

REGENERATION, COMMUNITY AND CULTURE OVERVIEW AND SCRUTINY COMMITTEE

6 JULY 2010

LOCAL DEVELOPMENT FRAMEWORK: DRAFT CORE STRATEGY

Report from: Robin Cooper, Director for Regeneration, Culture and Community

Author: Brian McCutcheon, Local & Regional Planning Manager

Summary

This report informs the Committee about a first draft of the Core Strategy, which will be the key part of Medway's Local Development Framework. The Committee is invited to comment on it prior to it being reported to Cabinet on 20 July.

1. Budget and Policy Framework

1.1 The document has been prepared within existing budgets. When adopted it will become an important part of the Policy Framework. At both its 'submission' stage and subsequent adoption it will be reported to the Council. Intermediate stages are the responsibility of the Cabinet, after consideration by this Committee.

2. Background

2.1 The Council is required by the Planning and Compulsory Purchase Act 2004 to prepare and subsequently keep under review a Local Development Framework (LDF) for Medway.

2.2 The LDF will eventually comprise of a portfolio of documents, of which the most important is a Core Strategy. This has to be founded on firm evidence and set out an overall 'spatial' vision along with appropriate policies addressing the strategic issues facing the area.

2.3 An Issues & Options report was issued for public consultation in 2009 and responses to that and an increasingly extensive range of evidence studies have informed the first complete draft Core Strategy appended to the agenda. It has also been informed by considerable engagement with stakeholders and short 'visioning' sessions for members covering each of the five towns.

2.4 The work carried out has been reported regularly to the LDF Advisory Group and this has also informed the preparation of the Sustainable Community Strategy and the third Local Transport Plan.

- 2.5 This first draft Core Strategy has been prepared at what is called the 'Regulation 25 stage'. In practice this is a non statutory stage and the Council is free to determine the process followed and set its own arrangements for public consultation and engagement. Subsequent stages must however follow the more formal procedures set out in Regulations 27 – 36 of the Town and Country Planning (Local Development (England)) Regulations 2004.

3. Options

- 3.1 As Members may be aware the Coalition Government has announced its intention to abolish regional spatial strategies – the South East Plan in Medway's case. However it has yet to indicate the method by which this is to be achieved or any replacement or transitional arrangements. In this context further announcements are expected in the next two months.
- 3.2 Given the uncertainties created by this situation a small number of authorities have apparently suspended work on their LDFs. Generally this is where their housing numbers were increased late in the process. However it would appear that the great majority of authorities are not challenging their housing numbers and that is recommended for Medway.
- 3.3 Unlike the authorities referred to above Medway has a ready supply of sites to meet the housing requirement in the South East Plan and other aspects of the plan are supportive of Medway's priorities. A notable example is the explicit support it gives to the development of Chatham as a centre of regional significance.
- 3.4 Although Medway Local Plan policies still apply, they are becoming increasingly out-dated and there are many other benefits in having an up to date planning strategy. Defending planning appeals and supporting Medway's regeneration agenda will be much easier and it gives much needed confidence to the market and our service partners in terms of investment decisions.
- 3.5 Broad 'spatial' options were considered in the Issues and Options report, referred to above and other 'alternatives' are discussed in Chapter 3 of the attached draft.

4. Advice and analysis

- 4.1 Some further editing of the document will take place and further refinements will be made prior to it being considered by Cabinet at the meeting on 20 July.
- 4.2 In summary the document is arranged as follows:
- A short introductory chapter explains the context and stage reached in the process
 - Chapter 2 sets out the issues addressed in various ways in the rest of the document
 - Chapter 3 discusses 'alternatives' considered but not progressed for the reasons given

- Chapter 4 reproduces the vision underpinning the Sustainable Community Plan and then sets out a corresponding spatial vision for the LDF as a whole and a series of strategic objectives.
- Chapter 5 considers a range of 'cross-cutting' themes, each with an associated policy or policies
- Chapters 6 – 10 then deal with housing, economic strategy and skills, energy, waste and minerals, transport and movement and the River Medway.
- Chapter 11 breaks the area down into the five towns, the Hoo Peninsula and Isle of Grain, Lodge Hill and the Medway Valley to give a more local expression to the effects of the policies set out in earlier chapters. This chapter in particular was informed by the visioning work done with members
- Finally Chapter 12 sets out how the Core Strategy is to be implemented, monitored and reviewed.

- 4.3 Medway's well-established regeneration agenda and its position within the Thames Gateway has created a well developed and understood spatial strategy. This also means that, other than formalising the release of land at Lodge Hill, Medway's future requirements can be met from existing allocations and from within the established urban boundaries.
- 4.4 This should assist in achieving broad community support for the Core Strategy and prevent strong challenges to the strategy as set out.
- 4.5 The document does contain support for Medway's economic development aspirations, the development of more sustainable neighbourhoods, the importance of high quality design and the growth and regeneration agenda.
- 4.6 A number of companion documents are being prepared alongside the Core Strategy and these include both sustainability and diversity impact assessments. These have not yet been completed but the Sustainability Appraisal will accompany the report to Cabinet and the Diversity Impact Assessment will gradually evolve over the period leading up to the submission of the Core Strategy for its independent examination.
- 4.7 There will be further opportunities to refine or amend the Core Strategy. Subject to approval by Cabinet it will be published for public consultation for a seven week period ending in the middle of September. Responses received will then be considered and incorporated into a 'Publication Draft' version. This must be followed by a statutory six week consultation. Again responses will be considered before the Council is asked to approve a final document for submission to the Secretary of State in April next year. The overall programme then anticipates independent examination hearings in June 2011 and final adoption in October 2011.

5. Risk Management

- 5.1 As indicated above there is some uncertainty over the future of the development plans system but there are considered to be good reasons for progressing the Core Strategy as described. The primary risk associated with the process is as set out below.

Risk	Description	Action to avoid or mitigate risk
Core Strategy is found 'unsound' following an independent examination	A finding of 'unsoundness' would require the council to repeat certain stages of the plan preparation process with associated cost and time implications	Assembly of a comprehensive 'evidence base' and close adherence to all published guidance and the relevant regulations

6. Consultation

- 6.1 The Core Strategy preparation process has already been the subject of one round of formal consultation and there has been substantial and ongoing engagement with a wide range of stakeholders. Two further rounds of public consultation will be required before the document is submitted for Examination. The results will be reported to members at each stage.

7. Financial and legal implications

- 7.1 There are no direct financial implications arising from this report.
- 7.2 The Council is legally required to prepare and keep under review a Local development Framework for its area. It must be compiled in 'conformity' with the South East Plan and comply with all relevant regulations.
- 7.3 Although there have been Government announcements indicating major changes to the development plan system no specific legislative changes have yet been put in place. Accordingly, for the present, the Core Strategy must be progressed in accordance with the Planning and Compulsory Purchase Act 2004 and associated Regulations.

8. Recommendations

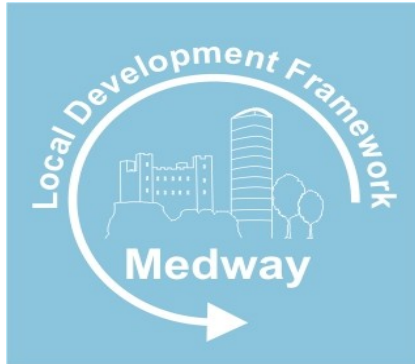
- 8.1 That the committee consider the contents of the draft Core Strategy and forward any comments it wishes to make on it to the Cabinet.

Lead officer contact

Brian McCutcheon, Local & Regional Planning Manager, Gun Wharf.
Telephone: 01634 331149. Email: brian.mccutcheon@medway.gov.uk

Background papers

Background documents are referred to within the text of the draft Core Strategy appended to the report.



**MEDWAY LOCAL DEVELOPMENT
FRAMEWORK**

DRAFT CORE STRATEGY

**REGENERATION, COMMUNITY AND CULTURE
OVERVIEW and SCRUTINY COMMITTEE**

6 JULY 2010



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1 Introduction

This is the first draft of a new Core Strategy that will form the major part of what is called the Local Development Framework for Medway.

It sets out how the Council sees Medway developing over the period up to 2026 and it will, when adopted, guide all major development decisions and investment plans.

It covers many issues but at its heart it is about fully realising Medway's enormous potential and completing the immense regeneration programme that started 10 years ago. Along with this it sets out how Chatham will develop into a centre of regional significance, how deprivation will be tackled and healthier, more sustainable neighbourhoods created and much else.

It is being issued as a consultation draft and we welcome views on its contents from all with an interest in Medway's future.

At the time of preparing the document the Government has indicated that it intends to make substantial changes to the planning system. In particular it has stated that Regional Spatial Strategies will be abolished. However the timetable for this and what is to replace it is unclear. This may mean that the way in which this Core Strategy goes forward will change. However, pending formal changes the Council has decided to proceed in accordance with the current system.

1.1 The Development Plans system

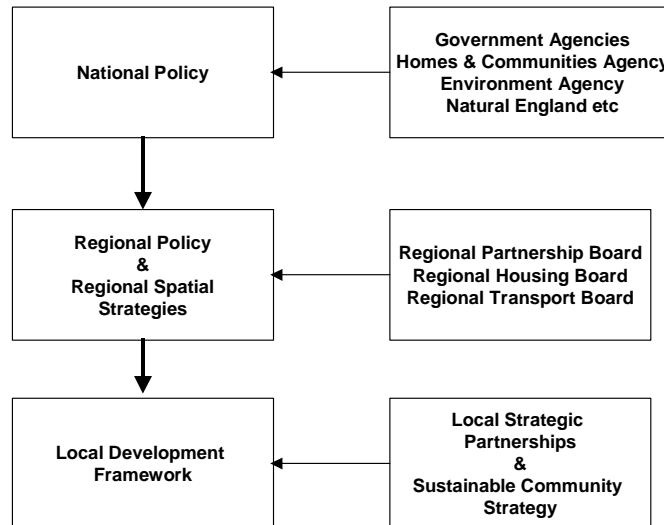
The Planning and Compulsory Purchase Act, 2004 introduced a system of development plans that replaced what were known as Structure and Local Plans. Under this new system Regional Spatial Strategies replaced regional guidance and structure plans and each local planning authority (or council) is required to prepare a Local Development Framework or LDF. This consists of a portfolio of documents rather than a single plan, enabling it to be kept up to date, as those parts of the plan requiring review or replacement can be changed without the necessity of reviewing the entire plan. The LDF consists of what are called development plan documents, which are subject to public examination by an independent inspector, and supplementary planning documents which are not subject to a formal examination.

The Core Strategy is the main document in this portfolio, setting out an overall vision and strategy for the area and addressing the strategic issues facing it. However it must also be in 'conformity' with the regional spatial strategy (the South East Plan) and a large amount of guidance issued by the Government and government agencies such as Natural England, the Environment Agency and the Highways Agency.

What can be described as the 'policy cascade' and where the LDF sits is illustrated in the following diagram.

[MODIFY DIAGRAM]

Development Plans System



1.2 The Stage We Have Reached and How We Got There

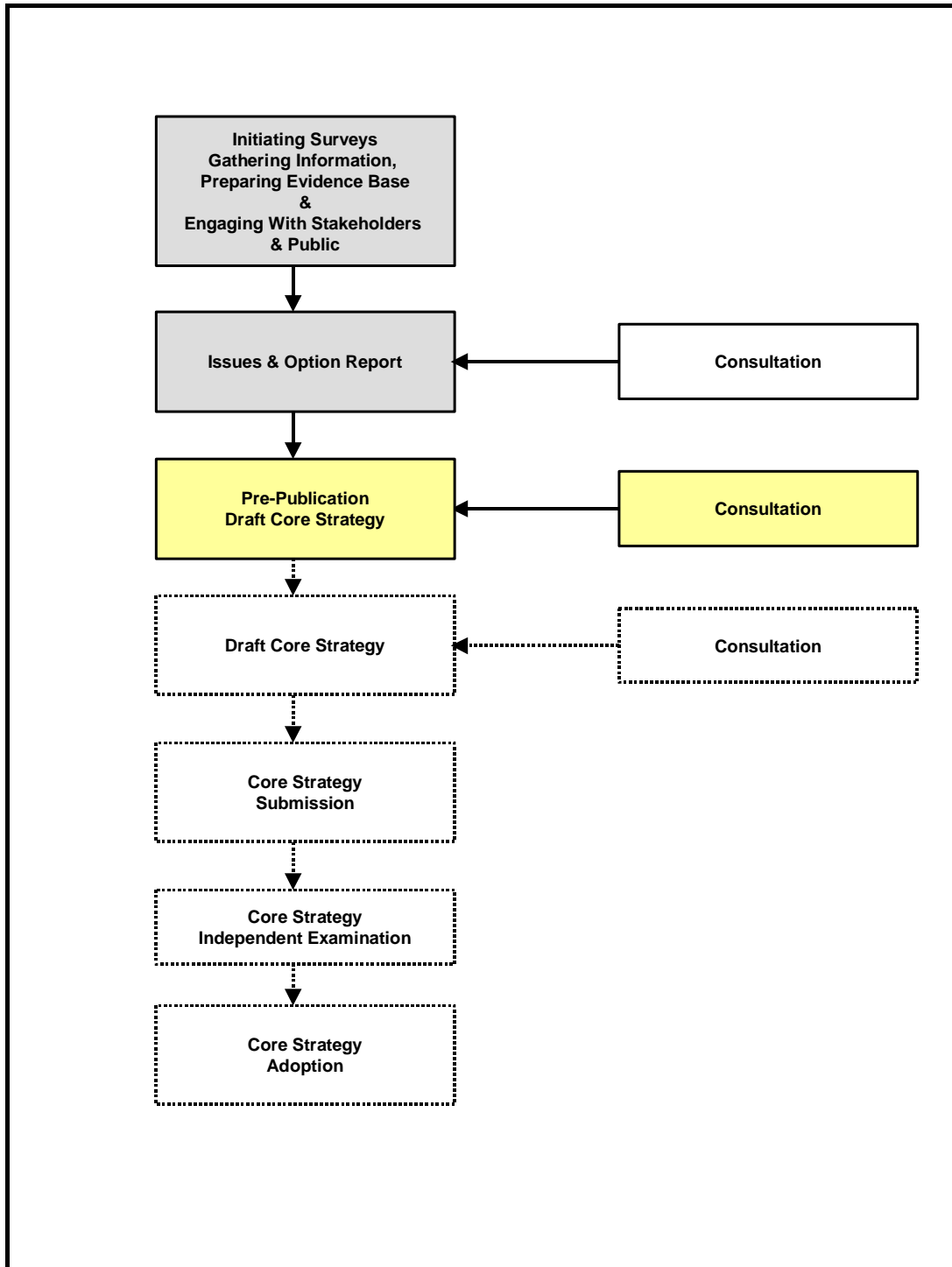
Preliminary core strategy work involved initiating surveys, gathering information, preparing what is called an evidence base and engaging with stakeholders and the wider public. A series of State of Medway reports were produced in 2008 to provide a baseline for subsequent work and, in 2009, an Issues and Options report was published.

The Council consulted on the Issues and Options Report during the late summer of 2009. Consideration of all the responses received and continuing evidence gathering has led to this draft Core Strategy on which views are now sought.

We will again very carefully consider all the responses we receive and then issue what is called the Publication Version Core Strategy later this year. There will then be a final opportunity for the public to comment on it before it is submitted for an Independent Examination. An Inspector appointed by the Secretary of State for Communities and Local Government will conduct this.

The various stages that we must go through and where we currently are in the process are illustrated in the following diagram.

[DIAGRAM TO BE AMENDED]

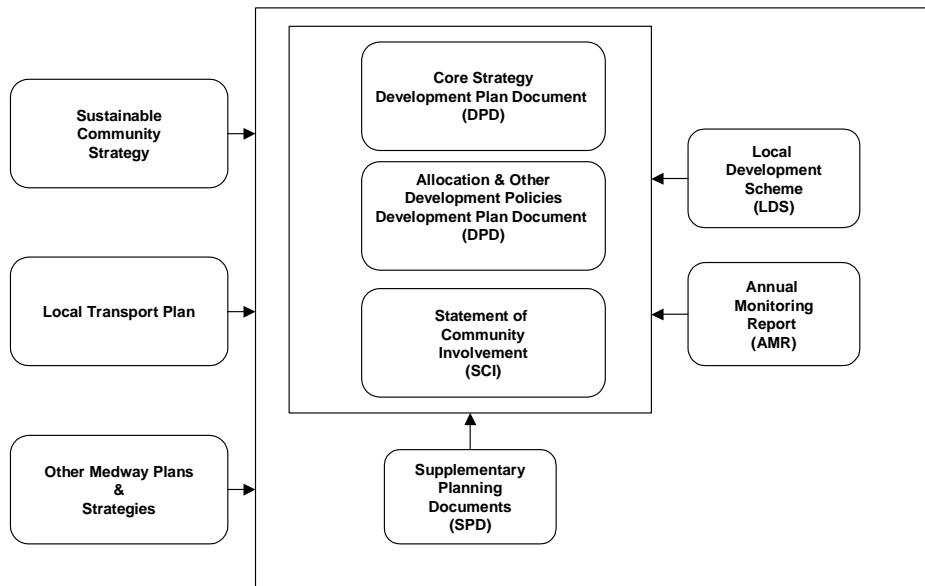


1.3 How the Core Strategy Fits Into LDF

As indicated above the Core Strategy is one of a number of documents that will make up the complete Local Development Framework for Medway. This is illustrated in the diagram below.

[DIAGRAM TO BE AMENDED]

Medway Local Development Plan



Preparing this new plan for Medway is a considerable undertaking and we are grateful for the help we have received from many organisations and individuals. We hope all who are interested will respond to this document and continue to contribute to the development of the final plan.

The Core Strategy has been prepared at a particularly important time for Medway. It is a time of unprecedented opportunity that, if taken, will unlock Medway's potential. The challenge is to grasp and make the most of these opportunities, while making sure that Medway's renowned natural and historic qualities are nurtured and to help underpin social and economic progress. The current economic climate will undoubtedly make the job more difficult but the opportunities the area presents are becoming ever more widely recognised and there is a collective determination to achieve our full potential.

1.4 Structure of the Core Strategy

The document falls into four distinct parts:

- A short analysis of the main issues we need to address issues and a specific vision and objectives to tackle these
- Policies covering a range of topics relevant across the area, including housing and the economy
- A chapter that sets out how these are to be applied at a more local level; and
- How the policies and proposals are to be implemented, monitored and reviewed.

1.5 Sustainability Appraisal

In parallel with the Core Strategy a Sustainability Appraisal (SA), has assessed the likely social, environmental and economic impacts of the strategy. The appraisal tests different approaches to see which might be best when considered against a whole range of sustainability objectives and it helps to choose the best way forward. The Council's approach to SA incorporates the requirements of the Strategic Environmental Assessment (SEA) Directive, which requires strategic environmental appraisal to be undertaken on all plans and programmes with significant impacts.

1.6 Habitats Regulation Assessment / Appropriate Assessment

The Core Strategy will also be subject to a Habitats Regulation Assessment (HRA), which will consider the potential effects on European and RAMSAR wildlife sites.

1.7 Timetable for the Core Strategy

The timetable leading up to the adoption of the Core Strategy is outlined in the table below.

	Stage of Production	Dates
1	Draft Core Strategy	<i>2nd August 2010</i>
2	Publication Draft Core Strategy	<i>20th December 2010</i>
3	Final Core Strategy	<i>31st January 2011</i>
4	Submission	<i>14th March 2011</i>
5	Independent Examination	<i>4th July 2011</i>
6	Adoption	<i>10th November 2011</i>

During stages 1 and 2 periods of public consultation will take place.

1.8 Statement of Community Involvement

The Statement of Community Involvement (Dec 2006) is part of the Medway Local Development Framework. It sets out how the Council will involve the community in the preparation of local development documents. This draft Core Strategy has been prepared in accordance with that Statement.

1.9 Statement of Community Involvement

In order that everyone should benefit from the regeneration of Medway and to maintain community cohesion it is essential to ensure that all the proposals in this Core Strategy take account of the needs of all communities in Medway particularly the most disadvantaged including the disabled, vulnerable people, ethnic minority communities and carers. A Diversity Impact Assessment will be carried out to ensure that the final document complies with this principle. This will determine the impact on residents due to their racial group, gender, disability, sexual orientation, age and religion. The Diversity Impact Assessment will build on the work undertaken for the

SEA/SA process and relate to a number of objectives already identified through the SA work.

1.10 Consultation Responses

A statement has been produced setting out those bodies and persons invited to make representations at the various consultation stages, how they were engaged, a summary of the main issues raised and how these have been addressed in the preparation of the Core Strategy. This is available separately.

1.11 Getting Involved

Representations are invited during a seven week period from (date) to (date). Representations must be received by (time) on (date) in order to be considered.

There are a number of ways in which you can give us your views, check progress on the preparation of the Core Strategy and view the various background documents.

- Telephone: **01634 331629 (Office hours are 9 a.m. – 5 p.m. Monday to Thursday and 9 a.m. – 4.30 p.m. Friday).**
- Email: **ldf@medway.gov.uk**
- Post: **Development Plans and Research Team, Regeneration, Community and Culture, Medway Council, Gun Wharf, Dock Road, Chatham, Kent ME4 4TR**
- Website: **<http://www.medway.gov.uk/ldf> This is our front page and you will find numerous links to published documents, Limehouse etc.**
- Limehouse: **This is an online consultation system and we would strongly encourage you to “register” as a user. If you do you will receive email alerts when new consultations are underway, you can submit your views in a structured way and see our responses to all representations we receive. To register please go to: <http://medway-consult.limehouse.co.uk/>**

1.12 What Happens Next

On completion of the consultation period, the Council will consider all of the representations made and determine whether any are so significant as to warrant further changes to the Core Strategy. A ‘Publication Draft’ will then be issued, providing a final opportunity to comment before it is submitted for Public Examination.

2 Context and Issues

2.1 Introduction

This chapter briefly lists the many studies that have informed the Core Strategy and describes the current state of Medway and the issues it faces. This includes what is sometimes referred to as a 'spatial portrait' of the area.

2.2 Population Base

Based on Office of National Statistics (ONS) official projections and the level of house building proposed being achieved in this Core Strategy, it is anticipated that Medway's population will grow from 253,500 (in 2008) to 275,200 by 2026. However a number of factors, including a move from an historic net out migration trend to a modest net in migration situation, should result in an increase in this figure. This is likely to be the case if the graduate retention, economic and regeneration policies proposed are successful. Accordingly a figure of 280,000 has been used to assess requirements arising from the scale of development proposed in the Core Strategy.

2.3 State of Medway Reports (SOMs)

In order to inform the Core Strategy, the Council published a series of State of Medway reports. These set out the baseline from which the Core Strategy was developed. This information provides stakeholders with a common understanding of the context in which the local development framework is being prepared.

The State of Medway reports cover the following topics:

- Built Environment
- Chattenden (Lodge Hill)
- Climate Change, Renewables and Energy
- Demography and Social Trends
- Economy and Employment (including Employment Land)
- Education and Skills
- Housing
- Infrastructure
- Minerals
- Natural Assets and Open Space
- Retail, Leisure and Culture
- Policy Framework
- Waste
- Water Supply

The reports can be viewed on the council's website at <http://www.medway.gov.uk/ldf>

2.4 Evidence Base Studies

A wide range of key evidence studies has also been produced in order to inform the Core Strategy. The following list identifies some of the main ones:

- Strategic Land Availability Assessment (SLAA)
- Strategic Housing Market Assessment (SHMA)
- Infrastructure Plan
- Economic Development Strategy
- Employment Land Study
- SATURN Transport Model
- Strategic Flood Risk Assessment (SFRA)
- Strategic Urban Flood Defence Strategy
- Waste Capacity Study
- Minerals Capacity Study
- Retail Capacity Study
- Green Grid Strategy
- Landscape Character Assessment and Eco-Systems Services
- Renewable Capacity Assessment
- Rural Housing Needs Assessment

The Local Strategic Partnership (LSP) has produced the Sustainable Community Strategy (SCS) alongside the core strategy. It is based upon a vast volume of information and input from key community stakeholders. The Medway Sustainable Community Strategy was prepared in the context of the South East Plan (the Regional Spatial Strategy), the Regional Economic Strategy, the Thames Gateway Plan and the North Kent Multi Area Agreement. The South East Plan designates Medway as a regional hub with the potential for growth arising from its regeneration opportunities.

Similarly the Thames Gateway designates Medway as one of six strategic locations for development and the Regional Economic Strategy recognises Medway as a priority area for investment. The North Kent Multi Area Agreement 2009 is an agreement between Central Government and the 5 local authorities with responsibilities in North Kent (Kent County Council, Medway Council, Dartford Borough Council, Gravesham Borough Council and Swale Borough Council) covering economic development, enterprise, employment, skills, transport, housing and the environment. The Sustainable Community Strategy document highlights a variety of evidence and issues of particular importance to Medway as summarised below.

2.5 Economic Profile

Medway has benefited and continues to benefit from considerable investment arising from its strategic location within the Thames Gateway. A major transformation has taken place around the former Pembroke naval buildings in Chatham creating the Medway Campus, home to three universities and Mid Kent College. A new sustainable community has been created in the rest of Chatham Maritime where £400 million of public and private investment has created a showpiece living and working environment attracting large corporate names. Recent infrastructure investment includes the Medway Tunnel and the High Speed Rail Link from the Channel Tunnel to London. This is resulting in a welcome diversification of the economic base towards creative industries, financial and business services, education and environmental and energy technologies, adding to Medway's long standing manufacturing strengths. Good progress has been made in raising skill levels, which are growing significantly faster than the regional and national averages. The unique cluster of universities and the Mid Kent College and the University of the Creative Arts at Rochester have contributed greatly to this.

However, Medway remains a relatively low wage area with high levels of people commuting out to work to work and skill shortages particularly at NVQ 3 and 4 levels. The business start up rate remains well below the regional and national rates though the evidence for this predates the establishment of the Medway Enterprise Hub and Innovation Centre. External transport links are excellent and improving and the new dynamic bus facility together with investment in the quality public transport network will improve the bus services within Medway. However there are issues around bus services, public transport integration, accessibility, particularly on the Hoo Peninsula, and traffic congestion. Any deficiency in employment space of the right type and in the right place may constrain economic growth. Similarly the potential for further developing Medway as a tourism destination is limited by a lack of hotels, the need for a quality environment, connectivity, its image and its town centre offer particularly in Chatham as the retail hub of Medway, though these issues are being tackled in the Medway Regeneration Plan and by developing Medway as a city break destination.

2.6 Social Profile

The population of Medway is younger than the national average but it is ageing faster. The area has higher levels of deprivation than neighbouring local authorities in Kent and the South East. It is ranked as the 150th most deprived local authority out of 354 in England, though at ward level, it has some of the most affluent and some of the most deprived areas in the country.

The overall attainment of children and young people at school in Medway is better than similar local authorities in England and has improved consistently in recent years. However this conceals significant differences within Medway and underachievement at Key Stage 2. However these issues are being tackled through various measures including the Primary Strategy for Change, the development of academies and a focus on vulnerable groups of children.

The recent arrival of people from the EU accession countries although generally successfully integrated into the community has brought challenges of integration in particular areas of Medway and these are likely to continue as new developments attract more incomers to the area.

There is a thriving voluntary and community sector with over 580 organisations across Medway providing a range of services for local people including engaging with the most hard to reach communities.

2.7 Environmental and Housing Profile

Medway has a diverse natural environment ranging from the marshlands and wetlands of the Hoo Peninsula to the downland in the south and west of the area, including eight nationally and internationally important designated nature conservation areas and three parks with Green Flag status. It also has a significant historic built environment with 26 Conservation Areas, over 600 Listed Buildings and 79 Scheduled Ancient Monuments. Much of this is little known outside the immediate area. Local environments are generally clean and well looked after though satisfaction levels do not always reflect this.

Medway has a strong cultural and heritage offer including, state of the art sports facilities now open at Medway Park, a potential World Heritage Site and recognition of the local arts and music scene through the Culture and Design Awards. Potential exists to strengthen this further and increase visitor numbers as well as local engagement as recognised in the Cultural Strategy.

Medway has a below average carbon footprint due to the relatively low jobs to workforce ratio in the area though there are still challenging targets to meet.

Progress against targets for new and affordable houses is good but affordability remains an issue. The quality of some private housing and the environment of some private and public housing areas is poor, particularly in some of the more deprived areas. As a result the Housing Partnership is embarking on a targeted partnership approach to improving housing in All Saints and Luton.

2.8 Medway Now

In addition individual neighbourhood area profiles have been produced in order to drill down below the Medway level. They assess the individual needs of each local area and highlight the key issues that they face. The profiles cover 21 local areas within Medway:

- Chatham town centre and Rochester
- Chatham (rest of)
- Rochester town centre
- Rochester (rest of, including Borstal)
- Chatham Maritime, St Mary's Island and Brompton
- Gillingham town centre
- Gillingham (rest of)
- Twydall
- Rainham town centre
- Rainham (rest of)
- Lower Rainham (including rural Rainham)
- Hempstead, Wigmore and Parkwood
- Darland and Capstone
- Princes Park
- Luton and Wayfield
- Lordswood and Walderslade
- Cuxton and Halling
- Strood town centre and Riverside
- Strood (rest of)
- Wainscott, Frindsbury and part of Peninsular
- Peninsular

[MAP TO BE INSERTED]

2.9 Summary Findings

- Gillingham is the most densely populated town centre area of the Medway towns
- The main areas of population growth in Medway are in those parts that have seen the most significant residential development – St Mary's Island,

Chatham town centre and Rochester Riverside and Wainscott and Frindsbury.

- The 'least dependent' populations in Medway are concentrated in a 'central arc' running from Rochester town centre, through central Chatham, across to include most of Gillingham. These areas have the highest proportional working-age population
- Hempstead and Wigmore and Strood town centre and Riverside show the greatest population declines.

2.10 Medway Area Profiles

- Areas which have seen **significant population growth** since 2001 are 'Chatham Maritime, St Mary's Island and Brompton' and 'Chatham Town Centre and Rochester Riverside'.
- Areas which have shown the largest **decreases in population** since 2001 are: 'Hempstead, Wigmore and Parkwood', 'Strood town centre and Riverside', Twydall and 'Rainham (rest of)'.
- 'Rochester town centre' has the **oldest average resident age**, followed by 'Rainham (rest of)'.
- 'Rainham (rest of)' has the **highest proportion of residents aged over retirement age**.
- 'Chatham Maritime, St Mary's Island and Brompton' has the **youngest average resident age**.
- 'Hempstead, Wigmore and Parkwood' has seen the **largest resident age increase** since 2001, while 'Gillingham town centre' has seen the **largest decrease in average resident age**.
- Gillingham town centre and Rochester town centre are the only areas to have seen a **falling average resident age**.
- 'Chatham Town Centre and Rochester Riverside' has the highest proportional **working - age population** and the **highest ratio of jobs to working-age residents**.
- 'Wainscott, Frindsbury and part of Peninsula' has the **smallest proportional working-age population**.
- Lower Rainham has the **fewest jobs per working-age resident**.
- 'Chatham Maritime, St Mary's Island and Brompton' has the second highest proportional working - age population and has the **lowest elderly population dependency ratios**.
- Gillingham town centre saw the **largest decrease in population dependency** with a declining elderly population and an expanding working-age population.
- Hempstead, Wigmore and Parkwood has seen the **largest increase in population dependency** of all areas in Medway.
- 'Gillingham (rest of)' has the **highest proportion of employment in service related jobs**.
- Cuxton and Halling (then Darland and Capstone) has the **highest proportion of businesses in the primary sector**.
- The **highest 'out-of-work' benefit claimant rates** are seen in 'Gillingham town centre', 'Luton and Wayfield' and 'Chatham town centre and Rochester'.
- A relatively high number of benefit **claims made by disabled residents** in Medway are made in 'Gillingham (rest of)', while a high proportion of benefit claims in Lower Rainham, Cuxton and Halling and Wainscott and Frindsbury are by disabled claimants.

- Lower Rainham and Wainscott and Frindsbury have a relatively high proportion of **benefit claims by carers**.
- There are a relatively high number of **lone-parents claiming benefits** in 'Gillingham (rest of)' and 'Chatham (rest of)', while lone-parent account for a high proportion of all benefit claims in Gillingham town centre.
- '**Worklessness** as measured by claims for Incapacity Benefit (at ESA) is high in ' Strood town centre and riverside', Rochester town centre and Wainscott and Frindsbury.
- Areas that suffer **significant deprivation** are: Chatham (rest of), Gillingham, Luton and Wayfield and Strood.

2.11 Key Issues

Taking account of the above there are a variety of important issues affecting Medway and which need to be addressed. Many but not all of these are shared with the Sustainable Community Strategy.

2.11.1 Economy and Learning

- Create a Medway city centre that maximises retail, employment, cultural and housing opportunities
- Focus on sector development by strengthening inward investment, developing the creative industries sector and exploring the potential for centres of excellence in environmental technology and construction
- Boost cutting edge environmental technologies and the development of growth sectors such as creative industries and spin offs, sub-contractors and services
- Ensure the availability of employment space by reviewing mixed use allocations, investing in infrastructure and assessing the development potential of existing employment and key derelict sites
- Develop the Medway image around the growing Higher and Further Education and creative sectors, by promoting Medway as a venue for top sporting and cultural events, supporting the World Heritage bid, raising the profile of the River Medway and improving key gateways and town centres
- Develop an Enterprise Strategy covering all forms of enterprise including social enterprise
- Explore the transformational power of communications infrastructure (WiFi, fibre optics etc) in order to make Medway a "Smart" location for business
- Deliver the Primary Strategy for Change bringing in new investment in school buildings and creating 21st century learning environments
- Promote hotel development
- Protect the large areas of the Hoo Peninsula and other land to the north and east of the urban area, which are classified as Grade 1 Agricultural Land. As

well as being a nationally important asset, this land is also of considerable importance to the Medway economy

- Address the disparities that exist within Medway, with pockets of considerable affluence and deprivation (often close by one another)
- Promote an environmental technologies cluster
- Maximize the benefits from the Universities at Medway by broadening the range of opportunities available for local people, raising skill levels and bringing associated benefits to the economy (including knowledge clusters)
- Retain and grow existing businesses and attract new ones to increase economic activity. In particular, the number and quality of jobs in Medway needs to be increased
- Maximise business opportunities arising from the presence of around 10,000 students and staff
- Increase the amount of student accommodation available in Medway
- Work to retain the University for the Creative Arts with a growing presence in Medway.

