



Swale Borough Local Plan

October 2021



Issues and Preferred Options (Regulation 18)

Swale Borough Local Plan (October 2021). Issues and Preferred Options (Regulation 18)

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1 Introduction

1.0.1 All planning authorities are required to produce Local Plans, that show how their area will develop in the future. The Local Plan should provide a positive vision and framework for the future development of the area, seeking to address needs and opportunities in relation to housing, the economy, community facilities and infrastructure as well as safeguarding the environment. It identifies the amount of development that will take place, the areas and sites where development is expected to be accommodated and where it will be restricted. The Local Plan, once adopted, forms part of the Development Plan for the borough and will be the main consideration in deciding planning applications in Swale.

1.0.2 The current Local Plan, Bearing Fruits, was adopted in July 2017 and covers the period 2014 – 2031. Some of the existing Local Plan policies and unimplemented development allocations that are essential to meet the development needs of the borough may be carried forward into the new Local Plan. The reviewed Local Plan will, once adopted, replace Bearing Fruits.

1.1 Why the Local Plan is being reviewed

1.1.1 The Local Plan is being reviewed so as to:

- fulfil the council's commitment in Bearing Fruits to undertaking an early review of its Local Plan to address local transport issues;
- deliver the spatial priorities and objectives of the Swale Borough Corporate Plan, which reflect the council's declaration of a climate and ecological emergency in June 2019;
- address changes to national planning policy and guidance since the adoption of Bearing Fruits, particularly through the National Planning Policy Framework (NPPF), including the requirement to review local plans at least once every 5 years;
- extend the plan period to ensure that there will be an appropriate time horizon for strategic policies as recommended in the NPPF in order to anticipate and respond to long term requirements and opportunities;
- provide for additional new housing, employment and other development that will be required to meet future needs.

1.2 Neighbourhood Plans

1.2.1 There are several Neighbourhood Plans that have been, or are currently being, produced by local communities in the borough. Neighbourhood Plans guide development at the local level but they must be in conformity with the Local Plan and national planning guidance. Once adopted they also become part of the Development Plan for the area they cover.

1.2.2 Where a Neighbourhood Plan has been produced, the policies within that plan would take precedence over the non-strategic policies within a Local Plan if the Neighbourhood Plan has been 'made' more recently. This situation also applies in reverse if policies within a Local Plan are the more recently adopted. It is recommended that developing Neighbourhood Plans take account of the Local Plan Review as they are developed to ensure their policies are in conformity with the emerging Local Plan.

1.3 Why we are consulting on Issues and Preferred Options

1.3.1 Between April and June 2018, we undertook a wide ranging consultation '[Looking Ahead](#)'. This introduced the need to produce a new Local Plan and sought views on where new homes and other development could be located. To establish community priorities across a range of planning matters, the consultation also sought feedback on a number of issues ranging from the national and local challenges facing the borough's economy, housing provision, infrastructure, climate change, transport and the

1 Introduction

environment and the potential policy approaches to address them⁽¹⁾. In February 2021, we published the [Pre-Submission Local Plan \(Regulation 19\)](#) ⁽²⁾. This was a formal consultation stage and sought views on the soundness of the Local Plan.

1.3.2 We are now undertaking further consultation (under Regulation 18) through this Issues and Preferred Options stage. A further consultation under Regulation 19 will follow in 2022 (see section on 'What happens next').

1.3.3 This will enable the implications of the most recent revisions to the NPPF (July 2021) to be considered and, if there are any implications for the Local Plan, what changes to the Local Plan may need to be made. The revisions to the NPPF include updating of national policies related to design quality expectations, the inclusion of greater detail on addressing the impacts of climate change and flooding from all sources and encouraging local authorities, where appropriate, to employ longer term thinking to enable sustainable development. It will also enable us to consider how the Local Plan can contribute to the recovery of the local economy post Covid-19 pandemic.

1.3.4 Taking this approach will also provide a further opportunity for local communities and stakeholders to comment on and shape the policy direction of the Local Plan Review.

1.4 Document structure

1.4.1 This document provides some background about the key issues and challenges the borough faces that we think the Local Plan should respond to and what it should be aiming to deliver (Section 3). We then set out a draft Local Plan Vision and Strategic Objectives (Section 4) before suggesting ways in which we could address key issues and challenges (Section 5). These are organised under the following policy themes:

- Spatial strategy
- Climate change
- Place shaping/design
- Protecting and enhancing environment and heritage
- Housing needs
- Economy and town centres

1.4.2 There are questions throughout the document for you to answer and we would like to hear your views.

1.4.3 The responses to both the 'Looking Ahead' consultation and the Pre-Submission Local Plan, together with the technical evidence base studies undertaken to date have been considered in drafting the options and preferred policy directions.

1.4.4 Under some themes we have set out our preferred option and policy direction and explain the reasons why this option or direction is preferred. Where alternative options have been considered it also explains why these are not being suggested as preferred options. In the case of other themes, although we believe that the policy approaches we took in the Pre-Submission Local Plan (February 2021) were reasonable, we are seeking views on possible alternative or additional policy approaches which have been suggested to us through the Pre-Submission Local Plan (February 2021) consultation.

1.4.5 It should be noted that this consultation does not cover every Local Plan policy area or individual policy. This is because there are a number of policies, particularly Development Management policies,

1 A summary of the 'Looking Ahead' consultation responses were reported to the council's Local Plan Panel on the [29 October 2018](#). All the responses to the 'Looking Ahead' document can be viewed on the planning policy consultation portal at: <https://swale-consult.objective.co.uk/kse/event/32636/peoplesubmissions/section/>

2 All the responses can be viewed on our planning policy consultation portal at: <https://swale-consult.objective.co.uk/kse/event/36020/peoplesubmissions/section/>. A summary of the main issues raised was reported to the Local Plan Panel on the [8 September 2021](#)

where the responses to the Pre-Submission Local Plan (February 2021) generally indicated support for these policies. In some cases, responses suggested amendments to the policy wording to improve clarity of the interpretation and purpose of the policy and we will consider and address these suggested amendments in drafting a new version of the Pre-Submission Local Plan.

1.5 How to comment

1.5.1 The consultation document and supporting documents can be found on the council's [website](#)⁽³⁾. Copies of the Issues and Preferred Options document only are also available to view in local libraries across the borough.

1.5.2 You are not required to comment on all the questions in the Issues and Preferred Options document and you can complete as many questions as you want to.

1.5.3 You can respond to this consultation in the following ways:

- by submitting your comments online using the Planning Policy consultation portal: <https://swale-consult.objective.co.uk/kse/>
- by downloading an electronic response form, which can be found on the Issues and Preferred Options consultation page of the council's website and submitting it by email to Lpcomments@swale.gov.uk. This form can also be printed and returned by post to Planning Policy, Swale Borough Council, Swale House, East Street, Sittingbourne, Kent, ME10 3HT
- if you do not have access to the internet you can request a paper copy of the response form by calling 01795 417014
- by email to Lpcomments@swale.gov.uk or in writing to Planning Policy, Swale Borough Council, Swale House, East Street, Sittingbourne, Kent, ME10 3HT. If you prefer to make comments by email or letter, please reference specific questions in your response.

1.5.4 To submit your comments via the Planning Policy consultation portal you must first log into the system. If you have not used the consultation portal before you will need to register to do this. If you have made comments to any of our previous consultations via the consultation portal you **do not** need to register again, you can submit comments via the consultation portal using your user name and password.

1.5.5 You only need to register as an 'Agent' if you are a planning agent i.e. a planning professional submitting comments on behalf of a landowner or stakeholder. Agents need to register for each client.

1.5.6 If you have any questions about using the consultation portal please refer to our Frequently Asked Questions, where you will find answers to some of the most commonly asked questions.

1.5.7 If you need any assistance with the Issues and Preferred Options consultation document or the Local Plan in general, you can:

3 <https://swale.gov.uk/planning-and-regeneration/local-plans/local-plan-review/local-plan-review#h2>

1 Introduction

- call: 01795 417014
- email: Lpcomments@swale.gov.uk

This consultation is open for four weeks from the 29 October 2021.

Please submit comments by 5pm on the 29 November 2021.

1.6 What happens next

1.6.1 All the comments received before the consultation closes will be carefully considered and, along with technical evidence, help inform the next stage of the Local Plan; the drafting of a Pre-Submission Draft Local Plan. It is anticipated we will consult on this next stage of the Local Plan Review in spring 2022.

1.6.2 The council has published an updated timetable for reviewing the Local Plan, which is outlined below.

Local Plan Timetable	
Issues and Preferred Options (Regulation 18)	October 2021 (current stage)
Pre-Submission Draft Local Plan (Regulation 19)	February 2022
Submission to Secretary of State (Regulation 22)	May 2022
Examination and modifications	August 2022
Adoption	February 2023

1.6.3 Further details of the timetable are set out in the Local Development Scheme which can be viewed at: www.swale.gov.uk/localplanreview/LDS

What has influenced the development of the Local Plan 2

2 What has influenced the development of the Local Plan

2.1 National Planning Policy and Guidance

2.1.1 The Local Plan must respond to and be consistent with the government's planning policy and legislation. Since the adoption of Bearing Fruits in 2017, the NPPF has been updated three times, most recently in July 2021. The Local Plan review will need to respond to these changes, where appropriate, and will need to take into account the policies set out in the NPPF and the technical guidance on how to apply these found in the Planning Practice Guidance (PPG).

2.1.2 Of the most recent updates to the NPPF, one of the more fundamental changes to be addressed in plan making is the need, where larger scale developments are proposed such as new settlements or significant extensions to towns and villages, to look further ahead than the plan period to take into account the timescale for delivery. The NPPF indicates that this should be at least 30 years. The NPPF does not define what qualifies as a 'significant extension', leaving it to each local authority to determine based on their specific local context. Further government guidance on the way local authorities should reflect this NPPF change in their Local Plans, and the evidence base required to support a 30 year vision, is awaited through an update to the PPG.

2.1.3 As set out in the section dealing with the Development Strategy, there will be a need to make new allocations, which could involve some larger scale developments. We have suggested some additional wording to both the Vision and Strategic Objectives to recognise that some of these allocations could be expected to deliver housing and other development beyond the Local Plan period. However, in the absence of clear government guidance, the council are at this stage still considering the implications of this change to the NPPF and what other areas and/or policies of the Local Plan might need to be amended.

Question 1

How do you think the Local Plan should be amended to address the NPPF requirement for Local Plans to set larger scale developments within a 30 year vision?

2.2 Engagement

2.2.1 The Local Plan Review must be prepared in accordance with the duty to cooperate, which sets a legal obligation for the council to engage with other authorities and public bodies on an ongoing basis on strategic planning issues which cross administrative boundaries. Strategic issues can include the delivery of housing, employment and infrastructure and the impact of development on areas of environmental importance.

2.2.2 The NPPF also requires authorities to produce and publish Statements of Common Ground which set out the cross boundary issues that need to be addressed and detail the progress which has been made in dealing with them.

2.2.3 Since the start of the Local Plan Review, we have been working closely with our neighbouring authorities and others to ensure we have a better understanding of the strategic issues and to ensure they are fully considered in the reviewed Local Plan. We have been working with the neighbouring authorities of Canterbury City Council, Maidstone Borough Council and Medway Council to jointly prepare Statements of Common Ground. These will document the matters on which the councils have engaged and the agreed position on these matters.

2.2.4 We will continue to prepare and update relevant Statements of Common Ground as the Local Plan Review progresses and publish these on the website when available.

2 What has influenced the development of the Local Plan

2.2.5 The earlier consultation that has taken place with our local communities and various stakeholders (through ‘Looking Ahead’ and the Pre Submission Draft Local Plan) have been considered when preparing this Issues and Preferred Options document. At relevant places in the document we have set out a ‘what you’ve told us so far’ section, which summarises some of the key themes that came through the consultation.

2.2.6 In addition to this consultation, the council undertook a ‘Call for Sites’ exercise in 2017 and again in 2018. This gave landowners, developers, businesses and other stakeholders the opportunity to submit sites for housing, employment and other types of development for the council to consider. A large number of sites were submitted through this process and assessed in the Strategic Housing Land Availability Assessment (SHLAA). The sites submitted to and assessed through the SHLAA form the starting point for identifying sites for allocation in the Local Plan.

2.2.7 In response to the Pre-Submission Draft Local Plan (February 2021) a number of new sites were promoted. All new sites submitted will be assessed on a comparative basis to previously assessed sites through an updated SHLAA. If you have already submitted a site to us you do not need to submit it again.

2.3 Other plans and strategies

2.3.1 The Local Plan does not sit in isolation and there are a number of other plans and strategies that influence and help inform the Local Plan.

2.3.2 The council’s Corporate Plan sets out the high level objectives and priorities for the council. The priorities relevant to the Local Plan are:

- Building the right homes in the right places and supporting quality jobs for all;
- Investing in our environment and responding positively to global challenges; and
- Tackling deprivation and creating equal opportunities for everyone.

2.3.3 Other strategies related to the economy, housing, transport, heritage and green spaces which are relevant to the Local Plan are shown in the diagram below.



What has influenced the development of the Local Plan 2

2.3.4 Like many other local authorities across the UK, the council has declared a climate and ecological emergency and are committed to working towards making the borough as a whole carbon neutral by 2030. The actions to deliver or support this target are contained in the [Climate and Ecological Emergency Action Plan](#). The Local Plan is required to make sure that development and use of land contributes towards the mitigation of, and adaption to, climate change and it will have a key role to play in delivering a number of the actions identified in the Action Plan with mitigation and adaption to the climate and ecological emergency at its heart.

2.4 Evidence base

2.4.1 Local Plans must be informed by evidence and over the past four years we have been preparing a number of technical studies and assessments on a wide range of topics to help us understand what new development we need, how we could plan for it and how it will be delivered.

2.4.2 As many of the technical studies are interlinked, the evidence base should be read as a whole. Appendix 1 provides details of the evidence base that has been completed to date. The need to undertake further evidence base studies will be kept under review and the council may commission updates to some of the completed studies.

2.4.3 All the evidence base documents are available on the [website](#)⁽⁴⁾. These pages will be updated as new and updated evidence is prepared and published.

2.5 Environmental impacts

2.5.1 The council is required by law to assess the environmental impacts of any plan which it produces and a Sustainability Appraisal (SA), incorporating Strategic Environment Assessment (SEA), is an important process when producing a Local Plan. The SA process makes sure that the Local Plan considers improvements in environmental, social and economic matters and minimises any potential negative effects of the Local Plan.

2.5.2 It is also a requirement that the impacts of the Local Plan on European designated sites including Special Areas of Conservation, Special Protection Areas and Ramsar sites, of which there are a number within or close to the borough, are considered through the preparation of a Habitats Regulations Assessment (HRA). An HRA was undertaken for the 2021 Pre-Submission Local Plan (Regulation 19) and will be undertaken again in preparation for the next stage of the Local Plan Review.

2.5.3 An interim SA has been undertaken on this Issues and Preferred Options document and, along with the other SA documents prepared to inform the Local Plan Review, is available on the [website](#)⁽⁵⁾.

Question 2

Do you have any comments on the interim Sustainability Appraisal ? Please explain the reasons for your comments.

Do you think any changes to the interim Sustainability Appraisal is necessary? If so, please set out these changes and the reasons why you think they are needed.

2.5.4 These processes will continue to be undertaken at each stage of the Local Plan Review and the reports published on the website.

4 <https://swale.gov.uk/planning-and-regeneration/local-plans/local-plan-review-evidence#h2>

5 <https://swale.gov.uk/planning-and-regeneration/local-plans/local-plan-review>








3 Characteristics of the borough and the key challenges to be addressed

3 Characteristics of the borough and the key challenges to be addressed

3.1 Key characteristics

3.1.1 Swale is one of 12 districts (boroughs and cities) which make up the county of Kent. Located on the county’s northern coast, the borough sits between Medway, Maidstone, Ashford and Canterbury, around 60km from central London in one direction and 40km from the Channel tunnel in the other. The borough covers an area of 360sqm, roughly one-tenth of Kent, and is home to just under 150,000 people, approximately one-tenth of the county figure.

