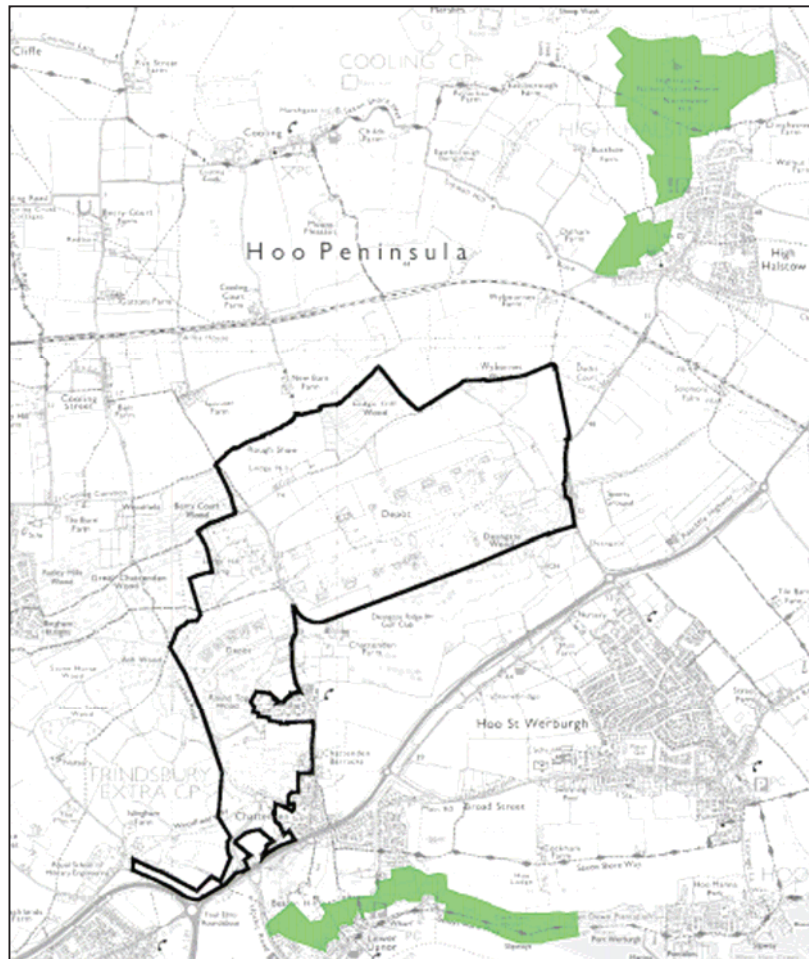


Figure 4.7: Northward Hill and Tower Hill to Cockham Wood SSSIs

EN30 → An assessment of likely impacts on nearby SSSIs should be carried out as part of the EIA for Lodge Hill. Where impacts arising from the development are identified, the developer must provide mitigation measures, and ongoing monitoring of these.

Chapter 5 – Transport

Transport Strategy

- 5.1 The vision for Lodge Hill will not be realised without a strong transport strategy. The development will inevitably cause an increase in traffic. It is important that the existing road network is improved where needed to cope with this. However, it is not possible to simply cater for unconstrained traffic growth. As well as sustainability issues, increased cost and greater land-take, this would impact on quality of life for local communities. It is therefore essential that measures are put in place to reduce private car use in favour of lower-impact modes of transport.
- 5.2 Mixed-use development can reduce the need to travel. Applying this principle at the scale of a new settlement means that most day-to-day needs of future residents can be provided for on site. The previous chapters have outlined the scale of provision necessary for this.
- 5.3 For the remaining travel, the sustainable transport hierarchy is well established, as set out in the government policy document *Manual for Streets*. This gives priority to the most sustainable modes of transport. It also supports healthy lifestyles, as an increase in walking and cycling is an easy and effective way to improve the health of a community.

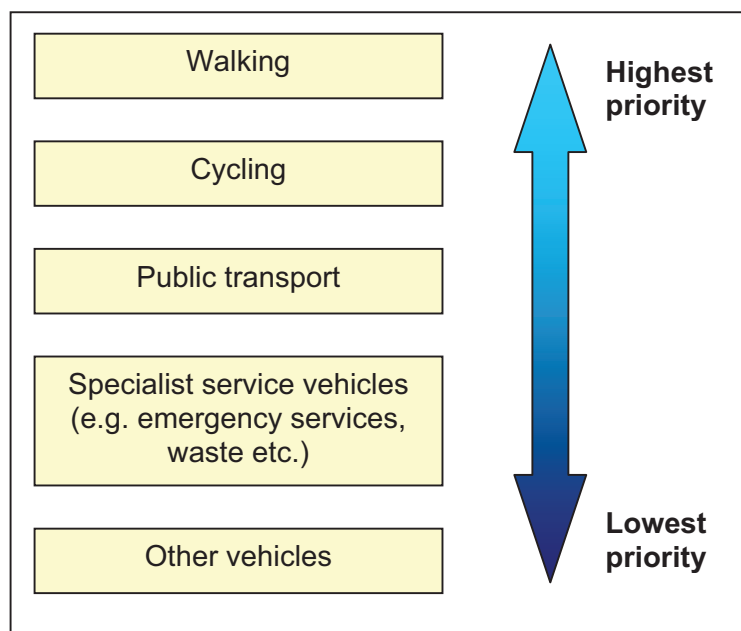


Figure 5.1: Transport hierarchy

- 5.4 Movement networks within the site, and transport proposals linking the site to Medway and beyond, will be expected to follow this transport hierarchy. Within the site this should be achieved by filtered permeability. It should be easier for a resident to walk or cycle to their destination than to drive.

T1 → A Transport Assessment, including a Travel Plan, must be submitted in support of any outline planning application for Lodge Hill. All applications should demonstrate that the required transport infrastructure will be in place as it is needed; that the proposals enable and encourage sustainable transport choices by residents and businesses; and that the transport impacts of construction stage have been considered and addressed.

Walking and cycling

- 5.5 Walking and cycling are viable modes of transport for almost all journeys within the site. A permeable, attractive and safe network of cycle and pedestrian routes should be provided within the site. These should connect residential areas to key destinations such as the town centre, local hubs and schools. The route for a pedestrian or cyclist should be more direct, and quicker if possible, than for a vehicle. As many dwellings as possible should be within ten minutes walking distance of a hub.
- 5.6 Pedestrian and cycle networks should be given greater priority than vehicle routes where there is a potential conflict. There may be some circumstances where this is not possible, particularly on the main site access roads. Where this is the case, proposals must include a convenient and safe alternative route for pedestrians and cyclists. This should not undermine the general principle of directness.
- 5.7 Ideally, the green grid should be used for the foot- and cyclepath networks. This will have to be carefully handled in the more ecologically sensitive areas. For example, the lighting strategy for footpaths within the green grid will have to take account of any foraging routes used by bats.

T2 → A network of pedestrian and cycle routes shall be provided linking homes and businesses to destinations on site. This network should be attractive, safe and direct, making use of the green grid where possible.

- 5.8 Shared surfaces should be considered for mixed-use areas and residential streets. A high proportion of shared surface areas on site would send a clear message that pedestrians and cyclists are welcomed and encouraged. However, they must be designed as part of a holistic movement strategy to ensure that other objectives of the transport strategy are not compromised. Hard and soft landscaping in shared surface areas should be designed to provide psychological as well as physical traffic calming. “Home zones” or similar treatment should be considered for some of the residential areas.

T3 → Shared surfaces and home zones (or similar) should be used where possible.

- 5.9 Shared surfaces do, however, have implications for inclusive design. Blind and visually impaired people can find them difficult to use. There are design features that can mitigate this without undermining their purpose, and these should be considered at the detailed design stage.
- 5.10 Off-site pedestrian and cycle routes fall into two categories: functional links and leisure provision.
- 5.11 Functional links would not only cater for residents and businesses on the site, but would enable existing nearby communities to access jobs and services at Lodge Hill. There are five key links that should be considered:
- Cliffe Woods
 - High Halstow
 - Hoo St Werburgh
 - Wainscott
 - Medway City Estate

- 5.12 Many of these links will run alongside or cross busy roads. The A228 and A289 separate the site from Hoo St Werburgh and Wainscott. Dux Court Road connects High Halstow to the site, and is likely to become one of the new site accesses. These routes will need to ensure that pedestrian and cyclist priority is provided at junctions. In some cases bridges above the carriageways may be the only feasible solution. These should be designed so that the necessary height can be achieved without significant route diversions. This avoids tempting pedestrians and cyclists to take the more direct route at grade, which has obvious safety issues.
- 5.13 There are existing public rights of way which connect the site to Cliffe Woods. These are much more direct than the road network, but run through the Chattenden Woods SSSI. The draw of the services at Lodge Hill and the need for access must be balanced with the need to protect the sensitive ecology in this area.
- 5.14 Medway City Estate provides a large concentration of jobs that could serve the population of Lodge Hill. It is beyond easy walking distance from the site but would be within cycling distance. The roads linking Lodge Hill to Medway City Estate are heavily trafficked and high speed, and not attractive for cyclists. The potential for an off-road cycle link from the site should be explored. If this is not feasible, any improvements to road links should include provision for cyclists.

T4 → Any road link improvements required for Lodge Hill should incorporate pedestrian and cycle links to neighbouring villages and Medway City Estate. Off-road links should also be considered where possible, if these would facilitate a more direct, safer or more useable route.

- 5.15 The Hoo Peninsula has a dense network of public rights of way. Because of its long military usage, the Lodge Hill site and its immediate surroundings are not well connected to this network (see Figure 5.2). Linking the site back in would benefit residents of the new settlement and surrounding communities. The Council also has a wider ambition to improve the accessibility of its rural areas.
- 5.16 Where links can be made within the site or adjacent land in the same ownership, proposals should be brought forward as part of planning applications for the site. Where links cross third-party land, an alternative approach will be needed. This may include financial contributions. The Council has some powers to create new rights of way and other footpaths, and a record of working with local landowners. It may therefore be more able to deliver off-site accessibility improvements than the developer. This would also help to offset pressure on nearby farmland from the new community.
- 5.17 Although there are existing bridleways on the Peninsula, they are not currently well linked. Proposals to improve connectivity from Lodge Hill should consider improvements to this particular part of the network.

T5 → Improvements to connectivity of footpaths, cycle routes and bridleways in the vicinity of the site should be undertaken. These should promote the wider aim of improved accessibility across the Peninsula, and be coordinated with the Council's wider strategy.

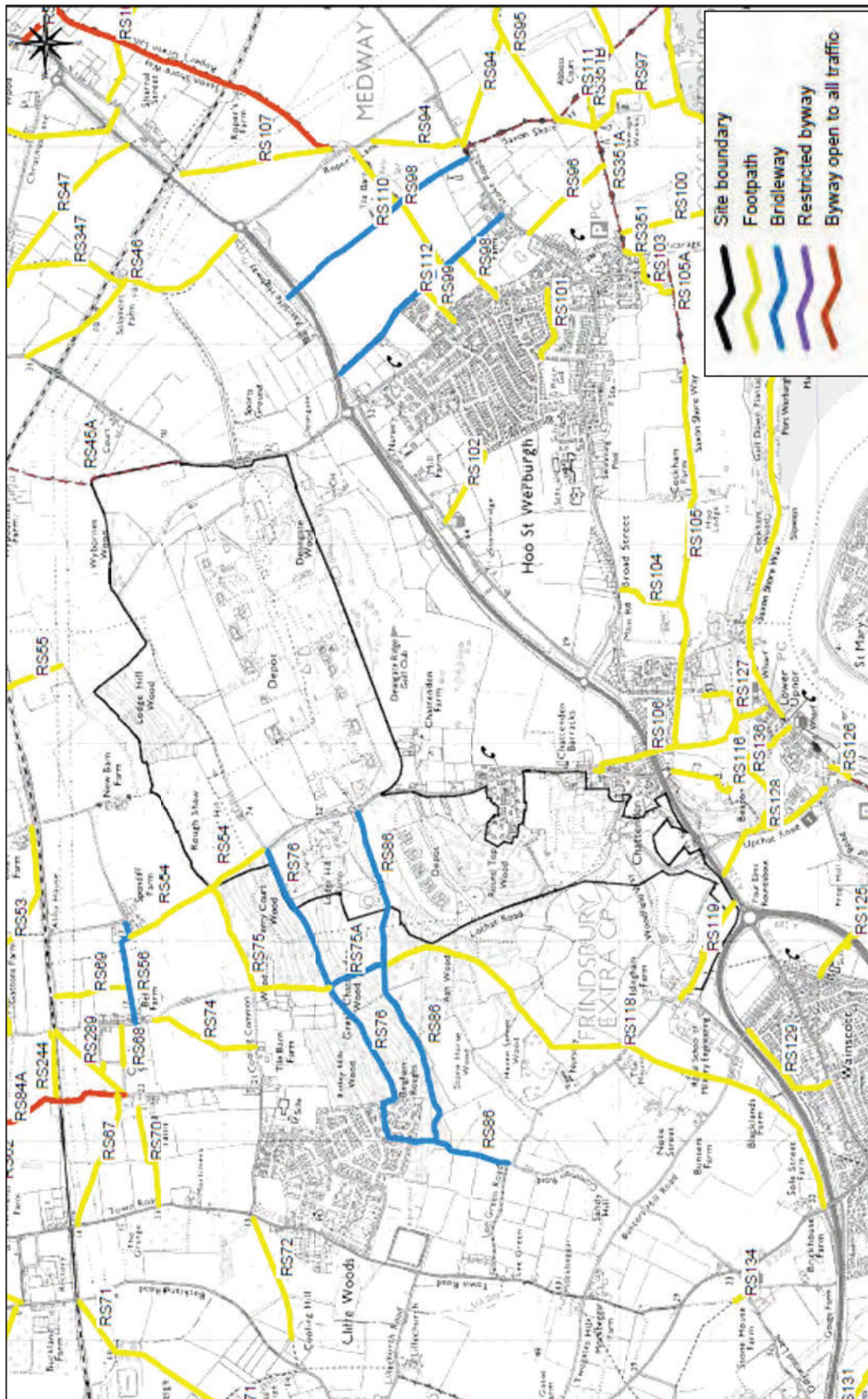


Figure 5.2: Public rights of way network

Public Transport

- 5.18 For longer trips, public transport is the main alternative to private car use. Existing public transport on the Peninsula is limited. The main bus route is currently route 191, serving Hoo St Werburgh up to 4 times an hour. It takes a lengthy route through the Medway Towns as it also serves some of the residential areas of Strood, and only extends to the rest of the Peninsula once an hour. Evening services to the Peninsula are also limited. Meeting the vision for Lodge Hill will require a step change in public transport provision. Significant modal shift from private cars is needed to meet sustainability objectives and limit the impact of traffic growth.
- 5.19 Although a single-track freight railway runs around 600m to the north of the site, it is unlikely to be possible to upgrade this to passenger service. The level of future usage would also be unlikely to sustain a useful service, and would not justify the huge expense involved. Impact on existing rail services will need to be considered through the planning application process and there may be a need for investment in facilities at the nearest station (Strood) to cater for increased demand.
- 5.20 Improvements to the bus service are the only viable option for public transport to and from the site. A dedicated bus service to key destinations will raise the profile of public transport. Reliability, frequency of service and speed of route are key to increasing bus use. The Fastrack service in Dartford and Gravesham has followed these principles, and has been very successful. Reliability and speed of route can be best achieved by bus priority measures on the main road network. They would also ensure that the service has a high profile among potential users. Ideally, bus priority measures should make taking the bus quicker than driving.

T6 → The road network between Lodge Hill and the main urban area shall be upgraded to provide bus priority on all relevant links and junctions.

- 5.21 Figure 5.3 shows the suggested route where bus priority measures should be provided. This would link to the Council's proposals to improve public transport in the wider Medway area. The exact requirements will be dependent on the final bus route(s) proposed and an assessment of which links and junctions are most likely to cause delays. The road network within the site may not require specific bus priority measures. However, road design and any traffic control measures must ensure that the service remains quick and reliable within the site.
- 5.22 The final bus route has to be carefully considered. It must serve a large enough catchment to make the service viable, and must serve a range of destinations that people will want to travel to. However, it must also avoid slowing journey times too much with lengthy routes through residential areas to collect passengers.
- 5.23 The road network within Lodge Hill should enable a quick and straightforward route through the development. Key destinations within the site that should be directly served by bus stops are:
- Town centre
 - Foodstore
 - Secondary school

- Local hubs and primary schools
- Main employment area(s)

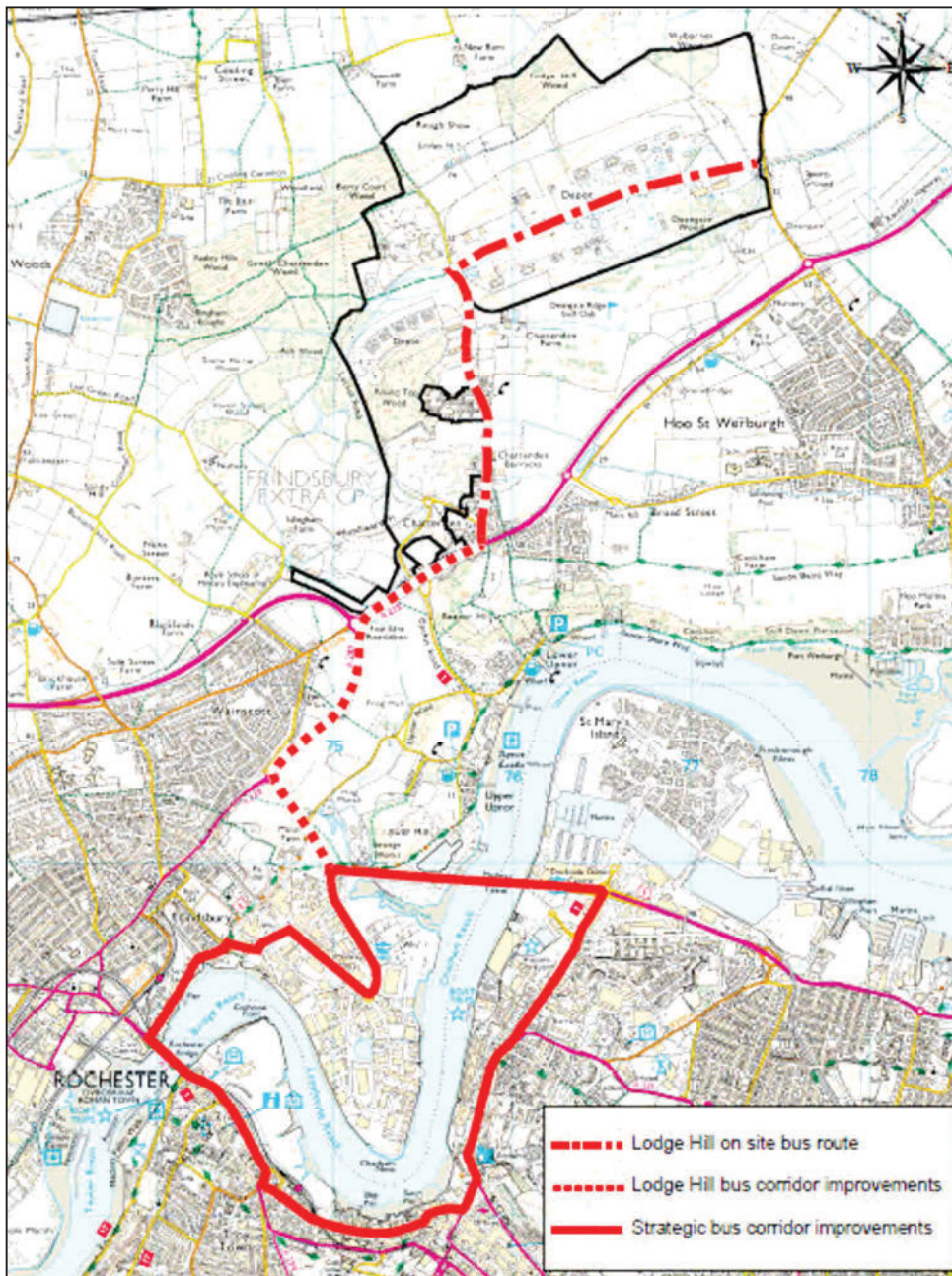


Figure 5.3: Indicative strategic bus corridor improvements

- 5.24 Key destinations that should be served outside of the site are:
- Park and ride at Whitewall Creek (with interchange to urban routes)
 - Strood rail station and town centre
 - Chatham town centre (including bus station)
 - Rochester and/or Chatham rail stations
 - Chatham Maritime
 - Hoo St Werburgh
- 5.25 It may be more practical to provide two separate routes. A shuttle to and from Strood station in peak periods would be a fast and direct service, taking advantage of an existing bus-only link at Canal Road. This would be a very

effective way of reducing commuter traffic and its potential impact on the strategic road network. This could then be supplemented by a service to the other key destinations.

- 5.26 There are some destinations that, while important, are simply not practical to serve with the dedicated bus route. Requiring the route to serve Medway Hospital, for example, would add significantly to journey times through dense urban area where bus priority could not be easily provided, and would therefore compromise the quality of the service. For destinations such as this, it is important that the bus service and route enables easy and reliable onward connections with the minimum of changes. The requirement to serve Whitewall Creek park and ride and Chatham bus station should enable this. Other factors such as smart and through ticketing will also need to be considered (see service standards, below).

T7 → The bus route(s) proposed should serve the key destinations set out above.

- 5.27 A bus company will be appointed to run the service and will need to ensure that it is practical and achievable. However, the Council will expect a very high quality service to be provided. Passengers need to be confident that they can rely on it, and it should be perceived as a different class of provision to the service the area has had previously. The standards that the Council will seek are set out in box 5.1, although final details will be determined at a later stage.

- At least 85% of dwellings in Lodge Hill should be within 5 minutes walk of a bus stop.
- Real time information should be provided at all bus stops within the site, in key publicly accessible buildings and (where possible) within individual residential and business properties.
- Where real time information is not already available at key destinations outside the site, a financial contribution will enable this to be provided.
- Weekday peak time services should run at least 6 times an hour (every 10 minutes). Peak times are 07:00 to 09:00 and 16:00 to 19:00.
- Remaining weekday services and Saturday daytime services should run at least 4 times an hour (every 15 minutes).
- Sunday and evening services should run at least twice an hour (every 30 minutes). Evening services should begin no earlier than 20:00. The last bus from Chatham should depart no earlier than midnight.
- Smart ticketing, through ticketing and pre-pay services should be provided where possible.
- Fares should be set at a level that does not discourage bus use.

Box 5.1: Proposed bus service standards

- 5.28 Initial discussions with a local bus company suggest that these standards should be possible. The service will require developer support to become established, but should be self-sustaining by the time the development is complete. However, this is reliant on sufficient passenger numbers using the service and this will only be achieved if **all** of the components that make the

bus service recognisably high quality are in place. Final proposals will need to be considered very carefully to ensure that they will be able to maintained after the development and any extended subsidy period have ended.

T8 → The proposal for bus service provision should aim to meet the standards in box 5.1. Variation of these standards will be considered where there is a sound justification, but should not significantly reduce the quality of the service. Where agreed standards cannot be met commercially from the outset, developer subsidy will be required.

- 5.29 The Council aims to introduce a smart ticket system across Medway. It is not known whether this will be in place by the time the Lodge Hill bus service is required, but other bus services in Medway have begun installing the required equipment so that when full funding is available the system can be rolled out. The Lodge Hill service should consider making smart cards available from the outset if feasible, but if not should make sure that the technology is in place to adopt the system once it is established.
- 5.30 A high quality bus service should be provided from the beginning of the development. It should be in place at the point the first parcel of residential properties are occupied. While it may not be feasible to provide the final service at that point, the full route and frequency of service should be phased in as soon as possible.
- 5.31 It is crucial that people moving to early phases of Lodge Hill are able to form sustainable travel habits. Therefore, bus priority measures will be sought from the outset to ensure that the quality of service and benefits of bus use are clear to early residents. If the full bus priority measures are to be phased in, the developer will be required to make the service attractive in other ways. This may include the provision of free or subsidised bus season tickets for residents and businesses.

T9 → The bus service can be provided in phases provided there is still a high quality service from the outset. Bus priority measures should be provided as early as possible, and if phasing of these reduces the attractiveness of bus travel for early residents, alternative measures to promote the bus service will be sought.

- 5.32 Provision of free or subsidised season tickets while the bus service establishes should be considered regardless of the bus priority phasing. This would help to form sustainable travel habits among new residents and meet the target for modal split. The Transport Assessment should provide a clear analysis of modal split to inform whether these additional measures will be needed, and for how long. There should also be a system in place to monitor modal split once the development has commenced. If targets are being missed, additional measures such as subsidised tickets can be brought in as needed.

T10 → Consideration should be given to provision of subsidised bus tickets to improve modal shift.

Site access

- 5.33 Figure 5.4 shows the main road network in the vicinity of the site. There is only one main road on and off the Hoo Peninsula; the A228. The Wainscott

Bypass (the A289) passes fairly close to the edge of the site. However, the land between is very visually sensitive. It will not be possible to take a busy road through this area without destroying its landscape character. This means that the only option for site access is via the A228.

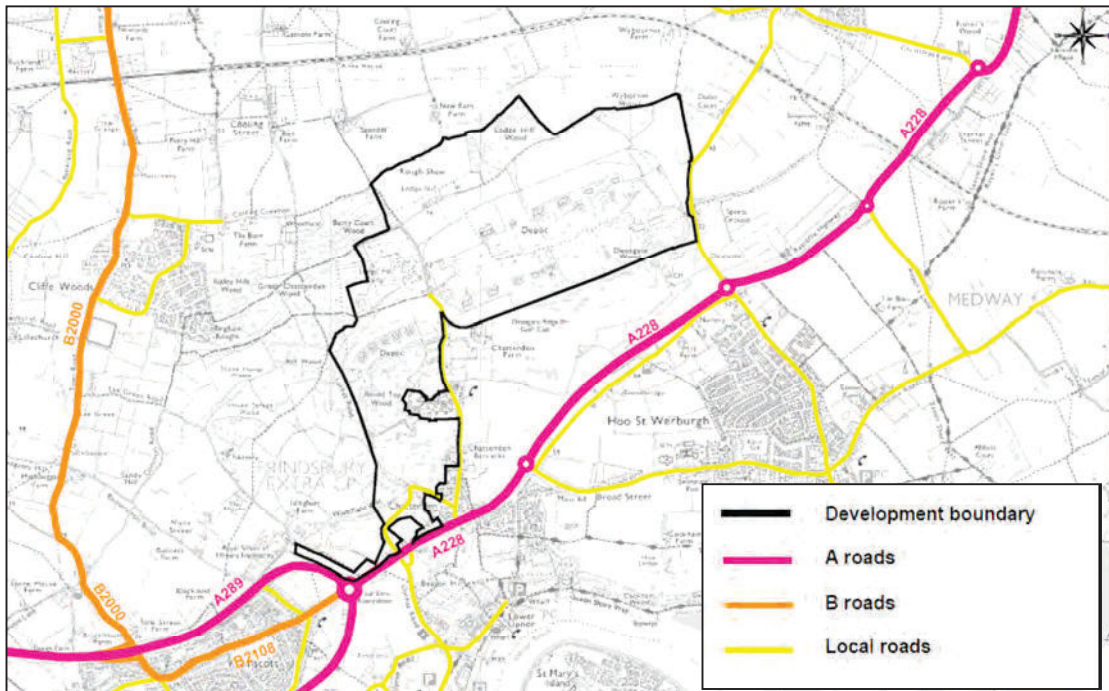


Figure 5.4: Local transport network

- 5.34 There are already two roads into the site: Chattenden Lane and Lochat Road.
- 5.35 Chattenden Lane serves the existing village of Chattenden as well as the military site. It has existing properties on both sides, which limits the potential to increase its capacity. Although it could serve a higher level of traffic than existing with fairly minor upgrades, it is unlikely to be suitable as the main site access. The bus route may need to follow this road to ensure that the Chattenden end of the development is within the required distances for bus stops. Although the road is already used by infrequent bus services, a more regular use may require redesign or removal of the existing traffic calming.
- 5.36 Lochat Road is an MOD road and links Lodge Hill with the Upnors. It is used by civilian traffic as well as by the military. It is not directly accessible from Four Elms Hill eastbound, but as the intervening land is within MOD ownership a link could be made. A strip of land between Lochat Road and Four Elms Hill has been included in the strategic allocation for this purpose. Access arrangements will need to ensure that Lodge Hill traffic does not cause unacceptable levels of congestion on Four Elms Hill or interfere with the functioning of Four Elms roundabout.
- 5.37 Both existing roads are at the southwestern end of the site. Given the scale of the development, at least one access towards the eastern end will also be needed. Dux Court Road runs along the eastern edge of the site and meets the A228 at the existing roundabout with Bells Lane. This would be an obvious location for an eastern access. However, it would require widening and upgrading to accommodate a new access, and should avoid negative

impacts on the community facilities in this area. The principles for a eastern access are that it should:

- Enable a reasonable distribution of traffic to reduce pressure on the western accesses;
- Ensure that there is an emergency route from all parts of the site if one access is blocked for any reason; and
- Facilitate an internal road network that allows for good design, sense of place and ease of movement;
- Enable safe and convenient access to facilities at Lodge Hill from the rest of the Peninsula.

