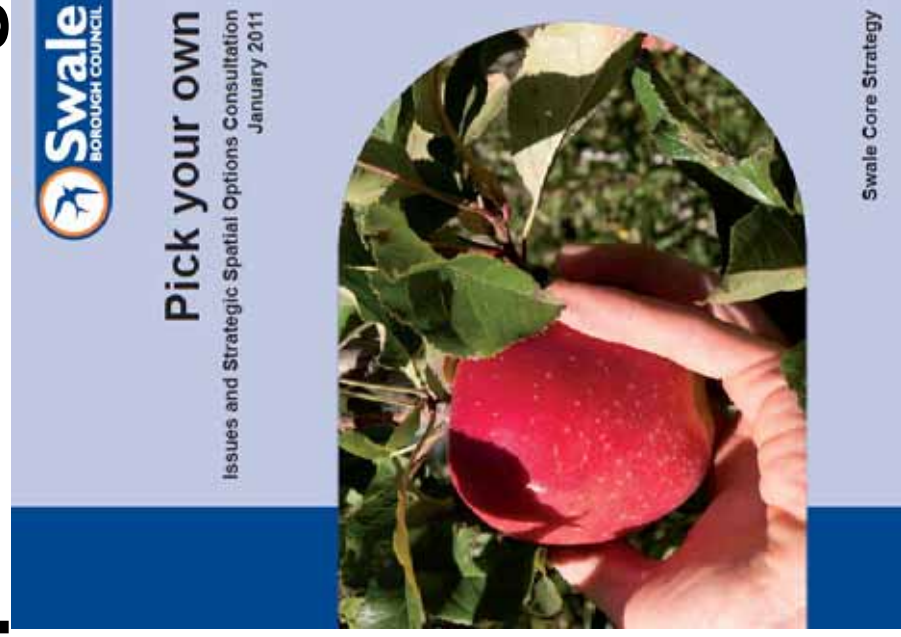


The *PYO* options meetings Jan-Mar 2011



# *Pick your Own* – the Issues and Options meetings

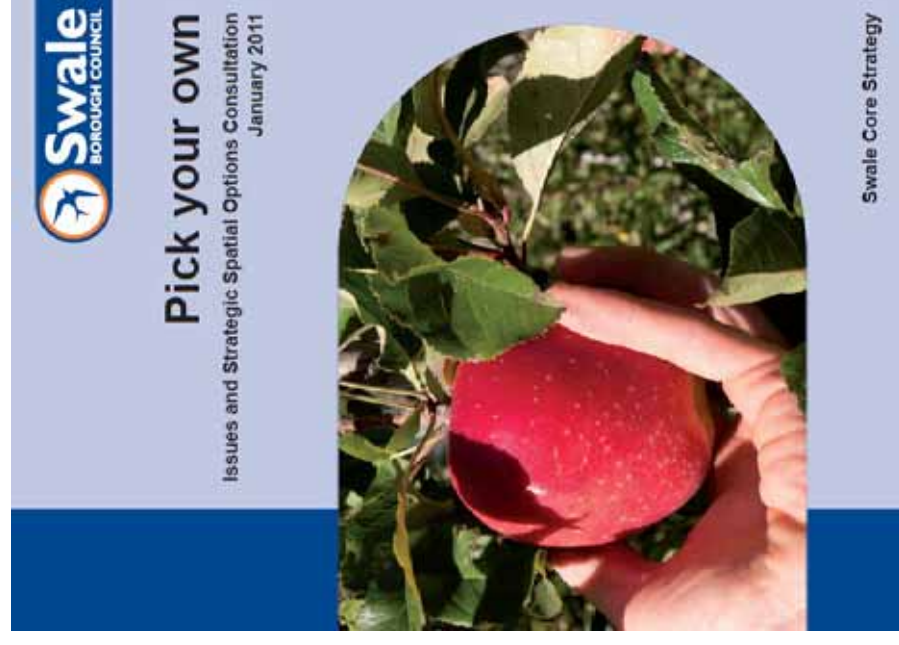


The *PYO* options meetings Jan-Mar 2011



# What we are covering tonight?

1. What's it all about?
2. What is Swale
3. The Spatial Options
4. Local focus
5. Getting involved
6. Q&A



## 1. What it's all about?

- Why now, things are changing'?:
  - Localism Bill December 2010;
  - Local plans to set housing targets - based on local evidence;
  - Neighbourhood Plans;
  - Not a means to say 'no' to important growth;
  - Must be in conformity with Borough level local plans (the Core Strategy?); and
  - Will revisit following consultation.

