



- Successful rural communities across the downs, farmed plains and coast as places of innovation; nurturing enterprise, local produce and greater self-reliance.
- Faversham, a thriving market town and heritage destination that has grown organically; and
- Sheerness and Queenborough as beacons of coastal rejuvenation leading the way to success for all communities on the Isle of Sheppey;
- Sittingbourne transformed into an attractive, competitive and prosperous town, with a thriving centre that residents across the Borough are proud to use;
- Sittingbourne transformed into an flourishing place in which to enjoy life and do business with:



It is 2031 and Swale is known by the fruits of its endeavours. We have harnessed our assets – a strategic location, diverse communities and an outstanding natural environment – and are a sustainable, flourishing place in which to enjoy life and do business with:

The Core Strategy Vision

Getting Involved

For more information on these options, the other contents of *Pick your own*, and the consultation arrangements, visit www.swale.gov.uk/pyo.

Follow us on Facebook and Twitter or visit any Council office or Swale library to view the consultation document.

Whatever means you use, your comments must be with the Council by **5.00pm on 14th March 2011**.

Following the consultation, later this year, the Council will select the option (or combination) that it considers best meets the challenges facing Swale. Once this has taken place, a further consultation will be held that will seek views on the development sites that might be able to contribute to the chosen option.

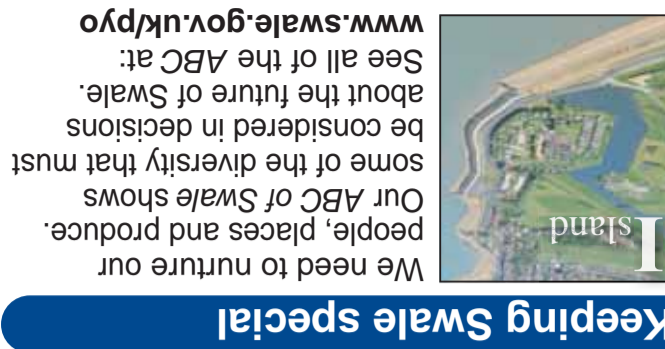
You can also book tickets for our very own *Question Time* event, or attend one of the public meetings:

Sittingbourne Local Engagement Forum, 18th January 2011, The Millennium Hall, Fulston Manor School, Brenchley Road, Sittingbourne, 7.00pm.

Sheppey Local Engagement Forum, 25th January 2011, The Isle of Sheppey Academy, East Site, Minster Road, Minster, 7.00pm.

Faversham public meeting, 31st January 2011, Alexander Centre, Preston Street, Faversham 7.00pm.

Swale Rural Forum 9th March 2011 7.00 pm (check with the Council for venue).



- Just a few of the challenges facing us in Swale:
- Poor performance in education and skills.
 - A narrow economy.
 - Poor cultural facilities.
 - Demographic changes.
 - High concentrations of deprivation.
 - Poor levels of health.
 - High affordable housing need.
 - Climate change/flood risk/water supplies.
 - Variable landscape, townscape and biodiversity.
 - Junction 5 of the M2 and road conditions in Sittingbourne.
 - Poor retail and leisure facilities in Sittingbourne.
 - Poor performance in key future economic sectors.
 - Population growth among economically active.
 - Good entrepreneurship and business formation.
 - The availability of regeneration proposals.
- Just a few of the opportunities:
- 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 availability of regeneration proposals.

of new homes and jobs and variations as to where they should be located.

For further copies, information or enquiries relating to the content of this document please contact the Spatial Planning Policy Manager; Swale Borough Council Swale House, East Street Sittingbourne Kent, ME10 3HT

Tel: 01795 417118
Email: pyo@swale.gov.uk
Website: www.swale.gov.uk/pyo

If you would like further hard copies or alternative versions (i.e. large print, audio, different language) we will do our best to accommodate your request. Please contact the Council at the above address.

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On the reverse side of this leaflet we have summarised the 4 options being considered. Each option considers a series of scenarios for development, considering different amounts in the future.

The consultation document also includes the Core Strategy vision and some draft planning policies that will be used to guide development in the future.

