

The *PYO* options meetings Jan-Mar 2011

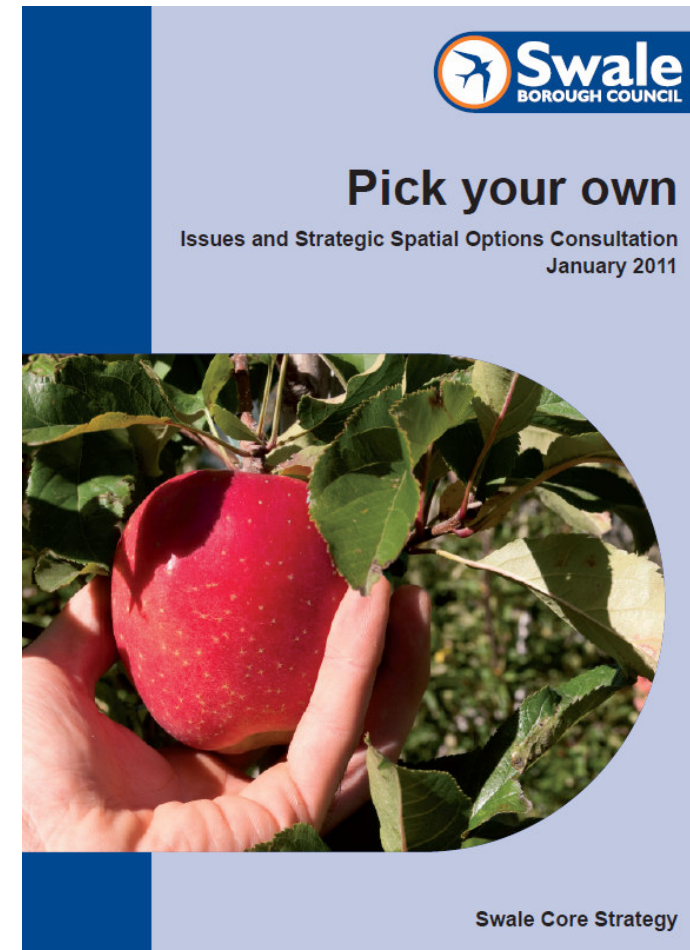


Pick your Own – the Issues and Options meetings



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

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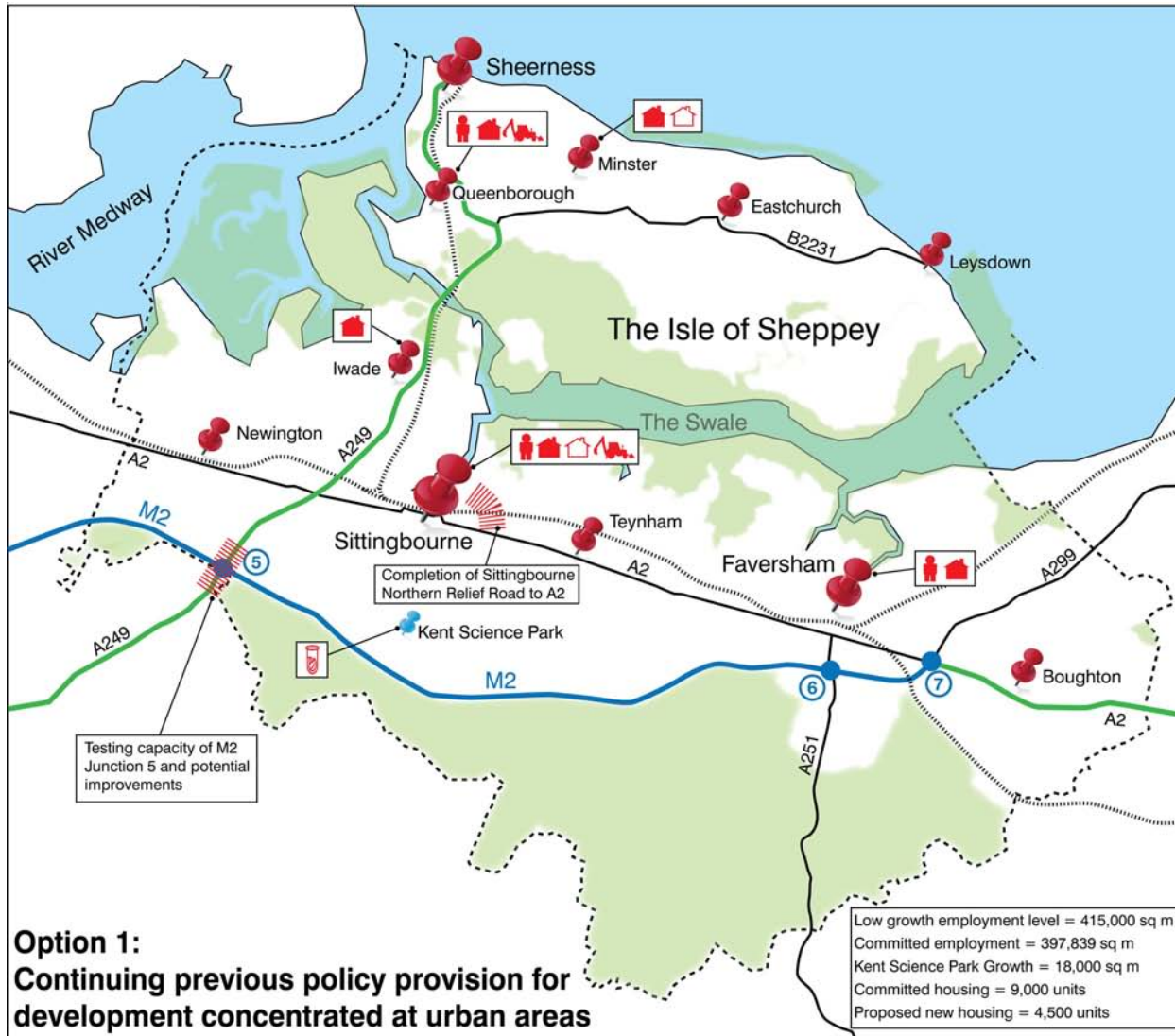
The Options