## What's the Core Strategy?

- Part of the Local Development Framework
  - the LDF.
- The most important strategic planning document for Swale – to 2031.
- Replaces the Swale Borough Local Plan.
- Will contain a vision, spatial strategy, strategic allocations and key policies for development management.

## Core Strategy Stages

- Previous consultation on future questions and vision.
- *Issues and strategic spatial options – how much development and where?*
- Next:
  - Autumn 2011 – consultation on the specific sites needed to support the strategy.
  - May 2012 – publish a complete version of Core Strategy & send to Secretary of State.
  - Late 2012 Core Strategy examination in public
  - May 2013 Adoption of Core Strategy.

## ***Pick your own – the contents***

- Choice of futures for community set out.
- Get involved now – more limited scope later.
- Structure close to the final version, but not the content. Features:
  - A journey through Swale – the ABC.
  - Vision, objectives and strategic policies.
  - The strategic spatial options.
  - Framework for development management policies.
  - Implementation Plan.

## 2. What is Swale?

- Journey through Swale - many communities, products and places - *local distinctiveness*.
- The Swale ABC.
- Our challenges and opportunities.



## **A few of our challenges**

- A narrow economy and poor performance in education and skills.
- Poor cultural facilities & retail and leisure facilities.
- Demographic changes, e.g. ageing population.
- Areas of deprivation and poor levels of health.
- High housing need, esp. for affordable homes.
- Climate change/flood risk/water supplies.
- Variable landscape, townscape and biodiversity.
- Junction 5 of the M2 and road conditions, esp. Sittingbourne.

## **Some good things as well**

- The Borough's location.
- Good transport links.
- Environmental quality.
- Opportunities in key future economic sectors.
- Population growth among economically active.
- Good entrepreneurship and business formation.
- The scope for regeneration esp. Sittingbourne/Sheppey.

## Our Core Strategy Vision

- The Vision leads the document:
  - Embraces assets – location, diverse communities and environment, agricultural past, present and future leading to...
  - *‘It is 2031 and Swale is known by the fruits of its endeavours’* with statements about:
    - Sittingbourne – making it the town it should be.
    - Sheppey – coastal regeneration benefiting all communities.
    - Faversham – market town growing naturally.
    - Rural areas – innovation and self reliance.
- What the vision means in practice

### 3. Strategic Spatial Options

- Choices about the way ahead - how much development and where.
- Generally not site specific – ‘*areas of search*’
- Main focus is the growth area part of the Borough.
- Only large scale issues addressed.
- Multiple variations between options - preferred option somewhere within?
- Headlines figures include both ‘new’ and planned provision. Detailed figures indicative.
- Looks in some cases beyond 2031.

## **A word about housing numbers**

- Too many or not enough? Loss of countryside & not enough services or not enough homes for my children?
- To think about:
  - Zero migration = 9,500 dwellings needed (16%).
  - Migration trend = 18,100 dwellings needed (31%).
  - Continuing house building rates of last 10 years = 16,225 (28%).