3.1.2 Some of the key characteristics of the borough are illustrated below.

<p>The quality of the landscape is of a particularly high standard with part of the Borough falling within the Kent Downs Area of Outstanding Natural Beauty. The Swale and Medway Marshes and Estuaries are recognised as Special Protection Areas (SPA) and Ramsar sites and also Marine Conservation Areas. There are also two Special Areas of Conservation (SAC) at Queendown Warren and Blean Complex. There are seven Sites of Special Scientific Interest (SSSI) within the District.</p> 	<p>The borough has a rich heritage with nearly 2,000 listed buildings, 22 Scheduled Monuments, 50 designated conservation areas, 4 Registered Parks and Gardens and over 4,818 sites on the Kent Historic Environment Record.</p> 
<p>There are significant health inequalities depending on where people live within the borough. Life expectancy is about 9 years lower for men and 4 years lower for women in the most deprived areas of Swale than those in the least deprived areas.</p> 	<p>The ratio of house prices to earnings is one measure of how affordable it is to buy a property. The affordability ratio in Swale (in 2020) is 9.32 compared to a national figure of 7.8. This means housing is largely out of reach for local first-time buyers and those on low/moderate incomes.</p> 
<p>Swale’s demographic make-up is diverse, including a mix of affluent and less affluent areas. In general the borough is less well-off than is typical for the south-east. There are some concentrated pockets of severe socioeconomic deprivation to be found in locations across the area.</p> 	<p>Swale’ population is growing and changing with the number of residents due to increase by 20% over the next 20 years. The number of residents who are aged over 65 years will also increase significantly.</p> 
<p>Swale has a low ratio between jobs and the working age population. Average workplace earnings are below those of both Kent and the south east averages.</p> 	

3.1.3 The ‘Looking Ahead’ consultation included an analysis of the strengths, weaknesses, opportunities and threats to the borough. Informed by responses to previous consultations, technical studies and other strategies we have reviewed and updated the ‘SWOT’ analysis.

Strengths:	Weaknesses:
<ul style="list-style-type: none"> • High quality environment • Connections to London and Europe (via road, sea, Eurostar and HS1) • Employment opportunities at large distribution centres such as Aldi and Morrisons and at business parks such as Kent Science Park and Eurolink • Horticultural fruit production, processing and storage • Relatively cheap land and house prices • Open and flexible environment for businesses to thrive • Strong creative and cultural activity, particularly in Faversham and rural areas 	<ul style="list-style-type: none"> • Low wage levels compared to the rest of the South East and deprivation within some urban areas • Perceived lack of ‘USP’ for Swale to the outside world • Dwindling employment land supply • Low skills levels and educational attainment in some areas • Poor land values and viability limits potential for high quality development and affordable housing • Poor access to and limited capacity in local community services, particularly health

Characteristics of the borough and the key challenges to be addressed

3

<ul style="list-style-type: none"> • Outstanding natural environments and heritage assets • An increasingly enterprising, engaged, skilled and volunteering sector of the population 	<ul style="list-style-type: none"> • Under-performing town centres with poor retail offers, an undeveloped vibrant evening/night time economy and deteriorating streetscapes • Increasing congestion and air quality problems, limited provision and low usage of public transport • Underdeveloped and under exploited cultural offer • Flood risk
<p style="text-align: center;">Opportunities:</p> <ul style="list-style-type: none"> • Ability to capture footloose commercial investment • J5 improvements, Lower Thames Crossing, increased capacity, access to new markets, shorter journey times • Network Rail's long-term proposed direct rail link from Faversham to Ashford • Potential for new infrastructure and community facilities with new housing • Sittingbourne Town Centre regeneration • Available land for low-carbon power sources (e.g. solar, wind, battery storage) • Special natural and built environments which can support the economy, health and well-being • Migration of people from London expanding Swale's skills profile and bringing more economically active people into Swale 	<p style="text-align: center;">Threats:</p> <ul style="list-style-type: none"> • Increasing impacts of Climate Change • Air quality impacts of growth • Migration of people from London could increase competition for houses and jobs • Lower Thames Crossing; potential increased traffic through Swale which could impact on transport capacity and air quality • Potential for developers to control development of land in key new locations that could work against the maximisation of land values and therefore, community benefits • Poorly managed housing growth leading to transport, social infrastructure and environmental pressures • Viability problems in some locations, with a risk of a cycle of deprivation in some areas and a widening gulf of affordability for new housing • Increasing automation impacting upon Swale's manufacturing and warehouse sectors • Labour supply changes in key Swale sectors following UK departure from the EU • Ageing population reducing percentage of local people of working-age, increasing demands on community services

Table 3.1.1 SWOT Analysis

3.2 Key issues and challenges

3.2.1 From this 'SWOT' analysis we have been able to identify the key challenges and opportunities which we think the Local Plan Review should address. These are listed below and have been used to develop our ideas on what the vision should include, the objectives and the direction for policies.

- Meeting the strategic housing and employment needs of the borough;
- Delivering a carbon zero borough by 2030;
- Providing the right types of homes to ensure housing choice to meet the needs of the community, including the delivery of affordable housing;
- Supporting the needs of the local economy so that it can continue to be competitive, including the creation of quality local jobs and responding to longer term economic impacts brought about by the Covid-19 pandemic;
- Delivering the infrastructure requirements needed to support growth and create high quality places;
- Delivering sustainable growth while conserving and enhancing our natural, built and heritage assets;
- Managing changes in our town centres so that they remain vital, competitive and attractive as places to meet, live, work and enjoy;
- Improving health and wellbeing of residents;
- Embedding sustainable and active travel options and behaviour into our existing and new developments to improve air quality, reduce traffic accidents, reduce congestion and improve the health and wellbeing of residents.

3 Characteristics of the borough and the key challenges to be addressed

Question 3

Do you agree with the key issues and challenges that we have identified?

If not, what other issues do you think need to be considered further and addressed by the Local Plan Review.

4 Vision and Objectives

4.0.1 Reviewing the Local Plan provides an opportunity to look afresh at what sort of place we want the borough to be in the future.

4.0.2 The revised NPPF states that Local Plans should provide a positive vision for the future of each area, so the council must ensure that the new vision is in accordance with this.

4.0.3 The development of the Vision and Objectives:

- has been shaped by our desire to address the challenges we face as a borough: improving the health and wellbeing of our communities, increasing opportunities for homes and jobs, protecting and enhancing our natural and built assets and balancing this against the need to meet our future development needs while responding to climate change;
- responds to previous public consultations;
- takes account of other relevant Swale plans and strategies, including the Corporate Plan;
- reflects the government's principles of sustainable development to ensure development and growth
- helps to maintain the required levels of employment and housing opportunities that support communities whilst ensuring the prudent use of natural resources and protecting and enhancing natural and build environment assets; and
- takes account of the extensive research and technical studies (our evidence base) that has been compiled to help us understand the needs of the area and the opportunities and constraints that exist, including the Sustainability Appraisal.

What you've told us so far

4.0.4 A number of comments were supportive of the vision as originally drafted (in Looking Ahead), especially the environmental elements. A wide range of specific issues were suggested that could be added to the Vision. However, as the Vision is intended to be a broad overarching statement it was considered it would be more appropriate for the strategic objectives and policies to address the identified issues.

4.0.5 The Vision and Objectives in the Pre-Submission Local Plan (February 2021) were refined to more closely reflect local aspirations and there was support for the recognition in the Vision of the significance of the borough's heritage and the commitment to addressing climate change. Some comments felt, however, that the Vision could be even more ambitious, particularly with reference to the environment, health and wellbeing and transport. Some comments expressed a view that the strategic objectives were somewhat generic and repetitive of national policy rather than being specific to Swale. Whilst supportive of the Vision and Objectives, some comments felt that the commitment to deliver it was not reflected in the rest of the Pre-Submission Local Plan.

4.1 The Vision for Swale

4.1.1 The Vision should be unique, aspirational but realistic. The proposed Vision for the Local Plan Review is as follows:

Draft Vision

Generally, new development will have come forward to meet local needs and contributed to supporting low/zero carbon and renewable energy initiatives, enhanced the natural environment through biodiversity net gain, ensured quality design and place making which has capitalised on the borough's extensive natural heritage assets in a way that supports the health and wellbeing of our communities.

At Sittingbourne, a re-focussed town centre aimed at securing a vital and viable retail heart supported by leisure and dining opportunities, whilst enabling new high density residential and community activity

4 Vision and Objectives

and recognising its heritage assets. This has been achieved by wider regeneration, public realm improvements, and reconfigured and improved sustainable and active transport connections at and around the town.

At Faversham, a thriving market town and heritage destination that has successfully managed 21st century demands. It has been achieved by enabling sympathetic and symbiotic growth whilst reducing congestion and air quality issues along the A2 over the period to 2038 and beyond.

At Sheerness, Minster and Queenborough, the promotion of coastal and port rejuvenation making most use of its heritage assets whilst supporting the needs of the local communities.

At our rural and maritime communities, enable development to maintain and improve local services to cater for the local daily needs of its residents and to support vibrant and healthy communities whilst maintaining the quality of the local countryside environments in which they are set and protecting their heritage.

Question 4

Do you agree this is the right Vision for the borough?

If not, please explain what changes you would like to see made to the Vision and why.

4.2 Objectives

4.2.1 The following strategic objectives outline what will need to be achieved to deliver the proposed Vision and address the key issues which have been identified. These objectives underpin the spatial strategy, policies and proposals which will be included in the reviewed Local Plan.

Draft Objectives

1. To provide for homes and jobs that are best suited to meet identified local needs;
2. To support and sustain communities across the borough, big and small, by planning to meet identified needs, including needs for community facilities and infrastructure;
3. To protect and manage our resources to address climate change through delivering sustainable growth that supports urban and rural economies and makes the best use of infrastructure;
4. To locate development in the least constrained parts of the borough in reasonable proximity to transport hubs;
5. To provide a range of housing developments across the Borough that deliver a range of housing sizes and types to meet the needs of young people, families and older people;
6. To deliver a level of investment and growth at key locations to facilitate significant improvements to support infrastructure e.g. schools, healthcare and highways and sustainable and active travel options for the benefit of local communities;
7. To focus development on the contribution that larger sites can deliver in a proportionate way to meet wider plan objectives and ensure delivery during the plan period and beyond.

Question 5

Do the draft Objectives support the Vision and set appropriate goals for the Local Plan?

Please give your reasons, identifying the objectives that you support or objectives that you oppose explaining any changes you would like to see and why.

5 Policy issues and preferred options

5 Policy issues and preferred options

5.1 Spatial strategy

Housing requirement and supply

5.1.1 The Local Plan will include a housing requirement figure and a key challenge for the Local Plan is delivering this amount of housing in the most sustainable locations. This is discussed further in the section on the Development Strategy.

5.1.2 The Government's 'Standard Method' calculates our minimum housing need figure based on population projections and affordability. Using the latest published housing affordability data⁽⁶⁾ provides a minimum housing need figure of 1,048 dwellings per annum, which is equivalent to 16,768 dwellings over the plan period (to 2038). It should be noted that this figure is not fixed until the Local Plan is submitted for examination and the Local Plan will need to be sufficiently flexible to deal with changing circumstances prior to submission.

5.1.3 The introduction of a standard method for assessing housing needs for planning purposes was intended to shift time, resources and debate at examination away from the 'numbers' question and towards the 'how' and 'where' of building new homes. It is then for the plan-making process to test whether there are reasons why it may be appropriate to plan for higher levels of housing provision, or that there are significant strategic constraints to development which justify a lower level of provision.

5.1.4 Councils can only deviate from the 'standard method' for calculating housing need if they can demonstrate there are exceptional circumstances justifying it. As part of the early evidence gathering, the council commissioned specialist consultants to assess whether or not there was a case to justify a deviation from the standard method. The evidence concluded there was no justification for taking a different approach.

5.1.5 The "exceptional circumstances" test in the NPPF is a relatively high bar and would require the council to demonstrate (based on locally-specific evidence) that there is something wrong or inappropriate with the standard method calculation for the borough – a reason as to why it is necessary to move away from the "standard method" formula; and then to put forward a credible alternative calculation of what its needs would be, which would withstand scrutiny through the examination process.

5.1.6 If we are unable to justify an alternative approach, then there is a very real risk that the Local Plan would be found unsound at examination if we do not plan for the amount of housing need identified by the standard method approach.

5.1.7 Another issue is the ability of the borough to deliver the quantum of development needed. The housing need that is identified must be planned for unless there is compelling evidence that sets out why this cannot be done. The evidence could include information and analysis on things like environmental capacity, on market capacity and on infrastructure capacity. Although these are areas of concern for the borough, the evidence does not conclude that the housing needs cannot be met. Nevertheless, the situation could change as evidence is updated and refreshed throughout the local plan preparation process.

5.1.8 Should the council have a case to support not being able to meet its full need, it would need to negotiate unmet need being delivered in other areas in order to secure a sound local plan.

5.1.9 Without an up-to-date plan in place and certainty of future housing supply, we would be at serious risk of being inundated by speculative planning applications for housing across the borough. This may lead to a situation where we are 'planning by appeal', this is where applicants appeal against any refusal of planning permission and effectively have their proposals considered by a Planning Inspector. This means we would lose the ability to control and plan positively for the future growth of the borough, development

6 [Housing Affordability in England and Wales: 2020](#) ONS, published on 25 March 2021

would be piecemeal and without the coordination of the appropriate level of supporting infrastructure provision and the benefits associated with the Local Plan Review, such as higher environmental standards would not be delivered.

5.1.10 Planning for a lower amount of housing would also mean that the borough's identified affordable housing need would not be provided for in full.

5.1.11 If the Inspector did not accept our position on exceptional circumstances and found the Local Plan unsound, then we would still be required to produce a Local Plan using the Standard Method to calculate our housing need.

Question 6

Do you think that the council should attempt to justify not complying with the Government's Standard Method for calculating the borough's housing need figure (due to the constraints of the Swale, such as the natural environment, flood risk, infrastructure), which means that the council would not fully meet the housing target? Please explain why and say what you believe the "exceptional circumstances" would be for Swale not to meet the figure.

Question 7

Do you believe that if we do not fully meet our target, we should consider asking our neighbours to provide for our unmet development needs? If so, what reasons would the council give, who would we ask and why would they be well placed to help? Likewise, if asked by a neighbouring council to consider meeting their unmet development needs, what should be our response and why?

5.1.12 We have considered whether there are any circumstances to justify the Local Plan providing for a higher housing requirement, for example to help deliver affordable homes or to accommodate unmet need from neighbouring authorities. Our evidence has concluded that the identified affordable housing need will be addressed by the dwelling growth identified by the Standard Method and no adjustment is required. Through ongoing engagement with our neighbouring local authorities there is agreement that there is no unmet housing need to be accommodated, with each authority meeting their need within their own area. The housing requirement figure to be provided for through the Local Plan, therefore, is 1,048 dwellings per annum.

5.1.13 However, it is important to note that we already have commitments (sites with planning permission)⁽⁷⁾ and these will contribute to meeting the housing requirement particularly in the early years of the plan period. Similarly, there are a number of sites allocated in the current Local Plan which have not yet been developed and are either still in the planning process or are being built out. We have reviewed these allocations and Appendix 2 identifies those allocations that will be rolled forward and contribute to meeting the housing requirement.

Question 8

Do you agree that the allocations listed in Appendix 2 should be rolled forward into the reviewed Local Plan? If not, please explain why you think this, supporting your response with reference to any evidence.

7 We monitor and update our housing land supply position on a regular basis and publish this on our website

5 Policy issues and preferred options

Windfalls

5.1.14 The NPPF enables local authorities to make an allowance for windfall sites as part of the housing supply where there is compelling evidence they will provide a reliable source of supply, with any allowance being realistic having regard to historic windfall delivery and expected future trends. The Pre-Submission Local Plan (February 2021) included a windfall allowance of 130 dwellings per annum.

5.1.15 We have recently completed a review of past trends and expected future delivery of windfall sites in the borough. It found that the principle of including a windfall allowance of 250 dwellings per annum could be justified.

Question 9

Do you agree with the proposed windfall allowance rate of 250 dwellings per annum? If not, what evidence do you have to support a different windfall allowance rate.

Residual Housing Requirement

5.1.16 The table below shows both the number of dwellings required and how many dwellings already planned for and committed are expected to be delivered between the start of the plan period and 2038.