2.11.2 Transport

- Invest in public transport infrastructure including a new dynamic bus facility at Chatham, upgraded railway stations at Chatham, Gillingham, Rochester and Strood, strategic bus corridors and park and ride
- Ensure good public transport links to new developments and improved links to existing neighbourhoods
- Improve public transport links to the universities and college campuses
- Make highway improvements including the A228 to Grain and highway capacity improvements including at Strood centre
- Provide more opportunities for cycling and walking
- Investigate the potential of the River Medway for work and leisure travel and for further river crossings
- Provide better transport links and wider transport choices in Medway to support regeneration, increasing accessibility and connectivity, and reducing reliance on the car.

2.11.3 Climate Change

- Consider extreme weather events (flash flooding, storm surges) have the potential to significantly affect the Medway area when coupled with sea level rise as there are significant low-lying areas in the Medway River valley, which are potentially at risk from flood events
- Reduce carbon emissions and improve air quality within the Medway area including domestic, business and transport emissions

- Reduce carbon emissions and improve energy efficiency of both new and existing housing by working with the community
- Increase use of sustainable energy and investigate use of decentralised heating schemes
- Raise awareness of and assist in reducing water wastage, encourage reduction in water consumption and encourage water recycling
- Realise opportunities to restore and recreate wildlife habitats in association with sustainable flood-risk management
- Address the impacts of coastal squeeze and loss of inter-tidal habitats
- Recognise that water supply in Medway is largely dependent on ground water abstraction as there are no large reservoirs or any significant abstraction from the River Medway within the Borough. Water resources face increasing demand arising from existing and new development, exacerbated by changes to the climate and rainfall patterns
- Be aware that flood risk is a key environmental issue and therefore flood management issues need to be integrated into planning decisions. Whilst Medway has a significant proportion of previously developed land suitable for redevelopment within areas of higher flood risk it is not appropriate to prevent all new developments in the areas of flood risk as it may be needed to avoid social and economic stagnation or blight.

2.11.4 Green Infrastructure

- Develop the Green Grid through the implementation of identified priority strategic routes
- Strengthen the protection and conservation of open spaces
- Conserve and enhance the diversity and abundance of habitats and species
- Encourage community engagement in conserving and developing open space through for example the development of “friends” groups
- Apply Green Infrastructure planning in connecting people and places
- Continue to develop and ensure the sustainability of the Great Lines Heritage Park as the metropolitan park for Medway
- Ensure the adequate provision of green space in association with development.

2.11.5 Neighbourhoods

- Develop place based initiatives to improve health in neighbourhoods identified as having the worst health and lowest life expectancy
- Develop a waterfront arts complex in Chatham as part of a wider cultural area including the Brook and Central theatres

- Implement the Chatham Centre and Waterfront Development Framework
- Implement the Gillingham Town Centre Development Framework
- Implement road improvement and retail improvements in Strood
- Implement and ensure integration of Rochester Riverside with Rochester Centre
- Create and deliver a brand new settlement at Lodge Hill, Chattenden.

2.11.6 Miscellaneous

- Develop the multicultural community centre at the historic dockyard
- Promote high quality design
- Implement the Public Realm Strategy
- Ensure that the nature conservation impacts of riverside development are taken into account
- Reduce pollution affecting the Medway Estuary and local wildlife habitats
- Be aware that as Medway has a younger age profile than Kent and the National average, although over time the structure will get older placing an added pressure on meeting their housing needs
- Recognise that the majority of sand and gravel reserves in Medway are found on the Hoo Peninsula but there are both economic and environmental constraints regarding their extraction
- Provide additional capacity in recycling, recovery and final disposal is required to meet the national waste strategy targets for municipal and commercial and industrial wastes and enable all waste streams to be 'pushed' up the waste hierarchy away from landfill
- Improve the overall image of Medway
- Deliver good quality housing in mixed use developments to contribute to sustainable regeneration
- Ensure that more executive housing is provided.

2.11.7 Key Evidence

- Economic Development Strategy 2009-12
- Medway Regeneration Framework 2006-16
- Thames Gateway Core Vision 2009 and Delivery Plan
- Universities at Medway Annual report 2009
- Local Transport Plan 3

- North Kent Economic Development Plan
- North Kent Multi Area Agreement
- Social Regeneration Strategy
- Learning and Skills Plan 2006
- *Growing Healthier - NHS Medway's Strategic Commissioning Plan 2008/9 to 2012/13*
- *Older Peoples Plan*
- Children and Young People's Plan 2009-11
- Medway Health and Well being Strategy
- Medway Wildlife, Countryside and Open Space Strategy 2008-16
- Medway's Community Safety Partnership Strategy 2008-11
- Green Grids Strategy
- Hoo Green Clusters Study
- Medway Housing Strategy 2008-11
- Cultural Strategy 2009-14

3 Options and Alternatives

3.1 Introduction

In developing the Core Strategy the Council is required to consider “reasonable alternatives” to the strategy being proposed. This aspect was considered in the Issues and Options report published in 2009 but this chapter considers responses received to that report and discusses certain other matters, which have been considered but discounted for the reasons given.

3.2 Overall Level of Growth

Prior to the adoption of regional spatial strategies, local planning authorities were required to consider alternative levels of housing growth as part of the transitional arrangements to the new development planning system of regional spatial strategies and local development frameworks. However this requirement fell away with the adoption of the South East Plan.

The South East Plan does not require local authorities to assess options for a higher level of housing development than that set out in Policy H1b of that plan. Medway’s annual average housing requirement is 815 dwellings over 20 years. This is higher than the previous Kent and Medway Structure Plan requirement of 766, which in turn is higher than the annual average number of 681 actually delivered over the previous 10 years. A higher option is therefore not required and unlikely to be deliverable. A lower option would not meet the requirements of the South East Plan. Consequently, no alternative options have been pursued on the overall level of growth.

3.3 Employment

Unlike housing, the South East Plan does not set out employment land requirements, only an interim estimate of 58,000 jobs for the Kent Thames Gateway between 2006 and 2026. Consequently, each authority in the Gateway has to identify its own employment land requirements.

Given current economic uncertainties a job target range has been assessed, based on different demographic, economic activity and level of out commuting assumptions. The effect of these different assumptions on job numbers is shown in the table below.

Factor	Assumption	Effect on job requirement
Natural demographic change	Change in numbers of people of working age and increase in post retirement age workers	5,600
Improvement in Employment rate	<i>Either</i> an improved employment rate to SE level (high)	8,600
	<i>Or</i> an improved employment rate to National level (low)	900
Reduced out-commuting	<i>Either</i> a 25% reduction in net out commuting (high)	7,300
	<i>Or</i> 10% reduction in net out commuting (low)	2,900

This was then expressed as the following four-step range using different combinations of these factors – in effect alternative scenarios.

Scenario	Job Requirement
Low employment, low commuting reduction (5,600+ 900+ 2,900)	9,400
Low employment, high commuting reduction (5,600+ 900+ 7,300)	13,800
High employment, low commuting reduction (5,600+ 8,600 +2,900)	17,100
High employment, high commuting reduction (5,600+ 8,600+ 7,300)	21,500

As explained in Chapter 7 sufficient floorspace capacity has been identified to cater for this full range. As such further alternatives have not been considered.

3.4 Strategic Location of Development

In the Issues and Options report a range of strategic options for accommodating future housing and employment growth were presented and assessed.

These were:

- Option 1: New settlement at Lodge Hill, Chattenden
- Option 2: Expanded Hoo
- Option 3: Capstone Urban Extension
- Option 4: East of Rainham Urban Extension
- Option 5: North of Rainham Urban Extension

Each option was objectively evaluated using a template containing nine factors and also independently assessed through the Sustainability Appraisal process published at the same time.

Both the evaluation and the Sustainability Appraisal reached the same conclusion. That was that Option 1 Lodge Hill, Chattenden was assessed as having the least negative impacts. In addition, Option 1 had a much higher degree of conformity with the South East Plan than any of the other options. Consequently, Lodge Hill was the only option supported by the Council.

Following public consultation on the Issues and Options Report, a number of variations to these options were submitted to the Council. These were made on behalf individual development companies, apparently with interests in the alternative locations proposed. These are summarised below, along with the Council's assessment of them.

- 1 A reduction in the scale of development at Chattenden (Lodge Hill), as it is claimed it can only deliver 3000 dwellings during the plan period. The residual 2000 dwellings should be carried over to the next plan period. In addition, a reduced scale of development, equivalent to a mini extended Hoo should be assessed consisting of a further 1500 units in and around Hoo St.Werburgh, High Halstow and Cliffe Woods.

- 2 Expansion of the village of Cliffe, either on its own or as part of a strategy to locate housing at key rural service centres in order to maintain rural services. This could possibly be a variation to option 2, the expanded Hoo village cluster.
- 3 Lodge Hill is claimed as likely to be at the tail end of the plan period, so other sites should be allocated in order to spread the housing provision and meet the 5 year supply requirement. The BAE Sports and Social Club at Hoo St. Werburgh should be included.
- 4 Woolley's Orchard, to the north of Rainham, should be considered as a location for a small scale urban extension. It is claimed that the Council only considered large scale options and not an option for a disaggregation of development across a number of smaller sites to minimise impact and maximise sustainability. The fact that North Rainham was ruled out as a large scale option should not mean that smaller, individual sites should be excluded. Site specific factors should be taken into account through the Strategic Land Availability Assessment (SLAA).

Even if Lodge Hill/Chattenden were to deliver only 3000 dwellings during the plan period instead of the 4,500 estimated by the Council in the draft SLAA, the SLAA has identified a surplus of 2,034 dwellings, which would compensate for the shortfall without the need to identify further land for housing development.

Cliffe is a remote site with no available previously developed land for development and with no obvious advantages over Lodge Hill/Chattenden. Sites put forward during the preparation of the SLAA are of insufficient scale for a major option and have been assessed through the SLAA process. The overall conclusion of the evaluation of the Expanded Hoo option was that there were a number of high negative impacts compared to Lodge Hill and with less opportunity to mitigate. Such an assessment would equally apply to an expanded Hoo option that included Cliffe.

The BAE Sports Club is simply an individual site of insufficient size to be dealt with as part of the options process.

Woolley's Orchard was assessed in the draft SLAA and rejected. The draft SLAA also demonstrates a distribution of hundreds of housing sites throughout the urban area, which negates the need for such an option on greenfield land outside the urban area.

Accordingly none of these options has been further considered.

3.5 Options for Urban Medway

Just as Medway's overall strategy is long established, strategies for the main urban area are also well defined. Accordingly the Council considers that it would be unproductive to generate artificial options when, in most cases, established policies and supplementary planning documents are already being implemented as discussed below.

3.5.1 Chatham

Medway Local Plan, 2003, Policy S5, Medway's "City Centre"

Chatham Centre and Waterfront Development Framework, July 2004
Chatham Centre and Waterfront Development Brief, August 2008
Pentagon Development Brief, September 2005.

These documents are being actively implemented but also have sufficient flexibility to allow some re-balancing of land uses in favour of office style accommodation if market demand indicated this was a viable option.

3.5.2 Rochester

Medway Local Plan, 2003, Policy 22, Rochester Riverside Action Area
Rochester Riverside Development Brief, July 2004
Planning Permission MC2004/2030 for housing (2000 units), retail, business, live work units, hotel, community services, open space, and coach park was granted for development on Rochester Riverside on 8 June, 2006.
Corporation Street Development Framework, November 2008.

In 1997, following the grant of outline planning permission for mixed use development; the former Rochester upon Medway Council initiated compulsory purchase proceedings to assemble the site known as Rochester Riverside for redevelopment. The Secretary of State confirmed the compulsory purchase order in 1998 and in December 2003, Medway Council and the South East England Development Agency (SEEDA), signed a collaboration and grant agreement to regenerate the site. In 2005, Medway Council successfully secured over £38 million of government funding and subsequently the site has been cleared, the land raised, a new flood defence wall constructed and a riverside walk laid out prior to redevelopment. The development strategy for this strategic location is therefore well established.

3.5.3 Strood

Medway Local Plan, 2003, PolicyS10, Strood Waterfront Action Area, Policy H1, sites ME254 and ME375.
Strood Riverside Development Brief, September 2006
Temple Waterfront Development Brief, October 2006
Strood Town Centre Masterplan, January 2010

Land in Canal Road, Strood originally comprised a mixture of redundant industrial buildings, scrap yards, railway sidings and small-scale industrial and storage uses. It was first allocated for residential development in the Medway Towns Local Plan in 1992 and the area was extended in the Medway Local Plan in 2003. The site has been partially completed by the development of a housing scheme at the southern end of Canal Road at Kingswear Gardens. This included the removal of the scrap yards adjacent to the river, the construction of a new river flood defence wall and the laying out of a large play area and public open space. The Council was successful in securing the confirmation of a compulsory purchase order for the development of residential, cultural and leisure facilities in 1999. Funding amounting to £13.6 million was secured from the Government for the purchase of the land in 2005, in the expectation that the site would produce 550-600 homes and the land was vested in the Council in the same year. A development brief, which proposed the development of 556 units, was adopted in 2006. Given the progress that has been made in

implementing the housing proposals on this site and the commitment enshrined in the CPO, no alternatives or options are considered appropriate.

Policy S10 of the Medway Local Plan proposed a mixed use development including residential, employment, community and other uses on the area known as Temple Waterfront. It also allowed for an alternative proposal for a new stadium for Gillingham Football Club. At the time that the plan was being prepared, the feasibility of both options was being investigated. Medway Council was one of a number of landowners of the site. Because of the uncertainty of securing agreement with all the landowners, and of the viability and feasibility of the stadium proposals, the Council decided to pursue the mixed use scheme. Subsequently, a planning application was submitted for 620 dwellings, up to 10,300 sq m of employment B1 floorspace, up to 1,800 sq m of retail floorspace, 200sq m of community facilities and open space improvements, which was approved subject to a section 106 agreement. Again no options or alternatives are therefore considered appropriate.

The masterplan for Central Strood has only recently been endorsed, with broad support for its proposals.

3.5.4 Gillingham

Gillingham Town Centre Development Framework, July 2007.

Given the tight geography of Gillingham town centre there are few strategic alternatives that would not involve a wholesale reconfiguration of the centre. Some funding has already been obtained on the basis of the proposals in the 2007 framework so, again, it is not considered that there are reasonable alternatives to it.

3.5.5 Hierarchy of Centres

Some consideration was given to whether the established hierarchy of town centres should be re-evaluated. However, as Chatham has been identified in the South East Plan as a major sub-regional hub and this is strongly supported by the Sustainable Community Strategy, the Waterfront Regeneration Strategy and other work little benefit is seen in exploring alternatives. In any event Chatham is already clearly the dominant centre in Medway.

3.6 Employment Land

Some consideration was given to two alternatives as described below but discounted for the reasons given.

The Economic Development Strategy adopted by the Council in December 2009 considered the employment land at the Isle of Grain to be remote from centres of population and unattractive to some employers. It considered that the availability of large amounts of employment land at the Isle of Grain and to a lesser extent at Kingsnorth, could serve to distort the market. They were not considered to be locations that may attract employers looking for a high quality operating environment. As such, the strategy recommended that the amount of land at these two sites, or at least the Isle of Grain, ought to be excluded from any calculations of forecast take up of employment land as they are irrelevant to most employment uses.

However, since the strategy was prepared a planning permission for 450,000 sq m of employment floorspace has been granted at Grain and considerable market interest generated as a result. Advance infrastructure is also being installed at Kingsnorth, which also benefits from a recent planning permission.

Even if Grain was discounted from the total of 868,499 sq m of existing employment land identified in the Economy and Skills chapter of this document, this would still leave 403,568 sq m of available capacity. This still represents a healthy surplus of 92,855 sq m over the maximum forecast requirement of 310,713 sq m identified as being needed.

If Kingsnorth were to be discounted as well as the Isle of Grain, 200,835 would need to be deducted from the remaining 403,568 sq m to leave 202,733 sq m of available capacity. This lies between the low requirement option of 135,875 and the high requirement of 310,875. However, as the Lodge Hill/Chattenden development gets underway, a larger local workforce will emerge to support employment at both Kingsnorth and Grain. Consequently, no case has been found to discount these locations despite this being proposed in the Economic Strategy.

3.7 Existing Employment Sites

The Economic Development Strategy also put forward three options to increase the availability of employment space. These were:

- Rebalancing the existing residential and employment designations on mixed use sites
- More intensive use of existing employment sites; and
- Designation of additional (high quality) employment sites.

As explained in the section on town centres above, the Council intends to pursue the proposals in its supplementary planning documents and consequently no formal rebalancing of existing designations to reduce residential development and increase employment development, has taken place. However, as indicated above, this can be readily achieved if an increased emphasis on employment uses can be proved to be viable.

A preliminary assessment of the established employment areas indicates some potential to increase the amount of floorspace available and a full assessment is nearing completion. However, at this stage no contribution from this source has been assumed. The new designation option is discussed below.

3.8 Potential Designations

Rochester Airfield

Rochester Airfield comprises an operational general aviation airport, an adjoining large site occupied by BAe Systems and other parcels of adjoining land, including a caravan park. BAe Systems are currently working closely with the Council in preparing a development brief and masterplan that would retain a general aviation facility and promote a technology and knowledge based hub around it.

Pending the completion of this work preliminary assumptions have been made as to the amount of new employment floorspace that might come forward and this is covered in the Economy and Skills chapter.

Lodge Hill

The Economic Development Strategy recommended that consideration be given to the potential employment contribution of Lodge Hill. In 2006, policy EMP2 of the Kent and Medway Structure Plan stated that in Medway, at least 20 hectares (70,000 sq. m.) should be identified at Lodge Hill/Chattenden for a wide range of employment uses, including the knowledge and technology sectors as part of a mixed use development. In policy ME1, it considered that providing new jobs would also help to meet Medway's strategic objective of reducing its dependency on commuting out of the area. The South East Plan superseded the Structure Plan in 2009.

The Issues and Options Report asked whether the new settlement at Lodge Hill should be identified as an employment location meeting more than purely local needs. In response a number of representations were received which support the provision of employment to meet local needs only. One respondent considered that general employment and B1 uses would attract more local people than more specialist uses, which would attract workers from a wider area. Another one considered that a strategic employment site would compete with sites in the urban area, thus prejudicing long term economic regeneration objectives.

Continuing investigations have identified a range of opportunities to attract higher value activities to Lodge Hill, including spin off activities from Kingsnorth and Grain and satellite university research opportunities. Accordingly a balance of provision is proposed, broadly matching the floorspace to be provided with the size of the resident workforce.

Capstone Valley

The Economic Development Strategy states that there is a clear choice between looking to develop Greenfield sites to the south of the borough and exploring the potential for further development at/adjacent to Rochester Airport. The latter was considered to be a much more attractive option, being in Council ownership, well located and proven as a business location for high quality scientific, technology and knowledge based businesses.

In response to the "call for sites" in relation to the SLAA, two sites were put forward within the Capstone Valley to the south of the Hempstead shopping centre for employment. One of them, to the west of Chapel Lane, is safeguarded in the Medway Local Plan for playing field and associated uses. Furthermore, the sites fall within the wider strategic option for Capstone Valley, which has been rejected in favour of Lodge Hill. Consequently, the core strategy is not proposing employment development in the Capstone Valley.

Chatham Maritime Interface Land

In the Issues and Options Report the Interface Land, situated between the Chatham Historic Dockyard and Chatham Maritime, is identified as a regeneration site with a capacity of 500 dwellings. It goes on to explain that the University for the Creative Arts is looking to develop a major new campus. It states that losing the university to another area would be a major blow and that a potential site has been identified on the Interface Land.

In response to the SLAA “call for sites”, SEEDA and the Chatham Historic Dockyard Trust, considered the site to be suitable for a residential led mixed use scheme with retail, tourism and leisure uses and a capacity of 1,000 dwellings or an education development. The draft SLAA study also considered offices and workshops to be a suitable part of a mixed use scheme.

Given the support in policies KTG 1 and 2 of the South East Plan to higher education in Thames Gateway and Medway, as well as Medway’s own policy of supporting university development, the Core Strategy is proposing to ensure that the Interface Land remains an option for the relocation of the University for the Creative Arts. Should the University campus be located elsewhere, the site can be brought forward for a mixed use development. Because no certainty can be given to the future delivery of housing on this site, no units will be assumed as contributing to the housing requirement up to 2026. The position will be reviewed once any decision has been made on the future location of the University for the Creative Arts.

3.9 Minerals

The Issues and Options report identified a potential regional requirement or target of between 410,000 tons and 1.37 million tons of land won aggregates up to 2026. Two options were identified with reasonable potential for meeting this target. These were river terraces at Grain and Kingsnorth. The main advantages of the Grain deposits were that they were close to historical workings, processing plant could potentially be easily provided and the area was not covered by significant landscape or nature conservation designations. The main disadvantages were that remoteness from markets could make their exploitation unviable and the land take would be on grade 2 agricultural land.

The main advantages of the Kingsnorth deposits were that the land was not covered by significant landscape or conservation designations, the overall quantity was sufficient to allow a buffer to meet contingencies, and they were relatively close to Medway’s regeneration sites, the proposed settlement at Lodge Hill and employment development land at Kingsnorth. The disadvantages were concerns over economic viability, proximity to Hoo St. Werburgh, the undeveloped coast, the Medway Estuary SPA/RAMSAR site and SSSIs and impact on Grade 1 agricultural land.

The permitted remaining reserves at Grain have now been abandoned as uneconomic and the site is being returned to agriculture. The Area of Search deposits that were thought of as having potential are now also considered as uneconomic. Consequently, the Kingsnorth deposits, despite their disadvantages, remain the main option for the safeguarding of a landbank of land won aggregates to meet Medway’s needs up to 2006.

3.10 Waste

The Issues and Options report identified two options relating to waste infill, namely that 1) Medway will continue to need landfill capacity of its own or 2) access will be needed to facilities elsewhere that do not involve prohibitive transport costs. Although Medway has signed a contract that transports municipal solid waste out of the borough for processing and disposal, similar options are not available for other forms of waste that arise in the area.

One of the guiding principles of national policy is the proximity principle, that waste should be treated and disposed of as close as possible to its place of origin. This means that local authorities should, as far as possible provide for final disposal capacity within their own borders. Medway's permitted waste disposal capacity is currently limited. Adhering to the self-sufficiency principle in the Core Strategy is therefore proposed, particularly as the neighbouring waste authority, Kent County Council, has no non-inert final disposal to land capacity beyond 2013-14.

3.11 Strategic Land Availability Assessment

The Strategic Land Availability Assessment (SLAA), already referred to, identified sites considered suitable for residential, employment, retail, mixed use and other uses. In many cases, sites were found to be suitable for more than one use. In order to identify the total land that could contribute to meeting Medway's requirements, the SLAA selected preferred options based on a number of criteria set out in the final document. A table in the report identifies all the alternative options for each site, the preferred use and the reasons for selection. This table is reproduced in Appendix Y of this document.

Given the conclusions, as set out above, the Council is confident that all reasonable alternatives to the proposed strategy have been fully considered and the approach subsequently taken is robust.

4 Vision and Strategic Objectives

4.1 Introduction

This chapter sets out the 'spatial' vision for Medway, in the context of Medway's Sustainable Community Strategy prepared by the Local Strategic Partnership, the issues identified in Chapter 2 and the South East Plan.

The critical elements needed to guide development are then set out as a series of 'strategic objectives'. These, along with the spatial vision will form an overall guide for development decisions over the period covered by this Core Strategy.

Also summarised are the requirements Medway must satisfy in conforming with the South East Plan until it is abolished by Government.

4.2 South East Plan

The South East Plan sits above and informs local development frameworks and these must be in conformity with that plan until it is abolished by Government.

In the case of Medway the South East Plan sets out (in summary) the following requirements:

- The promotion of the urban area as one of a network of 'regional hubs'
- Chatham is designated as both a centre for 'significant change' and a 'primary regional centre'
- 815 dwelling completions per year over the period 2006-2026 (15,700 within the Thames Gateway part of Medway and 600 within the 'Rest of Kent' area (in effect the Medway Valley south of the M2))
- Concentration of new housing, employment and services within the urban area and riverside sites and at Lodge Hill, Chattenden
- Making the best use of previously developed land
- No coalescence with adjoining settlements
- Capacity for 154 megawatts of power generation from renewable sources by 2016
- Disposal capacity for a small element of London's waste
- Targets for recycled and secondary aggregates and land won aggregates
- Expansion of existing economic functions
- Completion of major existing employment sites and new employment locations in conjunction with new housing areas; technology and knowledge based development at Chatham Maritime and Rochester Airfield
- Major location for the expansion of higher and further education.

These requirements are reflected, where appropriate, in the spatial vision set out below or in the subsequent chapters.

4.3 Sustainable Community Strategy

The Local Strategic Partnership, or LSP, prepared this overarching strategy for Medway during 2009 and 2010 ([insert weblink](#)).

The Partnership has an extensive membership drawn from across the Medway community and over 350 organisations. These include all the major providers of local services and a range of statutory agencies active in the area. Significant stakeholder engagement was an integral feature of the process and the final strategy has a very high level of support.

The Strategy supersedes the More to Medway community plan 2007 – 2010 and it takes a longer-term perspective that is deliberately aligned to that of this Core Strategy.

It also reflects many other plans and strategies for the Medway area, including the third Local Transport Plan, a Joint Needs Assessment and many more.

4.4 Vision for Medway

In the strategy the vision for Medway to 2026 is summarised in the strap line: *'City of Medway: Rich heritage, great future'*.

It consists of four key principles and six ambitions.

The four key principles are:

- *Sustainability: will our actions work for tomorrow as well as today?*
- *Narrowing the gap: will our actions contribute to improving the lives of everyone so reducing the gap between deprived and more affluent areas?*
- *Fairness: do our actions take account of all sections of society thus ensuring that everybody benefits from the regeneration of Medway?*
- *Self-help: will our actions encourage people to take responsibility themselves to make things better?*

The six ambitions are:

- *Medway to have a thriving, diverse and sustainable economy matched by an appropriately skilled workforce and supported by a Higher Education Centre of Excellence*
- *Every child to have a good start in life*
- *Medway residents to enjoy good health, well being and care*
- *Medway to have a safe and high quality environment*
- *Medway to be a place where people value one another, play an active part and have pride in their community and Medway as a whole*
- *Medway to be recognised as a Destination for Culture, Heritage, Sport and Tourism"*

A wide range of actions is then identified to realise these ambitions and specific plans are in place to take forward delivery.

4.5 The Core Strategy 'Spatial' Vision

Taking full account of this overall vision for Medway and the various issues discussed in the preceding chapter, the proposed corresponding spatial vision is as follows:

By 2026 Medway will have experienced major change.

Chatham will be transformed into a city centre for Medway that is also of regional significance. It will be a focus for shopping, leisure and cultural activity and a growing employment location, founded on its first class accessibility, city scale services and associated Higher and Further Education Centre of Excellence.

The urban waterfront (north bank: Temple Waterfront to Strood Waterfront; south bank: Rochester Riverside to Gillingham Waterfront) will have been similarly transformed, with mixed use developments of the highest quality linking the town centres and capitalising on the exceptional setting provided by the river Medway.

The established district centres will be the focus for local community life and services, noted for their friendly and high quality environments. Rochester will continue to be recognised as a tourist destination, linked to the many attractions along the urban waterfront.

Easy movement within the urban area will have been achieved through intelligent management of the highway network and parking provision, a network of quality bus corridors linked to park and ride services and high quality interchange facilities. Movement into and out of the area will have benefited from radically improved rail stations at Strood, Rochester, Chatham and Gillingham.

Medway's economy will have grown substantially through the provision of higher value activities and jobs. This will have been achieved by:

- *Closely aligning skills with the needs of employers*
- *Capitalising on the centre of excellence created by our four universities and further education college*
- *Being noted as a location for its communications infrastructure (broadband etc.)*
- *Reinvestment strategies for each of the established employment areas*
- *Grain, Kingsnorth and Lodge Hill as locations for environmental technologies and building products/construction, amongst other activities and Rochester Airfield as a technology and knowledge hub*
- *Chatham, Gillingham and Strood along with the major waterfront regeneration sites as a focus for cultural industries and new office based employment opportunities.*

The South East Plan's requirement for at least 16,300 new homes will have been achieved through the successful development of the identified waterfront and other urban area development opportunities, plus the new freestanding community at Lodge Hill, Chattenden.

Medway will be noted for its high standards of design, fully reflecting sustainability principles and the challenge of climate change through active mitigation and adaptation strategies. This will include being recognised for the way in which its rich built heritage, including the proposed World Heritage Site, founded on the former Dockyard and its defences, is valued and promoted.

Our rural areas will be celebrated for their rich natural assets and enhanced village environments. The new settlement at Lodge Hill will have been substantially completed and recognised as a beacon of best practice in terms of its design and sustainability. It will provide a new focus for services on the Hoo Peninsula, while relating sensitively to nearby villages.

The extensive and numerous inner urban and suburban communities will be noted for their thriving local or neighbourhood centres, providing local access to services through community hubs.

Deprivation will have been greatly reduced through effective strategies for target neighbourhoods and the development of local opportunities in line with the development of sustainable neighbourhoods.

The area will be recognised for the way in which everyone has benefited from the large-scale physical regeneration and the way in which change has reflected the social, economic and environmental needs of the area.

Healthy lifestyles will have been actively promoted through intelligent design, enhanced opportunities for sport and recreation and the promotion of walking and cycling.

The River will be celebrated as the dominant and unifying geographical feature of the area through enhanced riverside walks and sensitive management of its commercial, leisure and environmental potential.

The area will be widely recognised for its contributions to the nation's energy infrastructure, its port capacity and its gateway function for the importation of minerals and other materials.

4.6 Strategic Objectives

In taking this vision forward the following strategic objectives will guide development and other planning decisions.

1. To effectively realise Medway's role within the Thames Gateway and associated growth requirements largely through effective physical regeneration and the reuse of previously developed land.
2. To develop Chatham as a city centre of regional significance with its role complemented by thriving and attractive district centres in Strood, Rochester, Gillingham and Rainham together with a network of strong neighbourhood centres serving local communities.
3. To substantially improve the performance of the local economy and reduce the current reliance on out commuting, in particular by nurturing higher value activities.
4. To focus employment growth in Chatham Centre, within the major mixed use regeneration sites, through re-investment within the established employment areas and at Rochester Airport, Lodge Hill, Kingsnorth and Grain.
5. To maximise the development opportunities associated with the four universities and Further Education College to create a centre of excellence of national significance.
6. To radically improve the quality of the townscape and public realm within the central urban area and along the urban waterfront.

7. To significantly reduce deprivation in Medway, including through the implementation of tailored strategies for target neighbourhoods and the development of a network of strong neighbourhood centres providing a range of local services and acting as community hubs.
8. To work proactively to minimise the effects of climate change through efficient resource use, high quality buildings, improved biodiversity, the effective management of open land and other mechanisms.
9. To make the new settlement at Lodge Hill a model for modern living, exhibiting the highest standards of design and sustainability and complementing existing villages on the Hoo Peninsula.

5 Cross Cutting Themes

5.1 Introduction

This chapter covers a range of over-arching topics or themes that must be taken into account if the Core Strategy vision is to be realised and national policy reflected in relation to matters such as climate change and the protection of environmental and heritage assets.

5.2 Regenerating Medway

Completing the effective regeneration of Medway's town centres and urban waterfront, including making Chatham a centre of regional significance, is the single biggest challenge facing the area and must therefore be the priority for this Core Strategy. Medway has embraced the Thames Gateway project and made enormous strides in attracting resources and managing change on the ground but much still remains to be done.

Chatham, as Medway's main centre, needs a much more positive image and to assert itself as a focus for economic, social and cultural activity. Enormous efforts, including major financial investment, have been put into the land assembly of key waterfront sites and major infrastructure changes continue to be implemented.

A stage has now been reached where market perceptions are changing and community confidence is growing but with much still to be done if the enormous potential is to be fully realised and Medway is to be fully recognised as one of the most significant conurbations in the greater South East and a strategic centre within the Thames Gateway area.

A changed focus now could also result in the returns expected from the financial investments already made being reduced or lost altogether. Accordingly, Policy CS1 re-emphasises the importance of this regeneration programme and the key measures that will be applied to take it forward.

Policy CS1: Regenerating Medway

Priority will continue to be given to the established regeneration programme, namely:

- **Major physical change in Chatham centre, including significant new retail floorspace between Best Street and the Brook and the expansion of the Pentagon Centre, mixed use developments at the Brook, the Station Gateway and Waterfront, major improvements to the Waterfront open space and, over the longer term, the development of a new cultural offer.**
- **On the west bank of the River Medway the creation of a dynamic new mixed use waterfront environment stretching from Medway Valley Park through Temple Waterfront, the former Civic Centre site and Strood Riverside. This will include the implementation of the Masterplan for Central Strood and associated access improvements and the creation of a river walk.**
- **On the east bank of the river, the creation of a new community at Rochester Riverside, the sensitive regeneration of the historic area**

between Star Hill and Sun Pier, the further development of the Chatham Historic Dockyard as a heritage destination and commercial quarter, development of the Interface Land and the completion of the residential communities at St. Mary's Island and Gillingham Waterfront.

