



**MEDWAY LOCAL DEVELOPMENT
FRAMEWORK**

SUBMISSION DRAFT CORE STRATEGY

[CABINET VERSION]

DECEMBER 2011

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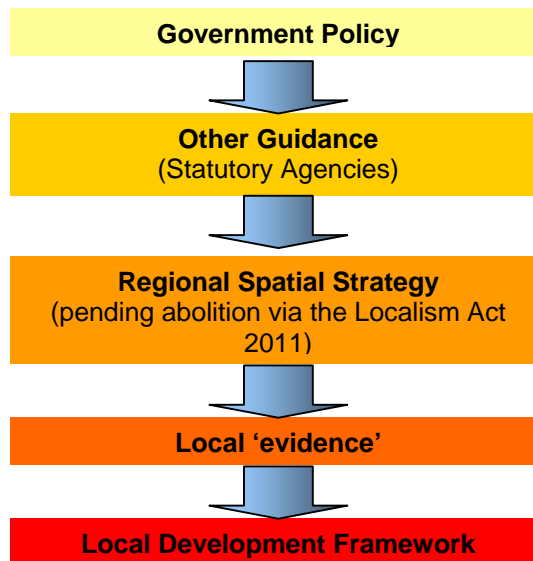
1. Introduction

- 1.1 This is the third draft of a new Core Strategy that will form the major part of what is called the Local Development Framework (LDF) for Medway.
- 1.2 It sets out how the Council sees Medway developing over the period up to 2028 and it will, when adopted, guide all major development decisions and investment plans.
- 1.3 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 over 10 years ago. It sets out how Chatham will develop into a centre of regional significance, how deprivation will be tackled, and how healthier and more sustainable neighbourhoods created and much else.
- 1.4 This is what is known as the "Submission Draft" Core Strategy. Where appropriate, it responds to representations received at the previous 'publication draft' stage and it reflects the most up to date 'evidence' collected to inform the plan.

The Development Plans System

- 1.5 The Planning and Compulsory Purchase Act, 2004 requires each local planning authority (or council) to prepare a Local Development Framework or LDF. This consists of a portfolio of documents rather than a single plan. This is intended to allow 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.
- 1.6 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 national policies and extensive guidance issued by the Government and government agencies such as Natural England, the Environment Agency and the Highways Agency. This is illustrated in the following diagram.

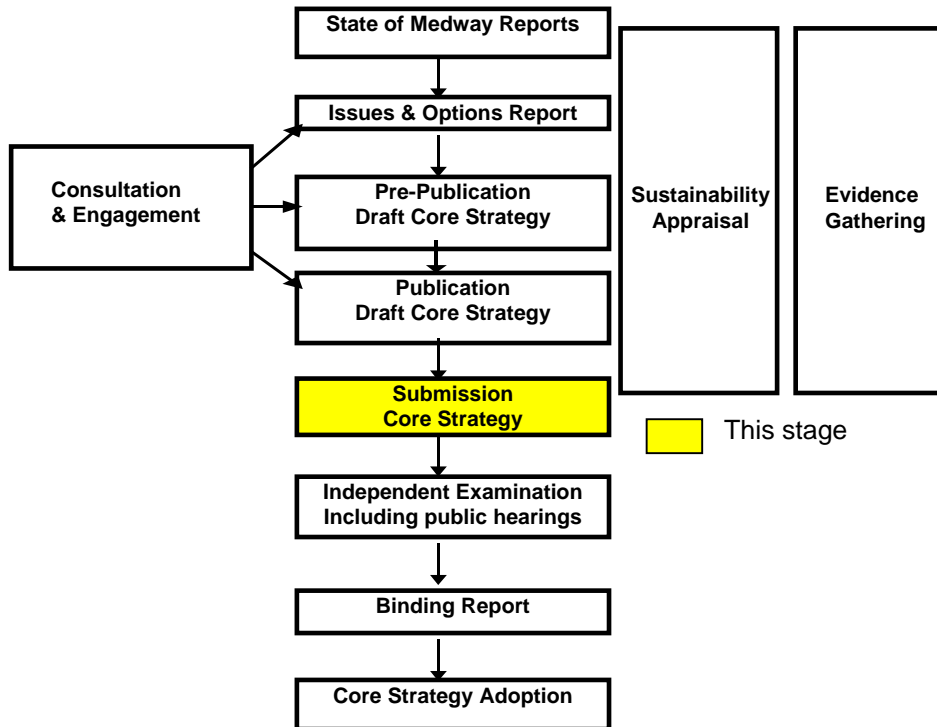
Figure 1-1 The Planning Policy Cascade



The Stage We Have Reached and How We Got There

- 1.7 In getting to this stage a great deal of work has been completed. This has included carrying out a number of surveys, gathering information, preparing what is called the 'evidence base' and engaging with stakeholders and the wider public. A series of State of Medway reports were produced in 2008 (and updated in late 2011) to provide a baseline for subsequent work. In 2009, an Issues and Options report was published.
- 1.8 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 led to the 'Pre-Publication' Draft Core Strategy being issued in November 2010. Again all responses received were carefully considered and the 'evidence base' continued to be updated. This was followed by a 'Publication Draft Core Strategy published in August 2011. This was also subject to public consultation. Limited minor changes have been made in response to this, leading to the publication of this 'Submission Draft' Core Strategy.
- 1.9 This will be submitted for an Independent Examination. An Inspector appointed by the Secretary of State for Communities and Local Government will conduct this.
- 1.10 The various stages that we must go through and where we currently are in the process are illustrated in the following diagram.

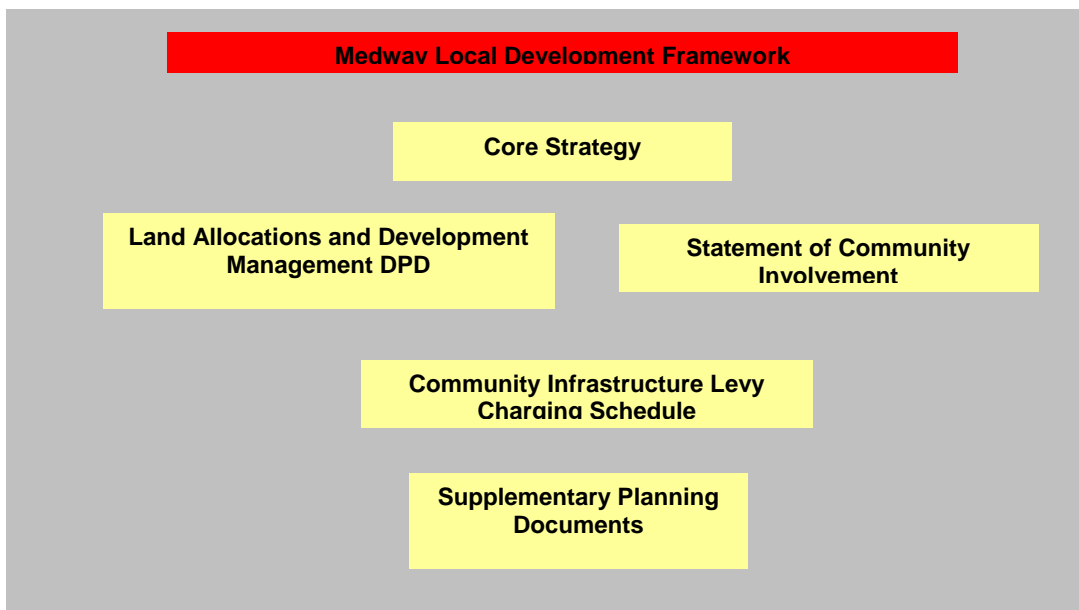
Figure 1-2 Core Strategy Stages



How the Core Strategy Fits Into the LDF

1.11 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.

Figure 1-3 Medway Local Development Framework



- 1.12 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.
- 1.13 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.

Structure of the Core Strategy

- 1.14 The document falls into four distinct parts:
- A short analysis of the main issues we need to address and a specific vision and objectives to tackle these together with a 'Key Diagram'
 - 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.

Sustainability Appraisal

- 1.15 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.
- 1.16 The final iteration of the Sustainability Appraisal is being published alongside this draft of the Core Strategy and can be accessed via the website: www.medway.gov.uk/ldf.

Habitats Regulation Assessment / Appropriate Assessment

- 1.17 The Core Strategy is also subject to a Habitats Regulation Assessment (HRA), which considers the potential effects on European and Ramsar wildlife sites. A screening and scoping report is available on the website and a full assessment has now been completed.

Timetable for the Core Strategy

- 1.18 The expected timetable leading up to the adoption of the Core Strategy is set out in Table 1-1.

Table 1-1 Core Strategy Timetable

	Stage of Production	Dates
1	Pre-Publication Draft Core Strategy Consultation	November 2010
2	Publication Draft Core Strategy Consultation	August 2011
3	Core Strategy Submission Preparation	January 2012
4	Core Strategy Submission	January 2012
5	Examination Hearings	April 2012
6	Adoption	September 2012

Statement of Community Involvement

- 1.19 The Statement of Community Involvement 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. A first version was prepared in 2006 and this has now been updated. As with all documents relating to the LDF it can be found on the website. This draft of the Core Strategy has been prepared in accordance with that Statement.

Diversity Impact Assessment

- 1.20 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 has been carried out to ensure that the final document complies with this principle. This determines the impact on residents due to their racial group, gender, disability, sexual orientation, age and religion. The Diversity Impact Assessment builds on the work undertaken for the SEA/SA process and relates to a number of objectives identified through the SA work.
- 1.21 The assessment is available on the website.

Consultation Responses

- 1.22 A statement is being produced setting out those bodies and persons invited to make representations at the various consultation stages, how they were engaged and a summary of the main issues raised and how these have been addressed in the preparation of the Core Strategy. This will be published alongside the Submission Core Strategy. Detailed schedules of all representations received to the Issues and Options report, the Pre-Publication Draft Core Strategy, the 'Publication Draft' Core Strategy and the Council's response to them is also available.

Plan Period

- 1.23 The period covered by a Core Strategy must be at least 15 years from the date it is adopted. This is likely to be in autumn 2012.
- 1.24 Much of the evidence underpinning the Core Strategy is collected annually, beginning on 1 April each year and ending on 31 March. Much national and regional information also relates to 5 year periods: 2001, 2006, 2011, 2016 etc.
- 1.25 Detailed monitoring frequently uses a base date of 2006 and so the plan period chosen for the Core Strategy is 1 April 2006 to 31 March 2028. Going back to 2006 allows recent trends to be fully reflected and 2028 ensures that there will be the required 15 years left to run after adoption. 2028 also broadly corresponds to the anticipated end date for the Thames Gateway project, which is the single most important driver for change in Medway.

Changing Circumstances and Requirements

- 1.26 The Core Strategy is being prepared at a time when changes are being made to the planning system. The Coalition Government intends to abolish Regional Spatial Strategies, the South East Plan in Medway's case, and further changes have been made in the Localism Act 2011., A new National Planning Policy Framework is also being produced and is expected to be issued in April 2012. This will replace a raft of existing guidance but there is uncertainty as to what its final form will be.
- 1.27 Core Strategies have to be in 'conformity' with national policies and the relevant Regional Spatial Strategy. Inevitably this causes some uncertainty but the Council is determined to proceed as quickly as is sensible in taking forward this Core Strategy.
- 1.28 The announcement by the government of its stated intention to abolish Regional Strategies has been ruled by the Courts as a material planning consideration, which could affect the weight attached to the Regional Strategy in underpinning the Core Strategy. Abolition is expected during 2012. Having considered its position, the Council takes the view that a local evidence base has informed the preparation of the Core Strategy, local consultation and sustainability appraisal and that the local context supports the strategy and policies contained in this document. The policies and proposals contained in the Core Strategy are therefore considered to be robust and evidence-based irrespective of the weight to be attached to the South East Plan.
- 1.29 This document contains some references to the South East Plan. Whilst it is likely to be abolished soon references to it are nonetheless retained, since it has been relevant in the preparation of the Plan.

Flexibility and Viability

- 1.30 An important requirement for core strategies is that they are flexible enough to deal with changing circumstances while still providing a clear

strategy to guide development. This is a particular challenge in the current economic climate. In some parts of the country housebuilding has reduced sharply and retail vacancies are increasing, along with unemployment. Medway is faring better than many areas but there is still much uncertainty over what can be delivered over the next few years.

- 1.31 Fortunately we have a healthy supply of identified development opportunities – housing, retail and employment – which should allow Medway to respond in these challenging times and this is a key feature of the proposals in this Core Strategy.

Saved Policies

- 1.32 Policies from old style development plans were ‘saved’ under transitional arrangements when the Planning & Compulsory Purchase Act 2004 came into force. That is, they remain in place until replaced by appropriate policies in local development frameworks.
- 1.33 This Core Strategy supersedes a number of ‘saved’ Medway policies and these are listed in Appendix A. These will fall away when the Core Strategy is adopted. All remaining ‘saved’ policies will be replaced when a subsequent development plan document is prepared as described below.

Other Development Plan Documents

- 1.34 As explained above a local development framework comprises a portfolio of different documents. Following the adoption of this Core Strategy the Council intends to produce two further documents. These will be:
- A Community Infrastructure Levy Charging Schedule – this will introduce a development levy to fund essential infrastructure and facilities, the need for which is generated by new built development. It is intended that this will be progressed as quickly as possible after the independent examination of the Core Strategy
 - A Land Allocations and Development Management Policies development plan document – this will address all other LDF matters, replacing all outstanding ‘saved’ policies and providing a new Proposals Map for Medway. Work on this document will begin as soon as possible after adoption of the Core Strategy.

What Happens Next

- 1.35 This version of the Core Strategy is being submitted to the Secretary of State for Communities and Local Government, who will appoint an inspector to independently examine the ‘soundness’ of the strategy and its ‘conformity’. The appointed inspector will conduct public hearings as considered necessary before submitting a report to the Council. Further details of this process can be accessed at:
<http://www.planningportal.gov.uk/planning/planningsystem/localplans>

2. Context and Issues

Introduction

- 2.1 This chapter briefly describes some of the key facts and statistics that have informed the Core Strategy, it summarises the findings from the Sustainable Community Strategy and lists the issues which the area faces. The remaining chapters consider how these issues should be addressed. This analysis includes what is sometimes referred to as a 'spatial portrait' of the area.

Population Base

- 2.2 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 255,400 (in 2010) to 278,200 by 2028. However a number of factors, including a move from an historic net out migration trend to more recently net in migration, could 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. A rounded figure of 280,000 has therefore been used to assess requirements arising from the scale of development proposed in the Core Strategy.

State of Medway Reports (SOMs)

- 2.3 In order to inform the Core Strategy, the Council published a series of State of Medway reports in 2008. These set out the baseline from which the Core Strategy was developed. This information provided stakeholders with a common understanding of the context in which the Local Development Framework is being prepared.

- 2.4 The State of Medway reports cover the following topics:

- Built Environment
- Chattenden (Lodge Hill)
- Climate Change, Renewables and Flooding
- 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

- 2.5 The reports can be viewed on the Council's website at <http://www.medway.gov.uk/ldf> . Updated versions were published in January 2012.

Evidence Base Studies

- 2.6 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. They can be accessed via:
<http://medway.gov.uk/environmentandplanning/developmentplan/localdevelopmentframework/ldfevidencebase.aspx>
- Strategic Land Availability Assessment (SLAA) November 2010
 - Strategic Housing Market Assessment (SHMA) 2010
 - Infrastructure Plan
 - Medway Economic Development Strategy for 2009 - 2012
 - Employment Land Review Consolidation Study 2010
 - SATURN Transport Model
 - Strategic Flood Risk Assessment (SFRA) 2006 & Addendum 2011
 - Strategic Urban Flood Defence Strategy 2010
 - Regional Waste Management Capacity Study 2007
 - The Gravel Resources of North Kent 1987
 - Medway Retail Needs Study 2009
 - Draft Medway Green Grid Action Plan 2007
 - Medway Landscape Character Assessment 2010
 - Medway Renewables Energy Capacity Study 2010
 - Medway Rural Housing Needs Assessment 2009
 - Lodge Hill Evidence Base Reports
(<http://www.medway.gov.uk/environmentandplanning/developmentplan/localdevelopmentframework/ldfevidencebase/lodgehill.aspx>)
- 2.7 The Local Strategic Partnership (LSP) has produced the Medway Sustainable Community Strategy (SCS)¹ 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 Economic Strategy, the Thames Gateway Plan and the North Kent Multi-Area Agreement.
- 2.8 The Regional Economic Strategy recognised Medway as a priority area for investment. The North Kent Multi-Area Agreement 2009 was 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.
- 2.9 The Sustainable Community Strategy document highlights a variety of evidence and issues of particular importance to Medway as summarised below.

¹ <http://medway.gov.uk/pdf/Medway%20Sustainable%20Community%20Strategy%202010-26.pdf>

Economic Profile

- 2.10 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. This has added to Medway's long-standing manufacturing strengths. Nationally important energy and port facilities are located on the Hoo Peninsula.
- 2.11 Farming generates significant income as Medway has a larger than average proportion of Grade 1 agricultural land. This sustains numerous permanent and temporary jobs (as recognised in the Medway Agricultural Research 2010 report).
- 2.12 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 at Chatham Maritime, Mid Kent College and the University for the Creative Arts at Rochester contribute greatly to this.
- 2.13 However, Medway remains a relatively low wage area with high numbers of people commuting out 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 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 a quality public transport network will improve bus services within Medway. However there are issues around fares, off peak services and service penetration, and integration with rail services. There are particular issues on the Hoo Peninsula, due to its relative remoteness. Traffic congestion on key routes during peak periods is a further issue.
- 2.14 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. These issues are however being tackled through actions in the Medway Regeneration Framework 2006 - 2016 and by developing Medway as a city break destination.

Social Profile

- 2.15 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 132nd most deprived local authority out of 325 in England, though at neighbourhood level, it has some of the most affluent as well as some of the most deprived areas in the country.
- 2.16 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. 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.
- 2.17 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.
- 2.18 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.

Environmental, Cultural and Housing Profile

- 2.19 Medway has a diverse natural environment ranging from the marshlands and wetlands of the Hoo Peninsula to downland in the south and west of the area. There are eight nationally and internationally important designated nature conservation areas and three parks with Green Flag status. In addition to the river that gives the Borough its name, there is also Metropolitan Green Belt land, as well as part of the Kent Downs AONB. Medway 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.
- 2.20 Medway has a strong cultural and heritage offer including, new state of the art sports facilities 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.
- 2.21 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.
- 2.22 Medway has declared a number of Air Quality Management Areas related to road traffic emissions in the urban area.
- 2.23 DEFRA has recently published details of areas where noise action plans may be required in Medway and this area of work is expected to develop

over the LDF period. First priority locations identified by Noise Maps are areas on the highway network where the noise level (LA10,18h) is at least 76 dB.

- 2.24 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.

Medway Now

- 2.25 In addition to this analysis individual neighbourhood area profiles² 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 the following 21 local areas within Medway, and the relevant areas are shown in Figure 2-1:

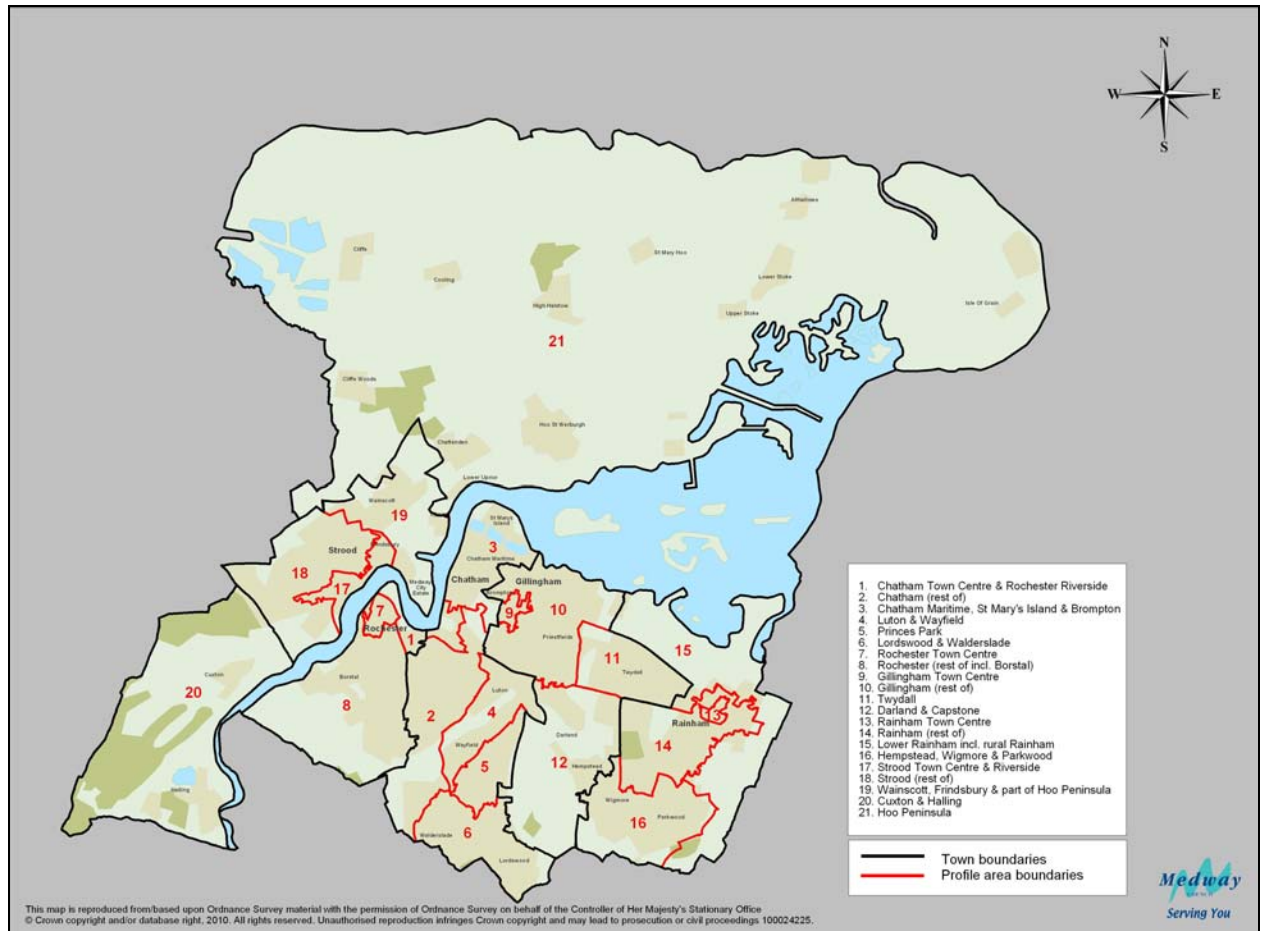
- Chatham town centre and Rochester Riverside
- Chatham (rest of)
- Rochester town centre
- Rochester Riverside (rest of, including Borstal)
- Chatham Maritime, St Mary's Island and Brompton
- Gillingham town centre
- Gillingham (rest of)
- Twydall
- Rainham town centre
- Rainham (rest of)
- Lower Rainham (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 Peninsula
- Hoo Peninsula

2

<http://medway.gov.uk/environmentandplanning/developmentplan/factsandfigures/areaprofiles.aspx>



Figure 2-1 Local Areas



2.26 The headline findings from this work are:

- Chatham is the least populated town centre and Gillingham is the most densely populated town centre area in Medway
- The main areas of population growth 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
- Areas with the youngest average resident age are concentrated in a fairly central grouping in Medway, around central parts of Chatham and Gillingham. 'Older populations' are nearer the periphery of Medway, with a particular concentration around Rainham and adjoining parts of Gillingham
- 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
- The areas, which have seen the largest decrease in population dependency, are on the whole within the central urban areas. Areas towards the periphery of Medway show the greatest increase in population dependency as a result of the ageing population.

2.27 The findings for more local areas are summarised below.

Chatham

- 'Chatham Maritime, St Mary's Island and Brompton' and 'Chatham Town Centre' have seen significant population growth since 2001
- 'Chatham Maritime, St Mary's Island and Brompton' has the youngest 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
- 'Chatham Maritime, St Mary's Island and Brompton' has the second highest proportional working-age population and has the lowest elderly population dependency ratios
- 'Chatham town centre and Rochester' and 'Luton and Wayfield' have high 'out-of-work' benefit claimant rates
- 'Chatham (rest of)' and 'Luton & Wayfield' suffer significant deprivation

Rochester

- 'Rochester Riverside' has seen significant population growth since 2001
- 'Rochester town centre' has the oldest average resident age but it is one of only two areas that have seen a falling average resident age
- 'Worklessness' as measured by claims for Incapacity Benefit is high in 'Rochester town centre'

Gillingham

- 'Twydall' is amongst those areas with the largest decreases in population since 2001
- 'Gillingham town centre' has seen the largest decrease in average resident age - it is one of only two areas that have seen a falling average resident age
- 'Gillingham town centre' saw the largest decrease in population dependency with a declining elderly population and an expanding working-age population
- 'Twydall' has the most 'dependent' population, having the lowest proportional working-age population of all areas in Medway
- 'Gillingham (rest of)' has the highest proportion of employment in service related jobs
- 'Gillingham town centre' has the highest 'out-of-work' benefit claimant rates
- A relatively high number of benefit claims made by disabled residents in Medway are made in 'Gillingham (rest of)'
- Lone-parents account for a high proportion of all benefit claims in 'Gillingham town centre'
- Much of Gillingham suffers significant deprivation, one-in-four working-age residents in 'Gillingham town centre' claim an out-of-work benefit

Rainham

- 'Hempstead, Wigmore and Parkwood' and 'Rainham rest of' are amongst those areas showing the largest decreases in population since 2001
- 'Rainham rest of' has the second oldest average resident age having the highest proportion of residents aged over retirement age
- 'Hempstead, Wigmore and Parkwood' has seen the largest resident age increase since 2001
- 'Lower Rainham' has the fewest jobs per working-age resident
- 'Hempstead, Wigmore and Parkwood' has seen the largest increase in population dependency of all areas in Medway
- A high proportion of benefit claims in 'Lower Rainham' are by disabled claimants
- 'Lower Rainham' has a relatively high proportion of benefit claims by carers

Strood

- 'Strood town centre and Riverside', is amongst those areas showing the largest decreases in population since 2001
- 'Wainscott, Frindsbury and part of Peninsula' has the smallest proportional working-age population
- A high proportion of benefit claims in Wainscott & Frindsbury are by disabled claimants and carers
- Worklessness as measured by claims for Incapacity Benefit is high in 'Strood town centre and riverside' and Wainscott & Frindsbury
- Many parts of Strood suffer significant deprivation.

Key Issues

- 2.28 Taking account of the above, there many important issues affecting Medway that need to be addressed. Many but not all of these are shared with the Sustainable Community Strategy. For convenience they are grouped under a series of sub headings.

Economy and Learning

2.29 There is a need to create a Medway city centre and central business district in Chatham that maximises retail, employment, cultural and housing opportunities. Chatham is the natural heart of the Medway conurbation and it strongly influences the overall image of the area. However it is significantly underperforming economically and large parts suffer from a poor quality townscape.

- 2,30 There should be a 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. The current low wage economy needs to further diversify and exploit key sectors if Medway's relative economic performance is to improve.

- 2.31 Boosting cutting edge low-carbon environmental technologies and the development of growth sectors such as creative industries and spin offs, construction, advanced manufacturing, and sub-contractors and services. These are assessed as having the greatest potential to boost local economic performance.
- 2.32 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. There have been significant reductions in employment floorspace in recent years. This has been necessary as redundant waterside locations needed to be cleared for redevelopment and consolidation in the manufacturing sector has taken place. However the time has come to re-build the employment floorspace stock with modern, adaptable premises suited to modern needs.
- 2.33 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. These are amongst Medway's most important assets and utilised correctly provide the basis for transforming Medway's image and community confidence.
- 2.34 Develop an Enterprise Strategy covering all forms of enterprise including social enterprise. Business start-up rates are not as high as they should be and creating and nurturing an entrepreneurial culture is critical to future economic prospects.
- 2.35 Explore the transformational power of communications infrastructure (WiFi, fibre optics etc) in order to make Medway a "Smart" location for business. High quality 'connectivity' is vital to modern businesses and amply demonstrated by the success of the Medway Innovation Centre, which has this.
- 2.36 Deliver the Primary Strategy for Change bringing in new investment in school buildings and creating 21st century learning environments. In an ever more competitive world educational attainment is vital. Local standards are improving (from a low base) but more needs to be done.
- 2.37 Promote hotel development. Medway attracts large numbers of day visitors to its exceptional attractions but comparatively few short and longer stay visitors. There have been recent, very welcome, increases in the stock of hotel bedrooms but much of these have been at the budget end of the market. There is also potential to expand so called 'business tourism' that demands a broader range of facilities than those provided by budget operators.
- 2.38 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. With food security a

growing global issue the importance of recognising this valuable natural resource has never been greater.

- 2.39 Address the disparities that exist within Medway, with pockets of considerable affluence and deprivation (often close by one another). Equality of opportunity reduces dependence, improves social cohesion and community confidence. It also leads to higher economic performance and an improved quality of life. However significant sections of the population are classified as 'deprived'.
- 2.40 Promote an environmental technologies cluster. Research has identified the potential of the Hoo Peninsula in particular. There are, in any event, exceptional opportunities to link Medway's strong manufacturing pedigree with its growing higher and further education sector.
- 2.41 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). From no universities in the early 1990's to four now and an undergraduate student population of around 10,000, Medway has a unique opportunity to extract additional value from this investment.
- 2.42 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. There are significantly fewer jobs than resident workers in Medway and wage rates are very low. London will always be a strong draw but there is a clear need to reduce the current reliance on out-commuting and to foster higher value employment locally.
- 2.43 Maximise business opportunities arising from the presence of around 10,000 students and staff at the universities. Retaining new graduates and harnessing their entrepreneurial drive will provide an additional opportunity to grow the Medway economy.
- 2.44 Increase the amount of student and visitor accommodation available in Medway. High number of students can distort the private rented housing market and displace vulnerable households. Specialist accommodation will limit this risk and improve Medway's perception as a location of choice for new students.
- 2.45 Work to retain the University for the Creative Arts with a growing presence in Medway. This new and thriving university is looking to consolidate its accommodation and develop a flagship campus. Every effort needs to be made to ensure that this is in Medway, where it has long established roots.
- 2.46 Promote workforce skills development, graduate retention and increases in Gross Value Added levels. Skills attainment levels amongst the existing Medway workforce are lower than the regional norm. Improving these is a critical component of a wider educational attainment and skills programme.

Transport

- 2.47 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. Good progress has been made over the last three years but further work is needed, particularly in relation to a park & ride network and station upgrades.
- 2.48 Ensure good public transport links to, and within, new developments and improved links to existing neighbourhoods. Much of Medway's network of bus routes can be traced back many years. It needs to adapt to travel patterns that are changing as new development and destinations are developed. Many suburban areas also suffer from poor accessibility to services, particularly in the evenings.
- 2.49 Improve public transport links to the universities and college campuses. These are new destinations well related to the urban core and should be readily accessible by bus in particular.
- 2.50 Make highway improvements including the A228 to Grain and highway capacity improvements including Strood centre. The A228 carries a very high proportion of HGVs accessing the port and energy installations on the Hoo Peninsula and it has a poor safety record. Strood is a particular bottleneck and congestion detracts from the attractiveness of the town centre and results in air pollution.
- 2.51 Provide more opportunities for cycling and walking. Much has been done over the last few years but existing and new improvements should join up to create obvious networks that provide travel alternatives for local people.
- 2.52 Investigate the potential of the River Medway for work and leisure travel and for further river crossings. New opportunities should arise as the regeneration of the urban waterfront progresses and new visitor destinations develop along it.
- 2.53 Provide better transport links and wider transport choices in Medway to support regeneration, increase accessibility and connectivity, and reduce reliance on the car.

Climate Change

- 2.54 Consider extreme weather events (flash flooding, storm surges) that 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. A range of studies and plans has been completed to inform the response needed.
- 2.55 Reduce carbon emissions and improve air quality within the Medway area including domestic, business and transport emissions.
- 2.56 Reduce carbon emissions and improve energy efficiency of both new and existing housing by working with the community. Apart from the environmental benefits increasing fuel poverty heightens the importance of this issue.

- 2.57 Increase use of sustainable energy and investigate use of decentralised heating schemes.
- 2.58 Raise awareness of and assist in reducing water wastage, encourage reduction in water consumption and encourage water recycling. This is vital given Medway's low rainfall and tidal river that is not suitable for abstraction.
- 2.59 Realise opportunities to restore and recreate wildlife habitats in association with sustainable flood-risk management. Again a number of plans and strategies have been completed to assist in this.
- 2.60 Address the impacts of coastal squeeze and loss of inter-tidal habitats. The Shoreline Management Plans and Thames Estuary 2100 Plan should guide the response to this.
- 2.61 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.
- 2.62 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 these areas, as it is needed to avoid social and economic stagnation and blight.

Green Infrastructure

- 2.63 Develop the Green Grid through the implementation of identified priority strategic routes. The Green Grid identifies opportunities to connect urban and rural Medway in ways that are sensitive to the natural environment.
- 2.64 Safeguard and enhance the character and appearance of Medway's diverse landscapes via proactive land management. Medway has some exceptional landscapes but these are sensitive to development and visitor pressures.
- 2.65 Strengthen, protect, conserve and increase the protection and conservation of open spaces. These are vital to everyone's quality of life and are an intrinsic feature of the area.
- 2.66 Conserve and enhance the diversity and abundance of habitats and species and seek to increase the connectivity of existing and new habitats to ensure that development does not result in the isolation of habitats. Biodiversity is a cornerstone of environmental quality but is under pressure, not only from development but also climate change.
- 2.67 Encourage community engagement in conserving and developing open space through, for example, the development of "friends" groups. A number of such groups have been established and been vital to the

development of, for example, the Hillyfields open space and the Great Lines Heritage Park.

- 2.68 Apply Green Infrastructure planning in connecting people and places. The foundations for this are in place through the Green Grid Forum and the North Kent Environmental Planning Group.
- 2.69 Continue to develop and ensure the sustainability of the Great Lines Heritage Park as the metropolitan park for Medway.
- 2.70 Ensure the adequate provision of green space in association with development. This is vital to quality of life, adapting to climate change, biodiversity and more.
- 2.71 Ensure that the nature conservation impacts of riverside development are taken into account. The river and estuary are sensitive eco systems and this must be considered alongside their commercial and leisure potential.
- 2.72 Reduce pollution affecting the Medway Estuary and local wildlife habitats.
- 2.73 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.
- 2.74 Provide additional capacity in recycling, recovery and final disposal 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.

Built Environment and Neighbourhoods

- 2.75 Promote high quality design. Too much of the town centres and surrounding areas is characterised by insensitive architecture and poor urban design. This detracts from the setting of many fine buildings and the image of the area.
- 2.76 Implement the Public Realm Strategy. Our major streets and limited squares need improving and better connections established between them.
- 2.77 Improve the overall image of Medway. This is vital to economic success and community confidence and pride.
- 2.78 Deliver good quality housing in mixed use developments to contribute to sustainable regeneration.
- 2.79 Be aware that although Medway has a younger age profile than Kent and the national average, over time the structure will get older, placing an added pressure on meeting housing needs.
- 2.80 Ensure that more executive housing is provided. Too few business owners and managers reside in Medway and opportunities need to be identified to encourage them to do so.

- 2.81 Develop a multicultural community centre at the historic dockyard. This is a longstanding ambition and an opportunity to celebrate Medway's cultural diversity.
- 2.82 Develop place based initiatives to improve health in neighbourhoods identified as having the worst health and lowest life expectancy. Parts of Medway have significant health issues compared to other areas.
- 2.83 Develop a waterfront arts complex in Chatham as part of a wider cultural area including the Brook and Central theatres. A clear focus for cultural activity is needed and should form part of the regeneration programme for Chatham.
- 2.84 Implement the Chatham Centre and Waterfront Development Framework.
- 2.85 Implement the Gillingham Town Centre Development Framework.
- 2.86 Implement road improvement and retail improvements in Strood.
- 2.87 Implement and ensure integration of Rochester Riverside with Rochester Centre. This is one of Medway's most important regeneration projects and has the critical mass and visual prominence to enhance the image of Medway as a whole.
- 2.88 Create and deliver a brand new settlement at Lodge Hill, Chattenden that has strong links to the wider Hoo Peninsula. This will be the only freestanding new community in the Thames Gateway and will be a major contributor to the future development needs of the area as a whole.
- 2.89 Areas beyond town centres, large urban regeneration sites and the new settlement at Lodge Hill are not envisaged as being subject to major physical change. This is due to the fact that these areas can provide more than sufficient development capacity to meet all of Medway's needs over the plan period.
- 2.90 The main evidence used to identify these issues can be found in the following documents:
- Medway 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 2011
 - North Kent Economic Development Plan 2009
 - North Kent Multi Area Agreement 2009
 - Medway Social Regeneration Strategy 2008 - 2016
 - Medway Learning and Skills Plan 2008
 - Growing Healthier - NHS Medway's Strategic Commissioning Plan 2008/9 to 2012/13
 - Strategic Plan for Older People in Medway 2010 -13
 - Medway Children and Young People's Plan 2009-11
 - Medway Health and Wellbeing Strategy 2010-15
 - Medway Landscape Character Assessment 2011

- Medway Wildlife, Countryside and Open Space Strategy 2008-16
- Medway's Community Safety Partnership Strategy 2008-11
- Medway Green Grid Action Plan 2007
- Greening the Gateway Kent and Medway Green Clusters Studies for Hoo Peninsula 2008 and Bredhurst - Capstone 2008
- Medway Housing Strategy 2008-11
- Medway Cultural Strategy 2009-14
- Kent Downs AONB Management Plan 2009

3. Vision and Strategic Objectives

Introduction

- 3.1 This chapter sets out the 'spatial' vision for Medway, in the context of Medway's Sustainable Community Strategy prepared by the Local Strategic Partnership and the issues identified in Chapter 2. It also explains the overall level of housing and employment growth proposed over the period to 2028.
- 3.2 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 and the policies in later chapters flow from them.

Sustainable Community Strategy

- 3.3 The Local Strategic Partnership, or LSP, prepared the overarching Medway Sustainable Community Strategy during 2009 and 2010.
- 3.4 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.
- 3.5 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.
- 3.6 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.

Vision for Medway

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

3.8 It consists of four key principles and six ambitions.

3.9 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?*

- 3.10 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*
- 3.11 A wide range of actions is then identified to realise these ambitions and specific plans are in place to take forward delivery.

Overall Levels of Growth

- 3.12 PPS3 requires local planning authorities to determine the local level of housing provision, taking into account current and future levels of need and demand for housing and affordability levels. These should take into account Strategic Housing Market Assessments and the Government's latest published household projections. PPS3 does not require local authorities to identify a range of options for the level of housing provision.
- 3.13 When the South East Plan was being prepared Medway Council supported the proposed housing requirement for the area of an average of 815 dwellings per year for the 2006 to 2026 period. This was considered to represent a realistic balance between meeting local needs and contributing to growth in the Thames Gateway, a national priority area for both growth and regeneration.
- 3.14 This remains the case and it is intended that the 815 per year average be rolled on to the end date for the Core Strategy of 2028.
- 3.15 To put this in context, the previous Kent and Medway Structure Plan 2006 requirement of 766 for Medway was higher than the annual average number of 681 actually delivered over the previous 10 years. A higher figure is unlikely to be deliverable and a lower figure would not meet the future levels of need in Medway and not be compatible with the objectives for the Thames Gateway. The target of 815 new homes per year will be challenging, particularly given the difficult economic climate, but it will also help to deliver essential regeneration and the ambitions for the Thames Gateway.
- 3.16 It is important that adequate provision is made for new employment opportunities, both to match the growing population and to improve Medway's economic performance compared to other areas.
- 3.17 Given current economic uncertainties a job target range was assessed, based on different demographic, economic activity and level of out

commuting assumptions. The effect of these different assumptions on forecast job numbers is shown below.

Table 3-1 Employment Growth to 2028

Factor	Assumption	Effect on Job Requirement
Natural demographic change	Change in numbers of people of working age and increase in post retirement age workers	4,300
Improvement in Employment rate	<i>Either</i> an improved employment rate to SE level (high)	8,700
	<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

3.18 This was then assessed using different combinations of these factors – in effect alternative scenarios. The results of four of these are set out below.

Table 3-2 Job Requirements to 2028

Scenario	Job Requirement
Low employment, low commuting reduction (4,300+ 900+ 2,900)	8,200
Low employment, high commuting reduction (4,300+ 900+ 7,300)	12,500
High employment, low commuting reduction (4,300+ 8,700 +2,900)	15,900
High employment, high commuting reduction (4,300+ 8,700+ 7,300)	20,300

3.19 In setting a specific jobs target for the Core Strategy these and a range of other factors were considered including the findings of the Medway Employment Land Review Consolidation Study, 2010. This Study recognised that in Medway a key objective is to increase employment, reduce out-commuting and improve economic activity rates to levels closer to the South East average. The Study concluded that planning for lower economic growth would not deliver these strategic objectives, could undermine sustainability objectives and ultimately would be self fulfilling by limiting supply and undermining potential economic growth.