## **The options in a nutshell!**

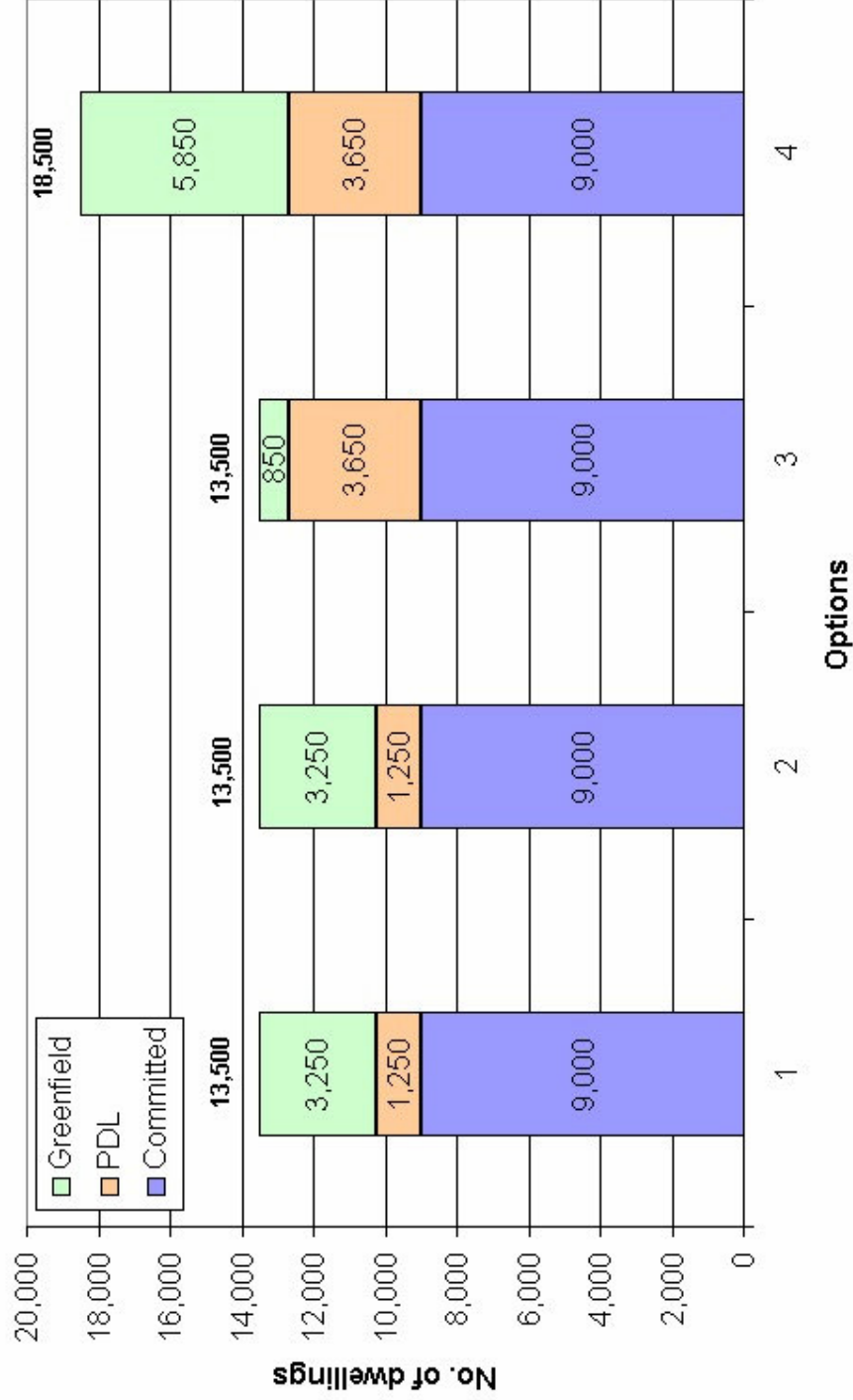
By 2031:

1. Continuing current policy provision (13,500 homes and 415,000 sq m for jobs).
2. As per option 1, but with new housing provided at larger villages).
3. Current policy for housing, but with high employment growth (595,000 sq m for jobs).
4. High housing (18,500 homes) and employment growth as per option 3.