- Sensitive change within Gillingham town centre to reinforce its role as an important 'District' centre and capitalise on the opportunities provided by the growing student population and new facilities at Medway Park and the Great Lines Heritage Park
- By working with Network Rail and the train operating companies the creation of enhanced station environments and interchange facilities at Strood, Rochester, Chatham and Gillingham.
- The creation of a high quality public realm, including new public squares and spaces, new pedestrian routes connecting up the waterfront and town centres and major urban open spaces.

The Council will continue to work in partnership with all relevant bodies and commercial interests in taking forward the programme and all developments will be expected to make a positive contribution to it.

5.3 Quality and Sustainable Design

Medway has a unique architectural and historic character, which is enhanced by an outstanding landscape of estuarine flood plain backed by the steep escarpments and hanging valleys of the North Downs. There is a legacy of landscape and townscape views of the escarpments, the river, and key landmarks of national and international importance such as Rochester Cathedral and Castle and Chatham Historic Dockyard.

However, the demise of the Naval Dockyard and the disappearance of traditional industries, have also left Medway with large riverside sites in need of regeneration. 1970's traffic and redevelopment schemes have also damaged the once coherent character of the towns.

If the regeneration, described above, is to reach its full potential good design is an essential tool in:

- Making the most of Medway's character and setting
- Making Medway a good place to live and work
- Forging a new and exciting image for Medway as a whole.

It is important that this is achieved both on a building-by-building basis and on the scale of new and existing areas that have streets and spaces that have their own distinct character whilst being well connected and integrated with the rest of the built environment.

The scale of regeneration is such that it will impact on Medway for generations to come. It is therefore important that new development is designed to ensure long-term viability and to reduce future obsolescence in the face of changing economic, demographic and social trends.

Meeting these challenges can be achieved through an understanding of the principles of urban design that underpin most successful places. These are laid down in the Government publication '*By Design- Urban Design in the Planning System*' www.cabe.org.uk/publications/by-design . The Government's latest '*Building for Life*'

standards www.buildingforlife.org also provide a range of criteria for better housing design.

Tall and bulky buildings present a particular challenge. The Council's adopted Building Heights Policy (2006) defines riverside areas where tall buildings will, or will not be acceptable. It also lays down a methodology for determining the detailed acceptability of tall buildings and their effect on strategic views and landmarks. The Council will continue to use this in assessing proposals for buildings that are 18m or more in height or which impact on strategic views.

There is a global imperative with legally binding targets (Kyoto Agreement 1992) to reduce CO2 emissions. This is backed by Government guidance and targets to reduce energy use and waste.

Policy CS2: Quality and Sustainable Design

New buildings 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.

New development should result in buildings, streets spaces and neighbourhoods, which are high quality, durable and well integrated with their surroundings by:

- Respecting strategic and local views and settings
- Respecting local context, townscape and landscape- including the character, scale, street and settlement patterns of the surrounding area
- Contributing to the enhancement or creation of local identity
- Creating a pattern of streets and spaces which are well connected to their surroundings and which are attractive and easy to walk through
- Being flexible and adaptable to meet a variety of needs, uses and lifestyles into the future.

In meeting the above the Council will expect designers to have regard to the objectives for urban design as laid down in the government's publication 'By Design'. It will also measure the quality of new housing development against CABE's 'Building for Life' Criteria.

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.

All new development will be expected to meet the highest quality environmental standards in order to minimise impact on finite resources through:

- Carbon and waste reduction in use and in construction
- Assessment of sunlight, daylight, shading and microclimate within and surrounding any development
- Contributing to a pattern of development which provides easy access to open space, recreational facilities and local services, encourages walking and the use of public transport and which minimises the need to use the private car.

Applications for significant development proposals should be accompanied by:

- **An 'Accessibility Assessment' which demonstrates adequate access for residents to necessary services, integration with existing development and that unnecessary travel demands do not arise**
- **A design statement outlining how the development accords with:**
 - a) **The objectives of 'By Design';**
 - b) **Building for Life Standard for housing development; and**
 - c) **How the local physical, social, environmental and policy context has been taken into account at the design stage.**

5.4 Mitigation and Adaptation to Climate Change

Climate change and its potential effects is an issue that has grown in importance over the last 10 years. The government has brought in an increasing number of measures that need to be considered in local development frameworks. Through PPS1 and its climate change update, sustainable development and adaptation and mitigation to climate change are now key cornerstones of planning.

A detailed explanation of Medway's ecological footprint is contained within the Climate Change, Renewables and Flooding State of Medway Report.

A well-known and recognised contributor to climate change is carbon dioxide emissions, sometimes referred to as the carbon footprint of an area. Therefore a critical part of any strategy for tackling climate change needs to deal with this issue.

In the current Local Area Agreement a target has been included that there will be a reduction of emissions by 13.9% by 2011, equating to 4.3 tonnes of CO₂ per capita. Further and more stringent targets are likely to be applied to Medway over the plan period.

Climate change impacts are sometimes seen as intangible and mainly effecting crops, water supply and flooding. However climate change will also affect urban areas and one result of increased development and levels of greenhouse gas emissions is what is termed the Urban Heat Island Effect (UHIE). This is the difference between rural and urban temperatures, which has been shown to be up to 7°C. This is where increased levels of solar absorption and radiation occur, due to the materials used in cities and their proximity and extent of reflective surfaces, which add to the effect. Additionally, transport, heating and cooling systems as well as industry all add to city heat. The dangers that result from this could be seen from the 2003 summer heat wave, with some deaths and stretched health resources. It has been recognised that there are a number of actions that can help mitigate the impact of UHIEs. These include the use of 'green' roofs, urban tree planting, shading through design, passive heating and ventilation systems and preserving urban open spaces and gardens.

As sea levels rise and extreme weather events become more common it is vital that all developments are appropriately designed to withstand these factors and sufficient space is made for floodwater. Where development is unavoidable next to rivers and the coast, as is the case in much of urban Medway, flood robust defences will be required. Elsewhere the placing and style of coastal defences will need to take

account of 'coastal squeeze' so that internationally important habitats are not eroded or lost altogether.

Managing our undeveloped areas appropriately is also essential by maintaining watercourses and flood storage areas and providing sufficient space and protection for flora and fauna to adapt and migrate in the face of rising temperatures.

Policy CS3: Mitigation and Adaptation to Climate Change

All developments will be expected to take full account of their potential impacts in terms of climate change and demonstrate that appropriate mitigation and adaptation strategies have been put in place to limit these impacts. Where this cannot be achieved within the development, compensatory measures will be sought elsewhere within the local area.

Measures that should to be considered include:

- ***Measures to limit the embodied energy of materials used in construction***
- ***Measures to maximise thermal efficiency and limit the need for mechanical heating and cooling systems***
- ***Measures to counter Urban Heat Island Effects, including through the provision of greenspaces and roofs, planting and intelligent design.***

5.5 Energy Efficiency and Renewable Energy

Medway has a strategic role in supplying power to the region and the country as a whole but this is currently almost wholly from conventional sources. In order to assess Medway's potential in terms of renewable energy the Renewable Energy Capacity Study 2010 was commissioned.

This shows that there is the potential for the Medway area to create around 641MW of power or heat equivalent using renewable sources. It indicates that this could be provided through a number of technologies, covering wind (both small and large scale,; biomass, solar and district heating. The largest proportion could come from wind developments of varying scales but this would involve the use of locations across the middle of the Hoo Peninsula which are sensitive both environmentally and visually. Other technologies, especially photovoltaics or solar would be spread across a number of concentrated areas scattered through the main centres.

A number of the other available technologies only tend to become viable on larger scale developments. Combined heat and power systems usually need a demand at a community scale to be cost effective. Others such as the ground source heat pumps are often constrained due to the land surface that is usually demanded to accommodate them, although this has lessened with vertical systems being introduced as alternatives.

To consider the impact on scheme viability of applying higher sustainable code levels ahead of the national timescale and the impacts of including renewable technologies, the study specifically considers the strategic sites of Rochester Riverside, Chatham Centre and Waterfront and Lodge Hill. It discusses potential mixes of technologies that could be used over the plan period, on the basis these schemes will all come through during and after the national timetable for zero carbon homes.

If the Secretary of State grants permission for the proposed new coal power station at Kingsnorth, it is expected to include Carbon Capture and Storage. Furthermore, the Council recommended, that if approved, a condition be applied requiring pipes to be laid to the edge of the site, which could be connected for waste heat to be used as part of a potential district heating system.

The greatest constraint to a speedy development of a district heating system would be the commitment of the utility companies and current legislation and processes, which are not geared towards large scale district heating schemes. However the study suggests that this is a key element that should be investigated.

Due to the large quantity of older existing stock and the nature of commercial and industrial firms across the area, simply controlling new development will not in itself be enough to result in a significant reduction in CO2 emissions. However, as a large proportion of the stock is older and of variable quality, there are issues in terms of bringing it up to new thermal standards. Retrofitting will be neither cheap nor easy in many cases and a high proportion of the building stock is privately owned. Nevertheless energy efficiency is imperative and the Council will continue work to investigate possible routes to encourage and promote this.

Policy CS4: Energy efficiency and Renewable Energy

All new development will be expected to show reduced energy loads through passive design and inclusion of energy efficiency measures. In developments for 10 dwellings or more, or over 1,000 sq m² of floor space, it will be expected that 20% of the remaining on-site energy loading will be delivered from renewable energy. Direction for which technologies would be most appropriate should be taken from the Medway Renewable Energy Capacity Study. If it is demonstrated that this target cannot be met economically, compensatory measures will be sought and applied to current buildings in the locality.

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 their being no significant adverse effects in terms of the natural environment and residential amenity the Council will positively promote the installation of renewable energy systems.

5.6 Development and Flood Risk

Lying at the confluence of the River Thames and the River Medway, large tracts of marshland to the north of the urban area are at high risk of flooding (Zone 3). These include the low lying land to the north, east and west of Cliffe and most of the land to the east of Allhallows and Stoke. Most of the industrial land at the Isle of Grain and Kingsnorth also lie within flood zone 3.

On the south side of the Medway, most of St. Mary's Island, Chatham Dock and the Gillingham waterfront and the lower lying parts of the historic dockyard are in Zone 3. The floodplain continues, to include the Star Hill to Sun Pier area and Rochester riverside. The latter contains a smaller area of low to medium risk (Zone 2). On the north bank, most of the Medway City Estate falls within Zone 3 with small areas in Zone 2. A similar pattern occurs in Strood town centre. The Hogmarsh valley also lies

within Zone 3. However as currently defined these flood zones do not take account of existing defence structures, for example as at Rochester Riverside, which now has full flood protection.

To the south of the urban area, the largest area within Zone 3 is on the east bank, on Wouldham Marshes, whilst smaller areas occur on the west bank to the north of Cuxton station and to the north of Halling.

The Medway Estuary and Swale Shoreline Management Plan and the Thames Estuary 2100 Plan set out the constraints to development that need to be accounted for in terms of flooding and coastal erosion. They consider the situation over the next 100 years. The policy is to 'hold the line' along most of the coastline on both sides of the Medway. This applies to all areas where there are either residential properties or industrial or infrastructure installations.

In addition, there are limited lengths of coast where a policy of 'managed realignment' is to be applied. In these areas local strategies will be developed to set back the existing defences to allow more space for flood storage and inter-tidal habitats. However these may not be implemented for 50 years or more. Areas affected include the edge of Allhallows, some of Allhallows Marshes and some of the northern area of Grain Marsh.

There are also very limited sections where it is proposed there should be 'no active intervention', meaning that there will be no investment in coastal defences and natural processes will be allowed to take over.

The Thames Estuary 2100 Plan (TE2100) outlines the recommendations for flood risk management for London and the Thames estuary through to the end of the century. As part of this models have been done that outline the expected impact of certain rises in sea level, to ensure the resilience of the Plan to climate change along the estuary. Therefore it puts climate change adaptation at its core. It is expected that this will be given the same weighting as a Shoreline Management Plan (SMP). There are also two other SMPs that affect the coast around Medway. These are the Medway Estuary and Swale SMP and the Isle of Grain to South Foreland SMP.

It has been calculated that over the next century up to 1200 hectares of designated intertidal habitat in the TE2100 plan area could be lost. The three areas identified as potential locations for the suitable replacement habitat on the Kent side of the estuary all fall within the Medway area. These are Cliffe Marshes, Cooling Marshes and High Halstow Marshes but the Environment Agency has yet to determine which areas might be selected and may not do so until later in the century.

Sustainable drainage solutions can cover a number of potential design solutions from positioning of elements; choice of materials through to more engineered solutions such as the inclusion of swales. However, it is recognised by the Council that due to the differing geology across the area, these may not always be practicable. Though these do not solve all flooding issues, they have been seen to have a number of advantages over more established solutions, particularly by reducing the potential for flash flooding. They can also have additional benefits such as the reduced need for water treatment, as they allow a replication of other routes for the water across the overall river basin and the overall water system.

Through the Flood and Water Management Act there will be the introduction of National Standards that will need to be adhered to for a development to be in compliance for connection to the network. These standards are currently being formulated by the Environment Agency.

A number of the key regeneration sites are located on the riverside and a strategic approach to their defence is appropriate. Accordingly the Council has commissioned a study of the existing defences and the potential defence works and strategies that should be applied to meet the required defence standard.

POLICY CS5: Development and Flood Risk

Proposals for new development within the 100 year undefended river floodplain or the 200 year sea floodplain (plus an appropriate allowance for climate change) will not be permitted unless, following a Flood Risk Assessment, it can be demonstrated that:

- **It would not be at an unacceptable risk of flooding itself; and**
- **The development would not result in any increased risk of flooding elsewhere.**

In exceptional circumstances, where the tests above cannot be met, essential transport or utility infrastructure, or other development on a brownfield site may be allowed if:

- **The development is designed to be compatible with potential flood conditions, and,**
- **There are no alternative sites in a lower flood risk zone and**
- **The development would make a significant contribution to the overall sustainable development objectives of the LDF, such that the wider sustainability benefits of the development outweigh the flood risk: and**
- **It can be demonstrated to the satisfaction of the Council and the Environment Agency that any residual flood risks are adequately mitigated to avoid an increased risk of flooding either on the site or elsewhere.**

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. In addition to those schemes within flood zones 2, 3a and 3b, site specific Flood Risk Assessments (FRA's) will be required for sites within flood zone 1 that are over 1 hectare in size.

Relevant flood defence works as identified in the Medway Strategic Urban Flood Defence Strategy should be incorporated, if applicable.

5.7 Natural Environment and Biodiversity

5.7.1 Preservation and Enhancement of Natural Assets

Medway is fortunate in having an extraordinarily high proportion of internationally and nationally significant landscapes, including the Thames estuary and River Medway estuary marshes, the chalk grasslands of the Kent Downs and also its ancient woodlands. These are complemented by highly valued local areas of nature conservation value, many of which are designated nature reserves. Medway has a relatively large number of parks within the densely built up areas, as well as a series

of rural valleys, including Capstone Valley, Horsted Valley and Darland Banks, which extend far into the urban neighbourhoods and which provide a physical link to the countryside beyond.

Planning Policy Statement PPS9 'Biodiversity and Geological Conservation', recognises that sites of international importance for nature conservation are separately protected by European Habitat Regulations and therefore do not require specific policies in local development frameworks. However, a high degree of protection should be given to Sites of Special Scientific Interest (SSSIs) whilst regionally important geological sites, local nature reserves, local sites, ancient woodlands and single "veteran" trees should be safeguarded from development.

In addition to individual sites, the importance of networks of natural habitats is recognised as they can provide routes or stepping stones for the migration, dispersal and genetic exchange of species. Local authorities are required to protect, strengthen and extend them.

A consultation paper on Planning for a Natural and Healthy Environment, published in March, 2010, requires local development frameworks to set out policies for the conservation, restoration, enhancement and enjoyment of the natural environment and include criteria-based policies against which to judge proposals for development on or affecting nature conservation sites. The policies below aim to meet those requirements.

The Medway Estuary and Marshes and the Thames Estuary and Marshes are both Special Protection Areas and RAMSAR sites. Both areas form part of the Greater Thames Estuary Natural Area defined by Natural England. They are wetlands of international importance comprising intertidal habitats, saltmarsh, coastal grazing marshes, and saline lagoons and lagoon type habitats.

Special Protection Areas and Special Areas for Conservation (SACs) provide increased protection to a variety of wild animals, plants and habitats and all such sites are also SSSIs. There is only one SAC in Medway in the Medway Valley near Upper Halling. This forms a small part of the North Downs Woodlands SAC, the majority of which lies within Gravesham.

There are eight Sites of Special Scientific Interest (SSSIs) in Medway. These are:

- South Thames Estuary and Marshes;
- Medway Estuary and Marshes;
- Cobham Woods;
- Northward Hill;
- Dalham Farm;
- Chattenden Woods;
- Tower Hill to Cockham Wood;
- Halling to Trottscliffe Escarpment.

Regionally Important Geological and Geomorphological Sites (RIGS) were established in 1990 by the Nature Conservancy Council and are selected by local, voluntary RIGS groups.

RIGS do not have the formal, statutory, protection afforded to SSSIs but their importance is recognised in national planning policy PPS9 and criteria based policies

are required to be included in local development documents to enable the impact of development upon them to be judged.

The Kent RIGS Group notified Medway Council of four sites in its area at Halling, Cliffe and Fort Amherst in 2006.

Local authorities designate local Nature Reserves. They must be in the ownership or otherwise under the control of local authorities. They should be of high natural interest in the local context (SSSI or near equivalent) or of some reasonable natural interest and be of high value for environmental education or research or for the informal enjoyment of nature by the public and capable of being managed with the conservation of nature and/or the maintenance of special opportunities for study or research as a priority.

There are currently eight Local Nature Reserves in Medway at Baty's Marsh, South Wood, Berengrave Chalk Pit, Rainham Dock (east), Darland/Ambley Wood, Darland Banks, Foxburrow Wood and Levan Strice.

In addition to National and Local Nature Reserves, other nature reserves may also be established independently from Natural England and the local authorities. In Medway, the Royal Society for the Protection of Birds purchased Cliffe Pools on the Hoo Peninsula in 2001 and is developing visitor and education facilities. This is a winter roosting site for thousands of birds. The RSPB also manages the national nature reserve at Northwood Hill.

It is recognised that the protection and conservation of sites of significant nature conservation interest outside the network of statutorily protected sites is essential to the maintenance of the UK's natural heritage. Such sites are identified as local wildlife sites and in Kent they have been known as Sites of Nature Conservation Interest.

The Kent Wildlife Trust designates local wildlife sites and although the sites are not statutorily protected, they are generally recognised by local authorities, included in development plans and offered protection through policies in those plans.

In Medway there are seventeen local wildlife sites, which are identified as SNCIs in the Medway Local Plan, 2003. These are:

- Grain Pit
- South Hill and Houlder Quarry
- River Medway and Marshes, Wouldham
- Cuxton Wood (Mill Wood)
- Cuxton Pit
- River Medway between Cuxton and Temple Marsh
- Bridge Woods, Burham
- Luton Banks
- Hook Wood, Walderslade
- Great Lines
- Darland Banks
- Ambley and East Hoath Woods
- Grove Wood
- South Wood
- Berengrave Pit
- Yaugher Woods

- Princes Avenue

Ancient woodlands are those where there is believed to have been continuous woodland cover since at least 1600 AD. Ancient semi-natural woodland is composed of native trees that have not obviously been planted although it may have been managed by coppicing or felling and allowed to regenerate naturally. Planted ancient woodland sites are ancient woods in which the former tree cover has been replaced, often with non-native trees. Important features of ancient woodland often survive in many of these woods, including characteristic flora and fauna, and archaeology.

All these areas of nature conservation importance are described in more detail in the Natural Assets and Open Space State of Medway Report. Wildlife is not restricted to designated and protected sites but it occurs throughout the countryside, coast and built-up areas of England. No parts of the country are without some wildlife interest. Consequently the following policies apply to the whole of the Medway area.

Policy 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 national and county priorities in the UK and Kent Biodiversity Action Plans, or where they are protected or designated under relevant legislation.

The management of farming and agricultural land 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.

Any negative impact on recognised wildlife habitats or other biodiversity features should be avoided or minimised through the appropriate siting and/or design of development. 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.

5.7.2 Countryside and Landscape

Special Landscape Areas and Areas of Local Landscape Importance were designated in the Medway Local Plan, 2003. These reflected countywide and locally recognised areas of importance. In PPS7, the Government no longer accepts the need for local designations that may unduly restrict development and economic activity. It considers that these designations should be replaced by criteria based policies. The core strategy consequently includes a policy which replaces the designations and applies it to the whole of the rural area rather than specific parts.

Medway prepared a Local Landscape Character Assessment in 2010, which is a spatially mapped strategy that supports this approach and provides an evidence base to inform decisions on planning applications in the countryside and urban fringe.

There were two special landscape areas. The North Downs area coincided with the Kent Downs Area of Outstanding Natural Beauty, which continues in force and provides a high degree of protection. Parts of the North Kent Marshes special landscape area coincided with designated RAMSAR sites and special protection areas, which are afforded international protection for their biodiversity.

There were 16 areas of local landscape importance which were not only designated for their landscape interest but also for the following reasons:

- As green lungs and buffers, helping to maintain the individual identity of urban neighbourhoods and rural communities;
- As green corridors (or links) for the community to reach the wider countryside;
- As edge or “fringe” land, needing protection from the pressures of urban sprawl: and
- As habitats for wildlife and corridors, along which wildlife from the wider countryside can reach the urban environment.

All these functions are recognised in Medway’s Local Landscape Character Assessment document, which in turn is the subject of the new countryside and landscape policy.

Both PPS4 and PPS7 allow for development in the countryside. PPS4 seeks to raise the quality of life and the environment in rural areas by promoting thriving, inclusive and locally distinctive rural communities, whilst continuing to protect the open countryside.

PPS7 recognises the role of planning in supporting and facilitating development and land uses which enable those who earn a living from the countryside to continue to do so, whilst continuing to ensure that the quality and character of the wider countryside is protected and, where possible, enhanced. The focus for housing development is at existing settlements and housebuilding in the open countryside should be strictly controlled.

PPG 2: ‘Green Belts’, states that the general policies controlling development in the countryside apply with equal force in Green Belts, but there is, in addition, a general presumption against inappropriate development within them. The guidance then goes on to define inappropriate development. Consequently, the Council will rely upon Policy CSXX and PPS2 to manage development in the Green Belt.

The South East Plan no longer includes a policy on strategic gaps. However, policy KTG1, in addition to protecting the Metropolitan Green Belt and the Area of Outstanding Natural Beauty from development, also seeks to avoid coalescence with adjoining settlements to the south, east, and west of the Medway urban area and to the west of Sittingbourne. Policy CSXX applies this policy in Medway and consequently no separate policies on either strategic gaps or the AONB are included in the core strategy.

A number of “Green Cluster” studies have set out an ambitious vision for landscape enhancement in North Kent. Each one focuses on areas of intensive regeneration and change where there are opportunities to create high quality green infrastructure. A green cluster study has been carried out on the Hoo Peninsula by a partnership of 10 organisations. The study proposes:

- The re-creation of the wooded ridge at the core of the Peninsula
- The restoration of Yantlet Creek to its natural course linked to a major wetland re-creation
- The enhancement of the landscape setting of local villages and the improvement of access to and interpretation of the surrounding countryside
- The creation of a network of off-road cycleways; and
- The enhancement of the southern gateway to the area at Medway City Estate and Manor Farm.

A second Cluster Study covers the area from Capstone to Bredhurst. The key opportunities identified for this area are:

- An off-road cycleway linking the city centre to the Kent Downs
- Conservation, farming and forestry projects for Capstone Country Park
- Luton streetscape enhancements
- Restoration of the “natural” character of the area
- Enhancement of the principle gateways to the area
- Community engagement through youth partnerships.

Two other Cluster studies are concentrated in adjoining authorities but by crossing into Medway, demonstrate the wider connectivity of the schemes. These are the Shorne to Shore Study and the Thames and Medway Canal Study.

The Valley of Visions project is based in the Medway Valley south of the urban area in the Medway Gap between Medway and Maidstone. It is a three year project funded by the Heritage Lottery Fund and run by a partnership of 16 organisations.

The project:

- Supports ongoing landscape and habitat conservation
- Seeks to improve public access
- Works with and advises farmers and landowners on agri-environment schemes
- Promotes measures to reduce intrusion by nuisance vehicles, fly tipping and anti-social behaviour
- Interprets and conserves the area’s historic heritage; and
- Works with schools and volunteers on interactive projects.

Policy CS7: Countryside and Landscape

Sustainable Development in the countryside will be permitted in accordance with the objectives and principles of PPS4 and PPS7 provided that:

- **The openness and intrinsic character of the countryside is retained**
- **There is no significant erosion of the separation of individual settlements**
- **Urban sprawl is contained**
- **The highest degree of protection is given to the nationally designated Kent Downs Area of Outstanding Natural Beauty**
- **The individual landscape characteristics identified in Medway’s Landscape Character Assessment are protected and, where appropriate, repaired and enhanced in accordance with the recommendations of those assessments**
- **Access to the countryside is maintained and enhanced**

- Important habitats are protected and the highest degree of protection is afforded to sites of national and international importance
- The objectives and proposals of the green grid strategy, including the maintenance of a network of habitats is not compromised and, where appropriate, enhanced.

Planning permission will be granted for development provided that its design is appropriate to the character of the landscape. Appropriate design of development shall accord with the characteristics of the type of landscape within which it is located, including having regard to and conserving:

- The landform and natural patterns of drainage
- The pattern and composition of trees and woodland
- The type and distribution of wildlife habitats
- The pattern and composition of field boundaries
- The pattern and distribution of settlements and roads
- The presence and pattern of historic landscape features
- The scale, layout, design and detailing of vernacular buildings and other traditional man made features.

Existing features which are important to the local landscape character, shall be retained, incorporated into the development and protected during construction work.

Landscape enhancement will take place through the implementation of proposals in the Medway Landscape Character Assessment, the Green Cluster Studies and the Valley of Visions project.

5.7.3 Open Space, Green Grid and Public Realm

Creating Sustainable Communities; Greening the Gateway, 2004 sets out a vision for the landscape of the Thames Gateway. It is a statement of intent within which more detailed strategies and action plans will fit. It is not a spatial strategy or a prescription for land use development on specific sites.

The strategy aims to provide a framework for integrating the whole range of urban and rural open spaces into the regeneration process. It applies to formal parks, the grounds of schools and hospitals, the landscape around housing, canal and rail corridors, woodlands, wetlands, inter-tidal areas, wilder landscapes and the wider countryside. Farmland, business parks, development sites and domestic gardens also make a vital contribution to the greenspace network.

The Government recognises the importance of greenspace to the quality of the environment, the image of the Thames Gateway and to the quality of life, including opportunities for healthy exercise, sport and recreation. It encourages a holistic approach to the greenspace network in order to provide a cohesive green infrastructure, which will enhance new built development.

The Government is encouraging the emergence of a continuous linked network of various landscapes both within and between built up areas known as the green grid. Policy CC8 of the South East Plan requires local planning authorities and partners to plan, provide and manage connected and substantial networks of accessible, multi-functional green space.

Work in Medway to develop green infrastructure is focused into the Green Grid project, promoted through the Medway Wildlife, Countryside and Open Spaces Strategy (2007). This aims to improve links between people, wildlife and green spaces, countryside and towns.

Medway's Green Grid will forge connections between people and their local environment, encouraging improvements in accessible green space and demonstrating Medway as a dynamic, sustainable green city in the making.

It seeks to develop a strong network of high quality accessible multi-functional green spaces. This network consists of seven broad strategic corridors:

These are considered in five geographical areas to form a focus for project planning and delivery:

Hoo Peninsula
Medway Valley
Estuary and Orchards
Medway Waterfront
Great Lines to the Downs

These five areas reflect the different characteristics of Medway and the differing priorities and mechanisms for progressing the delivery of Green Grid.

These areas are shown in Fig. X and they will link into the open space networks of adjoining authorities and form part of a wider Gateway Grid. Policy CS8 deals with open space and green space provision in Medway.

Green Grid is supported by a broad based partnership of statutory, voluntary and community organisations, including Natural England, Environment Agency, Kent Downs AONB Unit, Kent Wildlife Trust and Ramblers Association. It brings together different services within Medway Council, including Greenspaces, Transport, Landscape, Planning to coordinate planning work, funding and delivery of projects.

Medway Green Grid is being delivered through a coordinated series of actions, including the Valley of Visions Landscape Area Partnership in the Medway Valley, development of the Great Lines Heritage Park and public realm improvements around Medway waterfront, and access improvements planned on the Hoo Peninsula.

A high quality of public realm is essential in reinforcing Medway's assets such as the river and in making it an attractive, liveable and inclusive place. Redevelopment of Medway's large riverside and other brownfield sites offers opportunities to open up hitherto inaccessible areas, create new and attractive destinations for visitors and citizens and to extend access to the rural riverside by foot and cycle routes.

Policy CS8: Open Space, Green Grid and Public Realm

The Open Space Strategy provides equal opportunity for all people to enjoy accessible, high quality and affordable open space facilities.

The strategy will ensure that:

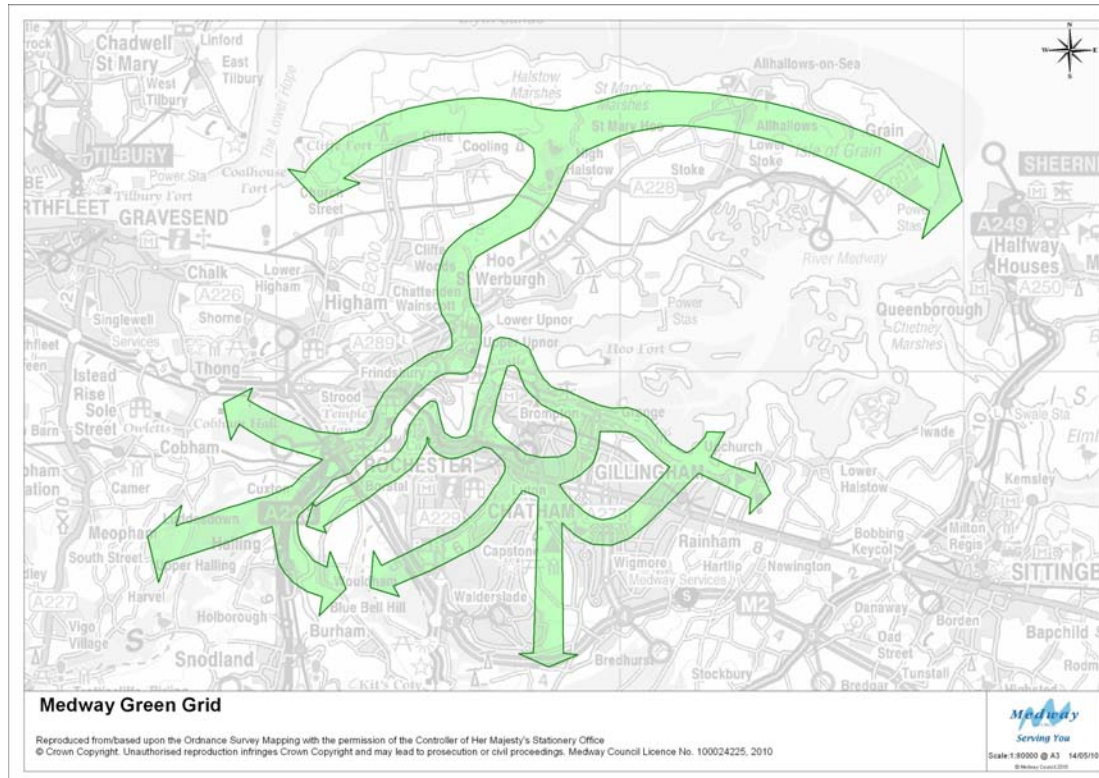
- **A multifunctional network of open space facilities will, as far as possible, connect to create a system of footpaths, cycle routes, equestrian facilities and wildlife stepping stones and corridors in a green grid**
- **Opportunities will be sought for new development to provide open space that contributes to the formation of a green grid**
- **There will be a presumption that existing open space will be preserved and enhanced unless an improved provision can be made by new development to the benefit of the local population**
- **A set of consistent open space standards will be established which will apply to new development throughout the council area.**

New or enhanced urban spaces should be provided as a part of major regeneration proposals. These should:

- **Ensure that all people can easily and comfortably move through and into developments**
- **Provide necessary recreational, amenity, and, where appropriate, civic space**
- **Be fully integrated with the rest of the development as part of an overall design approach**
- **Safeguard and enhance access to the riverside.**

Where appropriate, development will be expected to contribute to the network of parks, gardens, woods, greenspaces and pedestrian links (including riverwalks). This contribution should either be directly through the development itself, or by the provision or contribution towards the provision off-site infrastructure.

Developments should create or maintain attractive and safe streets and public spaces.



5.8 Sustainable Communities

One element of the vision of this Core Strategy is to seek better access for all residents of the Borough to services and facilities such as affordable housing and community facilities, including public open space, sport and leisure facilities. The distribution of existing facilities is shown in the Infrastructure State of Medway Report (2009). The Medway Sustainable Communities Strategy Plan and Medway's Council Plan (2009 - 2012) place emphasis on the need to improve access to housing, jobs, services, transport and facilities for rural residents and disadvantaged groups throughout the area, and consider the needs of young people.

Consequently, the Core Strategy is about providing equal opportunities and access to good quality Social Infrastructure, access to sport and recreational facilities, cultural facilities and heritage assets, regardless of geography or personal circumstances, ensuring that actions benefit all sections of the community.