3.20 Taking these considerations into account the Council has decided to set an ambitious target of 21,500 additional jobs to be created by 2028 and ensure that there is sufficient capacity in terms of floorspace for this to occur. This is a proposed increase from a 2008 base line figure of 94,500. This will ensure that economic activity is not artificially restricted and that sufficient capacity is available to match housing growth.

The Core Strategy 'Spatial' Vision

- 3.21 Taking full account of the overall vision for Medway, the various issues discussed in Chapter 2 and the growth targets explained above, the spatial vision for the Core Strategy is as follows:

By 2028 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.

More widely Medway will be recognised as a year round tourist destination with a wide range of quality accommodation, facilities and attractions that celebrate its many historic and natural assets.

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:

- a. **Closely aligning skills with the needs of employers and improved levels of educational attainment**
- b. **Capitalising on the centre of excellence created by our four universities and further education college**
- c. **Being noted as a location for its communications infrastructure (high speed broadband etc.)**
- d. **The implementation of reinvestment strategies for each of the established employment areas**
- e. **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
- f. Chatham, Gillingham and Strood, along with the major waterfront regeneration sites, as a focus for cultural industries and new office based employment opportunities.

Around 17,930 new homes will have been provided over the period since 2006 through the successful development of the identified waterfront and other urban area development opportunities, plus the new freestanding community at Lodge Hill.

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 historic legacy, 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, their wildlife diversity and distinctive landscapes, together with their contribution to food security 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 retaining the essentially rural and locally distinctive character of the area and relating sensitively to nearby villages.

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

Deprivation will have been greatly reduced through effective intervention 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 balancing 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.

Strategic Objectives

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

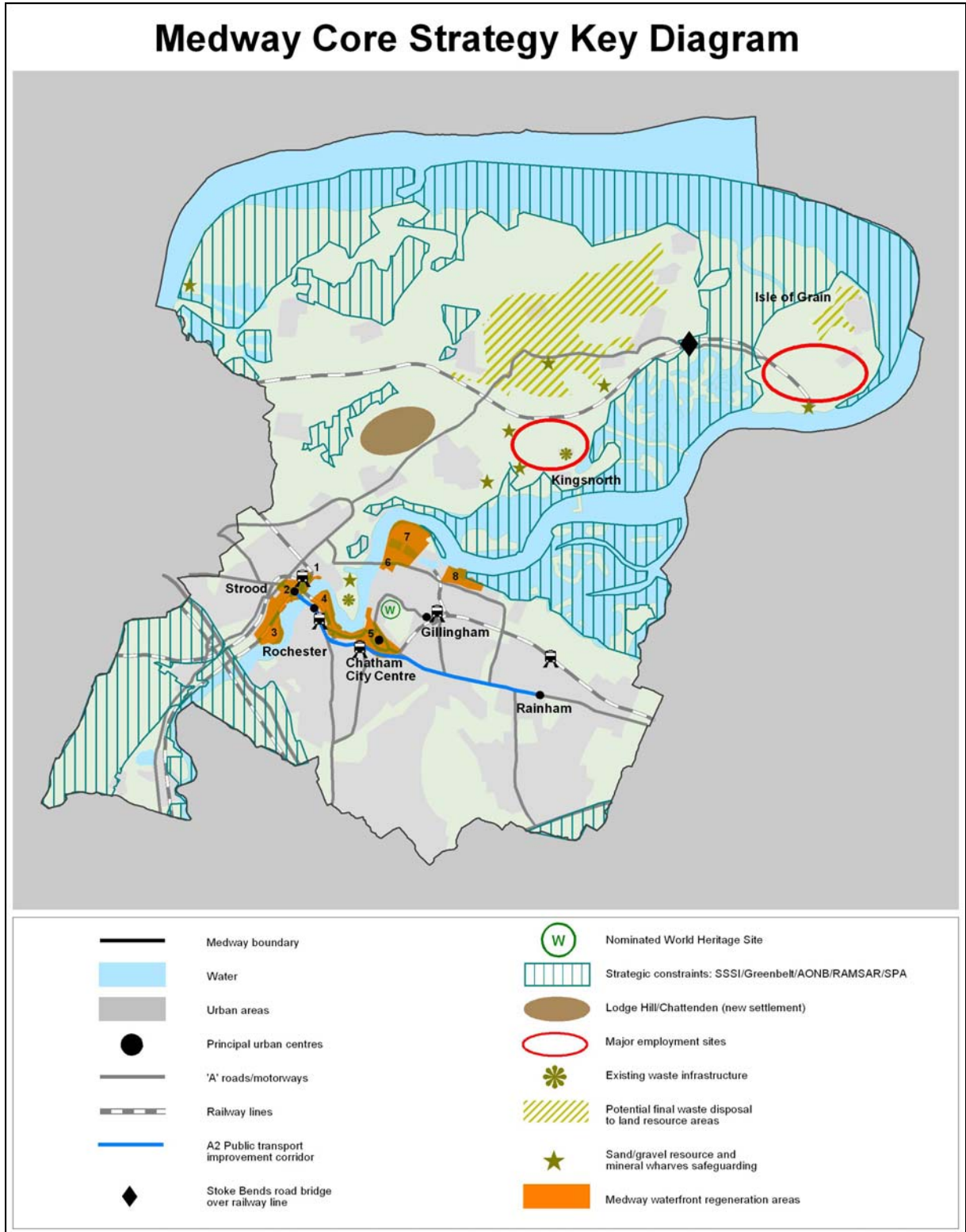
- 1. To effectively realise Medway's role within the Thames Gateway and associated growth requirements primarily through effective physical regeneration, the reuse of previously developed land and the protection and enhancement of the area's many natural and heritage assets.**
- 2. To develop Chatham as a city centre of regional significance with its role complemented by thriving and attractive traditional town 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, in particular by nurturing higher value activities and reducing the current reliance on out commuting.**
- 4. To focus economic and employment growth in Chatham Centre, within the major mixed use regeneration sites, through re-investment within the established employment areas and at Rochester Airfield, 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 boost the range and quality of tourist accommodation and positively promote visitor destinations.**
- 8. 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.**
- 9. To ensure that there is sufficient housing to meet people's needs by providing for a range, mix, type and affordability of housing in locations that contribute to the regeneration and sustainability of the area.**

- 10. To provide for the transport needs of the population through the provision of enhanced public transport facilities, proactive management of the highway network and improved facilities for walking and cycling.**
- 11. To enhance the quality of life of local people through the promotion of healthier lifestyles and the provision of improved cultural, sporting, leisure and tourism facilities, including along the river Medway.**
- 12. To nurture Medway's rural areas and economy, including through village improvement projects, enhanced land management and local access strategies.**
- 13. 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.**
- 14. 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.**
- 15. To ensure that there is sufficient minerals and waste management/disposal capacity to meet local requirements and contribute to regional and national needs.**
- 16. To ensure the provision of necessary infrastructure to match the needs of development at the right time and in the right place.**

Key Diagram

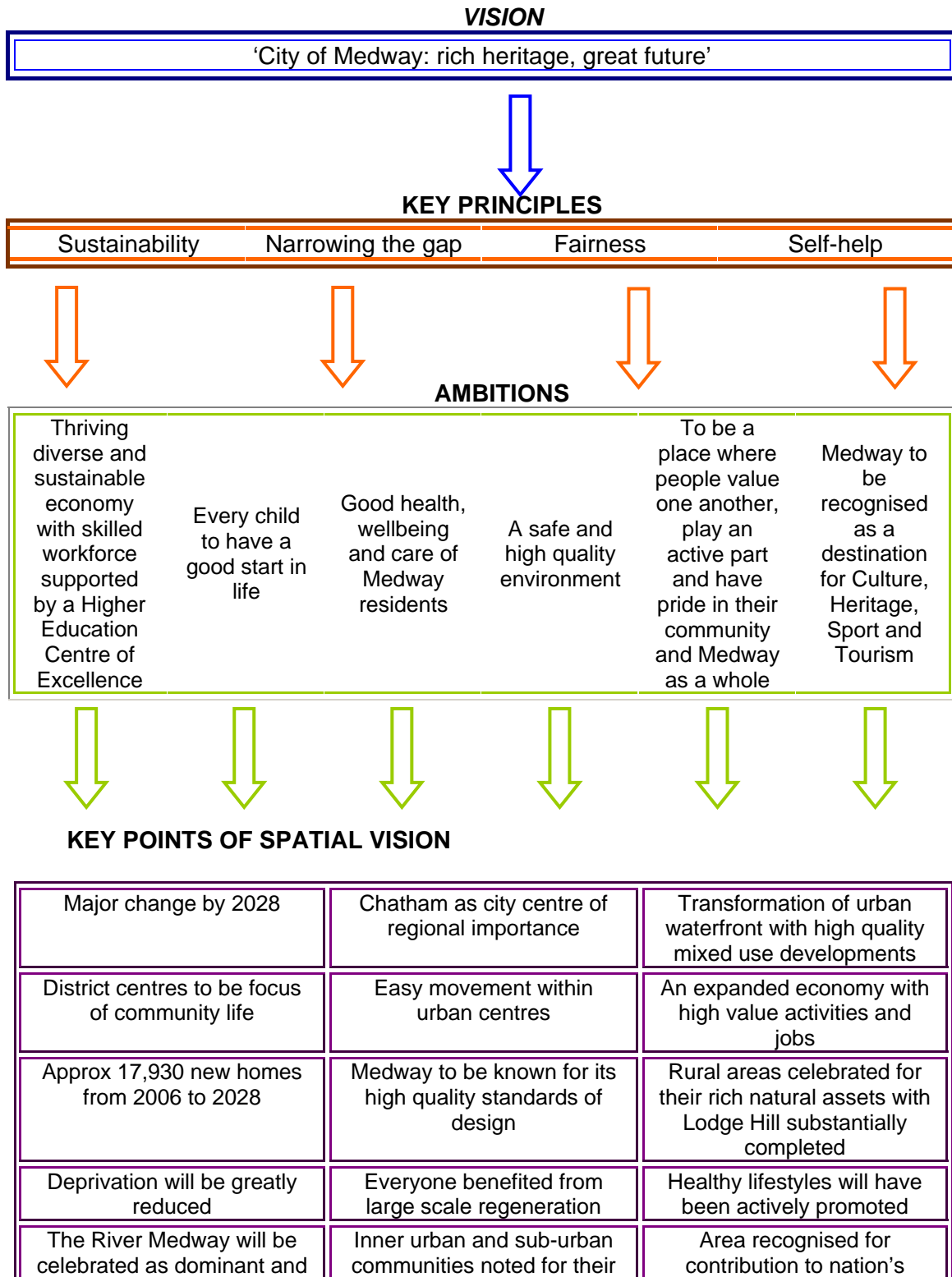
3.23 The main elements of the strategy are illustrated on the Key Diagram below.

Figure 3-1 Medway Core Strategy Key Diagram

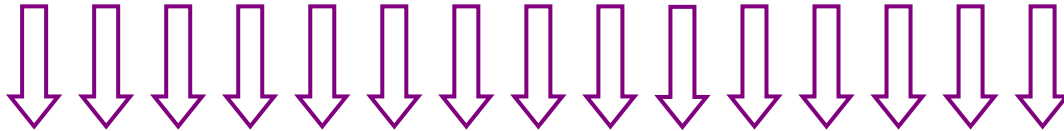


3.24 Figure 3-2 below shows the relationship between the spatial vision, the strategic objectives and each policy as set out in the following chapters.

Figure 3-2 Spatial Vision & Strategic Objectives Diagram



unifying geographical feature of area	thriving local or neighbourhood centres	energy infrastructure, its port capacity and gateway function for import of minerals
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STRATEGIC OBJECTIVES
(related policies)

<p>(1) Realise Medway's role within Thames Gateway (CS1 Regenerating Medway) (CS6 Preservation & enhancement of Natural Assets) (CS7 Countryside & Landscape) (CS8 Open Space, Green Grid, & Public Realm) (CS9 Health & Social Infrastructure) (CS12 Heritage Assets) (CS17 Economic Strategy) (CS25 The River Medway) (CS26 Strood) (CS27 Rochester) (CS28 Chatham) (CS31 Hoo Peninsula & the Isle of Grain) (CS32 Medway Valley) (CS33 Lodge Hill)</p>	<p>(2) Develop Chatham as a city centre of regional significance (CS1 Regenerating Medway) (CS9 Health & Social Infrastructure) (CS17 Economic Strategy) (CS19 Retail & Town Centres) (CS26 Strood) (CS27 Rochester) (CS28 Chatham) (CS29 Gillingham) (CS30 Rainham) (CS33 Lodge Hill)</p>
<p>(3) Substantially improve the performance of local economy (CS17 Economic Strategy) (CS18 Tourism) (CS20 Education & Personal Development) (CS21 Conventional Energy Generation & Energy Security)</p>	<p>(4) Focus employment growth in Chatham Centre (CS1 Regenerating Medway) (CS17 Economic Strategy) (CS21 Conventional Energy Generation & Energy Security) (CS26 Strood) (CS27 Rochester) (CS28 Chatham) (CS33 Lodge Hill)</p>
<p>(5) Maximise development opportunities of four universities and Further Education College (CS17 Economic Strategy) (CS20 Education & Personal Development) (CS29 Gillingham)</p>	<p>(6) Improve the quality of the townscape and public realm within central urban area and urban waterfront (CS1 Regenerating Medway) (CS2 Quality & Sustainable Design) (CS12 Heritage Assets) (CS18 Tourism) (CS25 The River Medway) (CS26 Strood) (CS27 Rochester) (CS28 Chatham) (CS29 Gillingham)</p>
<p>(7) Significantly reduce deprivation (CS9 Health & Social Infrastructure) (CS26 Strood) (CS27 Rochester)</p>	<p>(8) Sufficient housing to meet people's needs (CS13 Housing provision & Distribution) (CS14 Affordable housing)</p>

<p>(CS28 Chatham) (CS29 Gillingham) (CS30 Rainham) (CS31 Hoo Peninsula & the Isle of Grain) (CS32 Medway Valley)</p>	<p>(CS15 Housing Design & other Housing Requirements) (CS16 Gypsies, Travellers & Travelling Showpeople) (CS33 Lodge Hill)</p>
<p>(9) Provide for transport needs of the population via enhanced public transport facilities (CS1 Regenerating Medway) (CS17 Economic Strategy) (CS24 Transport & Movement) (CS25 The River Medway) (CS26 Strood) (CS31 Hoo Peninsula & the Isle of Grain) (CS32 Medway Valley) (CS33 Lodge Hill)</p>	<p>(10) Enhance the quality of life of local people (CS8 Open Space, Green Grid, & Public Realm) (CS9 Health & Social Infrastructure) (CS10 Sport & Recreation) (CS11 Culture & Leisure) (CS17 Economic Strategy) (CS18 Tourism) (CS19 Retail & Town Centres) (CS20 Education & Personal Development) (CS24 Transport & Movement) (CS25 The River Medway) (CS26 Strood) (CS27 Rochester)</p>
<p>(11) Nurture Medway's rural areas & economy via village improvements and enhanced land management (CS6 Preservation & enhancement of Natural Assets) (CS7 Countryside & Landscape) (CS8 Open Space, Green Grid, & Public Realm) (CS17 Economic Strategy) (CS18 Tourism) (CS19 Retail & Town Centres) (CS24 Transport & Movement) (CS30 Rainham) (CS31 Hoo Peninsula & the Isle of Grain)</p>	<p>(12) To make the new settlement at Lodge Hill a model for modern living with high design and sustainability standards (CS17 Economic Strategy) (CS33 Lodge Hill)</p>
<p>(13) Minimise effects of climate change (CS3 Mitigation & Adaption to Climate Change) (CS4 Energy Efficiency & Renewable Energy) (CS33 Lodge Hill)</p>	<p>(14) Ensure sufficient supply of minerals and adequate waste management/disposal (CS22 Provision of minerals) (CS23 Waste Strategy)</p>

4. Cross Cutting Themes

Introduction

4.1 This chapter covers a range of over-arching topics or themes that need to 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. The topics covered are:

- Regenerating Medway
- Quality and Sustainable Design
- Mitigation and Adaptation to Climate Change
- Energy Efficiency and Renewable Energy
- Development and Flood Risk
- Natural Environment and Biodiversity
- Sustainable Communities.

Regenerating Medway

- 4.2 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 is therefore 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.
- 4.3 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 a programme of major infrastructure improvements.
- 4.4 A stage has now been reached where market perceptions have improved and community confidence is growing. However there is much still to do if the enormous potential is to be fully realised and Medway is to be recognised as one of the most significant conurbations in the greater South East and a strategic centre within the Thames Gateway area.
- 4.5 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.
- 4.6 A range of development briefs and masterplans are in place to assist in this process and these will be reviewed and updated as necessary over the plan period. A schedule of these is set out at Appendix B. The Council will work proactively with potential development partners, both public and private, to realise opportunities and coordinate activity.

Policy CS1: Regenerating Medway

The development strategy for Medway is to prioritise re-investment in the urban fabric, particularly by the redevelopment and recycling of underused, derelict and previously developed land with a focus on the Medway Riverside and town centres.

To achieve this, 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 in this location
- 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.

Quality and Sustainable Design

- 4.7 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.
- 4.8 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. The scale of regeneration presents a significant challenge, but also an incredible opportunity to transform Medway into a city for the 21st Century.
- 4.9 If the regeneration, described above, is to reach its full potential good design will be critical 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.
- 4.10 It is important that this is achieved both on a building-by-building basis and on the scale of new and existing areas with streets and spaces that have their own distinct character whilst being integrated with the rest of the built environment.
- 4.11 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. Good urban design, by ensuring easy connection to open space, recreational facilities and local services, has an important role to play in enabling sustainable life styles that are less car dependent.
- 4.12 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. To ensure that developments meet the criteria laid down in these, the Council will carry out Building for Life Assessments for all schemes of 25 dwellings or more.
- 4.13 In applying these general criteria and principles, designers should take into account the unique features of each site (including its context). For significant regeneration sites (100 dwellings or more, over 10,000 m² of commercial development, or sensitive sites that will be visible or prominent within the surrounding area or in close proximity to important heritage assets), good design will best be ensured by agreeing basic design principles with the Council. These should normally be set out in a

design statement or brief that, in appropriate cases, is subject to community consultation prior to a planning application being submitted.

- 4.14 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.

Policy CS2: Quality and Sustainable Design

New buildings in Medway will be expected to meet the highest architectural standards that reflect or generate local distinctiveness through:

- The expression of function and structure
- The use of materials
- Appropriate proportions, visual order and detailing
- The application of environmental criteria.

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.
- Contributing to a pattern of development, which provides easy access to open space, recreational facilities and local services, and which encourages walking and the use of public transport.

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 the Design Council CABI '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.

Applications for major sites (25 houses or more) 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:**
 - **The objectives of ‘By Design’**
 - **Building for Life Standard for housing development; and**
 - **How the local physical, social, environmental and policy context has been taken into account at the design stage.**

Applications for significant regeneration sites, large, or sensitive sites should be accompanied or preceded by a design brief that is subject to a public consultation process.

Mitigation and Adaptation to Climate Change

- 4.15 Climate change and its potential effects is one of the greatest issues affecting humanity. Extreme heat and flooding can threaten human life and flooding can cause major property damage. Higher average temperatures affect both flora and fauna and sea level rise threatens coastal areas. The Government has introduced a number of measures to address the issue, including measures that should be considered in local development frameworks. Through PPS1 and its climate change update, sustainable development, adaptation to climate change and mitigation are now key cornerstones of planning.
- 4.16 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.
- 4.17 A detailed explanation of Medway’s ecological footprint is contained within the Climate Change, Renewables and Flooding State of Medway Report.
- 4.18 A Local Area Agreement target sought 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. A related issue is that of air quality and the Council has, and will continue to, support the Kent and Medway Air Quality Network over the plan period. This will include the monitoring of air quality at key locations to determine if air quality is worsening as a result of new development and identifying actions to mitigate this. The Council will also support opportunities for a wider approach to the management of air quality by working in cooperation with adjoining authorities.
- 4.19 In order to improve the sustainability of new homes, the Government has introduced The Code for Sustainable Homes. This rates new homes against nine measures of sustainability: CO₂, pollution, water, health and well being, materials, management, surface water run-off, ecology and waste. The code uses a 6 level rating system, according to the degree to which the homes measure up to the 9 measures. The previous Government set a target for all new homes to achieve a Level 3 rating by 2010, progressing to a Level 6 (or zero carbon) rating by 2016. The

current Government has confirmed a commitment to zero carbon homes by 2016. However the definition of zero carbon is being amended to remove the requirement for Level 6 of the Sustainable Homes Code and replace it with amendments to Part L of the Building Regulations, coupled with off-site 'allowable solutions', for example contributions to carbon reduction projects in the community. Details of the scheme are not yet finalised.

- 4.20 The Building Research Establishment operates a similar system for non-residential development called the BREEAM standard. This rates buildings as either pass, good, very good, excellent or outstanding. The Government has set a timescale for non-domestic buildings to be carbon zero by 2019, with the exception of schools and public sector buildings where the timescale is 2018. No intermediate targets have been set for non-domestic buildings.
- 4.21 It is widely recognised that some climate change is now unavoidable, with a resulting need to start adapting now to the predicted impacts that are likely in the future. For the South East of England predicted impacts include sea level rise, increased flooding, impacts on water supply, agriculture and fragmentation of habitats. 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 happens where increased levels of solar absorption and radiation occur and transport, heating and cooling systems as well as industry all add to city heat. In heatwave conditions this can have serious health implications, particularly for the elderly and the infirm. 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.
- 4.22 Water supply in Medway is largely dependent on ground water abstraction from local sources or imported water from the Medway Water Resource Zone, which extends into mid Kent. There are no large reservoirs or any abstraction from the river within the Medway administrative area. The demand for water is rising from both existing and new development and with increasingly erratic rainfall patterns there is widespread concern over the stability and sustainability of future supplies.
- 4.23 In simple terms Medway is one of the driest parts of the most water 'stressed' region in the country. Some of Medway's highest value ecological areas are along marshland and shorelines and reduced water supply also has implications for the functioning of these areas.
- 4.24 The Southern Water Final Water Resources Management Plan for 2010 to 2035, proposes a number of measures to ensure an adequate water supply to the area. These include universal metering to manage demand, improvement schemes for groundwater sources, optimisation of inter-zonal transfers, renewal of inter-company bulk water transfer schemes, licence variations, leakage reductions, wastewater recycling and raising Bewl Water. The Council supports all of these measures, although many of the required improvements will occur outside the administrative area.

- 4.25 The Water Framework Directive applies to all types of groundwater, including rivers, lakes, estuaries, wetlands, ground and coastal waters. The Directive aims to push the proportion of water bodies in good ecological status (GES) from 26% in 2011 to 32% by 2015 and then to get as many as possible of the UK's water bodies to this status by 2027. The Council will support these objectives by ensuring the timely delivery and capacity of infrastructure to serve new development and the proper integration of Sustainable Urban Drainage systems and/or water neutral developments.

Policy CS3: Mitigation and Adaptation to Climate Change

All development will be expected to take full account of its potential impact in terms of climate change and demonstrate that appropriate mitigation and adaptation strategies have been put in place to limit these impacts.

All residential development will be required to contribute to the progression to sustainable and zero carbon homes by 2016 through meeting the following requirements:

- **Code Level 4 until the end of 2013**
- **Code Level 5 between 2014 and 2016**
- **From the beginning of 2016 Code Level 5 plus any additional requirements needed to meet the Government's definition of Zero Carbon (potentially Part L of the Building regulations) plus 'allowable solutions'.**

In addition all residential developments should achieve water efficiency of no more than 80 litres per person per day.

Commercial buildings over 1,000 sq m will be required to meet the BREEAM "very good" standard until 2016 and thereafter BREEAM 'excellent', progressing to the Government's definition of Zero Carbon by 2019.

Developments will also need to demonstrate that the following measures have been adopted, where appropriate:

- **Limiting the embodied energy of materials used in construction**
- **Maximising thermal efficiency and limiting the need for mechanical heating and cooling systems**
- **Countering urban heat island effects, including through the provision of greenspaces and roofs, planting and intelligent design**
- **The application of National Sustainable Urban Drainage Systems Standards**

The Council will support the proposals in the Final Water Resources Management Plan, 2010-2035 or other measures that have been agreed through cross boundary working to improve the

efficiency of water use and maintain supplies at the level required to meet local needs. It will also support the objectives of the Water Framework Directive for water bodies to reach a Good Ecological Status by 2027.

The Council will continue to support the work of the Kent and Medway Air Quality Network, including through the monitoring of new development and in collaboration with adjoining authorities.

Energy Efficiency and Renewable Energy

- 4.26 Medway has a strategic role in supplying power and heat to the region and the country as a whole (e.g. around 15% of the nation's electricity) 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 commissioned³.
- 4.27 This shows that there is potential for the Medway area to generate 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 thermal could be spread across a number of concentrated areas through the main centres.
- 4.28 A number of the 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 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.
- 4.29 To consider the impact on scheme viability of applying higher sustainable code levels 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 that these schemes will all come through during and after the national timetable for zero carbon homes.
- 4.30 If the Government grants permission for the proposed new coal power station at Kingsnorth, it is expected to include Carbon Capture and Storage. In addition the Council has 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 district

³ http://medway.gov.uk/pdf/renewable_energy_capacity_study_may_2010.pdf

heating system. This could potentially be of a significant scale due to the volume of waste heat available.

- 4.31 The greatest constraints 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 further investigated.
- 4.32 Due to the large size of the existing housing stock and the nature of commercial and industrial activity across the area, simply controlling new development will not, in itself, be enough to result in a significant reduction in CO² emissions. As a large proportion of the building 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 very high proportion is privately owned, making it difficult to implement area wide improvement programmes.
- 4.33 The ability to implement significant improvements will be heavily influenced by the national picture and the application of consistent standards. Nevertheless the Council will continue to actively seek out opportunities and apply standards that have net benefits but do not endanger the regeneration programme.
- 4.34 It will also positively respond to any opportunities to work with Government to prove the potential for large-scale district heating, including as a national demonstration project area.
- 4.35 Renewable energy provision is a welcome and necessary part of the programme to increase the sustainability of the UK economy and housing market. However the maximum benefits to sustainability come from reducing the demand for energy in the first place, before considering how the remaining requirements are generated and distributed. The energy hierarchy gives the following order of priority:
- Energy conservation through design
 - Energy efficiency through building fabric
 - Efficient supply of energy
 - Renewable and low carbon energy generation

Policy CS4: Energy Efficiency and Renewable Energy

All new development will be expected to maximise energy efficiency savings through passive design and building fabric improvements. Developments of 10 dwellings or more, or over 1,000 sq m of non-residential floorspace should also meet 20% of the residual on-site energy requirements from decentralised, renewable energy sources. Direction for which technologies would be most appropriate should be taken from the Medway Renewable Energy Capacity Study, although emerging and innovative technologies will also be supported. If it is demonstrated that this target cannot be met economically through on-site measures, equivalent CO² savings will be sought through compensatory off-

site measures including renewable energy schemes and retrofit schemes for existing buildings in the local area.

Should it prove feasible to do so, the Council will promote large-scale district heating schemes that use waste heat from conventional power generation. Subject to there being no significant adverse effects in terms of the natural environment and residential amenity, the Council will support and promote the installation of all forms of renewable energy systems including small scale generation.

Development and Flood Risk

- 4.36 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, a range of sustainable flood risk management measures should be incorporated. Depending on the location these could include a mixture of formal flood defences, land raising, flood resilience and flood resistance measures. Outside the main urban area the location and style of coastal defences will need to take account of 'coastal squeeze' so that internationally important habitats are not eroded or lost altogether.
- 4.37 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.
- 4.38 The Environment Agency produces flood maps, which identify three zones of risk: zone 1, low probability, zone 2, medium probability and zone 3, high probability. These are shown in Figure 4.1. Medway is located at the confluence of the Thames and Medway estuaries and 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 but will need to be actively defended due to the nationally important infrastructure there.
- 4.39 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.

- 4.40 To the south of the urban area, the largest area within Zone 3 is on the east bank of the river, on Wouldham Marshes, whilst smaller areas occur on the west bank to the north of Cuxton station and to the north of Halling.
- 4.41 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, industrial or infrastructure installations.
- 4.42 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.
- 4.43 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.
- 4.44 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 developed 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 two SMPs that cover the coast around Medway. These are the Medway Estuary and Swale SMP and the Isle of Grain to South Foreland SMP.
- 4.45 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 through the effects of coastal squeeze and which will have to be replaced. The three areas (out of seven in total) identified as potential locations for 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.
- 4.46 This is already causing considerable uncertainty and could affect a range of countryside access and improvement projects. Accordingly the Council has and will continue to press the Environment Agency to address this issue as soon as possible. It will also work positively with the Agency to both identify and implement appropriate solutions.
- 4.47 Sustainable drainage solutions for new developments can cover a number of potential design solutions from the positioning of elements within a development and the choice of materials used, through to more engineered solutions such as the inclusion of swales. However, due to the differing geology across the area, it will not always be practicable to

take such approaches. They do not solve all flooding issues but they are seen as having 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 routes for water across the river basin and the overall water system.

- 4.48 The Flood and Water Management Act 2010 creates SUDs (sustainable urban drainage systems) approval bodies, which will be unitary and county authorities. SUDs approval bodies will be required to approve SUDs in line with new national standards, which are currently being drawn up. Where SUDs drainage systems drain more than one property, the SUDs approval body will be required to adopt and maintain them.
- 4.49 A number of the key regeneration sites are located on the riverside and a strategic approach to their defence is appropriate. Accordingly the Council commissioned a study of the existing defences and the potential works and strategies that should be applied to ensure flood risk is managed sustainably⁴. This will ensure that all flood defences along the waterfront meet a universal standard. 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 development 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 water.
- 4.50 This approach will allow optimum solutions to be identified that balance the protection of sites with management of the natural environment.

Policy CS5: Development and Flood Risk

Proposals for development within flood zones 2 and 3 and on sites of over 1 hectare in zone 1 must be accompanied by a flood risk assessment. Permission will not be granted 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.

Exceptionally, sites within the Medway urban area, which contribute to the regeneration of the area, need to be redeveloped. In such cases development will only be permitted 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

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<http://medway.gov.uk/PDF/Medway%20Flood%20Defence%20Strategy%20High%20Level%20Appraisal%20-%20FINAL%20-3%20Feb%202011.pdf>

- 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; and
- It is only for uses that are not defined as highly vulnerable by PPS25.

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 Medway Strategic Flood Risk Assessment (SFRA) 2006 and its addendum 2011, the resilience of buildings, infrastructure and other important local features.

Options to manage flood risk identified in the High Level Appraisal of the Potential Solutions to Manage Flood Risk in the Urban Medway⁵ should be incorporated where possible.

All developments, which have the potential to affect the ability of land to absorb rainwater, will be required to incorporate and obtain approval for sustainable urban drainage systems (SUDS) in line with national standards, prior to construction.

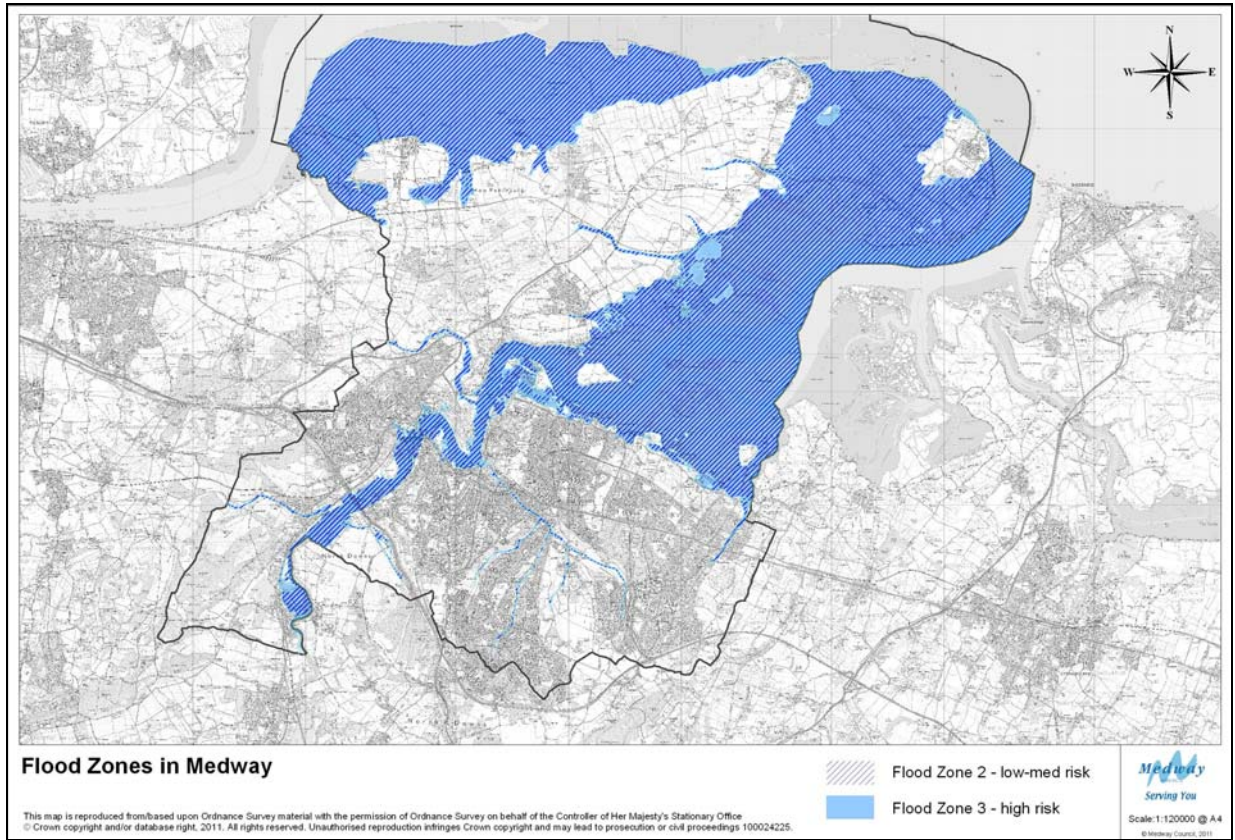
All development within flood zones 2 and 3 will require surface water run-off to be controlled as near to its source as possible.

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 intertidal habitat and reduce flood risk.

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<http://www.medway.gov.uk/PDF/Medway%20Flood%20Defence%20Strategy%20High%20Level%20Appraisal%20-%20FINAL%20-3%20Feb%202011.pdf>

Figure 4-1 Flood Zones in Medway



Natural Environment and Biodiversity

Preservation and Enhancement of Natural Assets

- 4.51 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. Highly valued local areas of nature conservation value, many of which are designated nature reserves, complement these. 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. These extend far into the urban area and as well as providing physical links to the countryside beyond, act as wildlife corridors and informal recreational areas for adjoining neighbourhoods. It follows that Medway's open spaces and countryside have a critical role to play in helping to deliver sustainable development.
- 4.52 The proximity of these valuable sites to the urban area and their visitor potential poses particular challenges. Built development can lead to the fragmentation of habitats and high visitor numbers can damage the quality of designated areas. There is a specific concern that access to the most sensitive sites, including Special Protection Areas and Sites of Special Scientific Interest needs to be actively managed to avoid disturbance to wildlife from visitor numbers. To address this problem the Council is contributing to ongoing research into the effects of disturbance on bird populations being led by the North Kent Environmental Planning Group. This will inform measures to manage access and the development of mitigation strategies that could include the provision of Strategic Alternative Green Spaces and site level visitor management.
- 4.53 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.
- 4.54 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. This is particularly important as climate change puts pressure on established habitat areas. Many of Medway's habitats also form part of a wider ecological network across North Kent and the greater Thames estuary. Given this there is added value in working at a landscape scale with partners in adjoining areas to manage habitats strategically. The Biodiversity Opportunity Areas developed by the Kent BAP Partnership identify sites for habitat creation schemes based on their potential to extend and connect key landscapes, such as chalk grassland and salt marshes.

- 4.55 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.
- 4.56 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.
- 4.57 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.
- 4.58 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 Trottiscliffe Escarpment.
- 4.59 Regionally Important Geological and Geomorphological Sites (RIGS) were established in 1990 by the Nature Conservancy Council and are selected by local, voluntary RIGS groups.
- 4.60 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.
- 4.61 The Kent RIGS Group notified Medway Council of four sites in its area at Halling, Cliffe and Fort Amherst in 2006.
- 4.62 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.

4.63 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. Medway Council has identified a further 15 sites which it intends to designate as Local Nature Reserves.

- Chestnut Woods
- Coney and Daisy Banks
- Dargets Woods
- Darland Banks
- East Hoath Wood
- Hook Wood
- Horsted Farm/Ridgeway
- Mill Hill Wood
- Rede Common
- Sindal Shaw
- Watts Meadow
- Princes Park
- Riverside Country Park
- Capstone Country Park
- Ranscombe Farm Reserve

4.64 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 Northward Hill and its management is linked to that for Cliffe Pools.

4.65 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 (SNCI).

4.66 The Kent Biodiversity Partnership 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.

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

- Ambley and East Hoath Woods
- Berengrave Pit
- Bridge Woods, Burham
- Cuxton Pit
- Cuxton Wood (Mill Wood)
- Darland Banks

- Grain Pit
- Great Lines
- Grove Wood
- Hook Wood, Walderslade
- Luton Banks
- Princes Avenue
- River Medway and Marshes, Wouldham
- River Medway between Cuxton and Temple Marsh
- South Hill and Houlder Quarry
- South Wood
- Yaugher Woods

- 4.68 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.
- 4.69 PPS9 requires local planning authorities to identify any areas of ancient woodland that do not have statutory protection and they should not grant planning permission for development which would result in its loss or deterioration unless the need for and benefits of the development outweigh the loss of woodland habitat.
- 4.70 All these areas of nature conservation importance are described in more detail in the Natural Assets and Open Space State of Medway Report and in the Medway Landscape Character Assessment. 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 that increase connectivity and strengthen ecological resilience. This will be particularly the case where they have been identified as being of international, national and local importance and as priorities in the UK and Kent Biodiversity Action Plans, or where they are protected or designated under relevant legislation.

Development that causes unacceptable harm to important habitats and species through increased atmospheric, noise or light pollution will not be permitted unless it can be demonstrated that measures can be taken to overcome any significant risk.

The management of farming, agricultural land, forestry and woodland so as to conserve and enhance biodiversity will be encouraged.

When development is permitted, opportunities will be pursued and secured for the incorporation, enhancement, re-creation or restoration of wildlife habitat, either on-site, off-site or through contributions to the strategic provision of natural open space. Such strategies should be in place and functioning prior to commencement of the development.

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 provided 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 provided on more than a like-for-like basis, in order to secure both the maintenance and enhancement of biodiversity.

As part of its commitment to ensuring the ongoing protection of SACs, SPAs and Ramsar sites the Council will:

- Implement the findings of the bird population and visitor studies commissioned by the Noth Kent Environmental Planning Group
- Ensure that any proposed strategic avoidance and/or mitigation measures are adopted in all planning documents and in the assessment of planning applications
- Adopt a flexible approach that enables development plan documents to be reviewed in the light of emerging evidence; and
- Deal with development proposals on a case by case basis, taking account of the potential for in combination effects, based on the best available evidence until the full results of the NKEPG studies are available.

It will also use a precautionary approach in requiring Habitats Regulations Assessment to be prepared where effects are uncertain.

Countryside and Landscape

- 4.71 Medway's distinctive sense of place is closely linked to its landscape setting. Its chalk hills and valleys, the Hoo Peninsula with its wooded spine and extensive marshes and the river and its estuary all play their part. 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. PPS7 does not support local designations that may unduly restrict development and economic activity. When drawn up it considered that these designations

should be replaced by criteria based policies. However the Coalition Government has indicated that it will reintroduce a form of local designation. The Core Strategy consequently includes a policy that could replace the designations and applies it to the whole of the rural area rather than specific parts. However this approach may be adapted in light of the Government's proposals when details are available.

- 4.72 Medway adopted a Landscape Character Assessment in March 2011⁶, 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. It sets out a framework for protecting and enhancing the character and function of the area's distinct landscapes. It recognises that the landscape has been degraded in some places and sets out recommendations to restore and strengthen sites.
- 4.73 There were two special landscape areas. These were first designated in the Kent Structure Plan in the 1990's and incorporated into the Medway Local Plan 2003. 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.
- 4.74 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.
- 4.75 All these functions are recognised in Medway's Landscape Character Assessment document, which in turn is the subject of the countryside and landscape policy. The Council's plans for strengthening green infrastructure networks and specifically the green grid corridors will also contribute to the realisation of the policy.
- 4.76 It is important that the distinctive character of the countryside is retained and enhanced while, at the same time, recognising that it is a living, working rural area. 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.