# The PYO options meetings Jan-Mar 2011



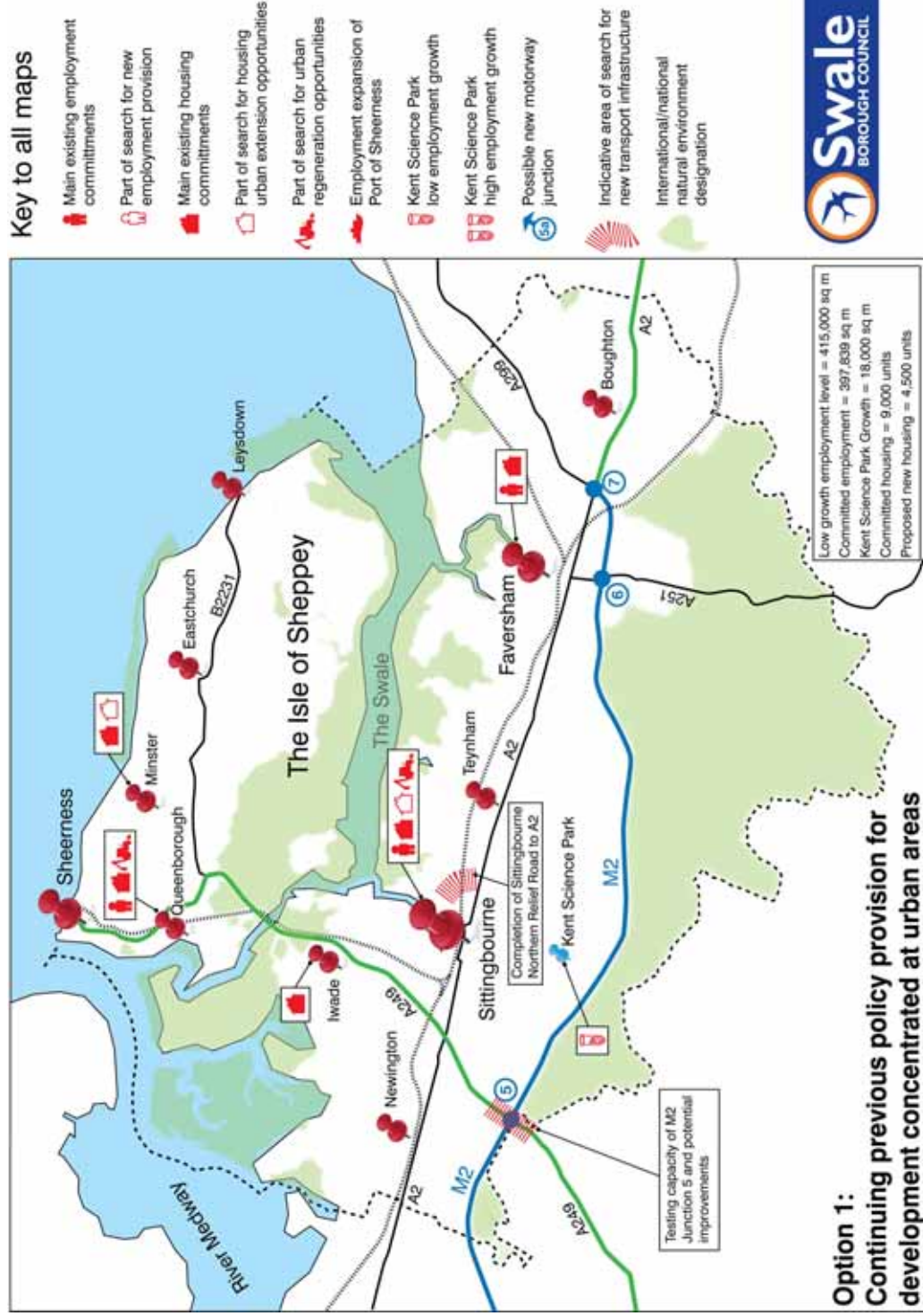
## Housing Provision Across Strategic Spatial Options



## **1: Continuing current provision**

- Focus at urban areas 13,500 homes, and lower growth employment of 415,000 sq m.
- 4,500 houses to find, 3,280 as greenfield urban extensions – search at Sittingbourne, Minster/Halfway.
- Search for further urban regeneration at Queenborough (circa 250 homes).
- Limited expansion of Kent Science Park to 6 ha.
- Rural social, economic and environmental needs met through Core Strategy policies.