5.9 Health and Social Infrastructure

5.9.1 Deprivation

The Medway area has some disadvantaged neighbourhoods where communities are experiencing marginalisation and isolation as well as various social, personal, financial or other barriers, preventing individuals from accessing training, employment or local services. According to the Index of Multiple Deprivation statistics, 25 neighbourhoods in Medway count amongst the poorest 25% nationally, whilst Medway also has some of the wealthiest neighbourhood areas in the country.

Priority therefore needs to be given to social regeneration if all are to benefit from the scale of physical change envisaged. Accordingly the Social Regeneration Strategy aims:

- To create a cohesive and inclusive community
- To improve access to employment opportunities for all
- To ensure physical improvements are accessible to all
- Strengthen access to Local Community Services by the most hard to reach communities
- Improve access by local communities to local employment opportunities; and
- To undertake a renovation programme of the poorest quality housing stock.

In taking the Strategy forward five priority areas have been targeted for Neighbourhood Action Plans. These areas are: All Saints, Brook Lines, Strood South, Twydall and White Road Estate. The Council proposes to add a further two areas, Luton and Gillingham North. A range of projects are being implemented in these areas, including: Strood Community Project, New Chalk Pit Community Park, refurbishment of the Beechings Way playing fields and many others.

5.9.2 Health

The Sustainable Community Strategy's vision for Medway is that its residents shall enjoy good health, well-being and care. To enable this to happen the strategy seeks to improve lifestyle, reduce health inequalities, improve mental health, and promote independence and quality of life for vulnerable and older people. The Primary Care Trust's (NHS Medway) 10 year vision is that, through partnership and participation, it will:

- Work to ensure that Medway will be a healthy, safe and exciting place with a good environment and major cultural attractions
- Support the development of Medway into a city where people want to achieve in all aspects of their life, through work, leisure and learning
- Deliver a vision of Medway based on sustainability principles with a better quality of life for everyone now and for future generations. This requires the integration of health, social, economic and environmental targets.

In 2007 the NHS Medway Board approved a number of principles around the its property estate with the intention of incorporating them into a comprehensive estate strategy. The first is the development of community hubs providing access to health and other services and leading to greater integration. The second is to Improve utilisation of accommodation. The final one is to improve training opportunities to impact positively on recruitment and retention. Other NHS Medway strategies have been instrumental in shaping this strategy. They include:

- A Healthier Medway (the 10 year strategy for the PCT)
- Strategic Commissioning Plan 2008 – 2013
- Primary Care Strategy 2009.

The main issues from the Estate Strategy 2010 – 2020 are:

- Ensuring good coverage for access to services by locating facilities appropriately

- A commitment to sustainable development i.e. maximise estate usage and occupancy and refurbishing unless a new build is the most appropriate option
- Working with local partners to embody the principles of “Total Place” in Medway in terms of asset use
- Ensuring GP practices are fit for purpose
- Working with Medway LIFTCo Ltd to enable them to develop and adapt their business.

At this time, there is considerable uncertainty with regard to developing additional health sites given the difficulties of ensuring sufficient funding is available. Inevitably, the disposal of surplus or redundant sites will be required in order to fund these. The following facilities are considered likely to be affected by either enhancement or relocation schemes over the planning period: Canterbury Street, Gillingham, Chatham Town Centre, St Bartholomew’s Hospital, Chattenden/Hoo, Hempstead, Luton, Twydall, Wainscott, Wayfield / Walderslade area. Other areas for consideration include: Rochester Riverside, Hoo Peninsula, Wisdom Hospice, Darland House, Elm House Clinic, New Road, Kings Road Clinic, Luton, Nelson Road, and Balmoral Road.

Premises are generally located appropriately across Medway but there is need for some development and some rationalisation within them. There is some under utilisation of buildings. There are areas of planned housing regeneration, which are currently under provided. Primary care services are provided from a range of facilities and the standard of GP premises requires significant investment to improve them.

Over the longer term there may be benefits from relocating services away from St Bartholomew’s Hospital to other local centres, but as yet there is no programme in place for this to happen.

NHS Medway is responsible for 68 GP practices. There are 125 GPs (and 60 part-time / locum GPs) serving the nearly 280,000 people in the NHS area. There are also 10 healthy living centres and health centres in Medway. These are the base for a number of integrated health services and some community facilities. Some are also co-located with GP practices.

Medway secondary care is provided by the Medway NHS Foundation Trust. It employs over 3,500 staff in a wide variety of clinical and non-clinical roles.

Medway is served by one major hospital. Medway Maritime Hospital in Gillingham is the largest and busiest hospital in Kent. Some recent developments at the hospital include:

- The start of a major building development programme, which will see some of the hospital’s old blocks replaced with new, modern facilities
- The completion of some construction work to add a new 250 spaces to the car park; and
- The start of £1.5m investment in the emergency department over the next three years, which plans to move the emergency department to a new building on the hospital site as part of the Trust’s major redevelopment plan.

5.9.3 Adult Social Care

The adult social care services in Medway are currently undergoing transformation and modernisation. Adults fall into a number of categories for whom services are provided. These Services are based on an individual's need; anything that enables that individual to be safe and be well. A revised older people's plan is being produced and has already identified programmes in a number of key areas that will help address the needs of Medway's growing older population.

5.9.4 Places of Worship

There are places of worship for Buddhists; Christian denominations; Hindus, Jews, Muslims and Sikhs as well as some for smaller independent faiths, but it is not clear whether current provision is adequate.

5.9.5 Voluntary Sector

Medway has in excess of 530 voluntary and community organisations. The Medway Council for Voluntary Service is an umbrella organisation, which offers a range of support services to the voluntary and community sector. In 2006 it developed a Local Infrastructure Development Plan for Medway's voluntary and community sector. It identified areas in which the sector needs to develop but recognised that the sector was strong.

5.9.6 Custodial Services

Amongst other things Medway has two prisons located within the local authority boundary, which are part of the HM Prison Service and a young persons unit managed by Rebound Youth Justice Services. Whilst there has been some refurbishment and minor extension to these facilities there is no requirement for major new developments within the Medway area.

5.9.7 Youth Services

There are approximately 65,500 children and young people aged 0-19-years in Medway, and while this number is expected to reduce marginally during the life of this plan the number of children aged 0-4 will grow by around 5 per cent. Medway's population has a greater proportion of children and young people than the national and regional average. Medway's Youth Service organises activities and courses and provides information, guidance and support for 11 to 25-year-olds. Helping young people to enjoy life and get ahead, the service offers access to sports, leisure and creative art activities.

Medway has a number of youth centres that provide a wide range of services: Hempstead Youth Centre; Lordswood Youth Centre; Parkwood Youth Centre, Rainham; Strood Youth Centre; Woodies Youth Centre, Rochester; Woodlands Youth Centre, Gillingham.

Policy 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 will be assisted by:

- **Relevant organisations and communities being supported to promote, protect and improve the health of Medway's population and reduce health inequalities between different population groups and areas**
- **Protecting and enhancing existing facilities, services and amenities that contribute to the quality of life of residents and visitors**
- **Working closely with the Medway Maritime Hospital Trust to bring about the continued redevelopment of the hospital in Windmill Road and to make the hospital a centre of excellence**
- **Preserving and improving access to facilities and services wherever possible. Support will be given to the redevelopment and improvement of primary care facilities through active participation in the LIFT Co process**
- **Ensuring effective regeneration and the timely provision of additional, Health and Social facilities. The identified strategies for the provision of relevant Health and Social Infrastructure, in locations that are appropriate and accessible, will be used to ensure that new development integrates satisfactorily with, and meets the needs of, all communities.**

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.

5.10 Sport and Recreation

Details of the typology, quantity and quality of Medway's outdoor sports facilities can be found in the open space strategy 2008-2016. Sport and leisure is a means of tackling local issues of poor health, community development and deprivation.

Between 2009 and 2016 the Sports Development Strategy has a Vision for sports development in Medway; which is for it to be a place:

- Where all young people get a good start in sport and recreation
- Where people of all ages have high quality, enjoyable opportunities to stay involved in sport and recreation throughout their lives
- In which all sports participant's have opportunities to improve and achieve their own personal sports goals
- Where people are encouraged to adopt a healthy lifestyle through active living and enable the socially disadvantaged to feel socially included
- The Medway Sporting Academy gives every primary school child in Medway the opportunity to fulfil his or her full sporting potential.

Medway Park is the area's new flagship multi sport facility and has been approved as an Olympic pre games training camp. The creation of Medway's regional centre of sporting excellence is an £11million project, developed in partnership with the Thames Gateway, Sport England and University of Kent at Medway. If sports provision is considered as a pyramid, Medway Park will be at the pinnacle. Below this

naturally fit what might be termed 'district' sport and leisure centres. Currently these comprise Strood, Lordswood and Stirling leisure centres, supplemented by the Splashes leisure pool. However to fully meet Sports England standards a further four '4 court' halls are required.

Gillingham Football Club is Kent's only football league club. It has ambitions to relocate to a new purpose built stadium. However, no site or funding has currently been identified in order for this to take place.

In terms of outdoor sports pitches, Sport England and National Playing Fields Association standards indicate a substantial shortfall in provision. However detailed analysis of existing supply and demand indicates that provision is broadly in balance for cricket, rugby, bowls and hockey, with a limited problem with senior football and a greater need for junior football and tennis. The latter is being addressed by Tennis Together - the creation of a 6 court indoor purpose built tennis centre at Beechings Cross.

As part of its leisure, culture, sport and tourism strategy, the Council intends to actively realise the opportunities presented by the award of the Olympic Games to London in 2012 and the easy access to Stratford afforded by Channel Tunnel Rail Link Domestic Services. Throughout the period leading up to the Games themselves it is expected that, nationally and locally, a range of strategies will be put in place to increase participation rates in sport and to improve the standard and distribution of facilities.

Policy CS10: Sport and Recreation

In order to improve the quality of life of existing and future residents and promote healthier lifestyles the Council will:

- **Safeguard existing facilities for sport and leisure and seek to extend and supplement these with new facilities where appropriate to meet a broad range of needs**
- **Continue to develop a strategy to maximise the potential local benefits of the London Olympics in 2012. This will consider opportunities for enhanced training facilities, increased participation in sport, a major pre-Games training camp and hotel and other accommodation needs for visitors to the games. It will also consider the long-term legacy from the Games and how this can be best used to meet local needs.**

5.11 Cultural and Leisure

Medway has a strong cultural and heritage offer including the state of the art sports facilities developed at Medway Park, a potential World Heritage site and recognition of the local arts and music scene through the Culture and Design Awards. Potential exists to strengthen this further and increase visitor numbers as well as local engagement as recognised in the Cultural Strategy.

The Council's Cultural Strategy 2009-2014 will help the Council to promote, encourage and provide opportunities for culture and leisure for all, quality of life and community well being, meeting the needs of young people, community cohesion, contributing to the local economy and providing a clean and green environment.

Within Medway there is a large built and natural heritage offer, encompassing castles, parks and open spaces, museums and archives. These places and spaces provide the setting for a wide range of cultural activity. It is important to care for and develop these assets for future and current generations. Key proposals for this include:

- Developing a sustainable cultural use for Eastgate House and Temple Manor
- Conservation of and improved visitor facilities for Rochester Castle and Upnor Castle
- Improvements to Gillingham Park
- Refurbishment of play areas under the Playbuilder Programme
- Making open spaces more welcoming, safer, cleaner and greener
- Delivering the Great Lines Heritage Park
- Supporting the bid for World Heritage Site Status
- Ongoing development of the Medway museum offer at the Historic Dockyard, Guildhall and Royal Engineers Museum.

Medway's Economic Development Strategy (2009-2012) emphasises the importance of cultural and creative industries, contributing to the growth of Medway's tourism and economic prosperity. Arts and Culture are important contributors to Medway's wider economic growth and its growth as a tourist destination. In particular, Chatham's two theatres, free festivals, historic buildings, the Guildhall museum, the increased visitor numbers to Chatham's Historic Dockyard and Dickens World all represent a significant contribution to Medway's economy.

Medway's cultural strategy outlines a number of further aspirations to work with partners to promote and develop the cultural offer.

Policy CS11: Culture and Leisure

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 the Council will support the implementation of Medway's Cultural Strategy which encompasses a range of cultural provision, including the development of new cultural venues centred on Chatham and extending along the Medway waterfront.

5.12 Heritage Assets

Medway's historic environment is an irreplaceable asset. It is an expression of our history, heritage and culture and lies at the heart of local and regional character and sense of place. It helps to maintain varied and attractive places in which to live and work, provides historic places to visit and enjoy and encourages investment in, and re-use of, old buildings. It has the potential to act as a significant draw for inward investment and heritage led regeneration.

The importance of the historic environment in contributing to sustainable development in terms of its potential to support regeneration, tourism and social inclusion as well as conservation can be seen by the revitalisation of The Historic Dockyard, Chatham.

Medway is particularly fortunate in that it has a number of the regions most significant historic environment assets including:

- The historic City of Rochester
- The potential World Heritage Site of Chatham Dockyard and its Defences
- Significant defence heritage including– Upnor and Rochester Castles, Fort Amherst and the Chatham Lines, and the Great, Lower and Inner Lines.

Most of these heritage assets are protected to some degree by statute - for instance designation as conservation areas, scheduled ancient monuments or listed buildings. However the historic environment in Medway is much more widespread than this.

Important heritage assets include:

- Historic street patterns and forms of development in many parts of Medway, particularly within the major town centres (and not just in conservation areas). An example of this is the long and winding Chatham and Rochester High Streets, which stretch from Rochester Bridge to Luton arches.
- A unique river and hillside topography. Historically the escarpments and the tops of hills were often left undeveloped for Military purposes. This, together with key landmark buildings of national and international importance such as Rochester and Upnor castles, Fort Amherst, the Dockyard and the Cathedral, has left a legacy of unique views. There are also a number of local landmark buildings within each view. Development over a wide area (and not just within identified conservation areas) could impact upon this historic environment. Strategic views, together with a management strategy for controlling development which impinges upon these views is laid out in the Building Height Policy for Medway. In addition, the setting of the proposed World Heritage Site is defined by its 'buffer zone' (as laid out in the World Heritage Site Management Plan)
- Unlisted buildings, which contribute to the character of their localities.
- Areas of rich archaeological importance dating from the bronze age though to the C20 (1st and 2nd World Wars).

It is recognised that the historic environment will be subject to change and that it is not possible, or at times desirable, to maintain all aspects. Through the use of conservation area appraisals and management plans (where appropriate), development briefs, The Chatham Dockyard and its Defences World Heritage Site Management Plan, and the Kent Historic Environment Record, the Council will adopt a managed approach to this change based on an understanding of the character and significance of the historic environment.

In applying the policy it is recognised that sensitive modern design which takes into account historic street patterns, scale, plot width, townscape and so on can enhance the historic environment. Conversely 'Historic Style' facadism applied without a thorough understanding of the historic environment may be inappropriate.

Policy CS12: Heritage Assets

Medway's valuable heritage assets will be preserved and enhanced by:

- **Supporting the conservation and, where appropriate, the enhancement of the historic environment and the contribution it makes to local and regional distinctiveness and sense of place (including the role of conservation areas and historic parks and gardens)**
- **New development within historic areas, within the setting of historic areas and landscapes (including the 'buffer zone' of the identified World**

heritage Site) or prominent in key views, being assessed in terms of its contribution to the preservation and enhancement of the special qualities of these areas, views and landscapes, and in the case of the World Heritage Site- against its impact on the Site's Outstanding Universal value

- **Proposals that make sensitive use of historic assets through regeneration, particularly where these bring redundant or under-used buildings and areas into appropriate and viable uses being encouraged**
- **Requiring design statements which accompany new development proposals to demonstrate a) an understanding of the historic environment (including archaeology) within which the development will sit, has informed the development of the design and b) how the design has been informed by the historic environment**
- **Where appropriate, removing permitted development rights from 'local list' buildings in order to control change**
- **Supporting World Heritage Site status for the Chatham Dockyard and its Defences; support the development of the Great Lines Heritage Park and seek to establish new integrated management arrangements covering enhancement, maintenance and access for the Fort Amherst and the Chatham Lines (subject to military security and safety and other issues being resolved).**

6 Housing

6.1 Introduction

The majority of Medway is located within the Thames Gateway. The Thames Gateway covers the area of the borough north of the M2. The remainder, located to the south of the M2, is deemed to be part of the 'rest of Kent' for planning purposes. Therefore, there has been long standing recognition of the need to regenerate Medway and exploit its abundant brownfield land supply, particularly with regard to its numerous waterfront sites, as well as on the Ministry of Defence land at Lodge Hill where a brand new settlement is being proposed. Therefore priority is given in the Strategy to new development taking place on previously developed land. Housing provision is also an important tool to help rejuvenate town centres and their evening economies. This is a particular issue in respect of Chatham, which has so far failed to develop a town centre and evening economy worthy of a sub-regionally important centre and which has a small residential population.

Delivery of sufficient housing of the right types and in the right locations in order to ensure the creation of sufficiently mixed and balanced communities is crucial to the sustainable development of Medway. On the other hand, there is also a need to balance the pressure to redevelop employment land for housing with the need to ensure sustainable economic growth and nurture local businesses.

6.2 Housing Provision and Distribution

The South East Plan sets out Medway's housing requirement. The amount of housing specified is 16,300 dwellings (15,700 dwellings within Kent Thames Gateway) over the period 2006-2026. Therefore, this Core Strategy proposes delivery of at least 815 dwellings per annum (785 within the Thames Gateway) on average over the plan period - a 15-year period after the adoption date of Core Strategy. Despite adverse economic conditions nationally, recent house completion rates in Medway have reached an historic high. 761 dwellings were delivered in 2007-2008 and 914 in 2008-2009. Preliminary monitoring of completions for 2009-2010 suggests that an even higher figure has been achieved.

The key components of housing supply will be the large waterfront regeneration sites within the main urban area and the new settlement at Lodge Hill, Chattenden which will be the only new freestanding settlement in the Thames Gateway. It is expected to deliver approximately 5,000 dwellings in total.

6.2.1 Housing Delivery

Medway's housing delivery strategy will continue with its heavy emphasis upon the regeneration of previously developed land in accordance with the Thames Gateway agenda. Consequently, unnecessary greenfield developments will not be allowed that would jeopardise this overall strategy. The Council has little control over the private market in terms of the timing of actual delivery, particularly given the current uncertainty with regard to the economic recovery. However, it will continue to encourage pre-application discussions and actively engage with Registered Social Landlord's and other key stakeholders in order to maintain delivery.

The housing trajectory for Medway anticipates that the peak of housing delivery will come forward between 2013-2018. It also suggests that delivery is expected to tail off significantly over the last three years of the plan period. This is based on the availability of sites and the market may, in practice, even out this trajectory.

A plan, monitor and manage approach to residential land supply will be taken in order to ensure that the positive regeneration agenda is not undermined by potential harmful environmental effects. The Council has prepared a Housing Trajectory, which identifies the rolling five-year land supply and how the required housing growth will be accommodated over the life of the plan. This shows a more than adequate 15-year housing supply and continuing capacity for development beyond this.

Table X : Projected Housing Supply as at April 2009

Supply Component	Number of Dwellings (Thames Gateway)	Number of Dwellings (Rest of Kent)	Total
Units completed 2006-2009	2235	31	2,266
Units under construction as at April 2009	973	10	983
Units with planning permission (Not started)	5,677	17	5,694
Units with resolution to grant planning permission (subject to completion of a section 106 agreement)	472	550	1022
Allocated sites in Local Plan to be carried over	572	-	572
Lodge Hill, Chattenden strategic allocation	4,600	-	4,600
Strategic Land Availability Assessment Sites	4,705	-	4,705
TOTAL SUPPLY	18,626	608	19,234

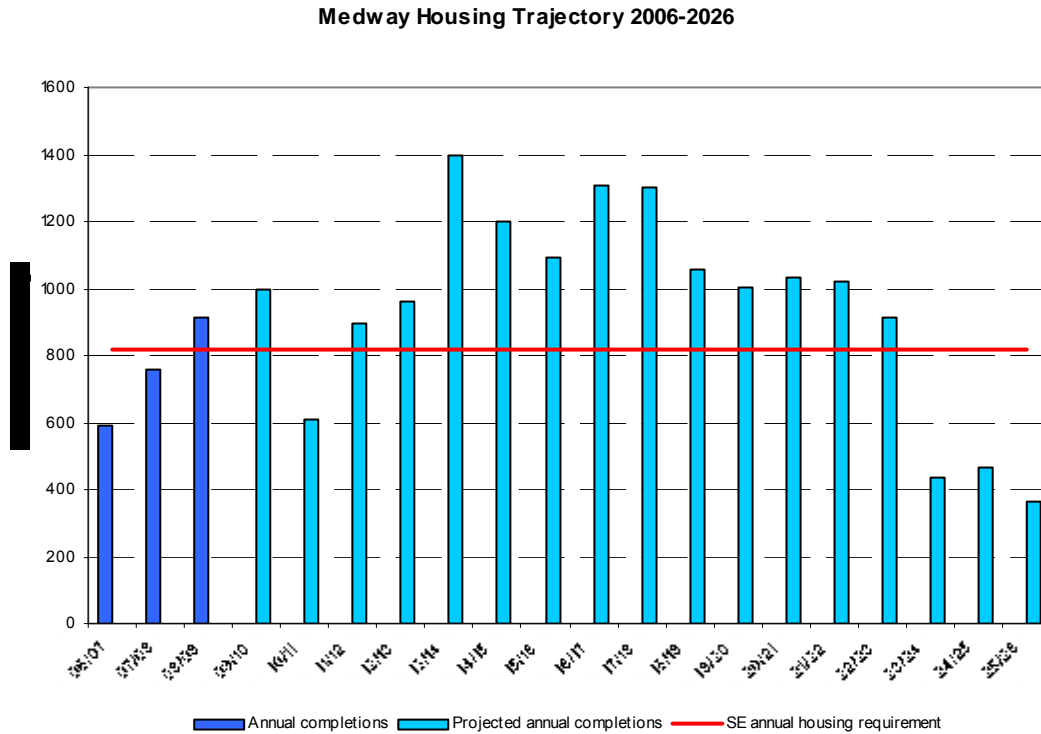
The Strategic Land Availability Assessment (SLAA) identifies a potential housing supply for Medway in excess of 15,700 dwellings. When this figure is added to the housing completions already achieved, a very healthy supply position is indicated for the period up to 2026 and beyond. The following two tables show where and how the majority of new housing is planned to come forward.

Table X: Distribution of new housing by sub area up to 2026

Sub-areas	Number of Units
1. Chatham	4,245
2. Rochester	3,113
3. Gillingham	1,427
4. Strood	2,037
5. Rainham	123
6. Cuxton and Halling	548

7. Hoo Peninsula	4,222
Total	15715

Fig X: Housing Trajectory



Policy CS13: Housing Provision and Distribution

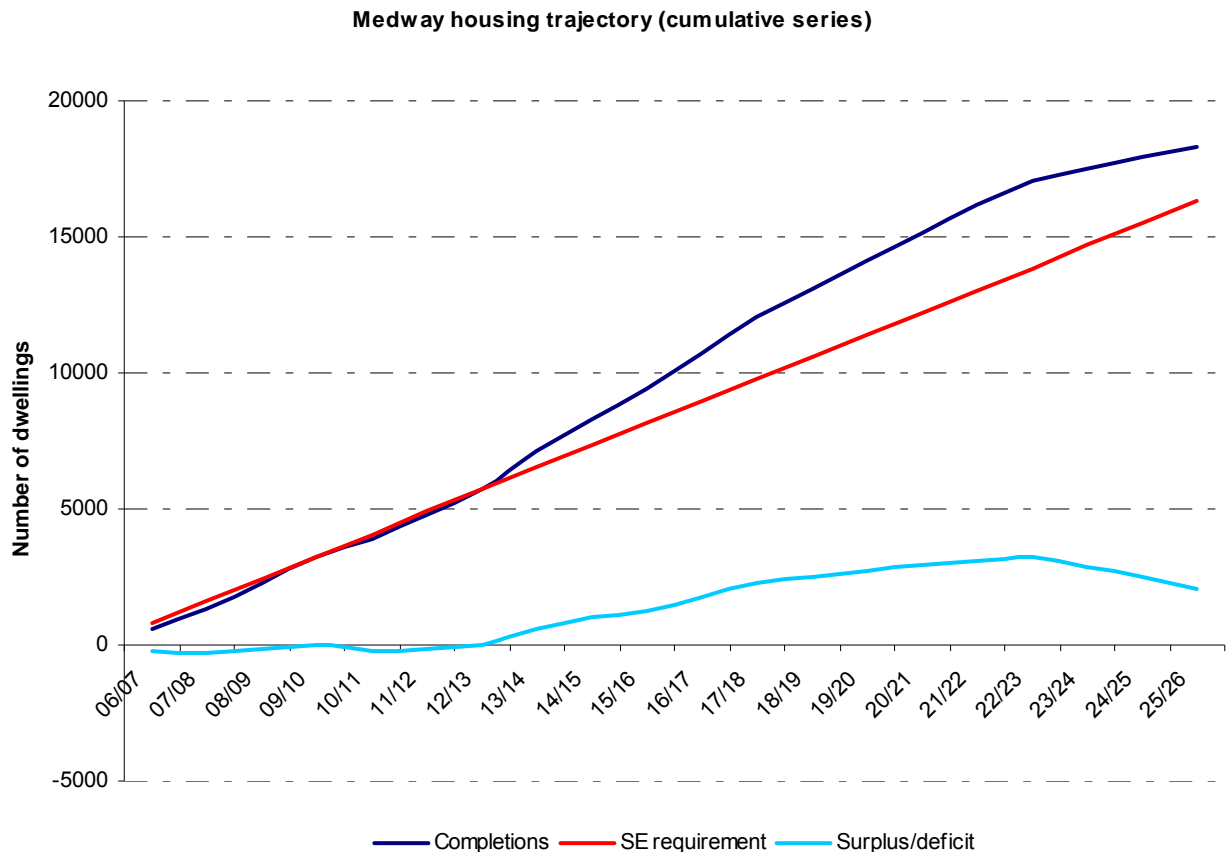
In accordance with Table X and the schedule set out in Appendix Y, provision will be made to ensure at least 16,300 new homes can be delivered between 2006 and 2026 in accordance with the South East Plan, of which 15,700 will be within the Kent Thames Gateway Policy Area.

This will include:

- All locations the subject of adopted development briefs or masterplans, including Strood, Chatham and Gillingham town centres
- The remaining sites allocated in the Medway Local Plan 2003 not already having the benefit of a planning permission
- Sites identified in the Strategic Land Availability Assessment report, 2010
- A contribution of 4,600 units arising from the Strategic Allocation of land at Lodge Hill (see Policy CSXX)

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.

Fig X: Cumulative effect of housing trajectory against South East Plan requirement



6.3 Affordable Housing

A significant proportion of the population is unable to afford the cost of purchasing outright a house or other type of residential accommodation. As such it is critically important to maintain an adequate supply of what is termed 'affordable housing' to ensure that the whole population has a satisfactory place to live. Affordable housing can take a number of forms, including 'social rented' and various types of 'intermediate' accommodation and is usually provided through a Registered Social Landlord (RSL) or Housing Association. Government funding is allocated by the Homes and Communities Agency to RSLs but not all sites receive a subsidy and larger private housing developments are asked to make a contribution. In recent years this has been at a rate of 25% on sites of over 25 units in urban Medway and 15 units in rural Medway.

PPS3 'Housing' requires Local Planning Authorities to set a target for the number of affordable homes, which they will seek to provide during the plan period. Regard has also been had to policy KTG4 in the South East Plan, which for Kent Thames Gateway sets an indicative target of 30% affordable housing provision.

In order to quantify the need for affordable housing over the period of this plan the Council jointly commissioned a North Kent Strategic Housing Market Assessment (SHMA) in association with Gravesham Borough Council. The North Kent SHMA (2010) found that:

- 70% of future requirements for social rented housing is for smaller homes (1 and 2 bedrooms); and

- 65% of future requirements for other tenures is for larger (3+bedroom) homes.

An analysis of house prices in Medway, in a parallel Viability Study, indicates that the area can be divided into seven market value areas: High Value Medway, Medway Rural, Southern Settlements, Chatham West and Rochester, Strood, Gillingham North and West and Chatham South and East.

Assuming a development scenario of schemes being developed at 40 dwellings per hectare, residual values at a 25% affordable housing rate vary from £3.35 million per hectare in High Value Medway, to £0.56 million per hectare in Chatham South and East. The calculations were based upon the assumption of nil grant from the Homes and Communities Agency and assume that the intermediate affordable element of the affordable housing was New Build HomeBuy.

The Viability Study suggests three main options for setting affordable housing proportions for planning policy purposes. These are:

- Maintain the current policy target of 25% as set out in the Council's current planning framework. This would provide continuity.
- Introduce a split target, which seeks a higher level of affordable housing in the high value locations of the local authority area. A broad indicative split would work between the urban areas including Chatham, Gillingham, Strood and Rochester where 25% affordable housing, supported by grant in the weaker locations would be appropriate; and, on the other hand, the more rural areas of Medway Rural and Southerly Settlements, where a 30% affordable housing target would be viable.
- A 35% target for High Value Medway.

The Study concluded that whilst a 25% requirement would be a continuation of existing policy, it would rely on grant funding being available in the weaker sub markets. Therefore, a split target, recognising the inherent variation across the area, might be a more appropriate solution.

Having regard to the study's findings it is intended that the current affordable housing policy requirement of 25% will be maintained within the existing urban area boundaries and at Hoo St. Werburgh, but elsewhere a 30% policy requirement will apply. These requirements will apply to all sites of over 15 units or 0.5 hectares. In all cases the viability of developing a site will be taken into account, including the cost of any other development contributions being sought. Where this is the case, applicants will be expected to use and adhere to the Medway Affordable Housing Toolkit developed by the consultancy Three Dragons. The model has been produced to allow users to test the economic implications of different types and amounts of planning obligations. Developers will need to demonstrate and justify via appropriate evidence why they are seeking to deviate from specific developer contribution requirements.

Individual site viability may be affected by the availability (or not) of grant funding. Where viability issues arise, consideration will be given to alternative means of ensuring affordable housing delivery in line with the Council's 'cascade' mechanism.

Further guidance in relation to affordable housing provision is set out in the Medway Guide to Developer Contributions SPD. This document will be regularly updated.

The term 'affordable housing' is defined as in PPS3 3 'Housing' 2010 and this definition applies to Policy CSXX below.

The definition does not exclude homes provided by private sector bodies or provided without grant funding. Steps need to be taken to ensure that, through the drafting of any agreement, homes meet the definition and can be considered, for planning purposes, as affordable housing. Those homes that do not meet the definition, for example, 'low cost market' housing, may not be considered as affordable housing.

Affordable housing should be provided on-site and secured through a S106 agreement as part of the proposed development unless the Council and the applicant both consider that it is preferable for provision to be made on an alternative site or for a financial contribution to be made. The Council's preference is for affordable housing to be provided and managed by Registered Social Landlords (RSL's). In order to achieve inclusive and sustainable communities, the provision of on-site affordable housing should be integrated seamlessly into the layout of the whole development.

In negotiating the proportion and tenure of affordable housing, account will be taken of site characteristics and the economic viability of provision. Where viability is an issue, financial support will be sought via public subsidy, such as through the Homes and Communities Agency (HCA). At appropriate settlements, sites that would not normally be released for housing will be considered for schemes that specifically meet an identified local need for affordable homes. This is known as an 'Exceptions Policy' and is advocated in PPS3. Such schemes must ensure that the properties are made available in perpetuity for this purpose.

Policy CS14: Affordable Housing

In order to address affordable housing need over the plan period:

- **25% affordable housing provision will be sought on all sites within the existing defined boundary to the main urban area and Hoo St. Werburgh**
- **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.**

Affordable housing to meet local needs on qualifying sites will be subject to:

- **Its suitability for on-site provision**
- **Site viability**
- **The extent to which the provision of affordable housing would prejudice other planning objectives to be met from the development of the site; and**
- **The mix of units necessary to meet local needs and achieve a successful, sustainable and socially inclusive development.**

On sites of 15 or more gross dwellings, on-site provision should be made and must incorporate a mix of dwelling types and sizes which reflect the site's

characteristics, the development as a whole and the types of need identified in the most up-to-date Strategic Housing Market Assessment and Housing Needs Study.

Small- scale affordable housing schemes may be acceptable on an exceptional basis on sites outside of, but adjoining the settlement boundaries of the rural villages.

6.4 Housing Design and Other Housing Requirements

The planning system has traditionally been most concerned with the provision of new housing for occupation by self-contained households. However:

- Despite Medway being located in the Thames Gateway the amount of new housing proposed will still be dwarfed by the existing housing stock
- Significant elements of the population do not live in self-contained accommodation. These include those in various types of institutions, students and those occupying hostel style accommodation and houses in multiple occupation
- Although ever higher sustainability standards are being applied to new housing, a consequence is that the existing stock will account for an increasing proportion of our carbon footprint if no action is taken.

Accordingly the sections below consider these and related issues.

6.4.1 Existing Housing Stock

A significant proportion of Medway's housing stock dates from before 1919 and is not readily adaptable to modern standards in terms of thermal insulation and fuel efficiency. This presents difficulties in bringing the older stock up to modern standards and adds significantly to the incidence of fuel poverty. Improving the existing stock, most of which is privately owned, is therefore a challenge but also important.

The Council will seek to develop and promote retrofitting programmes at a neighbourhood level to address this issue but the programming and scale of this will be heavily dependant on the resources available. Programmes are already in place to upgrade the publicly owned stock.

6.4.2 Housing Type and Tenure

Three specific characteristics mark Medway out from other major settlements in the South East: a very small proportion of what might be called 'executive style' accommodation; a smaller than average private rented sector; and a much smaller proportion of flats and apartments in favour of terraced properties than the norm elsewhere.