⁶ http://www.medway.gov.uk/pdf/Medway%20LCA%20Mar11_Main%20report.pdf ;
http://www.medway.gov.uk/pdf/Medway%20LCA%20Mar11_Appendices.pdf ;
http://www.medway.gov.uk/pdf/Medway%20LCA%20Mar11_Map.pdf

- 4.77 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. The local exception to this is Lodge Hill for the reasons explained in Chapter 10.
- 4.78 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 CS7 and PPG2 to manage development in the Green Belt.
- 4.79 Paragraph 29 of PPS7, Sustainable Development in Rural Areas, allows local planning authorities to include policies in their local development documents to protect specific areas of best and most versatile agricultural land from speculative development. Medway has substantial tracts of this increasingly important resource on the Hoo Peninsula and to the north and east of Rainham in particular. Food security is a growing global issue and these areas are of particular importance for food production. Given that sufficient sites have been identified in Medway to meet development requirements without the need to use the best and most versatile agricultural land, the Council will seek to protect the main tracts from development and fragmentation.
- 4.80 The AONB Management Plan 2009-2014, prepared under the Countryside and Rights of Way Act 2000, contains policies adopted by all the local authorities in the Kent Downs, including Medway. The Council will take these into account when implementing Policy CS7.

Policy CS7: Countryside and Landscape

Sustainable development in the countryside will be permitted in accordance with the objectives and principles of PPG2, PPS4, PPS5 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 and its setting**
- **The individual landscape characteristics identified in Medway's Landscape Character Assessment are protected and, where appropriate, repaired, enhanced, extended and connected in accordance with the recommendations of**

those assessments

- Access to the countryside and coast is maintained and enhanced and managed appropriately
- 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
- The best and most versatile agricultural land, grades 1, 2 and 3a on the Agricultural Land Classification Map, on the Hoo Peninsula outside of the Lodge Hill strategic allocation, in the Capstone and Medway Valleys and to the North and East of Rainham, will be protected.

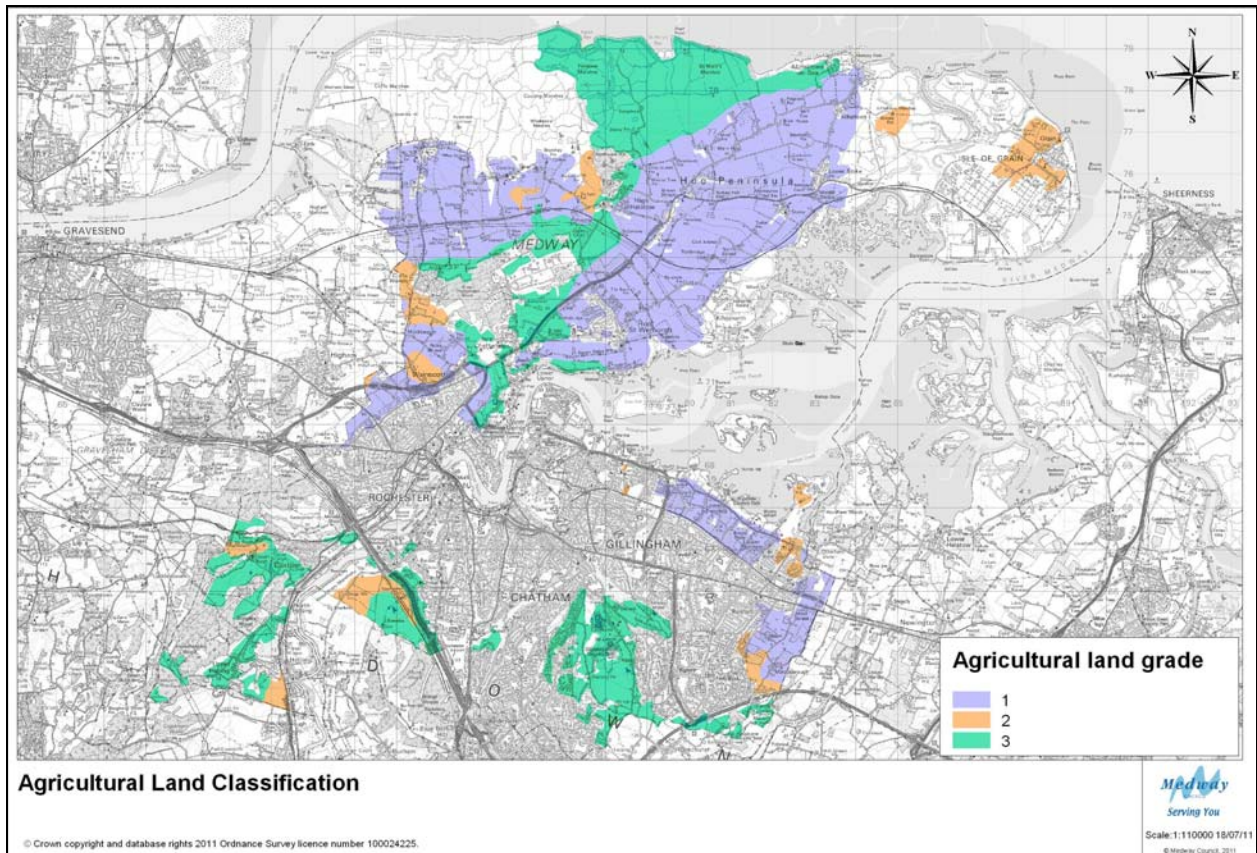
Planning permission will be granted for development provided that its design is appropriate to the character of the landscape. Appropriate designs of development shall accord with the characteristics of the type of landscape within which it is located, including having regard to and conserving:

- 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.

The Council will take forward the proposals in the Medway Landscape Character Assessment and the Green Cluster Studies when working with partners and developers to identify and implement landscape and habitat enhancement schemes.

Figure 4-2 Agricultural Land Classification



Green Infrastructure

- 4.81 The Government recognises the importance of greenspace to the quality of the environment, the conservation of biodiversity, the image of the Thames Gateway and to 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, multi-functional green infrastructure, which will enhance new built development and provide migration routes for wildlife, enabling greater resilience in adapting to climate change.
- 4.82 The term Green infrastructure is used to refer to the totality of urban and rural open space. It recognises the value that individual sites offer to wildlife and people, together with the opportunity for greater gains that derive from coherent, integrated networks of green spaces. Biodiversity and landscape are key features of green infrastructure. This section focuses on the strategic planning and delivery of open spaces. The public realm, such as civic squares and cycle routes in urban areas is a key part of the network in Medway. Green infrastructure planning promotes multi-functional open spaces, but it also recognises areas where there is a need to carefully manage access to avoid damage to the most sensitive environments.
- 4.83 There is a strong basis to the planning and delivery of green infrastructure in Medway. The area has played a major role in progressing key sites, such as the Great Lines Heritage Park and contributing to plans for

'Greening the Gateway' in north Kent. A number of projects have developed guidance and funded schemes to deliver specific elements of green infrastructure. These include the Cluster Study plans carried out by Greening the Gateway Kent and Medway, the Valley of Visions Landscape Partnership, and Kent Wildlife Trust's green infrastructure plans for the Hoo Peninsula and chalk grassland to the south of Medway.

- 4.84 The policy context for green infrastructure encompasses national planning guidance, promotion of best practice through statutory agencies, such as Natural England, and plans for the Thames Gateway that give the environment a prominent role in achieving successful regeneration.
- 4.85 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 but it presents an exciting vision for the future.
- 4.86 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.
- 4.87 In Medway the Wildlife, Countryside and Open Spaces Strategy 2007 sets the framework for green infrastructure planning and promotes the Medway Green Grid. The Green Grid focuses on connectivity on strategic routes aiming to improve links between people, wildlife and green spaces, countryside and towns.
- 4.88 Medway's Green Grid seeks to develop strategic connections linking the key assets of its natural and historic environment with local communities, to promote a distinctive sense of place and underpin healthy, sustainable and vibrant living. Green Grid planning in Medway fits within wider strategic green infrastructure work across north Kent, coordinated through Greening the Gateway Kent & Medway. Strategic routes and projects flow across local authority boundaries into Swale, Gravesham and Tonbridge and Malling, to deliver effective and multi-functional use of natural resources.
- 4.89 Medway's Green Grid is defined under five broad geographical areas that reflect the distinctive characteristics of Medway:
- Medway Waterfront – there is a strong focus on public realm in the centre of Medway, intrinsic to regeneration ambitions for the area, realising the connections to a riverside city with an enhanced environment and accessibility for pedestrians.
 - Hoo Peninsula – the key aim is to open up access to the high quality environment, characterised by the marshes bordering the Thames and Medway and the wooded ridge and open farmland across the wider peninsula. Green infrastructure planning is linked to plans for

developments, such as Lodge Hill, RSPB's reserves at Cliffe Pools and Northward Hill and work emerging from the Four Parishes Plan on the eastern side of the peninsula. The strategy seeks to protect the important natural environment, whilst enhancing sensitive access to the area, linking local villages and nearby towns with the peninsula, raising recognition of its value.

- Medway Valley – this area focuses on the area to the south of the M2 and follows the river and the landscape of the Kent Downs. Work here reflects the need to manage the protected landscape of the Downs and to improve opportunities for access, particularly along the banks of the river, linking Medway with Maidstone. The Valley of Visions Landscape Partnership is leading in delivering this work.
- Estuary and Orchards – this area in north Gillingham and Rainham reflects the landscape dominated by the estuarine location and traditional fruit growing areas. The strategy here is to restore and promote the landscape character and improve access for neighbouring communities to the natural environment.
- Great Lines to the Downs – this route connects Medway's landmark heritage park based around the Great Lines to the towns' backdrop of the Kent Downs. The aim is to develop and enhance the connections between local communities and the surrounding countryside, valleys and parks.

4.90 Green Grid is supported by a broad based partnership of statutory, voluntary and community organisations and has corporate involvement across the Council to coordinate planning work, funding and the delivery of projects. Delivery is also informed by and progressed through a number of other initiatives such as the Green Cluster studies and the Valley of Visions programme.

4.91 Greening the Gateway Kent and Medway produced a number of 'Green Cluster' studies to promote an ambitious vision for landscape enhancement across north Kent. Those in Medway cover:

- The Hoo Peninsula⁷
- Capstone to Bredhurst⁸

4.92 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. Both promote improvements to access from Medway to adjoining areas as part of a wider vision for enhanced opportunities to get into the countryside.

4.93 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

⁷ <http://www.gtgkm.org.uk/documents/hoo-brochure-1265037396.pdf>

⁸ <http://www.gtgkm.org.uk/documents/capstone-brochure-1265039144.pdf>

partnership scheme supported by the Heritage Lottery Fund. Its focus is on enhancing landscape and habitats, improving public access, promoting the area's historic heritage, and establishing strong links with local communities.

- 4.94 Kent Wildlife Trust is managing the Medway Smile Living Landscape Scheme to the south of Medway, together with local landowners and the local community, this aims to extend areas for nature and create a network of good wildlife habitats. The Four Parishes Plan on the eastern side of the Hoo Peninsula also promotes the Living Landscape initiative.
- 4.95 Parks and other open spaces are also a vital element of the green infrastructure resource. The open space network in Medway has been assessed in line with PPG17 guidance for its ability to meet the needs of local communities. The Council has used the findings of this work to develop standards for the provision and quality of a range of green spaces. These will be applied in the planning of new developments, and in progressing green infrastructure ambitions.
- 4.96 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 Council will, subject to Policy CS6, seek to provide equal opportunities for all people to enjoy accessible, high quality, well maintained and affordable open space. It will ensure that:

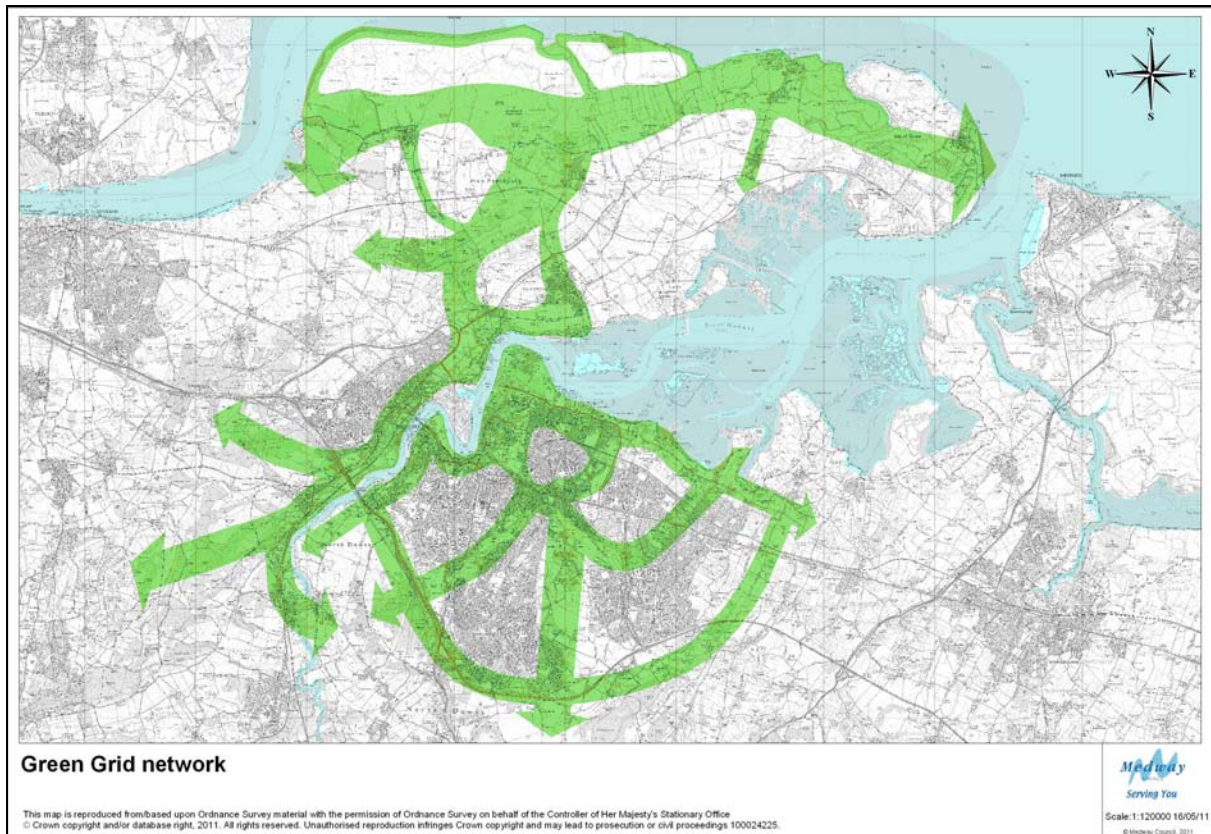
- **A multifunctional network of open space will, as far as possible, connect to enhance landscapes and create a system of footpaths, cycle routes, equestrian facilities and wildlife stepping stones and corridors in a green grid which links the urban areas with five broad strategic corridors at Medway Waterfront, across the Hoo Peninsula, Medway Valley, the Estuary and Orchards and Great Lines to the Downs. These will be informed by the proposals in the Green Cluster Studies, Valley of Visions landscape programme and Living Landscapes project**
- **Opportunities will be taken to provide for open space, including habitats, either directly or in conjunction with development that contributes to the formation of the Green Grid and strengthens the wider green infrastructure network**
- **Existing open space will be preserved and poor quality open space 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**
- **Where open space cannot be provided on-site, alternative**

equivalent provision of new open space or the enhancement of existing open space will be required off-site.

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**
- **Create or maintain attractive and safe streets and public spaces.**

Figure 4-3 Green Grid Corridors



Sustainable Communities

Health and Social Infrastructure

- 4.97 One element of the vision of this Core Strategy is to seek better access to community infrastructure, for all residents of Medway. By community infrastructure we mean 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).
- 4.98 The Medway Sustainable Communities Strategy 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.
- 4.99 Consequently, the Core Strategy is about providing equal opportunities and access to good quality community infrastructure, sport and recreational facilities, cultural facilities and heritage assets, regardless of geography or personal circumstances, ensuring that actions benefit all sections of the community.

Deprivation

- 4.100 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. The Index of Multiple Deprivation indicates that 25 neighbourhoods in Medway count amongst the poorest 25% nationally, whilst Medway also has some of the wealthiest areas in the country. Pockets of deprivation are also present in rural communities.
- 4.101 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
 - Improve access to employment opportunities for all
 - 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
 - Undertake a renovation programme of the poorest quality housing stock.
- 4.102 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.

Health

- 4.103 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 NHS Medway Board's 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.
- 4.104 In 2007 the NHS Medway Board approved a number of principles around 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 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.

4.105 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 NHS Medway and its delivery partner Medway Community Estates to enable them to develop and adapt their business.

4.106 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. Facilities in the following locations may 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 and the Wayfield/Walderslade area. Other areas for consideration include: Rochester Riverside, Hoo Peninsula, Darland House, Elm House Clinic, New Road, Kings Road Clinic, Luton, Nelson Road, and Balmoral Road.

4.107 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.

4.108 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.

4.109 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 250 new 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.

4.110 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.

4.111 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. The Medway NHS Foundation Trust provides Medway secondary care. It employs over 3,500 staff in a wide variety of clinical and non-clinical roles.

Adult Social Care

4.112 The adult social care services in Medway are currently undergoing transformation and modernisation. Adults fall into a number of service categories. 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.

Places of Worship

4.113 There are places of worship for Buddhists, Christian denominations, Hindus, Jews, Muslims and Sikhs as well as some for smaller independent faiths, but current provision is not thought to be adequate and more will be required. Faith groups are usually self funded but need support to find space for their congregations.

Voluntary Sector

4.114 Medway has in excess of 530 voluntary and community organisations, some of which are faith based. 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.

Custodial Services

4.115 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 identified requirement for major new developments within the Medway area.

Youth Services

4.116 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.

4.117 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.

4.118 A network of Sure Start centres also provides support and facilities to younger families.

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**
- **The reduction of air pollution and ground and water contamination and the control of noise**
- **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 Local Improvement Finance Trust (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.

Sport and Recreation

- 4.119 Details of the typology, quantity and quality of Medway's outdoor sports facilities can be found in the Medway Wildlife Countryside and Open Space strategy 2008-2016. This is supplemented by a 'PPG17' audit completed in 2011. Sport and leisure is an important means of tackling local issues of poor health, community development and deprivation.
- 4.120 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 participants 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
 - In which the Medway Sporting Academy gives every primary school child in Medway the opportunity to fulfil his or her full sporting potential.
- 4.121 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 is at the pinnacle. Below this are what might be termed 'district' sport and leisure centres. Currently these comprise Strood, Lordswood and Stirling leisure centres, supplemented by the Splashes leisure pool. Schools, private and voluntary clubs make up the next tier of provision.
- 4.122 Gillingham Football Club is Kent's only football league club. It supports a range of local sports and community development programmes and boosts visitor numbers to the area – over 100,000 per annum. The current ground at Priestfield has been improved but its future potential is limited. The club has ambitions to relocate to a new purpose built stadium and the Council has been working with it to try to achieve this. However, no site or funding has currently been identified in order for this to take place.

Nevertheless the Council will continue to work closely with the club to identify opportunities.

- 4.123 In terms of outdoor sports pitches, Sport England advice 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. This difference is attributed to lower participation rates in Medway than the national average.
- 4.124 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. In the period leading up to the Games themselves a range of strategies have been put in place to increase participation rates in sport and to improve the standard and distribution of facilities. This in turn should provide the basis for a long term and positive local legacy from the Games.

Policy CS10: Sport and Recreation

In order to improve the quality of life of existing and future residents of Medway 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 work with Gillingham Football Club in identifying opportunities for a new stadium and developing its community role within the local area**
- **Continue to implement strategies to maximise the local benefits of the London Olympics in 2012. These include the development of enhanced training facilities, increased participation in sport, provision of a major pre-Games training camp and meeting hotel and other accommodation needs for visitors to the games. All strategies will aim to secure a strong, positive and long lasting legacy from the Games.**

Culture and Leisure

- 4.125 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.

- 4.126 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 wellbeing, meeting the needs of young people, community cohesion, contributing to the local economy and providing a clean and green environment. Halls, libraries and clubs fulfil a key role in meeting the needs of local communities.
- 4.127 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 current and future generations. Key proposals for this include:
- Developing sustainable cultural uses 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 and the Guildhall and Royal Engineers Museums.
- 4.128 Medway's Economic Development Strategy emphasises the importance of cultural and creative industries, in 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.
- 4.129 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.

Heritage Assets

- 4.130 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.
- 4.131 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.
- 4.132 Medway is particularly fortunate in that it has a number of the region's 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.
- 4.133 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 is much more extensive than this. It includes reference archaeology, historic landscapes and historic development patterns. 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 conservation areas) could impact upon this historic environment. Strategic views, together with a management strategy for controlling development that 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 Palaeolithic, Mesolithic and Neolithic periods to the 20th Century.

- 4.134 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.
- 4.135 In applying policy CS12 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.

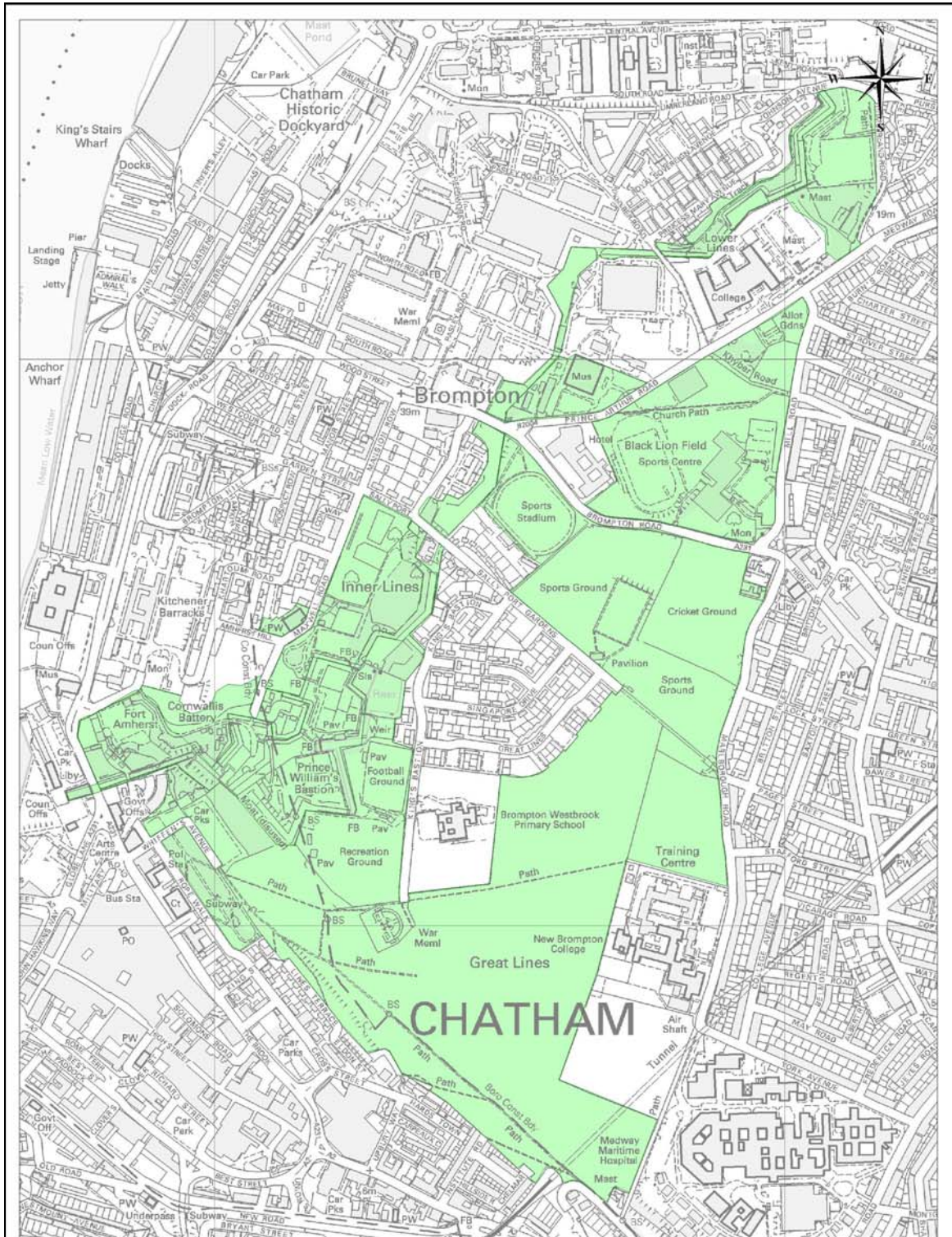
Policy CS12: Heritage Assets

Medway's historic environment and 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**
- **Assessing 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, 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**
- **Encouraging 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 use**
- **Requiring design statements which accompany new development proposals to demonstrate an understanding of how the historic environment within which the development will sit, has informed the development of the design**
- **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; supporting the development of the Great Lines Heritage Park and seeking to establish new integrated management arrangements covering enhancement, maintenance and access for Fort Amherst**

and the Chatham Lines (subject to military security, safety and other issues being resolved).

Figure 4-4 Great Lines Heritage Park



Great Lines Heritage Park

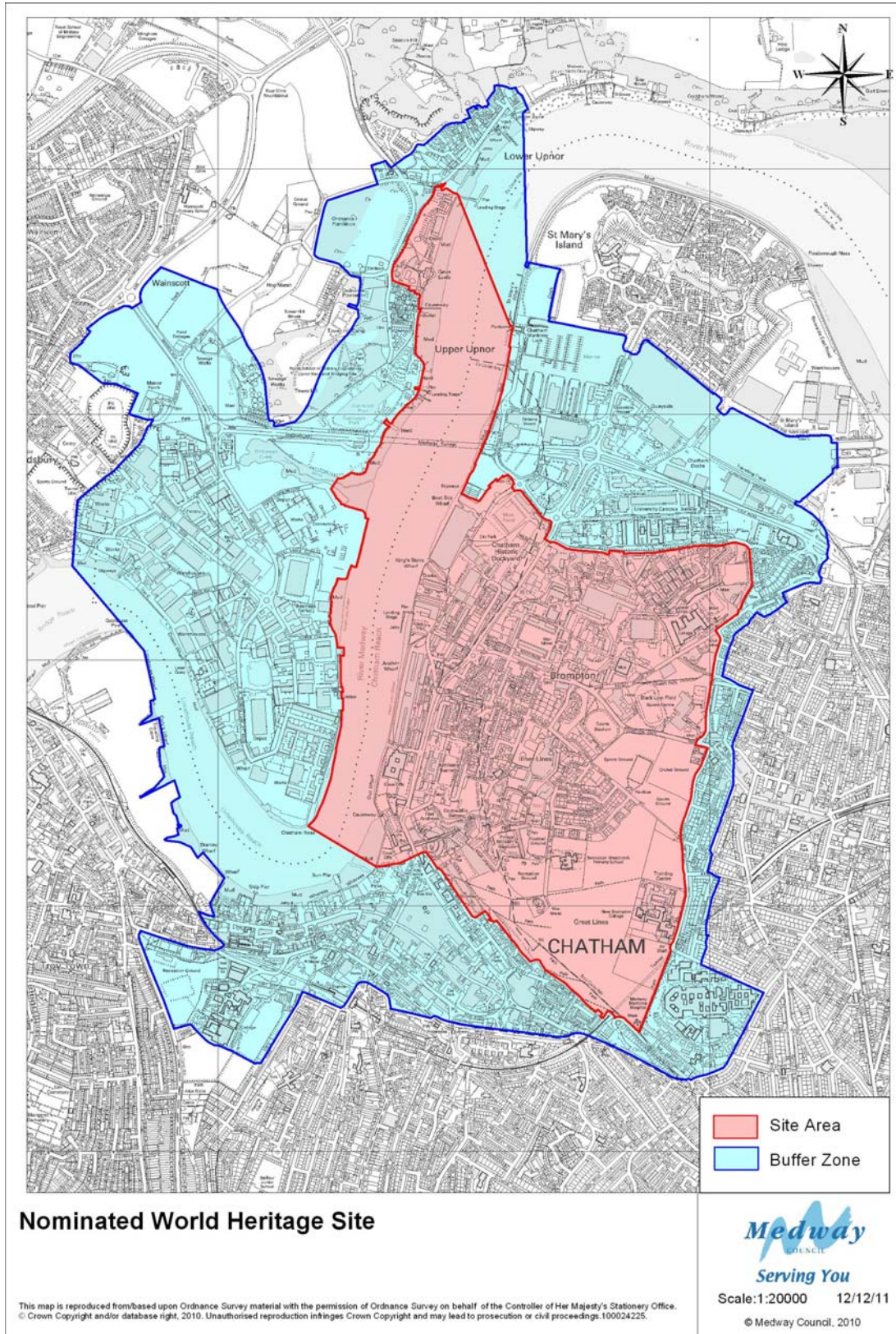


Scale: 1:9000 22/07/11

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Figure 4-5 Nominated World Heritage Site



5. Housing

Introduction

- 5.1 The majority of Medway is located within the Thames Gateway, which 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. There has been longstanding 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 new settlement is 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, especially when it forms part of comprehensive mixed-use developments. 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.
- 5.2 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.

Housing Provision and Distribution

- 5.3 As explained in Chapter 3 the Council intends to proceed with an overall housing target of an average of 815 dwellings per year over the period to 2028. This equates to a total for the whole plan period of 17,930. This applies to Medway as a whole and represents a balance between the needs of the current population and the aspirations for the Thames Gateway as a growth area.
- 5.4 The great majority of this will occur in the main part of the Borough that is located in the Thames Gateway. Only around 624 units in total are expected to be built in the 'rest of' area, which essentially corresponds to the parishes of Cuxton and Halling (Medway Valley). Here the former Cemex cement plant at Halling is to be redeveloped and this will account for most of this number.
- 5.5 The Core Strategy therefore proposes the delivery of at least 815 dwellings per annum (785 within the Thames Gateway) on average over the plan period up to 2028. Despite adverse economic conditions nationally, recent dwelling completion rates in Medway have been historically high. 761 dwellings were delivered in 2007-2008, 914 in 2008-2009 and 972 in 2009-2010. The delivery rate fell to 657 dwellings for 2010-11 but this still exceeded the forecast. It is therefore considered to be a healthy delivery rate, given the challenges facing the housebuilding sector nationally.

- 5.6 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. It is expected to deliver approximately 5,000 dwellings in total (4,275 within the plan period).

Housing Delivery

- 5.7 Medway's established 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 Providers and other key stakeholders in order to maintain delivery.
- 5.8 The housing trajectory for Medway anticipates that the peak of housing delivery will come forward between 2015 and 2021. It also suggests that delivery is expected to tail off over the last few years of the plan period. This is based on the availability of sites and the market may, in practice, even-out this trajectory.
- 5.9 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 potentially 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. A summary of the supply position is shown in the table below.

Table 5-1 Medway Housing Supply Components

Supply Component	Number of dwellings (Thames Gateway)	Number of dwellings (Rest of Kent)	Total
Units completed 2006-2011	3,854	41	3,895
Small Sites with planning permission at April 1, 2011	271	14	285
Large Sites with planning permission at April 1, 2011	6,357	569	6,926
Allocations	396	0	396
Projected Strategic Land Availability Sites (not including large sites and allocations detailed above)	9,441	0	9,441
Total Supply	20,319	624	20,943

Source: 2010/11 Annual Monitoring results and Strategic Land Availability Assessment 2010/11

- 5.10 This shows a housing supply from identified sites for Medway of 20,943 dwellings (19,439 up to 2028). This includes housing completions already achieved of 3,895 dwellings. Importantly it makes no allowance for future 'windfall' developments. That is, sites not currently identified but which may also come forward in future years. Medway has had a significant contribution from such sites in the past but no allowance is being made for the future as this cannot be quantified. A very healthy supply position is therefore indicated for the period up to 2028. This will contribute to the resilience of the strategy and increase market choice.
- 5.11 The following table and map shows where the majority of new housing is planned to come forward (see also Chapter 10 for further details).

Table 5-2 Distribution of New Housing by Sub Areas from 2011/12 to 2028+

Sub-areas	Number of Units
1. Chatham	4,437
2. Rochester	2,940
3. Gillingham	1,363
4. Strood	2,106
5. Rainham	112
6. Medway Valley	569
7. Hoo Peninsula	5,236
Total	16,763

- 5.12 In relation to the proposed allocation at Lodge Hill, the Core Strategy and the Strategic Land Availability Assessment only assumes that approximately 4,275 of the total provision of 5,000 dwellings will be delivered within the plan period. However, the SLAA still demonstrates a healthy surplus with regard to the overall housing supply requirement.
- 5.13 A number of Adopted Local Plan Allocations are being carried over as listed below. All are suitable development sites and the Council has had positive and recent discussions about a number of them.

Table 5-3 Local Plan Allocations

SLAA Ref	Local Plan Ref	Site Name
0013	GL181	Medway House, 277 Gillingham Road
0090	ME254 & ME375	Strood Riverside, Canal Road
0100	ME386	320 - 344 High Street inc. 42 New Road, Rochester
0102	ME407	1-35 High Street, Chatham (Grays Garage)
0516	ME342	Mercury Close, and adj to 62-72 Shorts Way Borstal
0525	ME409	Former Laundry Hilda Road Chatham

0598	ME410	R/O 329 - 337 (Featherstones) High St Rochester
0757	ME383	Between Cross Street & The Brook, Chatham
0844	GL150	Amherst Hill, Brompton

Policy CS13: Housing Provision and Distribution

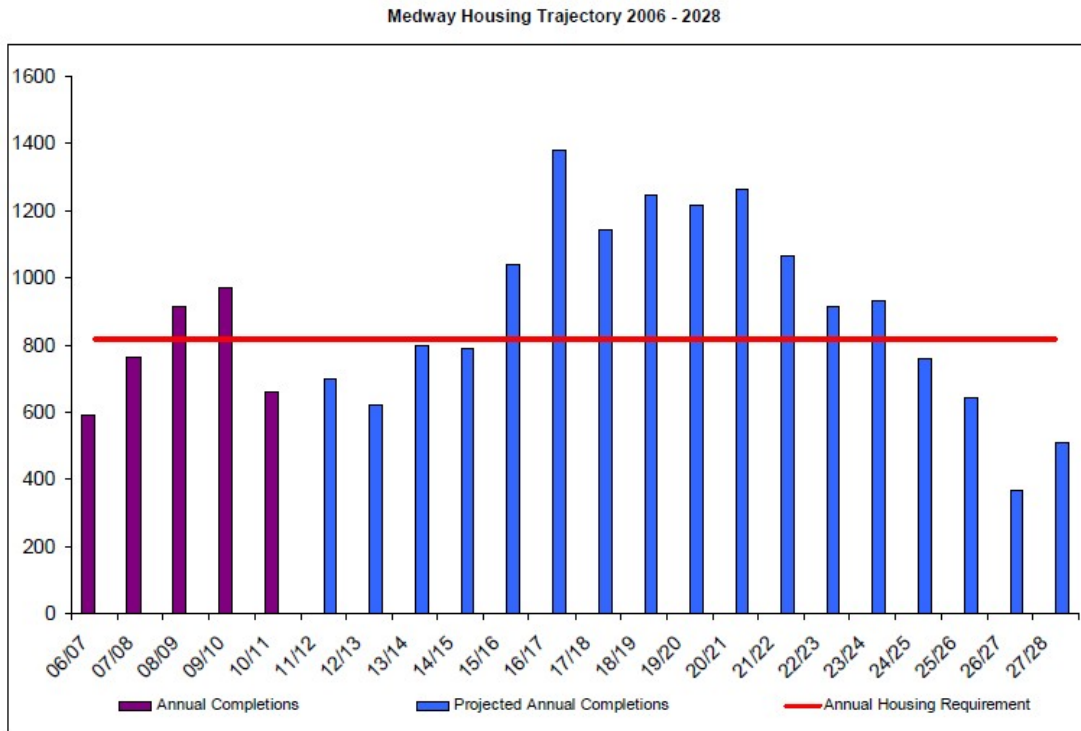
In accordance with Table 5-1 and the schedule set out in Appendix C, provision will be made to ensure at least 17,930 new homes can be delivered between 2006 and 2028, (an average of 815 per year), of which at least 17,500 will be within the Thames Gateway Area.

This will include:

- All sites which are the subject of adopted development briefs or masterplans, including Strood, Chatham and Gillingham town centres
- Sites allocated in the Medway Local Plan 2003 not already having the benefit of a planning permission
- A contribution of 5,000 dwellings (of which approximately 4,275 dwellings will be delivered during the plan period) arising from the Strategic Allocation of land at Lodge Hill (see Policy CS33)
- Sites with planning permission; and
- Other sites amongst those identified in the Medway Strategic Land Availability Assessment.

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.

Figure 5-1 Medway Housing Trajectory 2006 - 2028



Affordable Housing

- 5.14 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', 'affordable rented' and various types of 'intermediate' accommodation and is usually provided through a Registered Provider (RP) or Housing Association approved by Medway Council. Government funding is allocated by the Homes and Communities Agency to RP's 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.
- 5.15 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.
- 5.16 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.
- 5.17 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 Home Buy.
- 5.18 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

* The same assumption should be made for affordable rented need as this is essentially the same client group

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.

- 5.19 The Study concluded that whilst a 25% target 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.
- 5.20 Having regard to the study's findings it is intended that the current affordable housing policy target of 25% will be maintained within the existing urban area boundaries and at Hoo St. Werburgh, but elsewhere a 30% policy target will apply. These targets 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.
- 5.21 Developers will need to demonstrate and justify, via appropriate evidence, why they are seeking to deviate from specific developer contribution requirements. The Council will require an 'open book' approach. The developer/landowner will be expected to provide all relevant financial and other information behind the appraisal to enable the Council and/or independent valuer on the Council's behalf to assess the nature, extent and impact of the constraints upon the viability of the scheme. It is recommended that this information is submitted as part of any pre-application discussions.
- 5.22 If the Council seeks independent advice regarding such a submission, the developer will be required to pay the Council's costs for this advice. This is standard practice and in line with the advice contained within the Home & Communities Agency's Good Practice Note: Investment and Planning Obligations – Responding to the Downturn (August 2009).
- 5.23 If, following such an appraisal and based upon all available evidence, the Council concludes that the scheme is economically viable, and if the affordable housing requirement is not met, this could result in the application being refused planning permission.
- 5.24 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. This document will be regularly updated.
- 5.25 The term 'affordable housing' is defined as in PPS3 'Housing' 2011 and this definition applies to Policy CS14 below.
- 5.26 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.

- 5.27 Affordable housing should be provided on-site and secured through a S106 agreement (or equivalent device introduced by Government) 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 a Registered Provider (RP). 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.
- 5.28 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 rural 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 of 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.**

The provision of affordable housing to meet local needs on a qualifying site 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, which seeks to incorporate a range of different 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. Any over-

concentration of any one type of dwelling will be resisted if it would adversely affect community cohesion.

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.

Housing Design and Other Housing Requirements

5.29 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 including those in various types of institutions, students and those occupying hostel style accommodation and houses in multiple occupation
- Although 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.

5.30 Accordingly the sections below consider these and related issues.

Existing Housing Stock

5.31 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.

5.32 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 dependent on the resources available. Programmes are already in place to upgrade the publicly owned stock.

Housing Type and Tenure

5.33 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.

5.34 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 housing 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.

5.35 It is also important that new development:

- Provides adequate standards of accommodation to enable occupants to undertake their day-to-day living activities safely, comfortably and efficiently
- Meets future needs by being flexible and generous enough to meet changing demands and lifestyles; and
- Combines efficiency in land use with the environmental benefits of well-designed, well-managed housing, particularly when built to higher densities.

5.36 For these reasons the Council has produced Housing Design Standards alongside this Core Strategy.

Special Care Accommodation

5.37 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 old age. Increasingly, the Extra Care housing model is gaining 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"⁹.

5.38 The Core Strategy addresses 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 that complies with the Lifetime Homes standard and therefore helps a range of residents including older people to live active and independent lives for longer.

Institutional and Student Housing

5.39 Given the rapid expansion of the Universities at Medway and the associated rise in student numbers to 10,000 and further increases envisaged over the next few years, it is important to avoid situations where established residential neighbourhoods are adversely affected by an over concentration of students and existing privately rented accommodation is not 'lost' to tenants with otherwise limited housing options.

5.40 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.

5.41 Equally the Council is committed to positively supporting the expansion of further and higher education and so it will work with the universities and Mid Kent College to help deliver bespoke student accommodation where

⁹ Housing Learning and Improvement Partnership 2006, Extra Care Housing Toolkit)

necessary. To this end, a student accommodation registration scheme will be set up. A recent study¹⁰ analyses student housing requirements in Medway. It looks at the relationship between students and the wider housing market. 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.

- 5.42 However, should further planning controls ever be needed in the future, due to the growth of student houses in the area eventually resulting in the creation of imbalanced communities, the Council will make an 'Article 4 Direction' that restricts home owners 'Permitted Development' rights to use their property as houses in multiple occupation (HMOs) within Class C4 of the Use Classes Order.