T11 → The site must have accesses at both the eastern and western ends. The western accesses should use the existing roads where possible. The eastern access should consider using Dux Court Road but alternatives will be considered if this is not possible.

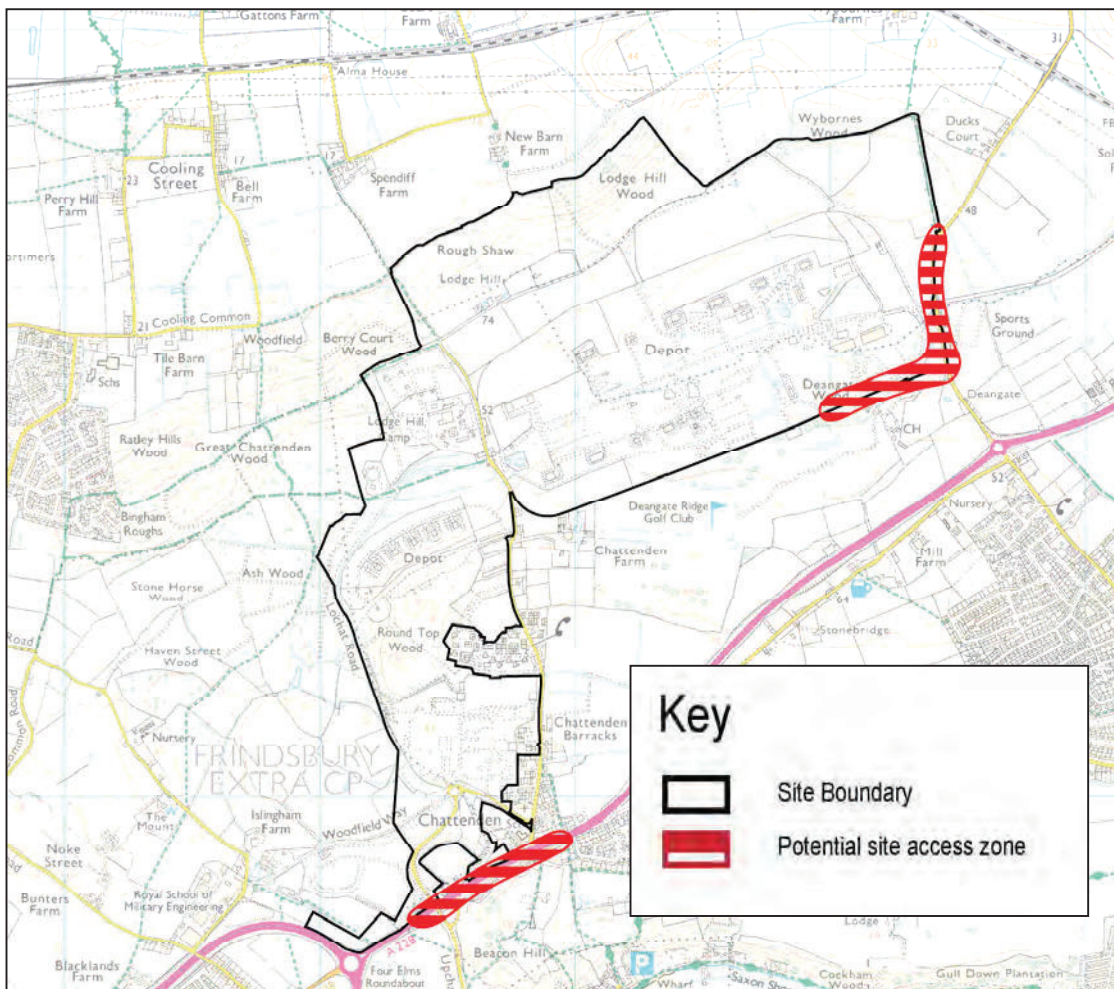


Figure 5.5: Site access zones

5.38 The evidence base for Lodge Hill has looked in some detail at transport issues. It shows how access could be achieved, but the final detailed design will be determined through the planning application process.

5.39 Consultation shows that transport is one of the local community's main concerns. In particular, there is a belief that Four Elms Hill will struggle to cope with increased traffic. These concerns are entirely understandable. Four

Elms roundabout can suffer from congestion at peak times, generating queues on approach roads. Because the A228 is the only main road on and off the Peninsula, accidents or roadworks have a major impact. The only alternatives are through small villages and rural roads across a wide area. Consequences include traffic congestion and reduced accessibility for rural communities to services in the main urban area.

- 5.40 There are two main rat-running routes from the Peninsula (see Figure 5.6). Neither of these is suitable for high volumes of traffic. It can also cause amenity problems for residents along the routes. The impact on these routes must be considered as part of the transport assessment that will support the outline planning application. Any mitigation measures proposed must consider the need to maintain connectivity between rural communities while discouraging major increases in through traffic. It is likely that monitoring on these routes will be necessary during the development period to determine the extent of intervention that may be needed.

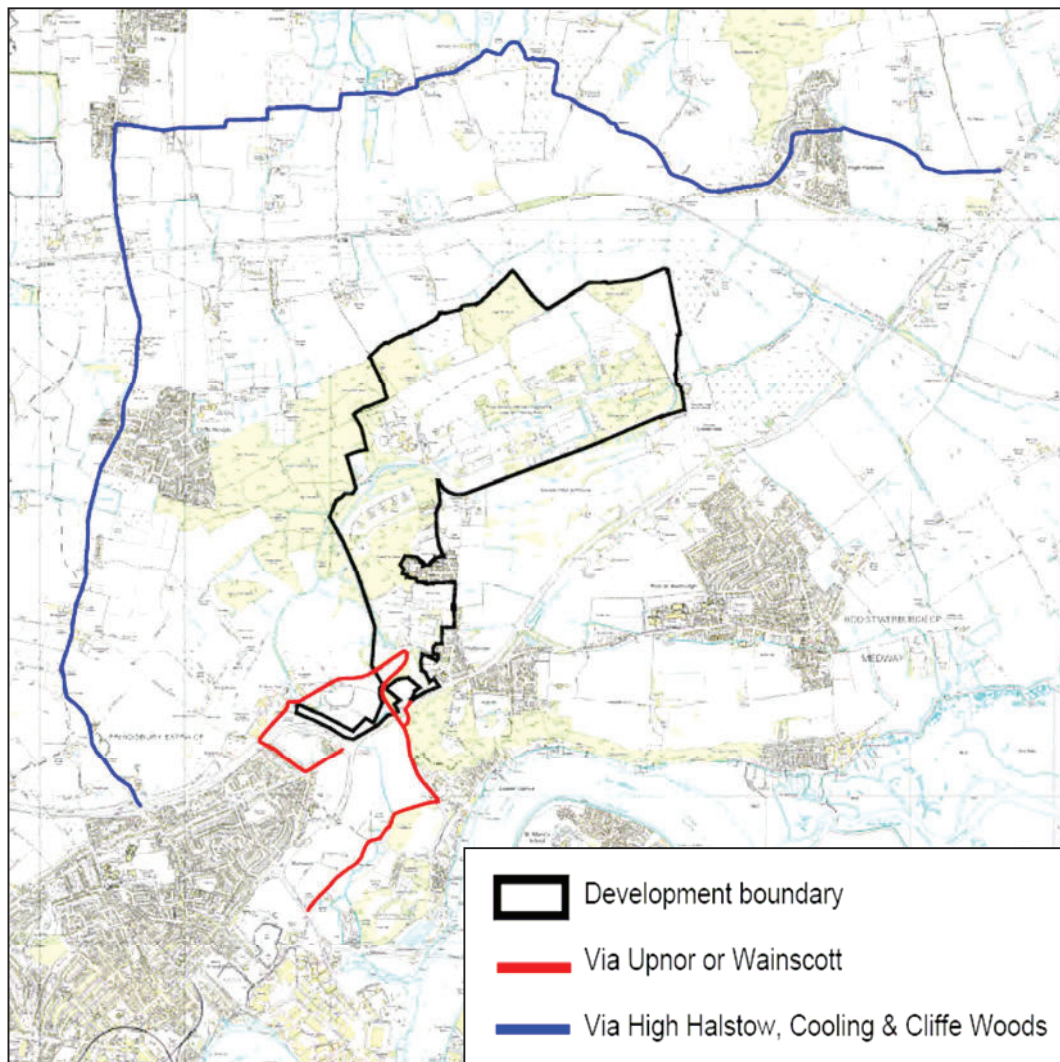


Figure 5.6: Rat-running routes

- 5.41 Transport work carried out for the draft Core Strategy showed that the main capacity issue is with Four Elms roundabout rather than Four Elms Hill itself. Improvements to the roundabout will be required to cater for traffic from the

development. However, there will still need to be some improvements to Four Elms Hill. Bus lanes will need to be provided. It would be advisable to allow right turns out of Chattenden Lane, at least for buses.

- 5.42 There is an existing bridge across Four Elms Hill, which carries Upchat Road between Chattenden and the Upnors. It has raking piers that limit the potential for road widening. This is a major constraint if bus lanes are to be provided without reducing capacity for general traffic. It is therefore likely that this bridge will have to be replaced in order for the improvements to Four Elms Hill to be carried out.
- 5.43 This will be much more complicated once the bridge is in use as one of the main accesses for Lodge Hill. Its phasing should therefore be carefully considered. Land levels, ecology designations and landscape character issues mean that the bridge will have to be replaced in its existing location.

T12 → Improvements to Four Elms Hill and Four Elms roundabout to cater for increased traffic from Lodge Hill will be required. Proposed improvement schemes should consider the need for, and timing of, replacement of the existing Upchat Road bridge.

- 5.44 The transport assessment will determine when the road improvements are required. This will also be affected by the phasing of the development. An early start at the western end, for example, would bring forward the requirement for works to Four Elms Hill and the Upchat Road bridge.
- 5.45 Wherever development begins, Four Elms roundabout will be affected and there is likely to be an early requirement for improvements here. However, it may be possible to accommodate the increase in traffic from the first few years of development with relatively minor changes. Again, the transport assessment will determine how the full works should be phased.

T13 → The improvements to Four Elms Hill and Four Elms roundabout will be phased in line with the traffic impact of the development, subject to the need for early provision of bus priority measures.

Wider road network

- 5.46 Traffic modelling to inform the draft Core Strategy shows where congestion hotspots would occur in the future. Traffic from Lodge Hill would contribute directly to congestion at Junction 1 (J1) of the M2 and on the roads between Four Elms roundabout and the Medway Tunnel. There is also a potential indirect effect on J3 of the M2. Without improvements to reduce congestion near to the site, traffic through J3 could increase as people avoid the A289.
- 5.47 Any solution for the A289/A228 corridor must cater for traffic from other growth including Kingsnorth



Figure 5.7: Upchat Road bridge

and Grain. Background traffic growth must also be considered. Because of this, it cannot be the responsibility of the Lodge Hill developers alone. The Lodge Hill developers will be expected to make a financial contribution towards the improvements needed, in proportion to Lodge Hill's impact on the network. A detailed scheme for this link has not yet been drawn up. The sensitivity of the gap between urban Medway and the site means that significant landscape works will need to be incorporated into any scheme that comes forward.

- 5.48 The Medway Tunnel is a natural limit to capacity on this part of the road network. Any improvements to the A289/A228 corridor must recognise this. It is important to prevent traffic queuing in the tunnel if at all possible, for safety reasons.
- 5.49 The M2 junctions are the responsibility of the Highways Agency. Impacts here will also need to be addressed through a financial contribution. It may be possible to deal with the impact on this junction through ramp metering (controlling traffic onto the motorway, usually through traffic signals on slip roads) rather than any major physical works.

T14 → Any impact on the road network beyond Four Elms roundabout (including at J1 of the M2) will be dealt with through financial contributions, based on the level of Lodge Hill's impact on the relevant road links.

Internal roads

- 5.50 Roads within the site should follow a hierarchy based on the amount of traffic they will carry. Table 5.1 compares the purposes and characters of the different hierarchy levels.

	Primary	Secondary	Tertiary
Description	Local distributor roads bringing traffic into and through the site from the main site accesses. Likely to serve over 300 properties.	Major access roads providing main access to residential and business areas. Likely to serve up to around 300 properties.	Local roads within business and residential areas. Include home zones or similar within residential areas.
Design speed	30mph	25mph	20mph or lower
Bus route	Yes	Yes	No
Pedestrian and cycle provision	Cycles share footways unless off-road routes nearby.	Cycles use roadway (or off-road routes). Footways.	Mix of footways and shared surfaces. Cycles use roadway.
On-street parking	Allowed	Allowed	Encouraged
Private accesses	Limited, but acceptable where safety not compromised	Yes	Yes

Traffic calming	Mainly where green grid and cycle/ pedestrian routes meet road network.	As primary roads	Physical and psychological - equal priority to pedestrians, cycles and cars.
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Table 5.1: Road hierarchies within Lodge Hill

- 5.51 Primary and secondary roads should create a networked and permeable layout. A single distributor road for all the traffic from the development would have a heavily urban character. It is preferable that traffic is distributed more evenly. This will ensure the roads fit better with the character of Lodge Hill as a whole.

T15 → The road network within Lodge Hill should be designed in a permeable layout that distributes traffic evenly and contributes to the character of the settlement.

- 5.52 The design of individual roads and development parcels should be driven by character rather than standards. The target maximum road speeds can be achieved in a variety of ways. Roads within the site can alter their character to respond to the setting and design of future development. Where there are special circumstances (such as roads adjoining sensitive ecology areas, or in the town centre) some variation from the standards may be acceptable.

T16 → The hierarchy standards set out in Table 5.1 should be applied sensitively, taking into account the setting and design of each individual area of development. Proposals for variation of these standards will be considered where there are benefits to the character of the development or other special circumstances.

- 5.53 The need to control traffic speeds often requires traffic calming. In existing residential areas the retrofitting of speed bumps, chicanes, mini roundabouts and similar can be very harmful to the character of an area. They can also cause amenity issues, such as noise from cars negotiating speed bumps.
- 5.54 In a new development like Lodge Hill, traffic calming can be designed in from the outset. This enables less intrusive measures to be used.
- 5.55 This should include passive (or psychological) traffic calming, for example where pedestrian activity or parked cars encourage drivers to slow down. Active measures like raised tables and chicanes can also be used, if they are an integral part of the urban fabric or landscape design. Vertical deflection (mainly speed bumps) should be avoided where possible. If done well, integrated traffic calming can reduce the need for street clutter like railings and signage.

T17 → Traffic calming should be integrated into road design from the outset and make use of urban design and landscape features.

- 5.56 An outline planning application should set broad principles for the layout of the primary road network, and for road design across the whole site. Detailed design, including traffic calming, will be at a later stage. It will have to work within the parameters set at outline application stage. The information

submitted with an outline planning application should include a “menu” of traffic calming options. Developers of individual parcels can then apply those which are most appropriate.

Parking strategy

- 5.57 Car parking is a crucial part of any new development. It affects sustainability (and health) by making it more or less easy to use the car instead of other modes of transport. It has to be provided in a safe and secure way to reduce the potential for car crime, and it has to be incorporated into the design of a place so that the car does not dominate the public realm. The amount of parking, where it is provided and how it is managed are all relevant.
- 5.58 The Council's adopted parking standards give minimum levels of parking for residential development. There is a caveat for highly sustainable locations, where the level of parking can be reduced. This will apply to Lodge Hill,

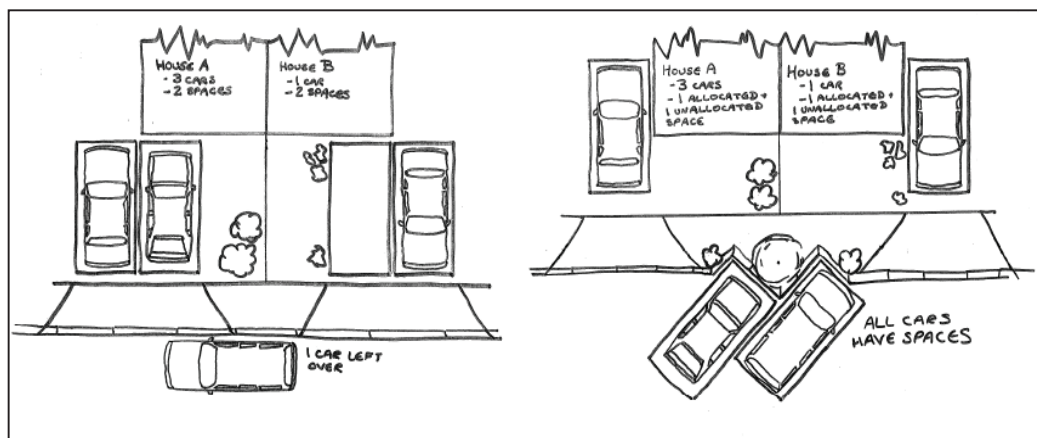


Figure 5.8: Parking and allocation

especially its central areas. The site will have services and facilities, will be highly walkable, and will have excellent public transport connections.

- 5.59 The way that parking spaces are allocated has a major impact on the overall level of parking demand. It is more efficient to not allocate parking spaces to an individual property. Figure 5.8 demonstrates this. However, it is acknowledged that housebuilders and homebuyers tend to prefer at least one guaranteed parking space for each property.

T18 → A site-wide parking strategy for Lodge Hill should be submitted with an outline planning application (or through its conditions) and updated regularly thereafter. It must balance sustainability and design issues with the need to meet demand, and should cover both residential and commercial parking. Developers should not over-provide parking. The criteria set out in para. 5.59 should be considered when determining the level of parking for each detailed application. As many spaces as possible should be provided on an unallocated or shared basis.

- 5.60 The exact amount and distribution of parking for each development parcel will be determined at detailed application stage. Consideration should be given to the following criteria:
- The implications for design and character
 - The size and tenure mix of housing proposed

- The location of the parcel within the development
 - The need to promote sustainable transport and healthy lifestyles
 - Evidence from previous phases regarding public transport patronage, walking rates and car use
 - For commercial developments, the need to support the economic role of Lodge Hill
- 5.61 The English Partnerships (now Homes and Communities Agency) document *Car parking – what works where* is a useful reference for how to integrate parking into urban design. Developers should make full use of this resource. Vehicles should not be allowed to dominate the character of an area.
- 5.62 How parking is provided can have a major influence on how attractive car travel is. This includes location and type of parking spaces. It can also include parking charges. Developments both in the UK and abroad have adopted this approach and some have been very successful in reducing car ownership and use. However, it is only viable where suitable alternatives are in place.
- 5.63 It would not be fair or realistic to charge for all parking at Lodge Hill. Given its rural location, even with new public transport links there will still be a need for car transport. However, if a functional level of allocated parking is provided, charging for additional parking, for example in the form of residents' parking permits, would not punish households for needing a car, but could discourage second (or subsequent) car ownership. It would be possible to discount permits for electric or low polluting vehicles, to increase the sustainability benefits. Any proposals for parking charges would need to have a clear strategy for managing the impact on existing communities adjacent to the site.
- 5.64 Charging for town centre parking should also be considered. This should particularly aim to discourage long stay car parking to prevent abuse of the facility, for example by commuters wanting to use the fast bus link to the station. The foodstore will have a specific parking requirement, but this should be shared with the town centre generally. There are many examples of foodstores refunding parking charges for customers spending over a certain amount, which could be implemented here, if required, by the store operator.
- 5.65 Any Community Trust for Lodge Hill (see Chapter 2) could manage any parking regime. This would enable any proceeds to be re-invested in initiatives to encourage sustainable transport or other community priorities. Giving the community direct control of the scheme and its proceeds could also improve perception of the scheme.

T19 → Consideration should be given to the location and management of parking provision. This should include consideration of charging for a proportion of on-site parking provision.

- 5.66 Another advantage of communal unallocated parking is the flexibility to re-use the land if parking demand decreases in the future. If a Community Trust runs the scheme, this has potential for provision of alternative community facilities or income generation through redevelopment. This may be most relevant for early phases of Lodge Hill, where properties are occupied before all the on-site facilities are provided and there may be greater requirements for off-site car travel than once Lodge Hill is established.

- 5.67 A car club should be strongly promoted as part of the Green Travel Plan for Lodge Hill. It is one of the most realistic ways of reducing car ownership and is therefore an integral part of any strategy proposing limited parking provision. Car club members have access to a car when they need one but are not so likely to use one for trips where there is an alternative. It can be particularly useful in reducing second (or subsequent) car ownership.

T20 → A car club should be provided to encourage reduced car ownership, and incentives provided to encourage new residents and businesses to make use of it.

Chapter 6 – Character

- 6.1 Large-scale developments, like a new settlement, can risk appearing sterile and artificial. Everything is new and the place as a whole is much more “planned” than in a traditional town or neighbourhood that has grown up over a much longer period of time. However, a sense of place is a key factor that influences quality of life for residents. The character of a place can facilitate or stifle the creation of an active, inclusive, well-functioning community.
- 6.2 The challenge for Lodge Hill is to create a sense of place so that it will function not only in 15-20 years’ time when the development is first completed, but also well into the future. It can achieve this by:
- Capitalising on and responding to its rural setting;
 - Retaining key heritage assets and reflecting the site’s history;
 - Making use of existing buildings and landscape features;
 - Integrating with the existing development and community at Chattenden;
 - Requiring a high quality of design throughout; and
 - Enabling a variety of built forms and layouts to be incorporated into an integrated whole place.

Countryside issues

- 6.3 Lodge Hill cannot and should not be separated from its context. It is bordered on most sides by undeveloped, rural areas. There is a mixture of agricultural, leisure use and woodland, which all adds to an exceptional setting for the site. This is a major asset for the development. It gives a strong foundation on which to establish a sense of place. It can also be a marketing tool for future developers; it is in their interests to develop and enhance this character.
- 6.4 While the rural setting is an asset for the development, it can also be sensitive to change. Lodge Hill is a large-scale development, much larger than anything that currently exists on the Peninsula. Some existing residents have expressed concern that it will change the character of the surrounding area so that it no longer has a rural feel. However, if the development is sensitively handled, this can be avoided. In other parts of Kent and further afield, it is common to find small market towns serving a surrounding area which retains its rural character. It is a very flexible model that can respond to local context, and Lodge Hill should follow this approach.

CH1 → Lodge Hill should be integrated into its context. Its built form, layout and scale should respond to, support and strengthen the rural character of the surrounding area and smaller settlements.

- 6.5 The strategic allocation for Lodge Hill includes some of the surrounding areas including part of the Chattenden Woods SSSI. The developable area is smaller (see Figure 1.1). Much of the developable area is in the valley between Chattenden and Deangate Ridges. This has limited visibility from outside the site. The Chattenden Barracks area is more visible. There is also a small corner of the site to the northeast that slopes down towards High Halstow and is visible from the village, Dux Court Road and nearby footpaths. Figure 6.1 shows the most visible areas of the site and where the main views of these arise.

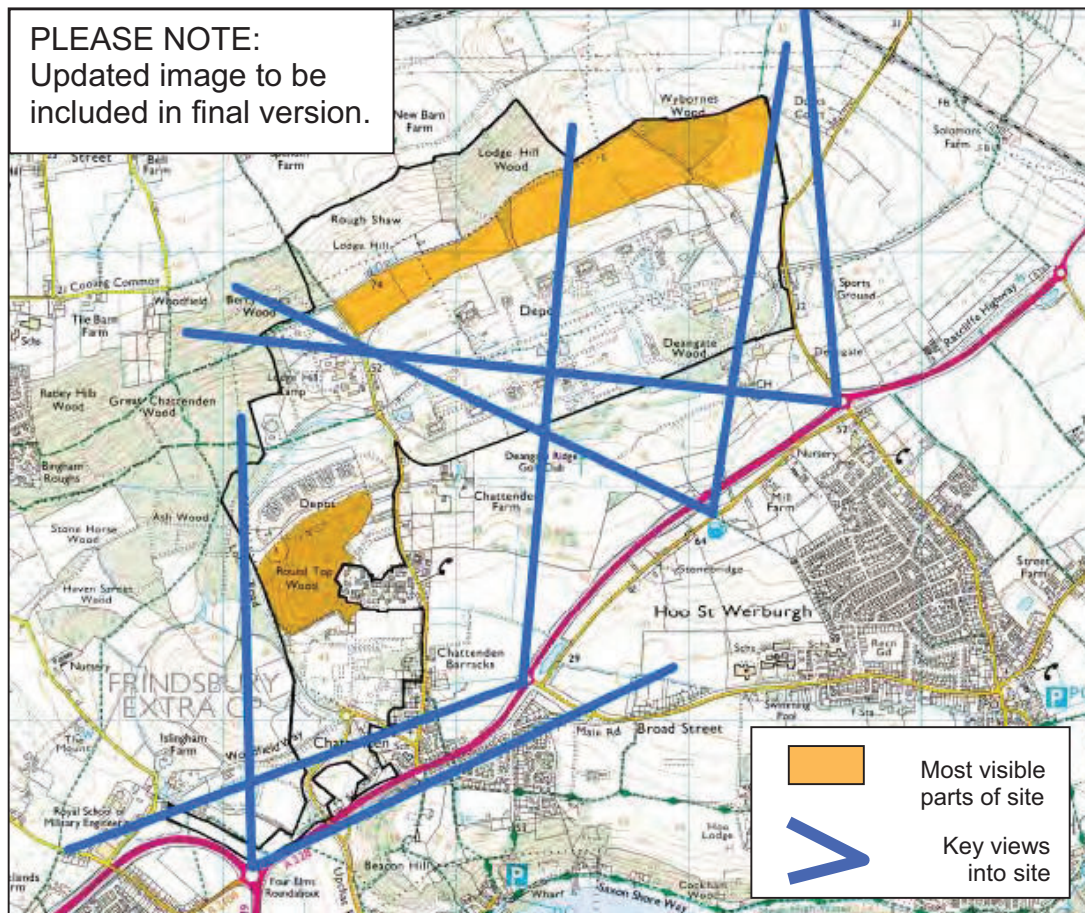


Figure 6.1: Key views and visibility

- 6.6 Chattenden Ridge is an extremely important feature. From the ridge, there are dramatic views over the Peninsula, the Thames estuary and Medway. It forms part of the ridge at the heart of the Peninsula, one of its defining landscape features, and is very prominent from nearby settlements, transport corridors and the footpath network.



Figure 6.2: View from Chattenden Ridge

- 6.7 The main built area of Lodge Hill should not intrude on views of the ridge. The broad developable area shown in the Core Strategy Concept Plan must be refined through detailed analysis of topography and viewpoints to accomplish this. It may be acceptable to have some small-scale development on or close to the ridge, where it is an appropriate use for the area. A visitor centre by the anti-aircraft station, or facilities supporting provision of a countryside park, are possible examples. If this is proposed, their position, scale and design must be very carefully considered.

CH2 → The main built area of the settlement should be set back from Chattenden Ridge so that it does not disrupt this strong landscape feature. Any small-scale development proposed on or close to the ridge will only be acceptable if there are clear benefits to its location here. In this circumstance its siting, scale and design must not detract from the contribution of the ridge to the wider landscape.

- 6.8 Views from the ridge should also be retained. They would be a great attraction for any proposed park. However, there are benefits to reconnecting the existing woodlands along the ridge. This would reinforce it as a strong feature for the Peninsula and have ecology benefits. Where this is proposed, planting should be located to retain access and views at strategic locations.
- 6.9 Another sensitive area is to the west of Chattenden. The land here slopes down towards Wainscott and the main urban area. The separation between urban Medway and Lodge Hill is less than 550m at its smallest and will also include the main western access roads. The distance from the urban edge to the likely location of access from Four Elms Hill is just over 400m.
- 6.10 The Local Plan designated this area as an Area of Local Landscape Importance (ALLI). It is not proposed to retain these designations in the Core Strategy. Instead, a criteria-based assessment is proposed. The Council has therefore carried out a Landscape Character Assessment (LCA) for the whole of Medway. The gap between Lodge Hill and urban Medway includes Bald Top Hill (character area 19) and part of Hogmarsh Valley (character area 18).