Accordingly very high quality housing schemes will be encouraged in appropriate locations. An expanded and higher quality private rented market will also be encouraged. In other areas there has been a very strong move away from providing flats and apartments, where this was seen as contributing to the collapse in the market in 2008-09. However in Medway there is much less justification for this and

the various waterfront regeneration sites provide exceptional opportunities to develop schemes of the highest quality.

6.4.3 Special Care Accommodation

For many vulnerable older people, having the chance to avoid residential care, and live in specially designed housing as tenants or owner-occupiers, is the single most important element in retaining independence and dignity in older age. Increasingly, the Extra Care housing model is gaining credence and support as a realistic and viable alternative to 'institutional' care models. Extra Care housing is a flexible concept, but fundamentally refers to "purpose built accommodation in which varying amounts of care and support can be offered and where some services are shared." (Housing Learning and Improvement Partnership 2006, Extra Care Housing Toolkit). The Core Strategy seeks to address this need through the retention of existing viable care homes; by seeking to bring forward new extra care facilities and increasing the stock of suitable new housing which can help elderly people to live active and independent lives for longer (lifetime homes).

6.4.4 Institutional and Student Housing

Given the rapid expansion of the Universities at Medway and the associated rise in student numbers to 10,000 (with around 16,000 envisaged by 2016) it is important avoid situations where established residential neighbourhoods are not adversely affected and existing privately rented accommodation is not 'lost' to tenants with otherwise limited housing options.

These issues have recently been recognised in a revision to the Use Classes Order, which makes private units in multiple occupation a class in its own right and so requiring express planning consent.

Equally the Council is committed to positively supporting the expansion of further and higher education and so it will work with the universities and the Mid Kent College to help deliver bespoke student accommodation where necessary, and to avoid the problems associated with over concentration of students living in established residential neighbourhoods. To this end, a student accommodation registration scheme will be set up. A recent study [insert footnote] analyses student-housing requirements in Medway. It looks at the relationship between students and the wider housing market. However the report recognises that current economic circumstances make it difficult to predict future student housing requirements with much certainty. Consequently, the council will need to regularly liaise with the universities in order to ensure that student accommodation needs can be properly met.

Health and Education Implications for Housing

Housing developments that encourage and deliver healthy living should be the norm. This can be done by a variety of means including addressing existing deficiencies in provision and relating housing to improved sports provision, playing pitches, allotments and children's play spaces, as well as making places more accessible, attractive and safe to use for walking and cycling. One way of achieving this is through the use of Health Impact Assessments (HIA's) and these will be sought in relation to larger housing proposals.

Developers will also need to take into account the impact new housing development will have on the need for early years, primary and secondary education provision including provision for special educational needs.

Policy 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 Strategic Housing Market Assessment. This will be achieved by ensuring that:

- **Housing developments help to balance the size, type and tenure and affordability of the local housing stock**
- **All housing developments are well designed and are capable of adaptation to accommodate lifestyle changes, including the needs of the elderly and people with disabilities, and to achieve the Lifetime Homes standard**
- **Support is given to the provision of housing for vulnerable people and specialist housing, including nursing homes, residential and extra care facilities, in appropriate locations and where there is an identified need**
- **'Executive' style housing will be supported as part of housing schemes offering a range of housing types and in other suitable locations**
- **Land is utilised effectively and higher densities are achieved in locations well served by public transport**
- **Student accommodation proposals demonstrate how they will meet a proven need for the development and are compatible with wider social and economic regeneration objectives and are conveniently located for access to the Universities at Medway and local facilities**
- **Subject to available resources, programmes to improve and renovate the existing housing stock will be advanced to maintain its fitness for purpose and improve sustainability standards.**

6.5 Gypsies, Travellers and Travelling Showpeople

Government policy requires local development frameworks to make specific provision for the housing needs of gypsies, travellers and travelling showpeople. In Medway there is a long established Council run gypsy and traveller site at Cuxton and a winter quarters site owned by the Showmans Guild of Great Britain at Station Road in Strood. Elsewhere in Medway some gypsy and traveller families have settled on small private sites or integrated into the general housing market.

A North Kent Gypsy and Traveller Accommodation Assessment (GTAA) undertaken in 2006 by David Coultie Associates identified a requirement for 10 new 'pitches' in Medway over the following 5 years. A 'pitch' in this context is taken to be a plot of land capable of accommodating two caravans.

However a partial review of the South East Plan that the study was to inform has not been completed and the Government has signalled that it intends to review existing policies for these groups.

Draft proposals in the partial review advocated a regional re-distribution of provision and would have required Medway to make provision for up to 30 pitches compared to the sub regional assessment of 10.

This contrasts with a history of limited visits to Medway by gypsy and traveller groups and families and low rates of unauthorised encampments compared to other parts of Kent.

Given current uncertainties over the direction of national policy in this area the following policy provides an objective basis for the determination of planning applications.

Policy CS16: Gypsies, Travellers and Travelling Showpeople

To meet the identified need for Gypsy, Traveller and Travelling Showpeople pitches within Medway, sufficient sites will be allocated within the Land Allocations and Development Management Development Plan Document (DPD). In allocating sites and for the purpose of considering planning applications, the following criteria will need to be satisfied:

- **The site is located outside of Flood Zones 2 and 3, or if not, adequate flood defences are, or will be, put in place**
- **Safe and convenient vehicular and pedestrian access to the site can be provided**
- **There is easy and safe access to the strategic road network and the site does not generate traffic of an amount or type inappropriate for the roads in the area**
- **The site is able to accommodate on site facilities for the parking and manoeuvring of vehicles (including exiting in forward gear) and storage, play and residential amenity space**
- **The site is located with a reasonable distance by foot and/or public transport of local facilities and services, including schools and health facilities; and**
- **The site is environmentally acceptable, compatible with neighbouring land uses and of limited impact on the local landscape as assessed in the context of the Medway Landscape Character Assessment.**

Existing authorised Gypsy, Traveller and Travelling Showpeople sites will be Safeguarded, unless they are no longer required to meet identified need, or improved replacement facilities are being provided.

7 Economy

7.1 Introduction

Nurturing and developing the Medway economy goes hand in hand with the physical regeneration of the area and is essential to improve the prospects of local people in an ever more competitive world and keep pace with housing growth.

Traditionally the Medway economy was dominated by the naval dockyard and associated industries but in recent years it has diversified. However it is still characterised by very low local pay rates and significant levels of out commuting to London and the greater Maidstone area.

The challenges for the future are therefore to increase the value of local jobs, to reduce the current reliance on net out commuting and to grow local enterprises – currently the area has a very high proportion of small and micro businesses.

7.2 Economic Strategy

The South East Plan sets the planning framework for Kent Thames Gateway and the strategic approach applied to Medway. The overall economic strategy is for sustainable regeneration and growth by:

- Providing development that is necessary to meet the employment needs of the existing communities of Kent Thames Gateway and its role as a Growth area
- Transforming the scale and character of the economy, raising its growth rate above that of the region as a whole and strengthening international competitiveness

It states that Medway will further develop its functions of a city centre by providing higher education, retail and other services. It also expects that major sites identified in Medway will be developed to their full potential, building on the existing high technology, aerospace and automotive sectors and attracting new high value activity, or accommodating the expansion of transport, energy, distribution and manufacturing.

The current economic downturn has made future prospects uncertain, not just in Medway but across the country so the immediate strategy must be about creating the right conditions for future growth and taking advantages of the specific local opportunities on offer.

The latter include:

- BAe Systems at Rochester Airfield. This is by some way the area's largest private sector employer and the site is a global leader in its field. The company itself has identified opportunities for spin-off activities and land is available to develop complementary operations. Future commercial development should be concentrated on the advanced manufacturing sector and software engineering to foster growth in these sectors

- The Universities at Medway Campus at Chatham Maritime, as it develops, has obvious opportunities for spin-off activities and value added research. The range of institutions on the site provides an unparalleled opportunity to develop a cluster of at least Thames Gateway, if not national, significance.
- The proposed site for the new settlement at Chattenden/Lodge Hill is highly attractive and the opportunity is available to take advantage of the proposals for a sustainable settlement form. The location is also suitable to accommodate satellite operations from the Universities at Medway at Chatham Maritime and higher value activities associated with the developments at Kingsnorth and Grain
- Isle of Grain: Potential focus for low carbon and associated technologies plus value added port activities
- The large employment area at Kingsnorth is now well connected to the main road network and offers a range of opportunities from logistics and distribution, off-site manufacture for the construction sector to waste management and processing
- Central Chatham associated with the development of a centre of regional significance and with a specific focus on fostering development within the creative industries sector.

In 2009, Medway Council adopted the latest Medway Economic Development Strategy. This contained five strategic priorities, which form the basis for the economic strategy set out in this document. Those priorities were:

- Sector development
- Skills development
- Higher education
- Employment space; and
- Image building.

It considered the most significant opportunities to lie with the creative industries and tourism but the specific development opportunities described above also point to a range of other opportunities, particularly around construction, environmental technologies, power and energy generation and advanced manufacturing.

Skills development and Medway's expanded further and higher education capacity go hand in hand and the Council and its partners will continue to work very closely with the four universities and Mid Kent College to both improve skills capacity and match it more closely to the needs of employers.

Modern start-up businesses help to create jobs and contribute to Gross Value Added (GVA). The development of more effective and innovative firms, complementing more traditional industries, is an important contributor to productivity growth and a competitive economy. In order to assist these businesses, a range of support measures is essential to ensure sustainable growth.

An effective start-up strategy will be one that seeks to address imbalances by providing services tailored to meet specific needs. Medway is at the forefront of best practice in this field and has been recognised nationally by its beacon council award for business support. The Council's "Medway Means Business" programme enables

interaction with the business community, aspirant entrepreneurs and new and growing businesses.

Tangible business support initiatives further strengthen the support on offer. Medway offers managed workspace facilities, graduate and apprenticeship work support programmes, financial support services such as start up grants and interest free loans, employment support services and European funded business support projects to facilitate cross-channel trade and business environmental sustainability. Medway is also developing its own entrepreneurial culture, building enterprise into the school curriculum and developing links with the Universities at Medway.

Medway is also well placed to provide the full range of support services and facilities required by established businesses due to the city scale infrastructure and services available. The range of projects highlighted below is intended to unlock this potential and create Medway as the destination of choice for businesses.

The Council and its partners will promote:

- Active business support networks
- Sector specific working groups
- Apprenticeship and graduate placement schemes
- Employ Medway (the Council's employment support service)
- The development of incubator and grow-on spaces for new and expanding businesses
- The continuing development of innovation sector facilities in conjunction with the Rochester Airfield technology cluster
- A new creative industries cluster in Chatham in conjunction with the University for the Creative Arts and other partners.

As explained in Chapter 3 the Council has developed a range of four alternative job targets or scenarios based on a population projection of 275,200 to 280,000 by 2026, an increase of 21,500 to 24,800 people. These are:

- Low employment rate and low reduction in out commuting = 9,400
- Low employment rate and high reduction in out commuting = 13,800
- High employment rate and low reduction in out commuting = 17,100
- High employment rate and high reduction in out commuting = 21,500

A number of factors point towards the lower end of the range unless a step change occurs in employment and out commuting patterns. To put this in context, between 1991 and 2001, the number of Medway residents out commuting increased whilst the economic activity rate remained steady and even dropped between 2006 and 2008. An independent forecast by Oxford Economics included in the Medway Economic Development Strategy shows a trend based projection of only 6,628 jobs being required by 2026.

Nevertheless floorspace capacity is available to meet the higher end of this range as summarised in the table below in square metres.

Use Classes Order	Planning Permission	Development Brief / Framework	MLP 2003 Allocation	Other SLAA Sites (Call for sites and urban capacity)	Total sq m	Job Yield
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Use Classes Order	Planning Permission	Development Brief / Framework	MLP 2003 Allocation	Other SLAA Sites (Call for sites and urban capacity)	Total sq m	Job Yield
A1	20464		4480	21423	46367	2330
A3	75				75	6
A1 A2		16496			16496	825
A1 A2 A3		46399			46399	2812
A1 A2 A3 A4			5161	7772	12933	784
A1 A2 A3 A4 A5						
A1 A3	7800				7800	473
A1 A3 A4	5614			3974	9588	581
A3 A4		1328			1328	102
Sub Total	33953	64223	9641	33169	140986	7912
B1	18922	7380	4400	14515	45217	1972
B2	1875				1875	55
B8	110				110	2
B1 B2	1656			1200	2856	95
B1 B2 B8	24805	6160	43353	213565	287883	4931
B1 B8	5288			11147	16435	433
B2 B8				238465	238465	3123
Sub Total	52656	13540	47753	478892	592841	10612
C1						145
Strood Masterplan					35839	1613
Totals	86609	77763	57394	512061	769666	20283

[INSERT FOOTNOTES TO THE TABLE – PARTICULARLY DISCOUNTING OF GRAIN]

The table indicates that, not only is there sufficient floorspace overall to meet the full target range but that there are also a range of locations and types of site to cater for all likely growth sectors over the plan period.

The final strategic objective from the Economic Strategy is concerned with image building. That is boosting the overall image of Medway, not only as a business location but also a thriving place in which to live and play. Specific actions to achieve this are set out in Policy CS17.

Given this range of considerations the strategy for the future is as set out in Policy CS17.

Policy CS17: Economic Strategy

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 workforce, offer an alternative to out-commuting and achieve a balance with housing growth.

Provision will be made for the expansion of the existing economic functions of the area, including the growth of Chatham as a sub-regional employment, retail and service hub, the development of the large Isle of Grain and Kingsnorth employment locations and associated energy and port related areas.

The development of the following specific sectors will also be encouraged:

- Energy and environmental technologies
- Engineering and manufacturing
- Building products and construction (including off-site manufacture)
- Health and social care
- Creative industries; and
- Tourism.

There will be new office, manufacturing and service development on a variety of scales, with an emphasis on higher value activity to develop increased GVA and higher skilled employment opportunities.

The Council and its partners will assist in the development of the work readiness and skills required by existing and potential employers through improved standards of education and skills in the workforce. This will include the support for initiatives to expand higher and further education and improve its links with local employers.

Major efforts will be made to improve Medway's image by:

Developing Chatham as a centre of regional significance

- Development of a diverse and vibrant evening economy
- Encouraging the development of comprehensive leisure facilities
- Promoting Medway as a venue for top sporting and cultural activities
- Continuing to support the bid for World Heritage status
- Stimulating a more creative use of the River Medway in conjunction with the development of riverside sites
- Improvement to Medway's "gateways" such as its railway stations
- Continuing to promote and develop Medway as a City
- Developing Medway as a genuine and connected "city break" tourism destination.

A supply of around 769,666 sq m of employment floorspace and premises has been identified to provide a range and choice of sites in terms of quality, accessibility, type and size, to meet Medway's requirements up to 2026. The Council particularly recognises the potential that the new settlement at Lodge Hill presents for creating a high quality environment for the development of employment and the continuing opportunities at Rochester Airport to develop a technology and knowledge based cluster.

The Council will protect established employment areas from other development and promote reinvestment strategies for each.

The Council will also support the agricultural, horticultural and forestry industries, and rural economic diversification and non-land based business proposals in towns and villages or on farm sites where applications show positive benefits.

7.3 Tourism

In 2006, tourism employed over 5,250 people and was worth about £265 million annually to the local economy. Continued growth is projected in the national and international tourism economy and Medway has the potential for further growth.

Tourism helps to raise levels of civic pride, improves the perception of an area, delivers local and sustainable jobs and provides economic incentive for new cultural and leisure facilities. Tourism provides a boost to other sectors of the local economy such as retail, arts and culture, leisure, heritage and transport.

Medway Council is a major stakeholder in the tourism economy. It owns and operates one of the largest and most prestigious Visitor Information Centres in the South East, Kent's second most visited local authority museum, two castles, five major annual festivals, an award winning coach park, three country parks and several historic green spaces.

The Historic Dockyard now ranks as one of Kent's premier league visitor attractions. The new No.1 Smithery gallery and museum, displaying national collections should catapult the Dockyard into the top league of attractions in the South East after it opens in July 2010.

Dickens World, which opened in May 2007, has secured Chatham Maritime's status as Medway's second major visitor attraction cluster and has complemented the existing Dickensian aspect of Rochester's tourist appeal.

The prospect of World Heritage Site status for Chatham Dockyard and its defences by 2013 will greatly enhance Medway's reputation as a visitor destination of international status.

The 2012 Olympics present Medway with various opportunities and will be a further catalyst to develop Medway as a genuine city break destination.

Rochester Castle and Cathedral are iconic landmarks and significant tourist destinations. Plans to conserve the two monuments will help Rochester to continue to develop as one of the UK's most significant historic destinations.

In order to successfully develop Medway's tourism "product", the Council will seek to secure:

- The provision of more internationally branded hotels to allow a shift from the lower spend day trip market towards new markets such as business tourism and city breaks
- Public realm investment in the historic core of Rochester
- The development of the evening economy and cultural offer which are required for all successful city break destinations
- A waterfront theatre and cultural hub which would help to link the tourist offer in Rochester with the Dockyard and Chatham Maritime and assist with the overall destination profile of Medway
- An improvement of the image and "brand" of Medway to enhance its awareness as a visitor destination beyond the South East
- Development of the leisure use of the river Medway; and
- An increase in skills and quality of the local tourism industry.

Policy CS18: Tourism

Medway Council will positively promote sustainable tourism development. A diverse and high quality tourism offer will be encouraged that seeks to lengthen the tourism season, increase the number of visits, provide job opportunities and sustain the tourism economy, whilst maintaining and where possible enhancing Medway's natural and built environment qualities.

Local tourism will be supported by:

- i) Encouraging tourism and provision for visitors which is appropriate to the character of the area**
- ii) Retaining and enhancing existing serviced accommodation and supporting the provision of new serviced accommodation in towns and villages**
- iii) Encouraging proposals for new hotel accommodation and conference/exhibition facilities in locations which complement regeneration opportunities**
- iv) Maintaining and enhancing existing tourist and visitor facilities**
- v) Supporting new tourist initiatives:**
 - In towns and villages and**
 - In the countryside through the re-use of existing buildings or as part of farm diversification schemes.**

7.4 Retail and Town Centres

The Government's key objective for town centres, as set out in PPS4; Planning for Sustainable Economic Growth, is to promote their vitality and viability. It seeks to do this by focusing new economic growth and development in them, and enhancing consumer choice through the provision of innovative and efficient shopping, leisure, tourism and local services in town centres whilst conserving and enhancing their historic, archaeological and architectural heritage.

Policy TC1 of the South East Plan identifies 22 primary regional centres, including Chatham, which will be the focus for large scale developments. Chatham is also identified as a regional hub and a centre for significant change. Policy TC2 states that major retail developments and other town centre uses of a large scale should be located in such centres.

Reflecting the South East Plan, the current hierarchy of centres consists of:

- Regional Hub and primary centre: Chatham
- District Centres: Strood, Gillingham, Rainham, Hempstead Valley Shopping Centre, Rochester
- Local Centres, Villages and Neighbourhood Centres

In addition there are retail Parks at Gillingham Business Park, Horsted Retail Park and Strood Retail Park, free standing Stores at Courtney Road, Gillingham, Maidstone Road, Chatham and Princes Avenue, Chatham and a factory outlet centre at Chatham Maritime.

In 2009, Nathaniel Lichfield and Partners prepared a town centre, retail and leisure study for Medway Council, which included an assessment of the main Chatham Centre together with the five district centres of Strood, Gillingham, Rainham,

Hempstead Valley Shopping Centre and Rochester. The study assessed the future need for additional retail, commercial leisure facilities and other town centre uses, taking full account of the current economic climate.

Shopping or retail potential is considered in two categories:

- 'Convenience' – goods bought on a day-to-day basis, mainly food
- 'Comparison' – or 'durable' goods. These include clothing, footwear, electricals etc.

The Study found some potential for new convenience floorspace, as detailed in the following tables.

Sales floorspace (sq m net)	2008	2011	2016	2021	2026
Large food stores	2,960	3,760	5,607	6,642	7,298
Small foodstores/shops	1,776	2,256	3,364	3,385	4,379
Total	4,736	6,016	8,971	10,027	11,677

Time Period	Large foodstore floorspace	Small store/shop floorspace
2008 – 2011	3,280 – 3,760 sq m	1,968 – 2,256 sq m
2011 – 2016	969 – 1,847 sq m	581 – 1,108 sq m
2008 - 2026	6,439 – 7,298 sq m	3,863 – 4,379 sq m

To put this in context a large food superstore is usually around 6,000 sq m.

It concluded that there was no obvious area of deficiency in Medway, that some capacity could be accommodated within existing vacant premises or small redevelopments within the main centres but outside of the main centres the priority should be to serve major new residential developments.

On the other hand, in relation to comparison spending, the Study identifies scope for a large increase in floorspace as detailed below.

Medway Catchment Sales floorspace (Sq m Net)	2008	2011	2016	2021	2026
Scenario 1: Increased market share – baseline population	N/A	-4,560	34,940	63,103	94,854
Scenario 2: Constant market share – High population growth	N/A	-3,238	23,750	49,702	76,775
Scenario 3: Increased market share – high population growth	N/A	-3,238	41,363	69,981	99,958

Apart from forecast changes in population this is largely due to the fact that a high proportion of spending on comparison goods currently 'leaks' out of Medway to other shopping centres – indicating that the local town centres, particularly Chatham, are performing well below their potential.

It is therefore intended that the strategy for Medway will be to enhance Chatham's current position in the shopping hierarchy and improve the area's existing market share of expenditure.

The retail study points out that the shopping centres within Medway are all located close to each other particularly Strood, Rochester and Chatham and their primary catchment areas overlap. The main centres collectively provide what is described as a reasonably good range of comparison shops (393 units with sales floorspace of 86,396 sq m net), including a range of national multiples and independent specialists. However, the choice of shopping could be improved. Existing provision largely caters for the middle and lower end of the market, and has a poor offer for the upper end of the market.

It concludes that Medway is well provided for in terms of retail warehouse facilities. Retail parks provide about 42,000 sq m (net) of comparison floorspace. This accounts for about 28% of all comparison sales floorspace. These figures exclude the unimplemented planning permission for 14,400 sq m gross of retail warehousing at Anthony's way in Strood.

The Study provides a firm basis for the future retail strategy and how this should be applied in each centre.

Chatham is, and will, remain the main comparison shopping destination and the main focus for employment, leisure, entertainment and cultural activities. As the main centre, it needs to compete with other large regional/sub-regional centres such as Maidstone, Bromley and Canterbury. To achieve this it needs to be the focus for major retail developments, large scale leisure and other uses that attract large numbers of people including major cultural, tourism and community facilities. At least 30,000 sq m of additional floorspace should be brought forward to radically change the perception of the centre and its range of shops and attract larger retailers.

The District Centres will complement Chatham by providing convenience food shopping and a range of comparison shopping facilities and other services catering for their immediate catchments. Opportunities for small scale development to provide additional shop premises will be encouraged, and the priority will be for additional convenience shopping facilities and lower order comparison shopping. Higher order comparison shopping will be focused in Chatham.

Local and Village Centres will be maintained to ensure they provide basic food and grocery shopping facilities, supported by a limited choice and range of comparison shops selling lower order comparison goods (bought on a regular basis) and a range of non-retail services and community uses. Together with local parades they will continue to serve small catchment areas focused on their respective local communities.

The Medway Local Plan 2003 seeks to protect and enhance a very large number of sometimes very small local and neighbourhood centres. However since it was adopted many have struggled commercially or even disappeared completely. The intention therefore is to now afford protection to those centres that are of sufficient scale and are in locations that readily serve significant residential communities. These are identified in Chapter 11.

Policy CS19: Retail and Town Centres

Medway Council will maintain and enhance the vitality and viability of its network of town and rural centres and support the delivery of appropriate comparison and convenience retail, office, leisure, entertainment and cultural facilities. 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.

Chatham, the sub-regional hub, will be the preferred location for major retail development and other uses attracting a large number of people.

Provision will be made for the following retail development:

- 50,000 sq m gross comparison retail floorspace in Chatham, primarily in the Best Street/High Street area, the Pentagon, the Brook and the Waterfront redevelopment area
- 15,000 sq m for bulky comparison goods in association with a park and ride facility at Whitewall Creek
- Smaller scale comparison goods floorspace at the district centres of Strood, Rochester, Gillingham and Rainham and at Hempstead Valley
- Two convenience stores of about 3,500 sq m at Corporation Street, Rochester and at Lodge Hill, Chattenden.

Medway Council will promote its centres and will seek improvements in the range and choice of shops and services, the intensification of retail floorspace use and the reoccupation of vacant retail floorspace.

7.5 Education and Personal Development

The Council's overall aim is to enable everyone to realise his or her full potential, regardless of race, gender, disability, sexual orientation, age and religion, and make the best possible contribution to society. The Council is seeking to do this by focusing on the needs of the learner, raising aspirations, promoting the highest standards of teaching and learning and sharing good practice.

Schools have the primary responsibility for raising achievement. The Council recognises the need to strengthen their autonomy and their capacity for self-evaluation. The Local Education Authority's role (LEA) is to provide leadership and to give schools appropriate challenge and support in order to meet Medway's overall targets.

Medway Council's Draft School Organisation Plan (SOP) for 2007/08 – 2011/12 sets out the policies and principles on which school organisation will be based and how Medway plans to meet its statutory responsibility to provide enough places to promote higher standards of attainment. For example, in response to changing pupil numbers, it proposes amalgamating some infant and junior schools to create all through primary schools for children aged 4 -11. It also recognises the role of the community in the concept of extended schools which can include childcare and health provision as well as out of school hours and community education opportunities.

According to the 2001 Census, only 12% of residents' aged 16-74 had qualifications at degree level or higher, and this ranked Medway 66th out of 67 authorities in the South East. Therefore increasing the educational achievement of Medway residents and encouraging local people to go to university in Medway rather than elsewhere have been key priorities for the Council and the Local Strategic Partnership. This is

now yielding excellent results with attainment levels rising at a greater rate than other areas.

The University for the Creative Arts has an ambition to develop a new campus to replace that at Fort Pitt and the Council will positively support this. It will also work with the other three universities to further develop the capacity and range of provision on the Chatham Maritime campus and, if necessary in satellite locations.

Mid Kent College has a longstanding association with construction and allied trades and, as part of the Holdfast Consortium, now provides training to the Royal School of Military Engineering at Brompton and Wainscott. With a new campus at Prince Arthur Road the college is exceptionally well placed to promote itself as a regional construction skills hub.

The Council is also determined that the broad education offer available in Medway is aligned as closely as possible to the needs of existing and future employers and a number of actions are ongoing to achieve this.

Policy CS: Education and Personal Development

The Council will work with all relevant partners to develop a fully integrated educational offer including:

- **All through primary provision with integrated or associated early years provision**
- **Re-investment in secondary education via the Department for Education's FES "Schools for the Future" programme or other relevant initiatives such as Academies**
- **Management arrangements for schools which fully exploits their potential as community hubs**
- **A distributed adult learning service with a new focus on re-skilling and the identified needs of local employers**
- **The further development of the University for the Creative Arts, offering a wide range of foundation and graduate opportunities whilst fully exploiting opportunities for direct spin-off and other creative industry opportunities**
- **Re-investment in and the further development of Mid Kent College, both as a broad focus for post 16 education and as a regional scale hub for construction and allied skills**
- **The further development of the Universities at Medway campus at Chatham Maritime as a distinct focus for degree and post degree higher education provision within Thames Gateway**
- **The establishment of a cross sector high level education forum intended to steer future development and strengthen links with the business sector.**

8 Energy, Waste and Minerals

8.1 Introduction

As an all purpose unitary council Medway is also a minerals and waste planning authority and, in discharging this role, needs to ensure effective policies are in place to meet both local and regional requirements. These are set out in this chapter.

Medway is also nationally significant in terms of power generation, electricity distribution and liquefied natural gas storage.

8.2 Conventional Energy Generation

Presently Medway generates around 15% of the country's electricity. This was originally founded on coal and oil, with large plants at Kingsnorth and Grain respectively. More recently two gas powered plants were added at Damhead Creek and adjacent to Thamesport. A large combined cycle gas turbine technology station will come on stream in September 2010 at Grain and this will eventually replace the oil fired plant there. Plans for the tripling output from the Damhead Creek gas powered plant are awaiting a Government decision, as is a plan to replace the Kingsnorth coal plant with a modern alternative. If this proceeds it is likely to be coupled with full Carbon Capture and Storage (CCS) technology and this could also be a requirement for the Damhead Creek facility.

North Sea natural gas supplies have been depleting whilst UK demand has been increasing. Production from this source currently stands at 38%. To meet the gap, Grain has been at the forefront in providing new importation and storage capacity and it now provides one of the largest storage installations in the world.

A two way electrical inter-connector (BritNed) is currently being installed between Grain and the Netherlands and aviation fuel is also imported, stored and distributed from Grain.

Although renewable technologies will play a much greater part in energy production in the future, all the indications are that fossil fuel sources will continue to be needed, if a serious energy gap is to be avoided. Medway's contribution to national requirements will therefore continue for the foreseeable future.

Despite this enormous investment in strategically vital infrastructure however the benefits to the local area and economy have been limited. The operational workforce for each facility is quite small and the construction workforce is drawn from around the world rather than from within Medway.

Despite this there are certain opportunities for the future, which will be vigorously pursued:

- The creation of a maintenance and support services cluster to the local energy sector, building on Medway's traditional manufacturing and support industries strengths
- Long term research and development opportunities if, as is anticipated, new plants are required to install full scale CCS. Potentially this could be of global significance if Britain is the first country to make this a pre-condition

- The potential for large scale district heating utilising waste heat from new power plants. Initial feasibility studies in relation to Kingsnorth indicate a scale of opportunity unique in the UK
- Local matching of skills development to the needs of the sector.

Policy CS21: Conventional Energy Generation

Proposals for additional power generation and energy storage capacity will be supported, subject to:

- **Their impact on the natural environment and local settlements being acceptable**
- **Specific efforts being applied to the recruitment and use of local labour, including through collaboration with local universities and colleges**
- **Proposals being assessed for their potential to re-use waste heat.**

The Council will positively promote the development of local supply chains and a support and maintenance cluster. It will also seek to develop further value added and Research and Development activities in conjunction with the plant operators.

8.3 Provision of Minerals

Medway Council is the mineral planning authority (MPA) for the area. It is charged with the responsibility of ensuring a steady supply of minerals to both meet local needs and contribute proportionally to regional requirements.

Details of the available local reserves, past production rates and other details are set out in the Minerals State of Medway report.

The materials covered by this section are:

- Land won sands and gravels (aggregates)
- Secondary aggregates – effectively the reuse of materials in place of virgin aggregates
- Chalk
- Clay
- The importation of aggregates – both marine dredged and land won from outside the region.

Where relevant the Medway apportionment in terms of supply, capacity and safeguarding from the South East Plan are applied.

The government's overall objectives for minerals supply and safeguarding are:

- A reduction in overall need through increased efficiency of use
- Use of recycled and secondary aggregates to supplant primary sources as far as technically practical; and
- Securing the remainder of the supply need from new primary extraction (terrestrial and marine).

It also applies the following hierarchy in terms of meeting need:

1. Increased use of alternatives to primary aggregates are to be encouraged where technically practicable
2. Use of imported marine resources, where environmentally sustainable sources are present; and
3. Source land won resources, maintaining at least a seven year landbank of permissions based on the sub-regional apportionments from the South East Plan. Make provision at existing cement manufacturing facilities for at least 15 years of production, and 25 years at new sites.

There is no specific guidance for high purity chalk for whiting purposes or for clay. However it is prudent that resources of high quality engineering clay should be maintained. Medway has no brick or clay tile industry but has abundant London Clay resources that can be used for certain purposes such as coastal flood defences.

The South East Plan Policy requires Medway to make provision to meet a sub-regional apportionment for secondary aggregates of 0.2 million tonnes per annum (mtpa). Significant amounts of this material are derived from the construction and demolition waste stream.

Both land won minerals (crushed rock and sand and gravel) and marine dredged materials are imported into the South East. Wharves and railheads are essential to this source of supply. It is of growing importance to overall aggregate supply. Some 13.1 million tonnes of sands and gravels and crushed rock were supplied to the region in 2007, while only 8.5 million tonnes came from land won reserves in the region. Medway's regional contribution is in the order of 2 million tonnes so the safeguarding of facilities will be important to maintain this increasingly important source of supply.

Medway's established facilities are as follows:

Marine Wharves:

- Euro Wharf, Frindsbury, Medway City Estate - Aggregates/Cement and Coated Stone Products

Combined Rail Depot and Marine Wharves:

- Ex BP Terminal, Isle of Grain - Aggregates
- North Sea Terminal, Cliffe - Aggregates/Cement Products
- Halling Coal Rail Depot and Wharf, Halling - Coal/Cement Products

Planned but Non Operational Marine Wharves

- Halling (adjacent to Halling Coal Rail Depot and Wharf) Halling – Aggregates.

In terms of native land won aggregates an outstanding partial review of the South East Plan recommends that Medway should make provision for 0.18 mtpa. This equates to the production of 2.7 million tonnes of primary land won aggregates for the period 2010-25 and a land bank of planning permissions at any one time of 1.23 million tonnes (equal to 7 years of production) throughout the life of the plan.

Medway has a long history of cement manufacture. This appears to have all but ceased. The Cemex UK owned Halling works has closed and significant permitted reserves of chalk in the Dean Valley at Cuxton have been abandoned. There is a significant new cement manufacturing site at Holborough, owned by Lafarge UK, that

borders the Medway boundary. Preliminary site works have been implemented but it is not known if or when the plant might be constructed. The reserves (in Tonbridge and Malling) are in excess of 40 years.

Given this situation there is no need to identify any additional chalk resources for the cement industry in the Medway Core Strategy.

High purity chalk for industrial whiting purposes is not addressed in the South East Plan but there is an important plant and associated reserves at Cliffe Quarry, owned and operated by Omya UK. The reserves are in excess of 6 million tonnes. Extraction rates are in the order of 20-30,000 tonnes per annum and there is an approved low-level restoration scheme. There is therefore no need to identify additional reserves of high purity chalk.