Health and Education Implications for Housing

- 5.43 Housing developments that encourage and deliver healthy living should be the norm. This can be done by a variety of means including linking new 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 housing proposals of 50 or more dwellings.
- 5.44 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 North Kent 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**
- **Housing complies with space and other standards laid down in the Medway Housing Design Standards**
- **Proposals for developments of 50 or more dwellings are accompanied by a Health Impact Assessment**
- **Support is given to the provision of housing for vulnerable people and specialist housing, including fully wheelchair adapted homes, units for clients with learning disabilities, extra care accommodation and sheltered housing facilities, in**

¹⁰ Understanding the housing needs of students in Medway, ORS – June 2010

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 or which can be made accessible to public transport
- Derelict or brownfield sites in areas affected by historic contamination being addressed in a comprehensive way to ensure the environment is remediated prior to development commencing and then protected from any further contamination
- 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 and local facilities. Where necessary, Article 4 Directions will be imposed, in order to restrict home owners' 'Permitted Development' rights to use their property as houses in multiple occupation (HMOs) within Class C4 of the Use Classes Order
- 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.

Gypsies, Travellers and Travelling Showpeople

- 5.45 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 Showmen's 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.
- 5.46 A North Kent Gypsy and Traveller Accommodation Assessment (GTAA) undertaken in 2006 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. The GTAA found that in Medway 80% of new pitches should be provided on private sites in line with demand.
- 5.47 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. This will be revised as necessary if, as expected, further changes in national policy are introduced, subsequent to the 'Planning for Traveller Sites Consultation (April 2011)'.
- 5.48 PPS25 classifies caravans and mobile homes intended for permanent residential use as 'highly vulnerable' and therefore will not be permissible in flood Zone 3 areas. Temporary and seasonal sites are acceptable in flood risk areas but must be subject to the Sequential and Exception tests. All gypsy and traveller sites in flood risk areas will need to have an appropriate flood warning and evacuation plan approved by the Council.

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. 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 within 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 sites in Medway and the Travelling Showpeople site in Strood will be safeguarded, unless they are no longer required to meet an identified need, or improved replacement facilities are being provided.

6. Economic Development

Introduction

- 6.1 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.
- 6.2 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.
- 6.3 The challenges for the future are therefore to increase the value of local jobs, to reduce, to a degree, 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.

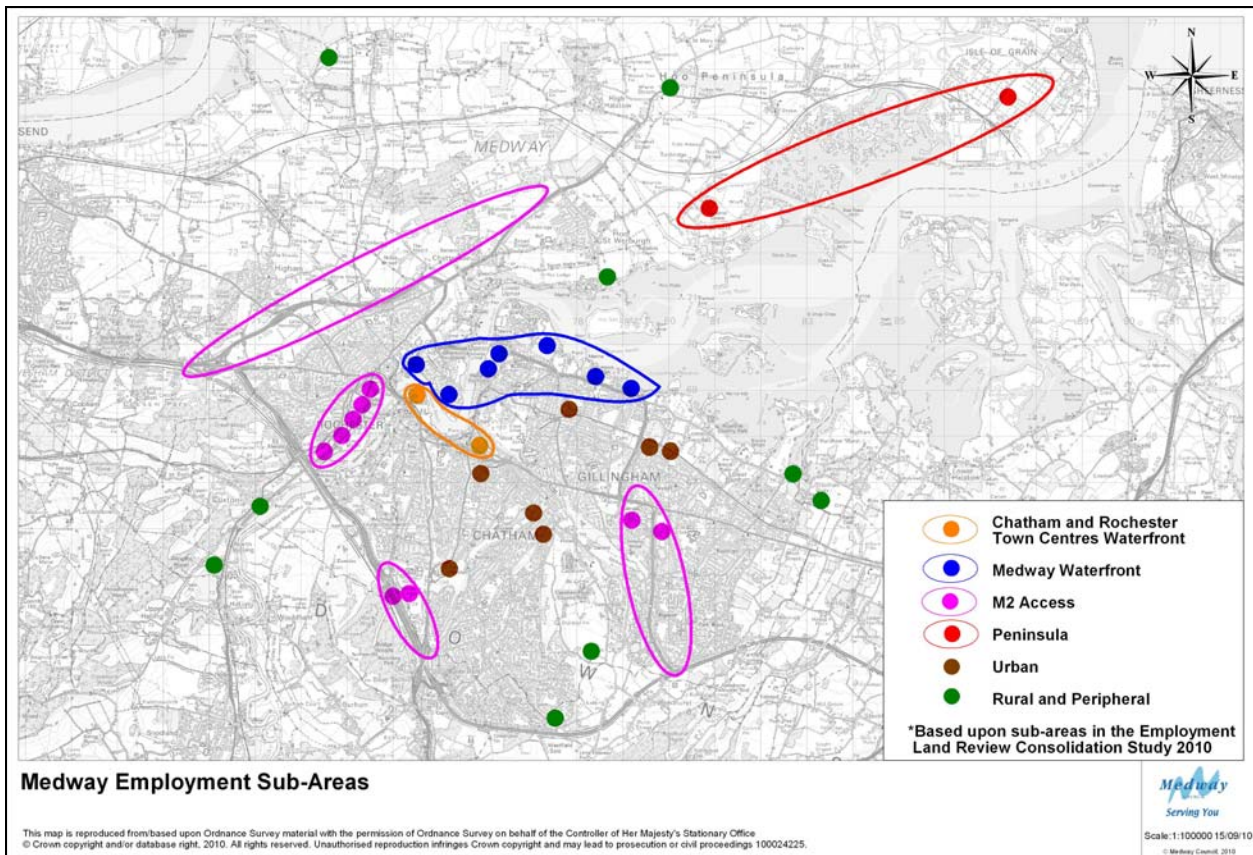
Economic Development

- 6.4 The current economic downturn has made future prospects uncertain, not just in Medway but across the country. The immediate strategy must therefore be about creating the right conditions for future growth and taking advantage of the specific local opportunities on offer.
- 6.5 The latter include:
 - BAe Systems at Rochester Airfield. This is by some way the area's largest private sector employer and the company 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. This could create an economic 'cluster' of considerable significance. Future commercial development should be concentrated on advanced manufacturing and software engineering to foster growth in these sectors
 - The Universities at Medway Campus, 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 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 smaller scale, higher and further education functions, for example, satellite operations from the Universities at Medway, Chatham Maritime and higher value activities associated with the developments at Kingsnorth and Grain
 - Isle of Grain: A very large site with a potential focus on 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 including logistics and distribution, off-site manufacture for the construction sector, environmental technologies and waste management and processing
 - Central Chatham associated with its development as a centre of regional significance and with a specific focus on fostering development within the creative industries and office sectors.
- 6.6 In 2009, the Council adopted the latest Medway Economic Development Strategy. This contained five strategic priorities, which form the basis for the economic strategy set out here. Those priorities are:
- Sector development
 - Skills development
 - Higher education
 - Employment space; and
 - Image building.
- 6.7 It considered that the most significant opportunities are 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.
- 6.8 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.
- 6.9 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.
- 6.10 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.
- 6.11 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 between schools and the Universities at Medway.

- 6.12 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 make Medway a destination of choice for businesses.
- 6.13 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.
- 6.14 In 2008 there were 94,500 people employed in Medway. As explained in Chapter 3 the Council has developed a range of four alternative job targets or scenarios based on a population projection of 280,000 by 2028. These are:
- Low employment rate and low reduction in out commuting = 8,200
 - Low employment rate and high reduction in out commuting = 12,500
 - High employment rate and low reduction in out commuting = 15,900
 - High employment rate and high reduction in out commuting = 20,300
- 6.15 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. However, given the Council's aim of reducing out commuting and growing the local economy, the Core Strategy is making provision to meet a high growth target.
- 6.16 In 2010, the Council commissioned consultants, Baker Associates, to prepare an Employment Land Review Consolidation Study, which identified the amount of land and floorspace required to provide for 21,500 jobs up to 2026. This study was commissioned before the Core Strategy plan period was extended to 2028 and the jobs target is now lower. Given that the Study has yet to be reviewed, the floorspace provision is therefore slightly higher than is required for this lower jobs figure, but sufficient land is already committed to meet this requirement.
- 6.17 The study divided Medway into a number of sub-areas, which reflected the distribution of existing employment areas and the areas where market demand surveys indicated the market would want to locate in the future.

Figure 6-1 Medway Employment Sub Areas



6.18 The overall requirement amounted to 392,610 sq m. on 54.44 hectares of land in the following locations.

Table 6-1 Floorspace Requirements by Sub Areas

Location	Floorspace	Land
	Sq m	Ha
Town Centre/Waterfront	150,352	11.37
M2 Access	183,747	32.25
Peninsula	31,121	4.29
Other Urban Areas	27,389	6.53
Total Requirement	392,610	54.44

6.19 The study drew upon the Medway Employment Land Supply Study of 2006, a number of adopted development briefs and, in the case of two sites, the Medway Strategic Land Availability Assessment (SLAA) 2010, to identify a potential supply of employment land to meet the requirements. Using SLAA floorspace figures for sites where only a hectare figure is given in the employment land study the current overall supply position in each sub area is indicated.

Table 6-2 Employment Floorspace Supply by Sub Areas

Location	Floorspace Required	Floorspace Supply	Surplus/Deficit
	Sq m	Sq m	Sq m
Town Centre/Waterfront	150,352	76,376	-73,876
M2 Access	183,747	49,505	-134,242
Peninsula	31,121	666,290	+635,169
Other Urban Areas	27,389	4,827	-22,562
Total	392,610	796,998	+404,388

- 6.20 Details of the anticipated rate of development of B1, B2 and B8 uses are set out in the Employment Land Trajectory in Appendix D.
- 6.21 The study did not identify a requirement for floorspace/sites in the rural area but a further 9,453 sq m of potential floorspace has been identified in the SLAA on sites in the rural area.
- 6.22 These results show that, overall, there is a very healthy supply situation but that there are some mismatches in the sub areas. This is not surprising as the area has not been split down in this way before and the analysis at this level takes no specific account of constraints to land releases.
- 6.23 Taking account of the Economic Strategy, the Employment Land Study and the SLAA, it is intended that priority will be given to the development of sites in the town centres and the redevelopment of existing urban employment areas at higher densities. This will include sites within Strood, at Lodge Hill and adjacent to Rochester Airport, which enjoy good access to the M2 and have the ability to attract growth businesses offering significantly higher-skilled and higher value local employment opportunities. The Employment Land Study emphasises that development on new sites with access to the M2 would undermine reinvestment in more central locations.
- 6.24 Although both Kingsnorth and the Isle of Grain have been allocated for employment development for many years, the latter has not previously been counted towards meeting development plan requirements. However both sites have now been granted planning permission for B1, B2 and B8 uses and new markets are emerging for the development of environmental technologies and other activities. Although these industries may result in development at lower densities than traditional B2 and B8 uses, the scale of the sites is such that a substantial contribution can be made to employment growth and consequently they are included in the employment land supply contributing to the Core Strategy. It is anticipated that the employment generated there will more than offset notional supply deficits elsewhere in Medway.
- 6.25 Retail development is a significant employment generator but the consolidation study does not identify either retail floorspace demand or supply. Instead it defers to the Medway Retail Needs Study carried out by Nathaniel Lichfield and Partners in 2009. The details of this study are set out

in policy CS19. This study identified spare capacity for 111,635 sq m of retail floorspace in Medway up to 2026 based on a high growth option. The Annual Monitoring results and the Strategic Land Availability Assessment (SLAA) 2010/11 Update has identified a potential supply of 124,510 sq m up to 2028.

- 6.26 Not only is there sufficient floorspace overall to meet the employment requirements but there are also a range of locations and types of site to cater for all likely growth sectors over the plan period. A substantial surplus of floorspace in B1, B2 and B8 uses and A1 to A5 uses will provide flexibility to meet all anticipated requirements over the plan period and respond to changing economic conditions.
- 6.27 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.

Policy CS17: Economic Development

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 and the development of the large Isle of Grain employment site and the Kingsnorth Commercial Park, 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. This will include the development of incubator and grow-on space for new and expanding businesses.

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 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 935,998 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 2028.

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, and in close proximity to, Rochester Airfield to develop a technology and knowledge based cluster.

The Council will protect established employment areas from other development and support higher density development where appropriate, 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.

Tourism

- 6.28 In 2009, tourism employed over 6,100 people and was worth about £286 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.
- 6.29 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. It provides a boost to other sectors of the local economy such as retail, arts and culture, leisure, heritage and transport.
- 6.30 Medway Council is a major stakeholder in the tourism economy. It 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.

- 6.31 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 make the Dockyard one of the top attractions in the South East.
- 6.32 Dickens World, which opened in 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.
- 6.33 The prospect of World Heritage Site status for Chatham Dockyard and its defences by 2014 will greatly enhance Medway's reputation as a visitor destination of international status.
- 6.34 The 2012 Olympics present Medway with various opportunities and will be a further catalyst to develop Medway as a genuine city break destination.
- 6.35 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.

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 and length of visits, provide job opportunities and sustain the tourism economy, whilst maintaining and where possible, enhancing Medway's natural and built environment qualities.

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.**

Local tourism will be supported by:

- **Encouraging tourism and provision for visitors which is appropriate to the character of the area**
- **Retaining and enhancing existing serviced accommodation and supporting the provision of new serviced accommodation in towns and villages**
- **Encouraging proposals for new hotel accommodation and conference/exhibition facilities in locations which complement regeneration opportunities, particularly along the urban waterfront**
- **Maintaining and enhancing existing tourist and visitor facilities**
- **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.**

Retail and Town Centres

- 6.36 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.
- 6.37 The current hierarchy of town centres in Medway is being retained. It consists of:
- Regional Hub and primary centre: Chatham
 - District Centres: Strood, Gillingham, Rainham, Hempstead Valley Shopping Centre, Rochester
 - Villages and Neighbourhood Centres (as identified in Chapter 10)
- 6.38 In addition there are retail Parks at Gillingham Business Park, Horsted Retail Park and Strood Retail Park, free standing food superstores at Courtney Road, Gillingham, Maidstone Road, Chatham and Princes Avenue, Chatham and a factory outlet centre at Chatham Maritime. A further food superstore is being developed at Whitewall Creek.
- 6.39 In 2009, Nathaniel Lichfield and Partners prepared a town centre, retail and leisure study, which included an assessment of all the main centres. 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.

6.40 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.

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

Table 6-3 Convenience Floorspace Capacities 2008 - 2026

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

Table 6-4 Convenience Floorspace Options 2008 - 2026

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

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

6.43 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.

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

Table 6-5 Comparison Floorspace Options 2008 - 2026

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

6.45 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.

- 6.46 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 market share of available expenditure.
- 6.47 The retail study points out that the shopping centres within Medway are all located close to each other, particularly Strood, Rochester and Chatham and that their primary catchment areas therefore 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.
- 6.48 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.
- 6.49 The Study provides a sound basis for the future retail strategy and how this should be applied in each centre.
- 6.50 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.
- 6.51 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 to develop additional small scale 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.
- 6.52 Neighbourhood 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 smaller catchment areas focused on their respective local communities.
- 6.53 The Medway Local Plan 2003 sought 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 10.
- 6.54 The floorspace figures shown in policy CS19 reflect the findings of the Medway Retail Needs Study, 2009 and the Medway Strategic Land

Availability Assessment First Review, May 2011. The figures are indicative only and should not be treated as the maximum floorspace, which will be permitted.

Policy CS19: Retail and Town Centres

Medway Council will maintain and enhance the vitality and viability of its network of urban and rural centres and support the delivery of appropriate comparison and convenience retail, office, leisure, community, entertainment and cultural facilities. 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**
- **Smaller scale comparison goods shopping units at the district centres with a cumulative total floorspace of:**
 - **Strood, (9,400sq m)**
 - **Rochester (Riverside) 7,800sq m**
 - **Gillingham (6,200 sq m)**
 - **Lodge Hill (1,500 sq m)**
 - **Hempstead Valley (2,800 sq m)**
- **Two convenience stores of about 3,500 sq m at Corporation Street, Rochester and 3,500 sq m at Lodge Hill, Chattenden.**

The 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.

Education and Personal Development

- 6.55 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.
- 6.56 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.

- 6.57 Medway Council's 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.
- 6.58 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. Indeed by 2009 just over 20% of working-age residents in Medway had qualifications at degree level or higher.
- 6.59 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.
- 6.60 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.
- 6.61 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 CS20: 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, including the development of Academies**
- **Management arrangements for schools which fully exploit their potential as community hubs**
- **A distributed adult learning service with a new focus on re-skilling and meeting 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.**

7. Energy, Waste and Minerals

Introduction

- 7.1 As an all purpose unitary council Medway is also a minerals and waste planning authority and, in discharging this role, needs to ensure that effective policies are in place to meet both local and regional requirements. These are set out in this chapter.
- 7.2 Medway is also nationally significant in terms of power generation, electricity distribution and liquefied natural gas storage.

Conventional Energy Generation

- 7.3 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 has come on stream at Grain and this will eventually replace the oil fired plant there. Plans for the tripling of output from the Damhead Creek gas powered plant have been approved but a plan to replace the Kingsnorth coal plant with a modern alternative is awaiting a decision by Government. If this proceeds it is likely to be coupled with full Carbon Capture and Storage (CCS) technology.
- 7.4 North Sea natural gas supplies have been depleting whilst UK demand has been increasing. Gas powered energy generation currently stands at 38% of national energy production. 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.
- 7.5 A two-way electrical inter-connector (BritNed) now links Grain and the Netherlands and aviation fuel is also imported, stored and distributed from Grain.
- 7.6 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 strategic contribution to national requirements will therefore continue for the foreseeable future.
- 7.7 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.
- 7.8 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 new plants are required to install full scale CCS
- The potential for large-scale district heating utilising waste heat from new power plants. Initial feasibility studies in relation to Kingsnorth indicated a scale of opportunity so far unique in the UK (100,000 homes equivalent)
- 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 on the Hoo Peninsula and the Isle of Grain will be supported, subject to:

- **Their impact on the natural environment, particularly European sites (see Policy CS6) and local settlements being acceptable**
- **Specific efforts being applied to the recruitment and use of local labour, including collaboration with local universities and colleges**
- **The feasibility and viability of 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.

Provision for Minerals

- 7.9 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.
- 7.10 Details of the available local reserves, past production rates and other information are set out in the Minerals State of Medway Report.
- 7.11 The materials covered by this section are:
- Secondary aggregates – effectively the reuse of materials such as demolition waste in place of virgin aggregates
 - Land won sands and gravels (aggregates)
 - Chalk
 - Clay
 - The importation of aggregates – both marine dredged and land won from outside the region.
- 7.12 Where relevant the Medway apportionments in terms of supply, capacity and safeguarding from the appropriate regional working parties are applied.
- 7.13 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).

7.14 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 evidence base of the South East Plan
4. Make provision at existing cement manufacturing facilities for at least 15 years of production, and 25 years at new sites.

7.15 There is no specific guidance for high purity chalk for whiting purposes or for clay, although both occur in Medway. However it is prudent that resources of high quality engineering clay and chalk 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.

7.16 The likely revocation of the South East Plan will mean that Medway no longer has to make provision to meet a sub-regional apportionment for secondary aggregates of 0.2 million tonnes per annum (mtpa). However it is national policy to seek to substitute primary aggregates with secondary sources and significant amounts of this material are derived from the construction and demolition waste stream. Accordingly it is considered that Medway should make provision for the 0.2 million tonnes per annum previously envisaged.

7.17 Both land won minerals (crushed rock and sand and gravel) and marine dredged materials (sand and gravel) are imported into the South East. Wharves and railheads are essential to this source of supply and 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. 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.

7.18 Medway has the following facilities:

Marine Wharves:

- Euro Wharf, Frindsbury, Medway City Estate – Aggregates

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) – Aggregates/Waste Treatment to form Secondary Aggregates.

- 7.19 In terms of native land won aggregates the Government has indicated its support for regional apportionments envisaged in the South East Plan. In Medway's case that is 0.18 mtpa. This equates to 2.7 million tonnes for the period 2010-25 and a land bank of planning permissions at any one time of 1.26 million tonnes (equal to 7 years of production) throughout the life of the plan.
- 7.20 Medway has a long history of cement manufacture but this has now ceased. The Cemex UK owned Halling works has been demolished 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 in Tonbridge and Malling, owned by Lafarge UK that borders Medway. Preliminary site works have been implemented here but it is not known if or when the plant itself might be constructed. The associated chalk reserves (in Tonbridge and Malling) are in excess of 35 years.
- 7.21 Given this situation there is no need to identify any additional chalk resources for the cement industry at this stage.
- 7.22 High purity chalk for industrial whiting purposes is not specifically covered by national mineral planning policy 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.
- 7.23 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. Again there is no specific national mineral planning 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.
- 7.24 Clay is also 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 this in terms of possible requirements.
- 7.25 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.
- 7.26 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 1.26 million tonnes throughout the life of the plan.

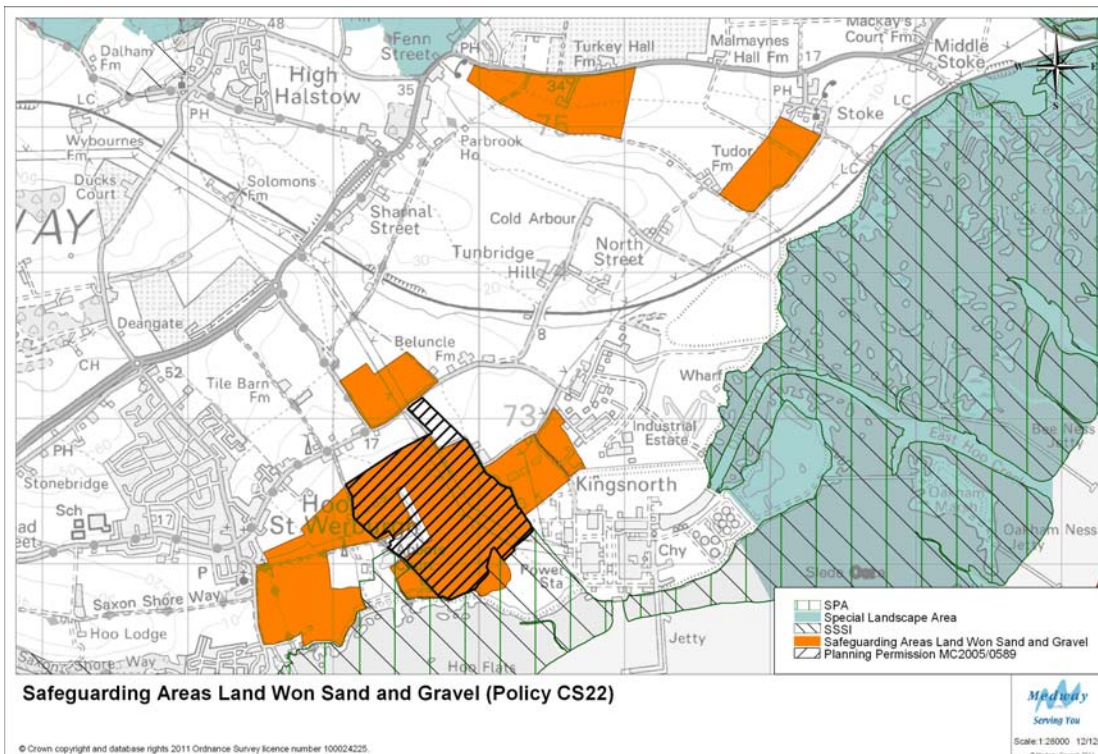
7.27 Resources available have varying degrees of reliability in terms of both quantity and economic viability. The potential reserves at Grain are now considered to be uneconomic. Against this, total proven reserves are 1,640,000 tonnes and total potential (proven and unproven) river terrace sand and gravel 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.

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

7.29 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. Assuming further reserves are permitted from the unconstrained identified potentially workable sand and gravel 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.

7.30 The identified mineral bearing areas shown on Figure 7.1 are to be safeguarded as they include reserves of potentially economic land won sands and gravels.

Figure 7-1 Land Won Sand and Gravels



- 7.31 Given the lack of cement production and the large reserve of high quality chalk at Cliffe there is no need to identify 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 for Minerals

Provision of a continuous supply of 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 Land Allocations and Development Management Development Plan Document.**

The Council will make provision for the extraction of at least 0.18 million tonnes per annum of 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 sand and gravel 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 Areas of Search in more detail to identify environmentally acceptable new quarrying areas.

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

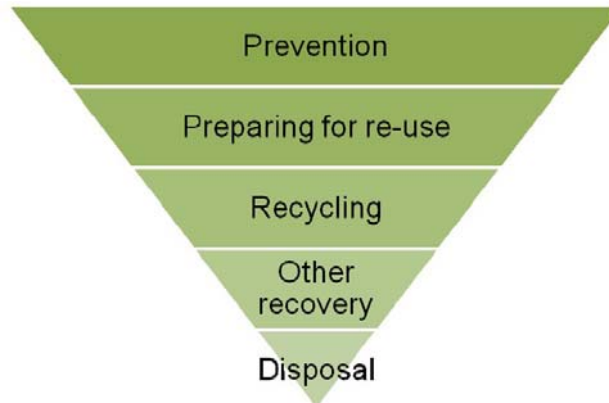
All existing mineral railheads, wharves and associated storage, handling and processing facilities will be safeguarded against proposals that would prejudice their use for the continued importation of marine dredged sand and gravel, crushed rock and associated materials.

Waste Management

- 7.32 More background information on this complex topic can be found in the Waste State of Medway Report.
- 7.33 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 wastes; and
 - Hazardous waste.

- 7.34 The emphasis is very much on sustainable waste management. That is reduction, reuse and recycling at source to meet national and regional guidance and targets, including an amended EU Waste Directive, now transposed into UK law, which strives for zero waste. This is reflected in a recently amended waste hierarchy issued by the Government.

Figure 7-2 The Waste Hierarchy



- 7.35 Wastes that cannot be recovered and residues from treated waste have to be safely disposed of to land (landfill) but this is increasingly a last resort solution and volumes being dealt with in this way are reducing rapidly.
- 7.36 Councils in the South East have been required to make provision for the disposal of a certain amount of London's waste to landfill. However there has been no recent demand for this in Medway and given the rapid trend towards zero waste it is not expected to apply in the future.
- 7.37 One of the guiding principles of national policy is that waste should be treated in reasonable proximity to where it arises. This is to encourage local responsibility and limit the environmental impact of transporting waste materials over long distances. Any final disposal should also be as close as possible to the place of origin of the waste.
- 7.38 An important consequence of the move towards zero waste is the need for a greater range of facilities to recover reusable materials and treat those capable of subsequent reuse, as opposed to landfill capacity. A wide range of methods and technologies are emerging, making it difficult to determine future requirements. However such facilities can include those for soil treatment, secondary aggregates, waste oil recovery and organic material processing such as composting.
- 7.39 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 must still be made for the other waste streams.

Commercial and Industrial Wastes

7.40 The quantities of commercial and industrial wastes arising in Medway were calculated in 2009 as follows:

Table 7-1 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

7.41 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. This is shown in Table 7-2.

Table 7-2 Disposal of Commercial and Industrial Waste 2008

• 64,261 tonnes recycled	35.7%
• 2,290 tonnes incinerated	1.3%
• 349 tonnes 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	

7.42 Currently Medway has the following facilities/capacity to deal with these commercial and industrial wastes:

- 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: 125,000 tpa
- Abattoir waste in vessel composting at Matts Hill: 40,000 tpa

7.43 Although the treatment or disposal of over half the waste identified by the Environment Agency is unknown, it is known that recycling and recovery rates are increasing. Landfill may continue to be the only option for certain types of waste but quantities associated with this can also be expected to decline rapidly as costs increase and new methods of reuse, recycling and recovery are introduced.

Construction, Demolition and Excavation Waste

- 7.44 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, as hardcore. However Table 7-3 shows how quantities recorded by the Environment Agency in 2008 were dealt with.

Table 7-3 Disposal of Construction, Demolition and Excavation Waste, 2008

• 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.

- 7.45 It can be assumed that all reprocessed material was reused in one way or another. The proportion needing final disposal was very small.
- 7.46 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.
- 7.47 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.

Hazardous Wastes

- 7.48 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. Medway has a recorded negligible amount of Low Level Radioactive wastes that are part of this stream.
- 7.49 The Medway site operator waste return interrogator 2008 detailed company activity as set out in Table 7-4.

Table 7-4 Disposal of Hazardous Waste, 2008

• 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	

7.50 Facilities within Medway catering for hazardous wastes include tyre shredding 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
- 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.

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

7.52 Regional analysis 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 (prior to the new waste hierarchy being introduced)
- Treatment facilities for air pollution control residues (primarily flue residues from controlled processes)
- Treatment facilities for waste electronic and electrical equipment (WEEE); and
- Sub-regional networks of contaminated Construction Demolition and Excavation waste treatment facilities.

7.53 It was suggested that authorities should:

- 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

7.54 Medway is still technically required to have regard for London's waste exports. However it is increasingly likely to be the case that any materials will be residues from higher order waste management processes. The quantities are unclear and the London authorities and commercial operators have expressed no interest in new landfill capacity.

7.55 It is expected that the Government will clarify its position on this in due course but given the absence of any current demand in Medway it is not intended to make specific provision for London's waste.

The Strive for Overall Self Sufficiency

7.56 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 largely a matter for the operators and their commercial contract arrangements.

7.57 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
- 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 non-inert or hazardous wastes, or a combination of these.

7.58 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 relevant environmental standards are met.

7.59 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.

7.60 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 dependent on having suitable void space and the right geological conditions.

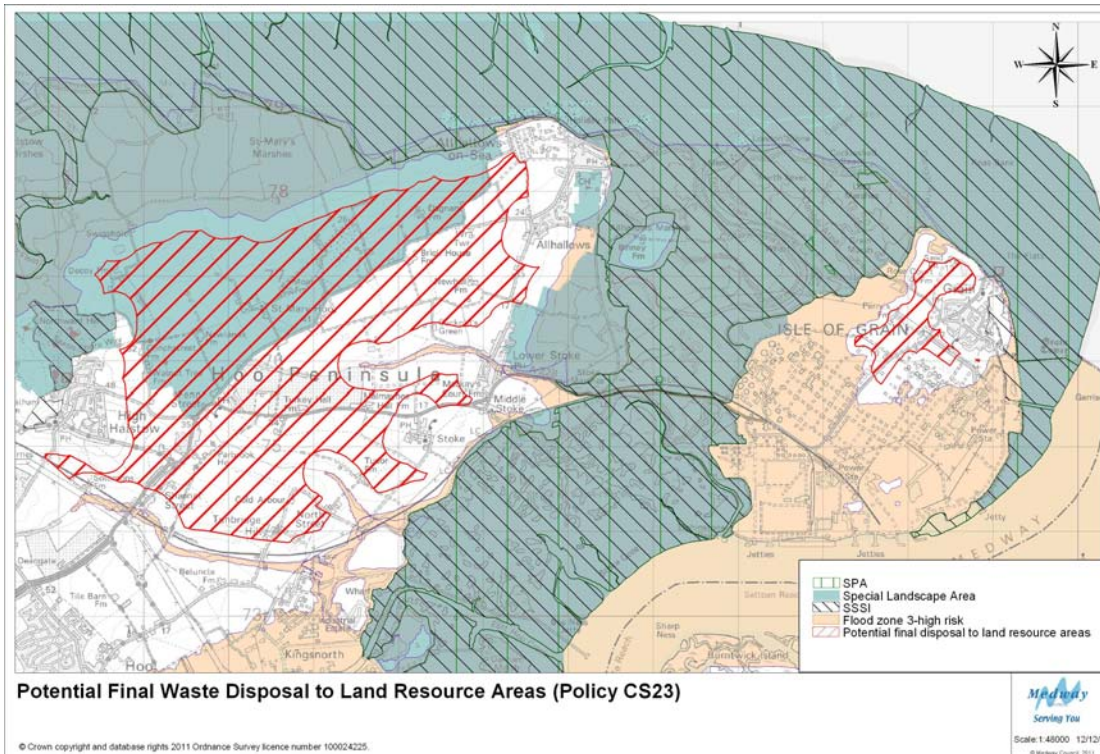
7.61 Much of Medway sits on chalk, a highly permeable rock, unsuitable for non-inert and hazardous waste disposal. However chalk quarries can and have been restored using inert materials. The Hoo Peninsula, on the other hand, is overlain with London Clay and this impermeable material is well suited for 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 extraction of cover material or re-profiling land by raising its natural contours or a combination of the two approaches.

7.62 It would appear that Medway's arisings from all sectors, including hazardous wastes, are not sufficiently large to justify the investment required to create new void space, though cross boundary flows of wastes historically occur and this may well distort what would otherwise be 'perfect' self-sufficiency in an area's range of waste management capacities including final disposal to land. The Hoo Peninsula is also remote from major markets adding to transport costs and the environmental impact of transporting materials.

7.63 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. The potential final waste disposal to land resource areas that are relatively free of strategic constraints are shown in Figure 7-2 below.

- 7.64 A particular characteristic of the Thames Gateway is the number of redevelopment sites where the ground has been contaminated by previous uses. These soils and other materials need to be treated before the sites are reused. Frequently this is done on site using a variety of techniques but some practitioners have called for 'cluster' facilities where material can be brought for treatment where this is not practical on site. The Council has carefully assessed the need for such a facility but has found no evidence of market demand for it. Nevertheless it will carefully consider any proposals that might come forward against the criteria in Policy CS23.

Figure 7-3 Potential Final Waste Disposal to Land Resource Area



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 a soil treatment facility, subject to acceptable local environmental impacts, adequate access arrangements and any impact on residential amenity.

Any proposals for the creation of void space or landraising to facilitate a disposal facility for non-inert or hazardous materials within the areas referred to as the Potential Disposal to Land Resource Areas on the Hoo Peninsula and the Isle of Grain will be assessed against the following criteria:

- Impact of development on rural landscape character and local distinctiveness. To be judged against characteristics and guidelines as set out in the Medway Landscape Character

Assessment

- **Other 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**
- **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.**

8. Transport and Movement

Introduction

- 8.1 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.
- 8.2 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. There are no trunk roads in Medway but the M2 runs through the area.
- 8.3 In this role the Council 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 adopted 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.
- 8.4 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.

Thames Gateway Funding and LTP2

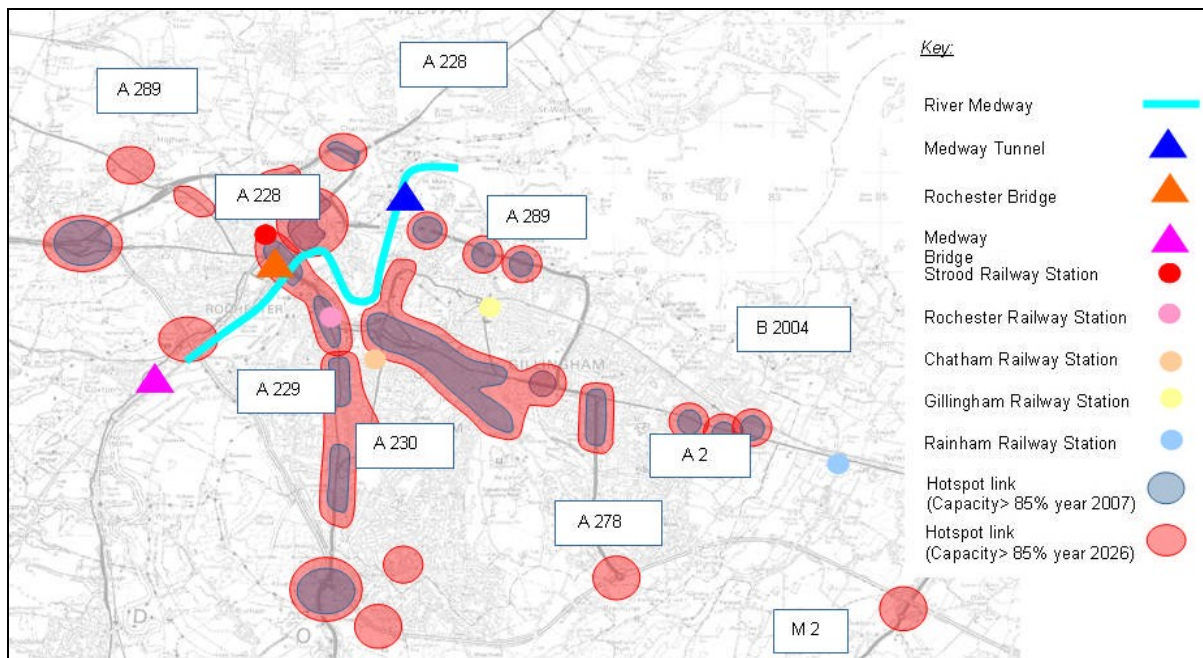
- 8.5 Due to its strategic location within the Thames Gateway, Medway received substantial capital funding from the Department of Communities and Local Government, the Department for Transport and the Homes and Communities Agency for a range of transport initiatives running through to 2011. These included funding to remove the flyover in Chatham, returning the town to a two way traffic system, 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 went live. Further improvements to the A228 to Grain were also underway.
- 8.6 This funding addressed longstanding problems and introduced new capacity to the highway network. Significantly it also created capacity to accommodate development on the major regeneration sites in the short term.
- 8.7 Over the longer term however further interventions will be required to offset background traffic growth and these are the focus for LTP3.

Context and Priorities

- 8.8 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.

- 8.9 With a development strategy that specifically seeks to accommodate future development within the existing main urban area and at Lodge Hill, 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.
- 8.10 This has been confirmed by intensive analysis, including the development of several transport models, one of which is an area wide SATURN model (Simulation and Assignment of Traffic to Urban Road Networks), which has been developed in partnership with the Highways Agency. The forecast effects without further intervention are illustrated in the following diagram.

Figure 8-1 Main Congestion Hotspots



- 8.11 Further details are contained in a technical report prepared by the Council's modelling consultants, Transport Issue & Preliminary Options Report Phase 1 – 2nd Issue, April 2009.
- 8.12 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:

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.

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.

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 railway 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.

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.

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.

8.13 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.

8.14 A full list of schemes and actions can be found in Appendix E.

8.15 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 below:

- A289 link between Four Elms roundabout and Medway Tunnel including Sans Pareil and Anthony's Way roundabouts and exit from Medway City Estate
- A2 junctions and link between Chatham Hill and Canterbury Street junctions
- A2/A228 links through Strood town centre
- A2 junction with Mierscourt Road, Rainham

8.16 The M2 through the area was widened and upgraded only a few years ago. Generous carriageway capacity has been provided and most junctions operate satisfactorily. However Junction 3 (Chatham) is an exception. This is a very large and complex junction that caters not only for motorway traffic but also local traffic accessing the A299 (Bluebell Hill) between Medway and Maidstone. The junction is located outside of the Medway boundary but significant amounts of traffic using it originate in Medway.

8.17 The Highways Agency is concerned that further growth would impact on this junction, notwithstanding the fact that there are few significant proposals for

new development close to it. Given this situation the Council will work with the Agency and the adjoining transport authority (Kent County Council) to seek to identify possible measures to divert some local traffic using the junction. However given the short time since the junction was rebuilt it is expected that the Agency will also consider what further investment it should make in improving the junctions performance.

Other Transport Related Issues

- 8.18 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.
- 8.19 However it is important that the Core Strategy takes full account of the planning implications of these matters.
- 8.20 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 and their associated facilities and sites 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.
- 8.21 Thamesport is an international gateway and is a nationally significant container port with potential for further growth together with the development of ‘value added’ activities on adjoining land (Grain employment area). Both safeguarding it and facilitating its further development is therefore appropriate.
- 8.22 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 although some consolidation within the site may be possible.
- 8.23 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:

Piers and Jetties:

- Commodore Hard
- Lower Upnor Pier
- Chatham Maritime Marina
- Thunderbolt Pier
- Sun Pier
- Strood Pier
- Rochester Pier

8.24 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.

8.25 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 the near future.

8.26 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.

Transport and Development

8.27 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.

8.28 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.

8.29 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.

8.30 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.

8.31 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.