Residual Housing Requirement	
Housing requirement (1,048 dwellings per annum)	16,768
Housing supply	
<ul style="list-style-type: none"> Commitments (large and small sites with planning permission and yet to start or under construction as at 1 April 2021) 	5,087
<ul style="list-style-type: none"> Allocations rolled forward from Bearing Fruits 	2,968
<ul style="list-style-type: none"> Allocations to be made through Neighbourhood Plans⁽¹⁾ 	210
<ul style="list-style-type: none"> Windfall allowance (250 dwellings per annum over 11 years) 	2,750
Housing supply sub-total	11,015
Residual housing requirement to be found	5,753

1. Faversham Neighbourhood Plan and Boughton and Dunkirk Neighbourhood Plan

5.1.17 This shows that the Local Plan will need to allocate sufficient sites to deliver at least 5,753 dwellings over the plan period to deliver the housing requirement.

5.1.18 However, we will also need to provide a buffer to provide choice and flexibility to the market in the event some sites fail to come forward as anticipated or are delivered with reduced yields. We are proposing a buffer of 5%. This would take the total amount of housing to be allocated to **6,100 dwellings**.

Settlement Hierarchy

5.1.19 Determining the development strategy is helped by our understanding of the roles and functions of the towns and villages in the borough.

5.1.20 The settlement hierarchy plays an important role in identifying sustainable locations for development and is a way of categorising the settlements in Swale and grouping together those that have similar characteristics.

5.1.21 At the top of the hierarchy are the larger settlements that have the best infrastructure in terms of facilities and services and are the most accessible by sustainable forms of travel. The smaller settlements with the least facilities, services and accessibility to public transport will be towards the bottom of the hierarchy.

5.1.22 The settlement hierarchy does not in itself determine the appropriate level of growth a particular settlement can support but does seek to identify the most sustainable places where growth could be directed.

5.1.23 The [Settlement Hierarchy Study \(August 2020\)](#) reviewed the settlement hierarchy in the adopted Local Plan through an update of the availability of services and facilities and accessibility of the borough's settlements.

5.1.24 As well as the main towns, Swale has a number of thriving rural settlements with a limited range of facilities or services that could provide small scale growth. Growth at rural settlements would need to be subject to certain criteria taking into consideration the need to balance development impacts with the need to support and sustain these rural villages. Criteria could include reference to scale, environmental impacts and landscaping.

5.1.25 Parish and town councils could bring forward proposals for development in their areas through a neighbourhood plan or the local plan could allocate small sites in areas close to villages with some services and facilities to support and sustain rural communities.

Question 10

Do you agree that the strategy for allocating future development needs in the borough should include small scale development at thriving villages? If not, please explain why you think this?

Development Strategy Options

5.1.26 The national agenda is to bring forward a 'step change' in housing growth. There is a wider need to ensure that the houses we provide are high quality and available to everyone.

5.1.27 Our high-quality environment makes Swale an attractive place to live and work, and is why many people and businesses want to move here. There is, however, a need to continue to protect the character of Swale, which makes the area a desirable place to move to.

5.1.28 Ongoing population growth is likely to continue to place increasing pressure on local, neighbourhood and strategic level services and facilities, and there is a need to ensure that these can respond to these changing demands.

5 Policy issues and preferred options

5.1.29 The amount of brownfield land in Swale is relatively limited, but there is still a need to prioritise this land for development where possible.

5.1.30 When formulating our development options, we have looked at a variety of sources of information. These include responses made to both the previous regulation 18 and 19 consultations, the technical evidence studies that we have undertaken and the national planning policy guidance (NPPF.)

What you've told us so far

Regulation 19 Consultation Responses

5.1.31 The spatial strategy received many objections, particularly relating to:

1. The comparatively small housing number allocated to Sittingbourne;
2. The small number of large allocations, with more consideration of smaller developments within or on the edges of other (smaller) settlements;
3. Landowners and developers have suggested several alternative sites to help deliver the development target;
4. The general public and statutory consultees are concerned about the amount of development proposed on greenfield land, particularly agricultural land and consider this runs contrary to the plans objectives of using brownfield land first;
5. A wide range of respondents consider that the strategy does not follow the settlement hierarchy and misses an opportunity posed by locations close to transport corridors and higher tier settlements; and
6. In terms of employment responses were mostly focused on the uncertainty around Covid-19 and the impact upon future working patterns and office space requirements and giving more support to expanding existing employment locations.

'Looking Ahead' (Regulation 18) Consultation Responses

1. Responses were more about housing numbers rather than locations of development;
2. General concerns were raised about the potential scale and location of growth and its impact upon a wide range of infrastructure and the environment. These parties believed that growth has gone too far and that the social and environmental implications, particularly for infrastructure/services (especially health and roads) and, notably, food production and wildlife, are unacceptable. If development is to be contemplated, then other parts of the borough are generally suggested from the location of the commentator; and
3. Most respondents felt that Swale's new employment sites should be located in Sittingbourne, Faversham and Sheppey, either at existing employment locations or near good transport networks.

What the technical evidence tells us in relation to the spatial strategy

Evidence	Key Findings	Implications for the Development Strategy
Employment Land Review	41ha of additional B2/B8 15ha of additional B1 No specific implications for the development strategy as location of new employment land would be met through policy and specific allocations that consider existing employment sites	No specific implications for the development strategy as location of new employment land would be met through policy and specific allocations that consider existing employment sites.

Policy issues and preferred options 5

Evidence	Key Findings	Implications for the Development Strategy
GTAA	51 additional pitches for Travellers and 1 additional Travelling Show Person plot.	No specific implications for the development strategy as these needs would be met through policy and/or specific allocations regardless of the preferred option.
Local Landscape Designation Review	10 Areas of High Landscape Value recommended	Identifies areas of the borough with high landscape value. Development in these areas will have a greater impact on landscape character than other parts of the borough not covered by this or national level designations.
Landscape Sensitivity Study	Identifies the sites on the periphery of urban centres where harm to the landscape character is most significant. Harm would be most significant to the south east of Sittingbourne, to the south of Sheerness, Minster and Halfway and to the west and north of Faversham	This evidence supports a strategy that would see development allocated to the east and south of Faversham's settlement confines and to the west and east of Sittingbourne.
Strategic Housing Land Availability Assessment (SHLAA)	There are enough sites to meet the development needs of the borough for the local plan review plan period.	The range and availability of sites is generally sufficient to support any of the five options although some sites that are not 'suitable and deliverable' may need to be considered. This will only be appropriate where constraints can be mitigated against and can be justified and explained through the site selection process.
Local Housing Needs Assessment (standard method)	Local plan review housing number is not 'fixed' until the plan is submitted. For this reason, a range was prepared based on different scenarios. The number is 1,048 per annum but this will need to be updated prior to submission of the local plan review.	Any development strategy must be able to deliver, as a minimum, approximately 10,374 dwellings.
Strategic Housing Market Assessment (SHMA)	The tenure split is 72.8% market housing, 18% affordable rent; 4.3% shared ownership; 4.9% help to buy/starter homes. Size profile: greatest demand in market housing is for 3 bed	No specific implications for the development strategy as these needs would be met through policy and/or specific allocations regardless of the preferred option.

5 Policy issues and preferred options

Evidence	Key Findings	Implications for the Development Strategy
	<p>properties, for HtB/Starter Homes the demand is reasonably level with 3 bed and 2 bed properties, then 4+ beds. Affordable rent demand is highest for 3 bed properties, then 1 bed, 4+ be and then 2 bed properties.</p> <p>Specialist dwellings for older persons need is for 516 additional units of sheltered housing required.</p> <p>An additional 305 registered care spaces (nursing and residential care) will be needed.</p>	
Strategic Flood Risk Assessment (SFRA - Level 1)	Assessment and mapping of all sources of flooding across the borough, including the impact of climate change.	<p>The options have been prepared with this information in mind, in that land at risk of flooding is avoided unless there are over-riding benefits for sustainability and any risks can be mitigated.</p> <p>The SFRA informed the Sequential Test and is the basis for the Level 2 SFRA currently in preparation.</p>
Sequential Test	Assessment of the level of flood risk experienced by the land promoted for consideration as development land.	The options have been prepared with these results in mind, and any land being considered with a higher flood risk is now going through a Level 2 SFRA.
Retail & Leisure Needs Assessment	<p>Sittingbourne: 1,900 sq. m. of convenience goods floorspace; between 12,300 and 22,600 sq. m. comparison goods floorspace.</p> <p>Faversham: 2,700 – 4,700 sq. m. comparison goods floorspace only. Sheerness: 1,200 sq. m. convenience floorspace and between 4,500 and 7,900 sq. m. of comparison goods floorspace.</p> <p>Between 7 and 9 new gyms across the borough.</p>	No specific implications for the development strategy as these needs would be met through policy and/or specific allocations regardless of the preferred option.

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Evidence	Key Findings	Implications for the Development Strategy
Settlement Hierarchy Study	Reviews the existing settlement hierarchy by auditing the current provision of services and facilities in the borough's settlements and recommending whether hierarchy should be retained or re-structured.	The options have been prepared with this information in mind with the aim of placing larger-scale development at higher tier settlements where possible. Where this has not been possible, consideration is given to making other locations more sustainable.
Transport modelling	No show-stoppers long term but significant mitigation required along with sustainable transport measures (modal shift) to deliver the required development needs.	M2 junction 7 capacity constraints are likely to hinder short term delivery in the east of the borough during the early years of the local plan review regardless of preferred option.
Air Quality modelling	Modelled impact of 776 and 1054 new dwellings per annum to 2037. Neither option would result in exceedances of statutory objectives though in both options there would be a mix of positive and negative impacts. However negative impacts are so small as to be considered insignificant.	No specific implications for the development strategy at this stage. More modelling may be needed going forward.
Assessment of New Settlements submission sites (Strategic Development Option sites)	Each of the four settlements could deliver some of the borough's development needs as part of the strategic options although the site at North Street, Sheldwich would have a significant impact on the setting of the AONB.	No specific implications for the development strategy although one or more of these Strategic proposals would assist with the delivery of the borough's development needs and help to meet the local plan review objectives, delivering significant infrastructure investment.
Open Space Assessment Study	Additional open space should be sought in line with local standards that are derived from the council's Open Space Strategy.	No specific implications for the development strategy as these needs would be met through policy and/or specific allocations regardless of the preferred option.
GBI Strategy	Existing Green and Blue Infrastructure needs to be protected and enhanced and new provision needs to be provided as part of the planning process.	No specific implications for the development strategy as these needs would be met through policy and/or specific allocations regardless of the preferred option.
Biodiversity Baseline Report	Records the borough's biodiversity baseline and sets out how requirements of the Environment Bill could be incorporated into new policy.	The options have been prepared with this information in mind to avoid the most biodiverse locations, or where this has not been possible, to highlight the

5 Policy issues and preferred options

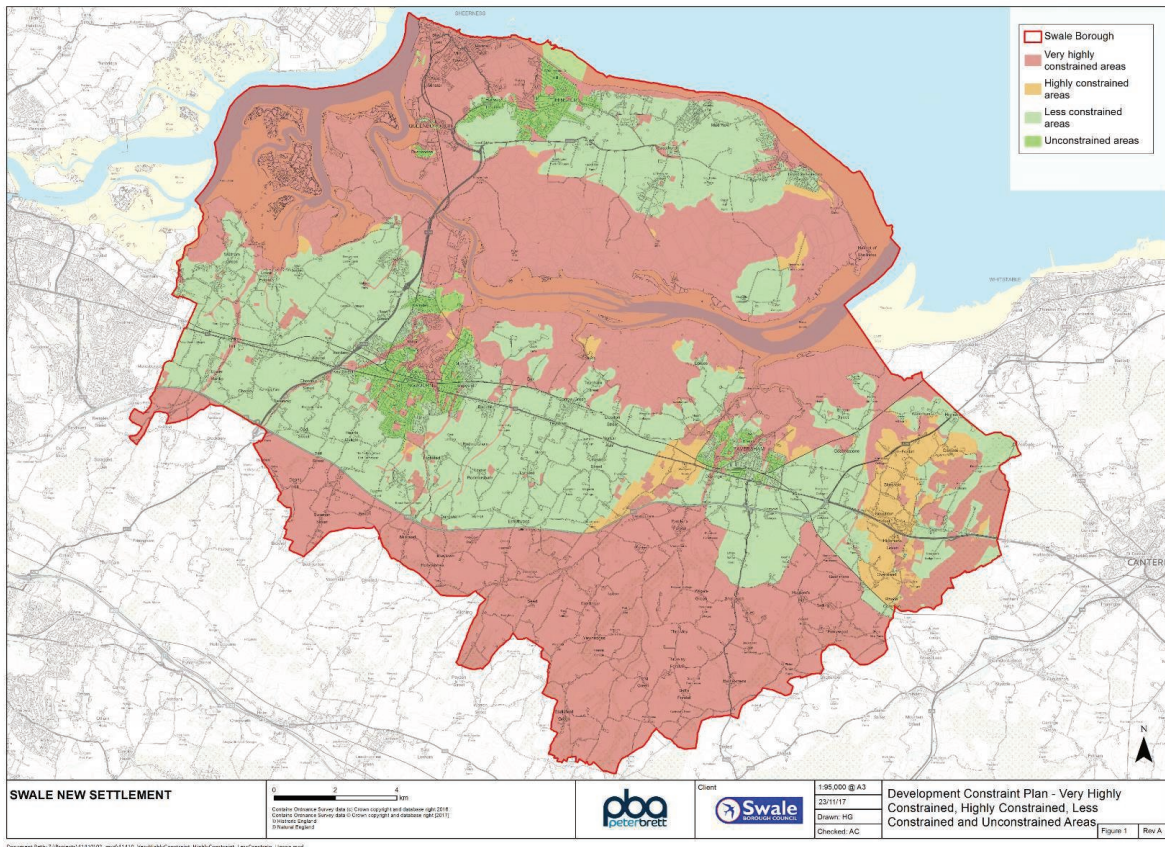
Evidence	Key Findings	Implications for the Development Strategy
		need to consider whether appropriate mitigation can be achieved.
Local Green Space Designations	Review of existing Local Green Space designations and assessment of potential new designations.	The options have been prepared with this information in mind to avoid Local Green Space designations, or provide justification for their removal.
Viability Study	There is viability across all areas of Swale, remaining stronger at Faversham and at the eastern end of the borough.	In terms of viability, the eastern end of the borough is stronger making it a more attractive option for delivery although development in other parts of the borough is also viable.

Table 5.1.1 Completed Technical Evidence

5.1.32 The government expects the council to allocate enough land to meet its future development needs for the Local Plan Review period and to think about where development would go beyond that. The Local Plan Review needs to contain an overall strategy for the pattern and scale of development.

5.1.33 Given the geographical characteristics of the borough and various constraints around infrastructure, difficult choices will need to be made about where development land should be allocated. As stated earlier, around 60% of the borough is covered by high-level constraints. The remaining 40% of the borough includes the fruit belt and land with local landscape designations and some of this land is 'best and most versatile' agricultural land. Additionally, the A2 corridor presents issues around traffic congestion and air quality.

5.1.34 The map below shows that there are limited opportunities to allocate development on unconstrained land and that some difficult choices will need to be made noting that there are other factors at play such as services, facilities and infrastructure.



Picture 5.1.1

5.1.35 Any development strategy will need to make sure it can deliver sustainable growth that supports and sustains communities across the borough by planning to meet identified needs, including needs for housing, employment, community facilities and infrastructure.

5.1.36 The borough's development needs should be met:

1. On brownfield sites in sustainable locations/within settlement confines
2. On land at low risk of flooding within existing settlements; and
3. On land with the least environmental or amenity value.

5.1.37 The development strategy for the Local Plan Review will achieve a future for the borough where people have a desire and ability to live locally because of the quality of life and opportunities available. It should provide a positive policy response to the evidence that can sustainably meet the plan objectives in a way that is shaped by the underpinning principles set out above.