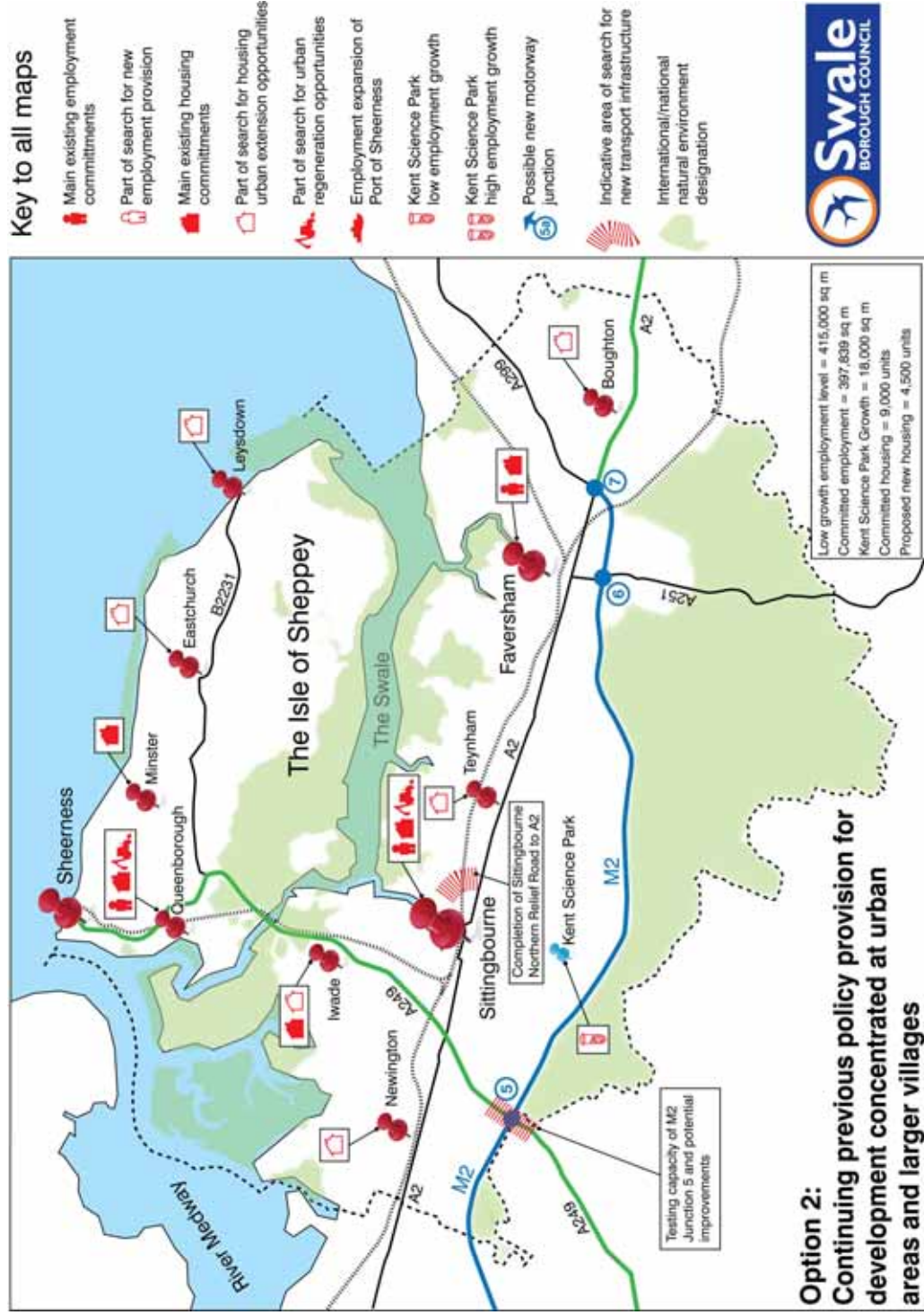
# The PYO options meetings Jan-Mar 2011



## 2: Rural dispersal

- As per option 1, but instead of urban growth:
  - about 3,250 houses on greenfields at Eastchurch, Leysdown, Iwade, Newington, Teynham and Boughton Street.
- Support for existing or new services provided?
- General rural social, economic and environmental needs met through Core Strategy policies.

