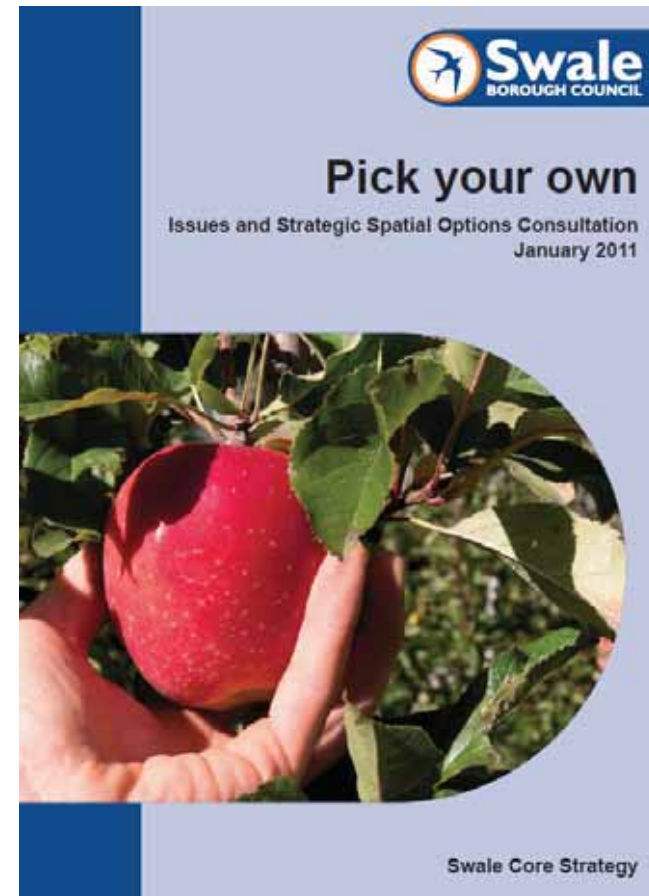


## What we are covering tonight?

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



# 1. 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 portrait of the Borough; Vision, **Spatial Strategy** and Strategic Allocations; Key Policies for development management; and an Implementation Plan.

## 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.

## 2. Challenges and Opportunities

<p><b>Swale's ABC</b></p>	<p><b>Apples</b></p> <p>Site of the first commercial apple orchards, planted in 1533</p>	<p><b>Beer</b></p> <p>Home to Britain's oldest brewer, founded 1698</p>	<p><b>Creeks</b></p> <p>Meandering creeks at Milton, Conyer, Faversham and Ore</p>	<p><b>Docks</b></p> <p>Deepwater access at the Port of Sheerness</p>	<p><b>Enterprise</b></p> <p>Nurturing enterprise</p>	<p><b>Flight</b></p> <p>Site of the first controlled power flight by a British pilot in Britain in 1909</p>	
<p><b>Gunpowder</b></p> <p>First made in Faversham in the 16th Century</p>	<p><b>Hops</b></p> <p>Used in the brewing of beer and celebrated at the Faversham International Hop Festival</p>	<p><b>Island</b></p> <p>The Isle of Sheppey comprises the islands of Sheppey, Harly and Elmley</p>	<p><b>Javelin</b></p> <p>Travel at up to 140mph from Swale to London on the Javelin HS1 train</p>	<p><b>King</b></p> <p>Honeymoon destination for King Henry VIII and Anne Boleyn</p>	<p><b>Lorries</b></p> <p>Important location for distribution and manufacturing industries</p>	<p><b>Marshes</b></p> <p>Protected, remote, wild and isolated</p>	<p><b>Nautical</b></p> <p>Sailing barges once carried goods to and from the Swale brickworks</p>
<p><b>Oasts</b></p> <p>Freestanding kilns for drying hops</p>	<p><b>Paper</b></p> <p>Sittingbourne's history of paper making dates back to 1708</p>	<p><b>Queen</b></p> <p>Queenborough named after Queen Philippa, wife of King Edward III</p>	<p><b>R</b></p> <p>The A2 is an important Roman road, linking London and Canterbury</p>	<p><b>Seaside</b></p> <p>Shingle at Sheerness sand at Leysdown, and tranquil beaches at Minster Leas</p>	<p><b>Tern</b></p> <p>Nicknamed sea swallows and incorporated in the Borough Council's logo</p>	<p><b>Unspoilt</b></p> <p>Rolling countryside</p>	<p><b>Valleys</b></p> <p>Chalk valleys emerge from the crest of the Downs and cut through the landscape</p>
<p><b>Weather boarding</b></p> <p>A wealth of historic buildings, many using traditional Kentish building materials</p>	<p><b>X-crossing</b></p> <p>Cross-crossing rural lanes</p>	<p><b>Yachts</b></p> <p>Safe haven in the quiet waters of Swale</p>	<p><b>Zostera</b></p> <p>Eelgrass - an important food source for a number of bird species in marshland areas</p>				

## 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.

## A word about housing numbers to 2031

- 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% increase).
  - Migration trend = 18,100 dwellings needed (31% increase).
  - Continuing house building rates of last 10 years = 16,225 (28% increase).