5.1.38 In determining what would make a sustainable and deliverable strategy for the Local Plan Review, it is important to consider the mix as well as the location of potential development sites. A strategy dominated by small to medium sized sites may not generate the critical mass required for significant improvements to infrastructure such as schools, health care, highways and sustainable transport measures which could benefit both existing and new residents. A strategy dominated by a few larger sites would bring into question whether the short to medium term housing needs of the borough would be adequately addressed given the long lead in times for significant delivery to come forward, the impact this could have on meeting shorter term five year housing land supply requirements. A supply of small/medium sites would also need to be allocated to maintain the rolling five year housing land supply target and meet the requirement for 10% or more of our housing need to be met from small sites of less than 1ha.

5 Policy issues and preferred options

5.1.39 Having regard to the issues set out above and taking account of the evidence base to date, the council has considered possible different ways that future development could be delivered. In accordance with the NPPF, the starting point is to meet the identified level of development needs in full, unless there are good planning reasons why this is not sustainable; for example, because of development constraints.

5.1.40 In the adopted local plan, Bearing Fruits, an existing supply of allocated sites has been confirmed, which will make a contribution to accommodating the level of growth identified. Recognising the increased level of growth, however, the Local Plan Review will need to set out a revised development strategy for the borough and identify sufficient additional land to seek to accommodate the new growth.

5.1.41 The council will continue to thoroughly examine whether it is able to meet the full level of identified development needs taking account of a range of factors, such as infrastructure availability and capacity and the potential impact on the environment and heritage assets.

5.1.42 The council has identified five potential development options across a spectrum of opportunities to meet the development needs within Swale. It should be noted that these options are not necessarily distinct from one another and a combination of elements from each of the options can be put together to make an alternative strategy should the council wish to do so. Of course, our final development option could involve a hybrid involving two or more of the five possible development options discussed below. For example, use of the dispersed rural growth element might not be able to deliver adequate numbers of new homes, but could support another alternative to both help certain rural communities and deliver housing more quickly from smaller sites.

5.1.43 A sustainability appraisal has been carried out for each of the five potential development options and is presented in the Interim Sustainability Appraisal Report that accompanies this document.

5.1.44 The land and sites that would be needed under each of the potential development options has been identified through the Strategic Housing Land Availability Assessment (SHLAA). These sites have not been decided upon at this stage and further detailed assessments of sites drawn to the attention of the council during the recent Reg 19 consultation and any that are submitted through this stage of consultation will take place and will be published in due course as part of updating the SHLAA as the Local Plan Review progresses.

5.1.45 The development planned over the plan period will require the delivery of infrastructure and services, including education, health and utilities at the right time in order to support that growth. We have been working with infrastructure and service providers to assess the impact on infrastructure from delivering the homes and employment opportunities needed and what new infrastructure will be required to ensure that needs are met. This has indicated that additional infrastructure and services will be needed but the proposed scale of growth is unlikely to result in severe impacts that cannot be mitigated.

5.1.46 The Infrastructure Delivery Plan (IDP) will bring together details of the infrastructure needed to support the delivery of the Local Plan. The IDP identifies, where known, how and when this infrastructure might be delivered, who will lead on delivery and a broad indication of timing, costs and funding mechanisms. It is a 'living document' and will be reviewed and updated on a regular basis. We published an [IDP](#) to accompany the Pre-Submission Local Plan (February 2021). We will continue to work closely, as the Local Plan Review progresses, with infrastructure and service providers to understand the improvements to existing and new infrastructure that will be required, when it needs to be in place and how it will be funded. This will inform the preparation of an updated IDP to be published alongside the next Pre-Submission Local Plan (Regulation 19) in 2022.

5.1.47 The council has also published an [Infrastructure Funding Statement \(IFS\)](#). This reports on investment in infrastructure across the borough through the use of developer contributions received, both in the preceding financial year and that which is planned to take place in the short term. The IFS is published on an annual basis.

Local Plan Review Development Options

The council has identified five broad development options. In summary, these are:

1. Business as usual (development focused on extensions to main settlements with a focus on the Thames Gateway area.)
2. More even distribution of the additional development requirements across the borough's main urban centres and rural areas.
3. More even distribution of the final requirements across the main urban centres (when combined with allocations in the current local plan, Bearing Fruits.)
4. More of the overall development requirements at the eastern end of the borough.
5. Focus our development requirements on Strategic Development Sites and/or urban extensions primarily located within existing rural areas.

Although five possible options are presented within this consultation document, it could be that a combination of two or more of the options presented will form the final preferred strategy to meet the identified growth within the new Local Plan.

(Please note that the options are presented in no particular order.)

5.1.48 The maps on the following pages illustrate the 5 development options and broad locations that the Council could consider for new development, shown with red pins. The maps don't include all of the small potential allocations and the pins do not specify the scale of development which could take place.

Option 1: Business as usual - Growth focused on extensions to main settlements with a focus on the Thames Gateway area in the west of the borough

5.1.49 Historically, new development has been focused at the borough's principal settlement of Sittingbourne as it has the broadest range and quantity of services and facilities. In Bearing Fruits, approximately 40% of housing allocations are in and around Sittingbourne with 15.75% in Faversham and 25% in the West Sheppey Triangle. The remaining 10.75% is distributed across the Rural Service Centres at Boughton, Teynham, Newington, Iwade, Eastchurch and Leysdown.

5.1.50 SHLAA sites that directly adjoin the built up boundary of Sittingbourne itself fall within the surrounding rural parishes at Borden, Tunstall, Highsted and Rodmersham and at Bapchild and Tonge. There are a significant number of sites to the west of the A249 at Bobbing but this is not considered part of Sittingbourne town given the physical separation of the A249 which acts as a barrier. Specific sites would need to be able to deliver in the region of 3,000 dwellings around Sittingbourne.

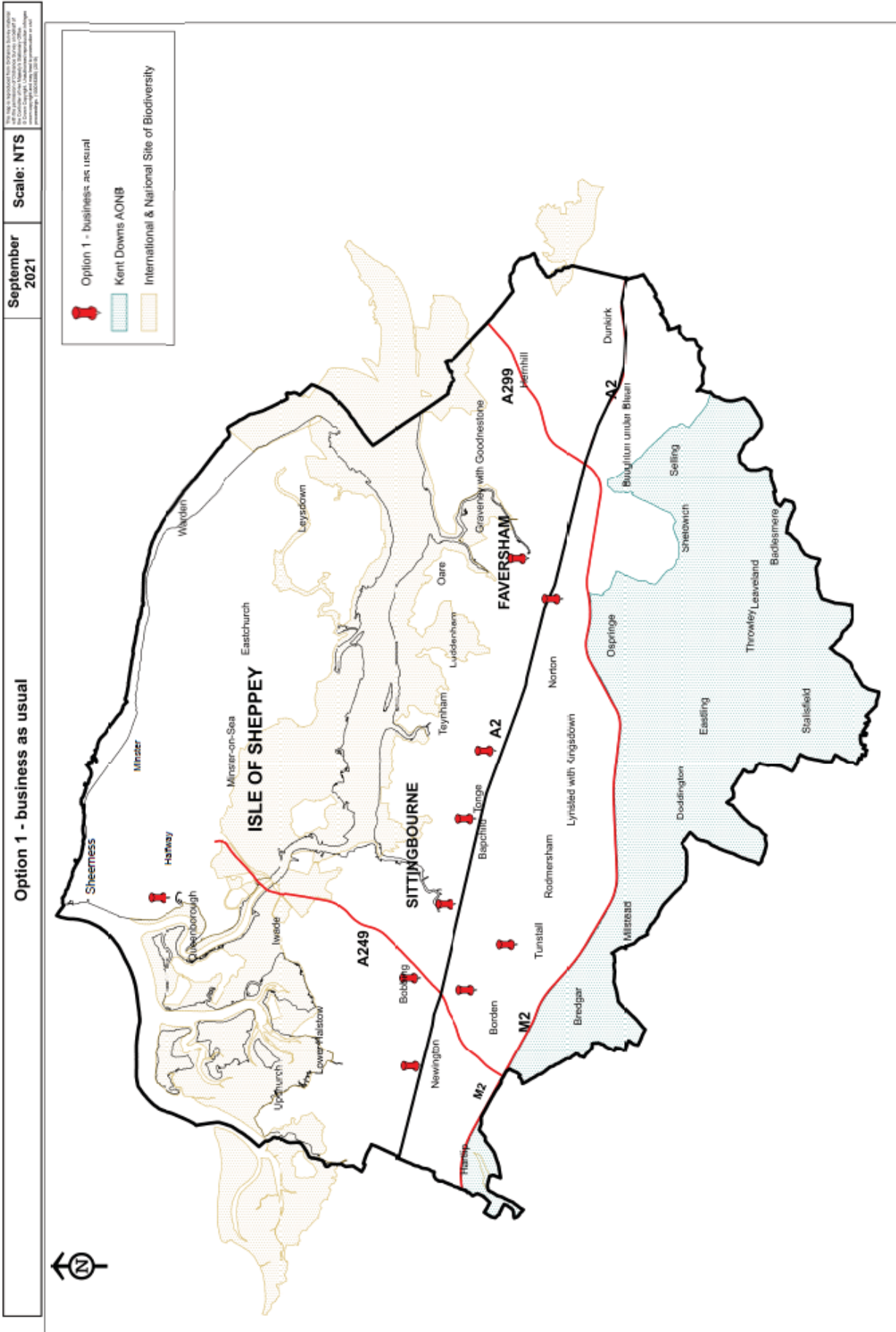
5.1.51 There is greater abundance of sites available in and around Faversham to the tune of approximately 6,000 dwellings and again they fall within the surrounding rural parishes of Boughton Under Blean, Graveney, Selling, Sheldwich, Ospringe and Oare. There are sufficient sites to allocate additional development in this location in line with a 'business as usual' development strategy. Approximately 1,250 dwellings would need to be allocated at Faversham under this option.

5.1.52 For the West Sheppey Triangle, the potential is more limited. Of the sites available, a significant number fall within land at high or medium risk of flooding but are also within or adjacent to the built-up boundary. Approximately 1,730 dwellings would need to be allocated in this broad location and identified sites could yield approximately 2,200 dwellings on the basis that the site constraints can be addressed.

5.1.53 Sites in and around the Village Service Centres (Boughton, Eastchurch, Iwade, Leysdown, Newington and Teynham) can comfortably meet the requirement under this option as up to 1,400 dwellings could be accommodated across these areas.

5 Policy issues and preferred options

5.1.54 This option could deliver the quantum of development needed using a combination of the broad locations identified by the red pins.



Picture 5.1.2

5 Policy issues and preferred options

Question 11

Do you agree that the broad locations shown above will help to deliver this development option? If not, why not?

5.1.55 The potential advantages of this option are:

- It can accommodate the quantum of development required with enough SHLAA sites being available.;
- It enables the spread of development across all of the major urban centres, taking advantage of their existing employment opportunities;
- It would promote sustainable development in the primary settlement where the main services and facilities and sustainable/active transport options are located;
- The solutions to the existing infrastructure issues are now coming forward (M2 junction 5 and capacity issues on the A249) which opens Sittingbourne and the Isle of Sheppey back up for development; and
- This should support local infrastructure investment that will increase capacity for existing communities.

5.1.56 The potential disadvantages of this option are:

- It would be achieved by major further outward urban expansion where existing traffic and air quality problems would need to be mitigated but this would provide opportunities for sustainable/active travel improvements;
- Additionally, it would result in the erosion of open unspoilt countryside through the dilution of the separation, and identity, between Sittingbourne and the surrounding rural settlements.
- This approach would not be the most effective option for securing infrastructure improvements because the quantum of development on the individual sites does not lend itself to a more strategic approach to infrastructure provision. However, this would be true of all of the options other than option 5; and
- There are also concerns about the capacity of the market to support delivery of further significant growth in this area given that several strategic sites are due to start building out now that the M2 J5 improvements have been secured.

Question 12

Do you agree with the potential advantages and disadvantages listed above for this development option? Can you think of any others that you would add?

5.1.57 Overall, this is a potentially deliverable option that could provide for the future development needs of the borough, although it could further dilute the housing market particularly within the Sittingbourne area which has recently seen significant housing development with planning permissions coming on stream over the next few years. This option also presents limited opportunities to advantage the wider community through further significant infrastructure investment as these are already in the pipeline (M2 Junction 5 and the A249 improvements.)

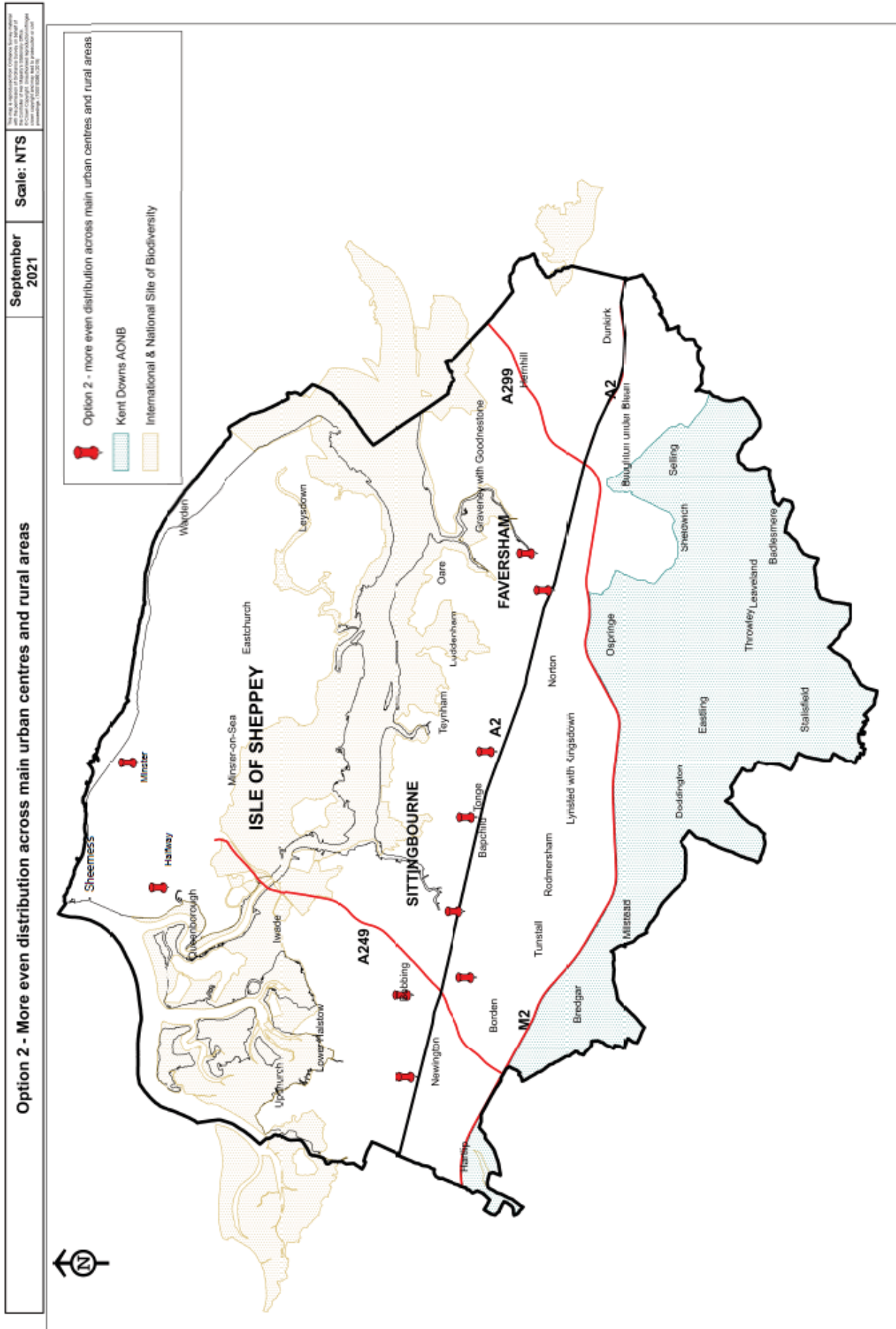
Option 2: More even distribution of the additional development requirements across the borough's main urban centres and rural areas

5.1.58 This development option would see a more even distribution of the additional housing numbers across Sittingbourne, Faversham and the Isle of Sheppey and the rural areas. There are enough available SHLAA sites on Sheppey and in the rural areas to meet the numbers needed under this scenario and there is a reasonable range of sites. Faversham also has the quantum of sites to accommodate the level of development required and provide some choice around the sites that could be allocated without requiring the SE Faversham Duchy of Cornwall proposal, if the majority of sites all around Faversham come forward.