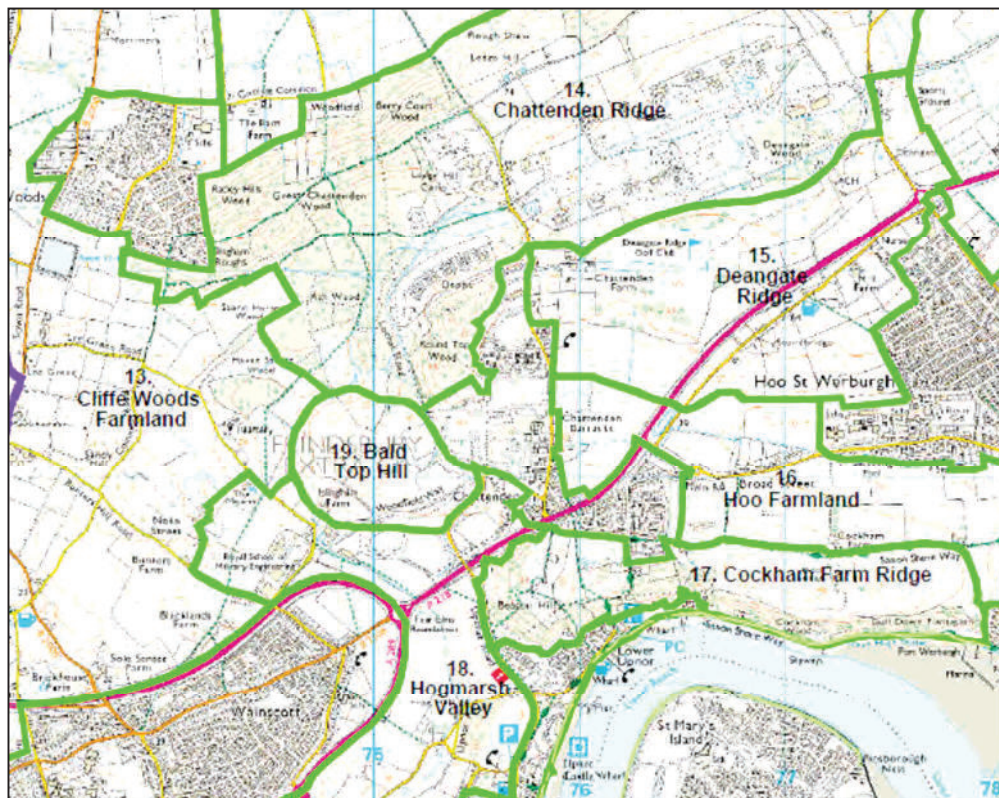


Figure 6.3: Extract from LCA map



Figure 6.4: Bald Top Hill, Round Top Wood and Hogmarsh Valley

- 6.11 The continued integrity and openness of this gap is crucial. It is what makes Lodge Hill being part of the rural Peninsula and not an extension of urban Medway. Where new development borders this area, a robust landscape buffer must be created. This should aim to ensure that the character of the area remains green, rural and distinct. It may involve significant woodland style planting and strengthening of some existing plant lines. The exact location of the development edge and landscape buffer should be determined by a thorough visual impact assessment. Detailed proposals should be guided by the information within the LCA, as summarised in Box 6.1.

Hogmarsh Valley:

- A green buffer and backdrop and distinctive gateway to the Medway towns
- Contains a number of detracting features including transport corridors, MOD facilities and sewage works. Together with influence of urban fringe this disrupts the overall integrity of the area.
- Recommend strengthening of landscape character through additional planting, softening of urban fringes, provision of more sympathetic boundary treatment and repairing historic field patterns.
- Protect openness and views of wooded backdrop

Bald Top Hill:

- Distinctive and prominent landscape feature in views from Wainscott and the A289.
- Tranquil and unspoilt rural character but under threat from expansion requirements of retained MOD estates.
- Character and views must be protected from intrusion as part of surrounding development proposals.
- Improve screening to military areas, strengthen woodland edges on upper slopes, investigate potential for footpath to take advantage of views from hilltop.

Box 6.1: Summary of relevant LCA conclusions

CH3 → A robust buffer should be created at the western edge of the site to screen the new development from urban Medway and in views from the A289. Its objective is to maintain and enhance the integrity of the existing green separation between the site and the urban area.

- 6.12 Views from the A228 at Four Elms Hill are less sensitive. Chattenden Woods SSSI and other un-developable areas will provide a green backdrop to Lodge Hill. It is inevitable that some development will be seen from Four Elms Hill, as indeed the existing Chattenden village is. The beginning of the existing development is a good marker for where visibility becomes less of an issue. A gentle transition should be provided between the countryside and Lodge Hill.

- 6.13 Consultation for the Core Strategy included a workshop on issues for the Peninsula. This identified Hogmarsh Valley (including Bald Top Hill) as a key concern, due to existing pressures on the area and impact from future development. It was also agreed that the area has great potential and its gateway function was recognised. Participants felt that better awareness and stewardship of this area was needed.
- 6.14 A countryside management plan for this area would help to identify priorities and ways to achieve them. The landowner (currently the MOD) would need to be involved. The Council will support local stakeholders should they wish to progress this. The developer(s) of Lodge Hill will be expected to participate, and to link any landscape or ecological mitigation in this area to the plan.
- 6.15 Any Trust set up for Lodge Hill should also participate. This would be an ideal opportunity for them to build relationships with surrounding communities.
- 6.16 Funding is likely to be an issue in the current economic climate. Working with the landowner(s) should help to identify low-cost measures that bring large gains. S.106 contributions from Lodge Hill may also be an option. These can only be required if they are directly related to the development and its impact. However, it is likely that relevant contributions towards off-site works will be required for access improvements, ecological mitigation, etc.

CH4 → The Council will encourage and support the production of a countryside management plan for the Hogmarsh Valley area, to respond to pressures from existing and future development. This will need to involve a wide range of local stakeholders. The developer(s) of and any community organisation at Lodge Hill will be expected to participate.

- 6.17 The gap between Lodge Hill and urban Medway includes a small group of houses close to Chattenden, between the two arms of the proposed main access. The easternmost house is Bridge Lodge and there is a small field to the rear. The total area is approximately 2.8 hectares. The owners of this land have responded to various Core Strategy consultations, suggesting that it should be included in the strategic allocation.

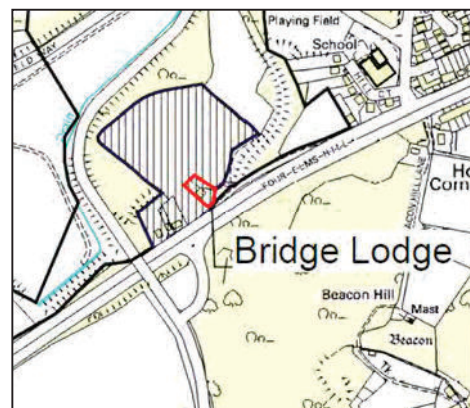


Figure 6.5: Bridge Lodge and environs

- 6.18 This is not appropriate because the land is not necessary to meet the Core Strategy's objectives or to deliver Lodge Hill. However, it shows that the landowner is considering development of this area, so there is a chance that proposals may come forward separately. The sensitivity of the gap between Lodge Hill and urban Medway means that any development potential here is very limited. Bridge Lodge and associated land are within the boundary of the Development Brief, so policies set out above would apply to this site just as they do to Lodge Hill itself.
- 6.19 The gap between Lodge Hill and High Halstow is also narrow; 800m at its smallest. The topography here is very different to the Hogmarsh Valley but this edge of the site does have some areas that are visible from the

surroundings, including the village of High Halstow. It falls within Character Area 14 of the LCA: Chattenden Ridge. A visual impact assessment will be required in support of any planning applications for this part of the site to determine the exact areas of sensitivity and the most appropriate responses, including the need for visual screening at key points.

- 6.20 The gap is also important to preserve the separate identity of High Halstow and prevent the risk of future merging with Lodge Hill. Maintaining these separations to nearby settlements is one of the guidelines set by the LCA.
- 6.21 The easiest way to accomplish this would be to limit the visibility of this area from Dux Court Road. Development should be set back from the site edge here and should be low height and low density, incorporating significant landscaping. Again this will need to be guided by a detailed Landscape and Visual Impact Assessment. Woodland style planting to the edges of this area may again be appropriate to help reinforce the rural feel of the area.

CH5 → The visibility of Lodge Hill from Dux Court Lane and High Halstow should be limited as far as possible, and the rural character of this edge of the site should be retained.

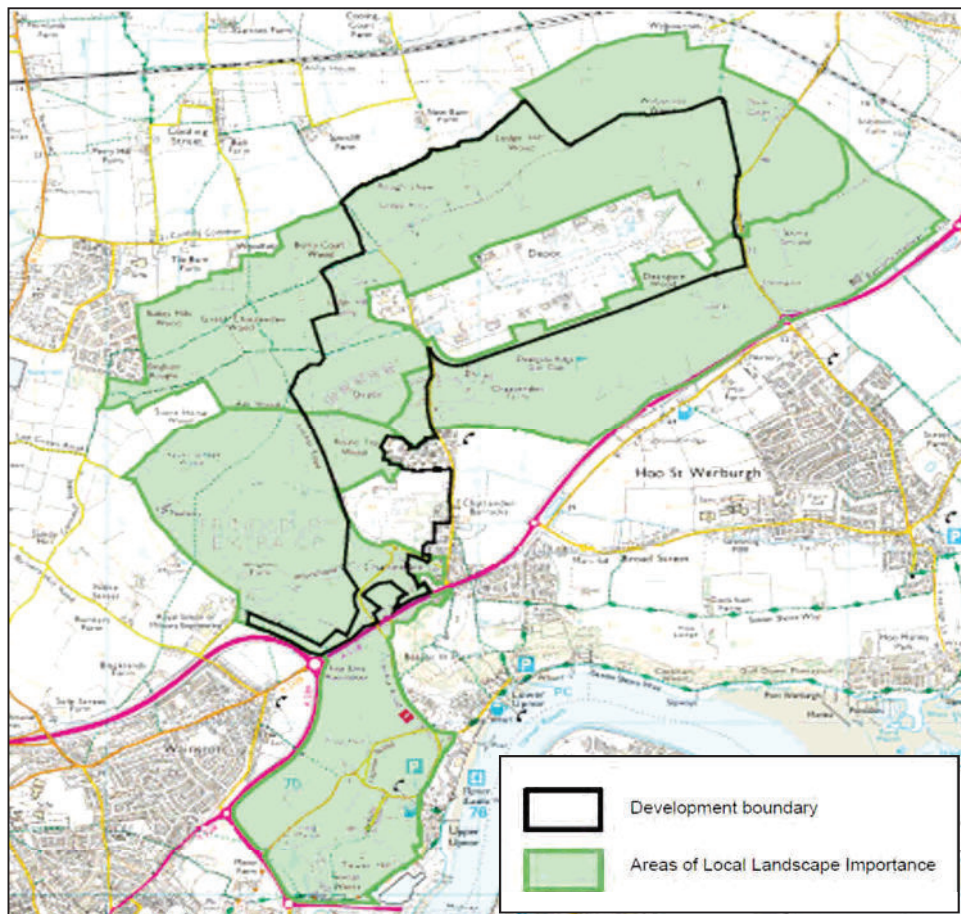


Figure 6.6: ALLI designations at Lodge Hill

- 6.22 A large part of the site itself is covered by an ALLI designation in the Local Plan. The allocation of Lodge Hill as part of the Core Strategy will supersede

this. Even within the Local Plan, much of the ALLI designation overlaps with the strategic policy safeguarding the MOD estate for future development.

- 6.23 This does not reduce the importance of protecting landscape character. There is no presumption that the whole allocated area can or should be built on.
- 6.24 It is inevitable that the allocation of Lodge Hill for development will change the character of the site. Detailed analysis of the areas affected will make it easier to manage this change. The LCA started this process. The landscape and visual impact assessment to be carried out for the outline application and detailed design work should continue and refine it. The focus should be on identifying and protecting the most important characteristics of each part of the site, whether designated as an ALLI or not. There are likely to be relatively few areas where this will require a complete ban on development.

Landscape strategy

- 6.25 The landscape strategy for Lodge Hill should acknowledge the contribution of the rural setting to its character. It should facilitate strong visual, conceptual and functional links between Lodge Hill and the countryside. Although most of the site is previously developed, there are many existing natural features. The strongest existing features are identified below. The developer should retain these and integrate them into a landscape strategy for the site.
- Ancient woodland within the SSSI and at Deangate Wood, Wybornes Wood and Round Top Wood.
 - Groups of Category A trees, including Rams Bottom Wood.
 - Shelterbelts running from Chattenden Ridge into the valley.
 - The line of trees and vegetation following the security fence.
 - The watercourses at the valley bottom, including a number of ponds and small lakes.
- 6.26 These retained features, combined with the buffer zone for the SSSI, create a strong framework for a green grid across the site (see Figure 6.7). This also makes a very strong connection to the surrounding countryside. The landscape strategy for Lodge Hill should take this grid as a starting point.
- 6.27 The grid informed by these features will have a clear influence on the form of the settlement. It will be a major factor in establishing a sense of place for Lodge Hill. As such, proposals for the site-wide landscape framework should form part of any outline planning application. The major landscape elements will need to be coherent and integrated even if the detailed design and delivery is carried out in phases. Sufficient detail must be provided at outline application stage to ensure that this is achievable.

CH6 → A site-wide landscape strategy to guide future public realm and infrastructure proposals should form part of any outline planning application. This should include a site-wide landscape network building on the grid formed by existing major landscape features shown in Figure 6.7, which should be integrated into the settlement as a whole. It should also provide guidelines on the distribution of uses within the open space, including formal sports, formal and informal amenity areas and natural or semi-natural open space.

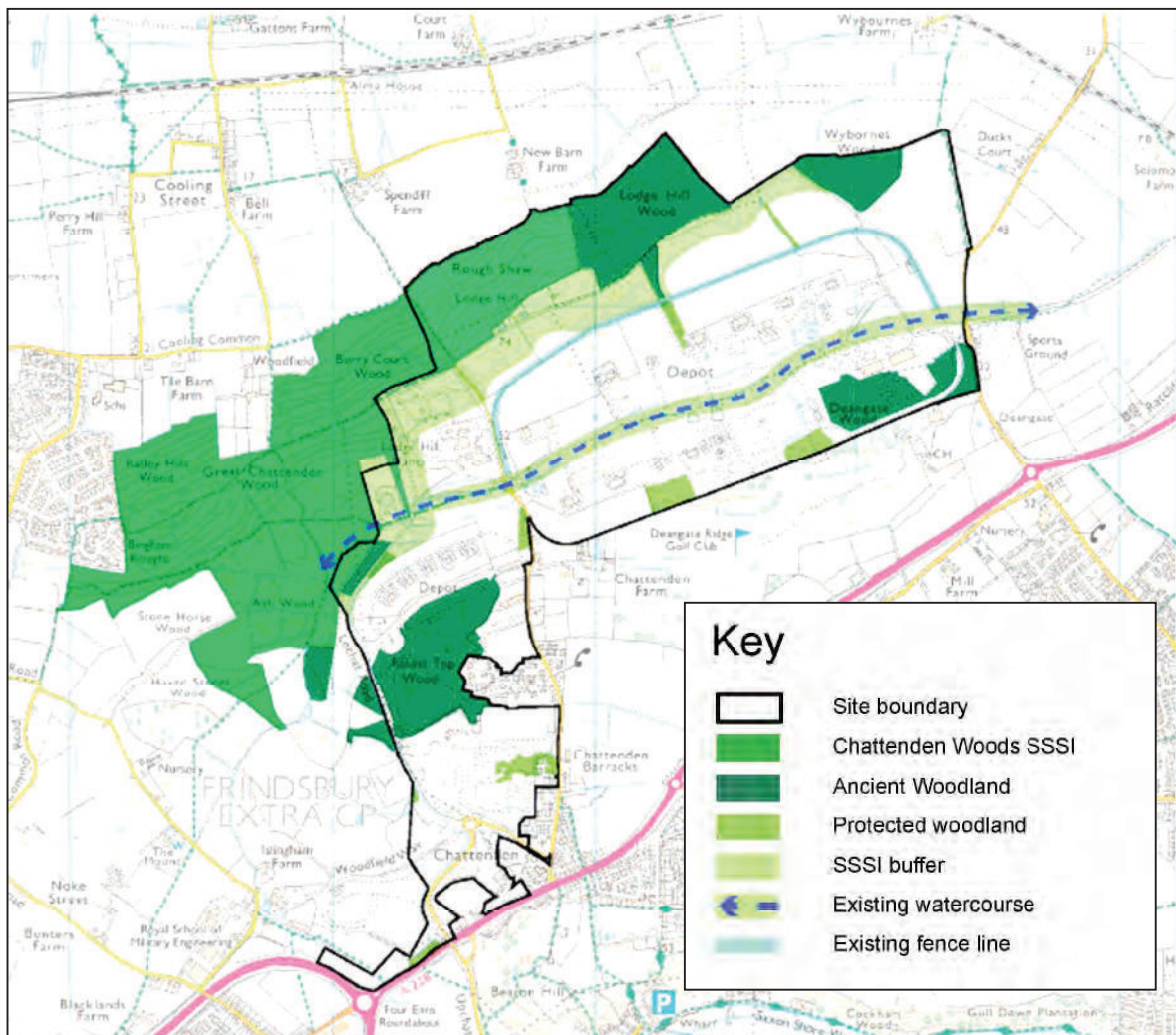


Figure 6.7: Framework green grid

6.28 The large-scale and significant landscape features forming the framework of the green grid are not the only existing features on site. Smaller tree groups, groups of Category B trees, individual specimen trees and smaller ponds, for example, all add to the character of the place. Considering every one of these will be too much detail for the outline application stage. However, site-wide remediation, earthworks and infrastructure works could affect whether retention of individual features is possible.

CH7 → Site-wide remediation, infrastructure and earthworks required in advance of the detailed design stage should avoid impact on existing trees and landscape features as far as possible. Where it is not possible, they should demonstrate that impact has been minimised as much as is practical, or that the features affected are of limited significance to the character and form of the overall development.

6.29 Detailed design for development parcels should consider existing landscape features on that parcel. Where possible they should be retained and integrated into the layout of the scheme. The green grid should be linked into all development areas. Species selection for landscaping schemes should reflect the local landscape and should contribute to biodiversity aims.

- 6.30 The principles set at outline stage will direct landscape design for individual development parcels. However, there should still be scope for variety to prevent all parts of the site from looking the same. The use of the landscape strategy to set character areas within the site where different principles should apply will help to strike the balance between variety and incoherence.

CH8 → Landscape design for individual development parcels should retain and integrate existing landscape features wherever possible, and link to the green grid established at outline stage. It should contribute to local distinctiveness and to biodiversity retention and enhancement.

- 6.31 A lighting strategy for all public spaces across the site (including roads and footpaths) will also be required. This has strong links to the landscape strategy and will need to address the following issues:
- Public and highway safety
 - Impacts on ecology
 - Landscape character and design implications

CH9 → A coherent and consistent lighting strategy for public spaces and routes across the site should be submitted following the landscape strategy agreed at outline planning application stage.

- 6.32 The landscape strategy for the site should include a public art strategy. This should take a holistic approach exploring how public art can be incorporated into the design of open spaces, building detailing and urban form. This will contribute richness and depth to Lodge Hill's sense of place, giving its new community a cultural identity as well as a visual one. The heritage of Lodge Hill should be seen as a source of inspiration for this public art strategy.



Figure 6.8: Public art

- 6.33 There will be a place for sculptural public art in the strategy. Developers should consider the potential for a small number of “landmark” features in key locations. The locations should be carefully chosen so that the landmark feature does not overwhelm them. Some options to consider may include:
- Town centre/town square
 - Anti-aircraft station on Chattenden Ridge (see heritage section)
 - Key entrance points to the development
 - Secondary school
- 6.34 The public art strategy should consider community engagement. There are many options for this. It could involve direct participation in design workshops; a competition with local representatives on the judging panel; or a public vote on shortlisted proposals. It may even be possible to give any Trust a commissioning role for some projects.

CH10 → A public art strategy for Lodge Hill will be required. This should take a holistic approach to inclusion of public art, outline a mechanism for community involvement, consider the potential for landmark public art at key locations and draw on the site's heritage. At outline planning application stage, the broad principles and key landmark locations should be established.

Heritage

- 6.35 Parts of Lodge Hill have been in military use since the late 19th century, as part of a network of military installations and infrastructure within Medway (see Fig 6.9). Its early functions were for munitions storage and manufacture. This has left a substantial legacy of military heritage. As well as surviving buildings and structures, traces of other historic features can be found on site. The layout and organisation of the site also reflects its military use. In addition, there are records of buildings, structures and other features that have since been demolished or lost.
- 6.36 This legacy is a fantastic resource for the site. It has significant value in its own right. A number of the existing buildings and structures may be of national importance; some are already listed. This history and local cultural identity can do more for sense of place than any artificial alternative. It is vital that Lodge Hill's heritage is reflected in its masterplan and detailed design.
- 6.37 The most obvious way to integrate heritage into a new development is through the retention and reuse of buildings and other features. For any assets that are listed or scheduled, the Council will expect their retention.
- 6.38 Buildings without such obvious significance can still be worthy of retention. They add to local distinctiveness and variety, and counter the tendency of large developments to seem artificial. There are also sustainability benefits. A supply of older (and often cheaper) buildings can also be very useful for some business and community uses. For this reason, consideration should also be given to temporary use of buildings that are not to be retained long term.

CH11 → Subject to structural condition and the need to meet other objectives, existing buildings and structures on site should be retained and incorporated into future proposals where they are significant in terms of the site's heritage or their architectural merit, or where they would contribute positively to the character of the new development.

- 6.39 Figure 6.10 summarises the location of buildings and structures on site that may be worthy of retention. Further details are available in Appendix 3. In most cases, little or no information is available about their structural condition. It may be that this is the key driver for which can be retained.
- 6.40 The pillboxes and other defence structures are important not only as part of the site's heritage but in linking it to the wider context of defence infrastructure in the local area. English Heritage has listed four WWI sentry boxes and is still considering a number of other structures in this group. Every possible effort should be made to retain these structures. This may require restoration works in some cases. Proposals for their demolition will only be accepted in exceptional circumstances. For the most important examples, including any that are listed, consideration will also have to be given to their setting.



Figure 6.9: Lodge Hill in context – Medway's military heritage

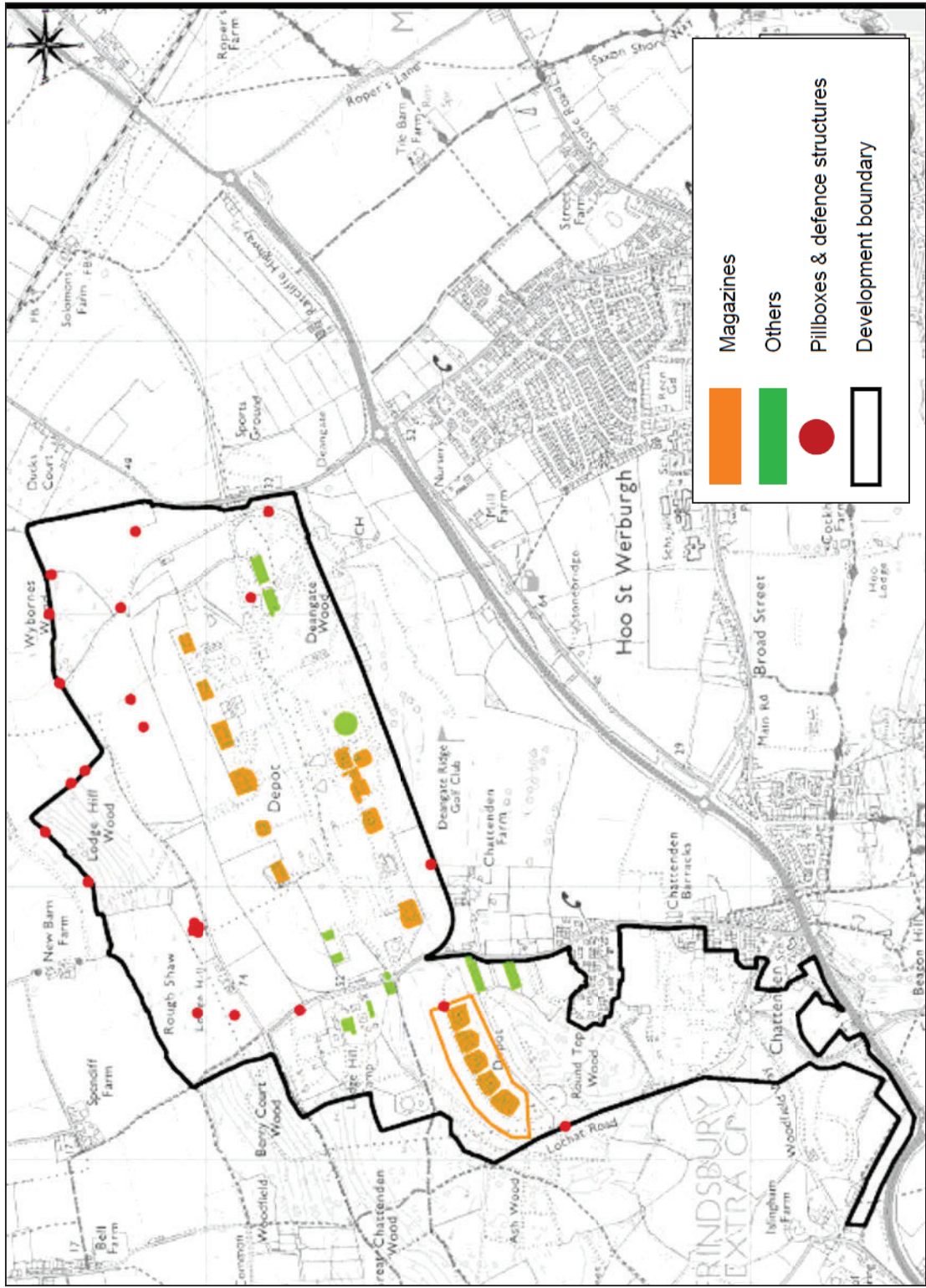


Figure 6.10: Heritage assets and other buildings that may be worthy of retention (see also Appendix 3)

- 6.41 The magazine sheds and their embankments are significant at a local level. They are the main remnant of the original establishment at Lodge Hill. The group of five “Chattenden Magazines” within a walled enclosure, and the “Expense Magazines” are particularly interesting examples. However, many of the sheds themselves are in poor condition and have been much altered. English Heritage have reviewed the magazines and confirmed that none of them are to be listed. Consideration should still be given to retaining and re-using one or two of the best examples, as they are a key element of the history of Lodge Hill.
- 6.42 The placement of the magazines has had a major influence on the layout and use of the site over the years. Whether or not the sheds are retained, their siting should be reflected in the proposed layouts. This should include the embankments around each shed, which were to contain any explosions from the munitions stored there.
- 6.43 The history of military use of the site should also be reflected through the site’s layout, where possible. It is common for military sites to be laid out to a regular grid. At Lodge Hill, this is clearly shown by the route of the narrow gauge railway that linked the magazines to Upnor depot. The track itself has long been removed but internal routes still follow the same lines. A grid-style layout for the whole development would therefore reflect its military heritage. This will need some flexibility, in particular to accommodate difficult topography or retained features. The route of the railway could be reflected specifically. It may be possible to continue reference to the railway in any walking and cycling link between the site and Upnor.
- 6.44 The allocated site includes land that is used by the MOD but is not within the security fence. The line of the fence should be reflected in proposals for the site to reflect the extent of military occupation of the site. As the line of the fence corresponds with a strong line of vegetation for much of its length, it may be possible to make a feature of this.
- 6.45 The other buildings shown on figure 6.10 have not had such a strong influence on its development and use, but still reflect the site’s history and provenance. They have mainly been selected because of their possible contribution to the character of Lodge Hill as a place. Proposals should retain these buildings where possible. In many cases this will require alterations or extensions. Developers should consider less conventional uses as a way of retaining some of these buildings. There are examples elsewhere of character buildings being saved by innovative thinking about what they can be used for.
- 6.46 In some cases, the significance of a feature is not obvious to those without prior knowledge of it. For example, the anti-aircraft station at Chattenden Ridge is believed to be the first in Britain, together with its sister station at Beacon Hill. The purpose of the pillboxes defending the stopline is also unclear at first impression.



Figure 6.11: Chattenden Ridge anti-aircraft station

The developer will be expected to make provision for interpretation of heritage features. This would benefit from being incorporated into the landscape and public art strategies.

CH11 → The military heritage of Lodge Hill should be reflected in the layout and landscaping of development proposals. Consideration should also be given to the need for interpretation of key heritage features.

Built development

- 6.47 The built form of the development is where the need to balance variety and coherence becomes strongest. The emphasis on family housing does not mean that Lodge Hill should be built out in uniform suburban style. It must have a character of its own, as an entire place. There must be a recognisable core, areas of different character and edges that relate to the surrounding countryside.
- 6.48 This can be achieved through a hierarchy of streets, public spaces and densities, as is common in traditional settlements. Each area within this hierarchy (centre, suburbs, local hubs etc.) should have a distinct character.
- 6.49 The town centre is the heart of any place. Its location and design should enable this role. There are a number of factors that suggest that it should be located towards the bottom of the main valley:
- The flatter topography here is better suited for the large buildings that would be found in the town centre, such as a foodstore. Taller buildings (for higher densities and mixed use) can also be accommodated here without intruding on the ridgeline.
 - The watercourse running through the valley can enliven and add character to a town square or green.
 - It enables more properties to be within easy walking distance.
 - It can be better located in relation to the road access for the rest of the Peninsula.
 - The levels of activity that would be generated by the town centre need to be located away from the sensitive ecology areas around the SSSI.
 - It would place the town centre literally at the “heart” of the development.
- 6.50 The town centre should be a vibrant, welcoming place. The mix of uses set out in Chapters 2 and 3 will help to accomplish this but design will also play a big role. The town centre will be the main focus point for visitors from the rest of the Peninsula and will play a significant part in the lives of people moving there. It will therefore be important in setting the character for Lodge Hill as a whole. Key principles for the town centre to follow are set out in Box 6.2
- 6.51 Traditional town centres have a key navigational point in the form of a parish church, town hall or similar building. These also function as meeting places for the local community and contribute to local cultural identity. Something must take the same function for Lodge Hill. At least one landmark building should be provided, but the form and use that this should take is flexible. It should be distinctive to Lodge Hill, and a pastiche of traditional building types is unlikely to be acceptable.