The *PYO* options meetings Jan-Mar 2011



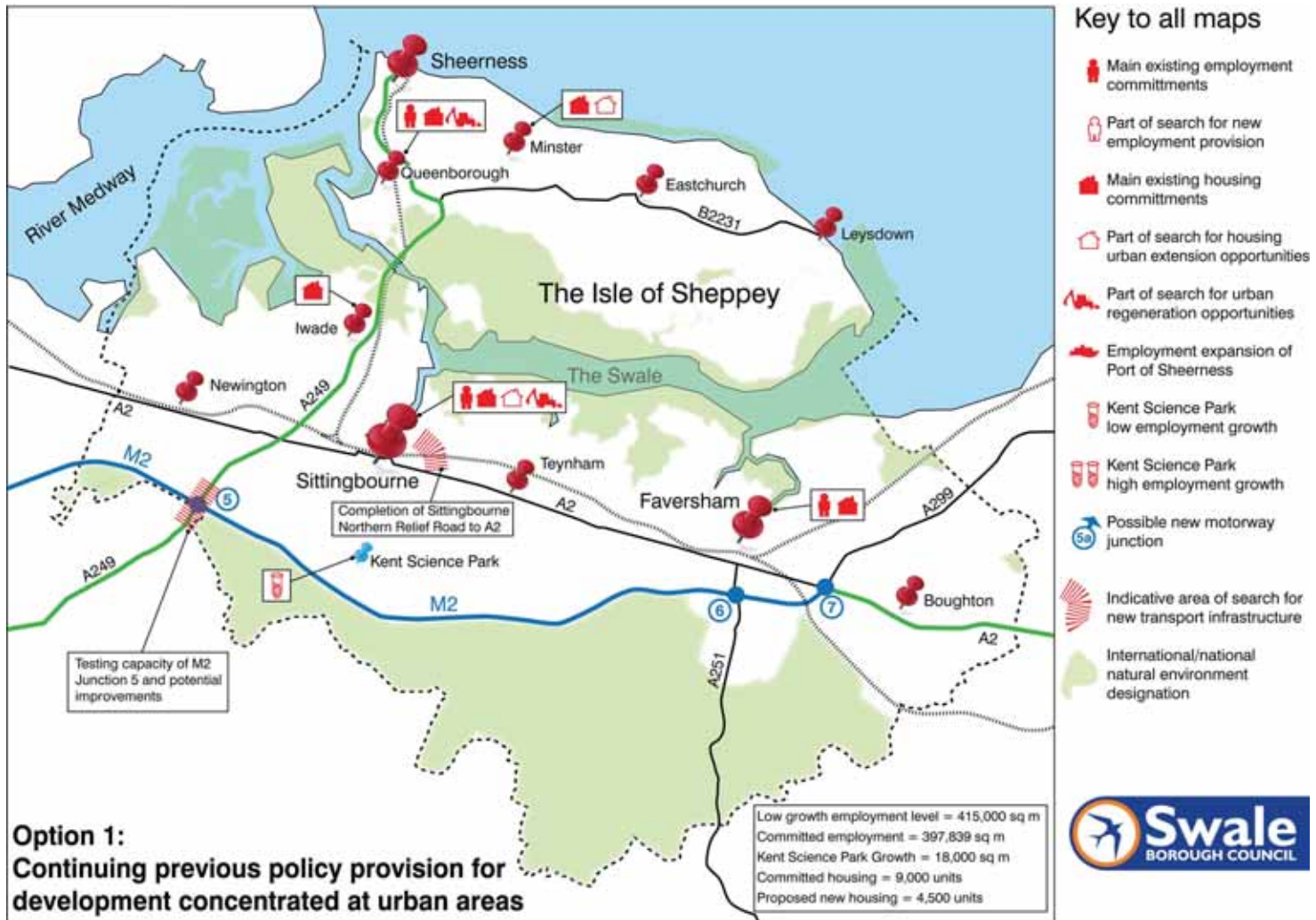
# The Options

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

By 2031:

1. Continuing current (urban focus) 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





## **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.
- Outward expansion limited at Faversham

## 2: Rural dispersal

- As per option 1, but instead of urban focus for greenfield:
  - about 3,250 houses on greenfields at Eastchurch, Leysdown, Iwade, Newington, Teynham and Boughton Street.
- Faversham as per option 1.
- Support for existing or new services provided?

## **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.
- 71 ha of 'new' reclaimed land at Port of Sheerness
- Faversham - improve quality of employment land (5 ha).
- Access road from M2 as 1<sup>st</sup> phase of Sitt. Southern Relief Road (framework for long term provision outlined, route not identified).

## 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.
- General employment focused on greenfield sites at Sittingbourne.
- Faversham as per option 3.
- Full route for Sitt. Southern Relief Road identified.

## 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.
- Smaller allocations may be required via a future development plan document.



## 4. Focus on rural areas

- Focus on development at towns, but also in larger villages in option 2-4.
- Main service and job focus at larger villages; but elsewhere where support for communities or environment.
- Flexible policies to ensure social, economic and environmental needs are met.
- 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.



## Core Strategy Stages

- *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.

## 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