With 850 dwellings expected to come forward through regeneration of Sittingbourne town centre, sites to accommodate circa 1,275 would still need to be identified and could only be done so if sites on the edge of the settlement were included.

5.1.59 This option could deliver the quantum of development needed using a combination of the broad locations identified by the red pins.

5 Policy issues and preferred options



Picture 5.1.3

Question 13

Do you agree that the broad locations shown above will help to deliver this development option? If not, why not?

5.1.60 The potential advantages of this option are:

- This option can accommodate the quantum of development required;
- Some rebalancing of the distribution of development from that agreed through Bearing Fruits;
- Focusses a higher proportion of development within more viable/affluent areas that should in turn deliver a higher proportion of affordable housing;
- As there is more focus on the more viable, eastern part of the borough, this option would result in greater certainty over the delivery of housing and is more likely to secure a five year rolling supply of housing land; and
- Spreads the majority of development across sustainable settlements which provide services and facilities and focusses on the strategic road network and could be easier to implement sustainable/active transport measures.

5.1.61 The potential disadvantages of this option are:

- Places more pressure on the services and facilities in Faversham and settlements in the east of the borough;
- Given the more piecemeal approach to site selection implied by this option, it would not provide the focus for significant opportunities to deliver strategic based infrastructure and service improvements and would do nothing to address infrastructure gaps for existing communities;
- It would remain necessary to tackle significant traffic and air quality issues along the whole length of the A2 through Sittingbourne and Faversham, particularly at the Ospringe AQMA and other AQMA areas within the borough;
- It would result in the dilution of the separation of settlements and undermine the individual identity of local communities, particularly surrounding historic Faversham;
- It would result in the erosion of open unspoilt countryside through the dilution of the separation between Sittingbourne and the surrounding rural settlements; and
- There are concerns about the capacity to the market to support delivery of further significant growth at Sittingbourne despite the greater concentration of development at Faversham.

Question 14

Do you agree with the potential advantages and disadvantages listed above for this development option? Can you think of any others that you would add?

5.1.62 Overall, this is a potentially deliverable option that could provide for the future development needs of the borough, although it could further dilute the housing market particularly within the Sittingbourne area which has recently seen significant housing development with planning permissions coming on stream over the next few years. It would spread development across the main settlements but could lack the focus of development to secure the sought after localised strategic infrastructure within the Faversham area e.g. handling transport and highway related improvements on a wider scale and providing for educational needs at primary level and at sub regional level secondary school provision.

5 Policy issues and preferred options

5.1.63 It also places more pressure on the services and facilities in Faversham and settlements in the east of the borough and given the more piecemeal approach to site selection implied by this option, it would not provide the focus for significant opportunities to deliver strategic based infrastructure and service improvements and would do nothing to address infrastructure gaps for existing communities;

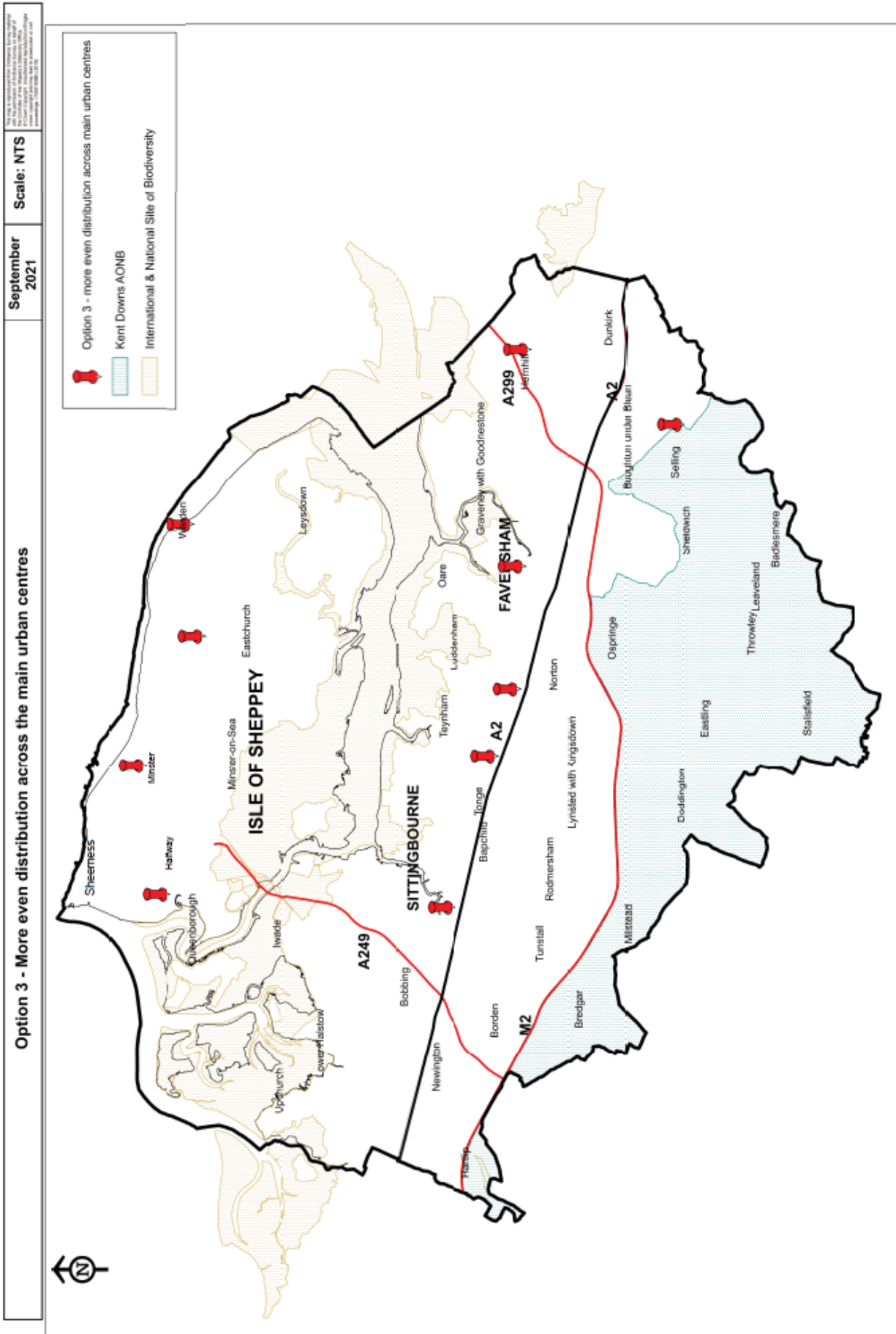
Option 3: More even distribution of the final requirements across the main urban centres (when combined with allocations in the current local plan, Bearing Fruit)

5.1.64 Similar to option 2, this pattern of development would need to include the East Faversham option as an urban extension of Faversham in order to deliver the borough's strategic objectives as the SHLAA sites on their own for Faversham would not provide the scale and typology of sites needed for this approach.

5.1.65 Again, windfalls would equate to 30% of the total need over the plan period. The remaining need would be met as follows:

- Sheppey – 14%
- Sittingbourne – 10.5%
- Faversham – 35%
- Rural areas – 10.5%

5.1.66 This option could deliver the quantum of development needed using a combination of the broad locations identified by the red pins.



Picture 5.1.4

5 Policy issues and preferred options

Question 15

Do you agree that the broad locations shown above will help to deliver this development option? If not, why not?

5.1.67 This option could meet the development needs of the borough and presents significant opportunities for infrastructure investment and for development that supports sustainable transport initiatives although there are highway capacity issues at Brenley Corner that would still need to be addressed. KCC have identified a need for a new secondary school for Faversham and a specific site of approximately 10ha would need to be found.

5.1.68 The potential advantages of this option are:

- Further rebalancing of the distribution of growth east/west in the borough;
- Focusses development in the more viable eastern half of the borough and in turn is more likely to deliver more affordable homes;
- Supports the range of sites needed to maintain a long term rolling 5 year supply of housing sites;
- Provides opportunities to look at the role of the A2 at Faversham and divert traffic to the M2 allowing greater integration of sites south of the A2;
- Provide the opportunity to secure other strategic based infrastructure improvements at the eastern part of the borough e.g. primary and secondary school provision;
- Enables greater emphasis towards sustainable village development by securing greater viability of shops and services, e.g. locations with existing services, existing employment sites etc.;
- Create opportunities to provide additional housing at rural settlements that already have a range of shops and services that would benefit from a modest increase in population to sustain and improve those facilities.
- New development could assist in enhancing the vitality and viability of Faversham town centre;
- This option would provide an opportunity to create integrated communities that would complement the character and appearance of the historic town.

5.1.69 The potential disadvantages of this option are:

- Capacity issues at Brenley Corner, junction 7 of the M2
- Extra development could put further pressure on A2 and the AQMA at Ospringe until mitigation was secured;
- Could limit development led infrastructure benefits in other parts of the borough.

Question 16

Do you agree with the potential advantages and disadvantages listed above for this development option? Can you think of any others that you would add?

5.1.70 Overall, this is an approach that would deliver a wide range and mix of sites that would meet the development needs of the borough for the plan period and meet the need for smaller/medium sized sites to ensure delivery in the early years of the plan period. The pattern and scale of the development should provide a good range of opportunities to secure new infrastructure that would benefit new and existing communities as well as the opportunity to support smaller, rural communities. Whilst there are some concerns regarding capacity at Brenley Corner, this option also creates opportunities for implementing sustainable transport measures and supporting modal shifts away from the use of the private car and the

need to travel in this way. Developments under this option would create opportunities to provide easily accessible and safe links into the town and rural service centres and to protect and enhance the role of Faversham town centre

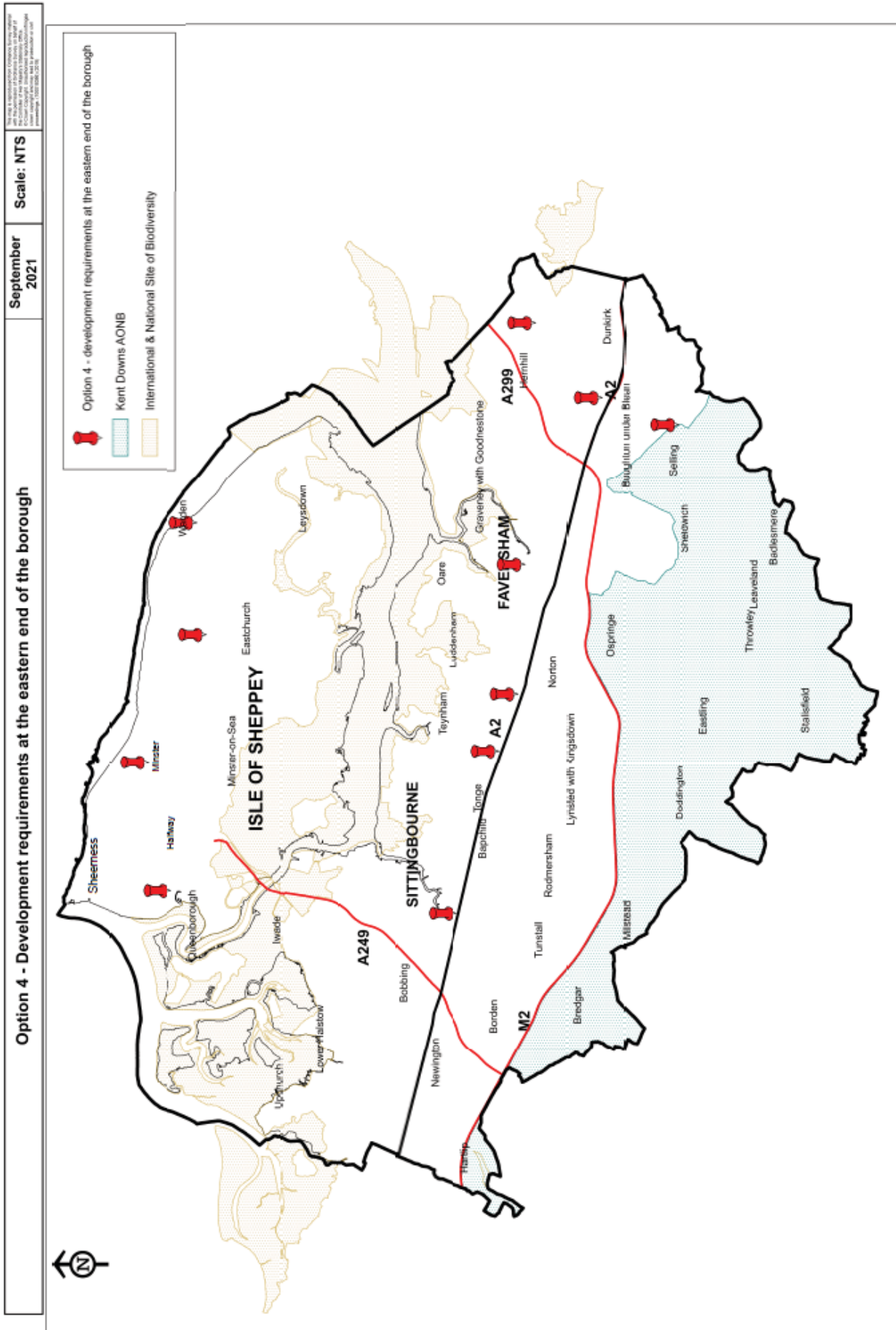
Option 4: More of the overall development requirements at the eastern end of the borough

5.1.71 This option seeks to deliver a more even distribution overall when considering the quantum of development required by both the adopted local plan, Bearing Fruits and the Local Plan Review. This approach would see a greater proportion of development in the eastern end of the borough in and around Faversham. Windfalls would again equate to 30% of the total need over the plan period with the remaining need distributed as follows:

- Sheppey – 7%
- Sittingbourne - 7%
- Faversham - 45.5%
- Rural areas 10.5%

5.1.72 This option could deliver the quantum of development needed using a combination of the broad locations identified by the red pins.

5 Policy issues and preferred options



Picture 5.1.5

Question 17

Do you agree that the broad locations shown above will help to deliver this development option? If not, why not?

5.1.73 Such an approach would consider several SHLAA sites around the periphery of Faversham as well as the strategic development site to the east. The level of development would require significant infrastructure investment that would benefit new and existing communities in this part of the borough but there would be a considerable impact on the character and setting of this historic town and on the character of its rural hinterlands to the south and east in particular.

5.1.74 The potential advantages of this option are:

- Further rebalancing of the distribution of growth east/west in the borough;
- Focusses development in the more viable eastern half of the borough and in turn is more likely to deliver more affordable homes;
- Supports the range of sites needed to maintain a rolling 5 year supply of housing sites;
- Provides certainty on the location of new development post 2038;
- Provides opportunities to look at the role of the A2 at Faversham; and
- Could result in significant infrastructure investment that would benefit existing and new communities.

5.1.75 The potential disadvantages of this option are:

- Current capacity issues at Brenley Corner, junction 7 of the M2 would be exacerbated;
- New retail development to accompany the new development could impact on the vitality and viability of Faversham town centre;
- Extra development could put further pressure on A2 and the AQMA at Ospringe until mitigation was secured;
- Significant impacts on the character and setting of the historic Faversham town;
- Significant impacts on the character of the countryside to the east and south of the town, including the AONB; and
- Would limit development led infrastructure benefits in other parts of the borough.

Question 18

Do you agree with the potential advantages and disadvantages listed above for this development option? Can you think of any others that you would add?

5.1.76 This option places a greater proportion of development in the eastern end of the borough in and around Faversham which is more viable and would help to maintain both the 5 year supply of housing and the longer term overall housing target. The impact on Faversham in both landscape, transport and infrastructure and services and facilities will need to be carefully planned and managed.

Option 5: Focus our development requirements on Strategic Development Sites and/or urban extensions primarily located within existing rural areas

5.1.77 Strategic Development Sites have many advantages as they are holistically planned new settlements which enhance the natural environment and offer high-quality affordable housing and locally accessible work in beautiful, healthy and sociable communities.