- The town centre should connect with the green spine and watercourse in the valley.
- A town square should be created to enable markets and other public events. It should be of sufficient scale to give it a sense of being a destination.
- A High Street should be created to provide movement (including buses) through the town centre to promote vitality, but should not carry heavy traffic.
- Buildings in the town centre should be of sufficient scale to provide a sense of definition and enclosure to streets and spaces. They will generally be at least three storeys but could be higher subject to suitable design.
- The town centre should be a mixed-use environment including retail, community facilities and business uses. This should also include some provision of residential to ensure that the town centre has activity and natural surveillance throughout the day.
- Food and drink uses should be located where they can make use of outside seating areas and views of key landscape features.
- The supermarket must be well integrated into the built form of and layout of the town enabling easy transition between them.
- A landmark building should be provided for sense of place and navigation, and there is potential for landmark public art to be included.

Box 6.2: Key principles for town centre

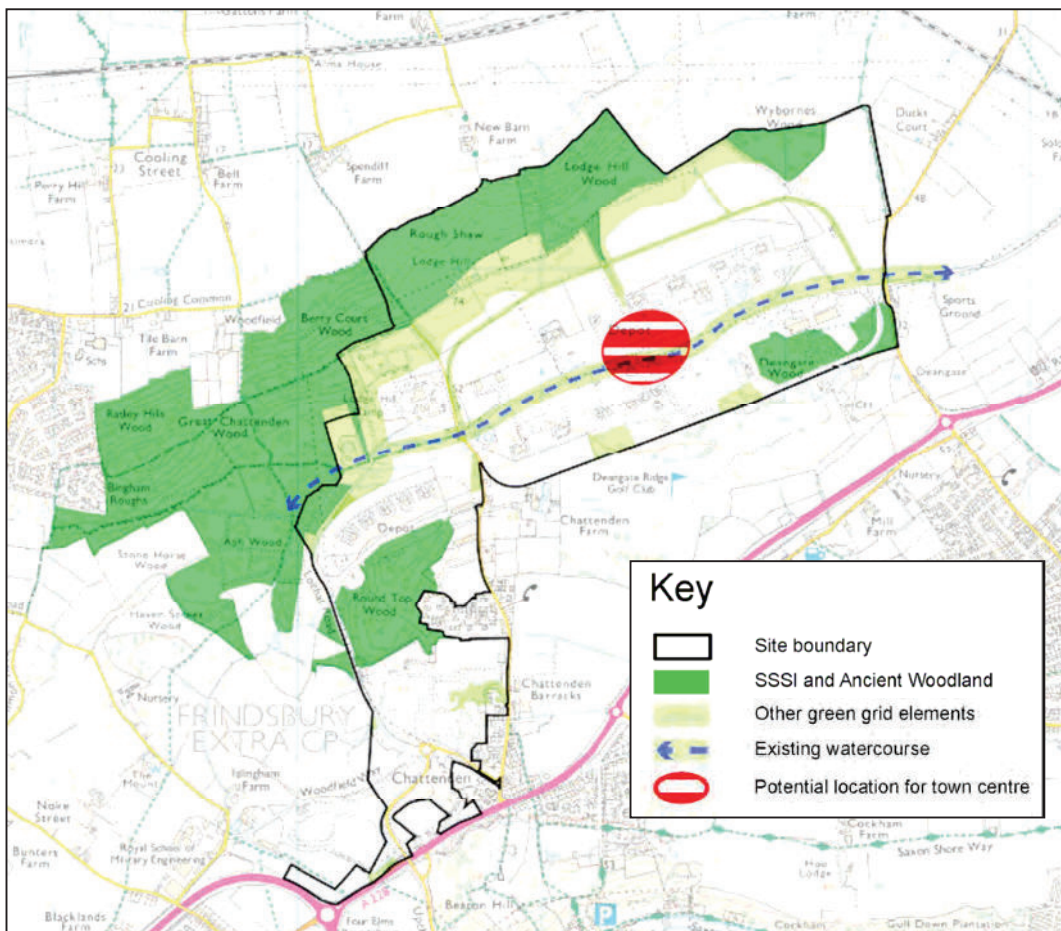


Figure 6.12: Suggested location for town centre

CH12 → The town centre should be located within the main valley in a position that enables it to act as the heart of the settlement. Proposals for the town centre should follow the principles set out in Box 6.2.

- 6.52 Chapter 2 (Community) stated that as many properties as possible should be within ten minutes walking distance of their nearest hub.
- 6.53 The local hubs need to be welcoming and useable. Primary schools can provide community uses. Public spaces should be provided at each hub. This could be smaller and more informal than in the town centre, similar to a village green, and should include some form of play area. A green space also creates opportunities for food and drink uses like the traditional village pub. A lesser scale of buildings than in the main centre will be required but the hubs should still have a presence and identity beyond that of their residential areas.

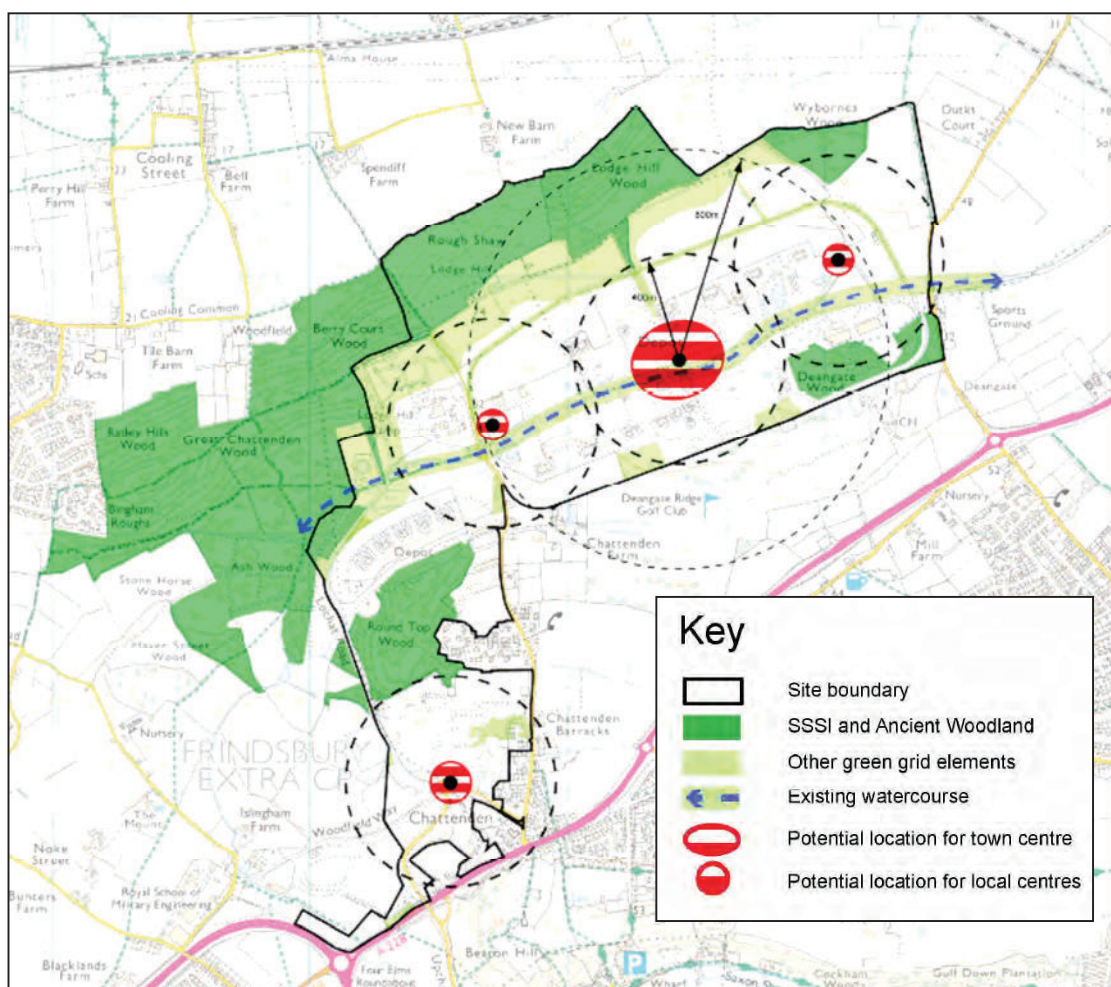


Figure 6.13: Local hubs

- 6.54 The hub at Chattenden should be of slightly larger scale than the other local hubs. This should be reflected in the design of its buildings and spaces.

CH13 → Local hubs should provide useable and welcoming environments including areas of public space. While they should complement the surrounding residential areas they should have a distinct character that reinforces their role.

- 6.55 The siting of the main and local hubs gives a recognisable core to the main valley. Concentrating higher density residential development around mixed-use areas has a number of benefits:
- Maximises the number of residents within walking distance of facilities.
 - Helps maintain activity during evenings and weekends, providing a sense of safety for users of the area.
 - Supports viability of town-centre uses, as a ready-made catchment.
 - Helps to support viability of public transport by providing a concentration of residential and business customers around key routes and stops.
- 6.56 There are also good reasons for Lodge Hill to follow a traditional density gradient with lower densities at the edges. These include:
- Most edges of Lodge Hill are visually sensitive and lower density development can be easier to integrate and screen in these areas.
 - The most sensitive ecological areas are also at the site edges and would benefit from lower activity levels.
 - It is important that as many people as possible are within easy walking distance for local hubs and public transport.
 - Lodge Hill's focus on family housing means it will have a greater proportion of larger units (and plots), and the area allocated for lower density development will be relatively large.
 - The edges of the site consists includes the previously undeveloped areas and areas outside the security fence. Providing a different character to these areas helps to reflect the site's history.

CH14 → Lodge Hill should include a range of densities of residential development. An acceptable range is between 15 and 85 dwellings per hectare, excluding some specialist forms of accommodation where higher densities may be reached. These figures are indicative and variations will be acceptable provided all other design objectives are met. The distribution of these densities should be broadly as shown in Figure 6.14.

- 6.57 The distribution of hubs and densities also gives a strong steer as to the location of the primary road network. Figure 6.14 shows this relationship. The road network shown follows the principles set out in Chapter 5 (Transport).
- 6.58 Higher densities do not always mean blocks of flats, although these are often a component. Areas of traditional Victorian terraces, for example, can reach densities of 100 dwellings per hectare. Some modern design has also shown that it is possible to keep the suburban qualities that people value in their housing at higher densities.
- 6.59 There is a strong link between densities and building height. Even where higher densities are achieved with houses, this tends to result in three storeys (or more) instead of two.
- 6.60 There is a place for taller buildings at key junctions or vistas in lower density areas. Equally, a three-storey dwelling in a large plot would not necessarily damage the character of a low-density countryside edge area. Feature buildings should be treated with caution. They can result in a scheme becoming disjointed if they are poorly placed or too frequent.

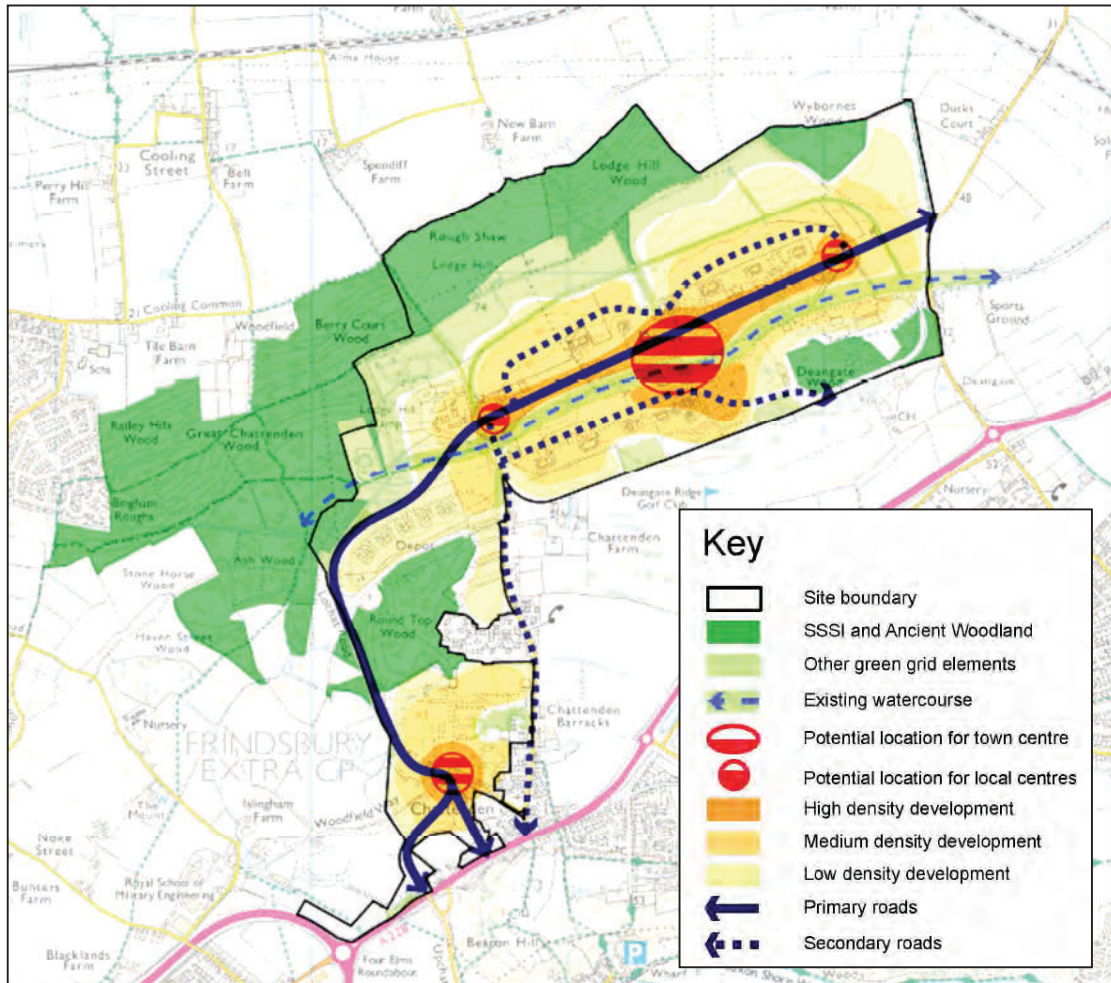


Figure 6.14: Indicative densities and road networks

6.61 Therefore, no maximum building heights are set for Lodge Hill. Instead, Table 6.1 gives broad guidance on the height ranges that could apply. As with density, this guidance is flexible. Variations will be acceptable as long as the overall character of a scheme remains appropriate to the area.

Area	General building height	Feature buildings
Town centre	3-4 storeys*	5 storeys
Other high density	3-4 storeys	4 storeys
Business areas	3-4 storeys	4 storeys
Medium density	2-3 storeys	3-4 storeys
Low density	1-2 storeys	2.5-3 storeys

Table 6.1: Suggested building height ranges

* A storey is taken as approximately 3.5m, measured externally

6.62 In mixed use and higher-density areas, higher floor to ceiling heights should be provided at ground floor. This would provide flexibility for possible future changes of use.

6.63 There is a general principle of frontage development wherever possible, whether facing onto internal roads, open spaces or countryside. This is for a number of reasons:

- To avoid the harsh and unattractive appearance of expanses of fencing from the public realm, especially at the edge of the development. Even well designed boundary treatment can become a problem once it starts to deteriorate or is replaced at different times and in different styles by future residents.
- To avoid pressure for future garden extensions or direct accesses being created into countryside areas or other open spaces.
- To provide overlooking and natural surveillance of these areas, especially where properties front public open spaces.
- To limit potential for dumping of rubbish from rear gardens (at countryside edges, especially where properties adjoin woodland or other vegetated areas).

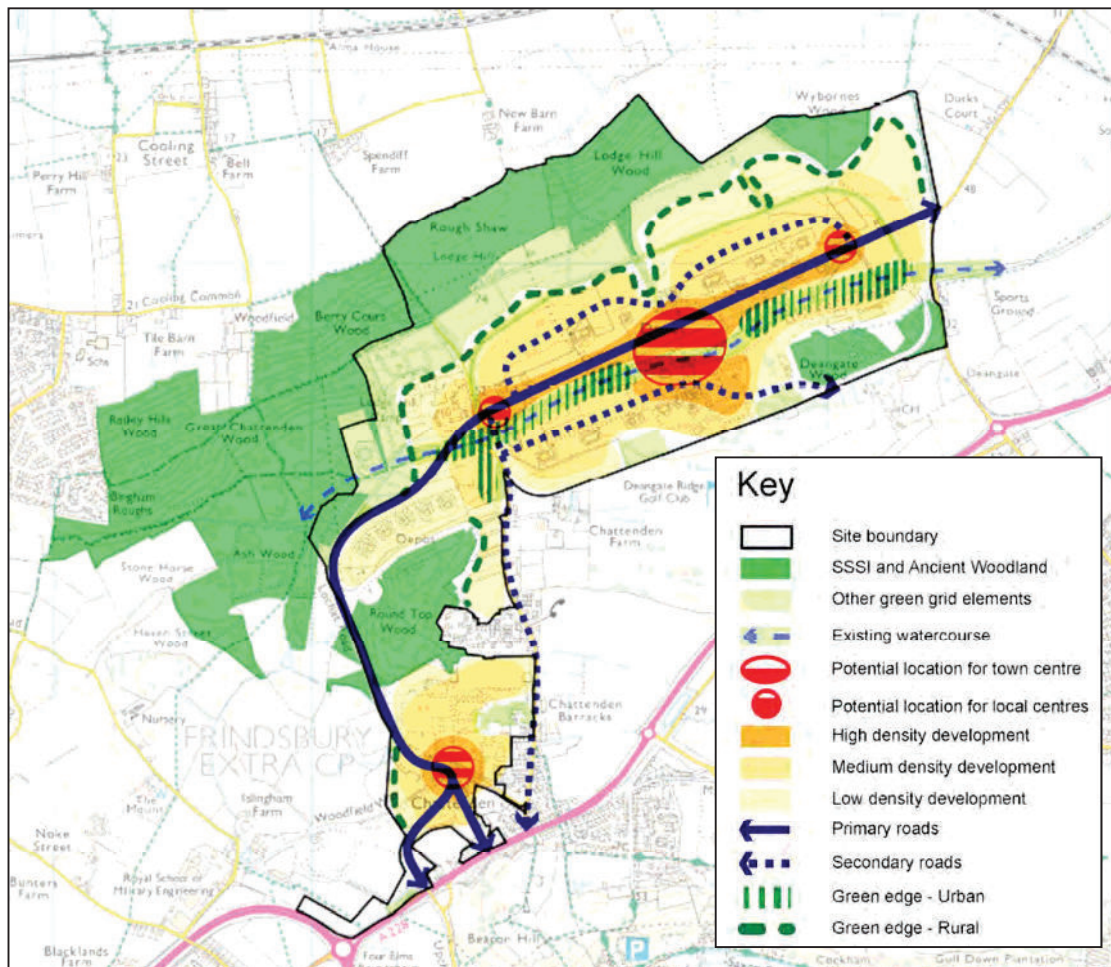


Figure 6.15: Urban and rural green edges

- 6.64 Frontage development can include flank walls facing public spaces, where habitable room windows face out. Habitable rooms include living rooms, dining rooms and bedrooms. Kitchens are not habitable rooms but they are still occupied for a lot of the day. They would therefore enable overlooking and are acceptable for this purpose.
- 6.65 Occasional garden boundaries facing roads or public space will also be acceptable provided the overall frontage remains active. The design of the boundary treatment must be appropriate to its setting; close board fencing is unlikely to be acceptable.

- 6.66 Buildings positioned close to the footpath or road edge will generally be preferable, but variations within the building line can be used where appropriate. It may be useful to step buildings forward at junctions. This defines the space, reduces forward visibility and therefore slows traffic. These principles also apply to urban green edges, where the major green grid stretches right into the core of the development.
- 6.67 At the countryside edges, buildings should generally be set back far enough to allow soft landscaping within the plot. There is more scope for variation in the building line here, to avoid the impression of a wall of development. Gaps between buildings can also be variable. They should enable views of the rural setting and major open spaces from within the development.



Figure 6.16: Rural and urban frontages

CH15 → Active frontages should be provided to all public spaces and countryside edges. Buildings should be set relatively close to the road within the development, and further back on the green edges, although this can vary. Views of the countryside and major open spaces should be provided from within the built areas.

- 6.68 None of the above design criteria place any restriction on architectural style. The objective is to ensure that Lodge Hill creates a high quality, liveable and sustainable environment for future residents, workers and visitors. Style is subjective, and the Council does not seek to restrict the design choices that future developers may make. In principle, any architectural style may be acceptable, subject to:
- Taking into account the principles in this document and in the relevant Core Strategy policies. This includes assessment against Building for Life, or any subsequent scheme that the Council may adopt in its place, and the Council's housing design standards
 - Each detailed scheme being high quality in its own right, and complementing the adjacent sections of the development.
 - Each scheme contributing to the creation of a place with its own distinct identity.
- 6.69 Having said this, many of the objectives in this document have a direct influence on style. For example, it can be difficult to meet higher sustainability

targets with traditional building designs. This may change in the future as technologies evolve. Alternatively, modern, sustainable design may become the norm for British housing development.

- 6.70 It is therefore likely that a large proportion of the site will be built out in relatively modern designs. The Council is comfortable with this as a consequence of the policies in this document. Innovative and interesting responses to the design challenge will be welcomed, and will be considered against the same criteria set out above.

Masterplan framework

- 6.71 An illustrative masterplan for Lodge Hill is provided at the end of this chapter. This has taken the principles from this document, and combined them to produce a framework for the Lodge Hill site. This framework is one way in which the proposals for the site could be advanced. The proposals that finally come forward may be different. This is acceptable as long as the principles of the Development Brief have been met.

CH16 → Development proposals for Lodge Hill should be guided by the illustrative masterplan framework. Proposals that vary from this will need to demonstrate that they continue to meet the principles of the Development Brief.

- 6.72 The masterplan will need to be updated and reviewed over the course of the development, to reflect changes in circumstances and any lessons learnt from earlier phases. The outline planning application process will be able to set the parameters within which this should take place.

Design Codes

- 6.73 Design codes are a useful tool to guide the development of large-scale sites. They are particularly useful where a scheme is likely to be built out by several developers and over a long period of time. They have been used successfully in many large developments in the UK.

- 6.74 A design code sets the rules that all future development must follow. The level of detail can vary significantly. At one extreme, Poundbury's design code prescribed many architectural details. On the other hand, Vauban in Freiburg, Germany had a broad code that specified key urban design principles but left a lot of flexibility for future developers. Both are generally regarded as successful and are often cited as good examples of how coding works.

- 6.75 The level of detail chosen depends on the balance needed between coherence and variety across the site. For Lodge Hill, the code should cover the main urban design and landscape principles but not architectural detail.



Figure 6.17: Poundbury and Freiburg – examples of design coding

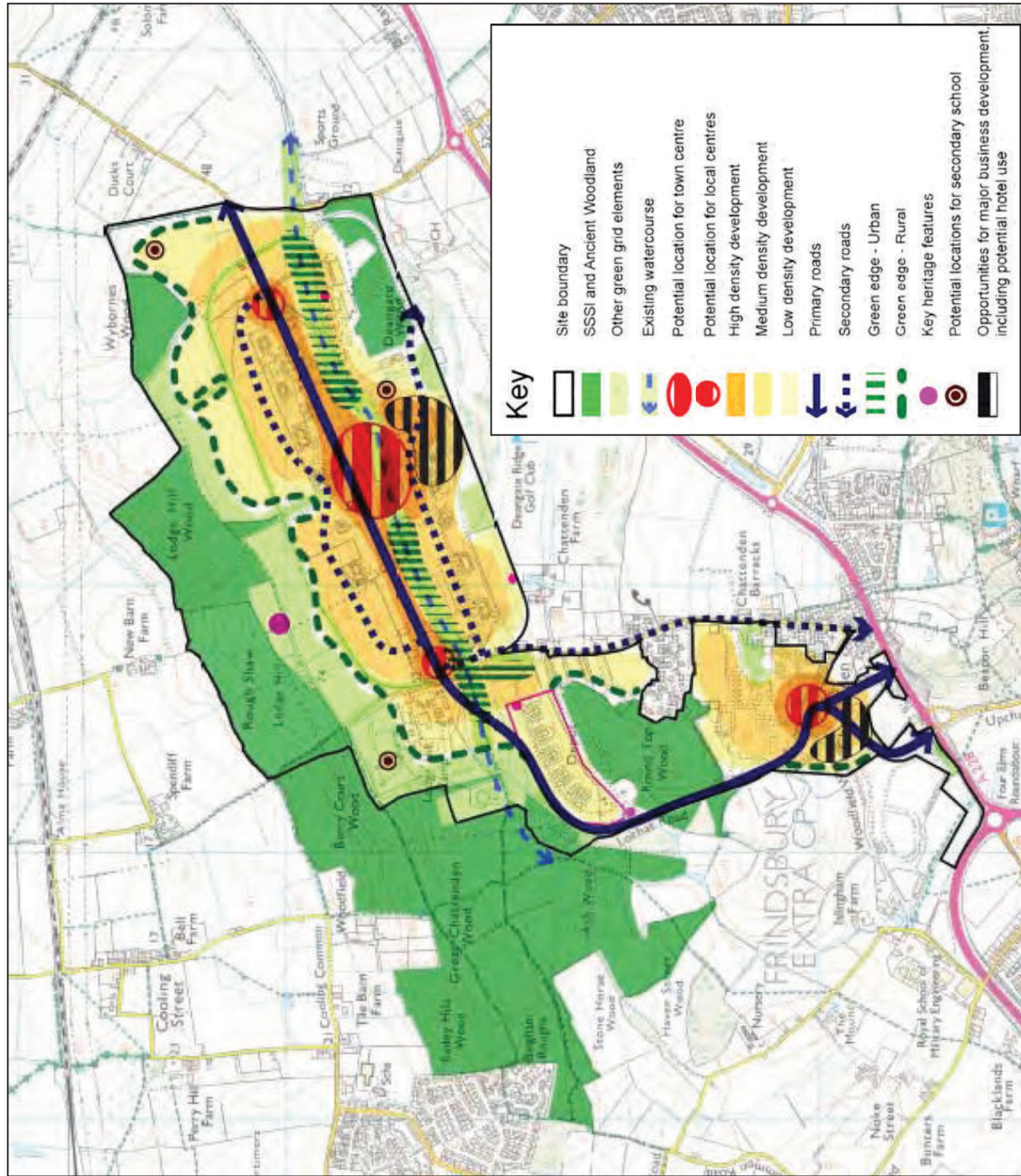
Coding for buildings should be limited to those elements that define public spaces and create their character. The code could include:

- Building heights
- Density zones
- Setbacks from the road/footpath edge
- Widths of roads and other public spaces
- The proportion of plot or frontage that is occupied by buildings
- Parking treatments
- Requirement for or spacing of feature buildings

- 6.76 This list is not exhaustive. Other criteria may be found necessary once detailed work on the code begins.
- 6.77 The Lodge Hill site is not only very large but covers areas with very different characters and settings. A code that set sub-areas and differentiates between them is therefore recommended. However, other proposals for sub-areas will be considered depending on the masterplan that comes forward at application stage.

CH17 → A design code for Lodge Hill should be submitted with the outline application. This should focus on key urban design principles and should consider the use of character areas to provide local identity to different parts of the development. The design code should be drawn up collaboratively between the developer and the Council, and should be informed by engagement with the local community.

- 6.78 Once a design code has been agreed through the outline application process, all subsequent applications will be expected to comply with it. Where full (detailed) applications are submitted that do not directly relate to the outline application, the approved design code will be a material consideration. Such applications will need to demonstrate that the proposed designs reflect the guidance contained in the code.
- 6.79 Consideration should also be given to the preparation of more detailed codes for specific parts of the site at subsequent stages of the planning and design process. There may also be a need for reviews of the design codes alongside masterplan reviews, to ensure that they remain relevant and useful throughout the expected 15-20 year development timescale.