Medway does not have a clay brick or tile industry but does have abundant deposits of London Clay on the Hoo Peninsula. This material is suitable for engineering clay uses. There is no specific South East Plan policy for engineering clay and it is an abundant material in the region but there is intermittent local demand, primarily for use on flood defences. The sole permitted reserves at Rose Court Farm near Grain are time limited to the end of 2011.

Clay is an important material for lining and capping waste landfill/landraise sites and can also be used for contaminated land remediation. Accordingly it is appropriate to consider the need to safeguard reserves for the future.

In terms of land won aggregates the permitted reserves in Medway are currently 1.2 million tonnes, representing a land bank of 6.6 years. These are at a site close to the east of Hoo St. Werburgh. Although it has planning permission extraction has not commenced. The remaining reserves at Perry's Farm, Grain have been abandoned as uneconomic and the site is being restored back to agriculture.

Given this situation the overall requirement for the period 2010-2025 is:

- 2.7 million tonnes, minus current permitted reserves of 1.2 million tonnes giving a residual requirement of 1.5 million tonnes; and
- A rolling land bank of 1.23 million tonnes throughout the life of the plan.

Resources available have varying degrees of reliability in terms of both quantity and economic viability. The potential reserves at Grain are now considered to be uneconomic. Against this: total proven reserves are 1,640,000 tonnes and total potential (proven and unproven) reserves in the unconstrained areas of the Hoo Peninsula are assessed as being in a range from 3,345,326 tonnes to 4,547,940 tonnes.

The available reserves are therefore more than sufficient to provide the 1.5 million tonnes required between 2010-2025.

The current land bank figure is equivalent to 6.6 years. With each successive year this is reduced by the assumed production of 0.18 mtpa. If it is assumed that further reserves are permitted from the unconstrained identified reserves on the peninsula these would ensure a 7 year land bank is maintained up to and beyond the end of the plan period. The lower reserve figure of 3.45 million tonnes would provide for a land bank until 2028 and the potentially higher figure of 4.54 million tonnes until 2035.

The identified reserves are shown on Fig. X

[MAP SHOWING RESERVES ON THE HOO PENINSULA TO BE INSERTED]

Given the lack of cement production and the large reserve of high quality chalk at Cliffe there is no need to additional reserves of chalk over the Plan period. It is possible that chalk supply could be sought for agricultural liming purposes or for engineering activity and so provision is proposed to meet this eventuality.

Policy CS22: Provision of Minerals

Provision of a continuous supply of at least 0.2 million tonnes per annum of Secondary Aggregates will be sought by:

- **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 Land Allocation and Development Management Development Plan Document.**

The Council will make provision for the extraction of at least 0.18 million tonnes per annum land won aggregates within the area identified to the east of Hoo St. Werburgh, together with at least a 7 year land bank of permitted reserves in the areas of search identified on the Hoo Peninsula over the plan period.

The Land Allocations and Development Management DPD will define the geographical extent of the Areas of Search.

The basis for assessing proposals to meet an identified national, regional or local need for engineering grade clay or chalk will set out in the Allocations and Development Management Development Plan Document.

All existing mineral wharves will be safeguarded against proposals, which would prejudice their use for the continued importation of marine dredged sand and gravel, crushed rock and associated materials.

8.4 Waste Management

More background information on this complex topic can be found in the Waste State of Medway report.

As a unitary authority Medway is responsible for the contractual arrangements for the collection, treatment and disposal of the municipal solid waste stream and for the sustainable spatial planning of the necessary capacity for this and all the other waste streams represented in the area. These are:

- Commercial and industrial waste
- Construction, demolition and excavation; and
- Hazardous waste.

The emphasis is on waste reduction and reuse and recycling at source to meet national and regional planning guidance and targets. Those wastes that cannot be then recovered and the residues from higher parts of the waste hierarchy have to be safely disposed of to land (landfill) but this is increasingly a last resort solution.

Councils in the South East are also required to make provision for the disposal of a certain amount of London's waste to landfill but the demand for this is also reducing.

The Council has just let a 25 year waste disposal contract for its municipal waste. After a competitive tender process, it will be taken out of the area for treatment and disposal. As a result there is no need to make provision for this form of waste over this plan period. However provision will still need to be made for the other waste streams.

Commercial and Industrial Wastes

The quantities of commercial and industrial wastes arising in Medway have been calculated as follows:

Average tonnage per Sector per Annum:

- Mining and Quarrying *negligible*
- Manufacturing 72,456
- Electricity, Gas and Water 8,765
- Distribution, Hotels and Catering 56,085
- Transport and Communications 3,841
- Financial and Business Services 12,422
- Government and Other Services 19,350

Total all sectors approx. 173,000

Environment Agency data in 2008 showed how this type of waste was dealt with, although this did not necessarily all occur in Medway or comprise exclusively Medway waste:

- | | |
|-------------------------------|-------|
| • 64,261 tonnes recycled | 35.7% |
| • 2,290 tonnes incinerated | 1.3% |
| • 349 reprocessed | 0.2% |
| • 24 tonnes otherwise treated | 0.01% |
| • 320 tonnes transferred | 0.18% |
| • 92,090 tonnes unknown | 51.2% |
| • 20,533 tonnes landfilled | 11.4% |

Total 179,867 tonnes.

Currently Medway has the following facilities/capacity to deal with this waste stream:

- 0.67mtpa potential recycling capacity over a wide range of wastes but with significant application to the Commercial and Industrial Wastes stream, at Medway City Estate
- In vessel waste composting at Kingsnorth:75,000 tpa
- Abattoir waste in vessel composting at Matts Hill: 40,000 tpa

Although the treatment or disposal of over half is unknown it is known that recycling and recovery rates are increasing. Landfill will continue to be the only option for certain types of waste but this can also be expected to continue to decline as costs for this disposal method increase.

The South East Plan does not specify a Medway specific target for this waste stream.

Construction, Demolition and Excavation Waste

This is also a difficult waste stream to quantify. The great majority of material is dealt with on site (crushing and reuse of demolition waste for example) and so is not officially classified as waste. Those materials taken off-site may be treated elsewhere or simply sold on, for example, hardcore. However quantities recorded by the Environment Agency in 2008 were dealt with as follows:

- 461.86 tonnes recycled 0.97%
- 42,759.55 tonnes reprocessed 89.9%
- 370.46 tonnes transferred 0.78%
- 3,414.5 tonnes unknown 7.1%
- 524.86 tonnes landfilled 1.1%

Total 47,531.23 tonnes.

In addition to this some 6,010.8 tonnes of inert wastes were reprocessed.

It can be assumed that all reprocessed material was reused in one way or another. The proportion needing final disposal was very small.

Most treatment – crushing, washing etc. – is carried out on the site where the waste arises, using mobile plant. Material that cannot be dealt with in this way is normally taken to local depots for sorting, grading and so on and then sold on as construction or recycling material.

Facilities available for this are currently limited in Medway. There is some capacity at Knight Road in Strood but this will need to be relocated as the Temple Waterfront regeneration area comes forward for redevelopment. There is a current proposal to develop an alternative facility at Medway City Estate. If permitted this would have a capacity of in excess of 125,000 tonnes per annum.

Again the South East Plan does have a specific Medway target for this waste stream.

Hazardous Wastes

Hazardous waste can arise from all waste sectors. The Environment Agency's Hazardous Waste Interrogator 2008 showed that some 22,245 tonnes of Medway's wastes were recorded as hazardous, of which 12,799 tonnes were managed in Medway. The data shows that hazardous materials were transferred nationally illustrating the complex nature of this waste stream with relatively small quantities often being taken to a few specialist treatment and disposal facilities nationwide.

The Medway site operator waste return interrogator 2008 detailed company activity as follows:

- Recycled 266.43 tonnes 1.8%
- Reprocessed 5,745.31 tonnes 39.6%
- Treatment (unspecified) 2,509.69 tonnes 17.32%
- Incinerated 813.79 tonnes 5.6%
- Landfilled 248.47 tonnes 1.7%
- Unknown 4,901.45 tonnes 33.8%

Total 14,484.14 tonnes.

Facilities within Medway include a tyre shredding plant and waste oils recycling plants at Kingsnorth and metal recovery at Medway City Estate with the following capacities:

- 167,500 tonnes per annum oil/water waste treatment
- 147,125 tonnes per annum metals ferrous/non-ferrous recovery; and
- 74,740 tonnes per annum photographic and printing waste disposal and recycling, including silver recovery and refining
- 3,650 tonnes per annum asbestos wastes treatment and transfer.

There are no significant arisings of low level nuclear wastes in Medway and so local provision is not necessary for such material.

The South East Plan does not contain a Medway specific requirement but Policy W15 details an identified priority needs for hazardous waste capacity in the form of:

- Additional hazardous waste landfill capacity in the south and south-east of the region
- Treatment facilities for air pollution control residues
- Treatment facilities for waste electronic and electrical equipment (WEEE); and
- Sub-regional networks of contaminated C,DandE waste treatment facilities.

It requires authorities to:

- Identify and safeguard sites for the storage, treatment and remediation of contaminated and demolition waste
- Identify criteria for the determination of large scale specialist hazardous waste facilities, and a network of landfill cells for stabilised non-reactive hazardous wastes.

London's Waste Exports

Although the Home Counties, including Medway, are required to make provision for a proportion of London's waste disposal needs in terms of landfill there has been no activity in Medway for some time and no interest has been expressed in new capacity, either by the London authorities or commercial operators.

In this context Medway is grouped with Kent and the South East Plan contains a joint apportionment of 2.46 million tonnes over the plan period. However no Kent/Medway split has yet been agreed due to uncertainty as to what London requires as waste, including residues, is increasingly diverted away from landfill.

Policy W7 of the South East Plan is a combined Kent and Medway policy setting out the overall waste management capacity target (excluding landfill requirements) for both the MSW and C and I waste streams in 5 yearly targets till 2025. The policy makes clear that authorities should consider the formation of integrated 'resource parks' in areas of new development to meet environmental, technical and operational objectives.

Medway has an array of facilities and associated capacity for the management of waste but whether these deal with materials generated in Medway or they are brought into the area is down to the operator and their commercial contract arrangements.

For the future the priorities are therefore to:

- Ensure there is sufficient capacity for waste handling, recycling and treatment for each of the waste streams, including transfer capacity for municipal waste - although this is provided for within the new contract
- That there is adequate collection infrastructure, given increasing separation of different wastes at source
- Consider whether specific provision should be made for new landfill capacity and, if so, whether this should be for inert, non-inert or hazardous wastes, or a combination of these.

Medway City Estate and Kingsnorth are already established as centres for waste handling and treatment and, subject to market demand, further expansion would be appropriate provided appropriate environmental standards are met.

With rapid developments in the waste management field it is difficult to forecast what specific collection and transfer facilities will be required over the plan period but these can usually be readily dealt with in conjunction with the planning of new developments and in the established employment areas.

Landfill capacity across the South East is declining rapidly but that is also the case with the quantity of material that needs to be disposed of in this way. Providing new capacity is almost wholly dependant on having suitable void space and the right geological conditions.

Much of Medway sits on chalk, a highly permeable rock, unsuitable for non-inert and hazardous waste disposal. However chalk quarries can be used for inert materials. The Hoo Peninsula, on the other hand, is overlain with London Clay and this impermeable material is well suited for the landfilling of non-inert and hazardous materials that cannot be disposed of in any other way. However there are no existing voids so any provision would either involve the creation of new void space by digging out cover material or re-profiling land by raising its natural contours.

Many of the area's chalk pits have already been infilled but a pit at Frindsbury would provide sufficient capacity to meet Medway's inert waste needs over the plan period.

Medway's arisings from all sectors, including hazardous wastes, are unlikely to be sufficiently large to justify the investment required to create new void space. If this option was pursued it would therefore inevitably involve the large scale importation of material, contrary to a local proximity principle. The Hoo Peninsula is also remote from major markets adding to transport costs and environmental impact.

Given these considerations no specific allocations for new landfill/landraise facilities are proposed but Policy CS23 includes appropriate criteria for determining any proposals that might come forward.

Policy CS23: Waste Management

Provision will be made for the collection, reuse, recycling, treatment and disposal of Medway's waste by:

- **Ensuring all new built developments make appropriate provision for the separation, storage and collection of waste materials**
- **Permitting facilities for the reuse, recycling, treatment and transfer of waste materials, subject to their being of an appropriate environmental**

standard. Medway City Estate and Kingsnorth and, at a lesser scale, the existing established employment areas are the preferred locations for such activities

- **Assessing the potential for an inert waste landfill site, subject to acceptable local environmental impacts, adequate access arrangements and ant impact on residential amenity**
- **Any proposals for the creation void space or landraising to facilitate a disposal facility for non-inert or hazardous materials will be assessed against the following criteria:**
 - **Local impacts, including on residential amenity, being acceptable**
 - **The site being well related to the primary road network and with suitable site access and egress arrangements**
 - **It being clearly demonstrated that the materials to be deposited cannot be reasonably disposed of in any other way (that is that they are irreducible residues)**
 - **That the facility will handle a high proportion of such waste arising within Medway and the immediately surrounding area to ensure a sustainable pattern of disposal**
 - **Unless a specific needs case can be demonstrated, that wastes to be deposited do not involve a road haulage distance of more than 50 miles**
 - **It being demonstrated whether the facility will, subject to demand, meet Medway's requirement to deal with London's waste allocation**
 - **That all the reasonable requirements of the Environment Agency can be satisfied**
 - **There being a clear programme and time limit for the operation proposed and satisfactory provision for the restoration and after-use of the site.**

9 Transport and Movement

9.1 Introduction

As an all-purpose unitary authority Medway Council is also a transport authority, responsible for the local highway network, public rights of way and other transport related infrastructure. This includes 840 km of adopted highway and 293 km of public rights of way plus the Medway Tunnel.

However the Council has no specific responsibility for the rail network or commercial bus services, although it works closely with all operators and with the Highways Agency, which is responsible for the motorway and trunk road network.

In this role it is required to prepare a Local Transport Plan, setting out an overall transport strategy for the area. Medway's third Local Transport Plan or LTP3 has recently been published as a consultation draft and it is purposely aligned to both the Local Development Framework and the Sustainable Community Strategy. It runs to 2026. Its main provisions are summarised below.

It follows that the transport and movement strategy underpinning this Core Strategy closely mirrors and is informed by the third Local Transport Plan but with an emphasis on those aspects that affect the programming of development or have implications for land or property.

9.2 Thames Gateway Funding and LTP2

Due to its strategic location within the Thames Gateway, Medway has received approvals for substantial capital funding from the Department of Communities and Local Government, the Department for Transport and the Homes and Communities Agency for a range of transport initiatives running through to 2011. These include funding to remove the flyover in Chatham, return the town to two way working, widening the Brook etc, improvements to Gillingham rail station, construction of a new 'dynamic' bus station in Chatham and over £13 million for bus infrastructure and bus priority measures to begin to create a quality bus network. In 2011 a comprehensive Urban Traffic Management Control (UTMC) system will also go live. Major improvements to the A228 to Grain are also underway.

This funding is doing much to address longstanding problems and introduce new capacity to the highway network. Significantly it is also creating capacity to accommodate development on the major regeneration sites in the short term.

Over the longer term however further interventions will be required to offset background traffic growth and these are the focus for LTP3.

9.3 Context and Priorities

As indicated the major challenge is to address the increased demand for travel that will arise over the longer term. At the same time it is recognised that transport influences and adds value to many key priorities including economic growth, the natural environment, connectivity, equality of opportunity and health.

With a development strategy that specifically seeks to accommodate future development within the existing main urban area and at Lodge Hill, Chattenden, new primary transport links are not required to realise development. Local improvements are required in a number of cases but these do not, by themselves, have a strategic impact. Instead the emphasis needs to be on the more effective management of existing networks and selective investment to tackle congestion hotspots and improve public transport options and capacity to offset general traffic growth.

This has been confirmed by intensive analysis, including the development of several transport models, one of which is an area wide SATURN model, which has been developed in partnership with the Highways Agency. The forecast effects without further intervention are illustrated in the following diagram.

(DIAGRAM FROM MOTT McDONALD AS IN ISSUES and OPTIONS REPORT)

Further details are contained in a technical report prepared by the Council's modelling consultants [[insert report reference](#)].

Consequently five overarching priorities have been set out in the third local transport plan to guide future policies and programmes. These, and the key actions proposed under each are set out below:

1. *Supporting Medway's regeneration, economic competitiveness and growth by securing a reliable and efficient local transport network*

Key actions:

- More efficient management of the highway network and car parks
- Improvements to the strategic road network focusing on congestion hotspots
- Improving the quality of bus services, including the development of *Fastrack* style bus links and smart ticketing
- Better management of freight, including improved access to the International Gateway at Grain
- Encouraging walking and cycling for short journeys
- Investigating river transport and additional river crossings.

2. *Supporting a healthier natural environment by contributing to tackling climate change and improving air quality*

Key actions:

- Encouraging alternatives to the private car by:
 - Improving the quality of bus services, including the development of *Fastrack* style bus links
 - Encouraging walking and cycling for short journeys
- More efficient management of the highway network including air quality traffic management schemes and tackling congestion hotspots.

3. *Ensuring Medway has good quality transport connections to key markets and major conurbations in Kent and London*

Key actions:

- Improved sub-regional public transport services and facilities to connect Medway with key business centres and labour markets, including improvements to rail stations
- Longer distance trips into Medway captured by park and ride services to reduce town centre traffic

- More coordinated sub-regional highway network management by improved partnership working with the Highways Agency and Kent County Council
- Encouraging commuters to cycle to railway stations as part of their outward journey to work
- Development of sub-regional cycle routes.

4. *Supporting equality of opportunity to employment, education, goods and services for all residents in Medway*

Key actions:

- Improving accessibility to bus services for people with mobility difficulties
- Supporting students to access the learning quarter by public transport, walking and cycling
- Supporting independence by maintaining socially necessary bus services and providing transport services to day services
- Revised design guidance for new developments that supports improved accessibility by walking, cycling and public transport
- Community transport schemes.

5. *Supporting a safer, healthier and more secure community in Medway by promoting active lifestyles and by reducing the risk of death, injury or ill health or being the victim of crime*

Key actions:

- Road safety interventions incorporating highway schemes, education, publicity, promotion and enforcement
- Safer routes to school initiatives
- Encouraging cycling
- Improved pedestrian access to local facilities
- Development of Green Grid and the Coastal Access initiatives, and improving public rights of way
- Public safety initiatives
- Effective highway maintenance, including footways and cycleways.

Specific schemes to address these matters are grouped under five transport objectives and programmed as follows:

- Short term: April 2011 to March 2016
- Medium term: April 2016 to March 2021
- Long term: April 2021 to March 2026.

A full list of schemes and actions is included at Appendix ?

Although many actions and schemes are proposed over the life of this plan it is expected that the great majority will not require additional land, other than as an integral feature of new built developments. However some schemes to address congestion hotspots may do so, depending on detailed designs, and these are listed in the following table.

(INSERT TABLE)

9.4 Other Transport Related Issues

LTP3 considers a number of aspects of river transport and the role of the major port facilities. These include identifying the need to protect and possibly supplement existing piers to support possible river bus/taxi services. It does not consider aviation issues as these have very localised impacts and no scheduled services operate from Rochester Airport.

However it is important that the Core Strategy takes full account of the planning implications of these matters.

In the case of both the River Medway and the Thames 'saved' local plan policies give protection to a number of local wharves as well as the larger docks at Chatham and Thamesport. These include a strategically important aggregates importation wharf at Cliffe, wharves on Medway City Estate and a wharf at Halling. All benefit from reasonable landward access and are well established. It is intended that they should continue to be safeguarded over the longer term in order that the area can continue to contribute to national, regional and local needs for maritime capacity.

Thamesport is identified in the South East Plan as an international gateway and is a nationally significant container port with potential for further growth and the development of 'value added' activities on adjoining land (Grain employment area). Both safeguarding it and facilitating its further development is therefore appropriate.

Chatham Docks caters for smaller vessels – up to 8,000 tonnes – with lock gates controlling access from the Medway. The site and associated facilities need reinvestment but there is every indication that it has a long term commercial role, complementing the larger ports catering for deep sea traffic and handling vessels too large for local wharves and jetties. Accordingly it is intended that it should continue to be safeguarded.

Over many years efforts have been made to encourage water taxi style services along the urban waterfront, particularly to cater for visitors during the summer months. Despite a number of piers and landing places being available this has not proved viable but it is considered important to safeguard these facilities for the future. The continuing development of major visitor attractions on or close to the riverbank and the increased population that will result from the redevelopment of the waterfront regeneration sites may well present new opportunities, as may the proposed park and ride site at Whitewall Creek. The relevant locations are:

(LIST TO BE INSERTED)

In terms of aviation there are two established facilities:

- Rochester Airport – a general aviation facility with two grass runways, catering for leisure flying, flight training and some emergency service uses. It is subject to airspace safeguarding by the Council
- Stoke Microlights – this is a small, unlicensed, facility situated relatively close to the large employment area at Kingsnorth. There is currently no safeguarding regime in place, either for the limited facilities on the ground or the surrounding airspace.

Facilities at Rochester Airport need reinvestment and upgrading and the current operator is working closely with the Council to see how this might be achieved, while also ensuring that adjacent land can be fully utilised for employment purposes (see Economy chapter). Investigations are ongoing and it is expected that a masterplan covering both the Airport and surrounding land will be agreed in due course.

The Stoke facility is limited in scale and constrained by high voltage power lines and other features. Accordingly it is not proposed to afford it long term safeguarding.

9.5 Transport and Development

Although some continuing growth in private car traffic is probable it is vital that alternatives are available if congestion along many urban routes is not to reach unacceptable levels.

The urban regeneration areas are exceptionally well located in relation to existing bus routes and the mainline rail stations and so can contribute to the enhancement of these facilities as opposed to catering solely for the car.

In the case of Lodge Hill and the larger employment areas some highway improvements will be required but there are still opportunities for public transport solutions that will contribute to meeting the demand for non-commercial movements arising from these developments.

Accordingly it will be important, in all appropriate cases, to strike a balance between design solutions catering for the car and providing other choices, whether they are public transport, walking or cycling.

This will also be critically important in the town centres and Chatham in particular. Here adequate and high quality public parking, geared towards the short stay visitor, is important for their commercial viability. However employees and shoppers must also have access to high quality bus (including park and ride) and rail options if congestion is to be managed and high quality environments created and maintained.

9.6 Transport and Movement Strategy

Taking account of the varying factors set out above and proposals in the Local Transport Plan, Policy CS24 sets out the key planning principles that will be applied over the plan period.

Policy CS24: Transport and Movement

Over the plan period:

- **The highway will be proactively managed to minimise congestion, including through the operation of urban traffic management and control systems, a quality bus network and selective junction improvements in congestion/air quality hotspots**
- **Car growth will be balanced by increasing the capacity, reliability and quality of public transport including through:**
 - **The introduction of Fastrack style services on major urban and inter urban routes, including to and from Lodge Hill**
 - **Four potential park and ride facilities at Horsted, Whitewall Creek, Strood and between Gillingham and Rainham plus park and coach facilities**
 - **Improved interchange facilities associated with the rail stations and in the town centres**
 - **Improved main line rail stations at Strood, Rochester, Chatham and Gillingham**

- **High quality real time information and cross mode ticketing systems.**
- **Car parking in the town centres, especially in Chatham, will be rationalised (though not reduced in scale) where appropriate into multi storey facilities available for public use. Contributions will be sought towards new town centre car parking in lieu of reduced provision on individual sites**
- **Lower car parking standards will be considered in areas with already or potentially good public transport availability to provide a realistic option to private car use**
- **All significant development proposals will be subject to an agreed transport assessment, which includes an assessment of the potential to encourage modal shift away from private car use**
- **Walking and cycling networks will be extended, catering particularly for local journeys but also sub-regionally, including in conjunction with new developments**
- **Existing wharf and port capacity will be safeguarded in order to meet national and regional capacity requirements and to encourage the local transportation of goods**
- **A network of piers and landing places will be generally safeguarded to facilitate the introduction of water bus/taxi services along the urban waterfront, linking visitor and other attractions and providing capacity for visiting vessels**
- **The Council will continue to work with the operator of Rochester Airport to objectively consider the future of the general aviation facility, bearing in mind its co-location with a strategic employment opportunity.**

10 The River Medway

10.1 Introduction

The River Medway was made navigable as far as Maidstone in the 17th century and then extended to Tonbridge by 1746. The outer reaches have a naval history dating back to Henry VIII's time. Although the navy has now gone, the Medway is still an important commercial river.

The River Medway forms one of the most dramatic and consistent features of Medway; providing a strong link as it broadens out from the urban areas towards the marshes and the Thames estuary; weaving together a tapestry that connects a variety of landscapes, settlements and communities. It provides Medway with much of its strong sense of place and it contributes towards providing a coherent sense of identity for the area. The river is also highly visible from many places, providing dramatic views, particularly from strategic points along the waterfront and from areas of higher ground. However it is less accessible in other areas – a legacy from the time when the Navy and industry monopolised the waterfront.

The River comprises three reaches – outer (Sheerness to Chetney Marshes), middle (Chetney Marshes to Gillingham) and inner (Gillingham to Allington Lock). The local character of the river and its edges varies along its length. Distinctive natural features within the undeveloped sections of waterfront between Gillingham and Sheerness include extensive areas of inter-tidal habitat, comprising saltmarsh and mudflat. The wooded slopes around Upnor provide particularly dramatic views from the river and from the south bank. Historic military uses are distinctive features along the river, particularly at Chatham Historic Dockyard and at Rochester and Upnor Castles. Developed sections along the north bank include major infrastructure facilities at Grain and Kingsnorth, including power stations and a Container Port. Within the urban area there is a working port at Gillingham (Chatham Docks). Industrial facilities predominate along the North Bank at Medway City Estate.

Major new housing schemes are replacing former uses at Rochester Riverside and St Mary's Island. There are marinas at various locations, including sites at Upnor, St Mary's Island, Gillingham Waterfront, Strood, Rochester and Cuxton. The rich variety of industrial, historic and leisure uses along the river provide a diverse and varied character with strong local distinctiveness.

Important employment activities along the Medway include the gas terminal and Thamesport container site on the Isle of Grain, coal importation to Kingsnorth Power Station, Chatham Docks and aggregate and other river wharfs. However most of these activities are not major employment generators.

10.2 Management of the Natural Eco-system

Navigation and dredging is an issue. Siltation has increased in the river as dredging activities have reduced and commercial activities have moved downriver to the outer reaches. Over the longer term this has implications for navigation, particularly in the upper stretches.

The extensive inter-tidal habitats bordering the estuary are of international importance for wildlife and designated as both Special Protection Areas and

RAMSAR sites. However these are under pressure from industrial activity and 'coastal squeeze' whereby the inter-tidal margins are prevented from retreating and re-establishing in the face of sea level rise due to flood defence structures.

New habitat creation opportunities therefore need to be sought in order to mitigate for the loss of inter-tidal habitats (marshes), in accordance with the Environment Agency's Regional Habitat Creation Programme as required by the Marine and Coastal Access Act 2009.

Currently consultants are completing an update of the Strategic Flood Risk Assessment for the river and preparing an associated Strategic Urban Flood Defence Strategy. This will ensure that all flood defences along the waterfront meet a universal standard. Currently, there are different standards and levels due to different land ownerships and engineering works of different ages. It is accepted that, although a large part of the urban waterfront is located within the flood plain, it needs to be defended due to the long established settlement form and the value of the commercial assets that would otherwise be at risk. Beyond the current urban boundaries however it is important to avoid inappropriate development that would increase flood risk and reduce the capacity to store flood waters.

10.3 Regeneration

The urban waterfront is the focus for Medway's regeneration activity, with over 900 hectares of brownfield land spanning 11 spectacular kilometres of the River Medway. At its heart is Chatham Centre and waterfront. The Medway Waterfront Strategy (2004) proposed the creation of a new linear waterfront city, composed of a series of urban quarters. Each quarter will contribute its own particular sense of place to the overall character of the waterfront. It identified that its unique characteristics include:

- A series of spectacular meanders of the River, framed by steep escarpments, that create the opportunity for stunning views and visual connections between the urban quarters
- Substantial areas of green spaces, largely a result of the military fortifications associated with the Chatham Historic Dockyard, form a distinctive backdrop to the urban areas
- The River Medway is both a busy working river and an important ecosystem. The intertidal sand and mudflats are particularly important as a food source for migrating birds and as spawning grounds for fish such as sea bass
- The undeveloped coast and internationally significant wetland further downstream is designated as a Special Protection Area for migrating birds. The North Kent Marshes on both sides of the river provide dramatic landscapes and wildlife habitat as well as being used as grazing land; and
- The waterfront includes some of the most intact and finest historic features. Rochester castle and cathedral are among the oldest in the country and Rochester's historic High Street contributes significantly to the environmental quality of Medway Waterfront. During the mid-17th century the Historic Dockyard at Chatham became the Royal Navy's pre-eminent shipbuilding and repair yard. Chatham's naval and military heritage is amongst the most important in the world and the Government has included it on a list of locations to be nominated to the United Nations for World Heritage Site status.

Proposals that maximise the potential of the River Medway, as a valuable natural resource, will therefore be supported.

10.4 Marine Leisure

Marine leisure activities primarily consist of yachting and motor boating facilities along the middle and upper reaches of the river, largely away from conflict with the bulk of commercial activities elsewhere on the river. Existing marinas operate at or close to full capacity. It is recognised that better co-ordination between marina operators is desirable, in order to improve Medway's leisure boating offer. Residential houseboat moorings occupy areas that could be utilised for additional marina berthing. Many of the houseboats have limited facilities and are often somewhat unsightly. Therefore, proposals for upgraded or new high quality marina facilities and amenities will be supported where there will be no adverse environmental impacts. In particular, river access to shore facilities, attractions, shopping areas, restaurants and public houses requires improving.

There are also a significant number of marine engineering and boat repair businesses that have an important role within the local economy.

10.5 Chatham Docks

Chatham Docks occupies one of three basins of the former naval dockyard. It has a range of commercial and industrial tenants within the 140-acre dock estate. It can cater for vessels up to 8,000 tonnes and so complements both deep water facilities further down the river and smaller commercial wharves and jetties upstream.

10.6 Wharves, Piers and Jetties

A coherent network of piers and land places exists along the urban stretches of the river but some are in disrepair. There is considered to be real potential to develop tourism based water taxi or other services between these facilities, despite this not being commercially viable in the past. In some measure, this is due to the significant tidal range in the river but, as redevelopment along the waterfront gathers pace, new opportunities should arise. Accordingly the retention and protection of existing and disused wharves, and public piers, and access land to them will be promoted.

The river is also strategically important for the importation of construction aggregates and it is important that adequate capacity is retained.

Facilities for visiting vessels are currently limited but there is significant potential for this, not only small craft but also certain types of cruise ship.

Given not only the great significance and potential but also its vulnerability to flooding and coastal squeeze, it is vital that it is managed effectively and that an appropriate balance is maintained between its commercial, leisure and environmental roles.

Policy CS25: The River Medway

The River Medway is strategically significant in terms of its employment, environmental, transport and leisure importance. Accordingly:

- **Along the urban waterfront mixed use redevelopment will be promoted in order to create safe high quality environments, provide new homes**

and jobs, leisure and social infrastructure facilities with public spaces as focal points, a riverside walk and cycle way and increased public access to the river

- Greater use will be made of the river. Wharves and port capacity at Chatham Docks and Thamesport will continue to be safeguarded for the transhipment of freight, including waste and aggregates and other materials
- Existing infrastructure that provides access to the river and the foreshore, such as piers, jetties, slipways, steps and stairs will generally be protected and new facilities, including piers for river taxis, encouraged
- Leisure activities on and along the river will be supported as long as they will not harm the environment or natural ecosystems
- Development will not be permitted which encroaches onto the natural floodplain beyond the current urban boundaries or which harms the stability or continuity of flood defences. Opportunities will be taken, in consultation with partner agencies such as Natural England and the Environment Agency, to create replacement inter-tidal habitat and reduce flood risk
- Measures to protect and enhance the river as a valuable resource for wildlife and biodiversity, including wildlife corridors and habitat enhancement, will be supported.

11 Area Policies

11.1 Introduction

This section of the Core Strategy sets out how the overall strategy will be applied to specific areas within Medway.

To do this the administrative area has been divided up as follows:

- The five towns – Strood, Rochester, Chatham, Gillingham and Rainham – including their suburban areas
- The Hoo Peninsula and the Isle of Grain – excluding Lodge Hill
- Lodge Hill – this is considered separately given the scale of change envisaged for this location
- Cuxton and Halling – this area needs to be separately considered from the rest of rural Medway as it is technically outside the Thames Gateway and so falls into what is termed the “rest of Kent” sub region in the South East Plan.

(INSERT KEY MAP SHOWING SPATIAL AREAS)

In the following sections the more significant issues facing each area are described and overall policies for each area set out how these will be addressed.

Each area has considerable contrasts, such as prosperous and deprived neighbourhoods within it and these are taken into account.

The broad scale and location of development that each area is expected to accommodate is also highlighted.

11.2 Strood

Strood has extensive residential areas bordering the town centre and adjacent rural areas. These vary from pre-1919 terraced streets close to the town centre, to post war estates to the west and modern development, still being completed, at Wainscott and Frindsbury.

The extensive river frontage is of poor visual quality and susceptible to flooding. This reflects its industrial past. The townscape in the central area is also of variable quality and although the town centre is performing well economically it lacks character and suffers from heavy traffic congestion.

Strood is a key employment location with extensive estates at Knight Road/Priory Road and on the Frindsbury Peninsula (Medway City Estate). Despite this much of the town centre and adjoining areas are classified as suffering from deprivation.

