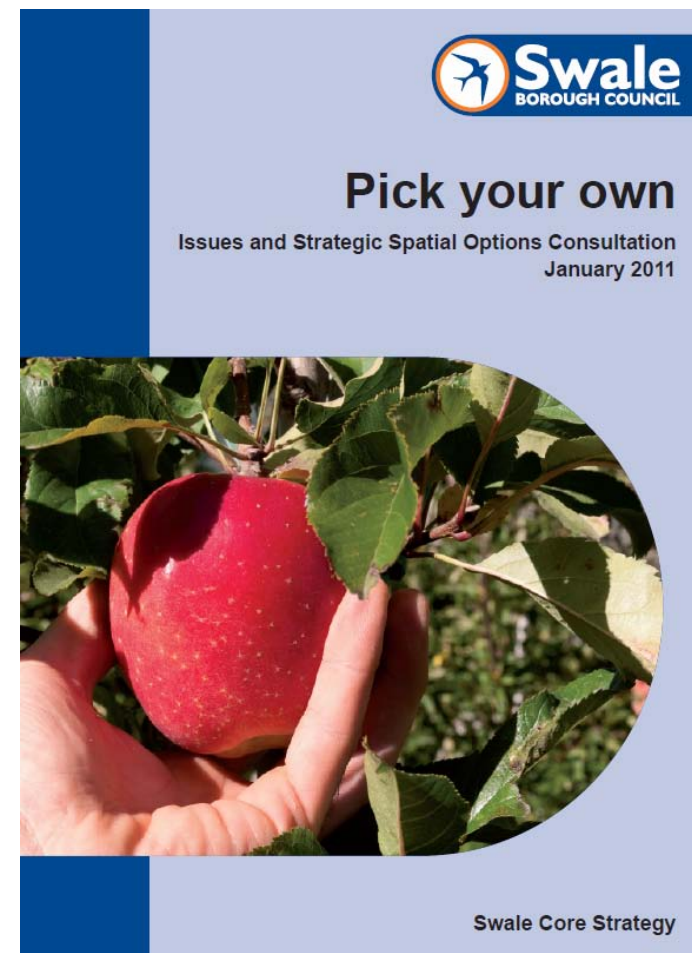


# What we are covering tonight?

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




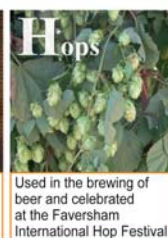



# 1. What's the Core Strategy?





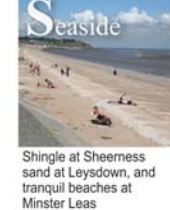
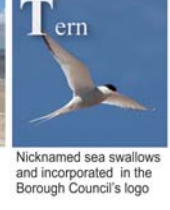

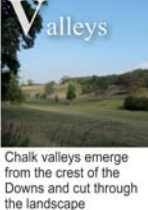
- Part of the Local Development Framework – the LDF.
- The most important strategic planning document for Swale – to 2031.
- Replaces the Swale Borough Local Plan.
- Will contain a portrait of the Borough; Vision, **Spatial Strategy** and Strategic Allocations; Key Policies for development management; 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>A</b>pples</p> <p>Site of the first commercial apple orchards, planted in 1533</p>	 <p><b>B</b>eer</p> <p>Home to Britain's oldest brewer, founded 1698</p>
 <p><b>G</b>unpowder</p> <p>First made in Faversham in the 16th Century</p>	 <p><b>H</b>ops</p> <p>Used in the brewing of beer and celebrated at the Faversham International Hop Festival</p>	 <p><b>I</b>sland</p> <p>The Isle of Sheppey comprises the islands of Sheppey, Hartly and Elmley</p>
 <p><b>O</b>asts</p> <p>Freestanding kilns for drying hops</p>	 <p><b>P</b>aper</p> <p>Sittingbourne's history of paper making dates back to 1708</p>	 <p><b>Q</b>ueen</p> <p>Queenborough named after Queen Philippa, wife of King Edward III</p>
 <p><b>W</b>eather boarding</p> <p>A wealth of historic buildings, many using traditional Kentish building materials</p>	 <p><b>X</b>-crossing</p> <p>Criss-crossing rural lanes</p>	 <p><b>Y</b>achts</p> <p>Safe haven in the quiet waters of Swale</p>