- 8.32 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 system will be proactively managed to minimise congestion, through the operation of urban traffic management and control systems, the development of 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 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 railway stations and in the town centres**
 - **Improved main line railway 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 by water**
- **A network of piers and landing places will be 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.**

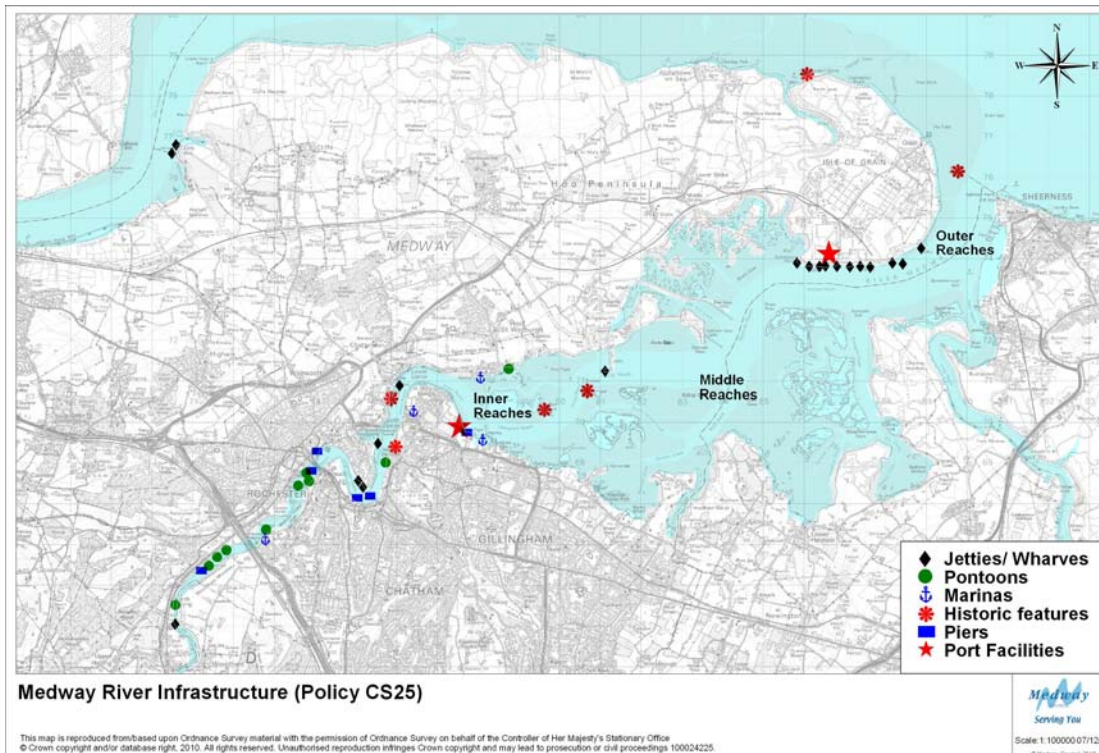
9. The River Medway

Introduction

- 9.1 The Medway is one of the largest rivers in the South East and it is a defining feature of the area. It 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 and is increasingly recognised for its nature conservation value.
- 9.2 The River forms one of the most dramatic and consistent features of the Medway administrative area; 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 significantly to the identity of 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 Medway is also home to a significant number of industrial archaeological assets.
- 9.3 The tidal River comprises three reaches – outer (Sheerness to Chetney Marshes), middle (Chetney Marshes to Gillingham) and inner (Gillingham to Allington Lock). The 'Conservator' is the Medway Ports Authority, part of Peel Ports and operator of both Chatham and Sheerness Docks. The conservator has responsibility (below the high water mark) for navigation arrangements, 'trots' or floating berths, associated byelaws and other matters.
- 9.4 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.
- 9.5 The estuary also supports nationally and internationally important populations of breeding and passage birds. It is likely that it will be designated as a Marine Coastal Zone.
- 9.6 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 provides a diverse and varied character with strong local distinctiveness.

- 9.7 Important economic 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.

Figure 9-1 River Medway



Management of the Natural Eco-system

- 9.8 Navigation and dredging is an issue. Siltation has increased in the river as dredging activities have reduced following the departure of the Navy and commercial activities have moved downriver to the outer reaches. Over the longer term this has implications for navigation, particularly in the upper stretches.
- 9.9 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.
- 9.10 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.
- 9.11 Consultants have completing an update of the Strategic Flood Risk Assessment for the Medway and an associated appraisal of the potential options to manage flood risk in the Urban Medway (providing the basis for a Strategic Urban Flood Defence Strategy). This puts forward options for

managing flood risk for new development which are largely based on flood defence asset replacement and do not consider protection that could be afforded by a combination of flood risk management measures. The Study indicates which approach will be best in different flood cells. 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 water.

- 9.12 In addition to the Green Grid, the Core Strategy also supports the creation of a 'Blue Grid'. This encompasses a network of rivers, ditches, wetlands, ponds and lakes. As well as providing valuable habitat, this network is essential to hydrological functioning. The Blue Grid will assist in reducing flood risk, reducing the impact of pollution, and allowing the free passage of species.

Regeneration

- 9.13 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 its unique characteristics as including:
- 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, forming 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's 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.

Marine Leisure

- 9.14 Marine leisure activities primarily consist of yachting and motor boating along the middle and upper reaches of the river, largely away from conflict with the bulk of commercial activities elsewhere. 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, impacts upon the SPA.
- 9.15 River access to shore facilities, attractions, shopping areas, restaurants and public houses require improving.
- 9.16 There are also a significant number of marine engineering and boat repair businesses that have an important role within the local economy.

Chatham Docks

- 9.17 Chatham Docks occupies one of three basins of the former naval dockyard. It has a range of commercial and industrial tenants within the 56 hectare 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.

Wharves, Piers and Jetties

- 9.18 A coherent network of piers and landing 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. However, there are a very limited number of public launching places on the river. Accordingly the retention and protection of existing and disused wharves, and public piers, and access land to them will be promoted.
- 9.19 The river is also strategically important for the importation of construction aggregates and it is important that adequate capacity is retained.
- 9.20 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.
- 9.21 Given not only the great significance and potential of the river 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. For this reason the Council has supported the Medway Swale Estuary Partnership since its formation in the 1990's. The Partnership brokers contact between the many interests along

the river and encourages an active management regime that balances different interests.

- 9.22 As with other bodies of this type there is some uncertainty over its future but the Council will always seek to work with relevant organisations to ensure that the river is sensitively managed and that an appropriate balance is achieved between different interests.
- 9.23 Proposals that maximise the potential of the River Medway, as a valuable natural resource, will also be supported. The Council will work with the appropriate bodies in order to implement measures that will result in improvements to water quality and pollution levels in order to ensure that the Core Strategy helps achieve the requirements of the EU Water Framework Directive. Financial contributions will be sought from developers to assist this process in appropriate cases.

Policy CS25: The River Medway

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

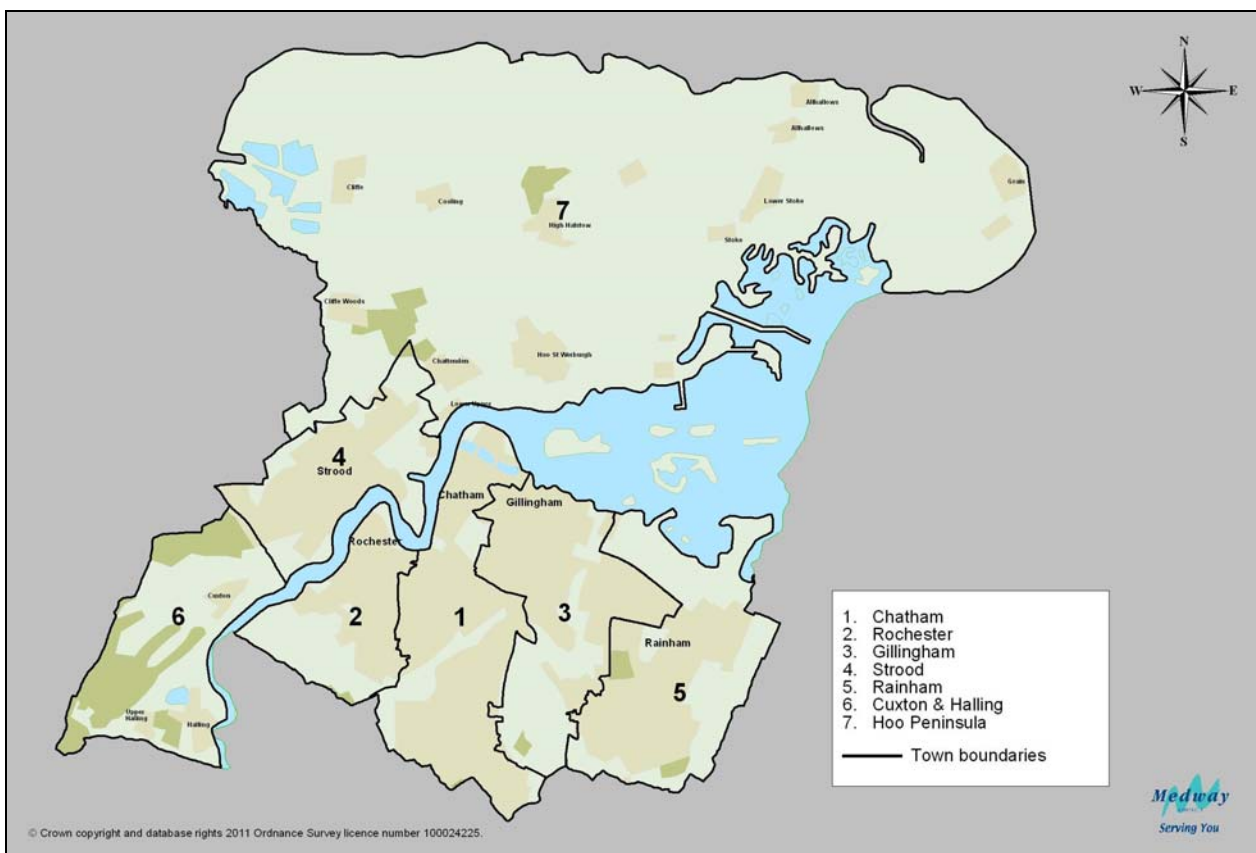
- **Along the urban waterfront mixed use redevelopment will be promoted in order to create safe, high quality environments, provide new homes and jobs, leisure and social infrastructure facilities with public spaces as focal points, a riverside walk and cycle way and increased public access to the river**
- **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 be protected unless redevelopment would result in an improvement. New facilities, including piers for river taxis, will be encouraged where appropriate.**
- **Leisure activities on and along the river will be supported as long as they will not harm the environment or natural ecosystems**
- **The river will be protected in its own right, as a key landscape feature of natural beauty.**
- **Proposed development will be expected to either maintain or improve water quality and minimise air, land and water pollution.**
- **The Council will seek contributions from developers for the maintenance and improvement of the river, where appropriate.**

10. Area Policies

Introduction

- 10.1 This section of the Core Strategy sets out how the overall strategy will be applied to specific areas within Medway.
- 10.2 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 and urban/rural fringes
 - The Hoo Peninsula and the Isle of Grain – excluding Lodge Hill
 - Medway Valley – this area needs to be separately considered from the rest of rural Medway as it is located south of the M2 and is therefore outside the Thames Gateway and so falls into what has been termed the “rest of Kent” sub region.
 - Lodge Hill – this is considered separately given the scale of change envisaged for this location.
- 10.3 Figure 10-1 shows the general extent of these areas and context diagrams accompany the sections relating to each area below.

Figure 10-1 Spatial Sub Areas



- 10.4 In these sections the more significant issues facing each area are described and overall policies 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 in table form. The figures in the tables are taken from the Strategic Land Availability Assessment (SLAA) and so indicate what might be termed a baseline capacity for each area. In practice the capacity of some sites and areas may be greater. This is due to the strict rules followed in preparing the SLAA.

Strood

- 10.5 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.
- 10.6 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.
- 10.7 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.
- 10.8 Strood station is strategically important, providing mainline services (including High Speed 1) 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.
- 10.9 The central area has seen a substantial decrease in its resident population since 2001 and it also has a rapidly ageing population. Deprivation factors include 'income' and 'education and skills'. Out of work benefit claims are also high.
- 10.10 The outlying residential areas also have pockets of deprivation related to education, crime and the local living environment.
- 10.11 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'.
- 10.12 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 masterplan for central Strood that was prepared specifically to inform the Core Strategy. 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.

10.13 The Strood Town Centre Masterplan has 8 key objectives to guide the future development in the centre of Strood. These are reproduced below as they encapsulate the actions needed to revitalise the central area and improve its image.

1. Capitalise on major developments

To ensure that the planned housing-led development of major sites at Strood Riverside and Temple Waterfront, and future redevelopment of the Civic Centre are all well connected to the heart of the town centre to enable them to support the role and function of the centre.

2. Strengthen the role of Strood's town centre

To improve the retail 'circuit' in the town centre through better connections between the key anchor stores and the High Street, encouraging more linked trips by pedestrians from a single point of access/parking and utilising the redevelopment of the Tesco store to secure an improved retail frontage to the High Street/Commercial Road area. Secure better leisure offer in the heart that will contribute to the vitality of the centre.

3. Improve the appearance of the town centre

To ensure that redevelopment of sites within the Town Centre area contributes to improving the street scene and public realm improvements to key streets and spaces. A number of sites on prominent corners currently make a poor contribution to the street environment, together with key streets that are lined with surface parking. New development should provide buildings that address the street, with parking and servicing located to the rear.

4. Secure Strood as a working town

To protect, enhance and promote employment uses and opportunities in Strood to strengthen and grow the local economy, reduce the need to travel, and promote a sustainable community.

5. Managing the Medway – improving access and flood defences

To ensure that waterfront developments, and other areas affected by flooding contribute to providing broad improvements to the flood defences for the town. New development should also seek to recover and provide physical links to, and along the waterfront, contributing to an accessible and attractive river walk, to improve movement and well-being.

6. Rediscovering heritage assets – promoting distinctiveness

To recover the lost and hidden heritage of Strood and ensure that heritage assets contribute to a high quality townscape and strong sense of place.

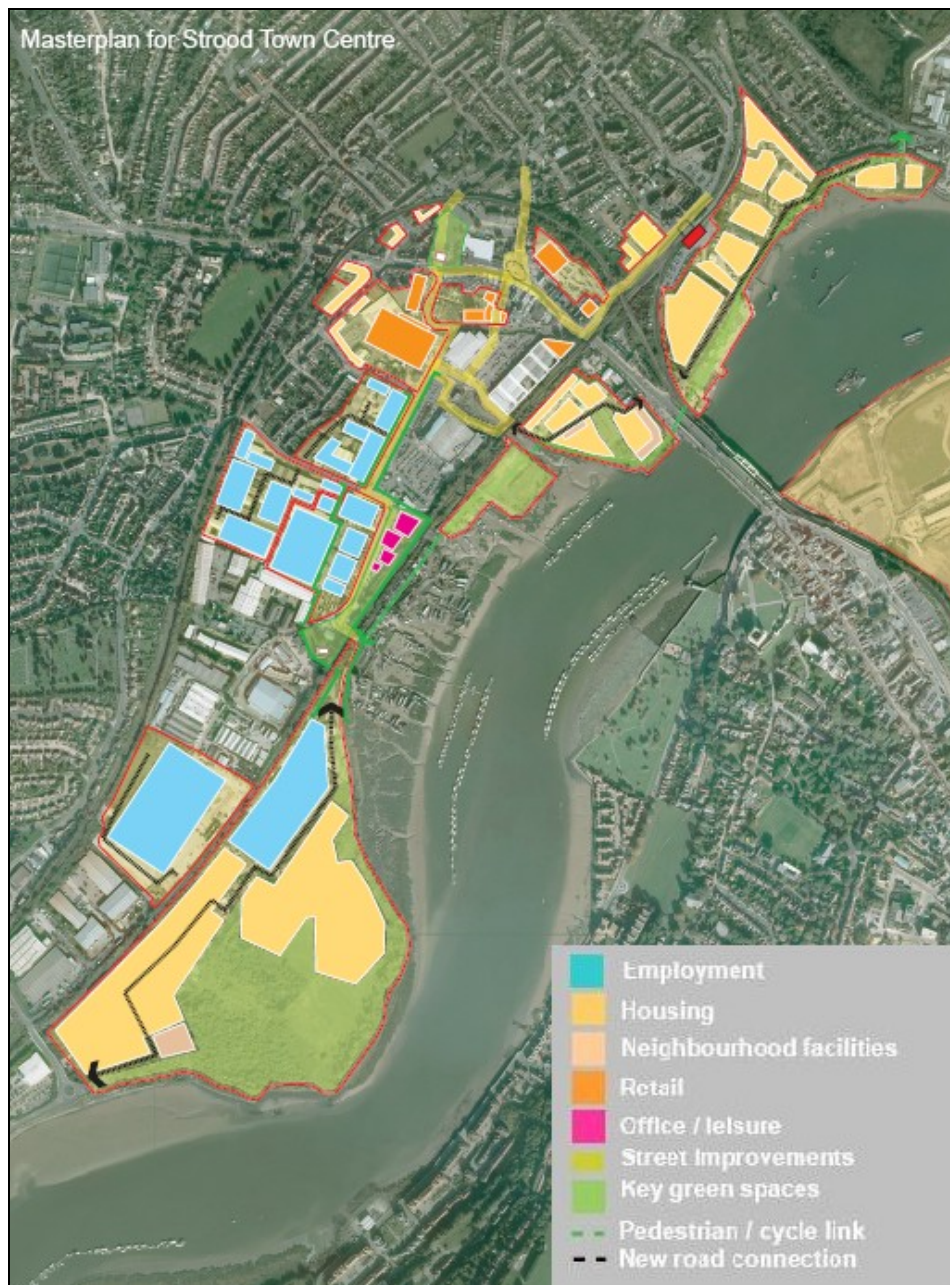
7. Enabling improved access and movement

To ensure that all new development and streetscape improvements contribute to improving safer and more attractive routes for pedestrians and cyclists, facilitate better public transport and minimise the impact of private vehicles on the functioning of the town. Improvements to access for pedestrians to the rail station, and between key shopping facilities, should be prioritised.

8. *Promoting open space and urban green space*

To ensure that the redevelopment of the waterfront also respects the ecological and recreational benefits of the area and to encourage the waterfront landscape to inform landscape design and new and improved open spaces within the town centre.

Figure 10-2 Strood Town Centre Masterplan



- 10.14 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.
- 10.15 It is intended that these locations will be promoted as designated 'neighbourhood centres' offering suitable locations for the concentration of local services and acting as natural focal points for their surrounding communities.
- 10.16 The quality of housing in the suburban areas is of variable quality, varying from tight streets of small terraced properties to large new neighbourhoods, developed since the 1980's.
- 10.17 Open space areas are very limited in the central area but beyond the town centre Temple Marsh has the potential to be a striking waterfront leisure area. Broom Hill enjoys extensive views over much of urban Medway and the river. The Hogmarsh Valley, Manor Farm and Islingham Farm together perform a vital role in separating Frindsbury and Wainscott from Upper Upnor and Lodge Hill/Chattenden and are very prominent from the A289. Although subject to classic urban/rural fringe pressures they also form a prominent gateway to the urban area and it will be important to progress landscape improvements wherever possible.
- 10.18 Over the plan period the broad scale and location of new housing, employment and retail related development is expected to be as indicated in the following tables.

Table 10-1 Potential Housing Development in Strood

Strood Housing Sites		
SLAA Ref	Site Name	Capacity
0090	Strood Riverside	576
0685	Temple Waterfront	620
0137	Civic Centre	398
0522	East of Higham Road, Wainscott	140
0523	East of Wainscott Road, Wainscott	135
	Main Sites	1869
	Other sites	237
	Housing total	2,106

Table 10-2 Potential Employment Development in Strood

Strood Employment Sites		
SLAA Ref	Site Name	Capacity
0137	Civic Centre	18,060
0653	Land fronting Sir Thomas Longley Road Frindsbury	3,160
0654	Land adjoining Southern House, Anthonys Way	2,062
0685	Temple Waterfront Between Knight Road and Roman Way	7,100
0686	Three Acre site, Roman Way	4,440
0727	Brompton Farm, adj. 66 Brompton Farm Road	1,190
MC102881	Land at Norman Close and Knight Road Strood	16,825
0839	Former Alloy Wheels Site Temple Park Priory Road Strood	16,882
0752	Land at Whitewall Road Medway City Estate Commissioners Road	5,623
	Main developments	75,342
	Other sites	-96
	Employment floorspace total (sq. m)	75,246

Table 10-3 Potential Retail Development in Strood

Strood Retail Sites		
SLAA Ref	Site Name	Capacity
0648	Plot 1 Anthonys Way Medway City Estate Frindsbury	9,354
0843	Land adjacent to and Tesco Store Charles Street	5,774
0685	Temple Waterfront Between Knight Road and Roman Way	1,800
0641	Land at Friary Place High Street	1,510
	Main developments	18,438
	Other sites	1,538
	Retail floorspace total (sq. m)	19,976

Housing: showing sites over 100 units

Employment & retail: showing sites over 1000 sq. m

10.19 The town centre will continue to be developed as a 'district' scale centre, complementing Chatham and in accordance with the masterplan as outlined above.

Policy CS26: Strood

The role of Strood as a district centre will be strengthened by;

- **Promoting housing and mixed use developments on sites that will enhance the townscape and cohesion of the centre**
- **Improving the quality of retail provision and links between the retail areas and accessibility to the railway station and waterfront**

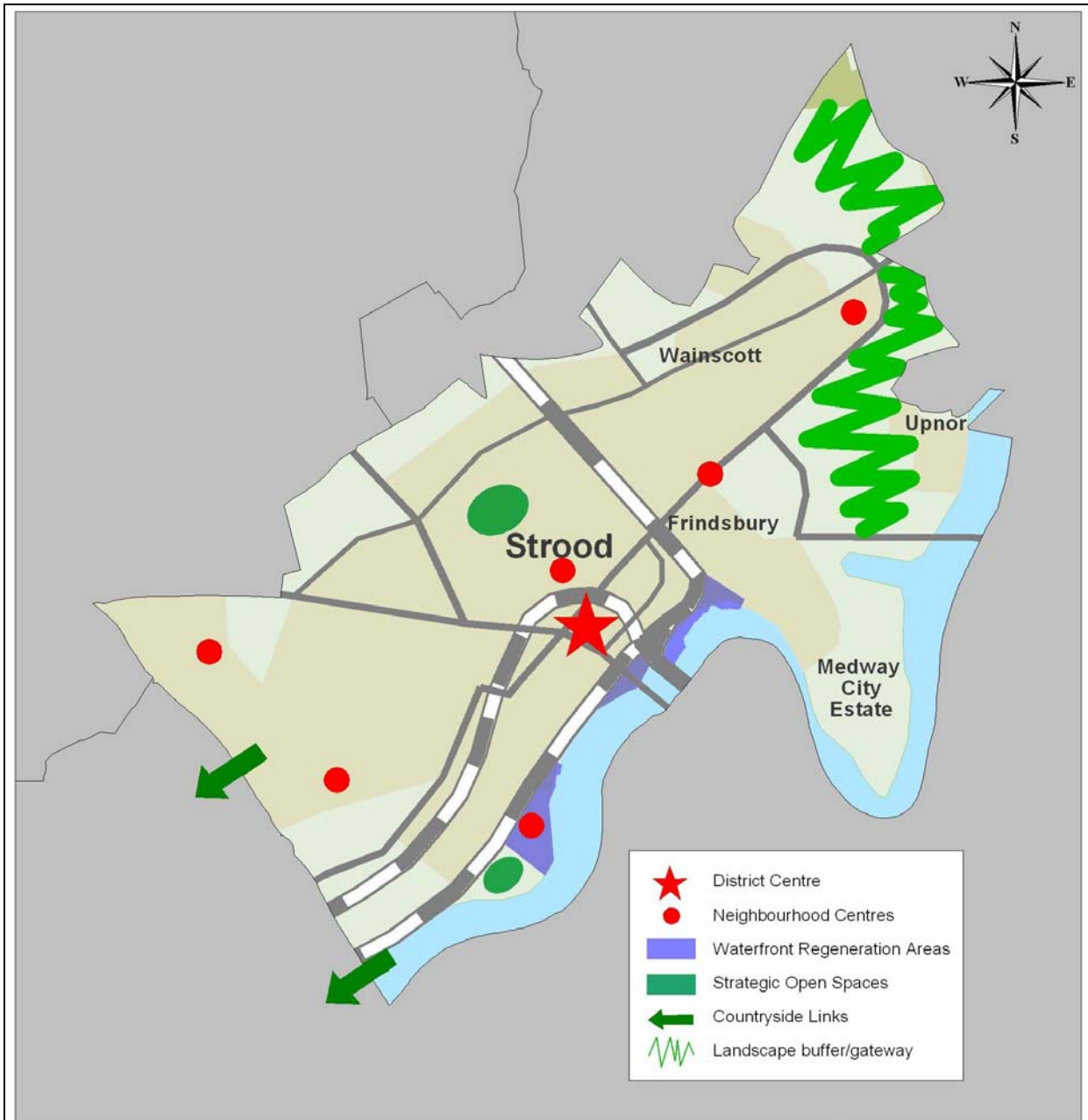
- **Safeguarding open spaces and enhancing the public realm, particularly along the waterfront**
- **Promoting employment opportunities through reinvestment in the existing employment sites and in conjunction with mixed use developments in and adjoining the centre**
- **Reducing the impact of traffic through improved traffic management and localised junction and other improvements.**

Beyond the town centre the following local centres will be safeguarded and promoted as neighbourhood centres:

- **Wainscott Road, Wainscott**
- **Frindsbury Road, Frindsbury**
- **Bryant Road/Weston Road**
- **Darnley Road**
- **Bligh Way**
- **Wells Road**
- **Temple Waterfront (new)**

Open space areas at Temple Marsh and Broom Hill will be afforded long term protection and, where feasible, landscape improvements will be progressed in the Hogmarsh Valley/Manor Farm/Islingham Farm area to enhance its role as a strategic gateway and in separating settlements.

Figure 10-3 Strood Context Diagram



Strood Context Diagram

Rochester

- 10.20 Rochester Town Centre is a nationally renowned historic settlement distinguished by its Norman Castle and Cathedral, which are located on high ground and dominate views from the surrounding area. Its built environment dates from Roman times and the High Street is of the highest architectural importance, containing architectural styles dating back to the medieval period. The Cathedral, Kings School and the Castle are all located in attractive areas of open space and The Vines and the Esplanade complement the open setting of the town centre.
- 10.21 The town centre functions as a district shopping centre for the residential areas to the south, and as a cultural and tourist centre. It contains many specialist shops, restaurants, and other services related to this function. It has a significant evening economy, which can cause tensions with adjoining residential properties. Despite its extensive hinterland it has few convenience shops but it has retained its historic character and avoided damaging, unsympathetic development.
- 10.22 A conservation area appraisal of Rochester together with an area management plan is in place. These documents provide a sound basis for preserving the unique heritage of the centre and managing sensitive change.
- 10.23 During the 1990s, it was recognised that Rochester Riverside exhibited many of the typical hallmarks of dereliction: an out-dated road network; a proliferation of low grade and bad neighbour uses; large tracts of vacant and derelict land and buildings; ground condition problems; a poor local environment; lack of confidence by investors; and fragmented land ownership. The area was in need of comprehensive regeneration.
- 10.24 As a result the site was compulsory purchased and the Rochester Riverside Development Brief adopted. This seeks to achieve a mixed use quarter providing a high quality environment for residential living.
- 10.25 Outline planning permission was granted in 2006, for 2000 dwellings and other uses, including a hotel, and the site was subsequently cleared. The land has been raised, a new river wall constructed, a riverside walk has been laid out and a development partner has been appointed to undertake the first phase of the development, which commenced in 2011.
- 10.26 The historic centre of Rochester and Rochester Riverside are separated by a busy road, Corporation Street and a railway embankment which both have a substantial severance effect. Corporation Street presents an uninspiring, poor quality environment dominated by traffic.
- 10.27 In 2008, the Council adopted the Corporation Street Development Framework, which covers the area from Rochester Bridge to Rochester Station. This proposes a mix of uses including residential, offices, retail, a multi-storey car park and a hotel combined with environmental enhancements, landscaping and improved pedestrian facilities. The intention is to reduce the severance effects of the road, improve the area as a “gateway” to Rochester and to facilitate high quality development that will

complement the historic character of Rochester town centre and the new community at Rochester Riverside.

- 10.28 Beyond the centre lie extensive residential neighbourhoods, extending southwards to Rochester Airport and Borstal. These vary in character and housing quality and a major issue is that those further away from the centre, have few local facilities or obvious community hubs. Limited bus routes and a virtual absence of evening services, results in social isolation for many, particularly the elderly.
- 10.29 The long river frontage from the Esplanade past Shorts Way to Borstal is not exploited to its full potential. In particular there is an absence of local facilities to draw visitors or meet the needs of the extensive adjoining residential areas.
- 10.30 Borstal also lacks a natural centre and further services and facilities are justified given its distance from Rochester centre.
- 10.31 Key open spaces include Watts Meadow, Baty's Marsh and the open slopes around Fort Borstal plus playing field areas at the Alps, Priestfields and Shorts Way. There are few significant employment areas beyond the town centre, with the exception of the BAe Systems site adjoining Rochester Airfield.
- 10.32 Over the plan period the broad scale and location of new housing, employment and retail related development is expected to be as indicated in the following tables.

Table 10-4 Potential Housing Development in Rochester

Rochester Housing Sites		
SLAA Ref	Site Name	Capacity
0598	R/O 329-337 (Featherstones) High Street, Rochester	120
0515	Rochester Riverside	2000
0144	St Bartholomews Hospital, New Road, Rochester	108
	Main development	2,228
	Other sites	712
	Housing total units	2,940

Table 10-5 Potential Employment Development in Rochester

Rochester Employment Sites		
SLAA Ref	Site Name	Capacity
0515*	Rochester Riverside, Corporation Street	12,000
0598	R/O 329 - 377 (Featherstones) High Street	3,600
	Main development	15,600
	Other sites	-1734
	Employment floorspace total (sq m)	13,866

Table 10-6 Potential Retail Development in Rochester

Rochester Retail Sites		
SLAA Ref	Site Name	Capacity
0515*	Rochester Riverside, Corporation Street,	7,800
022	Land at Robins and Day (Peugeot), High St,	2,275
	Main development	10,075
	Other Sites	-632
	Retail floorspace total (sq m)	9,443

**All Rochester Riverside permissions added together as one entry.
Housing: showing sites over 100 units
Employment & retail: showing sites over 1000 sq. m*

Policy CS27: Rochester

The highest priority will be given to the conservation and enhancement of the historic and architectural character of Rochester Town Centre whilst maintaining its vitality and viability as a district centre and its function and character as a specialist retail, service and tourism centre.

New development will be concentrated in Corporation Street in accordance with the Corporation Street Development Brief and at Rochester Riverside in accordance with the Rochester Riverside Development Brief.

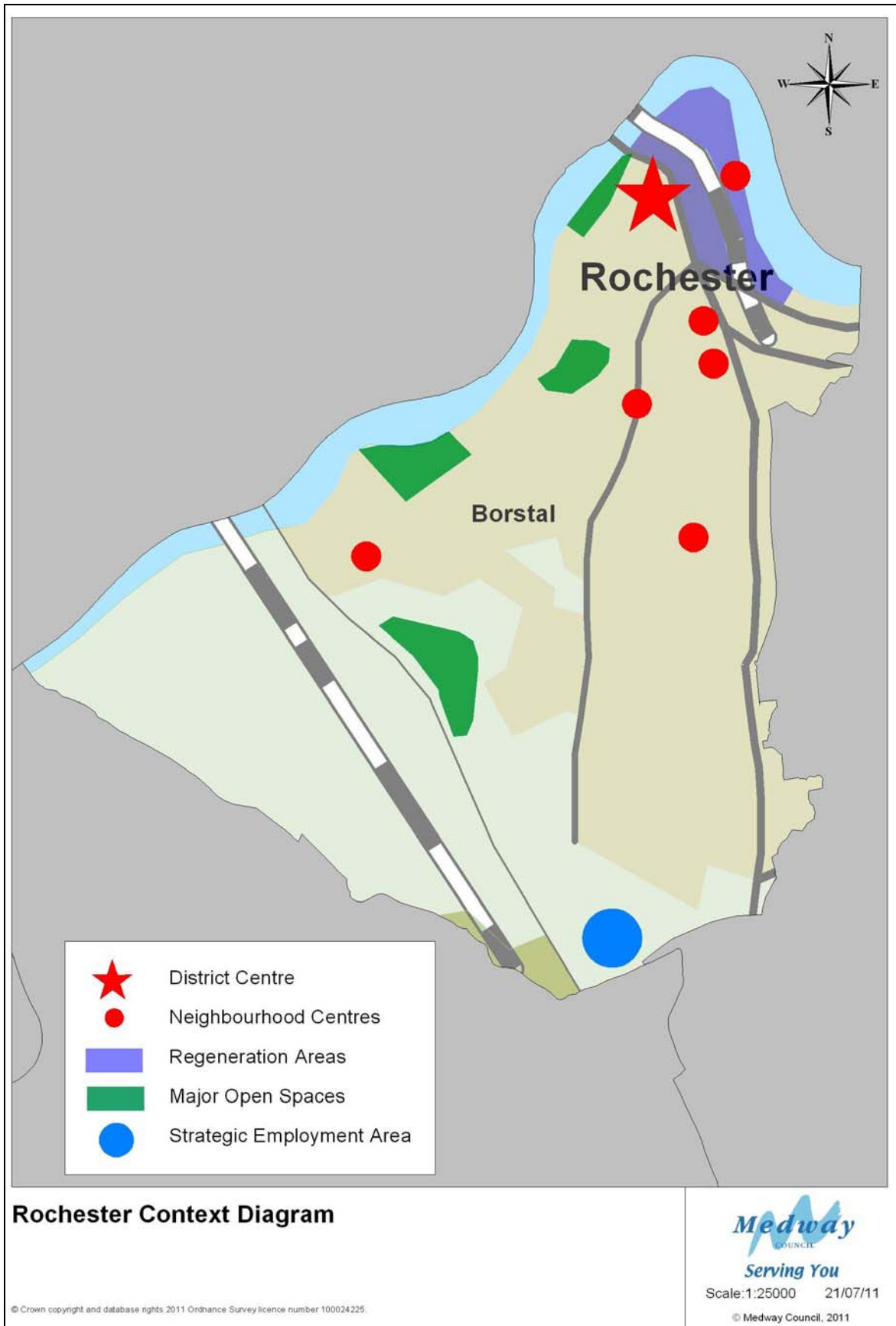
Beyond the town centre the following local centres will be safeguarded and promoted as neighbourhood centres:

- Delce Road
- Maidstone Road
- Marley Way – subject to options and viability testing
- Borstal (new)
- Rochester Riverside (new)

Small-scale opportunities will be sought to provide local employment, particularly in and around the neighbourhood centres.

The Council will work with bus operators to extend access to services in the south of the area.

Figure 10-4 Rochester Context Diagram



Chatham

- 10.33 The Chatham sub area extends from St. Mary's Island and Chatham Maritime in the north to the borders with the Maidstone and Tonbridge and Malling Borough areas north of the M2. It embraces some of Medway's most affluent communities but also its most deprived. The latter include areas to the northeast and south of the town centre and significant parts of Luton and Wayfield, including All Saints. It includes much of the prospective World Heritage Site but also extensive post war suburban neighbourhoods and tight terraced streets of pre-1919 housing.
- 10.34 Chatham town centre is located at the natural heart of the urban area, bisected by major north-south and east-west road links and occupying a potentially exceptional waterfront setting. Other than the river, key landscape features include the scarp slope to the Great Lines and the green dry valley running from Horsted to Luton and incorporating the Coney and Daisy Banks.
- 10.35 The Chatham Centre and Waterfront Development Framework, which was adopted in 2004, addressed a number of long standing problems affecting the centre of Chatham:
- Chatham's role as a sub-regional shopping centre had been undermined by out-of-town developments and competition from other towns
 - The ring road created a hostile environment for pedestrians and severed the centre from its surroundings
 - There were no squares or attractive open spaces within the heart of the town
 - The architecture was barren and unattractive
 - Some of the car parks were unattractive and threatening
 - The railway station was isolated from the centre and dominated by traffic; and
 - The bus station had poor facilities with passengers enduring noise, fumes and cold (in the winter).
- 10.36 The Framework set out the measures necessary to transform the centre of Chatham as summarised below.
- 10.37 Greatly improved shopping and leisure facilities, including:
- Expansion and refurbishment of the Pentagon Centre to increase floorspace by approx. 15,000 sq m
 - A new food store of approx. 8,000 sq m; and
 - Over 8,000 sq m of small-scale employment space and ground floor retail and leisure uses.
- 10.38 A world class cultural waterfront with:
- A major new contemporary performing arts facility on the Waterfront
 - A major new visual arts facility centred on the conversion and re-use of historic buildings at Old Gun Wharf

- A dramatic new Waterfront Park, transforming the quality of the existing green spaces at the waterfront
- Improved visibility and access to historic features, including the Barrier Ditch, and connections to the Great Lines; and
- Hotel development on the waterfront.

10.39 A new central library and learning resource and Civic Office comprising;

- A new central library and learning resource centre (This has now been accommodated in a former military building on the waterfront near Gun Wharf)
- A new Civic Office to meet the changing needs of the Council and to reflect future approaches to integrated service delivery to the community, particularly “First Point of Contact” facilities (This has now been accomplished by the Council occupying the former Lloyds building at Gun Wharf)
- A range of related and complementary facilities, which could include small scale retail and cafes and restaurants; and
- A new public square.

10.40 Major environmental improvements throughout the Centre including;

- New waterfront park and riverside promenade from Old Gun Wharf to Sun Pier
- Greatly improved access to the waterfront by breaking down the severance effect caused by Sir John Hawkins Way and Globe Lane
- Increased use of Sun Pier for boat moorings and related activities
- Greatly enhanced Paddock to provide an attractive and useable civic space; and
- Improvements along the High Street, including the creation of new high quality public spaces within the shopping area.

10.41 Accessibility improvements to, and within, the Centre comprising:

- Returning The Brook and Best Street to two-way streets, with associated environmental improvements (virtually complete)
- Closure of Sir John Hawkins Way and Globe Lane to through traffic and downgrading of Medway Street and Lower High Street (completed)
- Removal of the Sir John Hawkins Way flyover and enhanced streetscape along the route to the flyover (completed)
- Greatly improved public transport access, with new, modern, high technology bus facilities along the route of Sir John Hawkins Way close to the Pentagon Centre and the High Street (virtually completed)
- Enhanced and rationalised car parking, including new, high quality, well located multi-storey car parking to serve the centre
- Improved pedestrian and cycle connections, including links along the waterfront and the possibility of establishing a cross-river link to Medway City Estate.

10.42 Two further supplementary planning documents were also adopted, which provide more detail on specific areas of the town centre. These are the Chatham Pentagon Centre Development Brief, 2005 and the Chatham Centre

and Waterfront Development Brief, 2008. The latter incorporates three masterplans:

- Station Gateway – featuring major improvements to Chatham Station and the creation of a new commercial quarter and pedestrian routes leading down to the Waterfront and High Street
- Waterfront – featuring development of a significant scale near Sun Pier and a radically improved waterfront park
- The Brook – promoting radical improvements to the local townscape and the creation of new residential and commercial uses on the northern side with new connections to the Great Lines and Fort Amherst.

10.43 More recently two further masterplans have also been adopted:

- High Street/Best Street – containing major retail proposals for the shopping heart of the centre, along with radical townscape improvements and new pedestrian links and open spaces
- Gun Wharf – covering the area from the Historic Dockyard to the Waterfront with the objective of bringing to life the rich heritage of this area and linking it to the rest of the town centre.

10.44 All these documents remain relevant to the regeneration of the town centre and the stage has now been reached where private investment will increasingly drive change following the completion of extensive publicly funded infrastructure works.

10.45 Beyond the centre of Chatham are numerous but distinct residential neighbourhoods stretching down to near the M2. Most have well established local centres providing a strong focus for their communities, although they are of varying visual quality. Detailed schemes for their improvement and development should be taken forward in conjunction with local people where resources permit. There are a number of locally important employment areas and retaining these and encouraging reinvestment in them will be important. Initiatives are in place to tackle deprivation in the most disadvantaged neighbourhoods. The emphasis is on improving skills and access to employment. A specific challenge will to sustain and expand these programmes over the longer term.