Illustrative
masterplan
framework for
Lodge Hill

Chapter 7 – Delivery

Process

- 7.1 Figure 7.1 summarises the route that the Lodge Hill proposals will take from planning policy to delivery on the ground. For Lodge Hill to successfully function as a whole place, there has to be an overall vision for the development from the outset. For this reason, the Council expects proposals to come forward in the form of a site-wide outline application. This will establish permission for the principles of the development, including:
- Maximum limits for floorspace for each use proposed
 - Maximum number of dwellings
 - Exact limits of the developable area
 - Site-wide masterplan and strategic design codes

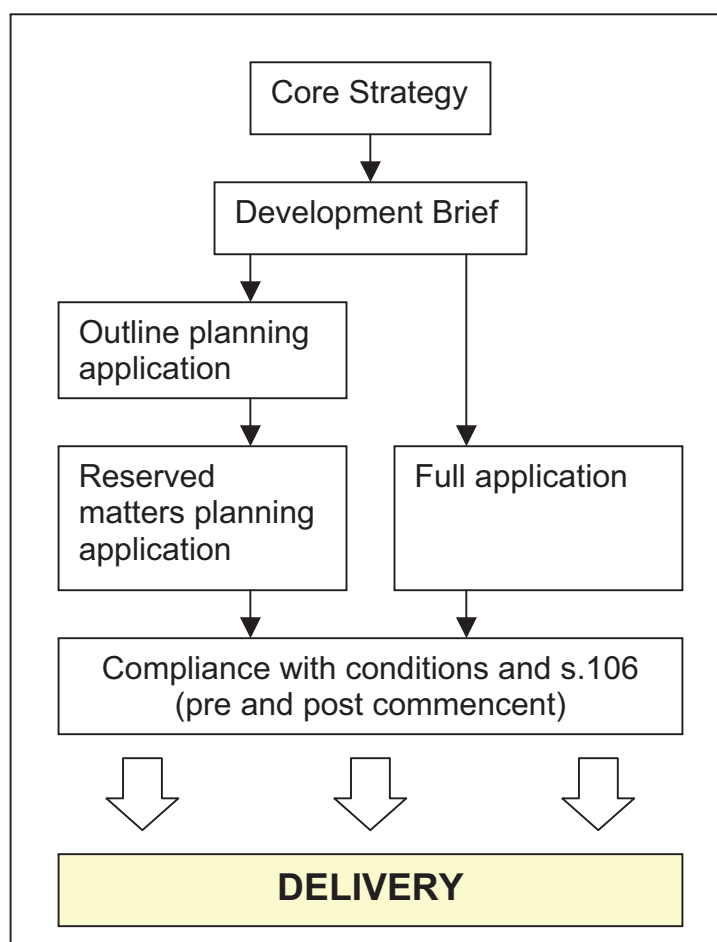


Fig. 7.1: Planning process

- 7.2 Reserved matters applications will then provide further detail for each phase or parcel of development. There may be an occasional parcel where proposals do not meet the parameters set down in the outline application. Full applications for this type of proposal will be considered by the Council on their merits. They will have to conform to the principles and guidance set out in this Brief, and should complement the overall vision for Lodge Hill.

D1 → Proposals for Lodge Hill should come forward as a site-wide outline application, including a site-wide illustrative masterplan. Proposals which come forward on a piecemeal basis and do not support the overall vision for Lodge Hill will not be supported by the Council.

- 7.3 The developer checklists overleaf are a summary of the requirements of this Development Brief, setting out what needs to be submitted at the outline and detailed application stages.
- 7.4 It is likely that any outline permission will be subject to a large number of conditions, as well as the obligations within a s.106. A compliance report or summary should be submitted with each reserved matters application to show how it meets the requirements of the conditions and s.106.

Developer obligations

- 7.5 A s.106 agreement is a legal agreement that is entered into by a developer, the Council and (if necessary) other service providers. It is the main mechanism for ensuring that infrastructure is in place when it is needed, especially where it is off-site or requires third party involvement. On-site infrastructure can be secured by conditions on any outline planning permission. This includes grey, green and social infrastructure (see Box 7.1).

Green infrastructure	Open spaces such as parks, allotments and play areas; green links that might include ecology corridors, footpaths and cycleways; tree planting in urban areas, sustainable urban drainage systems.
Grey infrastructure	“Traditional” infrastructure such as roads, sewers, energy production, phone and broadband
Social infrastructure	Community facilities like schools, health centres, and libraries. Can also include organisations and programmes as well as physical provision.

Box 7.1: Infrastructure types

- 7.6 Legislation has been passed to enable s.106 agreements to be replaced by the Community Infrastructure Levy (CIL). A s.106 agreement is required to relate to the specific impacts of an individual scheme, but CIL takes a tariff-based approach. Under the CIL system, every development of whatever scale makes a proportionate contribution to the area’s overall infrastructure costs. Current legislation requires s.106 agreements to be significantly scaled back by April 2014. The Council currently intends to adopt a charging schedule for its own CIL by mid 2013.
- 7.7 To meet the delivery timescales set out in the Core Strategy, an outline application for Lodge Hill will need to be submitted and determined well before CIL is up and running in Medway. This being the case, the developers will be expected to commit to a comprehensive s.106 agreement to deliver the required infrastructure. Subsequent reserved matters applications will be tied to the original s.106. In this case, it is likely that Lodge Hill will be exempted from any CIL charge that applies to the rest of Medway.
- 7.8 Regardless of the delivery method, it is crucial that all infrastructure is in place as it is needed. It is an issue frequently raised by the local community. There are concerns that existing services on the Peninsula, from water supply to

healthcare, are stretched and cannot be relied on to support the development. Arrangements for ongoing maintenance of new facilities and services will also need to be built in.

- 7.9 For some types of infrastructure, the demand (or even the site) for full provision may not exist until later in the development process. It may be suitable to make interim provision for some of these. This will also help to create early wins for the existing community. Services where interim provision may be particularly useful include:
- Health care;
 - Schools (especially secondary);
 - Community facilities;
 - Bus service (subject to the criteria in Chapter 5); and
 - Retail
- 7.10 Not all infrastructure delivery will be within the developer's control. In some cases they can provide the physical infrastructure (such as a health centre or school building) but are reliant on other parties for the final provision of the service. In other cases (such as water supply or broadband) they are entirely reliant on other parties for delivery. The developer will need to liaise closely with these other parties to plan the construction programme and phasing.

Timescales and phasing

- 7.11 The development of Lodge Hill is a 15-20 year project. Over this timescale, it is impossible to predict all the challenges that the development may have to meet. There will be changes in legislation and policies, and economies will continue to cycle between growth, stagnation and decline. The full impact of climate change is as yet unknown. Each of these will have impacts on Lodge Hill.
- 7.12 For Lodge Hill to be successful, the outline application, masterplan and s.106 agreement must be flexible enough to respond to these future challenges. However, the existing community and new residents will expect to have certainty about what is to happen on nearby parts of the site. Lack of certainty can also deter developers and investors and undermine the EIA that will need to be carried out at outline application stage. Any outline planning application for the site will fix certain parameters (such as floorspace ranges), within which flexibility can be achieved. Consideration of this through the planning process will take into account the need to balance flexibility and certainty.
- 7.13 Any discussion of phasing for the development must remain broad at this stage. Some guidelines and principles can be set down that will help to direct other decisions around implementation.
- 7.14 It is likely that the site will be divided into a few large phases, which would then be broken down into sub-phases or development parcels. This will allow development to proceed in small and manageable amounts that will enable a range of developers and uses to be accommodated on the site, but still allows for infrastructure and other requirements that have to be delivered on a wider scale.
- 7.15 The Core Strategy policy and evidence base suggests that the site may be broken into three broad phases. On the Core Strategy timescale, each of these would take around 5 years to build out. This may change by the time

detailed applications begin to come forward, but has been used as the basis for strategic planning to date.

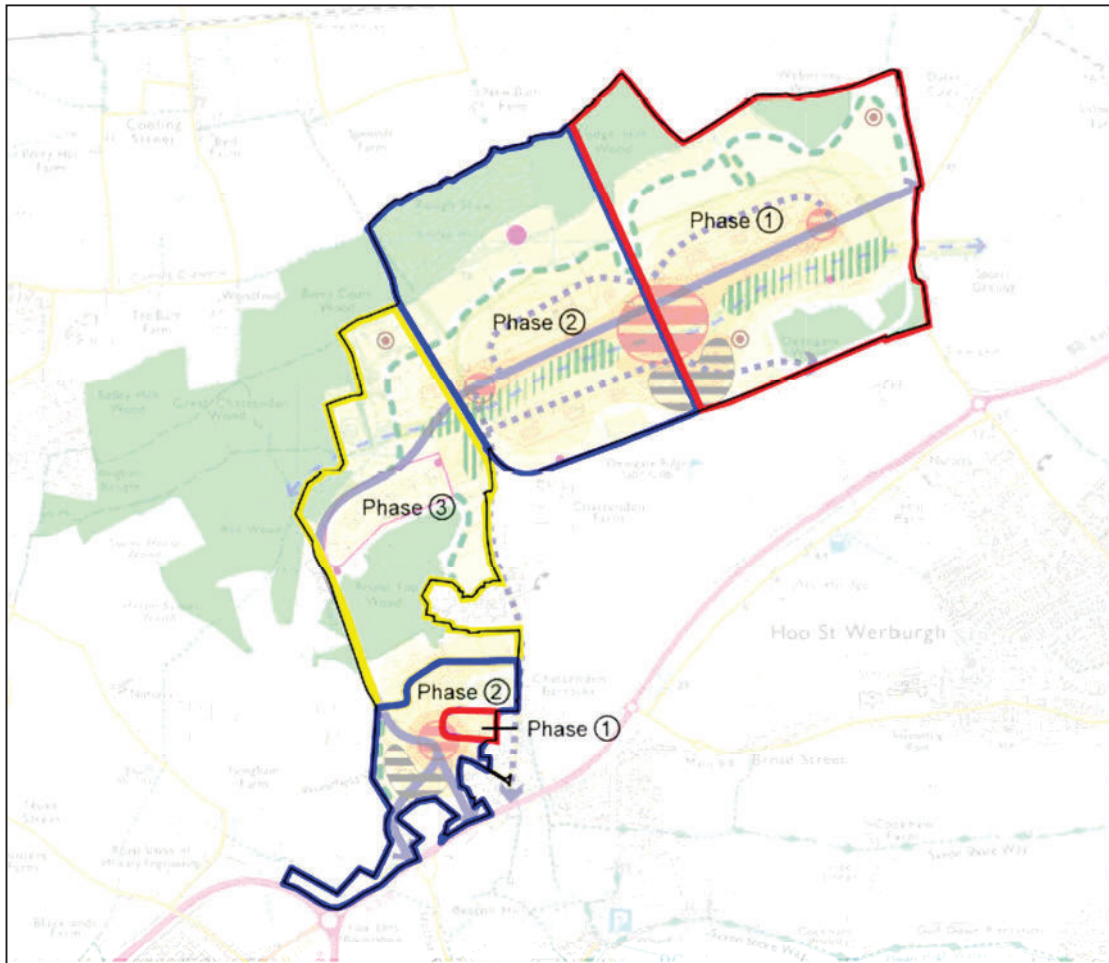


Figure 7.2: Core Strategy phasing

- 7.16 Use of small development parcels within the broad phases will help to provide a range of sizes, types and styles of development. The Council encourages this approach. It should include a wide range of parcel types and sizes, including provision for self-build projects. These are encouraged as they are a very effective way of adding character and raising design and sustainability standards, as well as helping to create a fully mixed community. However, it is recognised that market factors will remain a significant influence on land disposal.
- 7.17 Where a scheme is being built over many phases, it is important that quality stays consistently high. The use of design codes and the standards set down in this document will go some way to ensuring this. Independent design review and design competitions are other possible tools.

D2 → An independent design review should be undertaken of the whole site masterplan prior to the submission of an outline application, and also if any significant alterations are made to the masterplan after the original review. Design reviews may also be required for key parcels at the detailed design stage. Developers will be expected to meet any costs associated with this.

- 7.18 Design competitions are not likely to be appropriate for the whole site. However, they could be useful for some of the key sites or areas. There are sometimes concerns that competitions can lead to outlandish or attention-seeking architecture that would not relate well to the overall scheme. There is no reason why this has to be the case if the terms of the competition are set up with care. They can also be a very positive mechanism for community involvement. Possible subjects for a design competition could include:
- Exemplar parcel(s) for sustainable design;
 - Schools, especially the secondary school;
 - Town centre landscaping proposals (town square/ town green);
 - Landmark public art;
 - Cultural or community projects around key heritage features (e.g. anti-aircraft station, expense magazines or renovation of retained buildings);
 - Landmark building at southern site entrance (possibly the hotel or a business unit); and/or
 - Self-build or small developer parcels.

Construction stage impacts

- 7.19 Consultation has consistently found concerns amongst the local community regarding the potential impact of construction works over the expected 15-20 year development timescale. These impacts will need to be considered at outline planning application stage. There is potential for impacts on on-site ecology and nearby designated sites as well as on local communities.
- 7.20 While any development will cause some disruption, there are many measures that can be implemented to minimise this. Routing construction traffic so that it passes as few existing properties or communities as possible, for example, or using alternative modes to road transport, reduces noise, air quality and congestion impacts. Controls can also be established on hours of working, or when and where noisy equipment can be used.

D3 → A Construction Code of Practice will need to be agreed between the Council and the developer before any development starts on site. This will address the potential impacts of the construction stage on nearby communities, local ecology and sustainability considerations.

- 7.21 There is also existing infrastructure on or near to the site which will need to be taken into account during construction, such as water and gas mains. The requirements in relation to these are mainly controlled outside of planning legislation.

Ongoing engagement

- 7.22 The developer for Lodge Hill has already carried out a lot of community engagement. This informed the evidence base supporting the Core Strategy and this document, including the masterplan. It will continue to inform the proposals that will become an outline application for the site. The Council has also held consultation events for the Core Strategy. This draft Development Brief is subject to further consultation in



Figure 7.3: Previous community engagement

September 2011, which will inform the final version.

- 7.23 The community should continue to be involved through all stages of Lodge Hill's development. The Council's Statement of Community Involvement should inform the strategy for this. Lodge Hill will be the largest single development to take place in Medway over the next fifteen years (the timescale of the Core Strategy), and probably beyond. It will be on a larger scale than any of the existing villages. Community engagement strategies must recognise that this results in sensitivity around the proposals.
- 7.24 The future community of Lodge Hill will have the greatest stake in how it should develop, but cannot be involved before development begins. The existing community at Chattenden can give some insight as they will be closely affected by proposals and will be integrated into the overall settlement. As development progresses, people moving into Lodge Hill must be included as well as those living in the surrounding areas. Local businesses (existing and in Lodge Hill) should also be involved.
- 7.25 The Community Trust (or similar) would be an ideal means to facilitate some of this ongoing arrangement. It would already be aware of the community's concerns and priorities. It would also have good access to and relationships with existing groups. It would therefore be able to direct efforts where they are most needed.

D4 → Community engagement should take place with the existing, surrounding and new communities throughout all stages of the development. Opportunities to use the Lodge Hill community organisation to help facilitate this should be maximised.

- 7.26 This potential role is one reason why any Trust should be set up as early as possible.
- 7.27 Community engagement will be particularly important where facilities are proposed to serve a particular section of the community. For example, where youth facilities are being planned, young people in the area should be able to influence what form these take. Again, this is something that the community organisation would be well placed to lead on.

Appendix 1 – Consultation summary

Consultations on the prospect of development at Lodge Hill have been carried out by both the Council and Land Securities as the MOD's land sale delivery partner.

Core Strategy consultations

The Council has carried out a number of consultations into the draft Core Strategy. This overarching policy document includes the strategic allocation of the Lodge Hill site for a new settlement, and many of the responses that were received included comments on Lodge Hill. The responses to consultation on the Core Strategy are lengthy documents and have not been reproduced here. They are available on the Council's website as follows:

Issues and Options stage (July 2009):

<http://www.medway.gov.uk/environmentandplanning/developmentplan/localdevelopmentframework/issuesandoptionsreport.aspx>

Pre-publication draft Core Strategy (November 2010):

<http://www.medway.gov.uk/environmentandplanning/developmentplan/localdevelopmentframework.aspx>

Consultation was also carried out on a publication draft of the Core Strategy in September 2011. This is a formal stage in the production of a Core Strategy, and all representations received were forwarded to the Planning Inspectorate in preparation for the Hearings into the draft Core Strategy. They will be made publicly available online and the latest information (including regarding the process) will be available here:

<http://www.medway.gov.uk/environmentandplanning/developmentplan/localdevelopmentframework/corestrategy.aspx>

Development Brief consultation

A six week period of public consultation on the draft version of this development brief was held from 30 August 2011 to 14 October 2011. Full details of the consultation process, the responses received and how they have been taken into account in this final version are available in a separate report here: www.medway.gov.uk/lodgehill

Developer consultations

The developer has also carried out a significant amount of community engagement on their proposals at Lodge Hill. The results of these were made available to the Council to help inform the draft Development Brief.

Full reports on the developers' consultation are available from their website at:

<http://www.lodgehill.info/core-strategy-consultation/ongoing-consultation/>

Appendix 2 – Energy statements

Energy Statement format for Outline and Detailed applications

The assessment should include:

- At outline stage, baseline energy demand and carbon dioxide emissions using sample SAP and SBEM calculations;
- At detailed stage, SAP and SBEM assessments would be required for all building types;
- Proposals for the reduction of energy demand and carbon dioxide through energy efficiency measures, showing kWh of energy and kgCO₂ saved as well as the % reduction achieved;
- Carbon dioxide emissions from heating, cooling and electrical power following energy efficiency measures;
- Proposals for meeting residual energy demands through low and zero carbon measures (energy (kWh) savings and carbon dioxide savings should be specified);
- Calculation of the remaining energy demand and carbon dioxide emissions; and
- Calculation of the remaining carbon dioxide emissions (if any) that need to be offset using “allowable solutions”.

The energy demand assessment should be carried out in advance of planning permission in order to ensure compliance with Part L Regulations. This should be carried out as follows:

- a) **For residential developments:** Calculate baseline total energy demand and carbon dioxide emissions from heating, hot water, pumps and fans, based on the Standard Assessment Procedure (SAP)
- b) **For non-residential developments:** Undertake BREDEM-12, SBEM or other approved total energy assessment at an early stage in the design.

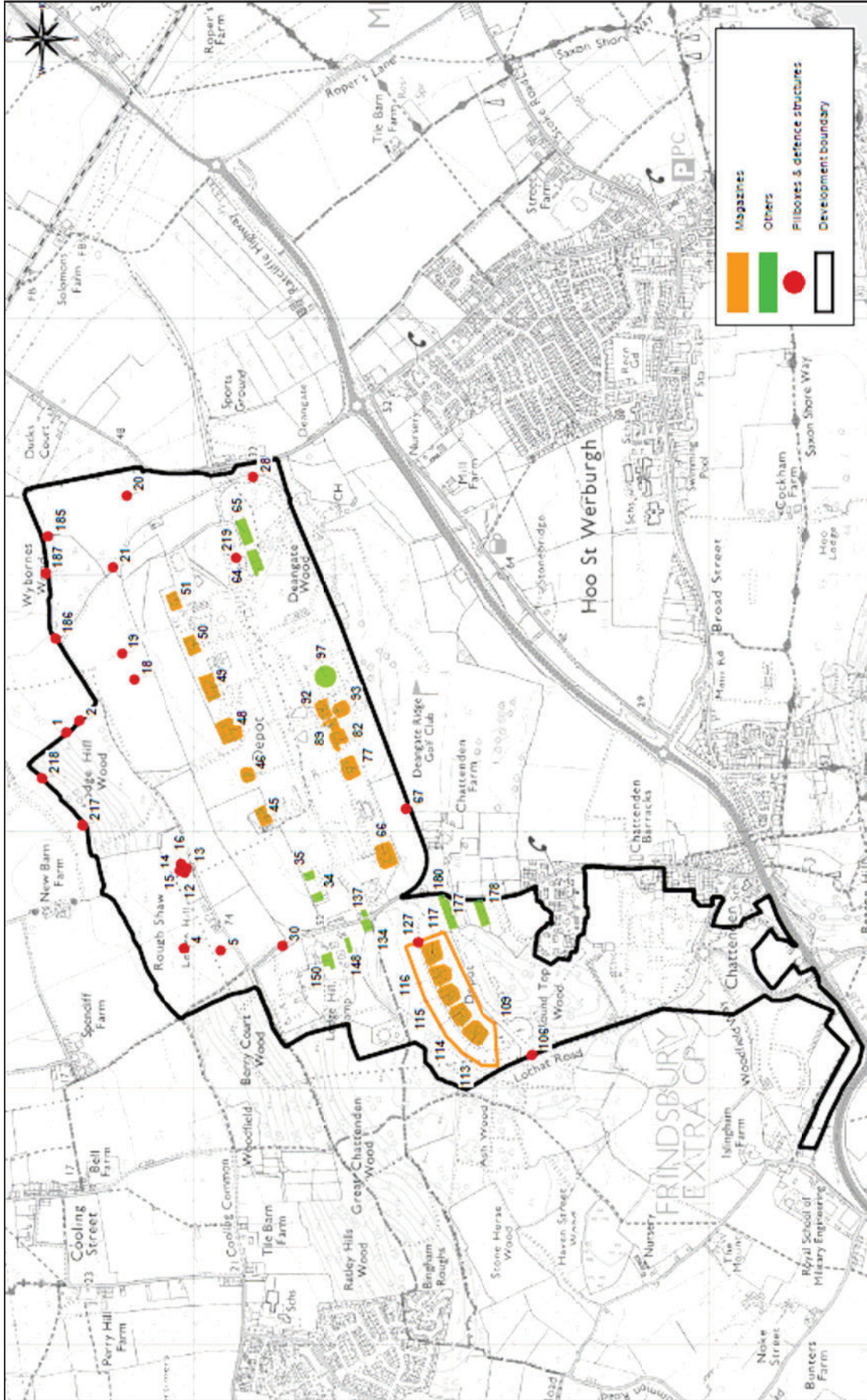
Reductions in energy consumption and carbon dioxide emissions resulting from energy efficiency measures:

- Provide details of the energy efficiency measures that will be incorporated into the development
- Specific details, such as building material U-values, ratings of electrical appliances, etc should be included

If decentralised energy is proposed load profiles should be calculated for the site on a daily basis and should consider likely fluctuations in demand over a day. This will inform what size of system is appropriate and therefore how much space is required for the energy centre as well as providing an accurate picture of the energy reduction that can be achieved.

A concluding section should be provided outlining the contribution of each set of measures, technology or combination of technologies towards meeting the relevant target and providing recommendations as to which would be more suitable for the site.

Appendix 3 – Heritage assets and other buildings worthy of retention



Heritage assets and other buildings that may be worthy of retention. The numbers correspond to the building numbers in the built heritage report that supports the Core Strategy. This is available at:

<http://www.medway.gov.uk/environmentandplanning/developmentplan/localdevelopmentframework/ldfevidencebase/lodgehill.aspx>

Pillboxes & defence structures	
Building nos.	Reason for inclusion
1	Significance
2	Significance
4	Significance
5	Significance
12	Significance. Part of Chattenden Ridge anti-aircraft station
13	Significance. Part of Chattenden Ridge anti-aircraft station
14	Significance. Part of Chattenden Ridge anti-aircraft station
15	Significance. Part of Chattenden Ridge anti-aircraft station
16	Significance. Part of Chattenden Ridge anti-aircraft station
18	Significance
19	Significance
20	Significance
21	Significance
28	Significance
30	Significance
67	Significance (Grade II listed)
106	Significance (Grade II listed)
127	Significance (Grade II listed)
185	Significance
186	Significance
187	Significance
217	Significance
218	Significance
219	Significance (Grade II listed)

Magazines	
Building nos.	Reason for inclusion
45	Local significance
46	Local significance
49	Local significance
50	Local significance
51	Local significance
66	Local significance
77	Local significance
81	Local significance
82	Local significance
89	Local significance
92	Local significance
93	Local significance (original magazine shed replaced by structure of no significance, but earthworks remain)
109	Local significance (wall around Chattenden magazine complex)
113	Local significance
114	Local significance
115	Local significance
116	Local significance
117	Local significance

Others	
Building nos.	Reason for inclusion
34	Character building with flexible re-use potential
35	Character building with flexible re-use potential
64	Character building with flexible re-use potential. Historic railway interchange
65	Character building with flexible re-use potential. Historic railway interchange
97	Laboratory area - demolished but locally significant; potential to reflect in future proposals
134	Character building. Relatively easy to re-use?
137	Character building. Relatively easy to re-use?
148	Local landmark. Little architectural merit but consider re-using/reflecting distinctive glazed roof form
150	Sustainability. Little architectural merit but seems solidly constructed & relatively easy to re-use.
177	Character dwellings & interesting local history. Poor condition but may be more sustainable to refurbish?.
178	Character dwellings & interesting local history. Poor condition but may be more sustainable to refurbish?.
180	Character building. In public part of site so has relevance to existing community

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Medway Annual Monitoring Report 2011 Volume 1 - Main Report

December 2011



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Executive summary

Highlights of the year 2010-2011

- The Universities continue to grow with Greenwich expanding its skill set for specialisms in engineering and science.
- Said to be the greenest NHS building in Medway at Balmoral Gardens, the recently completed healthy living centre offers a vast range of medical care.
- Health and life expectancy in Medway continues to improve, but it still has a little way to go as it remains below the national level.
- The landscape at Halling changed forever, when the old cement works chimney was demolished. A new housing development is planned for the site.
- Development of the first phase of the important Rochester Riverside development commenced.
- With the downturn in the economy new housing completions were expected to be down, the estimate for the year was put at 591. However the final number of completions for 2010/11 came in at 657.
- There were 252 affordable housing completions in 2010/11, amounting to nearly 39% of all net dwellings completed for the year, which is above the 25% target.
- House prices in Medway remain below the national level – having fallen slightly during 2010/11, making it a very affordable place to buy property.
- A Government target of 60% for new development to be built on previously developed land has been met when averaged out over the past 5 years.
- The proportion of employment development on previously developed land is at a respectable 85%.
- The amount of employment floorspace identified for B1/B2/B8 development up to 2028 is just over 936,000sq.m
- Average earnings (workplace-based 2010) remain just above the national level.
- Education is the key to success and the number of residents in Medway qualified to NVQ level 1,2,3 and 4 continued a steady improvement that has been apparent since 2006.

1. Introduction

Section 35 of the Planning and Compulsory Purchase Act 2004¹ requires every local planning authority to produce an annual report containing information on the implementation of the local development scheme (LDS) and the extent to which the policies set out in local development documents are being achieved.

Local Development Monitoring (Section 113) of the Localism Act will remove the requirement on local authorities to submit the report to the Secretary of State or the Mayor of London. It comes into effect from January 2012. However, the Act does not remove the requirement for local authorities to produce a monitoring report for public consumption with the Secretary of State having powers to make regulations around the timing, content and form of reports. The interval between subsequent reports should still be no longer than 12 months.

The report needs to look at statistical survey periods for monitoring which are tied to the financial year. This report therefore covers the period **1 April 2010 to 31 March 2011**.

This is Medway's seventh Annual Monitoring Report (AMR).

It is a key component in the development of a comprehensive system for monitoring the current and emerging development plans in Medway as the Medway Local Plan 2003 is successively replaced by Local Development Documents (LDDs) within the portfolio known as the Local Development Framework (LDF).

Local Development Scheme (LDS)

The LDS sets out the timetable for the production of the Local Development Framework (LDF). The Annual Monitoring Report needs to outline whether the implementation of the LDS is on target and whether milestones have been achieved.

The Current timetable is set out below

Pre Publication Draft Core Strategy Consultation	August 2011
Core Strategy Submission	March 2012
Independent Examination	July 2012
Adoption	October 2012

¹ Further details of this requirement are set out in Regulation 48 of the Town and Country Planning (Local Development) (England) Regulations 2004.

Development Plan

Since the publication of the last AMR, there have been changes to Planning Policy Statement 3 (PPS3). There are also significant reforms of the planning system underway with The Localism Act. Most of the provisions in the Act are expected to come into force by April 2012.

In June 2010 the Coalition Government altered PPS3 on Housing to remove private residential gardens from the definition of 'previously developed land', commonly referred to as 'brownfield' land. The change also excludes parks, recreation grounds and allotments from the definition. In addition, PPS3 now states: *'There is no presumption that land that is previously-developed is necessarily suitable for housing development nor that the whole curtilage should be developed.'*

In addition, reference to a national indicative density requirement of 30 dwellings per hectare has now been removed from paragraph 47. Instead the revised wording states *"Local Planning Authorities may wish to set out a range of densities across the plan area rather than one broad density range."*

The Localism Act will set the foundations for the big society by radically transforming the relationships between central government, local government, communities and individuals. The provisions will devolve greater power and freedoms to councils and neighbourhoods.

It will replace the Infrastructure Planning Commission.

Regional Spatial Strategies (RSSs) will be disbanded and replaced by neighbourhood plans which will become the new building blocks of the planning system with communities having the power to grant planning permission if a majority of electors are in favour.

Planning inspectors will no longer have the power to impose binding recommendations on Core Strategies and development plans. They are able to suggest amendments, but local authorities will be under no obligation to accept them.

Indicators

This Annual Monitoring Report considers three types of indicators – Core Output Indicators defined by central government, Contextual Indicators and additional Local Output Indicators defined by the Council.

Local Development Framework Core Output Indicators

Core output indicators cover a broad range of land use and environmental subjects:

- Business Development (BD1, BD2, BD3, BD4)
- Housing (H1, H2a, H2b, H2c, H2d, H3, H4, H5, H6)
- Environmental Quality (E1, E2, E3)
- Minerals (M1, M2)
- Waste (W1, W2)

Contextual Indicators

These help explain how factors happening on a broader scale are affecting the Borough, particularly wider economic changes.

Local Development Framework Local Output Indicators

Local output indicators help collect evidence that is locally important but which is not covered by the above. The identification of these will be part of the ongoing LDF process. These are now detailed in Volume 2, which contains detailed land availability tables and graphs.

Core Strategy Monitoring Implementation and Framework

It is anticipated that the Medway Core Strategy will be adopted by October 2012. The Monitoring and Implementation Framework table will be used to monitor the policies of the Core Strategy in subsequent Annual Monitoring Reports. An introduction to this table is shown in Appendix 1.