 <p><b>C</b>reeks</p> <p>Meandering creeks at Milton, Conyer, Faversham and Oare</p>	 <p><b>D</b>ocks</p> <p>Deepwater access at the Port of Sheerness</p>	 <p><b>E</b>nterprise</p> <p>Nurturing enterprise</p>	 <p><b>F</b>light</p> <p>Site of the first controlled power flight by a British pilot in 1909</p>
 <p><b>K</b>ing</p> <p>Honeymoon destination for King Henry VIII and Anne Boleyn</p>	 <p><b>L</b>orries</p> <p>Important location for distribution and manufacturing industries</p>	 <p><b>M</b>arshes</p> <p>Protected, remote, wild and isolated"</p>	 <p><b>N</b>autical</p> <p>Sailing barges once carried goods to and from the Swale brickworks</p>
 <p><b>S</b>easide</p> <p>Shingle at Sheerness sand at Leysdown, and tranquil beaches at Minster Leas</p>	 <p><b>T</b>ern</p> <p>Nicknamed sea swallows and incorporated in the Borough Council's logo</p>	 <p><b>U</b>nspoilt</p> <p>Rolling countryside</p>	 <p><b>V</b>alleys</p> <p>Chalk valleys emerge from the crest of the Downs and cut through the landscape</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

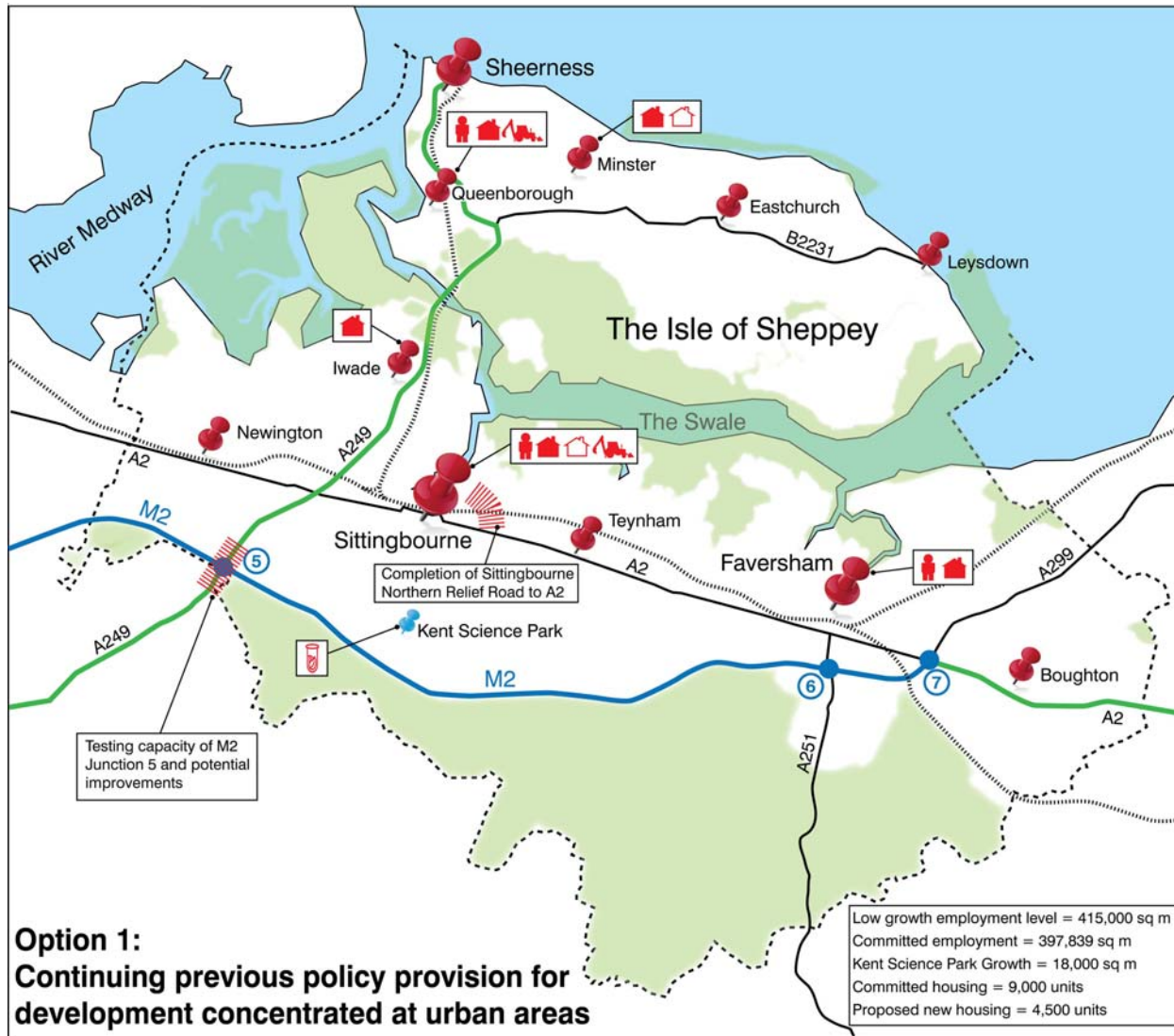
- Too many or not enough? Loss of countryside & not enough services or not enough homes for my children?
- To think about:
  - Zero migration = 9,500 dwellings needed (16% increase).
  - Migration trend = 18,100 dwellings needed (31% increase).
  - Continuing house building rates of last 10 years = 16,225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