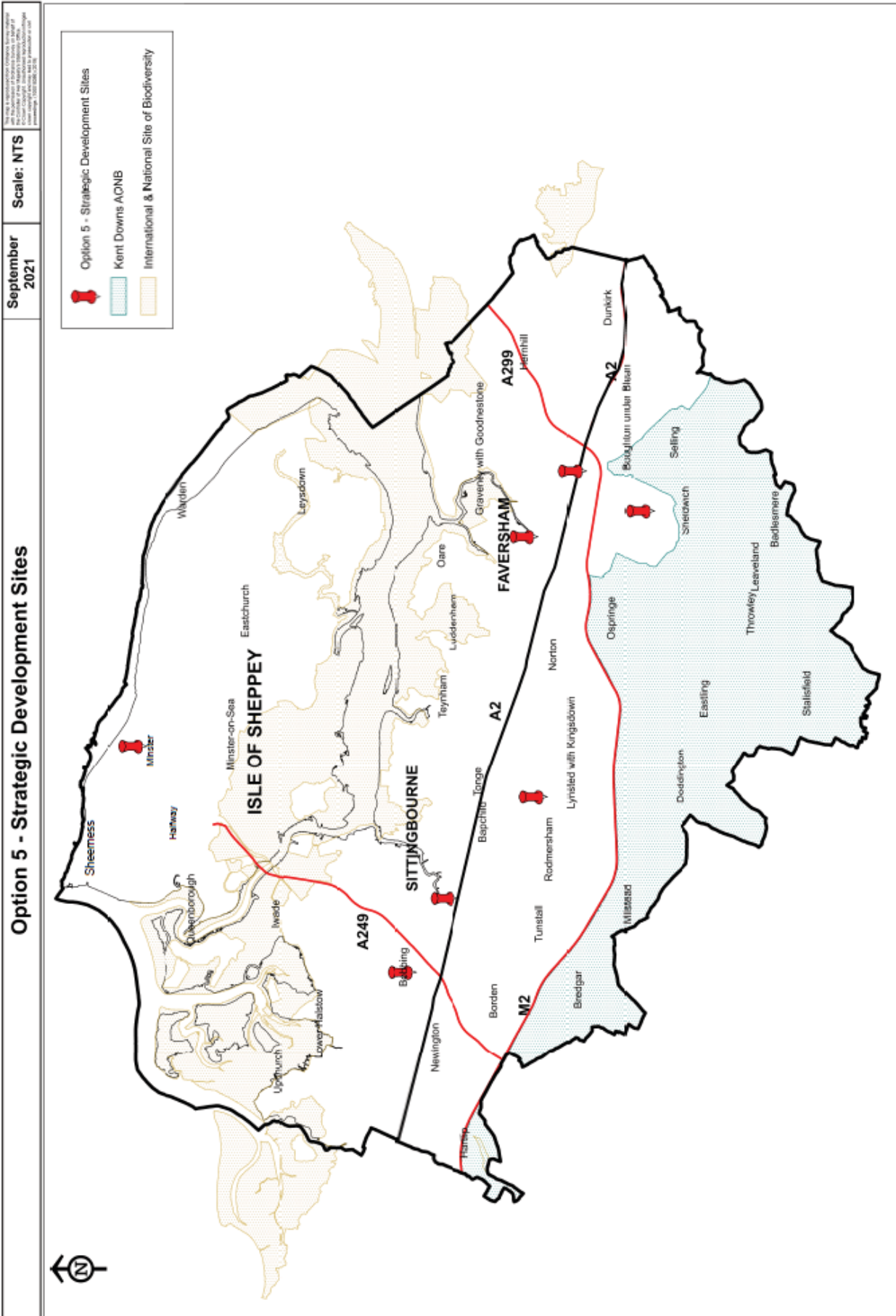
5.1.78 This option was initially explored at the early stages of the Local Plan Review. A prospectus was prepared and a 'call for potential sites' was undertaken to see what was available.

5 Policy issues and preferred options

5.1.79 In terms of the percentage distribution, windfalls would equate to 30% of the total need over the plan period, the remaining need distributed as a percentage as follows:

- Sheppey – 3%
- Sittingbourne – 5.5%
- Faversham - 5.5%
- Rural areas – 56%

5.1.80 This option could deliver the quantum of development needed using a combination of the broad locations identified by the red pins.



Picture 5.1.6

5 Policy issues and preferred options

Question 19

Do you agree that the broad locations shown above will help to deliver this development option? If not, why not?

5.1.81 There is an adequate supply of sites to comfortably deliver this option bearing in mind that the Strategic Development Sites were also assessed in the SHLAA. The preliminary proposals are as follows but are evolving:

- **Bobbing** – circa 3,000 homes (up to 40% affordable housing), 100 ha of open space, community facilities including primary school, health centre, local centre, village hall and sports pitches, employment floorspace (Inc. starter units), re-alignment of Sheppey Way and green infrastructure.
- **South East Sittingbourne (Highsted Park)** - circa 9,250 homes (20% affordable housing), new commercial space, Kent Science Park now within the red line, community uses, local retail space, medical facilities, education (3 x 3FE primary schools, secondary school, Inc. 6th form and further education provision), sport and leisure, green infrastructure and a new motorway junction and M2/A2 link road.
- **North Street, Sheldwich, Faversham** – circa 5,000 homes (a 'strong emphasis' on affordable housing). Employment provision, a High Street for retail/mixed use, primary and secondary school, community uses, allotments, community orchard, playing fields, open space and woodland. Re-alignment of the A251 through the site is indicated, together with improvements at J6 M2.
- **South East Faversham** - Circa 2,500 homes (aim for 40% affordable housing), up to 20,000 sq. m of commercial space. Community uses (local centres, health centre), education (primary schools and potentially a secondary school), sport and leisure (Inc. possible relocation of cricket club and football ground), network of green infrastructure. This proposal would be considered a Faversham development rather than a rural areas development given that it would act as an urban extension.

5.1.82 The potential advantages of this option are:

- These are self-sustaining developments that provide their own infrastructure, services and facilities and therefore do not add additional pressure elsewhere;
- Due to economies of scale, they provide greater certainty regarding the provision of infrastructure;
- Prevents the piecemeal development pattern Swale is used to of lots of sites at every town/large village;
- Provides far greater possibilities for sustainable/active transport focusing on walking, cycling, public transport and reducing the need to travel by car within their sites and to adjacent areas;
- Ability to comprehensively masterplan the whole of the site;
- Land value capture could be implemented for the benefit of the community;
- Development at this scale makes providing a comprehensive green infrastructure network with net biodiversity gains and implementing zero-carbon and energy-positive technology to ensure climate resilience easier and more efficient; and
- Community ownership of land and long-term stewardship of assets would be possible.

5.1.83 The potential disadvantages are:

- Very little resilience or flexibility should there be issues with the delivery of the site(s) in question;
- Sites of this scale would not deliver much in the way of housing numbers during the early years of the plan meaning that other small/medium sized sites would still need to be allocated to secure a rolling 5 year housing land supply;
- This option only allows for infrastructure provision within a localised area that might not benefit existing communities across the wider borough. (Bearing in mind that S106 can only be used to mitigate new development and not cure existing issues);

- Due to the scale of the development, there could be adverse impacts on the character and appearance of the localised countryside area and the ability to maintain the separate identities of local smaller settlements; and
- The risk that site’s would still not be large enough to be self-sustaining in terms of job creation, and be likely to develop into large dormitory-type developments.

Question 20

Do you agree with the potential advantages and disadvantages listed above for this development option? Can you think of any others that you would add?

5.1.84 Overall, the amount of development that this option could deliver would comfortably meet the required needs, within this plan period and beyond, and yield many significant benefits around the delivery of all types of infrastructure and opportunity to create highly sustainable communities that meet the local plan review objectives. This option would only be an appropriate development strategy if one or two of the sites came forward during the plan period and was married with a deliverable selection of small/medium sites that would come forward during the early years of the local plan to secure a rolling 5 year supply of housing land. It would be a new way of planning for Swale to meet the required housing target.

5.1.85 Given market conditions, it is likely that at best only two strategic development sites could be delivered, one in the east and one in the west of the borough should the council consider this an appropriate approach to meeting development needs.

Question 21

Do you agree that the broad locations shown above will help to deliver this development option? If not, why not?

Table showing indicative distribution of dwellings across the borough against the 5 different Development Options Needs

	Bearing Fruits (14,124 dwellings*)					Local Plan Review (10,000)					COMBINED (24,124 dwellings)				
	Sheppey	Sittingbourne	Faversham	Rural Areas	Windfalls	Sheppey	Sittingbourne	Faversham	Rural Areas	Windfalls^	Sheppey	Sittingbourne	Faversham	Rural Area	Windfalls
Option 1	25.0%	40.0%	15.75%	10.75%	8.6%	17.5%	30.5%	12.5%	8.5%	30%	22.5%	36.0%	14.2%	9.7%	17.5%
Option 2						14.0%	21.0%	24.5%	10.5%	30%	20.5%	32.0%	19.5%	10.5%	17.5%
Option 3						14.0%	10.5%	35.0%	10.5%	30%	20.5%	27.75%	23.75%	10.5%	17.5%
Option 4						7.0%	7.0%	45.5%	10.5%	30%	17.5%	26.5%	28.0%	10.5%	17.5%
Option 5						3.0%	5.5%	5.5%	56.0%	30%	16.0%	25.5%	11.5%	29.5%	17.5%

Picture 5.1.7

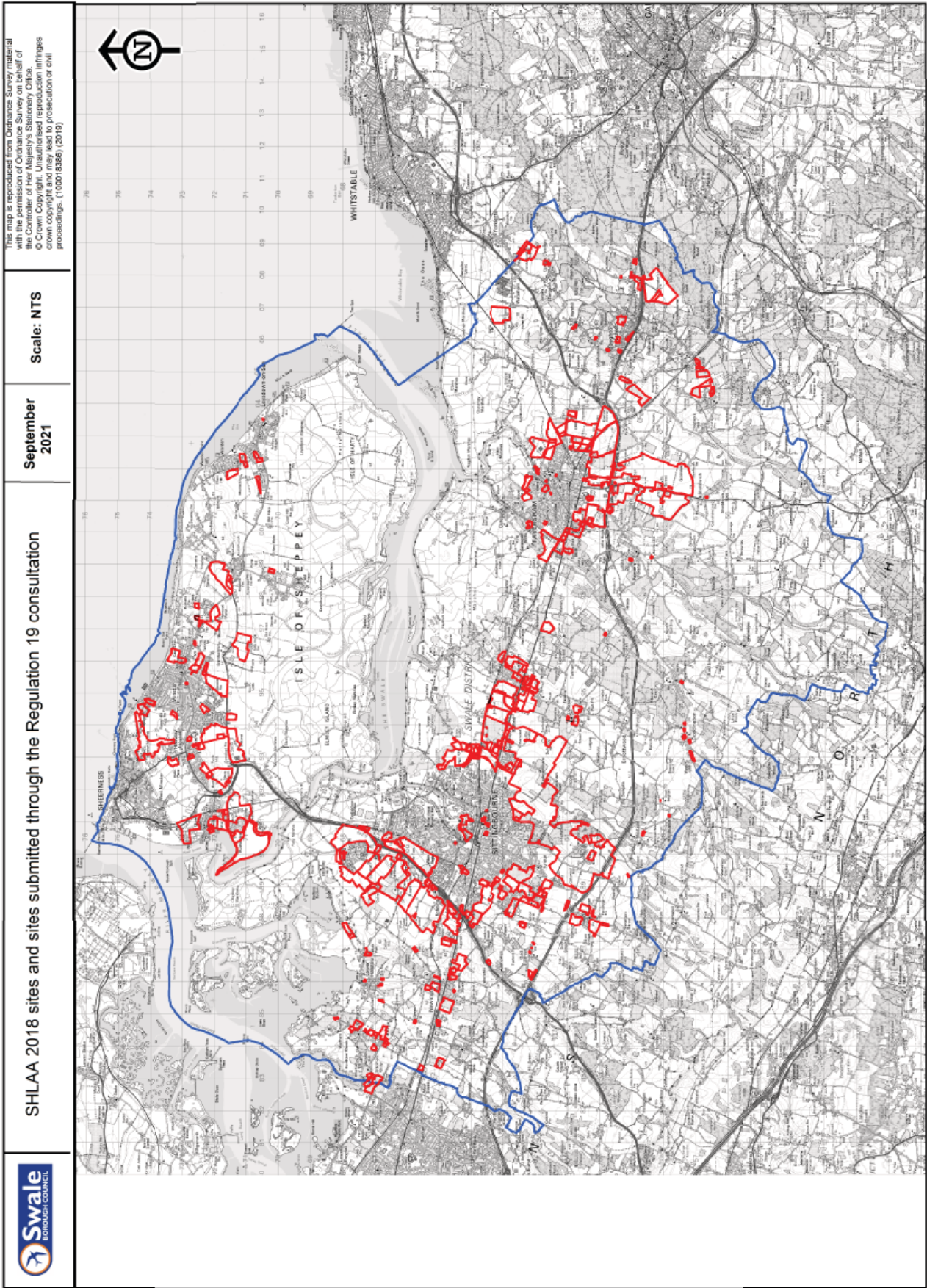
*Total minimum number of dwellings allocated, see Bearing Fruits Policy ST4

^Based on annual windfall delivery from 2014, averaging circa 250 dwellings per year last 12 years of Local Plan Review plan period (i.e.2026 to 2038)

5 Policy issues and preferred options

NB Percentage split of total distribution may not add up to 100% due to rounding

5.1.86 The map below shows all of the housing sites which were submitted to the 2018 SHLAA (Strategic Housing Land Availability Assessment) and those omission sites which were submitted as part of the 2019 Regulation 19 Local Plan Review consultation.



Picture 5.1.8

5 Policy issues and preferred options

Question 22

Do you think that we have considered all of the suitable alternative development options? If no, please explain and set out the details of an alternative option that you feel we have missed. (If you have a single site to submit please do so under the next question.)

Question 23

Do you have a site that would be suitable for housing development that is not shown on the map above in red (Picture 5.1.8) or on [Swale's Interactive Map](#) (If you submitted/suggested a site through the recent Regulation 19 consultation or to the 2018 SHLAA there is no need to re-submit it.)

If so, please state where they are (and include a location plan if possible) and how many dwellings/quantum of employment floorspace they could provide.

Summary of the options and key considerations and identification of the Preferred Development Option

5.1.87 The five main development options have been outlined above along with the potential advantages and disadvantages of each. They have been formed on the basis that they can achieve the local plan objectives. Every local plan must be informed and accompanied by a Sustainability Appraisal (SA). SA plays a key role throughout the plan making process and an important part in demonstrating that the local plan reflects sustainability objectives as far as possible and has considered reasonable alternatives. The council's Sustainability Appraisal objectives guide the formation of the local plan vision and objectives set out above. The final SA will be published alongside the Reg 18 documents and is also consulted on.

5.1.88 In sustainability terms, the council is not specifically required to select the 'most sustainable' option but must be able to explain how and why the option that has been selected best meets the needs of the borough.

5.1.89 In determining which option to support, it is important to consider the points below because the Inspector at the Examination will need to be satisfied that the local plan review fully addresses these:

- If the development strategy can deliver the development needs of the borough over the plan period (to 2038) as a minimum
- If the strategy is appropriate and takes into account the reasonable alternatives and is guided by evidence
- If the development needs are deliverable over the plan period and that cross-boundary strategic matters have been addressed with our neighbouring authorities
- If it is consistent with national policy

5.1.90 Additionally, consideration should be given to the contribution each of the options make to delivering the local plan review objectives and if a preferred strategy represents a proportionate policy response to meet the assessed needs, would adequately address infrastructure needs and has the least impact on environment/amenity and heritage assets.

5.1.91 To this end, the council believes that **Option 3** could represent the most proportionate and appropriate approach taking into account the above.

Why is this the Preferred Development Option?

5.1.92 Sustainable development is the key principle underpinning the Local Plan Review, and is critical to the delivery of many of the council's and the community's aspirations. It requires social progress which recognises the needs of everyone, effective protection of the environment, prudent use of natural resources and the maintenance of high and stable levels of economic growth and employment.

5.1.93 Swale's future growth will be pursued in the most sustainable way and it is felt that this option is the most appropriate way to achieve this. Particular priorities for sustainable development within Swale are to:

- Increase the supply of homes and affordable housing;
- Improve access to jobs, services and facilities for all groups;
- Achieve a high quality environment; and
- Tackle climate change by reducing the area's carbon footprint, creating resilient and adaptive environments and embracing active travel opportunities.