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

Table 10-7 Potential Housing Development in Chatham

Chatham Housing Sites		
SLAA Ref	Site Name	Capacity
0033	RSME Kitchener Barracks, Brompton	248
0470	Mid Kent College, Horsted, Maidstone Road, Chatham	414
0472	Land at St Mary's Island, Maritime Way, Chatham Maritime	455

Chatham Housing Sites		
SLAA Ref	Site Name	Capacity
0757	Between Cross Street and The Brook	118
0758	Sir John Hawkins Car Park, Chatham	120
0761	Chatham Waterfront	494
0820	Interface Land	525
0865	2-8 King Street and 1-11 Queen Street, Chatham	158
0867	2-14 Railway Street & 142-146 High Street, Chatham	126
0869	Wickes, New Cut, Chatham	279
0871	Chatham Railway Station	173
	Main Sites	3,110
	Other sites	1,327
	Housing total units	4,437

Table 10-8 Potential Employment Development in Chatham

Chatham Employment Sites		
SLAA Ref	Site Name	Capacity
0243	Chatham Retailing, Clover/Richard/Rhode/High Sts	5,951
0470	Mid Kent College, Horsted Maidstone Road Chatham	2,480
0570	Fort Horsted Primrose Close Chatham	1,139
0724	BAE Systems	11,147
0761*	Chatham Waterfront	5,456
0804	Former Officers Mess, Maidstone Road	4,300
0845	Woolmans Wood Caravan Site	6,160
0862	296-310 High Street	2,040
0869	Wickes, New Cut	30,865
	Main developments	69,538
	Other sites	-2,939
	Employment floorspace total (sq.m)	66,599

Table 10-9 Potential Retail Development in Chatham

Chatham Retail Sites		
SLAA Ref	Site Name	Capacity
0243	Chatham Retailing, Clover/Richard/Rhode/High Sts	28,000
0755	Former Police Station	1,898
0756	Pentagon	15,000
0758	Sir John Hawkins Car Park	3,059
0760	Tesco, The Brook	1,940
0761*	Chatham Waterfront	7,772
0818	J7, Chatham Maritime	5,220
0821	Machine Shop 8, Chatham Maritime	1,200
0834	1 Batchelor Street, off the Brook	1,600
0857	The Brook (r/o High St and Batchelor St)	1,107
0860	Land at High St, Union St and New Road,	9,852
0757	Land at Cross Street Chatham	3,430

Chatham Retail Sites		
SLAA Ref	Site Name	Capacity
0865	2-8 King Street and 1-11 Queen Street	2,531
0866	55-105a The Brook & 1, 5, 11 & 13 King St	4,113
0867	2-14 Railway Street & 142-146 High Street	1,228
0868	19 New Road Avenue and 3 New Cut	1,328
	Main developments	89,278
	Other sites	949
	Retail floorspace total (sq m)	90227

**Chatham Waterfront sites have been combined under one entry
Housing: showing sites over 100 units
Employment & retail: showing sites over 1000 sq. m*

Policy CS28: Chatham

The centre of Chatham will be developed as a regional hub and as the city centre for Medway in accordance with the principles of the Chatham Centre and Waterfront Development Framework and Development Brief and the regeneration, economic and retail policies of the core strategy. This will include the development of:

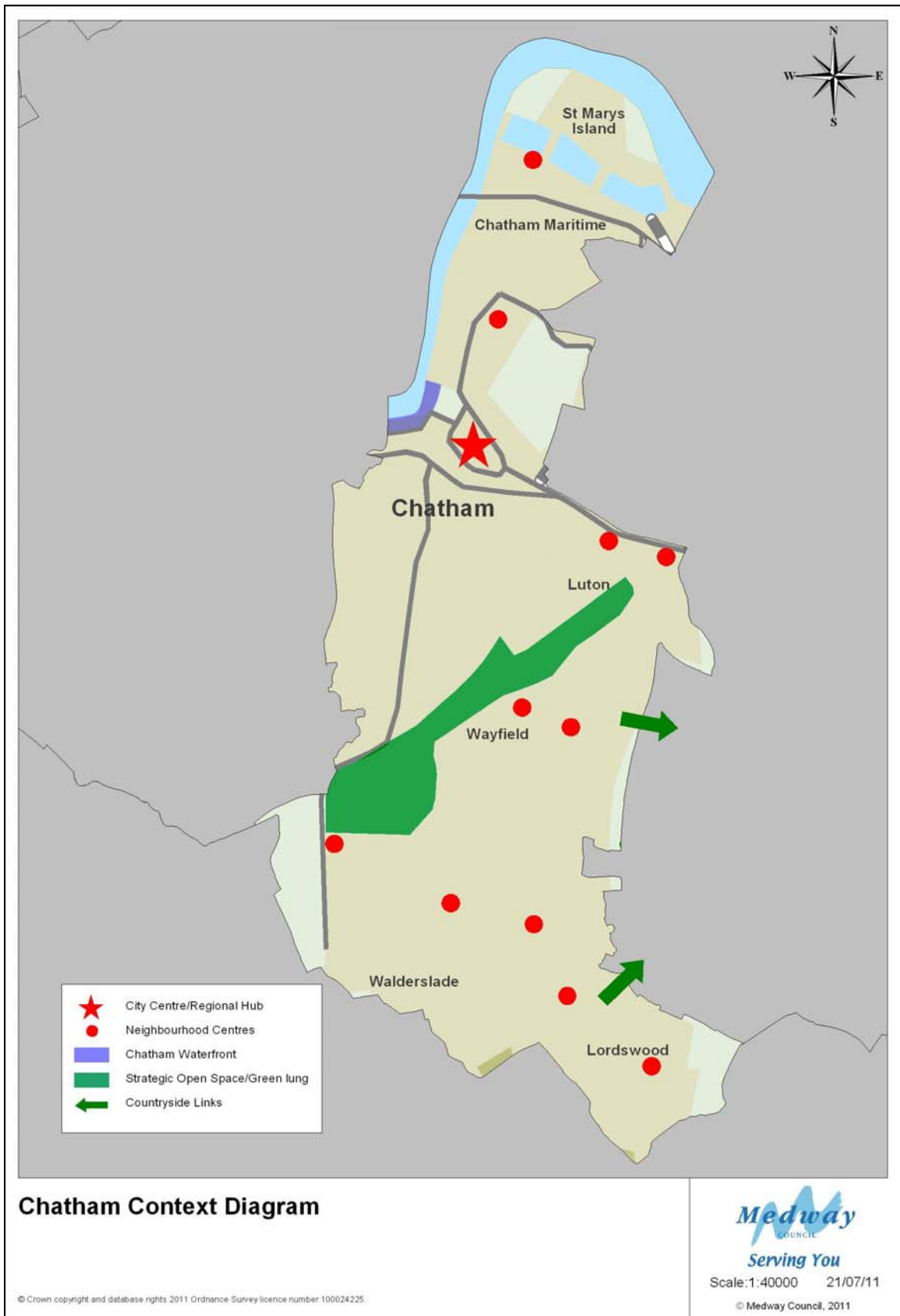
- Greatly improved shopping facilities
- A world class waterfront
- Major environmental improvements
- Accessibility improvements to and within the centre
- New employment floorspace and housing reflecting the five masterplans covering the centre.

Initiatives will continue to reduce deprivation in the more disadvantaged neighbourhoods and beyond the town centre the following local centres will be safeguarded and promoted as neighbourhood centres:

- Chatham Maritime
- Brompton High Street
- Luton Road
- Luton High Street
- Princes Park
- Wayfield
- Shirley Avenue
- Walderslade Village
- Kestral Road
- Admirals Walk
- Silverweed Road

Local employment opportunities will be encouraged, including through reinvestment in established employment areas.

Figure 10-5 Chatham Context Diagram



Gillingham

- 10.47 The Gillingham sub area extends from Gillingham Waterfront through the town centre to Darland and the Capstone Valley beyond. The northern part of the area is characterised by a generally very tight street pattern with pre-1919 terraced properties. These give way to post war and modern suburban developments further south. The town centre is by far the most densely populated in Medway and this and surrounding areas have significant pockets of deprivation. The area also contains the Medway Maritime hospital and Gillingham Business Park.
- 10.48 Gillingham town centre once rivalled Chatham in importance but in recent years has consolidated into a district level centre serving a compact but dense catchment area.
- 10.49 The area has seen much change over the last few years, notably the establishment of the universities at Pembroke, the development of the new Mid Kent College campus at Prince Arthur Road, the Medway Park regional sports facility and new parks at the Lower Lines, Great Lines and Hillyfields. The growing student population in particular presents opportunities for the future and for the town centre to re-position itself.
- 10.50 A Gillingham Town Centre Development Framework was adopted in 2007. It contains a number of measures to revitalise the centre, including:
- Development of a key retail site in a central location for a new food supermarket, retail, employment and residential uses as well as significant new public car parking provision
 - Creation of a series of linked spaces along the High Street to break up its length and make it easier for pedestrians to cross busy junctions
 - Improved connections to wider initiatives such as Medway Park, the Universities and the Great Lines Heritage Park
 - Promoting Gillingham Hub as a landmark cultural/entertainment building at the western end of the High Street;
 - Encouraging regeneration of the railway station and improve public space and reduce traffic conflicts outside the station
 - Improve links to adjoining residential areas
 - Provide a new town square at the junction of High Street and Green Street as a focal point for events and a meeting place/destination; and
 - Introduce more flexible land uses at the western end of the High Street, with opportunities for residential uses on upper floors and a wider range of food, drink and leisure uses.
- 10.51 These should continue to be pursued over the medium and longer terms. Significant improvements to the Station are in hand but other measures will take longer to realise.
- 10.52 Beyond the centre a range of local centres provide a number of services. Some have consolidated in recent years but others are adapting well to an ever more competitive environment. These are listed in Policy CS29.

- 10.53 Elsewhere the Strand Leisure Park and Gillingham Park are highly valued facilities and have significant potential for improvement. However this will be largely dependant on resources being available. The Capstone Valley and associated Darland Banks and Spekes Bottom provide a striking landscape adjoining very extensive and densely populated residential neighbourhoods. This area also forms part of the setting for the Kent Downs AONB. It will therefore be important to maintain and, where possible, enhance its open character, landscape quality and recreational potential.
- 10.54 Over the plan period the broad scale and location of new housing, employment and retail related development is expected to be as indicated in the following tables.

Table 10-10 Potential Housing Development in Gillingham

Gillingham Housing Sites		
SLAA Ref	Site Name	Capacity
0511	Victory Pier, Pier Road (formerly Akzo Nobel), Gillingham	776
0875	Retail Core (High St, Jeffrey St, King St) Gillingham	100
	Main Sites	876
	Other Sites	487
	Housing Total	1,363

Table 10-11 Potential Employment Development in Gillingham

Gillingham Employment Sites		
SLAA Ref	Site Name	Capacity
0564	Land off Bailey Drive (Adjacent to Royal Mail to the east)	12,169
0875	Retail Core (High St, Jeffrey St, King St)	4,750
	Main developments	16,919
	Other sites	-1480
	Employment floorspace total (sq m)	15,439

Table 10-12 Potential Retail Development in Gillingham

Gillingham Retail Sites		
SLAA Ref	Site Name	Capacity
0875	Retail Core (High St, Jeffrey St, King St)	3,750
	Main developments	3,750
	Other sites	961
	Retail floorspace total (sq m)	4,711

*Housing: showing sites over 100 units
Employment & retail: showing sites over 1000 sq. m*

Policy CS29: Gillingham

In Gillingham Town Centre, priority will be given to the improvement of the built fabric and public realm through the development of a mix of town centre uses, the provision of open space and the promotion of the evening economy, in accordance with the Town Centre Development Framework, in order to strengthen its role as a district centre.

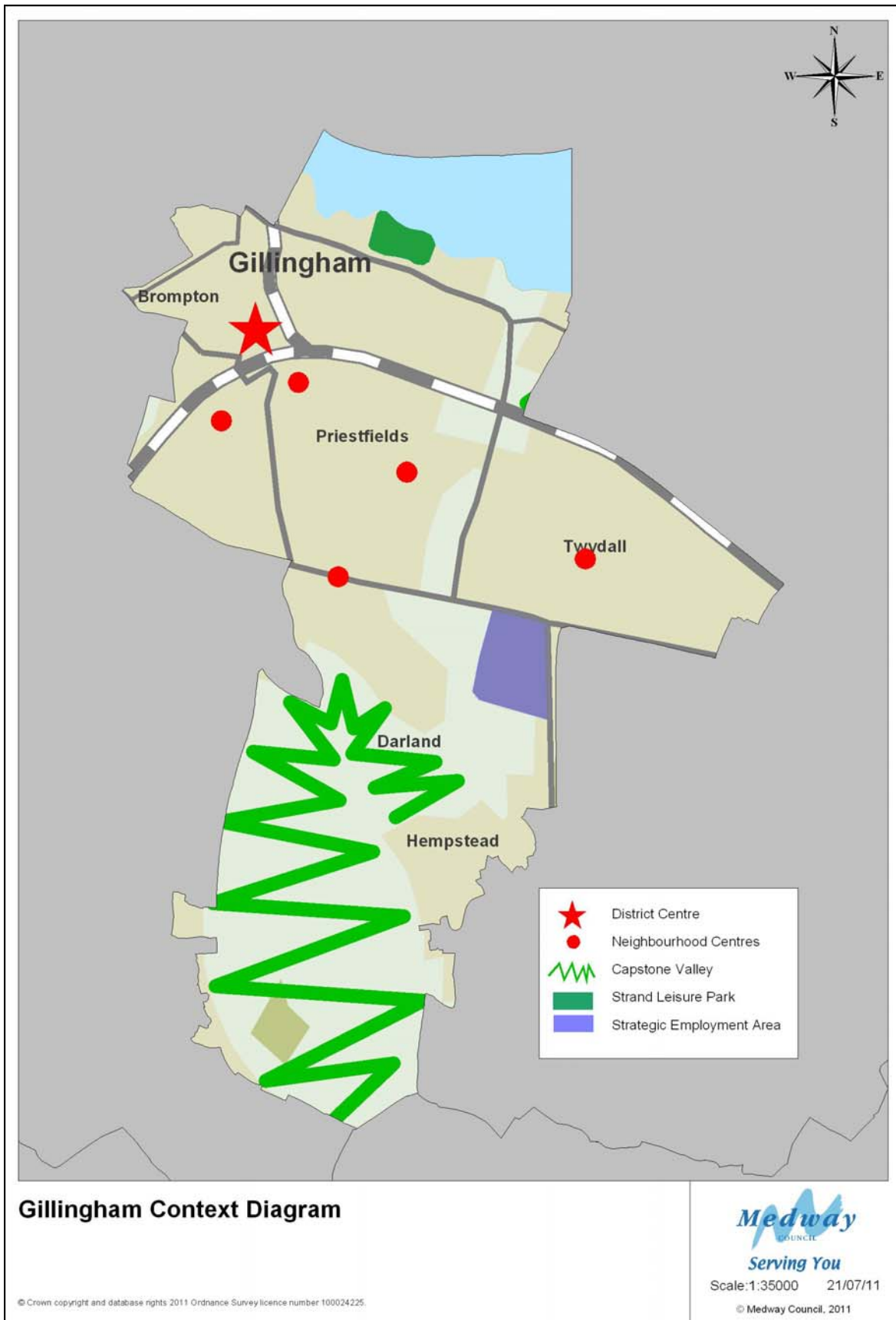
Specific efforts will be made to capitalise on the proximity of the universities at Pembroke and Mid Kent College and to continue measures to reduce deprivation.

The following local centres will be safeguarded and promoted as neighbourhood centres:

- **Canterbury Street**
- **Livingstone Circus**
- **Sturdee Avenue**
- **Watling Street**
- **Twydall Green**

Where available, opportunities will be pursued to enhance the recreational potential of the Strand Leisure Park. The Capstone Valley will be afforded long term protection from built development, reflecting its high quality landscape and contribution to the setting of the Kent Downs AONB.

Figure 10-6 Gillingham Context Diagram



Rainham

- 10.55 The Rainham sub area runs from the Riverside Country Park and Motney Hill Peninsula through the town centre and on to the Borough boundary south of the M2.
- 10.56 Rainham is a generally prosperous area characterised by extensive neighbourhoods developed in the post war period. These include Rainham Mark, Parkwood and Hempstead and Wigmore. The town centre was a freestanding village in living memory but has now been surrounded on all sides by development.
- 10.57 Important remnant areas of the North Kent Horticultural Fruit Belt remain to the north and east of the town and land next to the estuary is an important country park. These areas experience classic urban fringe pressures with land fragmentation and trespass putting pressure on farming activity.
- 10.58 There are pockets of deprivation close to the town centre, contrasting strongly with the very prosperous southern neighbourhoods.
- 10.59 Rainham station is one of the busiest commuter stops in the region, while large numbers of London commuters also use daily coach services to the capital from the neighbourhoods closer to the M2.
- 10.60 The town centre is dominated by the ‘Precinct’ a 1980’s pedestrianised shopping centre that is trading reasonably well but warrants reinvestment. A key feature recently has been the growth of the evening economy, which has diversified the centre and brought vacant properties back into use.
- 10.61 The catchment area of the centre overlaps with that of the Hempstead Valley Shopping Centre. This is a very successful purpose built centre, wholly occupied by national multiple retailers and providing an attractive alternative to not only Rainham but also Gillingham and Chatham town centres.
- 10.62 Local centres are well located to serve their residential neighbourhoods but are, in some cases, struggling to compete with the nearby larger centres. This is particularly the case with Parkwood Green but it still provides a diverse range of services to its local area and it is important that it is nurtured.
- 10.63 Over the plan period the broad scale and location of new housing, employment and retail related development is expected to be as indicated in the following tables. The low housing numbers reflect the built up nature of the area and absence of previously developed land.

Table 10-13 Potential Housing Development in Rainham

Rainham Housing Sites		
SLAA Ref	Site Name	Capacity
	Main Development	0
	Other Sites	112
	Housing Total	112

Table 10-14 Potential Employment Development in Rainham

Rainham Employment Sites		
SLAA Ref	Site Name	Capacity
0655	Land south of Kent Terrace Canterbury Lane Rainham	2,350
0690	Crest Packaging Site Courteney Road	9,750
	Main developments	12,100
	Other sites	-99
	Employment floorspace total (sq.m)	12,001

Table 10-15 Potential Retail Development in Rainham

Rainham Retail Sites		
SLAA Ref	Site Name	Capacity
0691*	Hempstead Valley Shopping Centre	9,730
	Main developments	9,730
	Other sites	493
	Employment floorspace total (sq.m)	10,223

* Hempstead Valley Shopping Centre sites have been combined under one entry

Housing: showing sites over 100 units

Employment & retail: showing sites over 1000 sq. m

Policy CS30: Rainham

Rainham town centre will continue to function as an important 'district' level centre and reinvestment in and extensions to the 'Precinct' centre will be encouraged.

Hempstead Valley Shopping Centre is also classified as a 'district' level centre. New retail investment should focus on maintaining the current competitive position of the centre and not be of a scale that would divert investment from other centres and Chatham in particular.

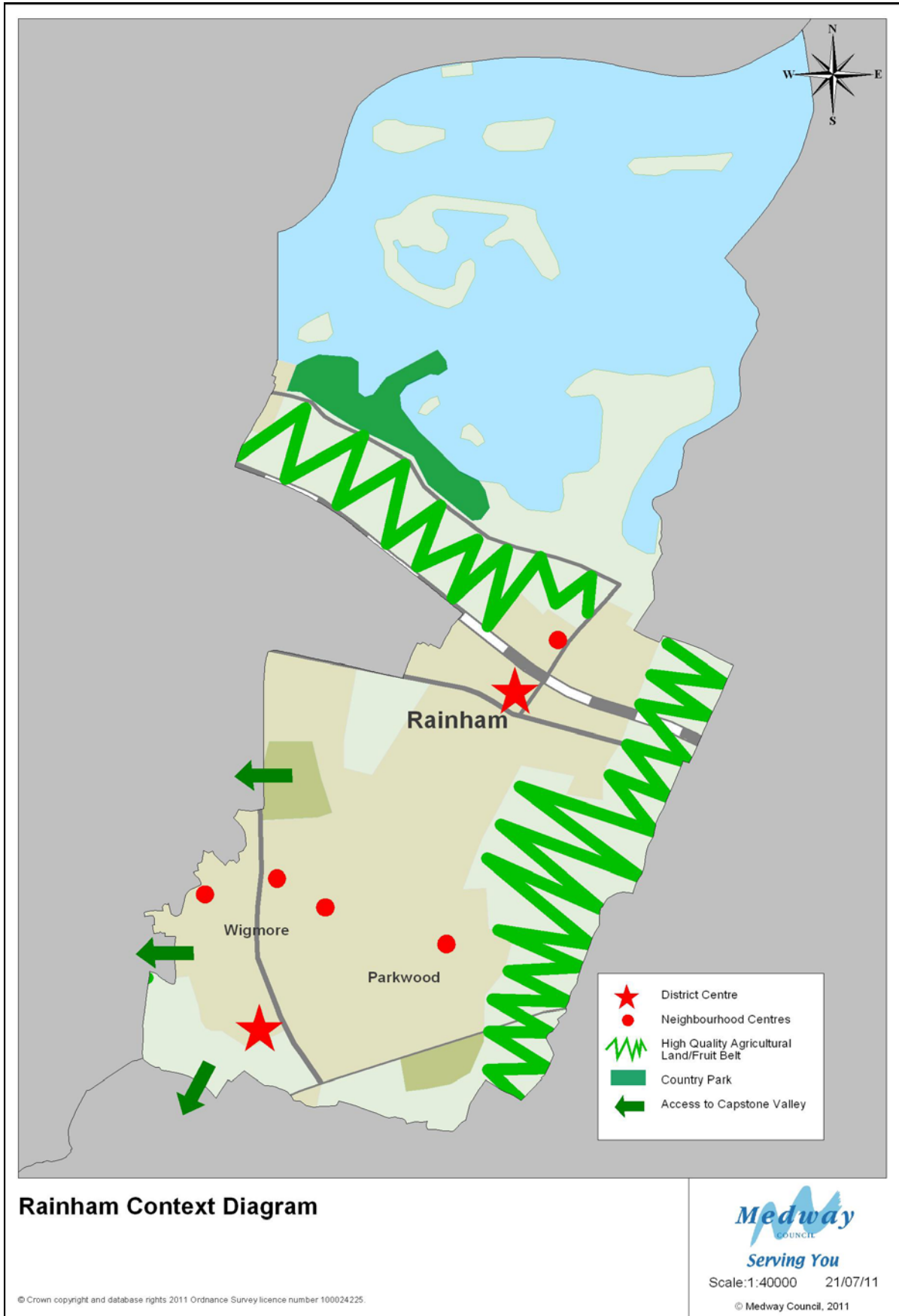
Opportunities to diversify the mainly comparison based shopping offer and provide a wider range of non-retail services typical of a district centre will be encouraged.

The following local centres will be safeguarded and promoted as neighbourhood centres:

- Station Road
- Hoath Lane
- Fairview Avenue
- Hempstead Road
- Parkwood Green

The Council will work with landowners and farmers, the local community and relevant agencies to actively manage urban/rural fringe areas, balancing continued agriculture production with managed public access, open space and biodiversity.

Figure 10-7 Rainham Context Diagram



Hoo Peninsula and Isle of Grain

- 10.64 The Hoo Peninsula makes up the largest part of Medway's extensive rural area. Located between the Thames and Medway estuaries, it has a distinctive character that strongly distinguishes it from other parts of Medway.
- 10.65 The area's character is defined by a sense of remoteness, the openness of the internationally important marshes, and surrounding estuaries, and the wooded ridge running from the south west, contrasted with the dominant industrial installations at Grain and Kingsnorth, and the pattern of villages around the main transport routes. The peninsula's historic environment has been shaped by centuries of industrial activity, and its strategic position on the confluence of the Thames and Medway has given it a significant military heritage.
- 10.66 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, and particularly freight movements on rural roads.
- 10.67 The area offers potential for managing adaptations to climate change, such as flood water storage and increases in woodland. The north and east of the peninsula could offer sites for new wetland habitat creation in response to the Thames Estuary 2100 plan. There are a number of barriers in accessing the countryside but there is recognition that the area could offer a great open space resource for local people and visitors through appropriate management. An access management strategy, promoting strategic connections and local routes will be developed for the area, ensuring that visitor pressure is drawn away from the most sensitive sites.
- 10.68 There is a distinct rural character to the Hoo Peninsula, with a dispersed pattern of villages. 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 largest settlement of Hoo St Werburgh acts as a service centre for the surrounding rural communities but has a relatively limited range of facilities.
- 10.69 The villages face the pressures of sustaining services and facilities needed to underpin the quality of life for their residents and surrounding countryside. These pressures present a challenge to the retention of the distinctive characteristics of rural life. The peninsula villages vary significantly in size and character, and some are particularly vulnerable to loss of services, that could undermine their sustainability. Rural transport services are critical in preventing isolation. Many villages experienced expansion during the 1960's and 70's and this has detracted from their intrinsic character. In the case of Hoo St. Werburgh and High Halstow expansion has continued to the present day but has not necessarily knitted well into the settlement structure. There are opportunities to promote local landscape enhancements to the peninsula villages. Particularly their edges and the roads connecting them, to better reflect the rural setting.
- 10.70 Agriculture is a key land use on the Hoo Peninsula and the area contains a significant proportion of the highest quality agricultural land. Horticultural

production is on a significant scale, serving markets nationally. In addition to 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.

- 10.71 The area faces change through expansion of industrial activities, the proposed new settlement at Lodge Hill, increasing visitor numbers, and pressures on the sensitive natural environment, including through climate change. The peninsula has also experienced ongoing threats of damaging development, such as proposals for a Thames Estuary airport.
- 10.72 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 summary the Peninsula is an area of exceptional significance for a number of diverse land uses – its energy and transport infrastructure are of national importance, its natural environment is of international importance for wildlife, and its agricultural land is of the highest quality for food production. It contains the largest sites in Medway allocated for residential and employment growth.
- 10.73 These unique circumstances and opportunities demand that development on the peninsula is considered with the utmost sensitivity.
- 10.74 In line with wider national trends, there are increasing pressures on village services and facilities, such as shops, post offices, health facilities, pubs and village halls. Many services have been lost, and much community infrastructure is in need of investment. These services together with good public transport are essential to the well-being of the communities. The provision of broadband is recognised as critical infrastructure to support businesses and communities, and existing services are poor in many parts of the peninsula. The council will support rural communities in developing village or neighbourhood plans to address the needs of their local areas.
- 10.75 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 both an opportunity to enhance the services and facilities on the peninsula and a challenge to Hoo's current role. The impact of Lodge Hill on Hoo St Werburgh and the surrounding villages will need to be carefully managed so that existing services and facilities are not undermined. Enhanced rural transport links will be critical to ensuring that people from outlying villages can take advantage of new services at Lodge Hill, including the expanded bus services operating from the new settlement.
- 10.76 The environment of the Hoo Peninsula 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, 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, Upnor Waterfront and Grain Coastal Park, together with improvements to the footpath and cycling networks.

- 10.77 The area to the south-west of the peninsula, between Frindsbury, Upnor and Chattenden, is of significant importance as a 'gateway to the peninsula'. It is the key interface between urban Medway and the rural area of the peninsula. It is an area noted for the richness of its heritage and environment, with Manor Barn, Upnor Castle and Depot, Medway waterfront, and neighbouring woodland. This area needs to be actively managed for landscape enhancements to retain its open setting and to promote improved access for pedestrians and cyclists between urban and rural Medway.
- 10.78 Agriculture is facing a number of changes and there is recognition that businesses may need to diversify or develop more efficient methods of production but this needs to be achieved in a sensitive way.
- 10.79 Villages need local employment to support the life and vibrancy of their communities. Small employment sites are part of the fabric of villages, and these need to be encouraged.
- 10.80 There are extensive residential home parks at Allhallows and Hoo Marina that provide for an important niche within the wider housing market.
- 10.81 Allhallows also has an extensive holiday park and the operator has identified significant opportunities to upgrade the facilities and increase visitor numbers. This, in turn, could put pressure on the surrounding countryside but could also be an opportunity to improve the wider leisure experience for park visitors and others.
- 10.82 Over the plan period, the broad scale and location of new housing, employment and retail related development is expected to be as indicated in the following tables.

Table 10-16 Potential Housing Development on Hoo Peninsula

Hoo Peninsula and Isle of Grain Housing Sites		
SLAA Ref	Site Name	Capacity
0050	Lodge Hill (Chattenden) Ministry of Defence Estate	5000
0520	Hoo - North East Bells Lane Hoo	158
	Main Sites	5,158
	Other Sites	78
	Housing Total	5,236

Table 10-17 Potential Employment Development on Hoo Peninsula

Hoo Peninsula and Isle of Grain Employment Sites		
SLAA Ref	Site Name	Capacity
0050	Lodge Hill (Chattenden) Ministry of Defence Estate	44,100
0699	National Grid Property Holdings Grain Road	464,750
0730	Land north east of Kingsnorth Industrial Estate Eschol Road	250,992
0952	Land adjacent to Bellwood Cottages Ratcliffe Highway	4,655

	Main Sites	764,497
	Other Sites	1,422
	Employment floorspace total (sq. m)	765,919

Table 10-18 Potential Retail Development on Hoo Peninsula

Hoo Peninsula and Isle of Grain Retail Sites		
SLAA Ref	Site Name	Capacity
0050	Lodge Hill (Chattenden) Ministry of Defence Estate	5,315
0699	National Grid Property Holdings Grain Road	180
	Main Development	5,495
	Other Sites	189
	Retail floorspace total (sq. m)	5,684

Housing: showing sites over 100 units

Employment & retail: showing sites over 1000 sq. m

Policy CS31: Hoo Peninsula and the Isle of Grain

The Council will seek to achieve the potential of the peninsula's strategic development sites, in line with the protection and enhancement of its important natural environment.

The Council will work 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. It will work with local communities to prepare and implement village plans and other initiatives in order that they can become more self-supporting and can respond to local needs and changing circumstances.

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

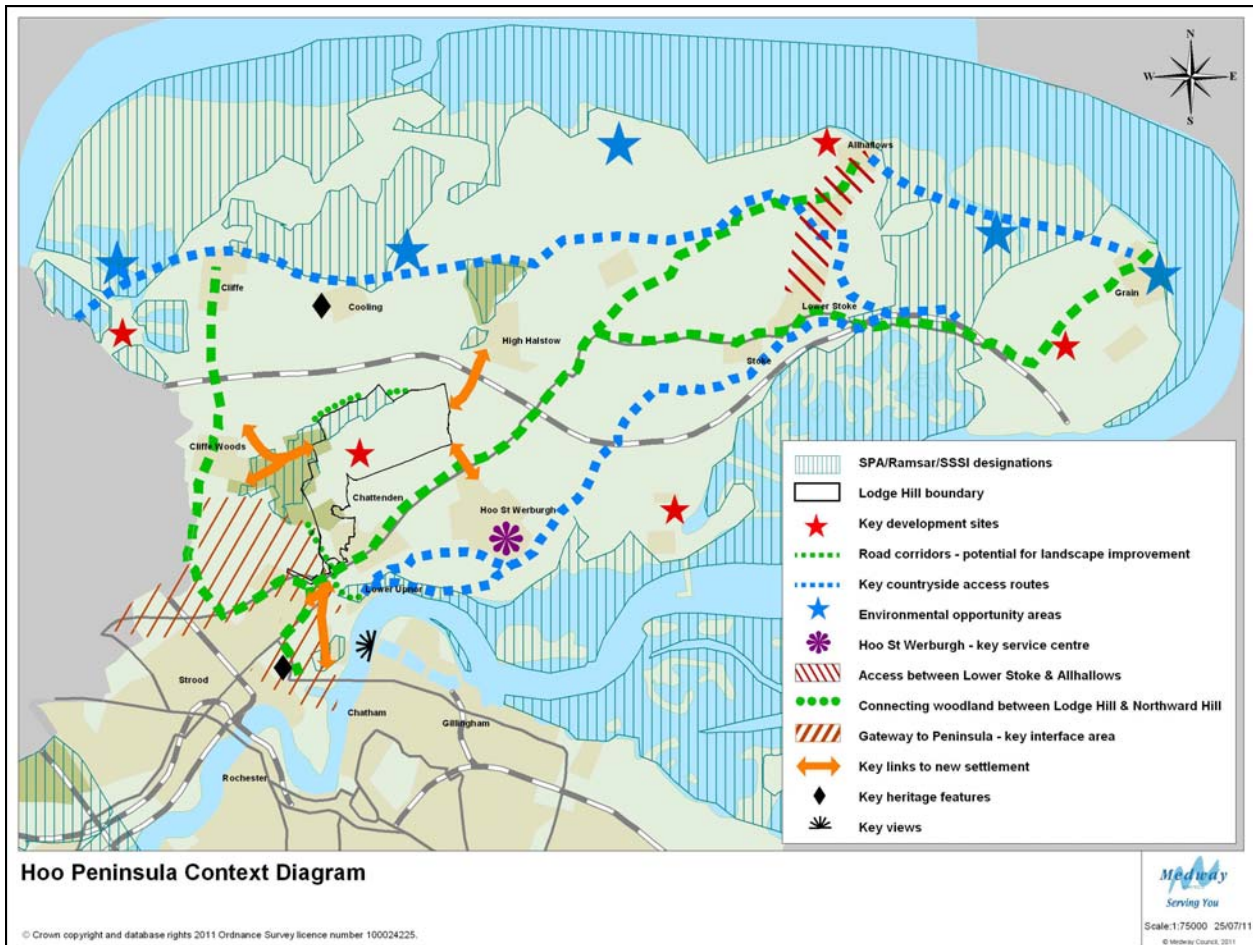
The Council will seek to realise the potential of the Peninsula as a destination for walking and cycling by safeguarding and promoting key access routes, such as the national coastal path, supporting the development of key sites for visitors and developing improved

connections through the Medway Green Grid.

Improvements to the Allhallows holiday park will be supported provided they complement the adjoining settlement and contribute effectively to the sustainable management of the surrounding countryside.

The Council will support the development of a strong economy to sustain local communities and retain the distinctive character of the countryside.

Figure 10-8 Hoo Peninsula Context Diagram



Medway Valley

- 10.83 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 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 and the river cutting through the area.
- 10.84 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.
- 10.85 Much of this area is set within the Kent Downs Area of Outstanding Natural Beauty. On the western side running along the Medway Valley, a prominent transport and development corridor reflecting former industrial uses, contrasts with the upper scarp slopes and wooded ridge of the Kent Downs. To the east of the river, a more open landscape, less damaged by infrastructure, affords generous views. The valley sides, wooded ridges, marshland and river all contribute to a strong sense of visual richness and local distinctiveness.
- 10.86 The area is 'sandwiched' between the M2 and the M20. Transport infrastructure within and adjacent to the area has a significant impact on the landscape and setting of the villages and countryside. The road network will be further extended through a planned bridge over the Medway linking Halling and Wouldham, serving a new development at Peters Pit in Tonbridge and Malling.
- 10.87 There is a strong historic environment, and a legacy of settlement across the centuries from the Neolithic period. The valley villages grew up through their links to the river and saw expansion with the development of the cement industry in the 19th Century. Most of the cement industry has gone but it has defined much of the local landscape, with chalk cuttings and pits, and the 'blue lake' at Halling.
- 10.88 The villages of Cuxton and Lower Halling offer a range of local services and facilities well related to their size. These villages are also connected to the Medway Valley rail line linking Strood, Maidstone and Paddock Wood. Many residents look outside of Medway, particularly to the Tonbridge and Malling and Maidstone areas to access services, such as education and retail. There are local employment sites at Cuxton Marina and in Halling, and farming and forestry are significant. There is scope for limited consolidation of employment land at Cuxton Marina, but only where development realises the opportunity to deliver improvements to the landscape setting of this sensitive area.
- 10.89 Much of the land is Metropolitan Green Belt. The Medway Valley also forms part of an area where it is intended to prevent coalescence between Medway and the Maidstone/Tonbridge and Malling area and maintain the character of the various settlements in between.
- 10.90 The closure of the Cemex plant at Halling is a key site and will accommodate a significant new employment and residential development. It is more than sufficient to meet local requirements and so can also contribute to meeting needs in the surrounding area. It has a particularly important role in providing replacement employment for that lost when the cement works closed. The

amount of land available is such that it will significantly extend the settlement and redefine how services are provided and located. The new development will need to demonstrate sensitive design and knit into the existing development form of the wider village.

- 10.91 Until recently the area has been somewhere to travel through rather than it being a destination in its own right. However that is now changing as the rugged industrial legacy softens and new countryside initiatives improve appreciation of its exceptionally high intrinsic quality.
- 10.92 Recognition of the area's environmental assets, together and promotion of the objectives of the AONB, underline the need for positive management of this sensitive landscape. This will need to focus on strengthening its distinctive character, enhancing connections to the river and wider countryside and improving access from neighbouring urban areas. Work is already well underway through the Valley of Visions programme, and work at Ranscombe Farm and Nashenden Valley. The Valley of Visions programme focuses on improving access, enhancing the quality of the environment and engaging with local communities in sharing the area's heritage.
- 10.93 The Medway Valley is of key importance to strategic green infrastructure networks across north Kent, through its strong connections to adjoining districts. The North Downs Way and the surrounding footpath network provide links to Cobham, Shorne and more widely to the south. Although the area sits within the valley of the Medway, access and views to the river are limited. There is a strong interest in giving greater emphasis to the river. A feasibility study for the creation of a path running along the riverside connecting Medway and Maidstone has been produced by Sustrans to support plans to develop this strategic route.
- 10.94 The special character of the area requires sensitive treatment. This includes road corridors, the marked impact of the M2, improved links to the river and the links to Strood. Halling Marshes should also be developed as a key site for wetland management and improved access.
- 10.95 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 helped sustain a good range of services in Cuxton and Lower Halling.
- 10.96 Despite this there is need for further investment to ensure that the rural communities are able to continue to meet local needs. Cuxton has a specific issue with the provision of community hall facilities. The council will support local communities in assessing the needs of their village and sustaining services.
- 10.97 Agriculture and woodland are significant land uses in the area but there is a need to improve woodland management in some areas.
- 10.98 Over the plan period, the broad scale and location of new housing, employment and retail related development is expected to be as indicated in the following tables.

Table 10-19 Potential Housing Development in Medway Valley

Medway Valley Housing Sites		
SLAA Ref	Site Name	Capacity
0352	Former Cement works, Formby Road, Halling	525
	Other Sites	23
	Housing Total	548

Table 10-20 Potential Employment Development in Medway Valley

Medway Valley Employment Sites		
SLAA Ref	Site Name	Capacity
0352	Former Cement works, Formby Road, Halling	3000
	Other Sites	660
	Employment floorspace total (sq. m)	3660

Table 10-21 Potential Retail Development in Medway Valley

Medway Valley Retail Sites		
SLAA Ref	Site Name	Capacity
	Main Development	0
	Other Sites	700
	Retail floorspace total (sq. m)	700

Housing: showing sites over 100 units

Employment & retail: showing sites over 1000 sq. m

Policy CS32: Medway Valley

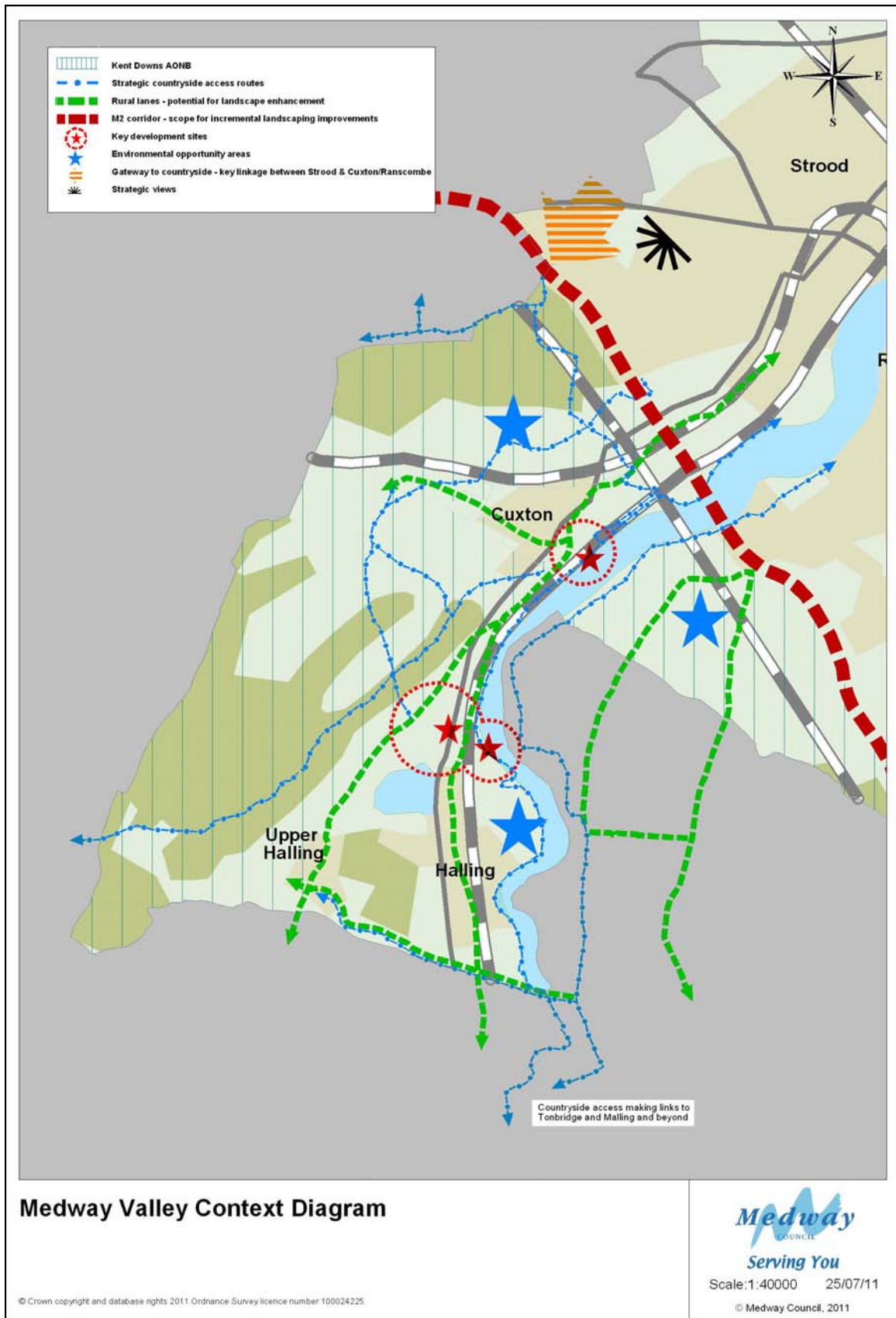
The focus on green infrastructure planning in the Cobham-Shorne-Ranscombe area will be maintained and developed to improve access to and management of the high quality environment.