Strood station is strategically important, providing mainline services (including HS1) to a number of London termini and acting as the northern terminus for the Medway Valley Line. However it is not welcoming and needs upgrading in terms of longer platforms and access. Links to the town centre are also poor.

The central area has seen a substantial decrease in its resident population since 2001 and it also has a rapidly aging population. Deprivation factors include ‘income’ and education and skills’. Out of work benefit claims are also high.

The outlying residential areas also have pockets of deprivation related to education, crime and the local living environment.

Wainscott and Frindsbury have the smallest proportion of working age residents in Medway, with more older people and children than the norm. There are relatively high levels of claims for incapacity benefit and carers allowance, indicating underlying health issues associated with older age groups. Deprivation is not significant but the area fares poorly on ‘barriers to housing and services’.

Significant steps have been taken to begin the fundamental regeneration of the Town Centre and riverside with adopted development briefs for Temple Waterfront and Strood Riverside and a recently endorsed ‘masterplan for central Strood. The demolition of the Civic Centre has also started to prepare this prominent site for redevelopment. It is intended that these sites are taken forward in accordance with the already agreed development briefs and masterplan.

(INSERT STROOD MASTERPLAN)

By comparison to some other parts of the conurbation, the outlying residential estates are fairly well served by local centres providing a variable range of services and shopping. The most important of these are:

- Bligh Way, Wells Road and Darnley Road – serving Strood South. These will be supplemented by a new neighbourhood centre at Temple Waterfront, in conjunction with the redevelopment of this key waterfront regeneration site.
- Bryant Road and Frindsbury Road - serving Strood North. Additional facilities will also be provided in conjunction with the Strood Riverside regeneration scheme and associated improvements to Strood Station.
- Wainscott Road, Wainscott – serving Wainscott and Hollywood Lane. This will be further improved in conjunction with significant residential development already underway at Hoo Road, Wainscott.

It is intended that these locations will be promoted as designated ‘neighbourhood centres’ offering suitable locations for local services and acting as natural focal points for their surrounding communities.

Over the plan period the broad scale and location of new housing and employment related development is expected to be as indicated in the following table.

Housing		
Broad Location	No. Of units	Remarks
Employment		
Broad Location	Sq m Floorspace	Remarks

The town centre will continue to be developed as a ‘district’ scale centre, complementing Chatham. This will be achieved through a combination of large scale redevelopment along the waterfront and smaller scale, mixed use, development in and around the High Street.

[POLICY TO BE ADDED]

11.3 Rochester

[TO BE ADDED]

11.4 Chatham

[TO BE ADDED]

11.5 Gillingham

[TO BE ADDED]

11.6 Rainham

[TO BE ADDED]

11.7 Lodge Hill

Lodge Hill, Chattenden has been identified as a location for a new freestanding settlement since 1995 when the Thames Gateway Planning Framework was published. The principle of development has been consistently restated and reconfirmed in all plans since then and, most recently, in the South East Plan.

The site is owned by the Ministry of Defence and comprises the Lodge Hill Training Area, Lodge Hill Camp, Chattenden Barracks and the Chattenden Training Area. However it excludes further land in the Ministry's ownership, including the Wainscott Training Area and Camp (which will remain in military use) and areas of mature woodland. The development site extends to some 256 hectares in total, the great majority of which is defined as "previously developed" due to its military use, including ordnance manufacture.

Much of the site is set between the Chattenden and Deangate ridges and so is largely hidden within the wider landscape of the Hoo Peninsula. However there are also exceptional views from these ridges and adjoining rich woodland creates an exceptional setting for the proposed development area.

Due to its location close to the A228 and proximity to existing villages on the Peninsula it provides an opportunity to enhance the range of services available locally while respecting the character of nearby settlements and the wider Peninsula.

Defence Estates, on behalf of the Ministry of Defence, has appointed a 'Land Sales Delivery Partner' and put in place robust arrangements to ensure that development is brought forward effectively and in a timely manner. There has been extensive engagement with local communities and this will continue throughout the planning phase of the new settlement and with the new community as it grows.

Despite the legacy of past military use the site has few physical constraints and detailed investigations have demonstrated how it can be largely built out over the period covered by the Core Strategy.

There is no other comparable development opportunity in the Thames Gateway and it is important that every effort is made to create a settlement of the highest quality and one which sets new standards of design and sustainability while relating sensitively to its exceptional surroundings. The proposed vision reflects this.

Lodge Hill will be a fully sustainable and integrated community, capitalising on its exceptional setting, complementing and supporting nearby settlements and the Hoo Peninsula as a whole. It will utilise the very highest standards of design to create a distinctive place that connects to the rich countryside around it. It will be an exemplar for the Thames Gateway in terms of energy use and a land use pattern that minimises the need to travel. It will also become, over time an important focus for higher value economic activities, capitalising on its location between urban Medway and existing and emerging industry at Grain and Kingsnorth.

In delivering this vision the following principles will guide all planning and development decisions:

- *Strong character* – making the most of the natural landscape to create a distinctive and attractive place. A strong identity and a legible hierarchy of spaces and places that provide choices for people to live and work in a semi-rural setting, emerging from the characteristics of the site and its locality
- *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
- *Environment; a light touch* – integrate measures into the masterplan, its infrastructure and delivery and management processes that respect and enhance the natural environment, conserve natural resources and allow people to lead a sustainable lifestyle
- *Well connected* – bring people together and to jobs, schools, health and other services – in an efficient, safe, affordable and uplifting way
- *Thriving economy* – achieve a high quality, prestigious employment offer, unique to Medway but 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. Establish an economically sustainable model for management of the Lodge Hill estate and effective leadership, governance and participation of the community in the long term stewardship of Lodge Hill.

In the context of this Core Strategy Lodge Hill is categorised as a 'strategic allocation' defined on the Proposals Map. Policy CS?? below will be supplemented by a subsequent development brief and masterplan for the site to guide detailed planning decisions.

Policy CS31: Lodge Hill

Lodge Hill, as delineated on the Proposals Map, will be developed as a freestanding mixed-use settlement providing:

- Approximately 5,000 new homes, of which around 4,600 will be completed within the plan period and up to 30% will be 'affordable'
- Employment opportunities generally in balance with the resident working age population (C. 5,000), reflecting not only the needs of the settlement (local services etc.) but also creating a new focus for higher value economic activity in a Medway context.

Planning permissions will be permitted subject to:

- Being consistent with an agreed masterplan and associated development brief for the whole site, which will be regularly reviewed (at least every three years) and updated as necessary. The masterplan will fully reflect the Vision and Objectives for the site as set out above and be in accordance with the design principles and parameters illustrated on the Lodge Hill Concept Plan
- The provision of associated supporting infrastructure, including connections to and from the site, secured through appropriate Section 106 agreements or equivalent mechanisms, with associated triggers relating to the detailed phasing of the development
- Design solutions having due regard to:
 - *The military history and heritage of the site, including the recording of any buildings or structures to be demolished*
 - The proximity of the Chattenden Wood, Lodge Hill Wood and Rough Shaw Sites of Special Scientific Interest, including the need for appropriate buffers and site management arrangements
 - The provision of open space and other community facilities and features
 - The benefits of retaining existing trees (particularly Category A trees), hedgerows and other landscape features within the site;
 - Measures to enhance biodiversity either within or in close proximity to the site;
 - The potential for a comprehensive heating grid, neighbourhood power and heat generation, SUDs and other features minimising the carbon footprint of the development as a whole, including a water strategy
 - The need to create a well defined 'town centre' and associated neighbourhood centres serving not only the needs of the resident community but also other smaller settlements on the Hoo Peninsula
- *The requirements of a comprehensive Access Strategy and associated Transport Assessments agreed for the site, including:*
 - *An all movement junction onto Four Elms Hill*
 - *A secondary access to the A228 via an improved Dux Court Lane or other location*
 - *Associated contributions to offsite highway and junction improvements directly related to the scale and phasing of the development*

- **Dedicated bus or other public transport facilities connecting the settlement to the main Medway urban area**
- **Measures to actively promote public transport use, walking and cycling for both internal and external trips**
- **The avoidance of rat running on the surrounding rural road network**
- **Appropriate long term management and maintenance arrangements, of the existing military road network.**

Implementation

Given the scale of the development the precise mix and quantum of uses is likely to vary over time due to, for example, changing technology and market trends. For the purposes of the Core Strategy and based on the current assessment of needs the following broad land use mix is anticipated.

Housing	Capacity for approximately 5,000 residential dwellings (of which, approximately 4,600 to be delivered within this Plan period), up to 30% of the residential dwellings to be provided as affordable housing
Economic development - Retail - Employment - Hotel	At least 5,200 square metres Gross External Area Baseline of at least 43,000 square metres sq m Gross External Area Two hotels (120-room limited service to mid-market offer and 75-room leisure offer)
Community	Three primary schools (including dual community use) Secondary school (including dual community use) Community centre Emergency services Primary healthcare <i>The land take for social infrastructure is expected to be 9.28 hectares</i>
Residential institutions	Assisted living accommodation (63 units) Nursing home accommodation (55 units) Retirement village (0.65 hectare land take)
Leisure	A range of facilities to be provided throughout the site <i>The land take for leisure is expected to be 9.74 hectares</i>
Landscape and open space	Throughout the site <i>The land take for green infrastructure is expected to be 79.97 hectares</i>

The quantum of development expected within the period of the Core Strategy has been calculated on the basis of anticipated absorption rates for the market for residential dwellings, and an allowance for the provision of affordable residential dwellings (up to 30%) on an annual basis. The market absorption rates are based on an analysis of the following:

- The mix and tenure of the residential accommodation anticipated and the marketing of different development opportunities to different specialists in tandem
- The response of the housebuilder market to the predicted change in industry and economic circumstances; and
- The appeal of Lodge Hill in the short, medium and long term in a local, regional and national context.

It is expected that the first residential dwellings would be delivered in 2013. Based on a period of 14 years from 2013 to 2026, this would equate to an annual average of 328.5 residential (market and affordable) dwellings. The actual anticipated annual delivery rate will fluctuate across the period, predominantly to reflect a 'stepping up' of delivery from 2013. This is reflected within the housing trajectory. In terms of the first five years of the Plan period, Lodge Hill is expected to contribute approximately 1,000 dwellings. The role of Lodge Hill in the wider housing land supply strategy is set out in the Housing chapter and in the Housing Trajectory.

In terms of the delivery of employment land, the policy is based on the delivery of an absolute minimum of 43,000 square metres of dedicated employment space, which will be delivered on a phased basis. This reflects current market uncertainties but the policy provides the opportunity to accommodate significantly more employment floorspace if prospects improve.

The development will be delivered in five main phases. Each phase will reflect the scale and nature of development they are likely to accommodate, the infrastructure provision required to deliver that phase and, where required, land remediation. It is expected that the latter will be in place prior to the development of the next phase. The Chattenden Barracks area is likely to be the first phase of development, although this will be determined through the development brief and/or planning application process.

The development of some phases may overlap and there may be strategic infrastructure – particularly within the early phases of development – that will be delivered ahead of the phased sequence (for example, for the first two phases of development). This will be to assist the delivery of future phases.

Whilst the precise timing and nature of delivery will be determined through the planning application process, Table 1 below sets out the indicative scale and nature of development comprised within each phase, infrastructure requirements (physical, social and green) and provision, remediation, and timetable for delivery:

Phase	Nature and Scale of Development	Infrastructure Requirements/Provision	Remediation	Anticipated Timetable
1	<ul style="list-style-type: none"> - Approx. 750 residential dwellings - Approx. 16,950 sq m of employment floorspace (offices and knowledge park) - Village centre including approx. 500 sq m of retail floorspace - Hotel 	<ul style="list-style-type: none"> - Access arrangements - Open space provision - Community provision - Utilities infrastructure etc. 	Site establishment, excavation, backfilling and cover layer, to be undertaken on a phased basis	2012-2017
2	<ul style="list-style-type: none"> - Approx. 750 residential dwellings - Approx. 3,630 sq m of employment floorspace (offices) - Village centre 	<ul style="list-style-type: none"> - Access arrangements - Open space provision - Green and blue (water) infrastructure (part) - Community provision 	Site establishment, excavation, backfilling and cover layer, to be undertaken	2017-2019

	including approx. 500 sq m of retail floorspace - Hotel - Leisure uses	- Primary school - Utilities infrastructure etc.	on a phased basis	
3	- Approx. 1420 residential dwellings - Approx. 20,350 sqm of employment floorspace (offices) - Lodge Hill centre including approx. 3660 sq m of retail floorspace - Retirement village - Nursing home - Assisted living accommodation - Leisure uses	- Open space provision - Green and blue (water) infrastructure (part) - Community provision - Utilities infrastructure etc.	Site establishment, excavation, backfilling and cover layer, to be undertaken on a phased basis	2018-2023
4	- Approx. 920 residential dwellings - Leisure uses	- Open space provision - Community provision - Secondary school - Utilities infrastructure etc.	Site establishment, excavation, backfilling and cover layer, to be undertaken on a phased basis	2022-2025
5	- Approx. 760 residential dwellings - Approx. 2,400 sq m of employment floorspace (offices) - Village centre including approx. 500 sq m of retail floorspace - Garden centre - Leisure uses	- Open space provision - Green and blue (water) infrastructure (part) - Community provision - Primary school - Utilities infrastructure etc.	Site establishment, excavation, backfilling and cover layer, to be undertaken on a phased basis	2024-2026

The evidence base demonstrates that there are no significant barriers to the delivery of the site and that, consistent with the requirement set out in PPS12, there are good prospects of provision of the necessary infrastructure to enable the scale of development expected within the Plan period to be delivered.

The site-specific evidence base assesses the infrastructure requirements/provision referred to in the table above, and sets out who has responsibility for delivery of each element, the funding source and consultation bodies who have a bearing on the delivery of each element.

The detail for the new settlement at Lodge Hill will be advanced through a masterplan and associated development brief. The masterplan will form the basis of a planning application. It is expected that an outline planning application will be submitted for the whole site in late Summer 2011 with a view to being determined alongside – or shortly following – the adoption of the Core Strategy and development brief. It is anticipated that the first phase of

development will commence in early 2012 but an early planning application may be submitted to allow initial land remediation ahead of construction.

The delivery of the new settlement is predicated on the following key principles:

- The necessary infrastructure (physical, social and green) for each phase of development will generally be provided prior to the commencement of the next phase and provision will also correlate with the sale of development plots (see below). This will ensure that infrastructure is provided on a proportionate basis having regard to the scale and nature of development within each phase
- As an exception, there may be strategic infrastructure – particularly within the early phases of development – which will be delivered ahead of the phased sequence of development (for example, for the first two phases of development), to set the framework for the delivery of future phases of development;
- The Land Sales Delivery Partner to Defence Estates will be responsible for delivering fully serviced land, public realm and community infrastructure, with infrastructure designed, constructed and funded, to the edge of each development plot, prior to their sale. Alternatively, the Land Sales Delivery Partner will be required to provide funds to the relevant agency to deliver the required infrastructure
- The outline planning application will be the process to agree the precise timing and nature of planning obligations, and the most appropriate mechanism for securing these. The mechanism for these will, as a baseline position, be through a traditional S106 Agreement. However, it is recognised that there may be alternative mechanisms (e.g. Community Trust, roof tariff, Grampian conditions etc.), which might be more appropriate and these will be explored through and in advance of the planning application process.

The Land Sales Delivery Partner has been working closely with the Council and other relevant agencies since their appointment. This early engagement has informed the indicative masterplan and is reflected in the site-specific evidence base. This engagement will continue through the Core Strategy process, the initial planning application process and over the longer term to ensure that the strategic allocation is delivered in accordance with the policy.

Monitoring

A number of formal and informal mechanisms are already in place to monitor progress in this strategically important project. An extensive development team is in place and arrangements for ongoing community and stakeholder engagement.

As the project develops progress will be reported formally through the Annual Monitoring Report but this is likely to be supplemented by at least six monthly project reviews and update reports to the Rural Liaison Committee and other relevant bodies.

11.8 The Hoo Peninsula and Isle of Grain

The Hoo Peninsula represents a large part of Medway's rural area. Located between the Thames and Medway estuaries, it has a distinctive character that strongly distinguishes it from other parts of Medway.

It is a landscape of remote marshes and productive farmland, with scattered villages set against the backdrop of industrial infrastructure. The peninsula is a place of contrasts – its marshes and mudflats are recognised as of international importance for wildlife; and its location for energy and ports infrastructure is of national strategic significance.

The area's character is defined by a sense of remoteness, the openness of the marshes, the surrounding estuaries, and the wooded ridge running from the south west, contrasted against the dominant industrial installations at Grain and Kingsnorth, and the pattern of villages around the main transport routes.

The area has strategic importance for energy infrastructure, transport and minerals, and also has large tracts of land in use by the military. These activities have strong impacts on the surrounding countryside and villages, resulting from their dominance in the landscape, traffic levels, particularly freight movements on rural roads, restricting access to land and leading to wider perceptions of the peninsula as an industrial area.

The area's economic role is contrasted by the features of its natural environment, with importance for biodiversity and landscape, and offering potential for managing adaptations to climate change, such as through flood water storage or increases in woodland. There are a number of barriers in accessing the countryside but recognition that the area could offer a great open space resource for local people and visitors through appropriate management.

Historically remote from the main centres of population across north Kent, the area's population expanded significantly from the 1960s with the development of the energy sector on the peninsula. The larger settlement of Hoo St Werburgh acts as a service centre for the surrounding rural communities. The villages face the pressures of sustaining services and facilities needed to underpin the quality of life for its residents and those in surrounding villages. Rural transport services are critical in preventing isolation.

Agriculture is a key land use for the Hoo Peninsula and the area contains a significant proportion of the highest quality agricultural land. Together with the large industrial sites at Kingsnorth, Grain and Hoo Marina, there are a number of smaller employment sites across the area, providing local employment opportunities.

The area faces change through expansion of industrial activities and the proposed new settlement at Lodge Hill, Chattenden.

The overarching issue for the peninsula is the challenge of realising the strategic importance of the area, in line with the protection and enhancement of a sensitive and important natural environment and safeguarding a vibrant and distinctive character of rural life.

In line with wider national trends, there are increasing pressures on village services and facilities, such as shops, pubs and village halls. These services are essential to

the well-being of the community, in order to reduce the need to travel and to sustain a vibrant quality of life. The provision of broadband is recognised as critical infrastructure to support businesses and communities. It is important that rural communities are not disadvantaged by poorer quality of broadband services.

Hoo St Werburgh provides a range of services and facilities, such as retail, education, community services and leisure that are not found in the smaller villages. The development of Lodge Hill creates a challenge to Hoo's current role. Consideration needs to be given to managing the impact of Lodge Hill on Hoo St Werburgh and the surrounding villages, where existing services and facilities may be vulnerable to competition from new offers.

The Hoo Peninsula has an important environment that has gained a higher profile in recent years, through initiatives such as the Thames Gateway Parklands programme. These plans seek to develop a greater role for the peninsula as a location for visitors to enjoy the area's special environment, particularly through walking and cycling. This will be achieved through the development of key visitor destinations, such as the RSPB reserves at Cliffe Pools and Northward Hill, and Grain Foreshore, together with improvements to the footpath and cycling networks.

Agriculture is facing a number of changes and there is recognition that businesses may need to diversify or develop but this needs to be achieved in a sensitive way.

The countryside is a working environment, and villages need local employment to support the life of their communities and vibrancy. Small employment sites are part of the fabric of villages, and consideration needs to be given to the needs of businesses in rural areas.

Policy CS32: Hoo Peninsula and the Isle of Grain

The council will seek to secure the viability of the rural communities on the Hoo Peninsula and Isle of Grain by supporting the retention and development of local services and facilities needed to sustain village life and reduce the need to travel. This includes village shops, pubs, post offices, rural transport services, village halls, health facilities, and broadband provision.

This applies to the following settlements:

**Hoo St Werburgh
Lower Upnor
Upper Upnor
Cliffe
Cliffe Woods
Chattenden
Cooling
High Halstow
St Mary Hoo
Lower Stoke
Stoke
Allhallows
Grain**

The council will seek to realise the potential of the peninsula as a destination for walking and cycling by safeguarding and promoting key access routes, such as the national coastal path, supporting the development of key sites for

visitors and developing improved connections through the Medway Green Grid.

The council will support the development of a strong economy to sustain local communities and retain the distinctive character of the countryside. There will be a presumption against development that would lead to the loss of the highest quality agricultural land.

11.9 Medway Valley

This rural area covers the Medway Valley and Kent Downs to the south of the M2 and to the east and west of the river Medway. It is largely characterised by riverside villages set against the backdrop of the woods and grasslands of the Downs and is strongly marked by the transport corridors of the M2 and A228 cutting through the area.

Its downland landscape and the barrier created by the M2, give it a different character to other parts of Medway. Land to the east of the river is particularly isolated from the rest of Medway.

The area is largely shaped by the Kent Downs, with protected landscapes in close proximity to transport and development corridors running along the Medway Valley. It is a highly visual area, marked by both infrastructure and the natural landscape, but 'sandwiched' between the M2 and M20 breaks the connections to communities to the north in Medway. It is a rural area with villages at Halling and Cuxton, and expanses of countryside. Much of the area lies within the Kent Downs Area of Outstanding Natural Beauty, a landscape of international importance.

Transport infrastructure within and adjacent to the area has a significant impact on the landscape and setting of the villages and countryside, and will be further extended through a planned bridge over the Medway linking Halling and Wouldham.

The valley villages in the parishes of Halling and Cuxton grew up through their links to the river and saw expansion with the development of the cement industry in the 19th Century. Much of the cement industry has now moved from the area, but it has defined much of the local landscape, with chalk cuttings and pits, and the 'blue lake' at Halling.

The villages of Cuxton and Lower Halling offer a range of local services and facilities. These villages are also connected to the Medway Valley rail line linking Strood and Paddock Wood. Many residents look outside of Medway, particularly to the Malling and Maidstone areas to access services, such as education and retail. There are local employment sites at Cuxton Marina and in Halling. Farming and forestry are significant land uses.

The area lies outside of the Thames Gateway regeneration area and much of the land is covered by the Metropolitan green belt designation. The Medway Valley forms part of a strategic gap that prevents coalescence between Medway and the Maidstone/Malling area.

The closure of the Cemex plant at Halling offers a site for a significant new development in the village, meeting the council's housing target outside of the Thames Gateway.

A principle issue is the protection and enhancement of the distinctive character of this rural area, and managing access to strengthen connections to the wider countryside and surrounding urban areas.

The Kent Downs AONB designation gives a particular significance to management of the local landscape and wider environment. The Valley of Visions programme has developed a strong focus on improving access, enhancing the quality of the environment and engaging with local communities in sharing the area's heritage. This has created an interest amongst partners in continuing to develop this work, managing the countryside and improving access to the river.

The aims of protecting and enhancing the natural environment and distinctive landscape can be promoted through the countryside reserves at Ranscombe Farm and Nashenden Valley.

In line with wider national trends, there are increasing pressures on village services and facilities, such as shops, pubs and village halls but new developments have sustained a good range of services in local settlements, particularly Halling.

Agriculture and woodland are significant land uses in the area and valuable resources for economic and environmental purposes. Agriculture is facing a number of changes and there is recognition that businesses may need to diversify or develop. There is a need to improve the quality of woodland management in some areas and opportunities taken to work with landowners to achieve economic and environmental outcomes.

Policy CS33: Medway Valley

The focus on green infrastructure planning in the Cobham-Shorne-Ranscombe area will be maintained to make provision for access and management of the high quality environment. Cycling and pedestrian routes connecting to adjacent areas will be promoted.

The council will support the retention and development of local services and facilities in Cuxton, Lower Halling and Upper Halling

The council will support a strong economy in the Medway valley to sustain local communities and retain the distinctive character of the countryside.

12 Implementation, Monitoring and Review

12.1 Introduction

To deliver the core strategy's spatial vision, objectives, and targets, a robust implementation and monitoring framework is needed to ensure that outcomes set out within the Medway Local Development Framework are realised

This chapter identifies mechanisms for delivery, key milestones, and organisations leading delivery, and provides a framework to monitor progress. Key elements to delivery include ensuring the spatial strategy and its outcomes are both flexible in nature and viable.

Medway Council, as a Local Planning Authority, submits an Annual Monitoring Report (AMR) to the Government Office for the South East to assess progress against core indicators and policies. A key element of the AMR also involves identifying mechanisms to address core indicators and policies that are not being achieved.

12.2 Implementation

Whilst the spatial strategy has been produced by the Council as Local Planning Authority, its development has been informed by contributions from a wide range of stakeholders who will both aid in its delivery.

12.3 Delivery Partners

Local Strategic Partnership

The LSP is comprised of a number of partners and is a forum for collectively reviewing and steering public resources in Medway to meet the needs of the local community. Together, these partners have a direct role in developing, delivering and monitoring the Local Development Framework.

The Private Sector

The implementation of virtually all major development will be dependent on investment by the private sector into key land uses such as housing (including affordable housing) and employment (including retail). Much infrastructure is also dependent upon private sector investment, including highway improvements associated with development, water and sewage and green infrastructure.

As new schemes are built, developers will be expected to contribute towards a range of facilities in accordance with the Developer Contributions Guide. Where viability may be an issue clear procedures are also set in the Guide.

Medway Council and other Public Sector Bodies

Medway Council will work with other public sector bodies, as appropriate to deliver this spatial strategy.

12.4 Viability

The Core Strategy policies do not seek to impose disproportionate costs or unnecessarily constraints on development. However new built development can have far reaching implications for local communities and the environment and their impact needs to be mitigated where appropriate.

The Council commissioned a viability assessment to accompany the North Kent Strategic Housing Market Assessment. This study was undertaken by the consultancy Three Dragons, who have undertaken similar work for a range of clients, including regional bodies and government departments. The viability assessment has informed the policies for affordable housing and planning obligations.

Where viability is an issue the Council will operate an 'open book' approach to ascertain that this is the case. In the case of strategically important developments it may also seek external funding support where this is feasible and could bring forward delivery.

12.5 Flexibility

The Core Strategy has been written to be flexible so as to deal with changing circumstances, in particular the economic climate. However it cannot anticipate all future changes in government policy or radical shifts in economic conditions.

The evidence base will be kept up to date by regularly reviewing key elements and reporting via the Annual Monitoring Report. Some policies refer to Supplementary Planning Documents which can be reviewed to take account of changed circumstances.

12.6 Monitoring and Implementation Framework

The following monitoring and implementation framework (MIF) has been derived from work undertaken to provide a baseline position for both the spatial strategy and the sustainability appraisal.

The MIF set out below identifies how Core Strategy Policies are to be implemented, by when and by whom. It also sets out indicators to monitor these policies. Progress will be reported annually through the Annual Monitoring Report. The sustainability appraisal also includes a monitoring framework to monitor the performance of the strategy against sustainability criteria and will likewise be reported in the AMR.

Policy	Spatial Objective(s)	Indicator(s)	Target	Responsible Bodies
		[TO BE COMPLETED]		

12.7 Community Infrastructure Levy, Local Tariffs and Section 106 Agreements

The last government introduced a Community Infrastructure Levy (CIL) whereby local authorities are now empowered, but not required, to impose a levy on most types of new development in their areas. CIL charges are to be based on simple formulae, which relate the size of the charge to the size and character of the development paying it. The proceeds of the levy are then to be spent on local and sub-regional infrastructure to support the development of the area.

The new Coalition Government has signalled its intention to replace the CIL with a system of local tariffs but details of this and the timetable for its introduction have not yet been announced.

Given this situation the Council will continue to use S.106 obligations in line with the guidance set out in the Developer Contributions Guide until any replacement system can be introduced.

12.8 Implementing Infrastructure

New development within Medway needs to be supported by a level and type of infrastructure appropriate to meet the needs of existing and future residents. This may be achieved through the protection and improvement of existing infrastructure and/or requiring new infrastructure to be established alongside new development.

Planning Policy Statement 12 (PPS12) states that the new spatial planning system is a process of place shaping and delivery and that the Core Strategy is a means for orchestrating the necessary social, physical and green infrastructure to ensure sustainable communities are delivered.

In order to ensure the infrastructure needed to support development in Medway is delivered, the Council needed to establish a comprehensive understanding of the infrastructure requirements of future development and growth, and work with partners to identify how it will be provided.

This is being done, by compiling a comprehensive Infrastructure Plan and an associated Infrastructure Delivery Schedule (see below). The work is nearing completion and a preliminary Delivery Schedule is set out at Appendix X. This assesses future needs in each of the categories listed in the table below.

Category	Facility Type
Recreation and Leisure Facilities	<ul style="list-style-type: none"> • Sports Centres • Swimming Pools • Playing Pitches • Sports Halls
Emergency Services	<ul style="list-style-type: none"> • Police • Fire • Ambulance
Green Infrastructure	<ul style="list-style-type: none"> • Open Space • Green Grid
Telecommunications	<ul style="list-style-type: none"> • Internet fibre optic cable
Transport	<ul style="list-style-type: none"> • Road Network

	<ul style="list-style-type: none"> • Rail • Buses • Transport schemes in Town • Centres and LTP3 Schemes
Education and Learning	<ul style="list-style-type: none"> • Primary • Secondary • Special Schools • Further Education
Community Services	<ul style="list-style-type: none"> • Meeting Halls and Spaces • Places of Worship • Youth Services • Libraries • Cemeteries and Crematoria
Health Care	<ul style="list-style-type: none"> • Primary care (Health centres/ GP surgeries) • Local and community services • Learning disability services • Acute and specialist care (Hospitals) • Mental health services
Social Care	<ul style="list-style-type: none"> • Older Peoples Housing • Housing Related Support and Care • Young People's Social Care
Utilities	<ul style="list-style-type: none"> • Electricity • Gas • Sustainable Energy Developments • Water Supply • Water Supply • Waste Water • Drainage and Flood Alleviation

12.9 Monitoring

As indicated above the primary mechanism for measuring the success of the Core Strategy and progress with its implementation will be the Annual Monitoring Report or AMR. This is published each December and is a definitive source of information on progress on developments generally in the area.

It will incorporate the Monitoring and Implementation Framework as set out above.

12.10 Review

Significant issues or changes in circumstances which might necessitate a full or partial review of the Core Strategy will also be considered through the Annual Monitoring Report.

Abbreviations

Glossary of Terms

Affordable Housing	Housing provided for those people who need to be in an area but who are unable to afford open market prices or rents.
After-use	The final use to which former mineral or waste disposal sites are returned
Ancient Semi Natural Woodland	Woodland likely to have existed prior to 1600 and containing trees and shrubs that are predominantly native. All stands of ancient woodland which do not obviously originate from planting.
Annual Monitoring Report (AMR)	Authorities are required to prepare annual monitoring reports to assess the implementation of the local development scheme and the extent to which policies in local development documents are being achieved.
Appropriate Assessment	Appropriate Assessment is a requirement of the EC Habitats Directive 92/43/EEC and EC Birds Directive 79/409/EEC and is used to assess the impacts of a land use plan against the conservation objectives of a European Site and to ascertain whether it would adversely affect the integrity of that site.
Area Action Plan (AAP)	Planning frameworks for areas of change and areas of conservation.
Best Practicable Environmental Option (BPEO)	An efficient and environmentally sound solution which is the outcome of a systematic and consultative decision making procedure. This establishes, for a given set of objectives, the option that provides the most benefits or the least damage to the environment as a whole, at acceptable cost in both the short and long terms. Biodiversity This means “the variety of life”. It is the range in variation of living species and their habitats. It encompasses the whole range of animals, plants and microorganisms on earth, along with the ecosystems in which they live.
Biodiversity	The number and variety of organisms found within a specified geographical area
Brownfield sites/Land (Derelict land, Recycled land)	Previously developed land that is, or was, occupied by a permanent (nonagricultural) structure and associated fixed surface infrastructure. The

	definition covers the curtilage of the development. It may occur in both built up and rural settings.
Bulky Goods	Retail goods such as home improvement and DIY products, major electrical items, motor accessories, furniture, carpets and garden products.
Bus Boarders	A form of bus stop used if a bus experiences difficulty in manoeuvring to the kerb side due to parked or loading vehicles. Boarders are located between otherwise continuous parked cars and jut out. They enable buses to align with the kerb and create passenger waiting areas without conflicting with general pedestrian flows.
Bus Gates	These are located at the point(s) of access to bus-only roads or links. They could be traffic signals actuated by the buses, physical barriers surmountable only by buses, or signs such as “No Entry except Buses”.
Call for Sites	Sites that landowners and developers asked Medway Council to consider for development for the period up to 2026 and beyond. Sites should be able to accommodate 5 or more dwellings or are 0.15 hectares or greater in size
Carbon Capture	A process involving trapping carbon dioxide after it is produced and injecting it underground, so that the gas never enters the atmosphere
Carbon Sinks	The concept of carbon sinks is based on the natural ability of trees, other plants and the soil to soak up carbon dioxide and temporarily store the carbon in wood, roots, leaves and the soil.
Catchment Abstraction Management Strategies	Prepared by the Environment Agency to make information on water resources and licensing practice available and to provide a consistent approach to managing local water resources including public involvement in the process.
Catchment Flood Management Plans	Prepared by the Environment Agency to assess and address flood risk issues within river catchments in a sustainable manner taking social, economic and environmental considerations into account.
Climate Change	Rising global temperatures which will result in changes in weather patterns, rising sea levels and increased frequency and intensity of extreme weather
Cluster.	A geographical concentration of inter connected businesses

Coastal squeeze	Areas of mudflat or salt marsh that are reducing in area as a result of rising sea levels
Combined heat and power (CHP)	Technology for energy recovery systems which provides both electricity and heat and can be linked to community heating schemes or to individual premises.
Commitment	A development proposal which is allocated in a development plan or for which planning permission has been granted.
Community Strategy	Under the Local Government Act 2000 a plan, developed by a local authority in partnership with other public, private and community sector organisations, to promote economic, social and environmental well-being of the area, and to contribute to the achievement of sustainable development. A Vision for Kent and More to Medway provide these for the KCC area and Medway areas respectively.
Commuted Payments	Agreed monies paid by a developer to the Local Authority for the provision and/or future maintenance of specific facilities or infrastructure.
Comparison Shopping/Goods	Higher value non-food goods (consumer durables such as clothing, footwear, jewellery, books, etc) – purchases tend to be less frequent than everyday items, and often involve comparison between different items and brands. Traditionally associated with High Street shopping.
Conservation Area	An area designated under the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 on account of its special architectural or historic interest where its character and appearance should be preserved and enhanced.
Conservation Area Partnership Scheme (CAP)	Partnership agreement between the Local Authority and English Heritage to improve areas through a combination of redevelopment, restoration and enhancement.
Constant Natural Asset	Environmental resources (e.g. the general wildlife habitat and species level of the local plan area) which, whilst not necessarily individually unique or irreplaceable, it is necessary to maintain, at or above a given level. It is a concept that has been developed in order to help apply the principles of sustainability (see English Nature (1994) Sustainability in Practice).
Convenience Shopping/Goods	Food, drink and other frequently purchased lower value items e.g. household cleaning materials,

	newspapers, and confectionary.
Core Strategy	A development plan document, forming part of the local development framework that sets out the long term spatial vision for an area with strategic policies and proposals to deliver that vision
Damaged land	Derelict and/or despoiled land, or other land in a degraded condition.
Decibel (db)	A measure of the level of sound. It is often adjusted to become db (A), which is a sound measurement that better represents people's assessment of loudness. A change in noise of 3 db (A) is the minimum perceptible under normal conditions, and a change of 10 db (A) corresponds roughly to halving or doubling the loudness of a sound.
Decriminalised Parking Regime	The Road Traffic Act 1991 provides for the decriminalisation of most on-street parking offences. The Local Authority may apply to the Secretary of State to take responsibility as the Local Highway Authority for enforcement of parking, rather than the police.
Derelict land	Land so damaged by industrial or other development that it is incapable of beneficial use without treatment.
Despoiled land	Land which is temporarily damaged (e.g. an active mineral working or waste disposal site) but which will see some restoration (e.g. through enforceable planning conditions) to achieve a beneficial use.
Development	The carrying out of building, engineering, mining or other operations in, on, over or under land, or the making of any material change in the use of any buildings or other land.
Development Brief	These are prepared in support of policies and proposals within the Local Plan. They inform developers and other interested parties of the constraints and opportunities presented by a site and the type of development expected or encouraged by local planning policies.
Development Plan Document (DPD)	Spatial planning documents covering a range of policy areas that will undergo a process of consultation and are subject to alteration following independent examination.
District Centre	Shops, separate from the town centre, usually containing at least one food supermarket or superstore, and non-retail services such as banks, building societies and restaurants.