2. Core Output Indicators

Performance against Core Output Indicators 2010/11 and progress since start of Plan period – 2006/07

Business Development

BD1 Amount and type of completed employment floor space – 2010/11

	B1	B2	B8	Mixed B	Total
Gross	4090	2393	4112	27245	37840
Net	-5842	-2576	-30735	24521	-14632

Amount of completed employment floor space 2006/07- 2010/11

	2006/07	2007/08	2008/09	2009/10	2010/11
Gross	27966	20965	22523	5991	37840
Net	-2849	-6805	3017	-22650	-14632

BD2 Amount and type of completed floor space (gross) coming forward on previously developed land (PDL) – 2010/11

B1	B2	B8	Mixed B	Total
2307 sq.m (56%)	2393 sq.m (100%)	3725 sq.m (91%)	23915 sq.m (88%)	32340 sq.m (85 %)

Completed floor space on PDL (total) 2006/07-2010/11

2006/07	2007/08	2008/09	2009/10	2010/11
25,182 sq.m	19524 sq.m	22,478 sq.m	5933 sq.m	32340 sq m
90.1%	93.1%	98.8%	99.0%	85.47%

BD3 Amount of employment floorspace available

The amount of available floorspace for B1/B2/B8 with planning permission net of losses is just over 809,000 sq.m. The SLAA identifies a further 127,000 sq.m up to 2028.

BD4 Total amount of floor space for town centre uses (A1/A2/B1a/D2) –2010/11

	A1 (m ²)		A2 (m ²)		B1 (m ²)		D2 (m ²)		Total	
	Gross	Net	Gross	Net	Gross	Net	Gross	Net	Gross	Net
Town Centre	281	-804	624	73	428	-2131	235	-730	1568	-3592
Rest of Medway	3061	1711	99	-1256	3662	-3711	1203	1203	8025	-2053
TOTAL	3342	907	723	-1183	4090	-5842	1438	473	9593	-5645

Total floorspace for town centre use 2006/07-2010/11										
	2006/7		2007/8		2008/9		2009/2010		2010/11	
	Gross	Net	Gross	Net	Gross	Net	Gross	Net	Gross	Net
Town Centres	1035	-1128	1073	-1145	5832	2791	2750	1278	1568	-3592
Rest of Medway	32359	17279	15178	3139	15339	4419	18228	16510	8025	-2053
Floor space Total	33394	16151	16251	1994	21171	7210	20978	17788	9593	-5645

A number of properties at Gillingham Business Park have been lost from the individual categories of B1/B2/B8 and are now mixed B.

The most significant loss was the demolition of the old Tesco Depot at Knight Road Strood. It will be replaced with a smaller unit to be used by the Royal Mail. Other large sites with planning permission that have not started are located at Strood, Kingsnorth and Grain.

The inclusion of farm buildings as green-field accounts for the lower PDL percentage. with B1 floor space bringing down the overall average this year compared to previous years.

Total floor space (net) for town centre and non-town centre show losses this year for the first time. However the picture is not as bleak as it would first appear, with much of the B1 floorspace changing to mixed B. The majority of lost A1 and A2 has gone to a variety other commercial uses and half the D2 is for a replacement building.

Progress on significant developments during the year

- General - Seven primary schools are to benefit from building work to update their facilities.
- Statistics from Defra showed that in 2009/10 Medway Council collected 118,516 tonnes of waste, which is more than twice the amount collected by any other authority in Kent. The high figure can be partly explained by the 3 household waste recycling centres, which attract waste from outside the area. Medway also performed above the Kent average as a recycling authority with more than 33% of household waste being sent for reuse, recycling or composting.
- Proposals were unveiled for an overhaul of the Medway fire and rescue services, including the need to build two new fire stations.
- Chatham Maritime - Medway has seen more filming, this time for a Walkers crisps advert, shot in Rochester High Street and the Historic Dockyard. The Dockyard will also be used for the filming of the new Sherlock Holmes blockbuster movie.
- The University of Greenwich has expanded its skills set with the appointment of 6 new lecturers with specialism in areas of engineering and science. The current areas focus on sports and biomedical science.

- Historic Dockyard - No 1 Smithery at Chatham Historic Dockyard is now a museum and art gallery.
- Gillingham - Network Rail and Medway Council are working together to transform Gillingham Station. The scheme will cost £2.6 million.
- Olympic teams from across the world have been looking at Medway Park as a potential training venue. Two countries have already signed up, the Barbados National Paralympic Committee and the Portuguese trampoline and gymnastics team.
- The new state of the art healthy living centre, said to be the greenest NHS building in Medway, has opened in Balmoral Gardens at a cost of £4.7 million. It offers a wide range of medical care.
- Lloyds TSB in Watling Street, Gillingham closed, despite local opposition.
- The new Tesco Extra store at Courteney Road in Gillingham, opened creating 80 jobs and providing 60,000 sq. ft of floorspace.
- Chatham – A new footbridge connecting Fort Amherst and the Naval War Memorial was completed.
- Amongst other commercial and residential uses a new hotel is planned for the land on the corner of Medway Street and Globe Lane.
- Bridgewood Manor Hotel announced plans to refurbish its 100 bedrooms and submitted an application to build a further 67 rooms.
- Globe Lane permanently closed to all traffic to make way for the construction of the new bus station.
- An unused shop in the Pentagon was transported back to the 1930's as part of a television series about the history of the High Street. The BBC chose Chatham because of its rich historical significance and extensive historical archives.
- Strood – Royal Mail has plans to create a new super sorting centre on the former Tesco distribution warehouse site.
- Premier Inn opened a 121 bedroom hotel at Medway Valley Park, creating 45 jobs.
- The development site at Tolgate Lane, Strood, with its clock tower was finished, providing offices and retail floorspace.
- The £375,000 extension to the Sure Start Centre at Temple Mill Primary School was completed.
- Asda announced that they would be taking over the Netto Store in North Street.
- Sainsbury's got planning approval to build a large store on the Medway City Estate in Frindsbury, this will provide jobs for 500 people. The site will also accommodate a Park and Ride facility.
- Another closure was the Crispin and Crispianus pub in Strood Town Centre. Closed for renovation in 2010, it burnt down in March 2011 in an arson attack.
- Tesco put forward plans for a new supermarket in Cuxton Road. The proposal includes 24 flats and maisonettes and should create 200 jobs
- Peninsula - EON owner of the Kingsnorth coal fired power station announced that it was pulling out of the race to build a replacement facility with carbon capture technology.
- The Government agreed that Scottish Power could go ahead and build a new gas fired power station at Damhead Creek. It should create 50 jobs.

- The Grain shipping terminal is growing in importance. The massive LNG (liquefied natural gas) tanker British Sapphire docked at the terminal. Experts at the National Grid say the terminal now forms part of a growing 'virtual pipeline,' which can ship supplies around the globe to where they are most needed. The recently expanded terminal can accommodate five super tankers each week.
- Rainham - Medway's newest children's centre officially opened in Parkwood Rainham. This brings the total to 19 Sure Start Centres across Medway.
- A further 26 bedroomed hotel development was completed in the grounds of Manor Farm restaurant in Rainham, creating 15 jobs.
- Rochester - A £2.5 million government funded project to revamp Corporation Street in Rochester was completed. It provides improved bus stops, cycle paths and pedestrian crossings
- Budding fashion designers in Medway had their work showcased as part of the Medway Culture and Design Awards. The catwalk show featured work by 6 students from UCA Rochester.
- Guest speaker, fashion designer Zandra Rhodes, returned to her roots giving a free lecture at the University of Creative Arts.
- Fashion students at the University for the Creative Arts were star struck after being asked to make outfits for supermodel Jodie Kidd.
- Arts Centre Nucleus, a non profit making organisation which promotes local artists and their work, moved back to Rochester after a year at Chatham Maritime.
- The HSBC Bank in Rochester High Street closed
- Halling – The chimney at Halling cement works was demolished along with the rest of the old buildings. The works site is to be replaced with a 500 home lakeside development.
- Plans for a new bridge linking Wouldham and Halling were being progressed.

Housing

H1 Plan period and housing targets

Core Strategy target 2006-2028	17,930
--------------------------------	--------

H2a Net additional dwellings in previous years

2007	591
2008	761
2009	914
2010	972
2011	657
2007-2011	3895

H2a Net additional dwellings in previous years

	Completions	Requirement	Surplus/deficit
2007	591	815	-224
2008	761	815	-54
2009	914	815	+99
2010	972	815	+157
2011	657	815	-158
2007-2011	3895	4075	-180

H2b Net additional dwellings for the reporting year

	Completions	Requirement	Surplus/deficit
2011	657	815	-158

H2c Net additional dwellings – in future years

Expected delivery over the next 15 years (Commitments on large and small sites + allocations)			
Years	0-5 years (2011/12-2015/16)	5-10 years (2016/17-2020/21)	10-15 years (2021/22-2025/26)
No of dwellings	3094	2711	1691

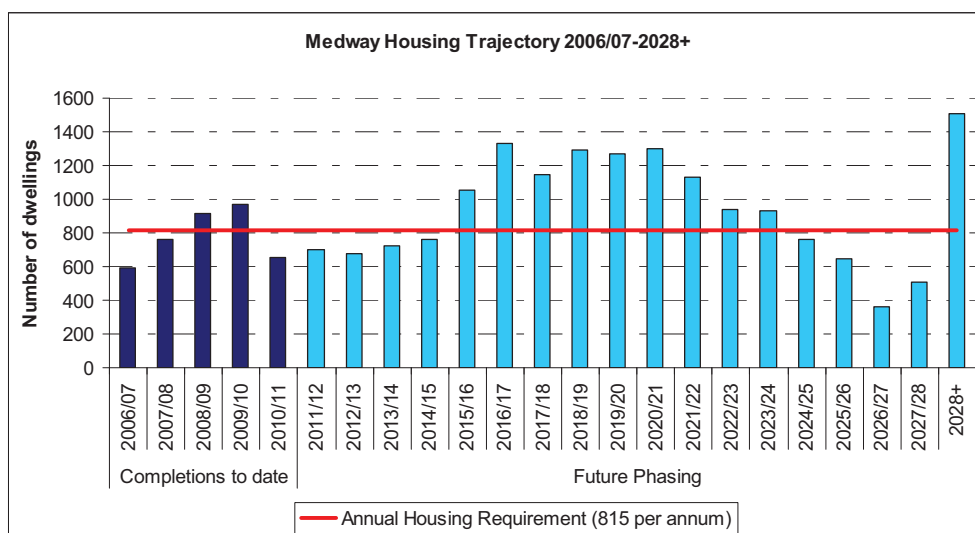
H2d Managed delivery target - Housing trajectory

Provision will be made to ensure the 17,930 new homes required can be delivered between 2006 and 2028 - an average of 815 per year. Current calculations estimate a supply of 19,439 throughout this period (of which 3,895 of these are already complete). These include:

- All sites which are the subject of adopted development briefs or master plans including Strood, Chatham and Gillingham town centres
- Sites allocated in the Medway Local Plan 2003 not already having the benefit of a planning permission

- A contribution of 5,000 dwellings (of which approximately 4,275 dwellings will be delivered during the plan period to 2027/28) arising from the Strategic Allocation of land at Lodge Hill;
- Other sites identified in the Medway Strategic Land Availability Assessment, 2010.

Further sites will be allocated in the forthcoming Land Allocations and Development Management development plan document, depending on the outstanding requirement at the time it is prepared.



H3 Number of new and converted dwellings on previously developed land (net)

	Percent units on PDL	Units on PDL
2006/07	91%	538
2007/08	37%	408
2008/09	51%	524
2009/10	63%	622
2010/11	49%	322

H4 Net Additional pitches (gypsy and traveller)

None

H5 Gross affordable completions

	Number of net affordable units	As % of all net completions
2006/07	163	27.6
2007/08	230	30.2
2008/09	408	44.6
2009/10	309	31.8
2010/11	252	38.4

H6 – Housing quality – Building for life assessment

Data unavailable for 2010/11

Medway is continuing to use the housing target that was set in the regional spatial strategy (SE Plan), which equates to an annual average completion requirement of 815 units.

In 2010/11 Medway had a housing completion rate of 657 units, which was above the 2009/10 AMR estimate of 591. While this remains below the annual target of 815 per annum, it is predicted that the cumulative completion figure should recover and rise above the cumulative housing target by 2016/17.

The economic downturn continues to be expected to affect build rates in the short term. The trajectory of 3094 dwellings for the next five years is calculated to be just under the target of 4075, although expectations are to recover well in the medium term when other sites in the Medway Strategic Land Supply (including Lodge Hill) are predicted to come forward.

Some years ago the Government set a national target for at least 60% of housing completions to be on 'previously developed land' (PDL).

Over the past 5 years, on average just under 60% of dwellings completed have been on previously developed land. A number of older greenfield local plan allocations are continuing to be developed, resulting in only 49% of total completions (net) on previously developed land this year 2010/11.

With the greenfield sites gradually being built out and a number of regeneration sites such as Rochester Riverside becoming available, it is expected that the figure will be exceed the 60% figure in future years.

There were 252 net affordable housing completions in 2010/11, amounting to nearly 39% of all net dwellings completed for the year. This remains well above the target of 25%. This is based on the SEERA/SEEPB definition of an affordable unit, which is a narrower definition than that used by the Homes and Communities Agency (previously the Housing Corporation). An additional 30 units fell within the definition of Homebuy Direct and 15 under the Mortgage Rescue scheme.

Progress on major sites during the year

- Chatham Town Centre - The historic Theatre Royal is being converted into 12 flats by MHS Homes, as part of a funding deal with the national regeneration agency HCA.
- Medway Gate Strood - Progress on this site was excellent, the whole development should be completed in 2011/12.
- Grange Farm Gillingham – Scheme completed.
- Chattenden/Lodge Hill - Land Securities, the delivery partner for the MOD land at Lodge Hill is having regular meetings with the Council, to ensure that the best scheme can be drawn up for the area. Approximately 5,000 new homes will be provided at this site.
- Hoo – Taylor Wimpey's new development at The Pastures proved popular with buyers with new homes selling quickly.

- Chatham Maritime – After a disappointing year last year, work on St Marys Island resumed with the aid of Kickstart money.
- Wainscott - Crest Nicholson, the developers of Liberty Park continued at a fair pace, with work on phase 3 now underway.
- Pier Road Gillingham – At Victory Pier work to construct the next phase of development containing 124 flats began.
- Nine new flat-pack flats were delivered by lorry to the former Four Brothers pub site in Gillingham. They will be available for rent through MHS.
- The exclusive development of 24, three and four bedroom apartments (The Hamptons) is complete.
- Rochester Riverside After some delay development of the first phase on the regeneration site at Rochester Riverside was approved, with Hyde Housing being chosen to carry out the development.
- Formby Road Halling – The site has been cleared ready for development.
- Howlands Nursery Site, Gillingham – Mistletoe Court is now well under way, with over a quarter of the site complete.
- Mid Kent College, City Way, Rochester – The former college buildings have been demolished.
- Ash Tree Lane, Chatham – Almost all units are now under construction.

Environmental Quality

E1 Number of planning permissions granted contrary to Environment Agency advice on flooding and water quality grounds

None

E2 Changes in areas of biodiversity importance

2006/07	2007/08	2008/09	2009/10	2010/11
N/A	N/A	80%	67%	73%

E3 Renewable energy generation

Application Number	Renewable energy type	Summary	Decision
MC102467	Solar	Solar panels	Permitted 15/03/11
MC102603	Solar	Solar panels	Permitted 20/09/10
MC102655	Solar	Solar panels	Permitted 24/09/10
MC110419	Solar	Solar panels	Permitted 29/03/11
MC20091089	Wind	Free standing wind turbine	Refused 13/10/10
MC103936	Wind	Wind turbine	Permitted 04/02/11

Renewable energy yearly totals				
2006/07	2007/08	2008/09	2009/10	2010/11
2	0	2	5	6

Changes in areas of biodiversity importance is measured via NI197 – Improved local biodiversity - proportion of local sites where positive conservation management has been or is being implemented.

The proportion of local sites considered to be in positive management increased in 2010/1,1 having fallen in the previous year due to changes NI197 qualification criteria.

Minerals

M1 Production of primary land won minerals

2006/07	2007/08	2008/09	2009/10	2010/11
37,671	23,897	19,903	9,900	18,000

Primary aggregates imports

(marine dredged and land won and crushed rock from outside Medway)

2006/07	2007/08	2008/09	2009/10	2010/11
2,963,606	1,911,368	2,758,243	1,868,866	2,065,184

M2 Production of secondary/recycled aggregates

Nil data (at least 70k tonnes²)

² Operations at Frindsbury, Morgan timber yard (Strood) and Kingsnorth power station all produce secondary aggregates. However obtaining data from the operators continues to be difficult. At least 70k tonnes of furnace bottom ash is produced by EON annually at Kingsnorth.

Waste

W1 Capacity of new waste management facilities

125,000 tonnes (in vessel organic waste treatment)

W2 Amount of municipal waste arising and managed by type – 2010/11

Type	Tonnes	As % of waste
All waste	128405.70	
Recycled	29380	22%
Composted	16650	12%
Used to recover heat	19740	15%
Land filled	62590	48%
Re-used	43	0.03%

Amount of municipal waste arising 2007-2011

	2006/07	2007/08	2008/09	2009/10	2010/11
All waste	130,022	131,406	123,407	120,999	128,405
Recycled/composted	32.6%	31.7%	33.6%	34.1%	35.9%
Land filled	67.4%	67.4%	65.0%	63.4%	48.7%

The amount of municipal waste produced by Medway in 2010/11 is up on the level in the previous two years but is below the amount produced in 2007/8.

The proportion of waste going to landfall has fallen significantly with the amount of waste 'used to recover heat' via incineration up at four times the level in the previous year.

3. Contextual indicators

Demography

Population

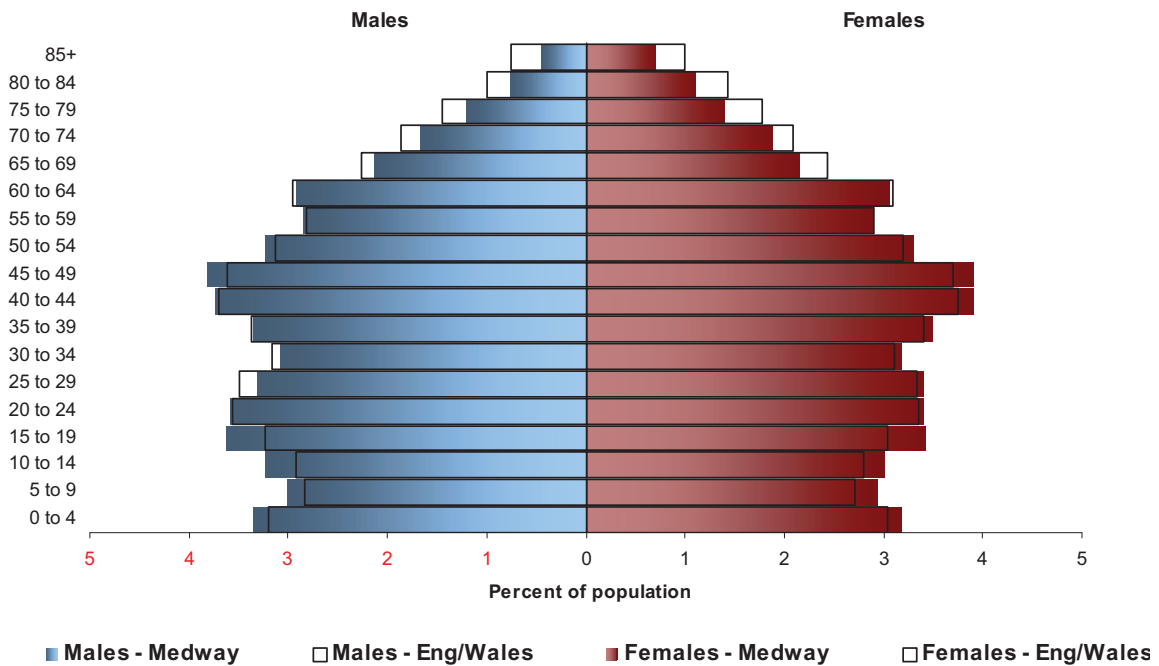
The population of Medway reached 256,700 in 2010, up by 1,900 people since 2009.

As in previous years, population growth in Medway in 2010 was largely the result of natural growth – births exceeding deaths – this combined with inward migration (+500), results in this year seeing the largest annual increase in population since the 2001 Census.

Medway’s population has increased naturally every year since 2001, however net out migration in earlier years generally reduced overall population growth over this period.

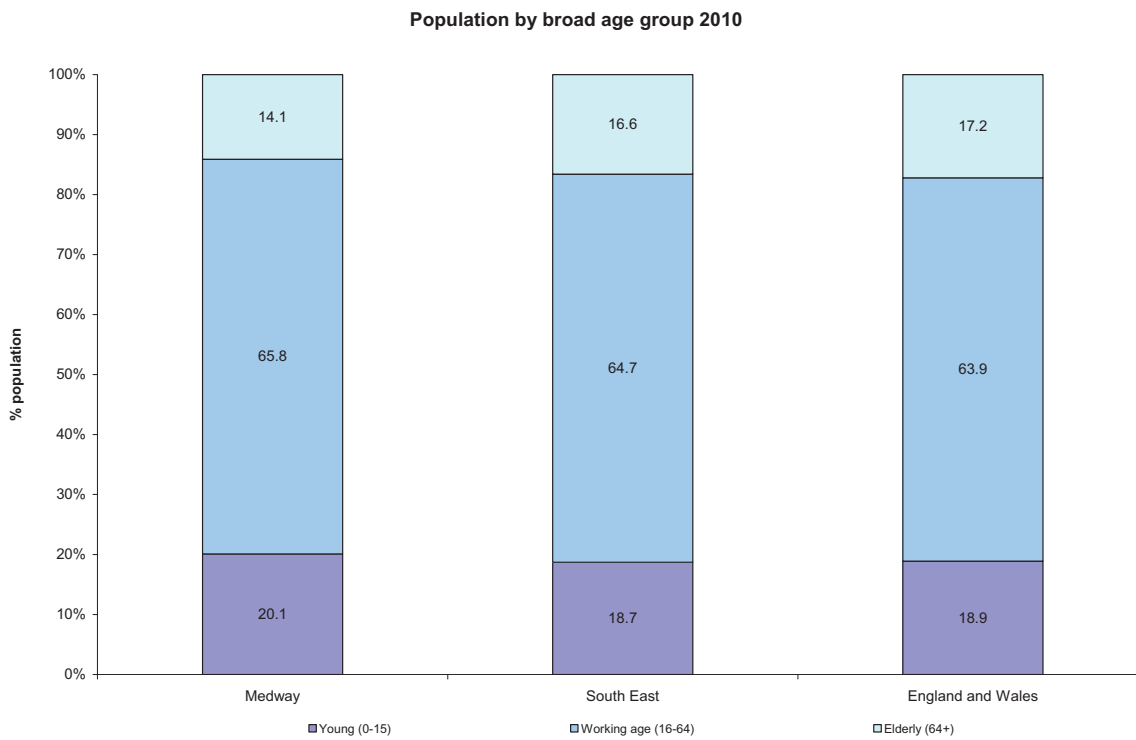
Since 2001 Medway’s population has increased by just over 3%, while the population of England & Wales increased by 5.5%.

With a population in excess of a quarter of a million in 2010, Medway is the largest urban area in Kent and is one of the largest conurbations in the South East outside London.



Population by broad age group

A comparatively younger population is evident by broad group, with Medway having a larger proportional working age population and younger persons age group and a lower proportion of elderly population compared with regional and national averages.



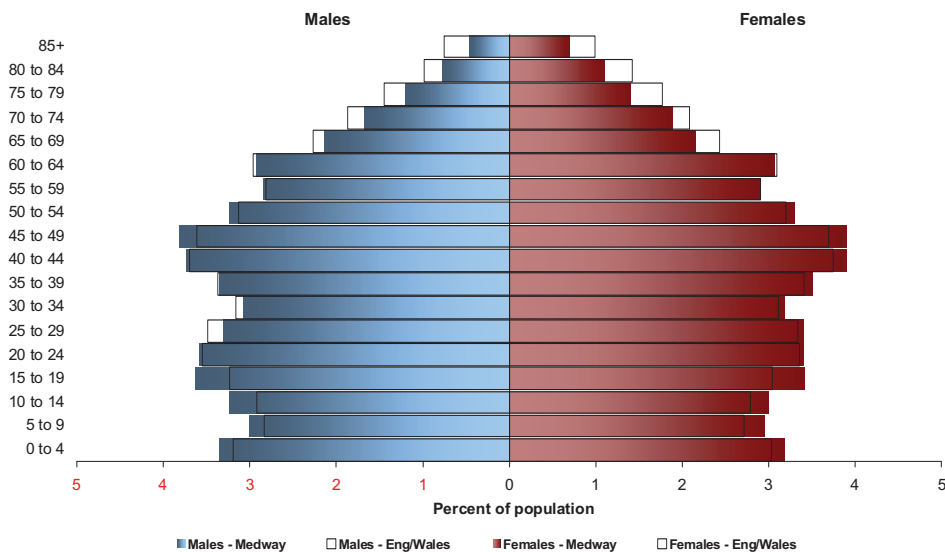
Population change

Medway’s population has increased naturally every year since 2001 but net out migration between 2004 and 2006 reduced overall population growth since the last Census. However, in the last three years there appears to have been a higher level of growth due to a combination of natural growth – births exceeding deaths – as well as a trend away from out-migration towards net in migration, resulting in this year seeing the largest annual increase in population since the 2001 Census.

Population growth - 2001 to 2010

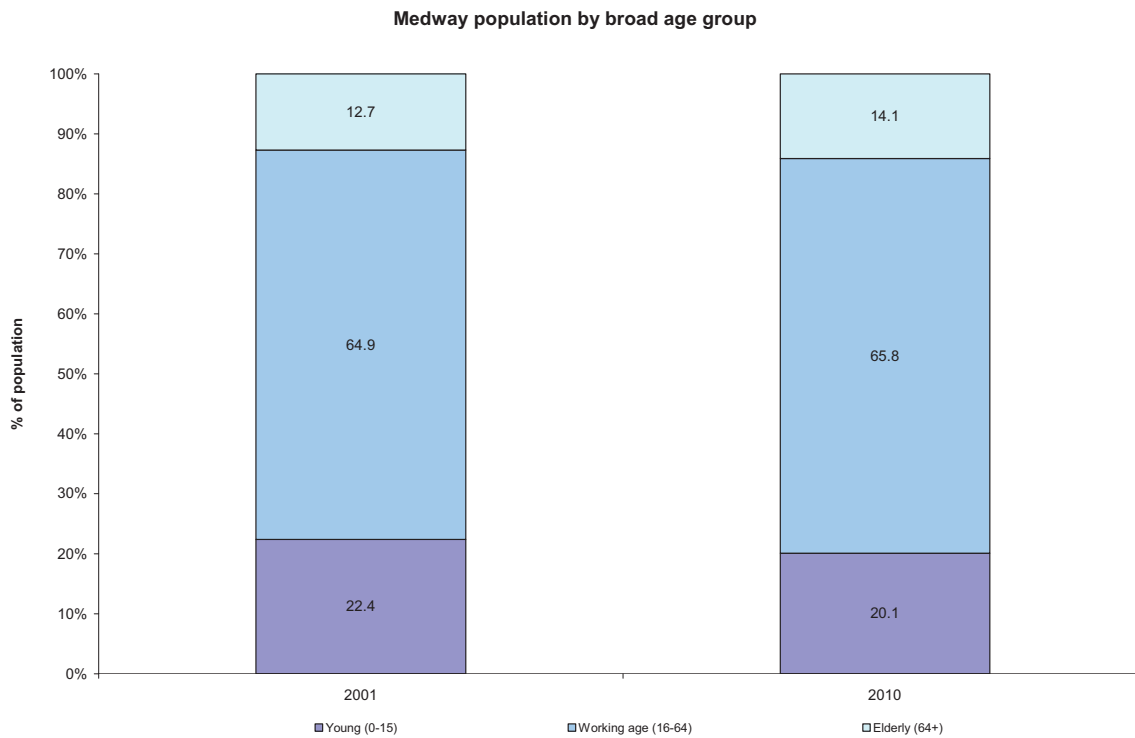
	2001	2010	Population growth	Rate of growth (%)
Medway	249,700	256,700	7,000	2.8
South East	8,023,400	8,523,100	499,700	6.2
England & Wales	52,360,000	55,240,500	2,889,500	5.5

Population pyramid – Medway 2001 to 2010



Change in population by broad age group

The working age population in Medway increased between 2001 and 2010 - from 64.9% to 65.8%. there was a proportional decrease in younger residents and a proportional increase in elderly residents.