5.1.94 Large scale strategic growth at Faversham would provide good potential to successfully masterplan and deliver a new community, or series of new communities, in line with established best practice principles and to ensure that it was planned in a holistic way. It would also deliver a much needed new secondary school.

5.1.95 This option performs well in terms of air quality because strategic growth to the east and southeast of Faversham gives rise to relatively limited concerns as sustainable and active travel measures are easier to implement at these scales of new development as the critical mass is there. Trip internalisation can be implemented, funds can be directed to walking and cycling infrastructure, masterplanning and design measures can focus on supporting walking and there is some potential to walk/cycle to the town centre

5.1.96 It also allows for larger scale biodiversity and net gain achievements; again, due to the critical mass.

Question 24

Do you think the Preferred Development Option (option 3) for meeting our housing target is the most suitable and meets our vision, objectives and the principles of sustainable development? If not please identify how the preferred option could be changed or if you believe one of, or a mixture of the other options, are more suitable, please say why.

5.1.97 Where development could take place in and around rural service centres, e.g. Teynham, the council could allocate specific sites or alternatively we could identify a wider area to meet the wider aspirations of local residents in line with the development needs of the borough during the mid to late years of the plan period. A wider area, an 'Area of Opportunity' could support more substantial new infrastructure and it would need to be planned comprehensively through a masterplan and with significant input from and engagement with local communities. Whilst this approach would present the opportunity for a more cohesive approach to long term development, in the short term it could result in uncertainty for local communities as the plans and proposals are progressed.

Question 25

Do you think that any of the areas identified for potential development should be progressed as 'Areas of Opportunity' to enable a more comprehensive approach to master planning for their development and infrastructure needs? If not, please say why.

5 Policy issues and preferred options

5.2 Climate change

5.2.1 The following issues have been identified that will need to be addressed through the policies in Local Plan Review.

Climate change issues

- Nationally the UK has committed to becoming net carbon zero by 2050 and Swale Borough Council, who declared a Climate and Ecological Emergency in 2019, have goals for carbon emissions from the council's operations to be carbon neutral by 2025 and for the borough to be carbon neutral by 2030. The purpose of the declaration was to draw attention to the urgent need to reverse the decline in biodiversity in Swale and to take effective action to reduce carbon emissions in the borough.
- The Local Plan Review's policies, and in particular the choice of sites for allocation and how they are designed, are key tools to enable the Council to mitigate and adapt to the challenges of Climate Change.
- Measures to reduce the demand for private car-based transport should be promoted wherever possible to lessen the impacts of traffic on climate change and air quality. This should be supported by the promotion of quality public transport and active-travel infrastructure integrated into existing and new developments.
- Development needs to be designed to dramatically reduce its own emissions (using high sustainability standards) as well as be adaptable to the impacts of a changing climate, reducing vulnerability to issues such as increased storm frequency and flood risk, drought and changing temperature patterns.
- Green and blue infrastructure across new development serves as an opportunity to make necessary adaptations to climate change, improve the health and well-being of the population and help address the ecological emergency. Local schemes to achieve carbon offsetting through nature-based solutions can contribute to these aspirations.
- Renewable technologies should be encouraged where appropriate and incorporated into new developments, however an increase in pressure for renewable energy infrastructure in certain locations may conflict with landscape and townscape character and needs to be planned in consultation with the community.
- Climate change has the potential to increase land at risk of flooding so development will need to be located away from these areas and should incorporate sustainable drainage measures to avoid increasing the risk of flooding downstream.
- Improving water quality, protecting water resources and preventing pollution generally are a priority and closely linked to the issues of climate change mitigation and adaptation and ecological recovery.
- There is a need to review climate change and other environmental policies in light of the revisions to Building Regulations and the NPPF (2021) and updated Viability evidence.

What you've told us so far

In response to the last round of consultation to the Regulation 19 Local Plan (February 2021) many people were very supportive of measures to mitigate and adapt to climate change and support the move to more sustainable and active travel.

- However, many developers argued that Swale's targets were too ambitious, inconsistent with national policy on sustainability standards and may lead to deliverability/viability issues.

Question 26

Do you agree with this view? What evidence do you have to support your answer?

- Across the board there was a view that the infrastructure is not in place for sustainable/active travel and it is too expensive to implement.

Question 27

Do you think the council should accept this view or seek to be more ambitious and continue to aim to embed sustainable/active travel measures across new developments? What are the reasons for your answer?

5.3 Place shaping/design

5.3.1 The following issues have been identified that will need to be addressed through the policies in the Local Plan Review.

Place shaping/design issues

- In order to maintain the borough's quality of life for existing and future residents, development will need to be designed to ensure that it is of a high quality
- High quality and inclusive design for development will be required based on a clear understanding of the local, physical, social, economic and environmental context for development
- The borough's network of towns and villages have distinct identities and character that should be maintained and where possible enhanced

What you've told us so far

5.3.2 In response to the last round of consultation to the Regulation 19 Local Plan (February 2021) people said that:

- Overall they supported the policy approach to the importance of achieving high quality development and good design but some elements of the policies needed to be applied more flexibly

5.3.3 The most recent update to the NPPF (July 2021) made beauty and placemaking and tree-lined streets strategic national planning policies.

Design

5.3.4 To provide as much certainty as possible about what is likely to be acceptable, the updated NPPF requires that local plans set out clear design policies and expectations and links the plan making process to the government's own National Design Guide and National Model Design Code. The emphasis on good design is exemplified by new paragraph 134 which bluntly states that "Development that is not well designed should be refused." There is a new mandatory requirement for local authorities to prepare local design guides or codes, consistent with the principles in the National Design Guide and National Model Design Code which provides the baseline standard of quality and practice on design. These could be produced either as part of a plan or as a Supplementary Planning Document.

5 Policy issues and preferred options

5.3.5 The Government has confirmed that the term ‘beautiful’ should be read as a high-level statement of ambition rather than a policy test and planning authorities, communities and developers are encouraged to work together to decide what beautiful homes, buildings and places should look like in their area. While the word beauty is used frequently what this means locally will be informed by baseline studies and based on the ‘ten characteristics of a well design place’ as set out in the National Design Guide. These bring together a range of established urban design principles such as built form (density, height and layout), movement, identity and public space which are to guide the development of local design criteria.

5.3.6 In order to ensure that approved designs are not diluted Local Planning Authorities can now insist on obligations to retain particular architects in planning agreements to guard against dilution of architectural quality after grant of permission as well as being encouraged to check design against the approved scheme during the construction process.

Trees

5.3.7 The updated NPPF had introduced a new policy encouraging planning policies and decisions to “ensure that new streets are tree-lined”. Planning policies and decisions should ensure that not only are new streets tree-lined but also opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards), measures are in place for their long-term maintenance and existing trees are retained wherever possible.

5.3.8 Our proposed policies on design⁽⁸⁾ and trees⁽⁹⁾ provide a comprehensive set of principles in order to achieve a high standard of design quality in new development but we will need to consider what changes, if any, are necessary to address the updated NPPF requirements.

Question 28

Do you think the policies on design (as contained in the Pre-Submission Local Plan, February 2021) should be updated to reflect the changes in the NPPF?

If you answered yes, what changes do you think need to be made to the policies?

Question 29

Do you think the policies on trees (as contained in the Pre-Submission Local Plan, February 2021) should be updated to reflect the changes in the NPPF?

If answered yes, what changes do you think need to be made to the policies?

5.4 Protecting and enhancing environment and heritage

5.4.1 The following issues have been identified that will need to be addressed through the policies in the Local Plan Review.

8 Policies ST6 (Good design) and DM2 (Good design) in the Pre-Submission Local Plan (February 2021)

9 Policy DM29 (Woodland, orchard, trees and hedgerows) in the Pre-Submssion Local Plan (February 2021)

Protecting and enhancing environment and heritage issues

- Our high-quality environment makes Swale an attractive place to live, work and visit. As well as contributing to our resident's quality of life, it plays an important role in attracting and retaining businesses. It is therefore important to ensure that it is maintained and enhanced.
- There is a continued need to protect and enhance nationally and locally designated landscapes, habitats, species and ancient woodland.
- In addition to protecting designated sites, other habitats and species should be protected and enhanced to maintain a functional ecological network within and beyond Swale's boundaries.
- The population should be given the opportunity to access a high-quality natural environment without damaging it.
- Swale residents value their local green spaces (LGS) and they must continue to be protected, managed and enhanced.
- Swale is keen to be a vanguard for the emerging biodiversity net gain policy in new developments and our evidence shows that we can achieve 20% rather than the 10% in emerging Government guidance.
- Swale's heritage is one of its assets but needs better management and protection.

What you've told us so far

In response to the last round of consultation to the Regulation 19 Local Plan people said:

- That they were very supportive of the principle of achieving 20% biodiversity net gain. Conversely, landowners and developers were of the view that the 20% principle is too high, unjustified and contrary to the forthcoming Environment Bill.

Question 30

Do you agree that the council should be ambitious in its requirement for biodiversity net gain on new developments and that 20% is justified even though the emerging Environment Bill 10% is "a minimum"?

5.5 New Homes

Housing needs

5.5.1 The following issues have been identified that will need to be addressed through the policies in the Local Plan Review.

Housing needs issues

- There is a need to ensure that everyone can access good quality housing to meet the needs of the population and support the economy
- There will be significant growth in the population of older people, and in particular, the number of people aged 65 or over. There will also be growth in the number of people with long-term health problems or disabilities. There is a need to plan for the specific needs of an increasingly elderly population

5 Policy issues and preferred options

- There is a need to deliver high quality homes that provides choice to existing and future residents' by responding to evolving lifestyles and meeting their needs over the course of their life-time and changing circumstances
- Between 2015 and 2020 the average house price to earnings ratio rose from 7.11 to 9.32, equivalent to a 31% increase. There is a need to continue to support and maximise the delivery of affordable homes including providing higher levels of social/affordable rented housing whilst looking at measures to ensure that housing is more generally affordable (e.g. to first time buyers) and through other mechanisms including self and custom build.

What you've told us so far

5.5.2 In response to the last round of consultation to the Regulation 19 Local Plan (February 2021) people told us:

- The Local Plan should take a more positive approach to meeting the housing needs of specific groups, particularly older people

Question 31

Do you agree that the Local Plan should be clearer on how the needs of older people will be met?

- In addition to meeting accessibility standards, new housing should also meet the Nationally Described Space Standards

5.5.3 The Nationally Described Space Standards (NDSS) deal with the internal space of new dwellings and seek to ensure that they provide a reasonable level of internal space to undertake typical day-to-day activities at a given level of occupancy. The standard reflects what the government considers to be the minimum space required to allow for modern living.

5.5.4 The NDSS are an optional standard and the government advises that we would need to justify their introduction based on evidence covering need, viability and timing. The Local Plan Viability Study (December 2020) had regard to the NDSS when undertaking the viability testing of the emerging Local Plan.

Question 32

Do you agree with the view that new dwellings should be built to the Nationally Described Space Standards? What evidence do you have to support your answer?

- There should be greater recognition and more positive encouragement for the role of self build and custom housebuilding in widening housing choice

5.5.5 Our proposed policy on small and medium sites for housing development⁽¹⁰⁾ supports the development of sites for self build but leaves it to the housing market to deliver plots as and when demand arises. Alternative approaches could be to identify and allocate specific sites for self build plots or include a requirement for all housing development sites over a certain size to include a certain proportion of serviced plots as self build plots.

10 Policy DM14 in the Pre-Submission Local Plan (February 2021)

Question 33

Do you agree that the current Local Plan approach is the most appropriate or should we have a specific policy for self build homes?

If we were to have a specific policy, should we allocate sites and/or require a percentage of self build plots for people wanting to build their own homes?

If you think we should allocate sites, can you suggest any sites suitable for self build we should consider allocating? If submitting a site, please provide a location plan and brief details about the site.

- That Policy DM15 (Affordable Housing)⁽¹¹⁾ should include a lower site threshold so as to meet the needs for affordable housing in the Kent Downs Area of Outstanding Natural Beauty

Question 34

Do you agree with the view that a lower site threshold should apply to sites within the Kent Downs Area of Outstanding Natural Beauty? What evidence do you have to support your answer?

Provision for Gypsies, Travellers and Travelling Showpeople

5.5.6 The following issues have been identified that will need to be addressed through the policies in the Local Plan Review.

Gypsies, Travellers and Travelling Showpeople issues

- Swale is home to one of the largest Gypsy, Traveller and Travelling Showpeople populations in Kent and the wider South East and the accommodation requirements of these communities will need to be met.
- The accommodation will need to be in sustainable locations, providing settled bases which reduce the need to travel long distances for access to services and facilities.
- Due to the nature of their traditional lifestyles, accommodation is often sought in semi-rural or rural locations, but there will be a need to protect and enhance our natural environment too, a key asset for the Borough.
- This will need to be done in a manner which is fair for all, protecting local amenity and promoting community cohesion.

What you've told us so far

5.5.7 In response to the last round of consultation to the Regulation 19 Local Plan (February 2021) people told us:

- That we should consider site allocations to meet the accommodation needs of Gypsies, Travellers and Travelling Showpeople.

5.5.8 This option was initially explored at the early stages of the Local Plan Review. A "call for sites" exercise was carried out in September/October 2019 and the only land submitted was that relating to existing sites – no additional land was put forward. Furthermore, the council has, in a previous Local Plan,

11 In the Pre-Submission Local Plan (February 2021)

5 Policy issues and preferred options

required land to be made available as part of a wider mixed-use/residential allocation. This was unsuccessful and never brought to fruition. We have a track record of granting suitable planning permissions and meeting the accommodation needs this way. As such, the council has been using a criterion-based policy only to deal with the accommodation needs of Gypsies, Travellers and Travelling Showpeople in the adopted Local Plan.

Question 35

Do you think that the Local Plan should continue to use a criterion-based policy only to deal with the accommodation needs of Gypsies, Travellers and Travelling Showpeople?

If not, do you agree with the view that the council should re-consider allocating sites to meet this need? Please say why.

If you answered yes, do you think this should be done via individual site allocations, or by requiring provision to be made within larger mixed use/residential allocations?

Question 36

Do you have a site that you think would be suitable for Gypsy, Traveller and Travelling Showpeople accommodation? If so, please state where it is (and include a site location plan if possible) and how many pitches/plots it could provide.

5.6 Economy and town centres

5.6.1 As well as the need for new housing, the local plan review must identify enough land to accommodate the following employment requirements for Swale:

- **41ha of B2/B8 (manufacturing/warehouse and distribution) land; and**
- **15ha of B1**

5.6.2 Apart from just being able to find more employment land, for any long term prosperity in Swale to happen and be sustained, we will need to upgrade our image as a place to live and work, as well as making our local economy more fit and flexible to face the rigours of future competition and change, accelerated by recent events. There is a wish to make sure that we are making the most of a broader spectrum of job creating opportunities, to compliment the portfolio of traditional employment land allocations. A flexible approach to secure a diversity of newly built space and the use and reuse of existing built space may be required to meet this challenge.

5.6.3 We should not forget that housing is a critical part of this picture because a high quality offer is essential if a skilled population is going to be retained and attracted and construction accounts for 3,500 local employee jobs. Many prospective workers balance economic opportunity and lifestyle in selecting a place to live and work and those with higher skill levels generally have a wider choice, picking those locations that are attractive places to live, with the right amenities, as well as work. We need to be one of these places of potential choice and this needs actions across a number of fronts.

5.6.4 Existing workforce skills are also an important element of employers' willingness to invest and grow in a location. We need to encourage opportunities for our current residents to ensure they have the

right skills, as well as be able to attract new skilled labour. Alongside working with employers and existing providers to address longstanding skills gaps, there remains an ambition for a focused Further Education facility in Sittingbourne providing technical skills to help meet employer needs.

5.6.5 Our adopted local plan strategy saw some growth in the out of town retail sector and we remain confident over the delivery of emerging retail schemes in central Sittingbourne. Manufacturing has declined, but relative to Kent and the UK, the sector is strong and we feel our strategy should seek to support this sector, facilitate indigenous growth and support the emergence of more niche and advanced manufacturing activities. In recent years, the borough has attracted new distribution and logistics businesses and jobs. We feel that we should continue to promote our strengths in industrial employment, helped by maintaining and enhancing a supply of well-located land and buildings, including those suitable for larger scale distribution.