Durable Goods	Goods that have a long useful life, such as furniture.
Ecological Footprint	An ecological footprint is a concept based on how much land and water area a human population needs to produce the resources required to sustain itself and to absorb its wastes, given prevailing technology.
Ecosystems	A complex set of relationships between species and habitats of an area. Ecosystems vary in size with each species dependant on one another EDS Economic Development Statement
Edge of centre	A location that is well connected to and within easy walking distance of the primary shopping centre.
Energy from Waste	The burning of waste to create heat that can be used directly or to generate electricity.
Environmental Compensation/Mitigation	Mechanisms whereby the loss of environmental resources can be mitigated. The exception would be that the compensatory measure should replace the lost environmental feature with a feature of at least equivalent value.
Euro Region	A trans-national co-operation structure between two or more territories located in different European countries
Farm Diversification	A broadening of the economic base of agricultural enterprises to include new crops, added value processing of crops, farm shops, tourism or non agricultural commercial enterprises which improve the viability of existing holdings.
Fresh Land	Land outside the confines of built-up areas, neither with planning permission nor already allocated for new built development in a development plan.
Green Belt	Greenbelts are specifically established through development plans and consist of predominantly open land around urban areas and other settlements with the strategic role of preventing the outward expansion of built up areas, safeguarding the surrounding countryside from encroachment, assisting urban regeneration and providing areas for outdoor recreation.
Green Corridors/Green Grid	A network of open spaces, often linear in nature, possibly linked and providing connections between town and country.

Green Tourism	Tourism projects and facilities based on environmental good practice.
Greenfield land	Previously undeveloped land within or beyond the confines of built up areas. National definition of this (PPG3) includes former mineral working which has been the subject of an agreed restoration programme.
Greenfield sites (Fresh land)	A site, which has not previously accommodated urban development or other activities. Normally open countryside.
Greenhouse Gas	A gas in the Earth's atmosphere (such as carbon dioxide) that absorbs infra-red radiation emitted by the Earth's surface as a result of exposure to solar ultra-violet radiation, thus increasing the mean temperature of the planet.
Gross Floor space	Total area of a building.
Gross Value Added	Measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom and is used for the estimation of Gross Domestic Product (GDP)
High Technology Industries	Industries within the fields of electronic, precision engineering, pharmaceuticals, and biochemistry. The term can also refer to manufacturers who use high technology systems to produce ordinary goods.
Highway Authority	The Department for Transport is the Highway Authority responsible for the motorway and trunk road network; and Medway Council is responsible for all other roads.
Highway Programme	An annual programme issued by the Department for Transport listing the highway schemes, which have received a funding commitment and the timetable for building the scheme.
Household	One person living alone or a family or group of people living at the same address and sharing domestic facilities and housekeeping arrangements.
Informal Recreation	Recreation, which does not require formal facilities or organisation (e.g. walking in the countryside).
Innovation Hub	A location of area designated as a focus for growth based on the co-location of research and business activities.
LAeq,T	This is equivalent continuous sound level – the sound level of a notionally steady sound having the same energy as a fluctuating sound over a specified

	measurement period (T).
Landbank	A supply of land intended for a particular purpose. For minerals it relates to the mineral reserves associated with land that has planning permission.
Landfill	The deposition of waste onto hollow or void space in the land, usually below the level of the surrounding land in such a way that pollution or harm to the environment is prevented
Large food stores	Superstores or large supermarkets concentrating on the retailing of food and convenience goods.
Light Rail Transit (LRT)	A fixed-track public transport system which uses vehicles lighter than normal railways; in particular they can negotiate steeper gradients and smaller curve radii.
Listed Building	These are buildings of special historic or architectural interest and listing gives a building statutory protection against unauthorised demolition, alteration and extension. From 1 April 2005, English Heritage is the organisation responsible for the administration of the listing system. It is an integral part of the system for managing change to our environment through the planning process administered by local planning authorities and the Department for Communities and Local Government. The Secretary of State for Culture, Media and Sport is responsible for compiling the statutory list of buildings of special architectural or historic interest. English Heritage is responsible for providing expert advice on which buildings meet the criteria for listing, and for administering the process.
Loading Gauge	This is a term that is most commonly used in relation to freight movement and relates to the maximum dimensions of a rail vehicle that can be accommodated on a given stretch of railway.
Local Agenda 21 (Agenda for the 21 st Century)	This is an international agreement established at the 1992 Rio Earth Summit. It identified the important role of local government in working with local communities to plan for substantial development, often known as Local Agenda 21.
Local Centre	Small grouping usually comprising a newsagent, a general grocery store, a sub post office and occasionally a pharmacy, a hairdresser and other small shops of a local nature.
Local Development Documents (LDDs)	Introduced in the Planning and Compulsory Purchase Act 2004. They comprise both statutory development plan documents (DPD's) and non-

	<p>statutory Supplementary Planning Documents (SPDs). LDDs are likely to include core policies, area action plans, proposals map, site-specific policies and a Statement of Community Involvement.</p>
Local Development Framework (LDF)	<p>Introduced in the Planning and Compulsory Purchase Act 2004. They comprise a ‘folder’ of Local Development Documents (LDDs). They have replaced the former framework of District Local Plans, Minerals and Waste Local Plans and Supplementary Planning Guidance. They form the framework for delivering the spatial planning strategy for the area. The series of documents, which when adopted will replace the adopted Local Plan</p>
Local Development Scheme (LDS)	<p>The LDS is a public statement identifying which local development documents will be produced, in what order and when.</p>
Local Plans	<p>The lower tier of the former statutory development plan setting out detailed policies and proposals for a local authority’s area, or for a particular subject (e.g. the Kent Waste and Minerals Local Plans are prepared for the KCC area). Local Plans were required to be in general conformity with the adopted Structure plan for the area.</p>
Local Strategic Partnership	<p>A single body that brings together at a local level the different parts of the public sector as well as the private, business, community and voluntary sectors so that different initiatives and services support each other and work together. They are responsible for developing and driving the implementation of Community Strategies and Local Area Agreements (LAAs)</p>
Low Cost Market Housing	<p>Housing provided at a purchase price significantly below prevailing open market prices in the locality. Does not mean either smaller housing or housing built to a lower standard.</p>
Minerals Policy Statements	<p>Sets out the government's policy on minerals and planning issues and provide advice and guidance to local authorities and the minerals industry on policies and the operation of the planning system with regard to minerals</p>
Mixed Use Development	<p>Areas/Buildings where a mixture of commercial, retail and residential uses predominate thereby meeting social, economic and cultural needs in one area and contributing to communities with good access to a full range of services and reduced need to travel.</p>

Multi Area Agreement	A voluntary agreement between two or more authorities, their partners and the government working collectively to improve local economic prosperity
National Nature Reserves	Areas defined by English Nature and considered to be of such national importance as to require preservation. Designated under section 19 of the National Parks and Access to the Countryside Act 1949 or section 35 of the Wildlife and Countryside Act 1981.
Net Density	A measure of density, which includes only those areas to be developed. Land for major distributor roads, primary schools, open space serving a wider area and significant landscaping areas are not taken into account.
Non-conforming use	A land use that does not conform to a development plan designation and may have an adverse impact on an area's principal use.
The Office of the Deputy Prime Minister	The central government department formerly responsible for, inter-alia, the town and country planning system. Established the statutory framework within which Local Planning Authorities work. Issued Directions, Circulars and guidance and has the power to intervene in the local planning process.
Out of Centre	A location which is not in or on the edge of a centre but not necessarily outside the urban area
Out of Town	An out of centre development outside the existing urban area
Permitted Development Rights (PD)	Small scale developments which do not require planning permission from the Local Planning Authority.
Planning and Compulsory Purchase Act 2004	An act to make provision relating to spatial development and town and country planning; and the compulsory acquisition of land
Planning Policy Statement (PPS)	Subject specific national Government policies, on national land use in England which replaced Planning Policy Guidance (PPGs) notes.
PPGs (Planning Policy Guidance Notes)	Guidance notes on various topics relating to land use planning policy matters, issued by ODPM. There are currently over 20 PPGs in existence. Precautionary Principle Where there are significant risks of damage to the environment, precautionary action to limit the use of potentially dangerous materials or the spread of potentially dangerous

	pollutants is taken if the balance of likely costs and benefits justifies it.
Previously Developed Land	Land in urban or rural areas which is, or was, occupied by a permanent (non agricultural) structure and associated fixed surface infrastructure, including the curtilage of the development, It includes defence buildings and land used for mineral extraction and waste disposal where provision for restoration has not been made.
Primary road Network	Those inter-urban routes which provide access to within five miles of the larger urban centres. These roads include motorways, trunk roads and primary "A" roads.
Public Transport Access Points (PTAPs)	Bus stops, public transport interchanges and railway stations etc. Quality Bus Partnership Partnerships between the Local Authority and bus operators to deliver better bus services. In these partnerships the local authority provides traffic management which assists bus services, whilst bus operators offer better quality, improved marketing, better integration and more reliable services.
RAMSAR Site	Sites designated under the RAMSAR Convention on the Conservation of Wetlands of International Importance Especially Waterfowl Habitat, ratified by the British Government in 1976. Natural England have the responsibility of identifying RAMSAR sites.
Real Time Travel Information Systems	Allows continuous monitoring of buses by satellite tracking systems, and the communication of up to date information to bus passengers on when their bus is due.
Regional Growth Areas	Areas identified by Government in its Sustainable Communities Plan (2003) as locations for major growth. Areas include Thames Gateway (partly within Kent) and Ashford.
Regional Spatial Strategy (RSS)	Identification and definition of policies relating to the development and use of land in the region prepared by the regional planning body and approved by the Secretary of State.
Retail Hierarchy	This ranks retail centres in order of importance.
Retail Park	Groups of retail warehouses formed into "Centres" generally with shared car parking
Retail Warehousing/Warehouses	Stores specialising in an aspect of comparison goods retailing occupying a single storey warehouse-type building of 500 sq. m gross floor space or more with adjacent ground level car

	parking and frequently trading in bulky goods such as home improvement products, major electrical items, motor accessories, furniture, carpets and garden products, bulky DIY items, catering mainly for car-borne customers and often in out-of-town locations.
Regionally Important Geological and Geomorphological Sites	Designated by locally developed criteria to cover the most important places for geology and geomorphology outside statutorily protected land such as Sites of Special Scientific Interest (SSSI).
Regional Planning Guidance	Guidance on the overall scale and broad location of development on a regional level over the longer term. There is RPG for all English regions but it is being reviewed and replaced by Regional Spatial Strategies.
Rural Exception	Sites Small sites within, or adjoining, existing villages, which are normally protected by planning policies but which maybe released solely to provide affordable housing for local needs.
Rural Service Centre	Settlements within rural areas which provide an important service role (e.g. employment, shops, community facilities) to their local population and their immediate rural hinterland.
Scheduled Ancient Monument	An archaeological site of national importance (buildings or other structures) included within a schedule compiled by the Secretary of State for Culture, Media and Sport under the Ancient Monuments and Archaeological Areas Act 1979 (as amended by the National Heritage Act 1983). as being of significant archaeological importance. Consent is required from the Secretary of State for works affecting a Scheduled Ancient Monument.
Secondary Road Network	The preferred routes linking urban centres with populations of 25,000 or more to the Motorway and Primary Route Networks and providing access to within five miles of smaller urban centres with a population over 10,000. These routes include "A" roads not considered primary routes.
Semi-Natural Areas	An area of native flora and/or fauna species that is apparently natural but has been significantly modified by human activities.
Sequential approach to the location of development/Sequential test	A process that assesses categories of site in turn in order to give priority to certain types of land e.g. previously developed land and/or to certain locations e.g. town centres/areas well served by public transport.

Shoreline Management Plans (SMPs)	Prepared by a group of agencies including local maritime authorities and the Environment Agency. SMPs provide a large scale assessment of the risks associated with coastal processes and present a framework to reduce these risks to people, property and the environment.
Sites of Nature Conservation Interest (SNCI)	Identified by the Kent Wildlife Trust (KWT) and considered to be of countywide importance.
Sites of Special Scientific Interest (SSSI)	Nationally important areas for the conservation of wildlife habitats, geological features and landforms. SSSIs are areas of land that have been notified by English Nature as being of special interest under the Wildlife and Countryside Act 1981 or the National Parks and Access to the Countryside Act 1949.
Social rented properties	A form of housing tenure owned and managed by the state or not-for-profit organisations, usually with the aim of providing affordable housing
South East Plan	The South East Plan is the Regional Spatial Strategy (RSS) which sets out a vision for the future of the South East Region until 2026, outlining how to respond to challenges facing the region such as housing, the economy, transport and protecting the environment
Spatial Planning	Definition taken from draft PPS1 “Spatial planning goes beyond traditional land use planning to bring together and integrate policies for the development and use of land with other policies and programmes which influence the nature of places and how they function”
Spatial Portrait	Sets out the context of the LDF
Special Areas of Conservation (SAC)	Areas designated under Directive 92/43/EEC on the Conservation of Natural Habitats and of Wild Fauna. They contribute to the conservation of biodiversity. Special Parking Status Under the Road Traffic Act 1991, Medway Council decriminalised all parking offences in December 2000 following a successful application to the Secretary of State to become a Special Parking Area. These changes gave Medway Council the power to enforce all on-street parking restrictions including parking bays and yellow lines and gave the power to the authority to issue penalty charge notices and keep the income which in turn is required to be reinvested in parking services, road safety, highways and/or public transport.
Special Protection Area (SPA)	Areas designated under European Community Directive 79/409 on the Conservation of Wild Birds,

	to conserve the habitat of rare or vulnerable birds and all regularly occurring migratory birds.
State of Medway Report	A series of factual reports have been produced to inform the preparation of Medway's LDF
Statement of Community Involvement (SCI)	The statement of community involvement will explain to local communities and stakeholders how they will be involved in the preparation of local development documents, and the steps that authorities will take to facilitate this involvement.
Strategic Land Availability Assessment	An assessment to identify sites that are available or could become available for housing, employment or other developments in the period up to 2026 and beyond. Sites should be able to accommodate 5 or more dwellings or are 0.15 hectares or greater in size
Strategic Environmental Assessment (SEA)	Strategic Environmental Assessment is a British term applying to an international requirement for the environmental assessment of plans, policies and programmes.
Strategic Gap	An area of predominantly open land between existing urban areas which serves to maintain their separate identity and prevent their coalescence with each other or with smaller nearby settlements.
Super Output Areas	A set of geographies developed after the 2001 census
Supermarkets	Self-service stores selling mainly food, with a trading floor space less than 2,500square metres, often with parking
Superstores	Self-service stores selling mainly food or food and non-food goods, usually more than 2,500 square metres trading floor space, with supporting car parking.
Supplementary Planning Document (SPD)	Issues and sites for which the local planning authority wishes to provide detailed policy guidance, which will supplement policies and proposals in the development plan documents.
Supplementary Planning Guidance (SPG)	Elaboration and interpretation of the policies of a Development Plan to assist their implementation. SPG is non-statutory but may be taken into account as a material consideration in deciding planning applications. Sustainability The maintenance of social, economic and environmental systems in a way that avoids long-term damage to the environment and depletion of natural resources.

Sustainability Appraisal (SA)	Assessment of the impact of policies from environmental, economic and social perspectives, to ensure that all policies and proposals reflect sustainable development principles.
Sustainable Community Strategy	Sets out a vision and plans for agencies, organisations and communities who work together to improve the quality of life in an area
Sustainable Development	Commonly defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development, 1987).
Sustainable Urban Drainage System	These provide for more environmentally sustainable urban drainage through systems designed to reduce run off, slow its rate or provide for filtering, sedimentation and biological degradation of the water.
Thames Gateway	The regional growth area on both sides of the Thames Estuary within North Kent, South Essex and East London which is of national and regional importance for economic regeneration, redevelopment of brownfield sites and the promotion of sustainable development.
The Planning Act	The Planning and Compulsory Purchase Act 2004 fundamentally reforms the planning system, by introducing LDFs to replace the former system of local, structure and unitary development plans. The reform aims to speed up plan preparation, enhance community involvement in planning, strengthen policy content, and achieve a better focus on implementation.
Town Centre	City, town and traditional suburban centres, which provide a range of facilities and services and which fulfil a function as a focus for both the community and for public transport. It excludes small parades of shops of purely local significance.
Town Cramming	The development of all open sites within a built-up area, a practice which is identified by Government and the Council as being unacceptable.
Traffic calming	Measures to reduce vehicle speeds to improve safety and enhance an area’s quality of life.
Tidal Surge	A rise above normal sea level due to wind stress on the water’s surface
Thames Gateway	A national growth area extending from the east of London along the Thames Estuary as far as

	Southend and the Isle of Sheppey
Thames Gateway Planning Framework	The planning framework establishes a set of principles to guide the consideration of future proposals for the development and environmental enhancement of the area
Transport Supplementary Grant Fund (TSG)	A form of funding obtained from central Government for major road and traffic projects (costing more than two million pounds). It is a grant of 50% towards a scheme and therefore needs to be supplemented from local taxation and other sources.
Travel Plans	A package of practical measures to encourage staff and/or users of a development to choose alternatives to single occupancy car use and to reduce the need to travel.
Urban Capacity	The assessment of the potential for additional development that can be accommodated within an urban area.
Urban Extension	A large expansion of a town or city
Urban Fringe	Countryside on the periphery of urban areas often subject to development pressures or activities which threaten the appearance/management of the countryside.
Urban Renaissance	The encouragement of renewal and redevelopment of the urban environment to raise environmental quality and reduce the pressure for the decentralisation of people and economic activity from urban areas.
Use Classes	A classification of land uses for development control purposes defined by the Town and Country Planning (Use Classes) Order 1987 and subsequent amendment orders. Changes of use of buildings or other land between uses within a single 'use class' are excluded from the definition of development in the Town and Country Planning Act 1990, thus making planning permission unnecessary. I.e. A Statutory Instrument which defines broad categories of use of land and buildings.
Waste	Refers to all types of waste including trade, commercial, industrial, construction and demolition, agricultural, mineral and quarrying and household waste.
Windfall sites	Sites, which become available for development, which were not previously identified as allocations or identified as commitments through previous planning permissions.

World Heritage Site

Cultural and natural sites of outstanding world-wide value designated by the World Heritage Committee for inclusion on UNESCO's World Heritage

Appendices

Housing Trajectory and Sources of Supply 2006 -2026

Appendix Y Medway Housing Trajectory 2006 – 2026

	06/07	07/08	08/09	09/10	10/11	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21	21/22	22/23	23/24	24/25	25/26	Totals
Past Completions	591	761	914																		2266
Projected Completions Identified Sites				854	543	832	939	1485	1302	1141	1398	1439	1195	1144	1172	1081	976	495	526	424	16946
Projected Completions Small Sites with Planning Permission				145	93	115	22	6													381
Total Projected Completions				999	636	947	961	1491	1302	1141	1398	1439	1195	1144	1172	1081	976	495	526	424	17327
Cumulative Completions	591	1352	2266	3265	3901	4848	5809	7300	8602	9743	11141	12580	13775	14919	16091	17172	18148	18643	19169	19593	
Cumulative Requirements	815	1630	2445	3260	4075	4890	5705	6520	7335	8150	8965	9780	10595	11410	12225	13040	13855	14670	15485	16300	
Cumulative Surplus /Deficit	-224	-278	-179	5	-174	-42	104	780	1267	1593	2176	2800	3180	3509	3866	4132	4293	3973	3684	3293	
SE Plans 2009 Requirements	815	815	815	815	815	815	815	815	815	815	815	815	815	815	815	815	815	815	815	815	16300

Employment Trajectory and Sources of Supply
 Schedule of 'saved' policies to be replaced

APPENDIX?

Transport Objectives, Schemes And Actions In The Third Local Transport Plan (LTP3)

Transport objective 1: Highway maintenance

Schemes/actions:

- Maintenance of highway assets including improvements to street lighting, traffic signals and highway drainage
- Medway Tunnel upgrade including operating and control systems
- Structural infrastructure maintenance including to bridges retaining walls etc.
- Carriageway maintenance
- Footway and cycle track maintenance
- Public rights of way maintenance.

Transport objective 2: Improving Infrastructure Capacity

Schemes/actions:

- Network management, guided by the Network Management Plan
- Operation of Urban Traffic Management and Control. This is currently being implemented and is expected to
 - Improve the operational efficiency of the highway network;
 - Provide real time travel and parking information to drivers;
 - Respond to incidents on the network;
 - Enable bus routes to be more punctual and reliable with improved journey times;
 - Measure traffic related air quality and mitigate pollution episodes where possible;
 - Link to neighbouring local authorities and the Highway Agency to enable sub regional traffic management.
- Tackling congestion hotspots. These are listed below, along with the intended programming of schemes designed to achieve improvements. Normally this will be in the form of capacity improvements to junctions to relieve bottlenecks and aid free flowing. They are also intended to improve air quality.

Location of existing and predicted congestion hotspots on key strategic corridors		
Location (link or junction)	Programme period	Justification of programme position
A229 gyratory junction with former Mid Kent College, Horsted	Short	To be delivered as part of the upgrading of the existing Park & Ride site
A289 link between Four Elms roundabout and Medway Tunnel including Sans Pareil and Anthony's	Short / medium	Phased intervention to link to the development of Lodge Hill, Chattenden development to improve capacity and junction

Way roundabouts and exit from Medway City Estate.		operation. Currently under investigation
A2 Corporation Street junctions with The Esplanade & Gas House Road	Short / medium	Works to be delivered as part of the current bus priority scheme
A2 junction with Canal Road	Short / medium	Delivery timeframe dependant on the completion of the A2 Corporation street works
A2 junctions and link between Chatham Hill and Canterbury Street junctions	Medium	Significant localised congestion. Major intervention required to tackle problem and increase capacity
A2/A228 links through Strood town centre	Medium	Delivery timeframe dependant on the completion of the Darnley Arch bridge widening. Scheme to be developed
A228 junction at Darnley Arch Bridge, Strood	Medium	Delivery timeframe dependant on the completion of the Darnley Arch bridge widening
A2 Star Hill junction with A229 City Way roundabout	Medium	Delivery timeframe linked to the development of Rochester Riverside and the completion of the A2 Corporation street bus priority and public realm works
A231 Dock Road junction with Wood Street roundabout	Medium	Transport modelling indicates increasing congestion hence this position in programme
A278 junction with Sharsted Way/Wigmore Road	Medium	Transport model results indicate increasing congestion hence this level of priority
A2 junction with Mierscourt Road, Rainham	Medium	Significant localised congestion. Major intervention required
A2 junctions with A278 Hoath Way & A289 Ito Way	Long	Transport modelling indicates this position in programme
B2004 link through Lower Rainham	Long	Transport modelling indicates this position in programme

- Strategic car park management. Actions will focus on:
 - The rationalisation of existing spaces in Chatham and the development of three strategically located car parks
 - A review of parking charges to discourage long stay parking in identified locations (this action to be delivered in conjunction with the expansion of Park and Ride facilities)
 - Review the overall parking provision in centres of regeneration
 - A robust process to secure developer contributions towards the provision and operation of town centre parking and Park and Ride sites
 - Operation of real-time monitoring and display of car parking availability.
 - A temporary additional car park at Strood Civic Centre

- Management of freight, including through:
 - Further improvements to the A228 to Grain
 - Improvements to the Thamesport freight line, including Hoo junction (in Gravesham)
 - Directing HGV traffic away from unsuitable roads
 - Ensuring major freight traffic generating developments provide access to the rail network for freight movements
 - Encouraging freight operators to use rail and river transport options
 - Monitoring growth in freight movements originating from International Gateways throughout Kent and working sub-regionally to mitigate negative consequences
 - Investigating the provision of faster and more reliable highway linkages from business, storage and distribution sites to the strategic highway network.

Transport objective 3: Improving public transport

Schemes/actions:

- Improving travel by bus and taxi, including through:
 - Development of *Fastrack* style bus links to Chattenden and other major development sites
 - The development of new Park & Ride sites together with supporting routes and infrastructure
 - Expansion of Quality Public Transport Corridors routes to support service improvements
 - Development of traffic management schemes that contribute to more reliable bus journey times
 - Expansion of the real-time information system and/or text messaging service to all stops across the bus network
 - Development of sub-regional bus services in partnership with operators and neighbouring authorities
 - Improved ticketing and fares initiatives, including investigating the introduction of Smartcard technology potentially in partnerships with neighbouring authorities
 - Continued support for initiatives that encourage young people to use bus services.
 - Improved promotion of bus services, in particular through workplace and residential travel plans and personalised travel planning
 - Enhanced promotion of bus services through all forms of media.
 - Review of taxi rank locations and waiting facilities for accessibility and personnel safety
 - Investigating the provision of CCTV in all taxis operating in Medway
 - Investigating the opportunities for concessions to use travel credits in taxis or buses using a smartcard based system
 - Investigating the potential for a new river crossing to support public transport, walking and cycling between the Medway City Estate and Chatham
 - Improved partnership working with operators to identify opportunities to improve the operational environment for public transport
 - Improved customer care training for front line staff, including considerate driving skills and supporting vulnerable user groups
 - The introduction of bus stop improvements, which aid accessibility for passengers whilst assisting in reducing layover times at bus stops
 - The use of on-bus CCTV parking enforcement to ensure bus priority routes remain congestion free.

- Developing park and ride, including:
 - Expansion of the existing Park & Ride site at Horsted
 - New Park & Ride site at Whitewall Creek (developer funded)
 - New Park & Ride sites to be identified near Strood
 - New Park & Ride site to be identified to the east of Gillingham, possibly located on or close to Gillingham Business Park
 - Quality Public Transport Corridors linking Park & Ride sites to key destinations
 - Operation of bus services between Park & Ride sites and key destinations
 - Implementation of town centre parking strategy to reduce long stay car parking spaces in town centres.
- Improving travel by train, including through:
 - Major station improvements, including:
 - Reconstruction and possible relocation of Rochester station (identified in Kent RUS, 2010);
 - Reconstruction of Strood station
 - Reconstruction and reconfiguration of Chatham station to support regeneration and improve the gateway to the town centre
 - Delivery of accessibility improvements to stations, including forecourt improvements at Rainham station
 - Capacity improvements at Rochester bridge junction as part of East Kent resignalling (identified in Kent RUS, 2010)
 - Improved transport interchange opportunities at key mainline stations
 - Encouragement of cycling to stations by improved cycle links and more secure cycle parking.
- Coach travel, focussing on coach park and ride
- Community transport, focussing on the further development of the Villager service
- River transport and river crossings, focussing on:
 - Maintaining and developing a comprehensive network of piers that could support a river taxi and other leisure related services
 - Seeking a partner to operate a river taxi or possibly an amphibious vehicle
 - Investigate the potential for a new river crossing for pedestrians, cyclists and public transport.

Transport objective 4: Encouraging active travel and improving health

Schemes/actions:

- Accessibility to bus services by:
 - A programme of bus stop improvements, building on a network where 60% of the high frequency bus stops are accessible
 - Alterations to bus stops to increase patron's feelings of safety whilst waiting for services including the introduction of CCTV
 - Investigation of measures to allow those with learning disabilities to undertake independent travel
 - Partnership working with operators to investigate opportunities to reduce costs and utilise savings in the reduction of fares and /or increased frequency of services.
- Encouraging walking, including through:
 - The development of schemes that allow easy access to local shopping facilities and amenities with priority given to those in areas of socio-economic deprivation

- Improving accessibility to public rights of way through network and waymarking improvements, including making more of the network accessible to people with mobility difficulties
 - Participation in the regional Coastal Access project and sub-regional Valley of Visions project
 - Ensuring new development provides adequate facilities to access facilities by foot
 - Expanding the walking bus initiative.
 - Increasing opportunities to access play and park facilities as a pedestrian
 - Develop schemes that remove barriers to pedestrian movement including a programme of installing drop kerbs at junctions.
- Encouraging cycling, including through:
 - Participation in the development of a sub-regional cycle network and enhancement of the National Cycle Routes
 - Promotion of cycle facilities and the health benefits of cycling
 - Organised cycling activities
 - Ensuring new development provides adequate facilities for cyclists, including off-site cycle links
 - Supporting the Sustrans cycle ranger scheme
 - Enhancing existing routes by improved maintenance and minor improvements
 - Increasing and improving secure cycle parking
 - Creating new opportunities for recreational cycling, by developing more facilities off-road and on quiet roads
 - Expanding the existing utility cycle network by infilling gaps and making linkages to key destinations.
- Green Grid through the delivery of the transport elements of the strategy and ensuring major developments are linked to the Grid where this is practical
- Improving air quality, including through:
 - Development of air quality management area (AQMA) traffic management schemes with the key objective of improving local air quality
 - Development of operational protocols, to enable UTMC to respond to episodes of poor air quality
 - Supporting interventions that contribute to tackling poor local air quality
 - Working with Network Rail to widen Darnley Arches, which have been identified as a significant point of constriction on the network associated to poor air quality
 - Investigate opportunities to disseminate high-resolution air quality data to hospitals and doctors surgeries to assist patients with respiratory illnesses
- Design guidance for developments by:
 - Taking account of new design guidance when considering estate layouts, for example *Manual for Streets*
 - Updating current design standards and parking standards
 - Reviewing and publishing a highways adoption manual
 - The use of shared space at selected locations
- Travel Plans, with outcomes focussing on:
 - Increasing active travel by encouraging walking and cycling
 - Promoting public transport use

- Improving accessibility to goods, services and employment for people without access to a car
- Reducing the need to travel, particularly during peak periods
- Proactively monitoring the success of travel plans associated with new development and seeking additional measures if targets are not achieved

Targeting travel plans for:

- Existing and new schools without an active travel plan (developed in conjunction with the Safer Routes to School initiative in objective 5)
- Significant employers or areas of employment
- Major new residential developments
- Further and Higher education establishments

Transport objective 5: Improving travel safety

Schemes/actions:

- Road safety schemes, including:
 - Alterations to the road environment to modify road user behaviour
 - Alterations to the road layout (on a varying scale) to control vehicle movements
 - Additional on-street parking restrictions in locations where road safety is compromised
- Road safety education and training, with actions including;
 - Continuing *Bikeability* cycle training for school students
 - Practical pedestrian training
 - Monitoring and training school crossing patrols
 - Working with schools to deliver the correct road safety message to the correct age group
 - Educational Resources loaned to schools
 - Working with partners to focus on vulnerable road users including young drivers and moped riders
 - Extend the Junior Road Safety Officer scheme
- Road safety publicity and promotion, with campaigns and promotion focussing on:
 - Drink and drug driving
 - Distractions in collision causation
 - Being visible on the highway network
 - Walk to School schemes throughout the year
- Road safety enforcement
- Safer routes to school, including through;
 - Improvements to key pedestrian routes from key catchment areas to schools
 - Expanding the existing walking bus initiative
 - Appropriate highway infrastructure and focused parking enforcement in the vicinity of school entrances
 - Campaigns and initiatives
 - Information and education on safer walking
 - Providing bus safety education
 - Encouraging schools to work with neighbouring schools so that joint initiatives can reflect any wider issues within the area
- Community safety initiatives.