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Views about the questions we have to face (the issues) and the possible direction that we should be heading in (the options). They consider the amount of development (jobs, homes etc.) that should take place in the Borough and where they should be located. The consultation document also includes the Core Strategy vision and some draft planning policies that will be used to guide development in the future.

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What is the Core Strategy?

Swale Council is preparing its Core Strategy - the most important planning document for Swale.

We are at the first stage of preparing the Core Strategy - and Options - and have published the consultation document *Pick your own*. This is a summary leaflet of the full document that can be found on www.swale.gov.uk/pyo



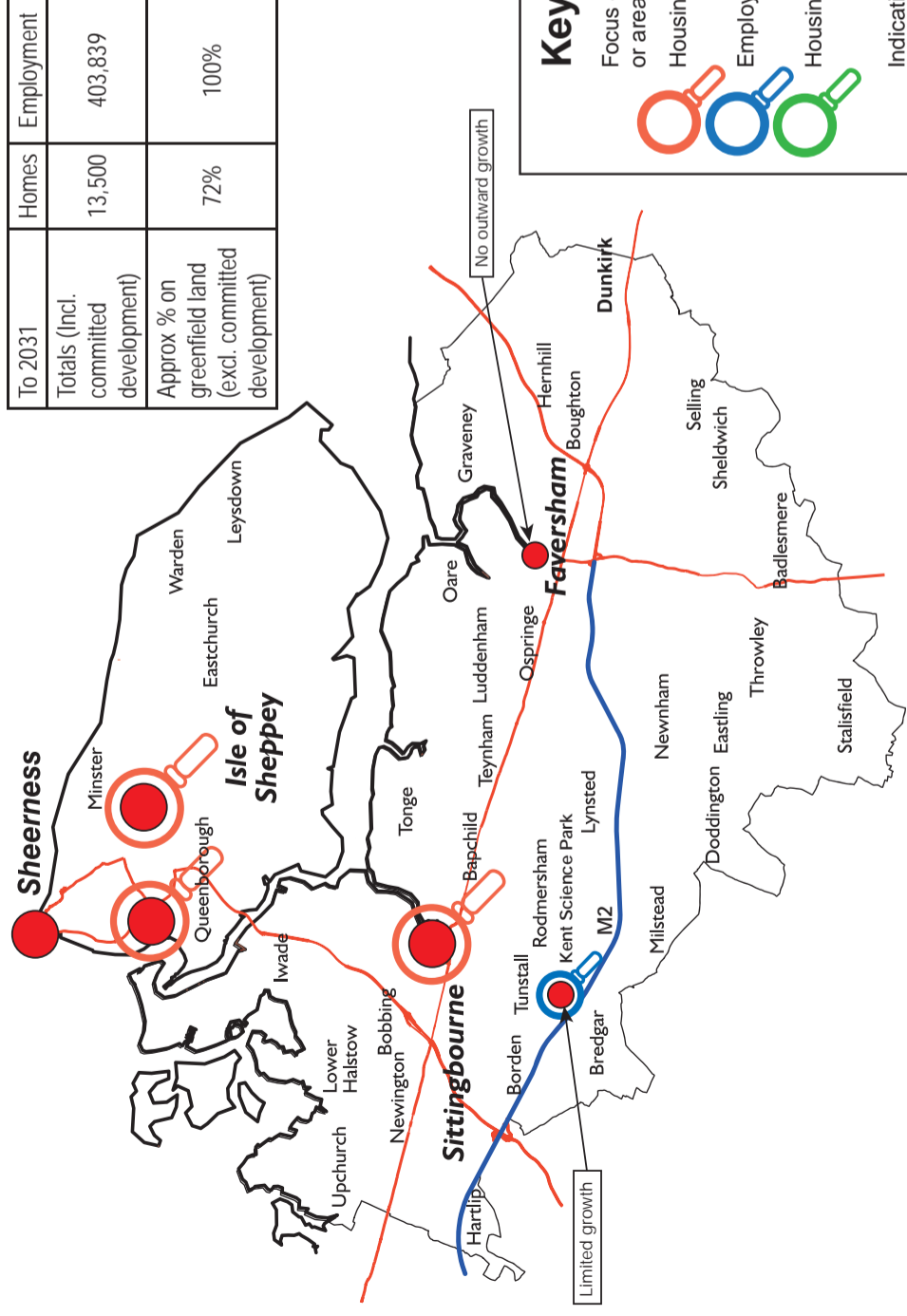
Pick your own

Issues and Strategic Spatial Options Consultation

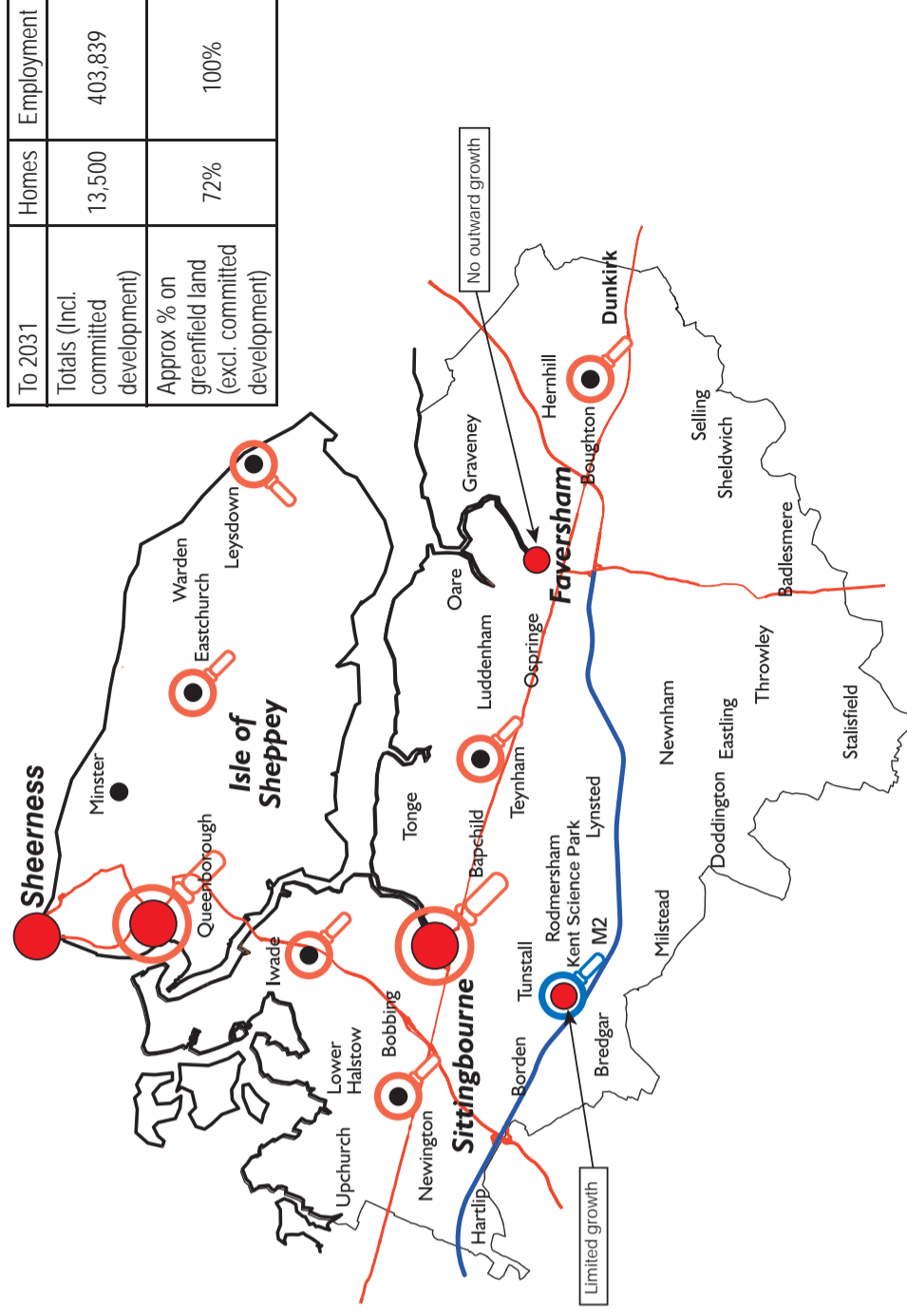
Summary of options January 2011



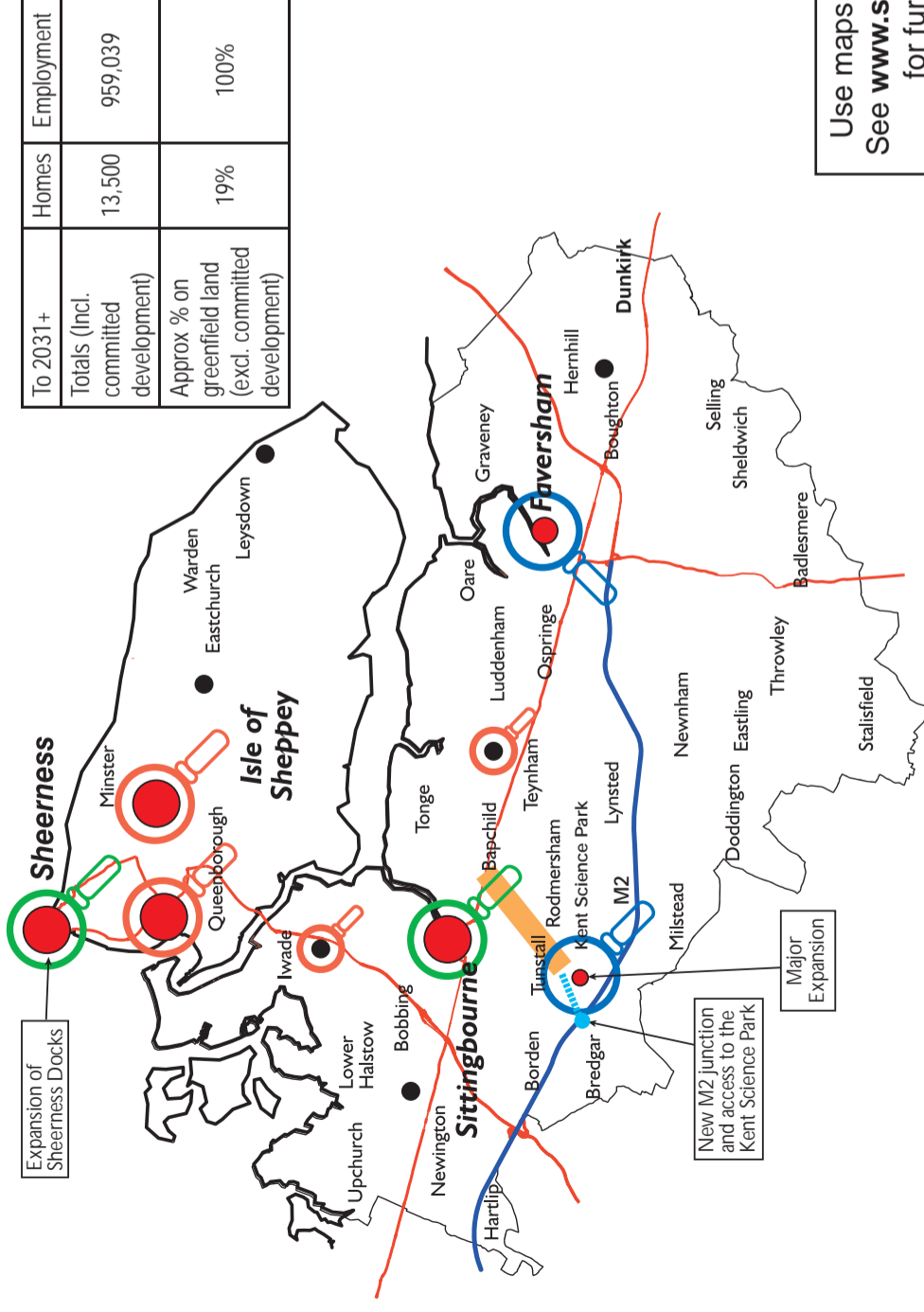
Option 1: Continue existing focus at urban areas