Population projection

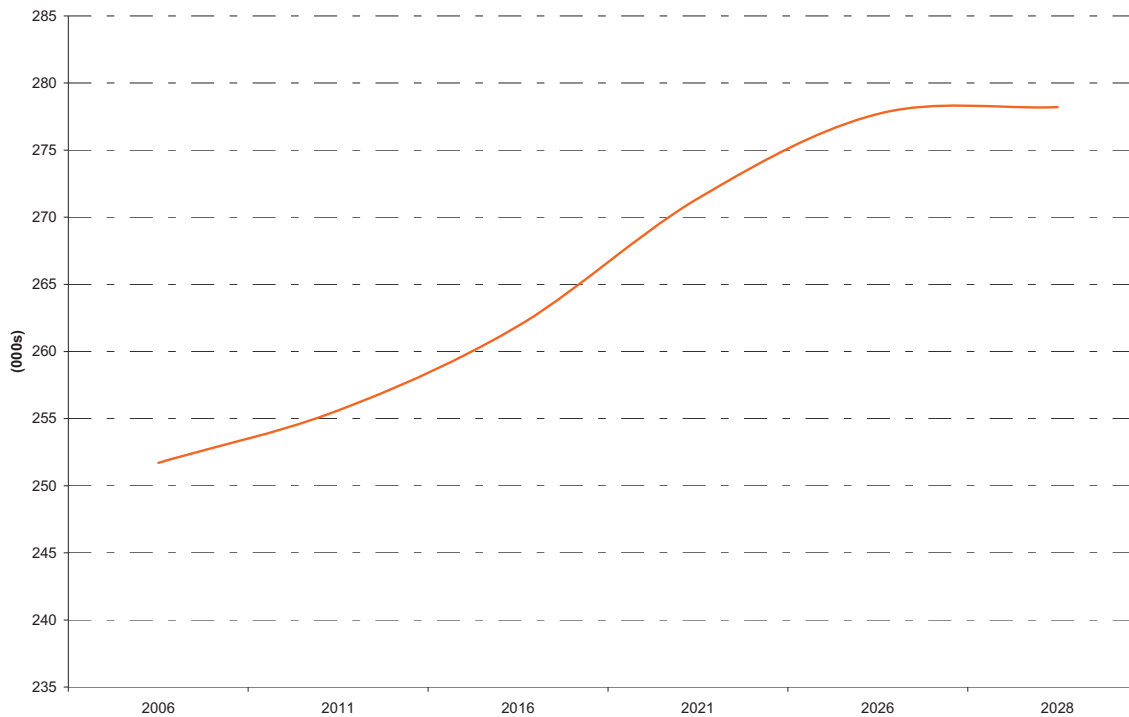
Medway’s population is forecast to grow to 278,200 by 2028. This projection is based on the completion of 19,812 houses between 2006 and 2028.

This would be an 8% increase in the population from the 2010 population of 256,700.

Housing strategy based population projection (000's)

	2006	2011	2016	2021	2026	2028
Medway	251.7	255.6	261.9	271.4	277.7	278.2

Population projection



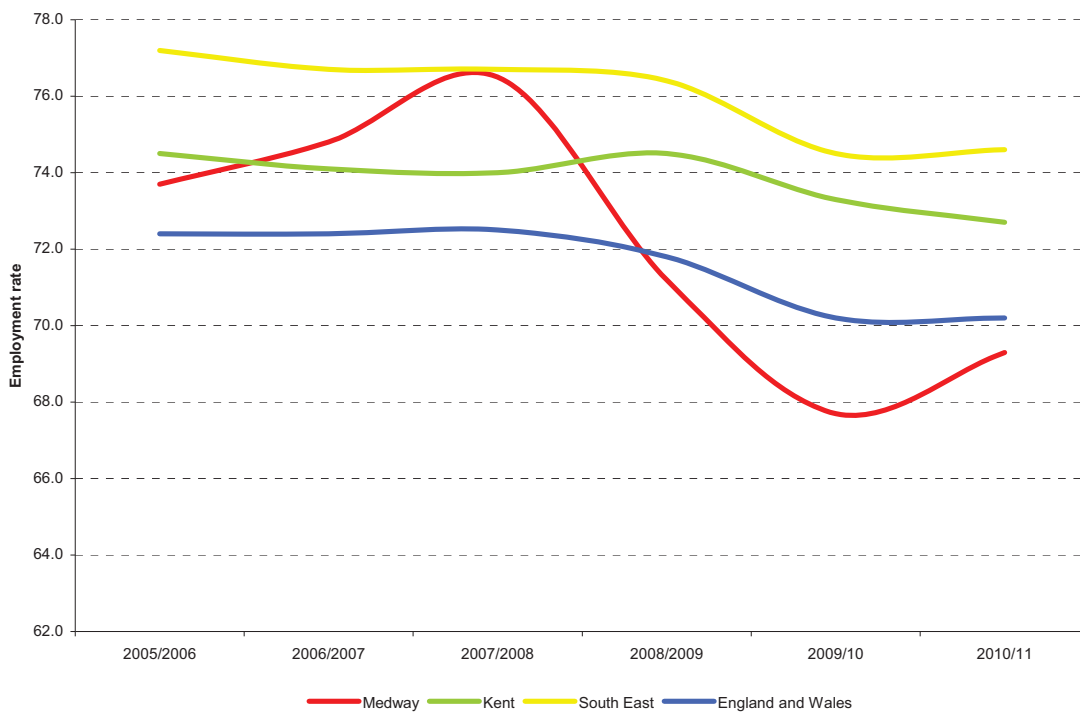
Economy

Employment rate

The employment rate increased in 2010/11, having dropped significantly in the previous year. Nationally the employment rate has remained unchanged; regionally there has been a very small increase while Kent saw a drop in employment rate.

Medway’s employment rate has shown the greater variation since 2006, peaking at 2007/2008, with generally a downward trend since then.

		2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Medway	Number	121,800	122,200	126,000	118,800	113,100	116,400
	Rate	73.7	74.8	76.5	71.2	67.7	69.3
Kent	Rate	74.5	74.1	74.0	74.5	73.3	72.7
South East		77.2	76.7	76.7	76.4	74.5	74.6
Eng & Wales		72.4	72.4	72.5	71.8	70.2	70.2



Economic activity rate

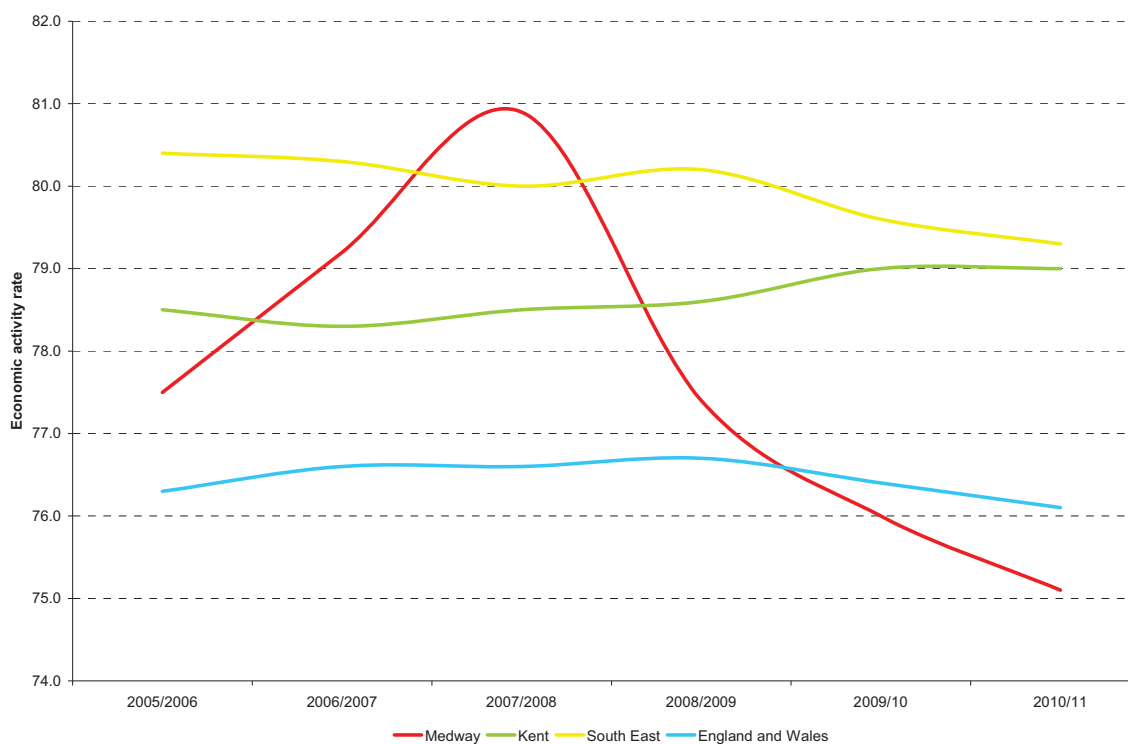
While the number of economically active residents in Medway has increased over the past two years, the rate of growth has not kept pace with the rate of growth of the population, which results in a dropping economic activity rate.

Just over three-quarters of the working age population in Medway are economically active, standing below the national figure of 76.1%.

The economic activity rate in Medway peaked at 80.9% in 2007/08, however the count of economically active residents over the past three years has been increasing.

Economic activity rate (16-64 year olds)

		2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Medway	Number	165,400	163,400	164,900	166,900	167,100	168,100
	Rate	77.5	79.2	80.9	77.4	76.0	75.1
Kent	Rate	78.5	78.3	78.5	78.6	79.0	79.0
South East		80.4	80.3	80.0	80.2	79.6	79.3
Eng & Wales		76.3	76.6	76.6	76.7	76.4	76.1

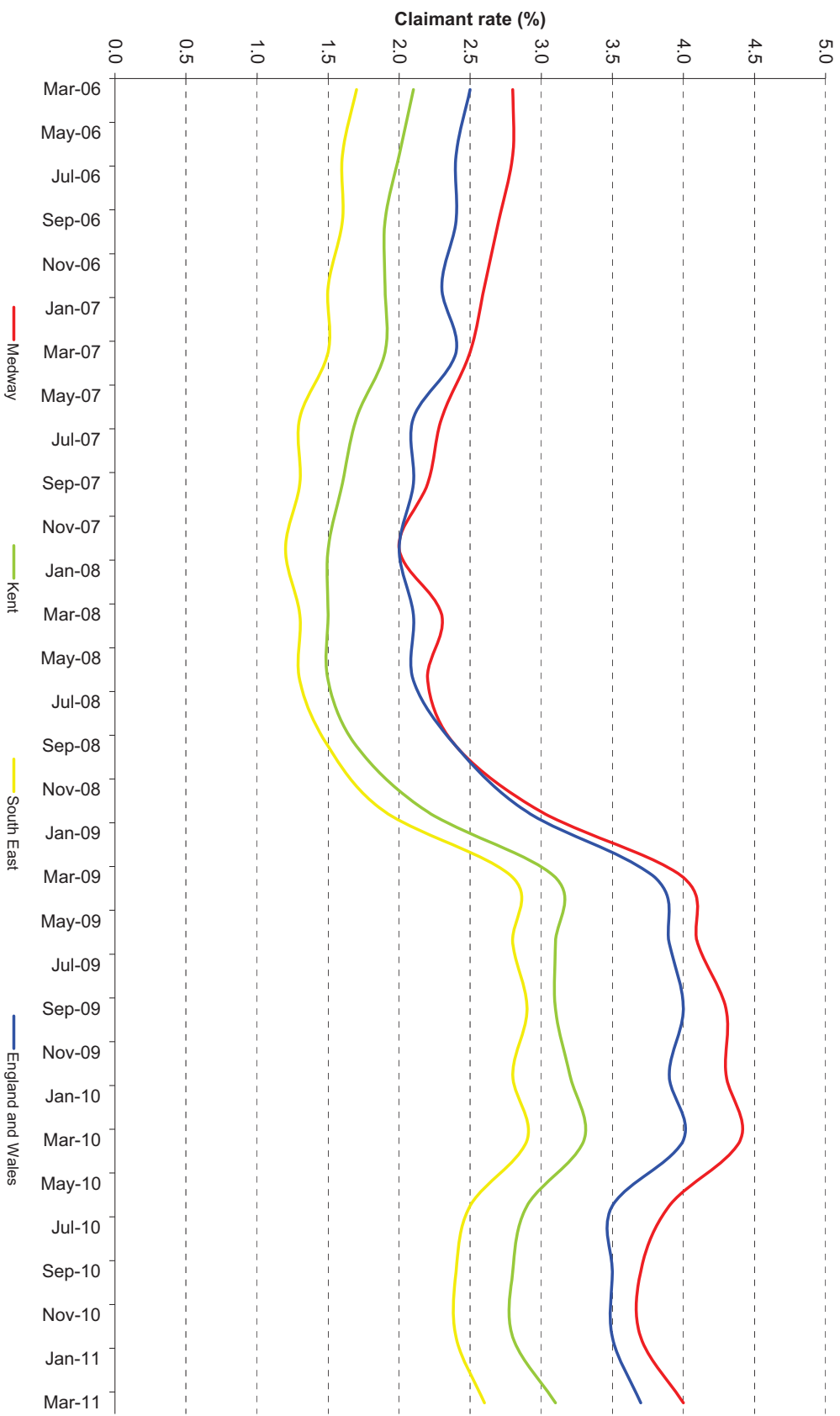


Job seekers Allowance claimant rate

The JSA claimant rate in Medway has been rising steadily since 2006 peaking at 4.4% in March 2010 but has since dropped back slightly to 4% in March 2011. This is a trend that is mirrored nationally.

Job Seekers Allowance claimant rate – 2006 to 2011					
	Medway		Kent	South East	Eng & Wales
	Count	Rate	Rate		
Mar 2006	4,643	2.8	2.1	1.7	2.5
Jun 2006	4,553	2.8	2.0	1.6	2.4
Sep 2006	4,493	2.7	1.9	1.6	2.4
Dec 2006	4,239	2.6	1.9	1.5	2.3
Mar 2007	4,237	2.5	1.9	1.5	2.4
Jun 2007	3,761	2.3	1.7	1.3	2.1
Sep 2007	3,612	2.2	1.6	1.3	2.1
Dec 2007	3,316	2.0	1.5	1.2	2.0
Mar 2008	3,830	2.3	1.5	1.3	2.1
Jun 2008	3,602	2.2	1.5	1.3	2.1
Sep 2008	3,987	2.4	1.7	1.5	2.4
Dec 2008	4,950	3.0	2.2	1.9	2.9
Mar 2009	6,635	4.0	3.1	2.8	3.8
Jun 2009	6,891	4.1	3.1	2.8	3.9
Sep 2009	7,194	4.3	3.1	2.9	4.0
Dec 2009	7,303	4.3	3.2	2.8	3.9
Mar 2010	7,446	4.4	3.3	2.9	4.0
Jun 2010	6,525	3.9	2.9	2.5	3.5
Sep 2010	6,173	3.7	2.8	2.4	3.5
Dec 2010	6,173	3.7	2.8	2.4	3.5
Mar 2011	6,654	4.0	3.1	2.6	3.7

JSA claimant rate 2006 to 2011

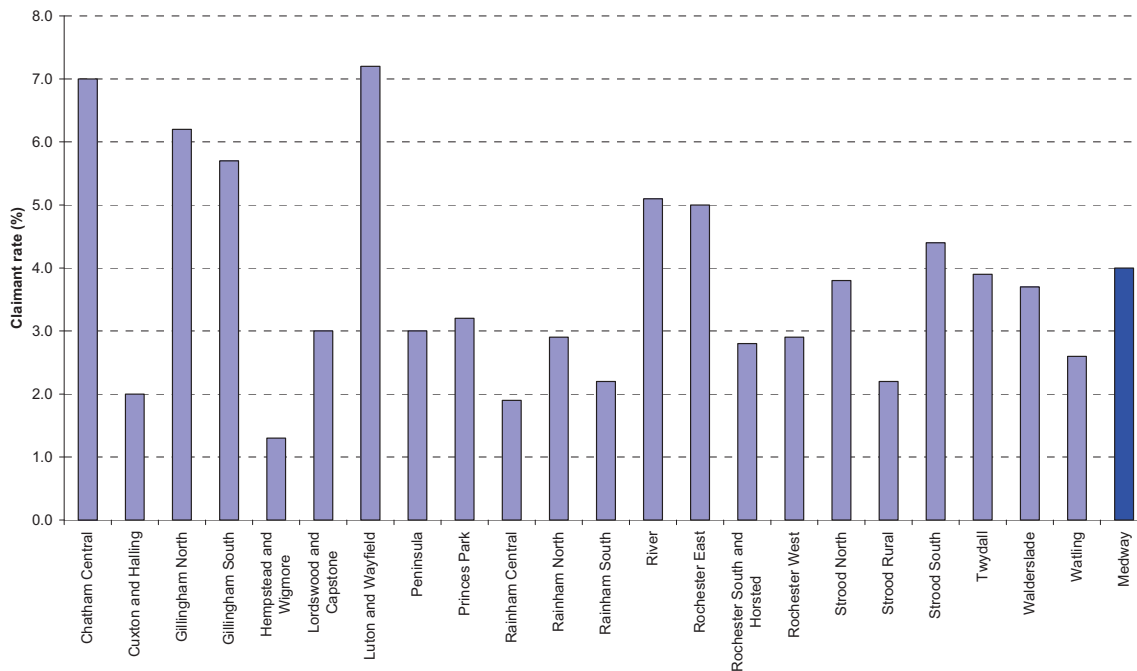


Job Seekers Allowance claimant rate – ward level

There is great variation in the JSA claim rate by ward within Medway - from a high of 7.2% in Luton & Wayfield and 7.0% in Chatham Central, down to 1.3% in Hempstead & Wigmore.

Medway’s four ‘worst’ wards Luton and Wayfield, Chatham Central, Gillingham North and Gillingham South account for 40% of job seekers allowance claimants in Medway.

JSA claimant rate by ward - March 2011



Proportion of resident population aged 16-64 claiming Job Seekers Allowance March 2011		
Ward	Rate	Count
Chatham Central	7.0	733
Cuxton and Halling	2.0	74
Gillingham North	6.2	654
Gillingham South	5.7	631
Hempstead and Wigmore	1.3	67
Lordswood and Capstone	3.0	188
Luton and Wayfield	7.2	650
Peninsula	3.0	250
Princes Park	3.2	223
Rainham Central	1.9	147
Rainham North	2.9	156
Rainham South	2.2	187
River	5.1	322
Rochester East	5.0	328
Rochester South and Horsted	2.8	216
Rochester West	2.9	205
Strood North	3.8	326
Strood Rural	2.2	194
Strood South	4.4	406
Twydall	3.9	315
Walderslade	3.7	227
Watling	2.6	155
Medway	4.0	6,654

Long-term unemployment

The long-term unemployment rate in Medway peaked in June 2010 at 23.4% but fell back to 17.3% in March 2011. This is a trend that has occurred across all comparative areas.

Medway has a long-term unemployment rate that is above that in Kent, the South East and England & Wales.

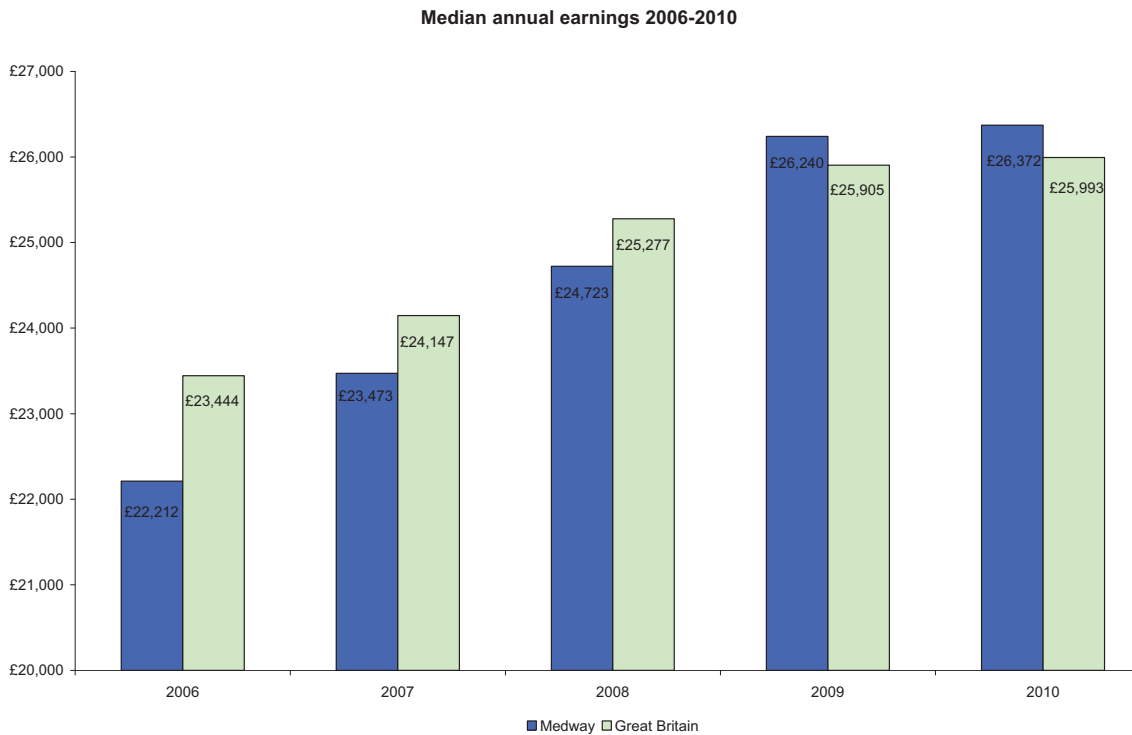
Job Seekers Allowance claims over 12 months in duration

	Medway		Kent	South East	England and Wales
	No	Rate	Rate		
Mar 06	515	11.1	11.3	12.2	14.0
Jun 06	650	14.3	13.9	14.0	15.7
Sep 06	790	17.6	16.3	15.6	16.7
Dec 06	815	19.2	16.2	15.8	17.0
Mar 07	830	19.6	15.0	15.1	16.4
Jun 07	710	18.9	15.5	15.6	17.0
Sep 07	610	16.9	13.9	14.5	16.1
Dec 07	460	13.9	12.1	12.8	14.9
Mar 08	385	10.1	9.9	10.6	12.9
Jun 08	330	9.2	9.2	9.8	12.2
Sep 08	350	8.8	7.6	8.4	10.6
Dec 08	410	8.3	6.0	7.1	8.9
Mar 09	515	7.8	5.2	5.8	7.6
Jun 09	585	8.5	6.4	6.8	8.7
Sep 09	770	10.7	8.6	8.7	10.6
Dec 09	1,030	14.1	11.8	11.9	13.7
Mar 10	1,385	18.6	14.6	14.6	15.8
Jun 10	1,530	23.4	18.1	17.6	18.3
Sep 10	1,425	23.1	18.5	17.4	17.9
Dec 10	1,255	20.3	16.7	15.7	16.3
Mar 11	1,150	17.3	14.8	13.5	14.2

Earnings

Median annual earnings in Medway at £26,400 stood just above the national level in 2009, having increased by a higher proportion since 2006, when Medway's earnings were considerably below the national level.

Median annual earnings (£'s) - work-place based				
	Medway	Kent	South East	Great Britain
2006	22,200	22,600	24,800	23,400
2007	23,500	23,300	25,600	24,100
2008	24,700	25,000	26,800	25,300
2009	26,000	25,400	27,500	25,900
2010	26,400	25,000	27,500	26,000
2006-2010 % increase	+18.9	+10.6	+10.9	+11.1



Businesses by sector

In 2010 there were 6,235 businesses in Medway.

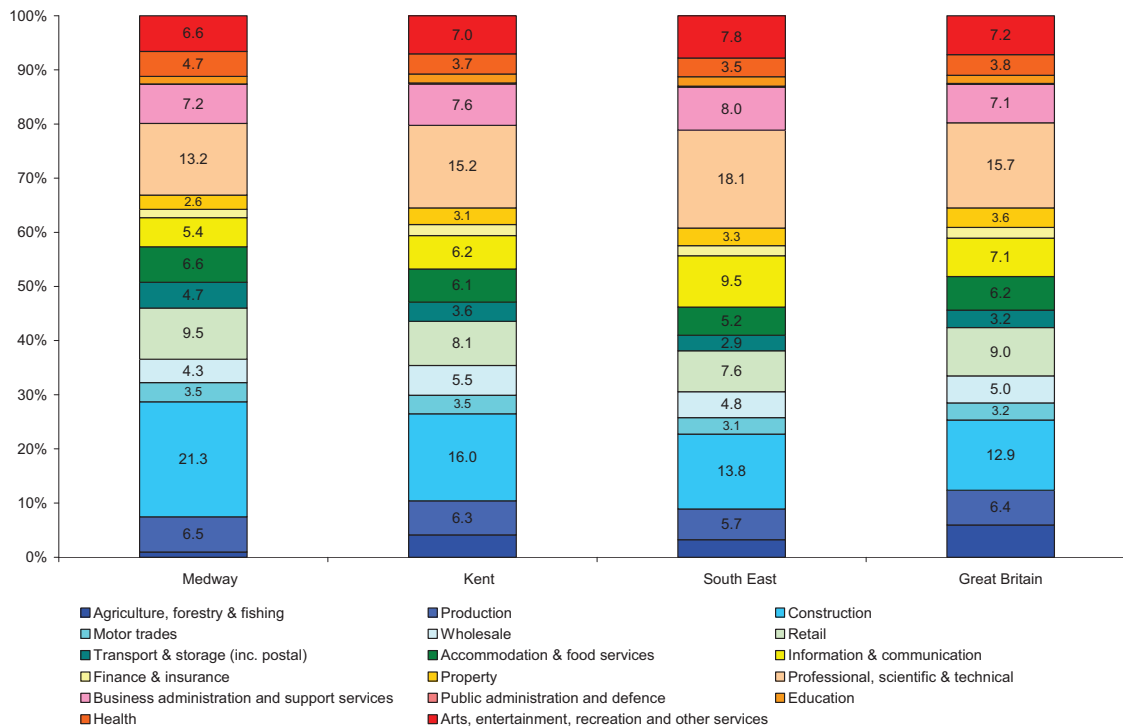
Construction, Medway’s largest sector, accounts for just over one fifth of businesses (21%), which is considerably higher than levels in the South East (14%) and Great Britain (13%).

Seventy six percent of businesses in Medway employ less than 5 staff, which is just below the regional level (77%) and is in line with the national level.

Medway has a higher proportion of ‘young businesses’ than nationally, with 16% of businesses under two years of age, compared to 14.5% nationally. Just 38.5% of businesses in Medway have been trading for more than ten years, compared to 43% nationally.

In terms of business turnover, Medway has fewer very small businesses (<£49k), as well as fewer larger businesses (> £100M). Just under one third of businesses have an annual turnover of £100k-£249k.

Figure 1. Businesses (%) by sector 2010



Businesses by sector 2010					
	Medway		Kent	South East	Great Britain
	Nos	%	%	%	%
Agriculture, forestry & fishing	60	1.0	4.1	3.2	6.0
Production	405	6.5	6.3	5.7	6.4
Construction	1,325	21.3	16.0	13.8	12.9
Motor trades	220	3.5	3.5	3.1	3.2
Wholesale	270	4.3	5.5	4.8	5.0
Retail	590	9.5	8.1	7.6	9.0
Transport & storage (inc postal)	295	4.7	3.6	2.9	3.2
Accommodation & food services	410	6.6	6.1	5.2	6.2
Information & communication	335	5.4	6.2	9.5	7.1
Financial & insurance	95	1.5	2.0	1.9	2.0
Property	165	2.6	3.1	3.3	3.6
Professional, scientific & technical	825	13.2	15.2	18.1	15.7
Business administration & support services	450	7.2	7.6	8.0	7.1
Public administration & defence	5	0.1	0.2	0.2	0.1
Education	85	1.4	1.6	1.7	1.5
Health	290	4.7	3.7	3.5	3.8
Arts, entertainment, recreation & other services	410	6.6	7.0	7.8	7.2
	6,235	100.0	100.0	100.0	100.0

Gross value added

GVA in Medway has increased each year since 2001. However with an expanding population, for the first time in this series, GVA per head fell in 2008 on the previous year, down £17 to £13,181 per head of population.

In 2008 Medway's GVA represents 64.2% of the UK level, a decline since 2007 level of 67.8% - compared to a peak in 2005 at 68.8%.