Cycling and pedestrian routes connecting to adjacent areas will be promoted, including the strategic connection between Medway and Maidstone. Opportunities for landscape enhancement in line with the objectives of the Kent Downs AONB designation will be encouraged.

The Council will support the retention and development of local services and facilities in Cuxton, Lower Halling and Upper Halling and encourage local communities to plan for the needs of their villages.

The Council will support a strong economy in the Medway Valley to sustain local communities. The site of the former cement plant at Lower Halling should be a major contributor to this. The land-based economy will be supported through more active woodland management and the sympathetic diversification of agriculture.

Figure 10-9 Medway Valley Context Diagram



Lodge Hill

- 10.99 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.
- 10.100 The site is currently owned by the Ministry of Defence and comprises the Lodge Hill Training Area, Lodge Hill Camp, Chattenden Barracks and the Chattenden Training Area. The site extends to around 320 hectares in total, of which around 256 hectares is considered to be developable. A significant proportion of this can be classed as previously developed land. The site excludes further land in the Ministry's ownership, including the Wainscott Training Area and Camp, which will remain in military use.
- 10.101 Much of the site is set between the Chattenden and Deangate ridges and is largely hidden within the landscape of the Hoo Peninsula. However there are also exceptional views from these ridges and the adjoining rich woodland and countryside creates an outstanding setting for the development area.
- 10.102 Due to its location close to the A228 and its proximity to existing villages on the Peninsula, the development of Lodge Hill provides an opportunity to enhance the range of services available locally. However, it must also respect the character of nearby settlements and the wider Peninsula. Its position between the main urban area and the major employment areas on the Peninsula is a major asset in establishing Lodge Hill as a new centre for employment growth.

Figure 10-10 Lodge Hill Connections



10.103 The site's physical constraints are recognised and understood. Detailed investigations have been undertaken which demonstrate that they can be appropriately addressed to allow the majority of the site to be developed over the period covered by the Core Strategy. There has been extensive engagement with local communities. This will need to continue throughout the planning phase of the new settlement, leading up to the submission of planning application(s) for the redevelopment of the site. The new community as it grows will also need to be involved as the development evolves.

10.104 There is no comparable opportunity in the Thames Gateway for a new settlement of this scale and nature on previously developed land and it is important that every effort is made to create a settlement that meets high standards of design and sustainability while relating sensitively to its exceptional surroundings. The following vision reflects this:

Lodge Hill will be a sustainable and integrated community, capitalising on its exceptional setting, complementing and supporting nearby settlements and the Hoo Peninsula as a whole.

It will be a distinctive place that connects to the surrounding rich countryside, with a land use pattern that minimises the need to travel. It will be an exemplar for the Thames Gateway in the way that it minimises its impact on the environment and provides for an excellent quality of life for all its residents.

It will also become an important focus for higher value economic activities, taking advantage of its location between urban Medway and the existing and emerging industries at Grain and Kingsnorth.

It will be a resilient place that is capable of adapting to environmental, social and other changes over the long term.

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

- *Strong character* – making the most of the natural landscape and military heritage to create a distinctive and attractive place with a strong identity and a legible hierarchy of spaces and places.
- *Active community* – a diverse, inclusive, vibrant and creative local culture encouraging pride in the local community and achieving a sense of mutual support and well being
- *Environmentally sensitive* – design, infrastructure, delivery and management that respect and enhance the natural environment, ensure protection of nearby internationally and nationally designated sites, conserve natural resources and support people to lead sustainable lifestyles
- *Well connected* – bringing people together and to jobs, schools and services in an efficient, safe, affordable and uplifting way, both within the new settlement and between Lodge Hill and surrounding communities
- *Thriving economy* – achieving a high quality, prestigious employment offer, unique to Medway and complementary to Medway's economic

vision. Prosperous and diverse, Lodge Hill's economy will provide a range of training, employment and business opportunities

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

10.106 In this Core Strategy, Lodge Hill is categorised as a 'strategic allocation', which is defined on the Proposals Map. Policy CS33 below will be expanded on by a site-specific Development Brief and a masterplan for the site, which will guide detailed planning decisions. The masterplan will be subject to regular reviews to ensure that proposals for the site remain robust in the face of changing circumstances.

Policy CS33: Lodge Hill

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

- **Approximately 5,000 new homes, of which around 4,300 will be completed within the plan period. Provision of 30% affordable housing within this total will be sought, in line with the provisions of Policy CS14**
- **Employment opportunities generally in balance with the resident working age population (c. 5,000), not only reflecting the needs of the settlement but creating a new focus for higher value economic activity in Medway**
- **Retail provision of at least 5,000 square metres GEA floorspace.**

Planning permissions will be granted subject to:

Being consistent with a Development Brief and site-wide masterplan. These should 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 supporting infrastructure, including transport links, utilities, green infrastructure and community facilities**
- **Mitigation for any detrimental impact on protected species within the site and internationally and nationally designated ecological sites nearby.**
- **Design solutions having due regard to:**
 - **The military history and heritage of the site**
 - **The proximity of the Chattenden Woods Site of Special Scientific Interest, including the need for appropriate buffers and management arrangements**
 - **The provision of open space and other community facilities**
 - **The benefits of retaining existing trees, hedgerows and other landscape features within the site**

- **Measures to protect and enhance biodiversity within the locality, including improvements to ecological connectivity**
- **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 and working community, but also existing smaller settlements on the Hoo Peninsula, and in particular the existing settlement of Chattenden**
- **The need to create liveable neighbourhoods where the built form, mix of uses and layout of development enables future residents to achieve a good quality of life and encourages healthy and active lifestyles**
- **The requirements of a comprehensive Access Strategy and associated Transport Assessments, to be phased in accordance with the demands generated by the development, including:**
 - **Accesses at the eastern and southern ends of the site**
 - **Contributions to offsite highway and junction improvements directly related to the scale and phasing of the development**
 - **Early provision of a high quality bus service including priority measures on the highway network, or other comparable public transport facilities connecting the settlement to the main Medway urban area**
 - **Measures to actively promote sustainable transport, including public transport use, walking and cycling**
 - **Measures to minimise rat-running on the surrounding rural road network while promoting connectivity for pedestrians and cyclists**

Figure 10-11 Lodge Hill Strategic Allocation



Implementation

10.107 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. The following broad land use mix is anticipated:

Table 10-22 Proposed Land Uses at Lodge Hill

Housing	Capacity for approximately 5,000 residential dwellings (of which approximately 4,300 to be delivered within the plan period), and with 30% affordable housing. This will include retirement accommodation.
Economic development	
- Retail	At least 5,000 square metres GEA, to include a foodstore
- Employment	At least 43,000 square metres sq m GEA for business uses
- Hotel	Two hotels
Community	Three primary schools (which may include an extension to the existing Chattenden Primary School) and a secondary school. All schools will include dual community use.

	Community centre incorporating uses such as place of worship; emergency service accommodation; library Primary Healthcare Centre <i>The land take for social infrastructure is expected to be approximately 6.5 hectares</i>
Residential institutions	Assisted living and/or extra care accommodation (approximately 60 units) Nursing home accommodation (approximately 60 units)
Leisure	A range of facilities to be provided throughout the site through the provision of open space and through dual use with community and education provision
Landscape and open space	Throughout the site <i>The land take for green infrastructure is expected to be approximately 90 hectares</i>

10.108 The amount of development expected within the Core Strategy period has been calculated based on anticipated market absorption rates for residential dwellings on an annual basis, and an allowance for the provision of affordable residential dwellings. Market absorption rates are based on an analysis of the following:

- The expected size and tenure mix of the residential accommodation anticipated
- The simultaneous marketing of multiple development opportunities to different developers
- The response of the housebuilder industry to predicted changes 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.

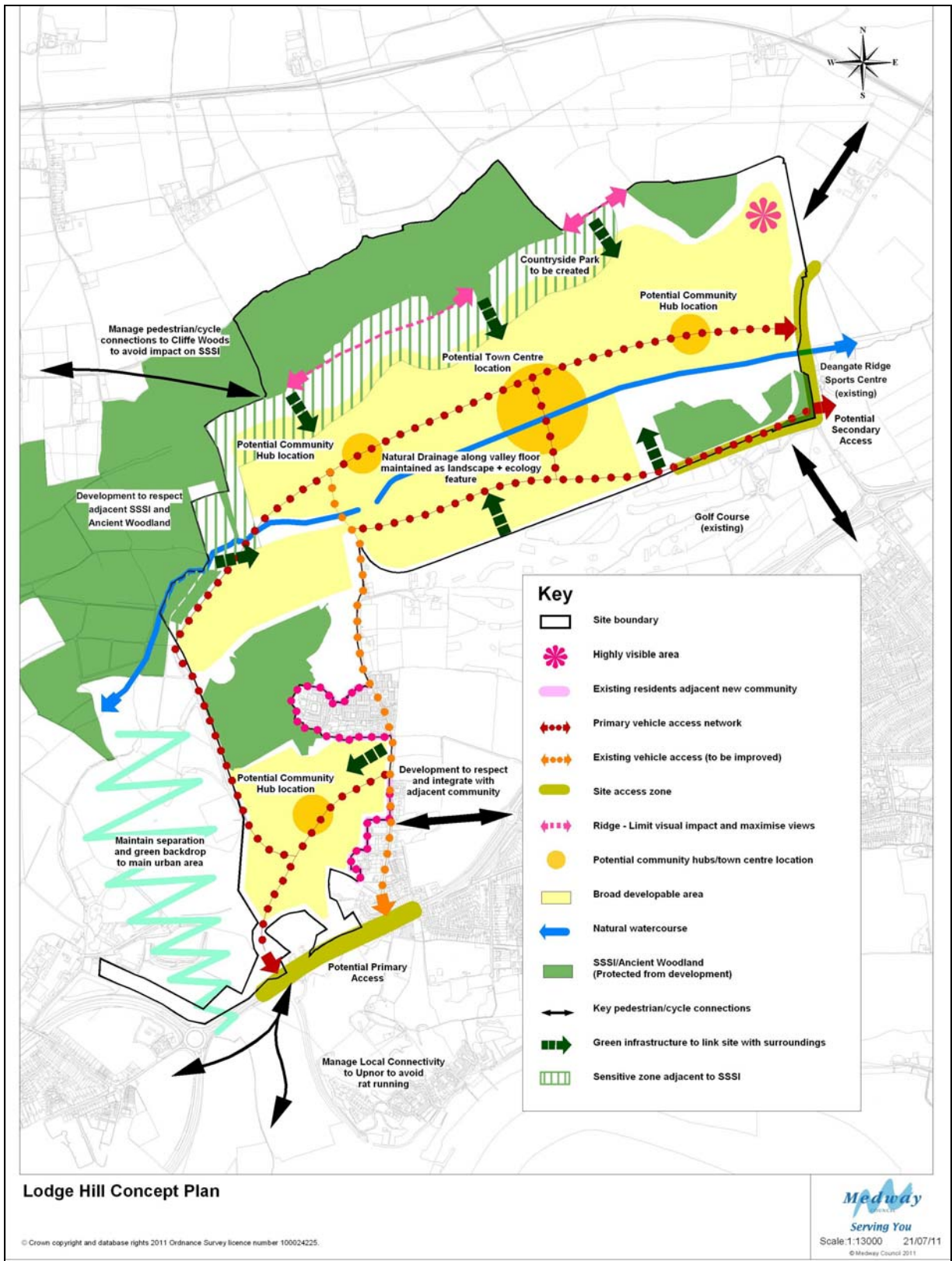
10.109 It is expected that the first residential dwellings would be delivered in 2014. The annual delivery rate of dwellings will step up from the start on site and will fluctuate across the period. It should reach an average of around 300 dwellings (all tenures). This is reflected within the housing trajectory. Lodge Hill is expected to contribute approximately 1,000 dwellings within the first five years after the Core Strategy's adoption.

10.110 In terms of the delivery of economic growth and employment opportunities, there will be a range of employment opportunities across the uses proposed, including business premises, shops and leisure, hotels and public services. As part of the objective of creating sustainable economic growth, the development of the new settlement should also explore opportunities to facilitate new working practices such as live/work and local communications and technology hubs.

10.111 The policy is based on the delivery of a minimum of 43,000 square metres of dedicated space for business uses, which reflects the fact that it will take a certain amount of time to establish Lodge Hill as a high quality business location. However, there is capacity to accommodate significantly more employment floorspace if its full potential is realised. The policy incorporates an ambition for a higher level of provision.

10.112 The development is expected to be delivered in phases. There may be strategic infrastructure that will be delivered ahead of the phased sequence. This will assist the delivery of future phases and may also help in meeting some of the objectives for the development. Land remediation may also be undertaken intensively at the beginning of the development process, where this does not conflict with the need to provide suitable mitigation for key habitats prior to their loss.

Figure 10-12 Lodge Hill Concept Diagram



10.113 The evidence base for the Core Strategy includes a number of Lodge Hill-specific documents that assess infrastructure requirements/provision for the development. It sets out the responsibility and funding source for delivery of each element, and the consultation bodies who have a bearing on the delivery. It demonstrates that there are good prospects of this being provided to enable the scale of development expected within the Plan period to be delivered, consistent with the requirement set out in PPS12.

10.114 The landowner's consultant team has been working closely with the Council and other relevant agencies. This early engagement has informed the indicative masterplan and is reflected in the site-specific evidence base. It will continue through the Development Brief process, the initial planning application and over the longer term to ensure that the strategic allocation is delivered in accordance with the policy.

Monitoring

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

10.116 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.

10.117 The following indicators and targets will be used to monitor the progress of Lodge Hill.

Table 10-23 Monitoring Targets for Lodge Hill

Indicator	Target
Progress through planning process, delivery of related documents	<ul style="list-style-type: none"> Adoption of development brief by December 2011 Outline planning permission granted by mid/late 2012
Dwelling completions at Lodge Hill	<ul style="list-style-type: none"> First dwelling completion 2014 Average annual completions of c. 300 dwellings (after 2014) Total of approximately 4,300 dwellings completed during plan period
Amount of floorspace developed for employment uses at Lodge Hill	<ul style="list-style-type: none"> Minimum of 43,000m² delivered during plan period <i>Amount of floorspace delivered within use classes B1, B2 and B8, annually and cumulatively*</i>
Achievement of sustainability goals	<ul style="list-style-type: none"> <i>Energy infrastructure operational*</i> <i>Number of dwellings delivered at each Code level*</i> <i>Overall energy, carbon & water</i>

Indicator	Target
	<p><i>savings against Building Regulation compliant development*</i></p> <ul style="list-style-type: none"> • <i>% energy needs met through on site generation*</i> • <i>Number of households and businesses registered members of car club*</i> • <i>% waste recovery and % reduction in waste sent to landfill during construction and operational waste phases*</i>
Amount of off-site wildlife delivered	<ul style="list-style-type: none"> • <i>Ensure no net loss of key habitats</i>
Delivery of green infrastructure and open space at Lodge Hill	<ul style="list-style-type: none"> • <i>Delivery of countryside park*</i> • <i>Delivery of a linear park (including ecological areas) and water landscaping*</i> • <i>Area of open space provided within development area*</i> • <i>Length of cycle/footpath connections delivered*</i>
Provision of transport and social infrastructure at Lodge Hill	<ul style="list-style-type: none"> • <i>Public transport service & interim priority measures (or alternative measures to promote the bus service) in place by end 2013</i> • <i>Final public transport priority measures in place*</i> • <i>Delivery of footbridges at Four Elms Roundabout & over A228 to Hoo by end 2013</i> • <i>Opening of supermarket*</i> • <i>Floorspace of retail & town centre uses delivered*</i> • <i>Delivery of primary & secondary schools, health centre and community centre*</i>

*Where appropriate, targets for these indicators will be set through the development brief and planning application process and will be monitored once in place

11. Implementation, Monitoring and Review

Introduction

- 11.1 To deliver the Core Strategy's spatial vision, objectives and targets, a robust implementation and monitoring framework is needed to ensure that outcomes are realised. This chapter identifies mechanisms for delivery, key milestones and delivery partners and provides a framework to monitor progress. It also sets out the basis for what are often termed 'developer contributions'. The Council, as a Local Planning Authority, is required to publish an Annual Monitoring Report (AMR). This assesses progress against core indicators and policies. Significantly, the AMR should also highlight what actions might be necessary to address core indicators and policies that are not being achieved.
- 11.2 Whilst the Council has produced the spatial strategy, its development has been informed by contributions from a wide range of stakeholders who will also support its delivery. The Core Strategy will be implemented by the Council working with its partners, through the planned investment of private and public resources and by proactively managing development through planning applications and related planning processes.

Delivery Partners

The Private Sector

- 11.3 Implementation will be heavily dependent on investment by the private sector through new build or the redevelopment of key land uses such as housing (including affordable housing) and employment (including retail). Much infrastructure is also dependent upon private sector investment, including some transport improvements, utilities upgrades and green infrastructure.
- 11.4 As new developments are built, developers are expected to contribute towards a range of facilities through Developer Contributions.
- 11.5 This can affect the viability of individual developments, which have varying costs and constraints. The pattern of development proposed in the Core Strategy has been carefully assessed in this respect and three points need to be borne in mind:
- Provision has been made for a greater scale of development than is actually required to deliver the strategy. This is to provide for reasonable flexibility and ensure that the strategy can be progressed in a volatile economic climate
 - Medway's location in the Thames Gateway means that it has some of the most complex and difficult development sites thanks to a legacy of past industrial use, flood risk and contamination. In these complex cases some element of public subsidy is likely to be required to bring them forward and prospects for this are uncertain. This again points to the need for flexibility in delivering the strategy
 - The Council has well developed systems in place to assess the viability of sites and negotiate in a transparent and consistent way with developers.

Other Public Sector Bodies

- 11.6 The Council will work with other public sector bodies, such as the Department for Communities and Local Government, Department for Transport, the Homes and Communities Agency and the Local Economic Partnership to deliver this spatial strategy. A particular focus will be placed on working with these partners to deliver key infrastructure (e.g. transport, green infrastructure and utilities) and development (residential and employment) projects.

Local Strategic Partnership

- 11.7 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 communities. Together, these partners have a direct role in developing, delivering and monitoring this spatial strategy. Many 'public' facilities will be provided through Medway Council, their partners and charitable and voluntary organisations working in partnership. The Sustainable Community Strategy 2010 closely reflects this spatial strategy and has the support of these partners.

Implementing Development

- 11.8 Although the Council, as local planning authority, determines planning applications for new development it has little direct control over when these are brought forward or implemented if permission is given. As such it is heavily reliant on private developers voluntarily coming forward with proposals. Even in a strong economic climate this can be unpredictable but prospects are particularly uncertain in the current economic downturn.
- 11.9 In response to the downturn in the market the Council was one of the first in the country to bring in a system of deferred payments for development contributions. It also has a structured process for pre-application discussions and it brokers introductions with affordable housing providers. Progress is monitored by, amongst others, the Medway Strategic Housing Board that reports into the Local Strategic Partnership.
- 11.10 Severe reductions in public funding have impacted on the Council's ability to directly support the regeneration programme but it nevertheless remains a top priority of the authority as set out in the Council Plan.
- 11.11 Policy CS 34 takes account of these factors and sets out the primary mechanisms the Council will use to implement the Core Strategy.

Policy CS34: Implementation of the Core Strategy

The Council will utilise all appropriate measures to ensure the effective implementation of the Core Strategy. These include:

- **Working closely with partners, particularly in delivering supporting infrastructure**
- **Seeking additional resources to bring forward strategic regeneration sites**
- **Ensuring that progress is closely monitored and, where**

necessary, remedial action taken

Intending developers are strongly advised to:

- **Discuss proposals at an early stage using the pre-application process**
- **Ensure significant proposals are subject to consultation with the local community before planning applications are submitted**
- **Be prepared to follow an 'open book' approach where the extent or nature of development contributions are at issue**
- **Seek planning advice from the Council before acquiring land to ensure that appropriate costs are reflected in the land value.**

Service partners should keep the Council informed of progress with and changes to their investment programmes to ensure they can be coordinated and adapted to changing circumstances and the Medway Local Infrastructure Plan is kept up to date.

Implementing Infrastructure

- 11.12 New development within Medway needs to be supported by a level and type of infrastructure that is 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.
- 11.13 PPS12 states 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 that 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.
- 11.14 There are many delivery partners responsible for the delivery of various parts of the Strategy. The key areas relate to housing, employment and retail development. Work undertaken to prepare an Infrastructure Plan has examined what will be needed, where it is to be located, when it will be provided, who is responsible and the means to implement and deliver the development. Further detail can be found in the Infrastructure Delivery Schedule at the end of this chapter.

Monitoring and Implementation Framework

- 11.15 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.
- 11.16 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. As stated above, the Council reports annually on core indicators as well as national indicators in the AMR. The Sustainability Appraisal also includes a monitoring framework to monitor the performance of the Council's spatial strategy against sustainability criteria in order to ensure

more sustainable development is secured. The MIF therefore builds on these existing processes, rather than establishing an additional framework and will likewise be reported in the AMR.

Review

- 11.17 Significant issues or changes in circumstances, which might necessitate a full or partial review of the Core Strategy, will also be considered through the AMR.

Developer Contributions

- 11.18 The Council has powers to enter into planning obligations with those who have an interest in the land concerned. These are set out in S106, 106A and 106B of the Town and Country Planning Act 1990 (as amended by the Planning and Compulsory Purchase Act 2004). They are a means of ensuring that the environment is safeguarded and that necessary infrastructure and facilities are provided to serve new development and offset any consequential planning loss to the area.
- 11.19 Regulation 122 of the Community Infrastructure Regulations 2010 (CIL) sets out the tests for such obligations. It is unlawful for a planning obligation to be taken into account when determining a planning application for development that is capable of being charged by CIL if the obligation does not meet the following tests:
- Necessary to make the development acceptable in planning terms
 - Directly related to the development; and
 - Fairly and reasonably related in scale and kind to the development.
- 11.20 Medway Council's Guide to Developer Contributions, a *Supplementary Planning Document*¹¹, sets out what obligations and contributions will be required for future developments in accordance with Government guidance. Developers are expected to take account of, and meet the requirements of, this document before submitting planning applications to the Council. It is designed to help them know what the Council is likely to require for new developments in Medway.

Community Infrastructure Levy

- 11.21 The Community Infrastructure Levy (CIL) is a new charge that local authorities can choose to introduce to fund infrastructure in their area. The CIL regulations came into force in April 2010. CIL is intended to provide greater certainty, predictability and transparency as to the level of contribution that will be required, as it takes the form of fixed standard charges.
- 11.22 Medway Council will establish an appropriate Charging Schedule for the Community Infrastructure Levy. It will go through a process of public consultation and Independent Examination before becoming operative. Funding from the CIL will then be used to help finance any necessary improvements to infrastructure. The Council has set out, in its revised Local

¹¹ <http://www.medway.gov.uk/environmentandplanning/planning/developercontributions.aspx>

Development Scheme (LDS), its timetable for adopting its CIL. In the meantime, its Developer Contributions Guide SPD will continue to be applied.

- 11.23 The Infrastructure Delivery Plan is intended to provide the evidence to support a Medway Infrastructure Charging Schedule. It will need to be supplemented by an economic viability assessment of the impact of any proposed levy when the charging schedule is submitted for examination.
- 11.24 The accompanying Infrastructure Delivery Schedule identifies infrastructure of importance to the overall delivery of the LDF. Fortunately the scale and location of development proposed in the Core Strategy is not dependent upon critical infrastructure works such as major new road links. However a range of infrastructure will still be required to ensure that new and existing developments are properly integrated, the natural environment is protected and new residents have access to essential services.

Policy CS35: Developer Contributions

Developers will be required to make provision for infrastructure where the need arises directly from development. The Council will seek to enter into a legal agreement with developers to provide for new or improved physical infrastructure, social, recreational and community facilities (including education facilities) and environmental mitigation or compensation measures where mitigation on site is impossible or inadequate on its own. Provision will be sought in proportion to the size and nature of the individual development and will take into account the existing pattern of provision in the locality.

Provision will be made on the site where this can be reasonably achieved. When this is not the case, contributions will be sought for the provision of new or improved infrastructure or facilities and ecological features elsewhere, provided their location can adequately serve the development site or are appropriately related to it.

The Council will produce and implement a Community Infrastructure Levy (CIL) Charging Schedule that will specify the levels of payments required in respect of specific types of development. This will replace legal agreements in appropriate cases to fund necessary infrastructure projects.

This policy will be adapted, as necessary, in the Guide to Developer Contributions to reflect Government guidance and regulations in force at the time.

Table 11-1 Monitoring and Implementation Framework

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

	Applications for major sites (25 houses or more) should be accompanied by an 'Accessibility Assessment'	✓	✓	✓		
	Applications for significant regeneration sites, large, or sensitive sites should be accompanied or preceded by a design brief that is subject to a public consultation process.	✓	✓	✓		
CS3 Mitigation & adaptation to climate change	Residential development will be required to achieve at least level 3 of the Code for Sustainable Homes	✓			Via planning applications	Number of residential completions achieving at least level 3 of the Code for Sustainable Homes, or the national timescales mentioned. Percentage of commercial completions over 1,000 sq m meeting the BREEAM "very good" standard. Monitored by OFWAT
	Commercial buildings over 1,000 sq m will be required to meet the BREEAM "very good" standard.	✓			Via planning applications	
	The Council will support the proposals in the Final Water Resources Management Plan, 2010-2035 or other measures that have been agreed to improve the efficiency of water use and maintain supplies at the level required to meet local needs.	✓	✓	✓	Southern Water	
CS4 Energy Efficiency and Renewable Energy	All new development will be expected to show reduced energy loads through passive design and the inclusion of energy efficiency measures.	✓	✓	✓	Via planning applications	Percentage of applications conforming with energy requirement Relevant planning applications Number of retrofitting schemes carried out Potentially reflected in number of properties in fuel poverty/high heat loss reducing
	In developments of 10 dwellings or more, or over 1,000 sq m of floor space, it will be expected that 20% of the remaining on-site energy loading will be delivered from renewable energy sources.	✓	✓	✓	Energy providers	
	Should it prove feasible to do so, the Council will promote large scale district heating schemes that utilise waste heat from conventional power generation	<i>Not known</i>				
	Subject to there being no significant adverse effects in terms of the natural environment and residential amenity the Council will positively promote the installation of all forms of renewable energy systems.	✓	✓	✓		
	Compensatory measures will be sought and applied to current buildings within the locality	✓	✓	✓		
CS5 Development and Flood Risk	Proposals for development within flood zones 2 and 3 and on sites of over 1 hectare in zone 1 must be accompanied by a flood risk assessment.	✓	✓	✓	Via planning applications	Number of planning permissions granted contrary to Environment

	Development that would harm the effectiveness of existing flood defences or prejudice their maintenance or management will not be permitted.	✓	✓	✓		Agency advice on flooding and water quality grounds
	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.	✓	✓	✓		Number/percent of applications conforming to conditions listed in policy summary points
	Relevant flood defence works as identified in the Medway Strategic Urban Flood Defence Strategy should be incorporated, if applicable. All developments which have the potential to affect the ability of land to absorb rainwater will be required to incorporate and obtain approval for sustainable urban drainage systems (SUDS) in line with national standards, prior to construction.	✓	✓	✓		
	All development within flood zones 2 and 3 will require surface water run-off to be controlled as near to its source as possible.	✓	✓	✓		
CS6 Preservation and Enhancement of Natural Assets	Wildlife habitats and sites, populations of wild species and other biodiversity features will be protected, maintained and enhanced, especially through long term management and habitat creation schemes, particularly where they have been identified as being of international, national and local importance and as priorities in the UK and Kent Biodiversity Action Plans, or where they are protected or designated under relevant legislation.	✓	✓	✓	Development management	Hectarage of land lost
	The management of farming, agricultural land, forestry and woodland so as to conserve and enhance biodiversity will be encouraged.	✓	✓	✓		Number/area of new habitat created
	When development is permitted, opportunities will be pursued and secured for the incorporation, enhancement, re-creation or restoration of wildlife habitat, either on-site, off-site or through contributions to the strategic provision of natural open space. Such strategies should be in place and functioning prior to commencement of the development.	✓	✓	✓		Contributions received towards opens spaces
						Amounts and actions done on management of sites

	<p>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.</p> <p>Compensation will normally be sought on more than a like-for-like basis, in order to secure both the maintenance and enhancement of biodiversity.</p>	✓	✓	✓		
CS7 Countryside and Landscape	Development in the countryside will be permitted in accordance with the objectives and principles of PPS4 and PPS7.	✓	✓	✓	Via planning applications	Landscape Character Assessments
	Existing features, which are important to the local landscape character, shall be retained, incorporated into the development and protected during construction work	✓	✓	✓		
	The Council will take into account the proposals in the Medway Landscape Character Assessment, the Green Cluster Studies, the Valley of Visions project, the Medway Smile Living Landscape Scheme and the Kent Downs AONB Management Plan when working with its partners to identify and implement landscape and habitat enhancement schemes.	✓	✓	✓	Amenity Organisations	
CS8 Open Space, Green Grid and Public Realm	The Council will seek to provide equal opportunities` for all people to enjoy accessible, high quality and affordable open space.	✓	✓	✓	Via planning applications	Number of applications observing these guidelines
	New or enhanced urban spaces should be provided as a part of major regeneration proposals.	✓	✓	✓	Medway Council	
CS9 Health and Social	The development of sustainable places in Medway with healthy communities and social infrastructure where residents enjoy a high quality of life	✓	✓	✓	Medway Council & Partner agencies	Health deprivation by – Index of Deprivation

Infrastructure	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.	✓	✓			Standardised mortality ratio Average life expectancy Early deaths – heart disease & stroke, cancer Teenage pregnancy rate
CS10 Sport and Recreation	Improve the quality of life of existing and future residents of Medway and promote healthier lifestyles	✓	✓	✓	Medway Council NHS (PCT, SHA)	Adults participation in sports Number/type of facilities lost
	Safeguard existing facilities for sport	✓	✓	✓		
	Continue to develop a strategy to maximise the potential local benefits of the London Olympics 2012	✓				
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.	✓	✓	✓	Lead: Medway Council	Via monitoring of Cultural Strategy
	Support the implementation of Medway's Cultural Strategy which encompasses a range of cultural provision	✓	✓	✓		
	The development of new cultural venues centred on Chatham and extending along the Medway waterfront.		✓	✓		
CS12 Heritage Assets	Supporting the conservation/ enhancement of the historic environment and contribution made to local and regional distinctiveness and sense of place`	✓	✓	✓	Medway Council English Heritage Planning applications	Heritage Assets Register
	Encouraging proposals that make sensitive use of historic assets through regeneration	✓	✓	✓		
	Supporting World Heritage Site status for the Chatham Dockyard and its Defences	✓	✓			
CS13 Housing Provision and Distribution	Provision will be made to ensure at least 17,930 new homes can be delivered between 2006 and 2028, (an average of 815 per	✓	✓	✓	Planning applications	Net additional dwellings a) in previous years b) for reporting year c) in future years

	year), of which at least 17,500 will be within the Thames Gateway Area.					Number of new and converted dwellings on previously developed land Housing trajectory - 2006-2028
CS14 Affordable Housing	25% affordable housing provision will be sought on all sites within the existing defined boundary of the main urban area and Hoo St. Werburgh	✓	✓	✓	Planning applications	Gross affordable completions (count) Affordable completions as proportion of all completions
	30% affordable housing provision will be sought on all sites elsewhere within Medway.	✓	✓	✓		
	Provision should be made on all new housing developments capable of accommodating 15 or more dwellings, or on sites of 0.5 ha or more in size, irrespective of the number of dwellings.	✓	✓	✓		
CS15 Housing Design and Other Housing Requirements	Sustainable residential communities will be created by requiring the provision of a mix and balance of good quality housing of different types and tenures and having regard to the North Kent Strategic Housing Market Assessment.	✓	✓	✓	Planning applications	Housing Quality - Building for Life Assessments
CS16 Gypsies, Travellers and Travelling Show people	To meet the identified need for Gypsy, Traveller and Travelling Show people pitches within Medway, sufficient sites will be allocated within the Allocations and Development Management Development Plan Document.	✓	✓	✓	DPD	Net additional pitches (Gypsy and Traveller)
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.	✓	✓	✓	Lead: Medway Council LSP	Amount and type of completed employment floor space. Amount and type of employment land available

						Job Seekers Allowance claimant count & rate Employment rate GVA per capita Business stock
CS18 Tourism	Medway Council will positively promote sustainable tourism development.	✓	✓	✓	Medway Council	Number of visitor stays in Medway
	A diverse and high quality tourism offer will be encouraged that seeks to lengthen the tourism season, increase the number and length of visits, provide job opportunities and sustain the tourism economy, whilst maintaining and where possible, enhancing Medway's natural and built environment qualities	✓	✓	✓	Planning applications	Length of season Average length of stays
CS19 Retail and Town Centres	Medway Council will maintain and enhance the vitality and viability of its network of urban and rural centres and support the delivery of appropriate comparison and convenience retail, office, leisure, community, entertainment and cultural facilities.	✓	✓	✓	Medway Council	Net completions A1-A3
	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.	✓	✓	✓	Planning applications	Gross completions in town centres Number of planning applications not according with sequential test
CS20 Education and Personal Development	The Council will work with all relevant partners to develop a fully integrated educational offer	✓	✓	✓	Medway Council	GCSE attainment rate NVQ levels

CS21 Conventional Energy Generation & Energy Security	Support for additional power generation and energy storage capacity on Hoo Peninsula & Isle of Grain;	✓	✓	✓	DECC Power Generators Medway Council	<i>Economic benefits to be monitored by Economic Development team</i>
	Promotion of local supply chain developments and a support & maintenance cluster.	✓	✓	✓		
CS22 Provision of Minerals	Imposing conditions requiring the reclamation and reuse of construction and demolition wastes on redevelopment sites. Allocating sites for the processing, sorting and distribution of secondary aggregate materials in the forthcoming Allocation and Development Management Development Plan Document. All existing mineral wharves will be safeguarded against proposals that would prejudice their use for the continued importation of marine dredged sand and gravel, crushed rock and associated materials.	✓	✓	✓	Medway Council Planning applications	Production of primary land won aggregates Primary aggregates imports (marine dredged and land won and crushed rock from outside Medway) Production of secondary/recycled aggregates
CS23 Waste Strategy	Appropriate provision for the separation, storage and collection of waste materials in all new build;	✓	✓	✓	Planning applications	Capacity of new waste management facilities
	Permission for appropriate facilities for the reuse, recycling, treatment and transfer of waste materials	✓	✓	✓	Waste operators	Amount of waste arising, and managed by management type.
CS24 Transport and Movement	Proactive management of highway system to avoid congestion	✓	✓	✓	Lead: Medway Council	UTMC monitoring Bus satisfaction Amount/% of provision achieved
	Balancing of car growth and public transport via increased capacity, reliability and quality of public transport	✓	✓	✓		
	Rationalisation of parking in town centres – particularly Chatham via use of multi storey facilities	✓	✓			

CS25 The River Medway	The River Medway is strategically significant in terms of its employment, environmental, transport and leisure importance.	✓	✓	✓	Lead: Medway Council	Permitted development completed on Waterfront New infrastructure installed Water Quality & SPA condition
	Mixed-use development will be promoted along the urban waterfront.	✓	✓	✓	Planning applications Conservator	
	Greater use will be made of the River with existing infrastructure protected and new facilities encouraged.	✓	✓	✓	Nature conservation bodies	
	Leisure activities on and along the river will be supported as long as they will not harm the natural ecosystems	✓	✓	✓	MSEP Environment Agency Natural England	
CS26 Strood	The role of Strood as a district centre will be strengthened by: Promoting housing and mixed use developments on sites that will enhance the townscape and cohesion of the centre	✓	✓	✓	Lead: Medway Council Planning applications	Progress in implementing Town Centre Master plan
CS27 Rochester	The highest priority will be given to the conservation and enhancement of the historic and architectural character of Rochester Town Centre whilst maintaining its vitality and viability as a district centre and its function and character as a specialist retail, service and tourism centre	✓	✓	✓	Lead: Medway Council Planning applications	Progress measured via: Rochester Conservation Management Plan Corporation Street Development Brief Rochester Riverside Development Brief
CS28 Chatham	The centre of Chatham will be developed as a regional hub and as the city centre for Medway in accordance with the principles of the Chatham Centre and Waterfront Development Framework and Development Brief and the regeneration, economic and retail policies of the core strategy.	✓	✓	✓	Lead: Medway Council Planning applications	Chatham specific development completion monitoring figures

CS29 Gillingham	In Gillingham Town Centre, priority will be given to the improvement of the built fabric and public realm through the development of a mix of town centre uses, the provision of open space and the promotion of the evening economy, in accordance with the Town Centre Development Framework in order to strengthen its role as a district centre.	✓	✓	✓	Lead: Medway Council Planning applications	Gillingham specific development completion monitoring figures
CS30 Rainham	Rainham town centre will continue to function as an important district level centre and reinvestment in and extensions to the 'Precinct' centre will be encouraged. Hempstead Valley Shopping Centre is also classified as a 'district' level centre.	✓	✓	✓	Lead: Medway Council Planning applications	Rainham specific development completion monitoring figures
	Opportunities to diversify the mainly comparison based shopping offer and provide a wider range of non-retails services typical of a district centre will be encouraged	✓	✓	✓		
CS31 Hoo Peninsula and the Isle of Grain	Supporting retention & development of local services / facilities sustaining village life & reduce travel need;	✓	✓	✓	Lead: Medway Council Planning applications	Progress in implementing approved projects % loss/gain in quality agricultural land
	Promoting access for walking & cycling, developing visitor sites and improved Green Grid connections;	✓	✓	✓		
	Supporting strong economic development sustaining local communities & retaining distinctive character.	✓	✓	✓		
	There will be a presumption against development that would lead to the loss of the highest quality agricultural land	✓	✓	✓		
CS32 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.	✓	✓	✓	Medway Council Planning applications	Medway Valley specific development completion monitoring figures
CS33 Lodge Hill	Lodge Hill will be developed as a freestanding mixed-use settlement.	✓	✓	✓	Medway Council Lead developer	See Table 10.3 Medway Core Strategy for Lodge Hill monitoring measures/milestones
CS35 Developer Contributions	Money received and facilities provided in accordance with the Council's Guidance.	✓	✓	✓	Medway Council	Annual income & expenditure

Table 11-2 Infrastructure Delivery Schedule

	Development Site (plus site source)	Scale	Phasing	Infrastructure Requirement	Development dependent?	Funding Source	Contingency Planning Required?
Hoo/ Chattenden	Lodge Hill (Strategic Allocation)	<p>Phase 1</p> <ul style="list-style-type: none"> • Approx. 1684 residential dwellings • Approx. 16,406 sq m of Business floor-space (offices and Knowledge Park). • East Gate village 'hub' provided. • 50% of the central 'core' area inclusive of key service elements. • Food Store delivered 	2013-2020	<ul style="list-style-type: none"> • Widening of Dux Court Road, speed reduction and traffic capacity improvements at the roundabout with the A228. • Site access provided at the eastern edge of the site. • Potential additional eastern access road created. • Footway / cycleway bridge over the A228 provided. • On-site roads installation within Phase 1 area. • Provision of a new bus service. • Central spine road provided as construction haulage road, plus A228 off-slip at Chattenden to provide access for construction traffic. • Provision of appropriate mitigation on the strategic road network. The scale, nature, location and timing to be agreed between the Highways Agency and all relevant parties • First primary school • Installation of Public Realm and GI in proportion to development. • Enabling works (demolition, vegetation clearance, remediation and earthworks) undertaken in Phase 1 area. • On-site utilities provided within the Phase 1 area (Water, LV, Energy infrastructure, 	Yes	Developer	<p>Range of homes, employment/retail figures and mix of uses appropriate for flexibility (resilience) over LDF.</p> <p>Infrastructure reliant on phasing of housing (particularly schools and health - level TBC by Medway Council / Medway NHS).</p> <p>Phase (1) Soil Treatment Facility installed. Onsite soil treatment and reinstatement to be undertaken on a phased basis.</p>

				<p>Gas connection).</p> <ul style="list-style-type: none"> • Surface water drainage works and attenuation undertaken within Phase 1 area. • Provision of foul drainage infrastructure, including 2 pumping stations • Primary Substation requisition. • Connections to existing LV supply (2MVA) established. • Primary Substation installed. • Initial water bodies formed for aesthetic and attenuation purposes. • Creation of the East Gate and Lodge Hill Wood Neighbourhoods. • Landscaping of Wyborne Wood, Deangate Wood, Lodge Hill Wood, Rough Shaw Wood, Eastern Shelterbelt, Central Shelterbelt, Market Square, Rams Bottom Wood, and creation of the Ridge Beacon Projects and Countryside Park. • All associated landscaping works undertaken to facilitate 'arrival' corridor to East Gate. • Creation of the East Gate Local Hub (convenience retail & village office). • Provision of the Central Hub food-store, and Approx. 50% of town centre convenience retail facilities and town centre village offices. • Initial works to Chattenden East area, likely to include limited residential development, local Hub (approx 20% of mixed use e.g. local convenience shop/offices/community centre/parking) • Off-site habitat creation to mitigate for loss 			
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			of on-site key habitats.			
Lodge Hill (Strategic Allocation)	<p>Phase 2</p> <ul style="list-style-type: none"> • Approx. 1884 residential dwellings. • Approx. 22,050 sq m of Business floor-space. • 50% of Elderly Care Residential Provision. • West Gate Village 'hub' provided. • Remaining 50% of the central 'core' (mixed use) hub. Hotel facilities provided at both Lodge Hill and Chattenden. 	2019-2026	<ul style="list-style-type: none"> • Completion of remaining improvements at Four Elms roundabout. • Works to facilitate access to Chattenden. • On-site roads installation within Phase 2 area. • Expansion of bus link service to serve Phase 2. • Traffic measures as required to address cut-through traffic, • Enabling works (demolition, vegetation clearance, remediation and earthworks) undertaken in Phase 2 area. • On-site utilities provided within the Phase 2 area (Water, LV, Energy infrastructure, Gas connection). • Surface water drainage works and attenuation undertaken within Phase 2 area. • Potential further works required to attenuation in Valley area to increase capacity. • Creation of Westgate, Denegate and Chattenden West Neighbourhoods. • Landscaping of the Western Shelterbelt, Central Park, SSSI buffer Zone, Chattenden Wood Nature Reserve, A228, and provision of (other) Heritage Beacon project. 	Yes	Developer	Phase (2) Soil Treatment Facility installed. Onsite soil treatment and reinstatement to be undertaken on a phased basis.