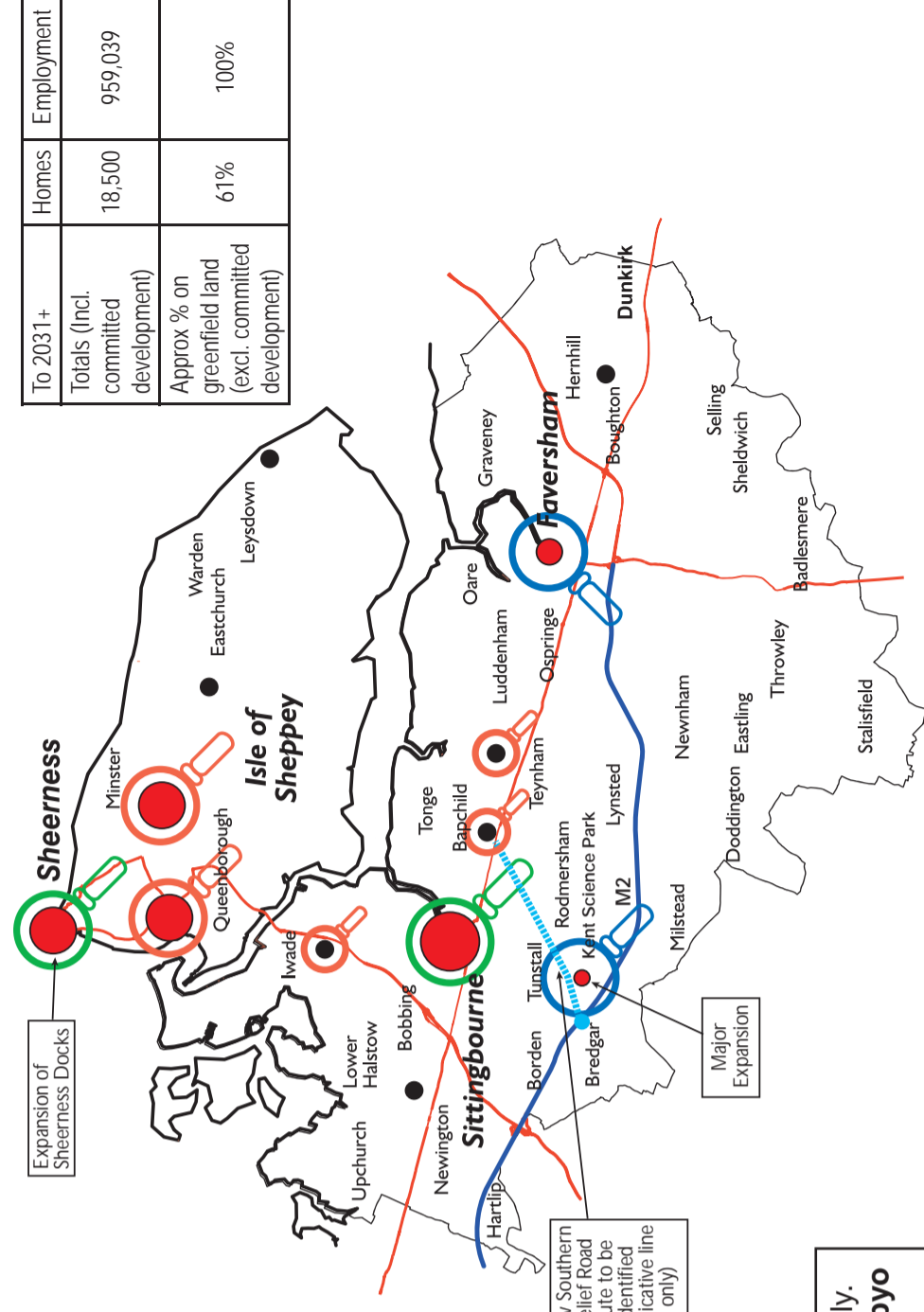
Option 2: Continue existing focus at urban areas and larger villages



Option 3: Existing focus for housing & high employment growth



Option 4: High housing & employment growth



Use maps as a guide only.
See www.swale.gov.uk/pyo
for further details.