# The PYO options meetings Jan-Mar 2011



## **3: High employment growth with housing levels as per 1.**

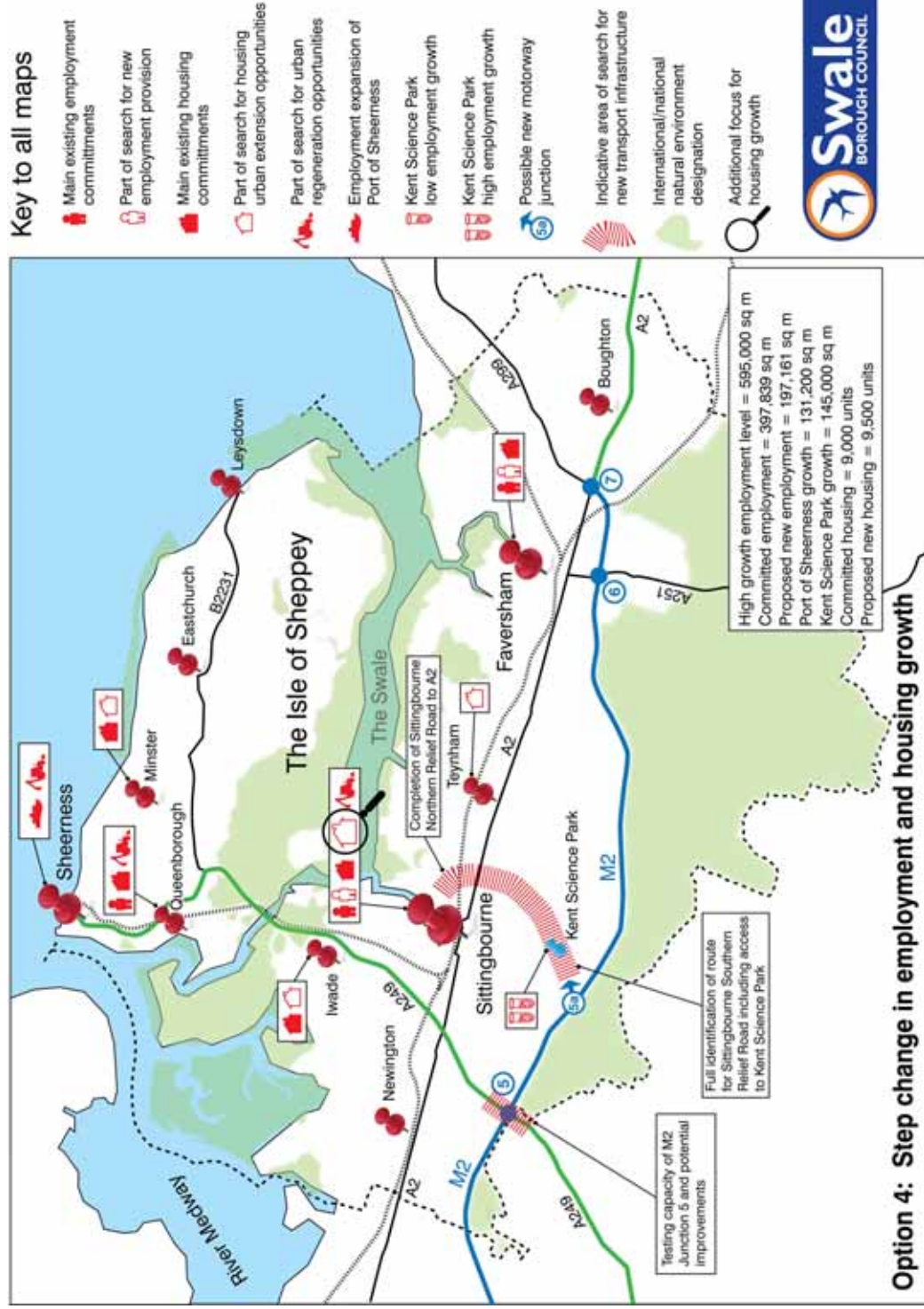
- Employment at higher growth level (595,000 sq m).
- Housing at Port of Sheerness (2,400 homes), search for 850 greenfield homes at Sittingbourne, Iwade, Teynham or Minster/Halfway.
- At Sittingbourne 60ha of greenfield land for employment.
- 50 ha expansion of Kent Science Park.
- Access road from M2 as 1<sup>st</sup> phase of SSRR (framework for long term provision outlined, route not identified).
- 71 ha of new operational land at Port of Sheerness
- Faversham - improve quality of employment land (5 ha).
- Rural social, economic and environmental needs met through Core Strategy policies.