5.6.6 However, whilst our land bank has been flexible it has a tightening margin to support growth and grasp unexpected opportunities, such as those that reinforce the borough's role as a recognised distribution hub.

5.6.7 The needs of the office sector cannot be met easily within the existing land supply. However, we do not yet know what the effects of covid-19 on the office sector will be yet. We believe our strategy for office space should be supportive of its expansion, especially for central Sittingbourne, around the A249 and at Faversham.

5.6.8 Some 55% of the borough's workforce commute for jobs outside Swale, and while generally the distances travelled are modest and how and where people are working is changing we do feel that we should be encouraging employment sectors attractive to those commuting, including those in key sectors such as finance, information and communications and science based activities to locate in Swale to reduce this commuting.

5.6.9 The Visitor Economy is a major contributor to the local economy and we are keen to capitalise on the current trends in staycations and reduced foreign travel to bring in greater local spending. We could place an emphasis on proposals that successfully integrate land and natural environment based industries with the borough's heritage offers and the landscapes of the North Kent marshes, the Blean, the Kent Downs and the horticultural belt. Specifically, given its location and proximity to other tourist centres at Canterbury, Whitstable and Herne Bay, Faversham has strong potential to diversify its economy around tourism and leisure, especially its heritage and food and drink based offer. On Sheppey we need to address declines in its traditional seaside tourism offer through modernisation and improvements in quality and diversification.

5.6.10 Although the number of jobs in agriculture and horticulture is relatively small, we anticipate growth in this sector (once the current consequences of Brexit settle down.). For this and the wider rural economy, we want Swale to be able to respond positively to the new opportunities for diversification and improved resilience for food production, as well as activities in other rural sectors, including growth in community based jobs and services, where these can be successfully integrated within the locality. The recent acceleration in changes in working patterns may also create new possibilities for developing economic opportunities in rural settings.

5.6.11 We are also keen to continue to grow Swale's underdeveloped creative industry offer, however this is a sector that likes to grow organically and outside of the traditional planning allocations route. There are unlikely to be specific allocations for these uses but the development management policies would give flexibility to allow these businesses to grow and flourish.

5 Policy issues and preferred options

Question 37

Do you agree that the Local Plan should not allocate specific locations for the creative industries but instead draft the development management policies to provide flexibility to allow these businesses to set up, establish and grow.

5.6.12 How would this all be visible in terms of physical development? We would be largely maintaining our current portfolio of sites, with the renewal and intensification of existing sites in and around Sittingbourne, in particular, its key economic product – the Eurolink business park. Close to the urban areas, the A249 is also likely to remain the focus for meeting any potential for larger scale distribution or industrial uses. On the Isle of Sheppey, the existing pool of employment sites will be developed for industrial purposes so that the economic benefits of infrastructure investment already made can be accomplished.

5.6.13 At Faversham, the approach would be to improve the quality and availability of sites on account of the town's good location and the loss of existing sites to other uses. New employment, with a focus on providing flexible space that can accommodate a range of uses, would also be provided to compliment the new housing.

5.6.14 We also need to decide how to support and/or grow our two major strategic employment locations - the Port of Sheerness and the Kent Science Park. They will need guidance for both their immediate needs for growth, and for the possibility of longer-term aspirations.

Question 38

Do you agree with our assessment of what we need to provide to ensure that the economy is sustained in Swale and that we can provide the right environment to attract new businesses to Swale and new employees? How else can Swale ensure that its current positive economic forecasts and ambitions come to fruition and are sustained?

What you've told us so far

5.6.15 In response to the last round of consultation to the Regulation 19 Local Plan people said:

- The most significant issue around employment is the uncertainty around Covid-19 and the impact upon future working patterns and office space requirements, and how difficult this is to plan for at this stage.
- The Local Plan Review needs to give more support to expanding existing employment locations, supporting start-ups and entrepreneur and linking green and blue infrastructure to the employment strategy.

5.6.16 The approach of where to allocate employment across Swale will depend on various factors, including the broad distribution of housing development, the availability of sites, the attractiveness of sites to potential occupiers and many of the same constraints as for housing allocations including landscape designations.

Question 39

Where should we be locating the next generation of employment sites? For example, as extensions to existing sites? Close to the strategic road network? Adjacent to existing and/or new housing sites?

Question 40

Do you have an alternative site that hasn't been considered before that could be suitable for employment use? If so, please provide a site location plan and some key details about the site such as how much and what type of employment it could provide.

Retail and town centre issues

The following issues have been identified that will need to be addressed in relation to retail and town centres through the policies in Local Plan Review:

- Social changes such as the internet and out of town shopping and the impact of covid-19 have the potential to change the role of town and village centres.
- Is the role of town centres changing, with a need to broaden their appeal and use to include a broader set of commercial and residential occupier's and more focus on 'experiences' like eating, socialising and leisure rather than shopping?

5.6.17 Our town centres are also an important area needing investment, to help them change, adapt and improve in the face of considerable challenge. The council's attention has been largely focused on delivery of the major regeneration project in Sittingbourne Town Centre and it is our intention that we now move forward by looking at the wider opportunities that exist. Improving peoples experience and the way in which they relate to and use the town centres will be vital to bringing life back to them. We aim to improve the public realm and look after our heritage through a mix of investment and enforcement. Retail, leisure and other services will all continue to play a vital role, but we also need to diversify and give people a wider set of reasons to come into our town centres. This might include co-working and small studio space for homeworkers and small businesses and encouraging new residential communities into town centres where it makes sense to do so.

Question 41

Should there be a more flexible development management approach to building uses at ground and second floor and above in our town centres, to encourage occupation by a range of business types?

Question 42

How can we adapt and improve town centre environments to make them more attractive places to dwell and spend time and to encourage greater investment and activity?

5.6.18 About You

5.6.19 We want to make sure that our services and policies are available to everyone in the community and that everyone is treated fairly when they use, or attempt to use, our services.

5 Policy issues and preferred options

5.6.20 We will only use the information collected on this form to help us improve services and policies and to identify gaps or barriers. You do not have to fill in this form and you can answer just some of the questions.

5.6.21 The answers you provide are anonymous and confidential. You should only provide the equalities information once.

About you

To ensure that we are reaching a wide range of our residents, please tell us about yourself. (Answers can be submitted online through the Objective Portal, or by using the PDF form provided on our website and in libraries).

Appendix - Local Plan Review evidence base 6

6 Appendix - Local Plan Review evidence base

6.0.1 All evidence base documents are available on the council [website](#)⁽¹²⁾.

Evidence Base Study	Purpose of evidence
Employment Land Review (August 2018)	To identify the amount of additional employment land needed during the local plan review period.
Gypsy and Traveller and Travelling Showperson Accommodation Assessment (November 2018)	To identify the requirement for additional pitches for those who meet the definition of 'Traveller' in government policy and the requirement for additional Travelling Show Person plots.
Local Landscape Designation Review (October 2018)	To review the borough's existing local landscape designations and recommend Areas of High Landscape Value
Landscape Sensitivity Assessment (October 2019)	Assessment of the landscape implications of possible extensions to the borough's main settlements and their sensitivity to change from development.
Strategic Land Availability Assessment (SLAA) (May 2020)	To identify land that is suitable, achievable and deliverable to meet the development needs of the borough for the local plan review period.
Local Housing Needs Assessment (June 2020)	To identify the borough's housing need using the government's 'standard method' calculation
Strategic Housing Market Assessment (June 2020)	To identify the housing need for the borough in terms of size, mix, tenure and needs of specific groups e.g. elderly within the overall need figure.
Settlement Hierarchy Study (August 2020)	Reviews the existing settlement hierarchy by auditing the current provision of services and facilities in the borough's settlements and recommending whether hierarchy should be retained or re-structured
Strategic Flood Risk Assessment, Level 1 (February 2020)	To assess flood risk within the borough from all sources now and into the future as well as assessing the impact that cumulative land use changes and development will have on flood risk. Used to inform the preparation of the Sequential Test. A Level 2 SFRA is currently in preparation.
Sequential Test (May 2020)	To consider the land promoted to meet the development needs of the borough and identify that with the lowest risk of flooding. It also identified land which would require an Exception Test to be carried forward (currently in preparation).
Retail & Leisure Needs Assessment (December 2018)	To identify the future retail and leisure needs of the borough in terms of floorspace and facilities. Also assessed the retail hierarchy and reviewed the vitality and viability of both the town and local centres in the borough.

12 <https://swale.gov.uk/planning-and-regeneration/local-plans/local-plan-review-evidence#h2>

6 Appendix - Local Plan Review evidence base

Evidence Base Study	Purpose of evidence
Transport modelling	To assess the capacity of the road network and potential mitigation measures against different development scenarios
Assessment of New Settlements submission sites (Strategic Development Option sites) (March and October 2019)	To assess the risks, opportunities and uncertainties associates with the four submitted garden communities in Swale. The assessments looked at various issues including infrastructure needs, affordable housing provision, viability and landscape impacts.
Open Space Assessment (2017 and February 2019)	To assess the quantum of open space in the borough and to identify the open space needs for the local plan review plan period.
Open Spaces and Play Area Strategy (2018-2022) and Playing Pitch Strategy (2015-2025)	Adopted strategies based on robust and up-to-date assessments of the borough's open space, sport and recreation provision. They both form part of the evidence base for the Local Plan Review with regard to the provision of open space, sport and recreation facilities required as a result of new development.
Green and Blue Infrastructure Strategy (September 2020)	To identify the existing green and blue infrastructure resource across the borough, opportunities for improvements and new provision
Biodiversity Baseline Report (October 2020)	Records the borough's biodiversity baseline and sets out how requirements of the Environment Bill could be incorporated into the LPR
Important Local Countryside Gap Study (January 2021)	Review of land around Faversham and Teynham to assess and make recommendations on the identification of additional Important Local Countryside Gaps
Air Quality Modelling Report (December 2020)	To assess the air quality implications of growth scenarios
Local Plan Viability Study (December 2020)	To test the viability impacts of emerging policy requirements
Sustainable Design and Construction standards (January 2021)	Evidence to support the development of appropriate sustainability standards for the Local Plan Review. Links to Local Plan Viability Study above.
Local Green Space Designations (February 2021)	Review of existing Local Green Space designations and assessment of potential new designations

Appendix - Housing allocations to be rolled forward 7

7 Appendix - Housing allocations to be rolled forward

7.0.1 The table below lists the 'Bearing Fruits' housing and mixed use allocations, which are proposed to be rolled forward. The progress of these allocations will be kept under review and the list is, therefore, subject to change.

Policy reference	Site Name	Status as at 31 August 2021
A16	Land at Preston Fields, Faversham	Planning application pending consideration (16/508602/OUT).
A17	Iwade expansion	Planning applications pending consideration.
A20.1	Orbital, Staplehurst Road, Sittingbourne	Planning application pending consideration (17/502935/OUT).
A20.2	152 Staplehurst Road, Sittingbourne	No current planning application
A20.4	35 High Street, Milton Regis	No current planning application
A20.6	Bysingwood Primary School, Faversham	No current planning application
A20.7	Faversham Police Station	No current planning application
A20.8	Preston Skreens, Minster Road, Minster	No current planning applications for remainder of site.
A20.9	Halfway Houses Primary School, Halfway	No current planning application but site owners have confirmed wish to retain site as a housing allocation.
A20.10	Manor Road, Queenborough	No current planning application
A20.11	The Foundry, Rushenden Road	No current planning application
A20.12	Former Bus Depot, Shellness Road, Leysdown	No current planning application
A20.13	Iwade Fruit and Produce	No current planning application
A20.14	Iwade Village Centre	No current planning application
A21.1	North of Key Street, Sittingbourne	No current planning application
A21.6	Nil Desperandum, Alsager Avenue, Rushenden	No current planning application
A21.11	Land off Colonel's Lane, Boughton	No current planning application
A21.12	Land south of Colonel's Lane, Boughton	No current planning application
A21.14	Land adj. Mayfield, London Road, Teynham	No current planning application
A21.15	Land at Barrow Green Farm, Lower Road, Teynham	Planning application pending consideration (20/503223/OUT)

7 Appendix - Housing allocations to be rolled forward

Policy reference	Site Name	Status as at 31 August 2021
MU2	Land at north-east Sittingbourne	No current planning applications

Table 7.0.1 The table above lists the 'Bearing Fruit' housing and mixed use allocations without planning permission

7.0.2 The sites listed below are those allocations from the adopted local plan "Bearing Fruits" with planning permission that are not yet started or complete. The progress of these planning permissions is kept under review and the list is, therefore, subject to review.

Policy reference	Site Name	Status as at 31 August 2021
A7	Thistle Hill, Minster	Outline permission granted for 431 dwellings (SW/13/1455). Reserved Matters 19/503120/REM granted for 171 dwellings.
A8	Stones Farm, Canterbury Rd, Sittingbourne	Outline permission granted. Reserved Matters for 310 dwellings approved and site under construction (18/505151). Further applications for RM expected in due course.
A9	Land at Crown Quay Lane, Sittingbourne	Several RM applications permissioned and history of material amendments. Significant number completed/ under construction with further applications expected in due course.
A10	Milton Pipes, Mill Way, Sittingbourne	Site permissioned and under construction but not complete. (15/502912/FULL)
A11	Land at Plover Road, Minster	19/506047/REM reserved matters approved.
A12	Land west of Barton Hill Drive, Minster	Outline permission granted at appeal for up to 700 dwellings. Reserved Matters application for first phase expected in due course.
A13	Land at Belgrave Road, Halfway	Full planning permission granted for 153 dwellings (19/501921/FULL). Site cleared and under construction.
A14	Land at the Western Link, Faversham	Planning permission granted for 250 dwellings. 17/502604/REM granted for 127 dwellings. 74 under construction the rest is complete. Southern phase 18/506283/REM for 123 dwellings. 65 under construction, remainder NS.
A19	Land east of Station Road, Teynham	Approval for 130 dwellings granted (18/503697/FULL). Site partially complete/ under construction.
A21.2	Manor Farm, Sittingbourne	Outline permission granted for up to 50 dwelling approved (17/500727/OUT).
A21.3	Junction of Scocles Road and Elm Lane, Minster (The Slips)	21/501908/REM application for 62 dwellings awaiting decision. Outline permission already granted.
A21.4	Land at Chequers Road, Minster	Planning permission for 9 dwellings granted and under construction (16/505623/FULL)

Appendix - Housing allocations to be rolled forward 7

Policy reference	Site Name	Status as at 31 August 2021
A21.7	Land at Ham Road, Faversham	Planning permission granted for 35 dwellings and under construction (19/503278/REM)
A21.10	North of High Street, Eastchurch	Planning permission granted for 15 dwellings (19/500887/FULL). Site not started
A21.13	Bull Lane, Boughton	Planning permission granted for 16 dwellings (18/501428/FULL). Site not started.
MU1	Land at north-west Sittingbourne	18/500257/EIFUL approved for 155 dwellings in southwest corner of allocation approved and site under construction. Main land parcel for this allocation for 1,200 dwellings has been approved under 18/502190/EIHYB. 18/502372/EIOUT for 152 dwellings in the north eastern corner pending consideration.
MU3	Land at south-west Sittingbourne	Planning permission granted at appeal for 675 dwellings.
MU4	Land at Frogal Lane, Teynham	16/507689/OUT approved for up to 300 dwellings and commercial premises.
MU5	The Oare gravel workings, Oare Road, Faversham	Phase 1 Oare mineral works 18/505418/REM for 113 dwellings. 68 under construction, the remainder are complete. Outline application 14/0257/OUT for 375 dwellings granted.
MU6	Land at Lady Dane Farm, east of Love Lane, Faversham	14/0045/OUT for 196 dwellings and 18/501048/REM for 196 on same site granted. Site partially complete/under construction. are complete.
MU7	Perry Court Farm, Faversham	15/504264/OUT for up to 313 dwellings. RM 17/506603/REM for 310 dwellings. Site partially complete/ under construction.

Table 7.0.2 The table above lists the 'Bearing Fruit' housing and mixed use allocations with planning permission