Headline Gross Value Added (GVA) per head at current basic prices (£ per head)

	2001	2002	2003	2004	2005	2006	2007	2008
UK*	15 004	15 796	16 708	17 544	18 121	19 057	20 057	20 541
South East	16 277	17 113	18 075	18 955	19 509	20 427	21 327	21 681
Kent	12 181	12 827	13 642	14 428	14 932	15 585	16 233	16 454
Medway	10 222	10 727	11 373	12 009	12 463	12 905	13 198	13 181

Headline Gross Value Added (GVA) per head indices at current basic prices

	2001	2002	2003	2004	2005	2006	2007	2008
UK *	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
South East	108.5	108.3	108.2	108.0	107.7	107.2	106.3	105.6
Kent	81.2	81.2	81.6	82.2	82.4	81.8	80.9	80.1
Medway	68.1	67.9	68.1	68.4	68.8	67.7	65.8	64.2

*UK less extra region =100

Deprivation

Multiple Deprivation

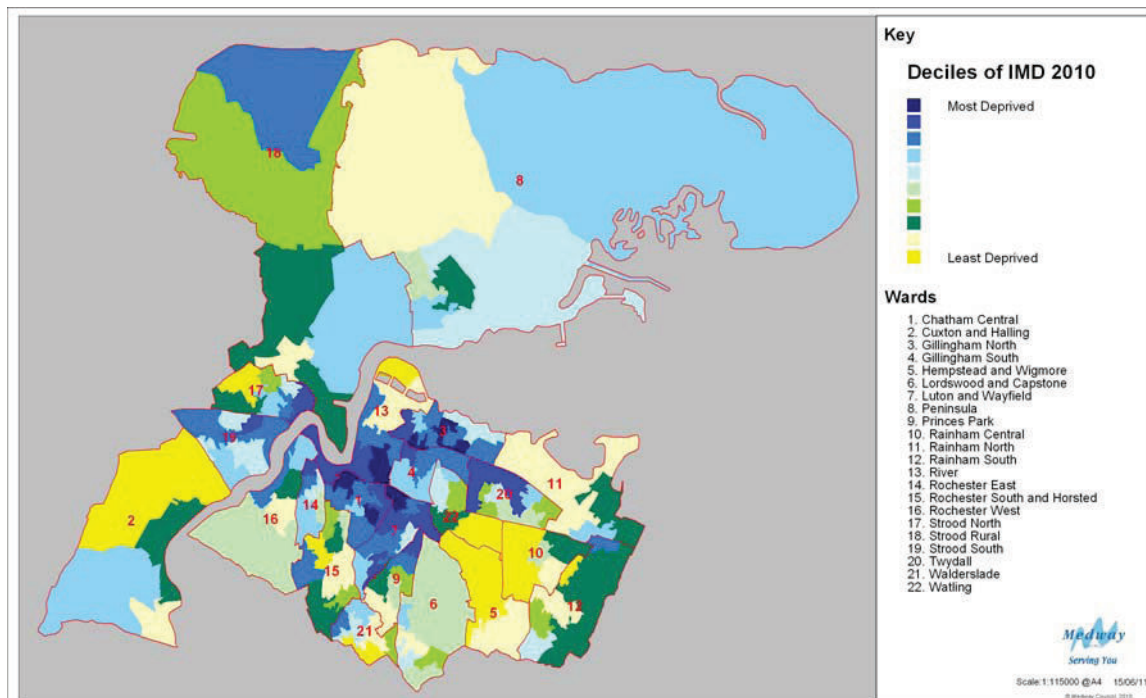
Medway is ranked within the 41% most deprived boroughs nationally in the Index of Deprivation (ID) 2010 (132/325). This is a slight decline from ID 2007, when Medway was within the 43% most deprived, indicating that Medway is now relatively more deprived.

In ID 2010, eight Super Output Areas (SOAs) were ranked in the 10% most deprived nationally and 23 SOAs ranked in the 20% most deprived. Of the eight SOAs in the most deprived 10% nationally, three are in Gillingham North, two are in Chatham Central, two are in Luton & Wayfield and one is in River ward.

Medway's national ranking for income and employment - the two main domains have worsened slightly since ID 2007. There was a slight increase in the number of people who are 'employment deprived' (+800). Despite a worsened national ranking for income deprivation fewer residents are income deprived (-1,500) than in the previous index.

Fifty-seven percent of Super Output Areas (SOAs) in Medway have a more deprived ranking for multiple deprivation in 2010 than in 2007.

	ID 2010	ID 2007
Medway ranking	132/325	139/325
Percentile	Within 41% most deprived LAs nationally	Within 43% most deprived LAs nationally
Income ranking	65/325 (20%)	66/325 (20%)
Employment ranking	69/325 (22%)	71/325 (22%)



Deprivation in Medway- Index of Deprivation 2010 (By Wards)

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Deprivation by domain – ID 2010 and 2007

	2010		2007		Change (Blue – worse Red – better)	
	10% most deprived	20% most deprived	10% most deprived	20% most deprived	10% most deprived	20% most deprived
Multiple deprivation	8	23	5	16	+3	+7
Income	6	24	6	22	-	+2
Employment	7	24	3	16	+4	+8
Health & disability	3	15	1	6	+2	+9
Education skills & training	12	45	10	40	+2	+5
Barriers to housing & services	7	10	6	19	+1	-9
Crime	22	36	10	27	+12	+9
Living environment	21	42	14	38	+7	+5
Child poverty	8	26	4	27	+4	-1
Elderly poverty	6	19	6	19	0	0

Housing

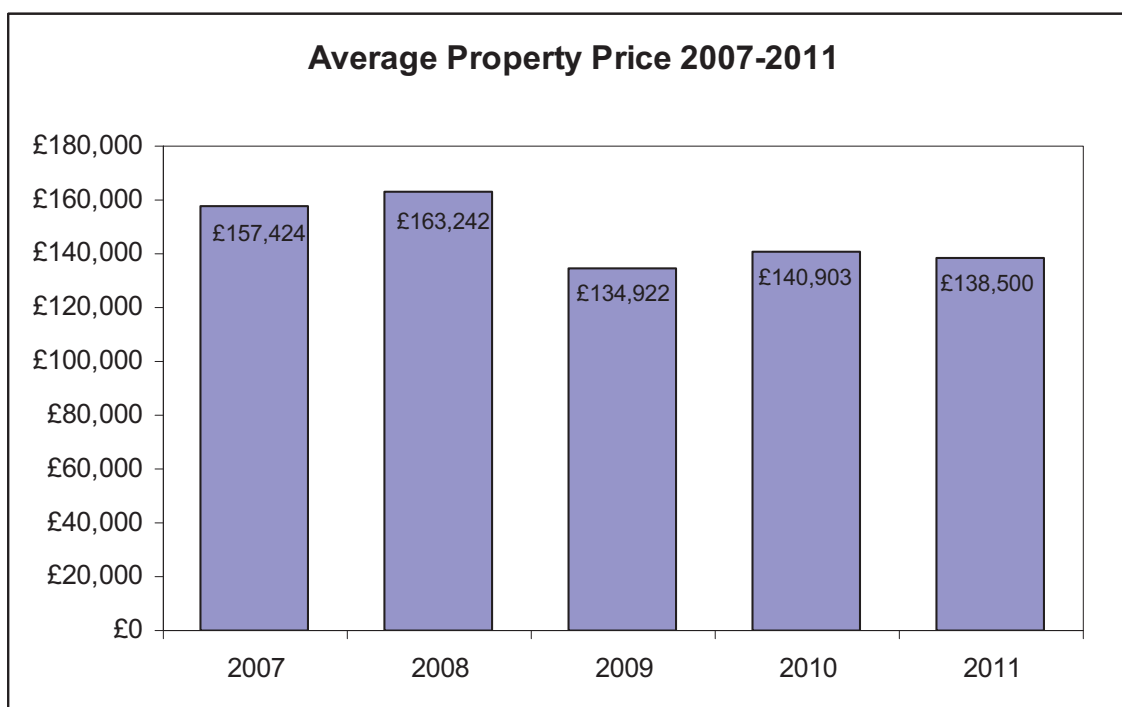
Property prices

Average property prices fell back slightly in Medway during 2010/2011 but remained above the level in 2009. Property prices in Medway remain considerably lower than the national, regional and Kent level, with Medway seeing a larger drop in prices since 2007.

Average property price in Medway 2007-2011

	Mar-07	Mar-08	Mar-09	Mar-10	Mar-11	2007-10 % change	2010-11 % change
Medway	£157,400	£163,200	£134,900	£140,900	£138,500	-12.0	-1.7
Kent	£196,700	£207,500	£172,300	£183,700	£182,500	-7.2	-0.7
South East	£219,200	£227,900	£186,900	£208,700	£206,800	-5.7	-0.9
England & Wales	£178,900	£184,000	£153,100	£165,300	£161,700	-9.6	-2.2

Average Property Price 2007-2011



Education/Skills

GCSE attainment

The GCSE attainment rate (A-C) in Medway rose significantly in 2010, however the national pass rate rose at a greater rate resulting in Medway having a GCSE pass rate below the national level in 2010.

Percent of pupils at the end of Key Stage 4 achieving 5+A*-C
(and equivalent) including English and maths GCSEs

	2006	2007	2008	2009	2010
Medway	44.0	46.9	47.6	51.7	53.6
England*	44.0	45.8	48.2	50.7	55.2

* Maintained schools only



NVQ attainment –working age population

The number of residents in Medway qualified to NVQ 1,2,3 and 4 in Medway has increased since 2006, with the number of people having a degree level qualification (NVQ4) having increased by almost one third.

The number of residents with no qualifications has increased since 2006 resulting in a rate above the national level in 2010.

Recent changes to the definition of the working-age population result in a lowering of the NVQ rates, which can be misleading, masking improvements to qualification levels.

2006	Medway			Kent	South East	Great Britain
	Number	Percent	Working age population	Percent	Percent	Percent
Working age population with:						
NVQ4 and above	29,000	18.3	158,600	25.4	30.3	27.4
NVQ3 and above	66,500	42.0	158,600	45.9	51.4	47.9
NVQ2 and above	96,100	60.6	158,600	63.5	67.6	63.6
NVQ1 and above	127,400	80.4	158,600	79.9	82.4	77.6
Other qualifications	11,700	7.4	158,600	7.5	7.8	8.6
No qualifications	19,400	12.2	158,600	12.6	9.9	13.9

2010	Medway			Kent	South East	Great Britain
	Number	Percent	Working age population	Percent	Percent	Percent
Working age population with:						
NVQ4 and above	38,100	22.8	167,000	30.0	33.9	31.3
NVQ3 and above	69,200	41.4	167,000	47.9	53.8	51.0
NVQ2 and above	99,500	59.6	167,000	68.9	70.8	67.3
NVQ1 and above	135,400	81.1	167,000	82.4	84.1	80.2
Other qualifications	8,800	5.3	167,000	6.0	7.5	8.5
No qualifications	22,800	13.6	167,000	11.7	8.5	11.3

Health

Standardised mortality ratio

The mortality rate in Medway was falling every year up to 2008, which is a trend that is reflected nationally.

Medway mortality ratio							
2001	2002	2003	2004	2005	2006	2007	2008
723.2	707.2	710.0	658.3	658.5	671.1	620.6	621.7

England & Wales mortality ratio							
2001	2002	2003	2004	2005	2006	2007	2008
670.2	665.4	664.3	628.8	615.3	593.3	582.4	577.2

Directly age standardised mortality ratio - a comparison of the number of the observed deaths in a population with the number of expected deaths if the age-specific death rates were the same as a standard population

Compendium of Clinical and Health Indicators / Clinical and Health Outcomes Knowledge Base (www.nchod.nhs.uk) The NHS Information Centre for health and social care. © Crown Copyright.

Average life expectancy

Life expectancy in Medway is below the national level, however the trend shows an improvement up to 2008.

Medway life expectancy				
	2004-2006	2005-2007	2006-2008	2007-2009
Male	76.4	76.6	76.8	77.3
Female	80.8	81.0	81.2	81.6

England authority average – life expectancy				
	2004-2006	2005-2007	2006-2008	2007-2009
Male	77.3	77.7	77.9	78.1
Female	81.6	81.8	82.0	82.2

Early deaths

Deaths in Medway from 'heart disease and stroke' and cancer are above the national level. However 2008 showed a significant decrease for deaths from 'heart disease and stroke' in Medway. Deaths from both these groups are higher in Medway than nationally.

Medway early deaths				
	2004-2006	2005-2007	2006-2008	2007-2009
Heart disease and stroke	97.8	91.9	86.1	77.8
Cancer	123.1	125.8	124.7	123.3

England authority average – early deaths				
	2004-2006	2005-2007	2006-2008	2007-2009
Heart disease and stroke	84.2	79.1	74.8	70.5
Cancer	117.1	115.5	114.0	112.1

Directly age standardised rate per 100,000 population under 75

Teenage pregnancy

Medway has a teenage pregnancy rate above the national level, with the rate increasing in Medway up to 2008, at a time when the teenage pregnancy rate was falling nationally.

Medway – teenage pregnancy rate	
2004-2006	2007-2009*
43.8	45.2

England & Wales – teenage pregnancy rate	
2004-2006	2007-2009*
41.4	40.3

Under-18 conception rate per 1000 females aged 15-17 (crude rate)
* provisional

Source: APHO and Department of Health. © Crown Copyright 2011'

This document has been produced by:

Development Policy & Engagement
Regeneration Community and Culture
Medway Council
Gun Wharf
Dock Road
Chatham, Kent
ME4 4TR

Telephone: 01634 331149

Email: localdevelopmentframework@medway.gov.uk

Appendix 1 – Core Strategy Monitoring and Implementation Framework

Policy	Policy summary points	Timescale			Implementation	Monitoring indicators
		Short 1-5 yrs	Medium 5-10 yrs	Long 10-15 yrs		
CS1 Regenerating Medway	Major physical change in Chatham centre	✓	✓	✓	Chatham Historic Dockyard Trust Network Rail Train Operator Companies	Multiple Deprivation Index of Deprivation Completion of retail, mixed use and commercial floor space
	The creation of a dynamic new mixed use waterfront environment on the west bank of the River Medway		✓	✓		
	The creation of a new community at Rochester Riverside	✓	✓			
	Further development of the Chatham Historic Dockyard as a heritage destination and commercial quarter	✓	✓	✓		
	Development of the Interface Land		✓	✓		
	Completion of the residential communities at St. Mary's Island	✓				
	Completion of the residential communities Gillingham Waterfront.	✓				
	Sensitive change within Gillingham town centre to reinforce its role as an important 'District' centre	✓	✓	✓		
	The creation of enhanced station environments and interchange facilities	✓	✓	✓		
	The creation of a high quality public realm	✓	✓	✓		
CS2 Quality & sustainable design	New buildings in Medway will be expected to meet the highest architectural standards that reflect or generate local distinctiveness through: . The expression of function and structure . The use of materials . Appropriate proportions, visual order and detailing . The application of environmental criteria.	✓	✓	✓	Via planning applications	Housing Quality - Building for Life Assessments Number of planning applications which make reference to conditions as listed in policy summary points
	New development should result in buildings, streets, spaces and neighbourhoods, which are high quality, durable and well integrated with their surroundings	✓	✓	✓		
	The acceptability of tall buildings (18m or higher) and the protection of strategic views will be determined in accordance with the Council's Building Heights Policy 2006.*	✓	✓	✓		
	Applications for major sites (25 houses or more) should be accompanied by an 'Accessibility Assessment'	✓	✓	✓		
	Applications for significant regeneration sites, large, or sensitive sites should be accompanied or preceded by a design brief that is subject to a public consultation process.	✓	✓	✓		
CS3 Mitigation	Residential development will be required to achieve at least level 3 of the Code for Sustainable Homes	✓			Via planning applications	

& adaptation to climate change	Commercial buildings over 1,000 sq m will be required to meet the BREEAM "very good" standard.	✓	✓	✓	✓	Via planning applications Southern Water	Number of residential completions achieving at least level 3 of the Code for Sustainable Homes, or the national timescales mentioned. Percentage of commercial completions over 1,000 sq m meeting the BREEAM "very good" standard. Monitored by OFWAT
	The Council will support the proposals in the Final Water Resources Management Plan, 2010-2035 or other measures that have been agreed to improve the efficiency of water use and maintain supplies at the level required to meet local needs.	✓	✓	✓	✓	✓	Via planning applications Energy providers
CS4 Energy Efficiency and Renewable Energy	All new development will be expected to show reduced energy loads through passive design and the inclusion of energy efficiency measures.	✓	✓	✓	✓	Not known	Percentage of applications conforming with energy requirement Relevant planning applications Number of retrofitting schemes carried out Potentially reflected in number of properties in fuel poverty/high heat loss reducing
	In developments of 10 dwellings or more, or over 1,000 sq m of floor space, it will be expected that 20% of the remaining on-site energy loading will be delivered from renewable energy sources.	✓	✓	✓	✓		
	Should it prove feasible to do so, the Council will promote large scale district heating schemes that utilise waste heat from conventional power generation	✓	✓	✓	✓		
	Subject to there being no significant adverse effects in terms of the natural environment and residential amenity the Council will positively promote the installation of all forms of renewable energy systems. Compensatory measures will be sought and applied to current buildings within the locality	✓	✓	✓	✓		
CS5 Development and Flood Risk	Proposals for development within flood zones 2 and 3 and on sites of over 1 hectare in zone 1 must be accompanied by a flood risk assessment.	✓	✓	✓	✓	Via planning applications	Number of planning permissions granted contrary to Environment Agency advice on flooding and water quality grounds Number/percent of applications conforming to conditions listed in policy summary points
	Development that would harm the effectiveness of existing flood defences or prejudice their maintenance or management will not be permitted.	✓	✓	✓	✓		
	Proposals in areas at risk from flooding must demonstrate that account has been taken of the resilience of buildings, infrastructure and other important local features.	✓	✓	✓	✓		
	Relevant flood defence works as identified in the Medway Strategic Urban Flood Defence Strategy should be incorporated, if applicable. All developments which have the potential to affect the ability of land to absorb rainwater will be required to incorporate and obtain approval for sustainable urban drainage systems (SUDS) in line with national standards, prior to construction. All development within flood zones 2 and 3 will require surface water run-off to be controlled as near to its source as possible.	✓	✓	✓	✓		
CS6 Preservation and Enhancement of Natural Assets	Wildlife habitats and sites, populations of wild species and other biodiversity features will be protected, maintained and enhanced, especially through long term management and habitat creation schemes, particularly where they have been identified as being of international, national and local importance and as priorities in the UK and Kent Biodiversity Action Plans, or where they are protected or designated under relevant legislation.	✓	✓	✓	✓	Development management	Hectare of land lost Number/area of new habitat created Contributions received towards opens spaces
	The management of farming, agricultural land, forestry and woodland so as to conserve and enhance biodiversity will be encouraged.	✓	✓	✓	✓		

	When development is permitted, opportunities will be pursued and secured for the incorporation, enhancement, re-creation or restoration of wildlife habitat, either on-site, off-site or through contributions to the strategic provision of natural open space. Such strategies should be in place and functioning prior to commencement of the development.	✓	✓	✓	✓	✓	Amounts and actions done on management of sites
	Where the negative impact cannot be avoided, but the importance of the development is considered to outweigh the impact, then environmental compensation will be sought by the creation by the developer of new habitats or features on other suitable sites and their long term management will need to be secured.	✓	✓	✓	✓	✓	
	Compensation will normally be sought on more than a like-for-like basis, in order to secure both the maintenance and enhancement of biodiversity.	✓	✓	✓	✓	✓	
CS7 Countryside and Landscape	Development in the countryside will be permitted in accordance with the objectives and principles of PPS4 and PPS7.	✓	✓	✓	✓	✓	Landscape Character Assessments
	Existing features, which are important to the local landscape character, shall be retained, incorporated into the development and protected during construction work	✓	✓	✓	✓	✓	Via planning applications Medway Council
	The Council will take into account the proposals in the Medway Landscape Character Assessment, the Green Cluster Studies, the Valley of Visions project and the Medway Smile Living Landscape Scheme when working with its partners to identify and implement landscape and habitat enhancement schemes.	✓	✓	✓	✓	✓	Amenity Organisations Number of schemes implemented taking account of proposals in listed studies
CS8 Open Space, Green Grid and Public Realm	The Council will seek to provide equal opportunities for all people to enjoy accessible, high quality and affordable open space.	✓	✓	✓	✓	✓	Number of applications observing these guidelines
	New or enhanced urban spaces should be provided as a part of major regeneration proposals.	✓	✓	✓	✓	✓	Via planning applications Medway Council
CS9 Health and Social Infrastructure	The development of sustainable places in Medway with healthy communities and social infrastructure where residents enjoy a high quality of life	✓	✓	✓	✓	✓	Health deprivation by – Index of Deprivation Standardised mortality ratio Average life expectancy Early deaths – heart disease & stroke, cancer Teenage pregnancy rate
	The Council will continue to implement its Neighbourhood Action Plans at All Saints, Brook Lines, Strood South, Twydall and White Road Estate, and develop two more at Luton and Gillingham North.	✓	✓	✓	✓	✓	Medway Council & Partner agencies
CS10 Sport and Recreation	Improve the quality of life of existing and future residents of Medway and promote healthier lifestyles	✓	✓	✓	✓	✓	Adults participation in sports Number/type of facilities lost
	Safeguard existing facilities for sport	✓	✓	✓	✓	✓	Medway Council NHS (PCT, SHA)
CS11 Culture and Leisure	Continue to develop a strategy to maximise the potential local benefits of the London Olympics 2012	✓	✓	✓	✓	✓	Via monitoring of Cultural Strategy
	In order to realise the significant cultural and leisure potential of the area, to improve the quality of life of existing and future residents, promote healthier lifestyles and a participative and inclusive community.	✓	✓	✓	✓	✓	Lead: Medway Council

	Support the implementation of Medway's Cultural Strategy which encompasses a range of cultural provision The development of new cultural venues centred on Chatham and extending along the Medway waterfront.	✓	✓	✓	✓	✓	✓	✓	✓	Heritage Assets Register
CS12 Heritage Assets	Supporting the conservation/ enhancement of the historic environment and contribution made to local and regional distinctiveness and sense of place'	✓	✓	✓	✓	✓	✓	✓	✓	Medway Council English Heritage Planning applications
	Encouraging proposals that make sensitive use of historic assets through regeneration	✓	✓	✓	✓	✓	✓	✓	✓	
	Supporting World Heritage Site status for the Chatham Dockyard and its Defences	✓	✓	✓	✓	✓	✓	✓	✓	
CS13 Housing Provision and Distribution	Provision will be made to ensure at least 17,930 new homes can be delivered between 2006 and 2028, (an average of 815 per year), of which at least 17,500 will be within the Thames Gateway Area.	✓	✓	✓	✓	✓	✓	✓	✓	Net additional dwellings a) in previous years b) for reporting year c) in future years Number of new and converted dwellings on previously developed land Housing trajectory - 2006-2028
CS14 Affordable Housing	25% affordable housing provision will be sought on all sites within the existing defined boundary of the main urban area and Hoo St. Werburgh	✓	✓	✓	✓	✓	✓	✓	✓	Gross affordable completions (count) Affordable completions as proportion of all completions
	30% affordable housing provision will be sought on all sites elsewhere within Medway. Provision should be made on all new housing developments capable of accommodating 15 or more dwellings, or on sites of 0.5 ha or more in size, irrespective of the number of dwellings.	✓	✓	✓	✓	✓	✓	✓	✓	✓
CS15 Housing Design and Other Housing Requirements	Sustainable residential communities will be created by requiring the provision of a mix and balance of good quality housing of different types and tenures and having regard to the North Kent Strategic Housing Market Assessment.	✓	✓	✓	✓	✓	✓	✓	✓	Housing Quality - Building for Life Assessments
CS16 Gypsies, Travellers and Travelling Show people	To meet the identified need for Gypsy, Traveller and Travelling Show people pitches within Medway, sufficient sites will be allocated within the Allocations and Development Management Plan Document.	✓	✓	✓	✓	✓	✓	✓	✓	DPD Net additional pitches (Gypsy and Traveller)
CS17	The development of the Medway economy will be dynamic and widely based, to provide employment for the community as a whole, to provide greater choice for the	✓	✓	✓	✓	✓	✓	✓	✓	Lead: Medway Council Amount and type of completed employment floor space.

Economic Strategy	workforce, offer an alternative to out-commuting and achieve a balance with housing growth.							LSP	Amount and type of employment land available Job Seekers Allowance claimant count & rate Employment rate GVA per capita Business stock
CS18 Tourism	Medway Council will positively promote sustainable tourism development.	✓	✓	✓	✓	✓	✓	Medway Council	Number of visitor stays in Medway Length of season Average length of stays
	A diverse and high quality tourism offer will be encouraged that seeks to lengthen the tourism season, increase the number and length of visits, provide job opportunities and sustain the tourism economy, whilst maintaining and where possible, enhancing Medway's natural and built environment qualities Medway Council will maintain and enhance the vitality and viability of its network of urban and rural centres and support the delivery of appropriate comparison and convenience retail, office, leisure, community, entertainment and cultural facilities.	✓	✓	✓	✓	✓	✓	Medway Council	Net completions A1-A3 Gross completions in town centres
CS19 Retail and Town Centres	Town centres and edge of centre sites will be the preferred location for such development and a sequential test will be applied for development elsewhere in accordance with PPS4.	✓	✓	✓	✓	✓	✓	Medway Council	Number of planning applications not according with sequential test GCSE attainment rate NVQ levels
	The Council will work with all relevant partners to develop a fully integrated educational offer	✓	✓	✓	✓	✓	✓	Medway Council	
CS20 Education and Personal Development	Support for additional power generation and energy storage capacity on Hoo Peninsula & Isle of Grain;	✓	✓	✓	✓	✓	✓	DECC Power Generators Medway Council	Economic benefits to be monitored by Economic Development team
CS21 Conventional Energy Generation & Energy Security	Promotion of local supply chain developments and a support & maintenance cluster.	✓	✓	✓	✓	✓	✓	Medway Council	Production of primary land won aggregates
CS22 Provision of Minerals	Imposing conditions requiring the reclamation and reuse of construction and demolition wastes on redevelopment sites. Allocating sites for the processing, sorting and distribution of secondary aggregate materials in the forthcoming Allocation and Development Management Plan Document. All existing mineral wharves will be safeguarded against proposals that would prejudice their use for the continued importation of marine dredged sand and gravel, crushed rock	✓	✓	✓	✓	✓	✓	Medway Council	Primary aggregates imports (marine dredged and land won and crushed rock from outside Medway)

	and associated materials.	✓	✓	✓	✓	✓	✓	Production of secondary/recycled aggregates
CS23 Waste Strategy	Appropriate provision for the separation, storage and collection of waste materials in all new build;	✓	✓	✓	✓	✓	✓	Capacity of new waste management facilities
	Permission for appropriate facilities for the reuse, recycling, treatment and transfer of waste materials	✓	✓	✓	✓	✓	✓	Amount of waste arising, and managed by management type.
CS24 Transport and Movement	Proactive management of highway system to avoid congestion	✓	✓	✓	✓	✓	✓	UTMC monitoring
	Balancing of car growth and public transport via increased capacity, reliability and quality of public transport	✓	✓	✓	✓	✓	✓	Bus satisfaction
	Rationalisation of parking in town centres – particularly Chatham via use of multi storey facilities	✓	✓	✓	✓	✓	✓	Amount/% of provision achieved
CS25 The River Medway	The River Medway is strategically significant in terms of its employment, environmental, transport and leisure importance.	✓	✓	✓	✓	✓	✓	Permitted development completed on Waterfront
	Mixed-use development will be promoted along the urban waterfront.	✓	✓	✓	✓	✓	✓	New infrastructure installed
	Greater use will be made of the River with existing infrastructure protected and new facilities encouraged.	✓	✓	✓	✓	✓	✓	Water Quality & SPA condition
	Leisure activities on and along the river will be supported as long as they will not harm the natural ecosystems	✓	✓	✓	✓	✓	✓	
CS26 Strood	The role of Strood as a district centre will be strengthened by: Promoting housing and mixed use developments on sites that will enhance the townscape and cohesion of the centre	✓	✓	✓	✓	✓	✓	Progress in implementing Town Centre Master plan
	The highest priority will be given to the conservation and enhancement of the historic and architectural character of Rochester Town Centre whilst maintaining its vitality and viability as a district centre and its function and character as a specialist retail, service and tourism centre	✓	✓	✓	✓	✓	✓	Progress measured via: Rochester Conservation Management Plan Corporation Street Development Brief Rochester Riverside Development Brief
CS28 Chatham	The centre of Chatham will be developed as a regional hub and as the city centre for Medway in accordance with the principles of the Chatham Centre and Waterfront	✓	✓	✓	✓	✓	✓	Chatham specific development completion

Appendix 2 – Use Classes – Definitions

Classes of land and building use as categorised by the Town and Country Planning (Use Classes) Order 1987, as amended. The various classes and categories appropriate to that class are as follows:

A1 Shops for the sale, display or provision of goods and services (except hot food) to visiting members of the public - includes hairdresser, funeral director, post office, dress or DIY hire shop, ticket and travel agency, internet cafe, sandwich bar, dry cleaner and pet shop.

A2 Financial or professional services (other than health or medical services) - includes betting shop, building society office, estate agent and bank.

A3 Restaurant and cafe.

A4 Drinking establishment – includes public house and wine bar.

A5 Hot food takeaway

B1 Business - includes office (a), research and development premise (b) and light industry which can be carried out in a residential area (c).

B2 General industry - any industrial use not covered by B1.

B8 Storage and distribution – includes wholesale warehouse (but not retail warehousing), distribution centre and repository.

C1 Hotel – includes boarding house and guesthouse.

C2 Residential institution – includes residential school and college and training centre, hospital and convalescent/nursing home.

C2a Secure residential accommodation – includes prison, young offenders institution, detention centre, custody centre, secure hospital and military barracks

C3 Dwelling house, communal housing of the elderly and handicapped.

D1 Non-residential institution - includes place of worship, law court, church hall, clinic, health centre, crèche, day nursery, consulting room, museum, public hall, library, art gallery, exhibition hall, non-residential education and training centre.

D2 Assembly and leisure –includes cinema, music and concert hall, dance hall, bingo hall, sports hall, swimming bath, skating rink, gymnasium and other indoor and outdoor sport or recreation.

Sui Generis (SG) Uses not falling within any of the above classes - includes theatre, night club, casino, sale of motor vehicles, sale of motor fuel, taxi service, launderette, hostel, live/work unit and motor sport or firearm activities.