## 4. High employment and housing growth

- Overall targets: 18,500 houses and 595,000 sq m of employment - focus at Sittingbourne;
- Greenfield sites for 5,850 homes as urban and village extensions. Main focus at Sittingbourne & Bapchild and then at Minster/Halfway, Iwade, and Teynham.
- Sheerness Port expansion as per Option 3.
- Expansion of KSP as per Option 3.
- Full route for SSRR identified.
- General employment focused on greenfield sites at Sittingbourne.
- Faversham as per option 3.
- Rural area - flexible policies to ensure social, economic and environmental needs are met.

# The PYO options meetings Jan-Mar 2011



## 4. Focus on Sittingbourne

- Establish the town as location of choice. Resolve town centre regeneration and green the town.
- Sittingbourne the main focus for housing, esp. option 4.
- Employment sites likely to be close to the main road network.
- KSP - should it expand:
  - Restrict further expansion – options 1 & 2 - prospects for park?
  - Disperse growth – realistic?
  - Significant expansion – options 3 & 4 – environmentally acceptable and access achievable?



## 4. Focus on Sheppey

- Minster receives the most housing on option 1, for Sheerness 3 & 4 and for Eastchurch and Leysdown option 2.
- For jobs, options 1 & 2 rely on existing commitments, 3 & 4 include new provision at the Port.
- Port expansion?
- The Island's Holiday Parks?



## 4. Focus on Faversham

- Different focus and scale of growth:
  - Conservation emphasis.
  - market town for the 21<sup>st</sup> Century.
- Development within town (options 1 & 2), options 3 & 4 – limited expansion to improve employment – direction of growth only to be identified.
- Housing limited to support economic led regeneration.
- Area Action Plan Development Plan Document for Faversham Creek.



## 4. Focus on rural areas

- Focus on development at towns, but also in larger villages in option 2-4.
- Settlement Hierarchy Policy.
- Main service and job focus at larger villages; but elsewhere where support for communities or environment.
- Rural housing for local needs.
- Digital infrastructure encouraged.
- Agriculture - climate change, food security, local produce, improved storage and distribution.
- Renewable energy.



## Arriving at a Preferred Option?

- Expected Summer 2011
- Result might be a hybrid.
- Second consultation on development sites late Summer 2011.
- Testing of options led by:
  - Evidence.
  - Sustainability Appraisal.
  - Community Views.
  - Aspiration.
  - Realism and deliverability.



## Getting Involved

- Consultation **17<sup>th</sup> Jan – 14<sup>th</sup> Mar 2011 (5.00pm)**.
- On line consultation at:
  - [www.swale.gov.uk/pyo](http://www.swale.gov.uk/pyo)
  - <http://swale-consult.limehouse.co.uk/portal/>
- Council offices and libraries – Parish/Town Councils & Amenity Groups have copy. CD on request.
- Consultation meetings, open day.
- Exhibition here, at Swale House and elsewhere.
- Summary Leaflet.
- Keep up to date with Facebook & Twitter.

The *PYO* options meetings Jan-Mar 2011



# Q&A