# The Options

## 3. The options in a nutshell!

By 2031:

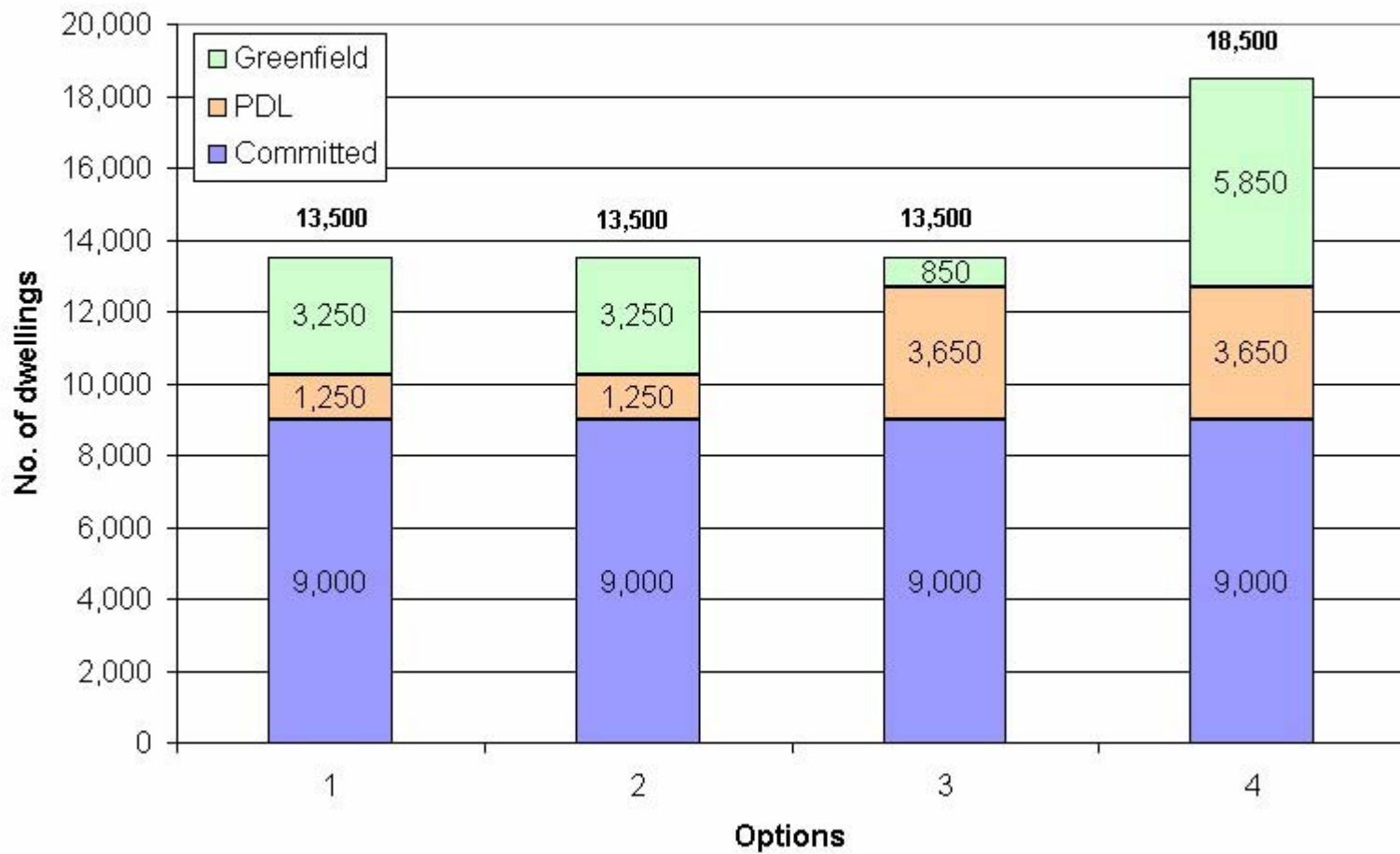
1. Continuing current (urban focus) policy provision (13,500 homes and 415,000 sq m for jobs).
2. As per option 1, but with new housing provided at larger villages).
3. Current policy for housing, but with high employment growth (595,000 sq m for jobs).
4. High housing (18,500 homes) and employment growth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



Key to all maps

-  Main existing employment commitments
-  Part of search for new employment provision
-  Main existing housing commitments
-  Part of search for housing urban extension opportunities
-  Part of search for urban regeneration opportunities
-  Employment expansion of Port of Sheerness
-  Kent Science Park low employment growth
-  Kent Science Park high employment growth
-  Possible new motorway junction
-  Indicative area of search for new transport infrastructure
-  International/national natural environment designation

**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.
- 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.



# Q&A