				<ul style="list-style-type: none"> • Provision of remaining Central Hub mixed uses and Lodge Hill Hotel. • Provision of Westgate Hub. • Provision of further mixed use (approx 40%) at Chattenden Hub, and provision of Chattenden Hotel / Knowledge Park. • Provision of 50% of Elderly Care residential. • First Stage of Secondary School provision. • Provision of the Community Centre/Library. • Second Primary School delivered. • Potential refurbishment of existing Chattenden Primary School. • Third Primary School delivered (either in Phase 2 or Phase 3, depending on need). • Second Stage of GP surgery provision. • Further provision for public realm and GI commensurate with the quantum of development. • Further water body provision to suit the requirements for the attenuation of the site • Off-site habitat creation to mitigate for loss of on-site key habitats. 			
Lodge Hill (Strategic Allocation)	<p>Phase 3</p> <ul style="list-style-type: none"> • Approx. 754 residential dwellings. • Approx. 5,644 sq m of Business floor-space. • Remaining 50% of Residential Elderly Care facilities provided. 	2025-2028	<ul style="list-style-type: none"> • Expansion of bus link service to serve Phase 3. • On-site roads installation within Phase 3 area. • Enabling works (demolition, vegetation clearance, remediation and earthworks) undertaken in Phase 3 area. • On-site utilities provided within the Phase 3 area (Water, LV, Energy infrastructure, Gas connection). • Surface water drainage works and 	Yes	Developer	Phase (3) Soil Treatment Facility installed. Onsite soil treatment and reinstatement to be undertaken on a phased basis.	

	<ul style="list-style-type: none"> • Remaining 40% of Chattenden Hub provided. 		<ul style="list-style-type: none"> • attenuation undertaken within Phase 3 area. • Creation of Chattenden Wood, Chattenden North and Chattenden South Neighbourhoods. • Landscaping of Roundtop Wood. • Provision of remaining mixed use (approx 40%) at Chattenden Hub. • Provision of remaining 50% of Elderly Care residential. • Third Primary School delivered (either in Phase 2 or 3, depending on need). • Second Stage of Secondary School provision. • Third Stage of GP surgery provision. • Final water bodies formed for aesthetic and attenuation purposes. • Further provision for public realm and GI commensurate with the quantum of development • Off-site habitat creation to mitigate for loss of on-site key habitats. 			
National Grid Property Holdings, Grain Road (Call for sites)	232465sq/m employment space	2011-2016	<ul style="list-style-type: none"> • Continuing upgrade of routes to Grain; 	Part	Developer / Medway	Improved freight & road routes to Grain TBC.
(MC2009/1628 outline)	464,685sqm (B1, B2, B8) 245 sqm Business park management centre (B1 (a), A1, A3, A5)	2016-2021				
Land NE of Kingsnorth Industrial Estate, Hoo (Call for sites)	Groundwork's commenced 250992sqm	2011-2016	<ul style="list-style-type: none"> • Continuing upgrade of routes to Grain; 	Part	Developer / Medway	Improved freight & road routes to Grain TBC.

		employment space. (20752 sqm B1, 115120 sqm B2, 115120 sqm B8)					
	North East Bells Lane Hoo (plg permission)	295 homes Whole site 540 dwellings 381 completed 46 uncompleted 113 not started.	2011- 2016	<ul style="list-style-type: none"> • Open space and play area; • Wildlife conservation area within site; • Traffic calming on bells lane; • Off-site pedestrian facilities; 	Yes	Developer	
	East of Wainscott Road, Wainscott (plg permission)	96 homes, 300sq/m retail area	2011- 2016	<ul style="list-style-type: none"> • Public open space facilities; • Improvement works to Four Elms Roundabout; signalisation of Sanspareil roundabout; • Traffic calming on Brompton Farm Road and Hollywood Lane; • Highway improvement to Hoo Road and Wainscott Road, inc pedestrian and cycle links 	Yes	Developer	
	East of Higham Road, Wainscott (plg permission)	98 homes	2011- 2016	<ul style="list-style-type: none"> • And provision of new bus shelters on Wainscott Road; • Improved site accesses; new footways and cycleways on Hoo Road; • Healthcare facility (land given to Medway PCT to deliver); • Expansion/improvement of Frindsbury Extra Parish Council's Hall 			
Rochester	Riverside (plg permission)	300-700 homes, 2400- 12000sq/m employment space, 4440-6800sq/m retail area	2011- 2016	<ul style="list-style-type: none"> • Off-site utilities (approx £1m foul sewerage reinforcement & £1.2m electricity connection); (part) Riverside Walk, Phase 1A - £260,000: 2011-2012; • (part) Public Space, Phase 1A - £300,000: 2011-2012 	Yes	Developer / utilities providers	£4m utilities funding gap (uncertainty regards scale of contributions) Potential substantial burden on developers if external providers

	600-1000 homes, 9600-10000sq/m employment space, 2360sq/m retail area	2016- 2021	<ul style="list-style-type: none"> • Primary school (need to consider development phasing & impact on pupil numbers); • GP practice (rented out to PCT, so cost issues); • Off-site utilities (including approx £2m for gas provision); • Crescent Park & Riverside Walk (part). 			unwilling to fund off-site utilities.
	300-400 homes, 9000sq/m employment space, 1000sq/m retail area	2021- 2026	<ul style="list-style-type: none"> • Off-site utilities; • St Clement's Park & Riverside Walk (part). 			
	700 homes (2000 homes not started)	2026+	<ul style="list-style-type: none"> • Utilities; • Riverside Walk (part). 			
Former Mid Kent College City Way (plg permission)	214 homes (Reduced to 59 not started)	2011- 2016	<ul style="list-style-type: none"> • Financial contributions to off-site provision (education/transport). 	Yes	Developer	
Former Rochester Police Station Cazeneuve St (plg permission)	65 homes (Not started New application reduces number of units)	2011- 2016	<ul style="list-style-type: none"> • Improvements to bus facilities; • Improved cycle links; • Equipped play facilities at Jackson's Recreation Ground. 	Yes	Developer	
Land at Robins and Day (Peugeot), High St (Call for Sites)	84 homes, 856sq/m employment space, 2275sq/m retail area	2016- 2021	<ul style="list-style-type: none"> • TBC 			
R/O 329 - 377 (Featherstones) High St (MLP 2003 allocation / Call for Sites)	102 homes, 3600sq/m employment space	2021- 2026	<ul style="list-style-type: none"> • TBC 			
University for the Creative Arts, Fort Pitt (Urban Capacity Study)	77 homes	2021- 2026	<ul style="list-style-type: none"> • TBC 			

	320 - 344 High Street inc. 42 New Road (MLP 2003 allocation)	66 homes	2021- 2026	<ul style="list-style-type: none"> TBC 			
Strood	Temple Waterfront, Roman Way (plg permission)	450 homes, 4500sq/m employment space, 1620sq/m retail area	2011- 2016	<ul style="list-style-type: none"> Public realm: Temple Manor & Knight Road; Highway improvements: Cuxton Road/Roman Way junction; Off-site Doctors Surgery provision. 	Yes	Developers (Outline S106)	Exact cost of flood defence measures unknown at outline stage. S106 yet to be signed (August 2010)
		(620 units not started) 170 homes, 5800sq/m employment	2016- 2021	<ul style="list-style-type: none"> Flood Defence Strategy measures (Scott Wilson's August 2010 report). 	Part		
	Former Alloy Wheels, Priory Rd (plg permission)	16100sq/m employment space (Not started)	2011- 2016	<ul style="list-style-type: none"> TBC 			
	Cuxton Pit No. 3 Cuxton Road (plg permission)	Total 487 dwellings 420 completed 67 under construction	2011- 2016	<ul style="list-style-type: none"> Improvements to junction between site access and A228/Cuxton Road; Footway/cycleway connection; Scheme for retail shop and healthcare facilities. 	Yes	Developer	
	Ancaster Garage, Station Rd (plg permission)	68 homes (Not started)	2011- 2016	<ul style="list-style-type: none"> Provision/improvement of equipped play and open space at Broomhill Park. 	Yes	Developer	
	North side of Commissioners Rd (Call for Sites)	6000 sq/m employment space	2011- 2016	<ul style="list-style-type: none"> TBC 			
	Three Acre site, Roman Way (Call for Sites)	4440 sq/m employment space	2011- 2016	<ul style="list-style-type: none"> TBC 			
	Friary Place, r/o 46-98 High St (plg permission)	Retail area New application reduced to 1510 sqm (Not started)	2011- 2016	<ul style="list-style-type: none"> Town centre improvements 	Yes	Developer	

	Tesco, Strood (Call for Sites) (With planning permission)	New development of 10200sqm retail area	2011-2016	<ul style="list-style-type: none"> TBC 			
	Civic Centre (Masterplan)	398 homes, 2000sq/m employment, 2000sq/m retail	2016-2021	<ul style="list-style-type: none"> Flood Defence Strategy measures (Scott Wilson's August 2010 report). 	Part	Developer	Yes, given high Flood Defence costs
	Riverside, Canal Road (Masterplan)	256 homes 320 homes, 860sq/m retail area	2016-2021 2021-2026	<ul style="list-style-type: none"> Flood Defence Strategy measures (Scott Wilson's August 2010 report). 	Part	Developer	Yes, given high Flood Defence costs
Gillingham	Victory Pier, Pier Road (Akzo) (plg permission)	250 homes, 625sq/m employment space, 850sq/m retail area Including student accommodation hotel shops etc	2011-2016	<ul style="list-style-type: none"> Pedestrian & cycle accessibility improvements to Gillingham railway station & wider area; Pier improvement works. 	Yes	Developer	
		375 homes, 885sq/m employment space Total 776 549 Not started 227 under construction 151 homes	2016-2021 2021-2026				
	South Thames Regional Health Authority Land, Gillingham Business Park (plg permission)	12169sq/m employment space	2011-2016	<ul style="list-style-type: none"> Improvements to bus infrastructure on A2; Improvements to cycle infrastructure on A2 and at junction of Ambley Road. Access road only constructed so far no other works commenced. 			

Crest Packaging Site, Courteney Road (plg permission)	9750sq/m employment space	2011- 2016	<ul style="list-style-type: none"> Town centre public realm improvements; Bus stop improvements. 	Yes	Developer	
MC11069	for garden centre development (undecided)					
Howlands Nursery Christmas St (plg permission)	60 homes (38 Not started 5 under construction 17 completed.)	2011- 2016	<ul style="list-style-type: none"> Open space/formal play provision at either Grange Road or Strand, Gillingham; Junction improvements, traffic calming & speed signage at Christmas Street & Church St 	Yes	Developer	
Tesco (plg permission)	2475sq/m retail area (completed)	2011- 2016	<ul style="list-style-type: none"> TBC 			
Astra Site, Courteney Rd (plg permission)	1250 sqm B8 completed 2301 sqm other completed	2011- 2016	<ul style="list-style-type: none"> Air Quality Management / Monitoring improvements 	Yes	Developer	No – s106 received
Rainham Mark Grammar School Pump Lane (plg permission)	35 homes 37 under construction	2011- 2016	<ul style="list-style-type: none"> Open space improvements / sports facilities 	Yes	Developer	
Rear of 9-25 Birling Avenue (Call for Sites) Planning permission for 46 refused.	32 homes Not started	2011- 2016	<ul style="list-style-type: none"> TBC 			
Retail Core(High St,Jeffrey St,King St) Gillingham (Development Framework) Outline pp MC10/1095 - 82 Jeffrey St. 12 units not started.	100 homes, 4750sq/m employment space, 3750sq/m retail area	2021- 2026	<ul style="list-style-type: none"> TBC 			

Horsted	Former Mid Kent College, Maidstone Road (plg permission) New application to reduce numbers.	150 homes, 2480 sq/m employment space, 200 sq/m retail area Not started 264 homes	2011-2016 2016-2021	<ul style="list-style-type: none"> Improved bus and pedestrian facilities; Horsted Gyratory system (financial contributions towards). 	Yes	Developer	
	BAE Systems (Call for Sites)	11147 sq/m employment space	2011-2016	<ul style="list-style-type: none"> TBC 			
	Woolmans Wood Caravan Site (Withdrawn H&MU DPD)	6160 sq/m employment space	2016-2021	<ul style="list-style-type: none"> TBC 			
Medway City Estate	Land between Vanguard Way and George Summers Close (plg permission) New application Sainsbury	14430 sq/m retail area Not started 9354sqm	2011-2016	<ul style="list-style-type: none"> Park and Ride facility; Alteration of Anthony's Way / A289 roundabout; signalisation schemes within vicinity; Footway widening on Anthony's Way; River walk; Improvement / creation of estuarine habitat lost. 	Yes	Developer	New application submitted for a different range of goods includes Park & Ride facility.
Chatham	Sir John Hawkins Car Park (Call for Sites)	120 homes, 3059sq/m retail area	2011-2016	<ul style="list-style-type: none"> TBC 			
	Between Cross Street & The Brook (MLP 2003 allocation)	110 homes, 3680sq/m retail area	2011-2016	<ul style="list-style-type: none"> TBC 			
	1-35 High Street (Grays Garage) (MLP 2003 allocation)	54 homes, 800sq/m employment space, 800sq/m retail area	2011-2016	<ul style="list-style-type: none"> TBC 			
	2 Ash Tree Lane (plg permission)	55 homes 8 not started 47 under construction	2011-2016	<ul style="list-style-type: none"> Traffic calming measures. 	Yes	Developer	

Chatham con...	Chatham Waterfront (Call for Sites)	400 homes, 5456sq/m employment space, 7772sq/m	2016-2021	<ul style="list-style-type: none"> Waterfront Park & (part) Riverside Walk; Flood Defence Strategy measures (Scott Wilson's August 2010 report). 	Yes	Developer	Potentially high Flood Defence associated cost
	Planning permission	retail area 94 homes 111 Homes not started Hotel 86 beds 3381sqm commercial	2021-2026				
	Pentagon (Call for Sites)	15000sq/m retail area, 29 homes	2016-2021	<ul style="list-style-type: none"> TBC 			
	2-8 King Street & 1-11 Queen St (Development brief)	108 homes, 2531sq/m retail area	2016-2021	<ul style="list-style-type: none"> TBC 			
	Tesco, The Brook (Call for Sites)	60 homes, 1940sq/m retail area	2016-2021	<ul style="list-style-type: none"> TBC 			
	Former Police Station (Call for Sites)	60 homes, 1898sq/m retail area	2016-2021	<ul style="list-style-type: none"> TBC 			
	1 Batchelor Street, off the Brook (Call for Sites)	50 homes, 1600sq/m retail area	2016-2021	<ul style="list-style-type: none"> TBC 			
	Whiffens Avenue Car Park (Call for Sites)	70 homes	2016-2021	<ul style="list-style-type: none"> TBC 			
	Eldon St, Carpeaux Close & Hards Town (Development brief)	50 homes	2016-2021	<ul style="list-style-type: none"> TBC 			
	Former Officers Mess, Maidstone Rd (Call for Sites)	4300sq/m employment space	2016-2021	<ul style="list-style-type: none"> TBC 			
	Cross Street Planning permission	3430sqm A1/A2 118 residential units					
	296 - 310 High Street (Development brief)	2040sq/m employment space	2016-2021	<ul style="list-style-type: none"> TBC 			
19 New Road Av & 3 New Cut (Development brief)	1328sq/m retail area	2016-2021	<ul style="list-style-type: none"> TBC 				

	Chatham Retailing, Clover/Richard/Rhode/High Sts (MLP 2003 allocation)	28000sq/m retail area, 11440sq/m employment space	2021-2026	<ul style="list-style-type: none"> TBC 			
	Chatham Railway Station (Development brief)	279 homes	2026+	<ul style="list-style-type: none"> TBC 			
	West of Maidstone Road, adj Chatham Rail Station (Development brief)	173 homes	2026+	<ul style="list-style-type: none"> TBC 			
	Wickes, New Cut (Development brief)	79 homes	2026+	<ul style="list-style-type: none"> TBC 			
	55-105a The Brook & 1, 5, 11 & 13 King St (Development brief)	50 homes, 4113sq/m retail area	2026+	<ul style="list-style-type: none"> TBC 			
	2-14 Railway Street & 142-146 High Street (Development brief)	51 homes, 1228sq/m retail area	2026+	<ul style="list-style-type: none"> TBC 			
	Land at High St, Union St and New Road (Development brief)	9852sq/m retail area, 590sq/m employment space	2026+	<ul style="list-style-type: none"> TBC 			
Maritime & Brompton	Land at St Mary's Island Maritime Way Chatham Maritime (plg permission)	Phased delivery of 1700 homes, inc: 280 homes (Part) 1263 completed 20 under construction 417 not started 117 homes (Part)	2011-2016 2016-2021	<ul style="list-style-type: none"> Landscaping/recreational areas throughout phasing; Roads and footways throughout phasing; Healthcare facility (upon completion of 100th home – see right) Primary school (upon completion of 300th home); Secondary access (upon completion of 300th homes); Community building (upon completion of 500th home). 	Yes	Developer	Pharmacy

	Interface Land, Chatham Maritime (SLAA) Updated alternative option:	(approx) 25000sq/m University development & 500 student bed-spaces 525 homes, 44,500 sq/m employment space + university	2011-2026	<ul style="list-style-type: none"> Flood Defence Strategy measures (Scott Wilson's August 2010 report). On-site and off-site utilities (unknown at present, depends on mix and quantum). 	Yes	Developer	Approx University cost of £75m+. Exact mix of uses yet to be established by landowner/developer.
	Amherst Hill, Brompton (MLP 2003 allocation)	34 homes	2011-2016	<ul style="list-style-type: none"> TBC 			
	RSME Kitchener Barracks, Brompton (Withdrawn H&MU DPD)	248 homes	2016-2021	<ul style="list-style-type: none"> TBC 			
	J7, Chatham Maritime (Call for Sites)	75 homes, 5220sq/m retail area	2016-2021	<ul style="list-style-type: none"> TBC 			
Halling/ Cuxton	Former Cement Works, Formby Road, Halling (plg permission)	175 homes, 3000sq/m employment space, 700sq/m retail area 550 Not started 250 homes 100 homes	2011-2016 2016-2021 2021-2026	<ul style="list-style-type: none"> Improvement Junction 4 (M20) overbridge; Capacity & safety improvement at A228/Bush Road/Station Road junction; Bus service improvements (new shelters on A228 etc); New community centre 	Yes	Developer	
Luton	Southern Water, Capstone Rd (plg permission)	69 homes Not started	2011-2016	<ul style="list-style-type: none"> Improvements to pedestrian / cycle facilities. 	Yes	Developer	
Rainham & Wigmore	Queens Court, Chichester Cl, Rainham (Call for Sites)	40 homes	2011-2016	<ul style="list-style-type: none"> TBC 			



	Hempstead Valley Shopping Centre (Call for Sites) Planning permission	2774sq/m retail area 9730sqm retail 845 D1	2011-2016	• TBC			
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Appendix A. Schedule of Superseded (Replaced) Policies

Superseded Policies:

Local Plan Policy No.	Policy	Core Strategy Policy No.
S1	Development Strategy	CS1, 17, 24, 6, 7, 8, 12
S2	Strategic Principles	CS2, 32, 4, 19, 26 To 32
S4	Landscape And Urban Design Guidance	CS2, 7
S5	Medway's "City" Centre	CS1, 24,28,19, 8
S6	Planning Obligations	CS34
S7	Rochester Riverside Action Area	CS1, 2,12, 24,27
S9	Chatham Historic Dockyard	CS2, 12
S10	Strood Waterfront Action Area	CS1, 8, 9, 2, 24, 6, 26, 12, 17
S12	Kingsnorth	CS17, 21
S13	Isle Of Grain	CS17, 21
S14	Ministry Of Defence Estate, Chattenden	CS33, 13, 17,19, 24
BNE1	General Principles For Built Development	CS2, 8
BNE4	Energy Efficiency	CS4
BNE12	Conservation Areas	CS12
BNE14	Development In Conservation Areas	CS12, 7, 8, 2
BNE25	Development in the Countryside	CS7
BNE26	Business Development in rural Settlements	CS7
BNE28	Farm Diversification	CS7
BNE29	Farm Shops	CS7
BNE31	Strategic Gap	CS7
BNE32	Areas of Outstanding Natural Beauty	CS7
BNE33	Special Landscape Areas	CS7
BNE35	International and National Nature Conservation Sites	CS6, 7
BNE36	Strategic and Local Nature Conservation Sites	CS6, 7
BNE37	Wildlife Habitats	CS6, 7, 8
BNE38	Wildlife Corridors and Stepping Stones	CS6, 7, 8
BNE39	Protected Species	CS6
BNE40	Cliffe Conservation Park	CS6, 7
BNE44	Community Woodlands	CS6, 7, 8
BNE45	Undeveloped Coast	CS5, 6, 7, 8
BNE48	Agricultural Land	CS7
ED9	Chatham Port	CS24, 25
ED11	Existing Tourist Facilities	CS18
ED14	Bed & Breakfast Accommodation and Guest Houses	CS18
H3	Affordable Housing	CS14
H5	High Density Housing	CS15

Local Plan Policy No.	Policy	Core Strategy Policy No.
H10	Housing Mix	CS15
H11	Residential Development in rural Settlements	CS7
H13	Gypsy Caravan Sites and Travelling Showpeople's Quarters	CS16
R10	Local Centres, Village Shops and Neighbourhood Centres	CS19, 26 To 32
R11	Town Centre Uses and the Sequential Approach	CS19
R13	Retail uses and the Sequential Approach	CS19
L13	Water Based Leisure	CS25
T5	Bus Preference Measures	CS24
T6	Provision for Public Transport	CS24
T9	River Buses and Piers	CS24, 25
T10	Wharves	CS24, 25
T11	Development Funded Transport Improvements	CS34
CF1	Community Facilities	CS9, 10, 11
CF2	New Community Facilities	CS9, 10, 11
CF4	Primary Healthcare Facilities	CS9
CF5	Nursing and Special Care	CS15
CF7	Further, Higher and Adult Education	CS17, 20
CF9	Power Stations	CS21
CF11	Renewable Energy	CS4
CF13	Tidal Flood Areas	CS5

Appendix B. Schedule of Current Supplementary Planning Documents

Item	Type*	Title	Date Adopted	Remarks
Adopted Development Briefs and Masterplans				
1	SPG	Rochester Riverside Development Brief Rochester Riverside Development Brief (pdf 2,800KB)	2004	Conforms with Policy S7 of Medway Local Plan. Supplemented by the Rochester Riverside Green Charter Green Charter (pdf 263KB)
2	SPG	Wainscott Development Brief Wainscott Development Brief (pdf 906KB)	2004	Conforms with Policy H1 of Medway Local Plan
3	SPG	Grange Farm Development Brief Grange Farm Development Brief (pdf 685KB)	2004	Conforms with Policy H1 of Medway Local Plan. Will be revoked in the near future as the development is nearing completion
4	SPG	Chatham Town Centre and Waterfront Development Framework Chatham Centre and Waterfront Development Framework (pdf 6,985KB)	2004	Conforms with Policy S5 of Medway Local Plan. Provides an overall context for development in Chatham town centre and the subsequent more detailed masterplans listed below
5	SPG	Star Hill to Sun Pier Planning and Design Strategy Star Hill to Sun Pier Planning and Design Strategy (pdf 6,918KB)	2004	Conforms with Policy BNE12 of Medway Local Plan. Covers the Townscape Heritage Initiative area (THI) and complements that scheme
6	Special	Gillingham Waterfront Development Brief Gillingham Waterfront Development Brief (pdf 1,923KB)	2004	Adopted as a development brief but as a departure from the Medway Local Plan given it was not known at the time the local plan was adopted that the site would become available for redevelopment. Relates to the former Akzo Nobel site
7	SPD	Pentagon Development Brief Pentagon Development Brief (pdf 1,769KB)	2006	Complementary to Chatham Centre and Waterfront Development Framework and conforms with Policy S5 of Medway Local Plan
8	SPD	Temple Waterfront Development Brief Temple Waterfront Development Brief (pdf 3,465KB)	2006	Conforms with Policy S10 of Medway Local Plan and covers the area from Roman Way to Knight

Item	Type*	Title	Date Adopted	Remarks
				Road
9	SPD	Strood Riverside Development Brief Strood Riverside Development Brief (pdf 4,079KB)	2006	Conforms with Policy H1 of Medway Local Plan and covers the waterfront between Rochester Bridge and the Medway City estate, including Canal Road
10	SPD	Gillingham Town Centre Planning Framework Gillingham Town Centre Planning Framework (pdf 9,957KB)	2007	Conforms with Policies BNE22 and R5 of the Medway Local Plan and covers the main town centre area
11	SPD	Chatham Centre and Waterfront Development Brief Chatham Centre and Waterfront Development Brief (pdf 15,907KB)	2008	Conforms with Policy S5 of the Medway Local Plan and complementary to Chatham Centre and Waterfront Development Framework. Incorporates three masterplans – for the Brook, the Station Gateway and the Waterfront
12	SPD	Corporation Street Development Framework Corporation Street Adopted Framework (pdf 6,848KB)	2008	Conforms with Policy S7 of the Medway Local Plan and complementary to the Rochester Riverside Development Brief. Covers the area from Rochester Station to Rochester Bridge
13	SPD	Gun Wharf Masterplan http://www.medway.gov.uk/pdf/Chatham%20High%20St%20Best%20St%20masterplan%20report.pdf	2010	Conforms with a number of local plan policies. Covers the area from the Historic Dockyard boundary to the Waterfront open space. The final document is currently being readied for publication following its adoption by Cabinet
14	SPD	Best Street/High Street Chatham Masterplan http://www.medway.gov.uk/pdf/Gun%20Wharf%20Masterplan%20SPD.pdf	2010	Conforms with a number of local plan policies. Covers the area from Best Street to the Brook and from Union Street to Railway Street/Military Road. The final document is currently being readied for publication following its adoption by Cabinet
15	SPD	Interface Land Development Brief http://www.medway.gov.uk/pdf/The%20	2010	Conforms with a number of local plan policies. Relates

Item	Type*	Title	Date Adopted	Remarks
		Interface%20Land%20SPD%20October%202010.pdf		to a site between the Chatham Historic Dockyard and Chatham Maritime
16	Other	Strood Town Centre Masterplan http://www.medway.gov.uk/strood_town_centre_masterplan_report_final.pdf	2009	Endorsed by the Cabinet to inform the Local Development Framework Core Strategy and planning decisions in the area
17	SPD	Amherst Hill Design Brief http://www.medway.gov.uk/PDF/Amherst%20Hill%20Design%20Brief%20Oct%202010.pdf	2010	Conforms to local plan policy H1 and relates to a site to the rear of Kitchener Barracks
Other Adopted Supplementary Planning Documents				
18	SPD	A Building Heights Policy for Medway A Building Heights Policy for Medway Part 1 (pdf 4,075 KB), Part 2 (pdf 3,968KB), Appendix (6,275KB)	2006	Prepared in accordance with CABE/English Heritage guidance. Covers central Medway
19	SPD	Development Contributions Guide Developer Contributions Guide (pdf 2,438KB)	2008	Conforms with Policy S6 of the Medway Local Plan. Covers the whole of the administrative area
Conservation Area Appraisals				
20	CA	Brompton Lines Conservation Area Appraisal, 2006 http://www.medway.gov.uk/brompton_lines_ca_appraisal_all-2.pdf	2006	Not prepared under planning legislation but material considerations in the areas covered
21	CA	Upper Upnor Conservation Area Appraisal, 2004 http://www.medway.gov.uk/upnor_ca_appraisal_publication_1105.pdf	2004	
22	CA	Upper Bush Conservation Area Appraisal, 2004 http://www.medway.gov.uk/upper_bush_conservation_area_appraisal_rev.pdf	2004	
23	CA	New Road, Chatham, Conservation Area Appraisal, 2004 http://www.medway.gov.uk/new_road_chatham_adopted_version.pdf	2004	
24	CA	Maidstone Road, Chatham, Conservation Area Appraisal, 2004 http://www.medway.gov.uk/maidstone_road_chatham_adopted_version.pdf	2004	
25	CA	Historic Rochester Conservation Area Appraisal http://www.medway.gov.uk/index/environment/9984.html/conservareas/102816.htmwill	2010	
Conservation Guides				

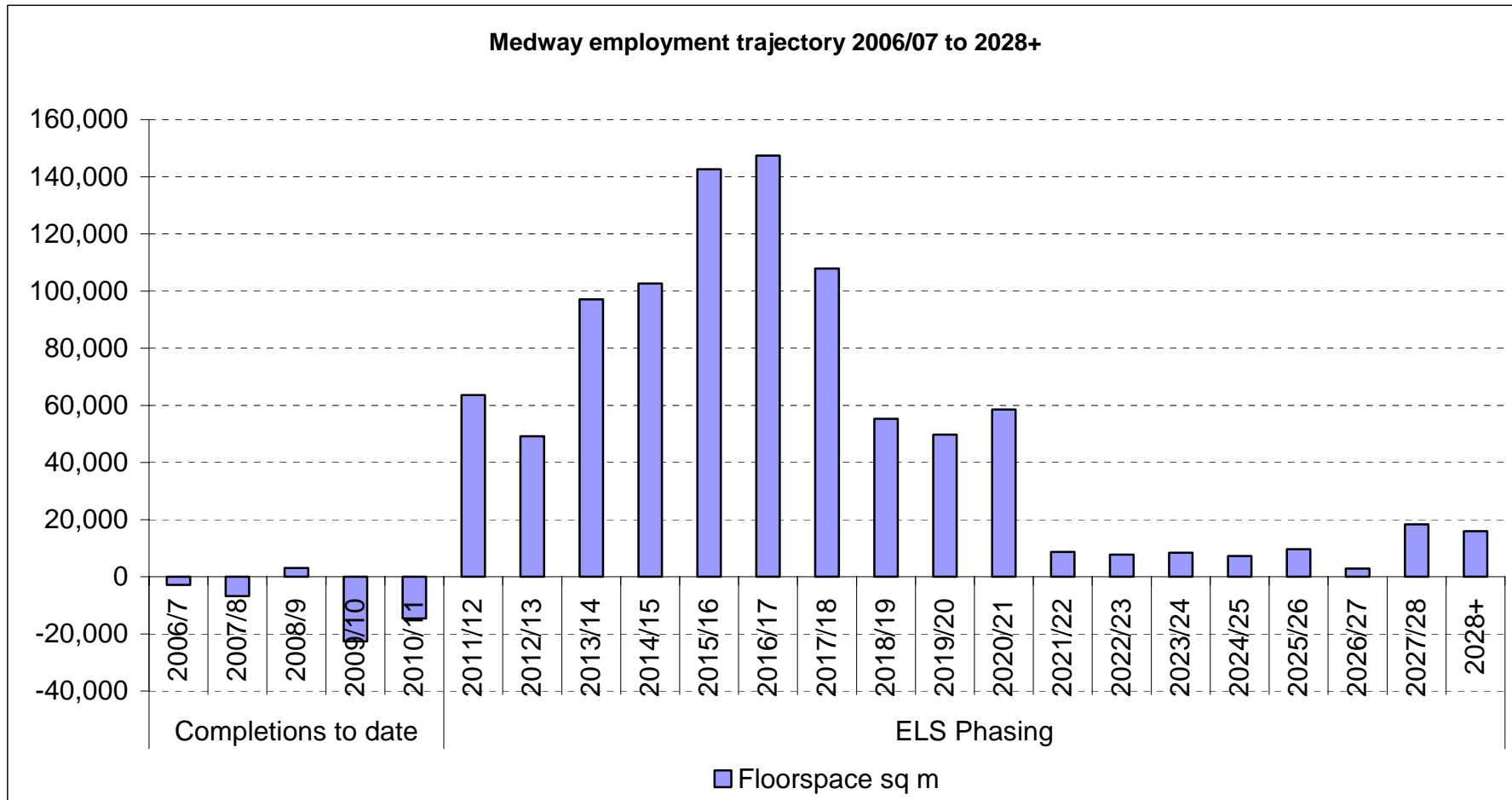
Item	Type*	Title	Date Adopted	Remarks
26	Other	Conservation Areas in Medway http://www.medway.gov.uk/conservation_areas_jan_07.pdf	2007	General guides
27	Other	Listed Buildings in Medway http://www.medway.gov.uk/listed_buildings_leaflet.pdf		
28	Other	Watts Avenue/ Roebuck Road design guidance http://www.medway.gov.uk/watts_ave_booklet.pdf		
29	Other	Gillingham Park design guidance http://www.medway.gov.uk/gillingham_park_bklt-5.pdf		

Appendix C. Housing Trajectory and Sources of Supply 2006 - 2028+

	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	26/27	27/28	Totals
Past completions	591	761	914	972	657																		3895
Projected Completions Identified Sites						631	572	713	750	997	1379	1144	1246	1217	1260	1062	917	932	759	645	364	508	15096
Projected Completions Small Sites with Planning Permission						69	49	86	40	39	2												285
Total Projected Completions						700	621	799	790	1036	1381	1144	1246	1217	1260	1062	917	932	759	645	364	508	15381
Cumulative Completions	591	1352	2266	3238	3895	4595	5216	6015	6805	7841	9222	10366	11612	12829	14089	15151	16068	17000	17759	18404	18768	19276	
Cumulative Requirements	815	1630	2445	3260	4075	4890	5705	6520	7335	8150	8965	9780	10595	11410	12225	13040	13855	14670	15485	16300	17115	17930	
Cumulative Surplus/Deficit	-224	-278	-179	-22	-180	-295	-489	-505	-530	-309	257	586	1017	1419	1864	2111	2213	2330	2274	2104	1653	1346	
Draft Core Strategy Requirements	815	815	815	815	815	815	815	815	815	815	815	815	815	815	815	815	815	815	815	815	815	815	17930

Source: Housing Phasing Estimates as at June 2011. This data will be incorporated into the next review of the SLAA and the Annual Monitoring Report at the end of 2011.

Appendix D. Employment Trajectory



Data source Employment Phasing Estimates as at June 2011. This data will be incorporated into the next review of the SLAA and the Annual Monitoring Report at the end of 2011.

Appendix E. 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 Way roundabouts and exit from Medway City Estate.	Short / medium	Phased intervention to link to the development of Lodge Hill, Chattenden development to improve capacity and junction 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.

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.
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 does 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.
Biodiversity	The number and variety of species found within a specified geographical area
Brownfield sites/Land (Derelict land, Recycled land)	Previously developed land that is, or was, occupied by a permanent (non-agricultural) structure and associated fixed surface infrastructure. The definition covers the curtilage of the development (except housing). It may occur in both built up and rural settings.
Call for Sites	The process of asking landowners and developers, to put forward sites to 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 and Storage	This is a means of mitigating the contribution of fossil fuel emissions to global warming, based on capturing carbon dioxide and storing it away from the atmosphere by different.
Category A Trees	Trees that are particularly good examples of their species, especially if rare or unusual, of significant conservation, historical, commemorative or other value or those of particular visual importance.
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 against increasingly defended land.
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.
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.
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
dB	A decibel is a unit for measuring the intensity of a sound.
Derelict land	Land so damaged by industrial or other development that it is incapable of beneficial use without treatment.
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	A supplementary planning document prepared in support of policies and proposals within the Development 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 are containing at least one food supermarket or superstore, and non-retail services such as banks, building societies and restaurants.
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
Edge of centre	A location that is well connected to and within easy walking distance of the primary shopping centre.
Environmental Compensation/Mitigation	Mechanisms whereby the loss of environmental resources can be mitigated or compensated for where an environmental feature is lost, with a feature of at least equivalent value.
Green Belt	Green Belts 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.
Greenfield land/sites	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.
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.
Green Infrastructure	Sustainable Drainage systems (SUD's), flood risk management water resource management, tackling of heat island effect e.t.c.
GEA	Gross External Area
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)
Household	One person living alone or a family or group of people living at the same address and sharing domestic facilities and housekeeping arrangements.
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
Listed Building	A Building of special historic or architectural interest. Listing gives a building statutory protection against unauthorised demolition, alteration and extension.
Local Centre	A small group of retail and services outlets 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-statutory Supplementary Planning Documents (SPDs). LDDs include core policies, area action plans, proposals map, site-specific policies and a Statement of Community Involvement.
Local Development Framework (LDF)	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
Local Development Scheme (LDS)	The LDS is a public statement identifying which local development documents will be produced, in what order and when.
Local Plans	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 were prepared for the Kent & Medway area). Local Plans were required to be in general conformity with the adopted Structure Plan for the area.
Local Strategic Partnership	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)
Low Cost Market Housing	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.
Mixed Use Development	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.
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 and management. 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.
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, 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 that replaced Planning Policy Guidance (PPGs) notes.
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 (except housing). 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.
Quality Bus Corridors	Quality bus corridors are uncongested, have real time bus information at bus stops and easy access

	onto and off the buses.
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 has the responsibility of identifying RAMSAR sites.
Regional Spatial Strategy (RSS)	Identification and definition of policies relating to the development and use of land in the region that were prepared by the regional planning body and approved by the Secretary of State.
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).
Registered Provider	Any organisation registered with the Tenants Services Authority as a provider of social housing. This can include Housing Associations Local Authorities and Private Companies.
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, frequently trading in bulky goods such as home improvement products, major electrical items, motor accessories, furniture, carpets and garden products and bulky DIY items, catering mainly for car-borne customers and often in out-of-town locations.
Rural Service Centre	Settlements within rural areas that 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.
Semi-Natural Areas	An area of native flora and/or fauna species that is apparently natural but has been significantly modified by human activities.
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. SSSI's 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) that set 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	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	A description of the main social and economic characteristics which sets out the context for the LDF
Special Areas for 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 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	One of a series of factual reports produced to inform the preparation of Medway's LDF
Statement of Community Involvement (SCI)	The statement of community involvement explains 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 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.
Sustainable Urban Drainage (SUD)	A sequence of management practice and control structures designed to drain surface water in a more sustainable fashion than some conventional techniques.
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.
Sustainability Appraisal (SA)	Assessment of the environmental, economic and social impact of policies, to ensure that all policies and proposals reflect sustainable development principles.
Sustainable Community Strategy (SCS)	A document prepared by a local strategic partnership which 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 (SUDS)	SUDS 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.
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.
Traffic calming	Measures to reduce vehicle speeds to improve safety and enhance an area’s quality of life.
Thames Gateway Planning Framework	A planning framework that established a set of principles to guide the consideration of future proposals for the development and environmental

	enhancement of the Thames Gateway.
Travel Plans	A package of practical measures to encourage staff and/or visitors to a development to choose alternatives to single occupancy car use and to reduce the need to travel.
Urban Capacity	An estimate 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 that threaten the appearance/management of the countryside.
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, 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 Site list