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.

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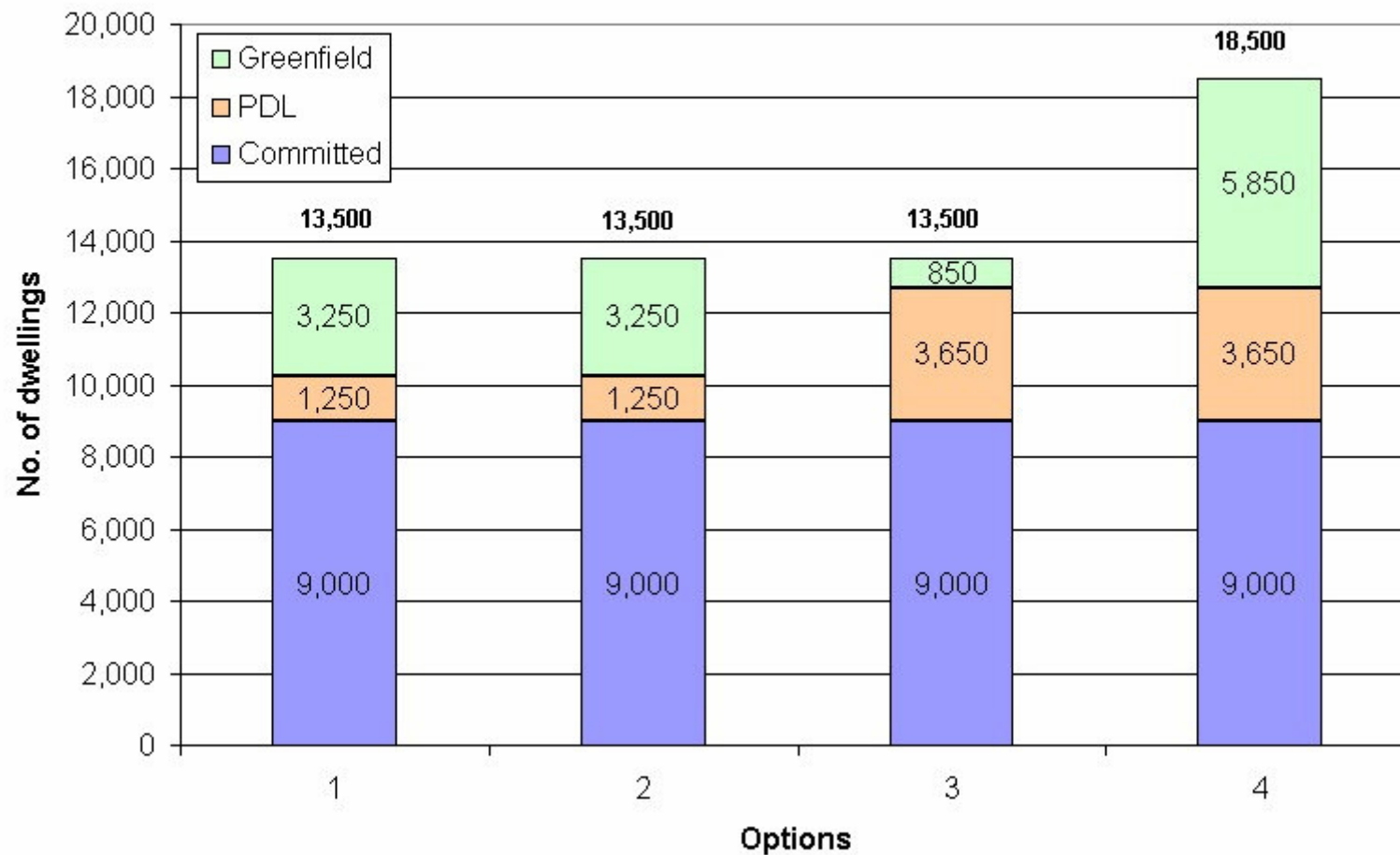


Key to all maps

- 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 1st phase of SSRR (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 SSRR identified.

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 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

- 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.

Getting Involved

- Consultation **17th Jan – 14th Mar 2011 (5.00pm)**.
- On line consultation at:
 - 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.

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Q&A