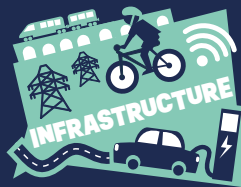
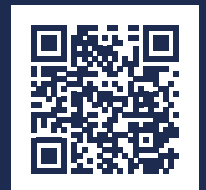




# Medway Local Plan Regulation 18 consultation



**Have your say** by Sunday, 8 September:  
[Medway.gov.uk/FutureMedway](https://www.medway.gov.uk/FutureMedway)



Your Medway. Your future. Your say.

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## Summer 2024 consultation: It's time to **have your say**

The new Local Plan will set out the vision for Medway's growth up to 2041. We're currently at an important stage of our roadmap to a new Local Plan.

It's time to have your say on how Medway will grow over the coming years.

The latest consultation on our emerging Local Plan takes place between **Monday, 15 July to Sunday, 8 September**. This eight-week period gives you the opportunity to comment on our proposed options for development and the policies to help us progress towards our draft Local Plan that will be published next year.

The last consultation on our new Local Plan took place last autumn (September to October 2023) and outlined the vision and priorities for Medway's future growth. During this latest consultation, you will now be able to view detailed proposals on options for growth and our indicative preferred site locations for future development.

Now is your chance to tell us how you want to see Medway grow up to 2041, including new homes, more job opportunities, improved public services, revitalising our town centres, better public transport, business development and more access to green spaces.

We want Medway to grow sustainably and our Local Plan will help Medway to be an even greater place to live, work, learn and visit for years to come.



## Growing Medway sustainably

It's important to remember that the new plan isn't just about new homes and businesses: Our Local Plan is about helping Medway to grow sustainably. This includes finding a balance between the need for development of homes and jobs and protecting the environment.

Housing is so important, but the Local Plan is about much more than finding land for new housing developments:

- The new plan will help us to **grow businesses** in Medway, providing the right conditions to boost jobs.
- The Local Plan helps us towards protecting the best of Medway's **nature and heritage**.
- It will help us to address **climate change**, being more resilient to threats such as flooding and rising temperatures.
- The plan will help us improve our **High Streets and local centres**.
- The Local Plan will look at what **services** will be needed to support Medway's growing population, including transport, healthcare, schools, community centres and parks. It will also look at where these facilities and services should be best located for residents.

### Wider issues

The Local Plan can help to tackle some of the issues faced in Medway, through quality new development, that benefits existing and new residents. The key matters for the plan include:

- Boosting quality jobs and retaining our skilled workers
- Improving health and wellbeing
- Bringing life into our town centres
- Resilience to climate change
- Celebrating our culture and caring for our communities
- Shifting dependency from cars, offering better choice of transport
- Supporting and improving local services
- Buildings to be fit for the future
- More affordable housing for our residents

# Vision and objectives for Medway

## Vision for Medway in 2041

The plan's vision is to strengthen Medway's position in the economy and culture of the region, connected to its surrounding coast and countryside; with a thriving economy, where residents enjoy a good quality of life and there is a clear strategy for addressing climate change and strengthening natural assets.



### Did you know:

We need 1,658 new homes a year to keep up with Medway's predicted population growth - a total of nearly 28,000 homes between now and 2041.

Our Local Plan will provide a strategy for how we can do this sustainably while providing homes for everyone (from first time-buyers and growing families, to downsizers, retirement homes and accessible homes for people with disabilities).

### What do we want to achieve through the new Local Plan:

- A sustainable and green future
- Supporting people to lead healthy lives and strengthening our communities
- Secure jobs and develop skills for a competitive economy
- Boost pride in Medway through quality development.



## our vision for Medway

- 3 With a range of affordable, quality homes** (Icon: house and tall building)
- 4 And excellent health and wellbeing services** (Icon: person running, ambulance, person in wheelchair)
- 5 To provide for the growth needs for Medway and our communities** (Icon: bar chart with upward arrow and family silhouette)

## Getting our plan in place

The new Local Plan will set out the vision for Medway's growth up to 2041.

### 1 Setting the vision and objectives

- Our first consultation ran from 18 September to 31 October 2023 and provided information about the ambitions and needs for the emerging plan.
- The consultation helped to define priorities for our environment, communities and economy.
- Residents told us their views about regenerating the urban centres and riverside sites in Medway, and potential development in suburban and rural areas.

### 2 Proposed options for growth

Our latest consultation lets you view and comment on our proposed options for development and the policies to help us progress towards finalising a draft Local Plan.



### 3 We develop the draft Local Plan

- We will use our evidence base of technical studies and assessments to prepare policies and set out a plan for sustainable growth.
- This will factor in the consultation feedback.
- This will detail policies and identify those sites for new development, based on detailed assessments and evidence.
- It will then be approved by the council's cabinet and Full Council for publication.

### 4 Publishing the draft plan

- We will publish the draft Local Plan in 2025 for comments.
- This is where you can have your say on Medway's specific growth plans up to 2041, including sites for development and areas to be protected, as well as policies to manage sustainable growth.
- Comments received will be passed on to an independent Planning Inspector, together with the draft plan and supporting documents.

### 5 Examination of the plan

- The council will submit the draft plan, consultation comments and supporting documents to government for independent examination.
- The Secretary of State appoints a Planning Inspector to examine the draft Local Plan in great detail.
- The inspector will assess the plan before providing a report to the council at the end of the examination to recommend if any changes are needed to the plan before it can be adopted.

### 6 We adopt the Local Plan

- We want to have the Local Plan in place by the end of 2026.
- Once adopted, the Local Plan will be used to make decisions on planning applications in Medway up to 2041.
- The council will continue to review and update the plan.





## Spatial growth options

This consultation includes details on proposed policies and potential areas for development. It sets out three options for locating development across Medway.

### 1. Urban focus

Option 1 seeks to maximise development on brownfield sites in urban centres and waterfront sites, and accessible areas that benefit from good transport links.

### 2. Dispersed growth

Option 2 considers more limited land being provided through regeneration. This option involves a much higher release of land on greenfield and Green Belt sites, including the Hoo Peninsula, Capstone Valley, East and North of Rainham and Medway Valley.

### 3. Blended strategy

Option 3 blends regeneration and greenfield development. This preferred option reflects our current thinking and follows a 'brownfield first' focus (around 50% of new development would be on brownfield sites) with regeneration in urban centres and waterfront locations, complemented by a range of sites in suburban and rural areas.

**We will be taking account of the comments raised in the consultation in carrying out further work to finalise the proposed development sites at the next stage of the Draft Plan in 2025.**



## The three spatial growth options

### Option 1. Urban focus

Option 1 seeks to maximise development on brownfield sites in urban centres and waterfront sites, benefitting from good transport links and accessible locations. There would be a focus on increasing density in these urban areas.

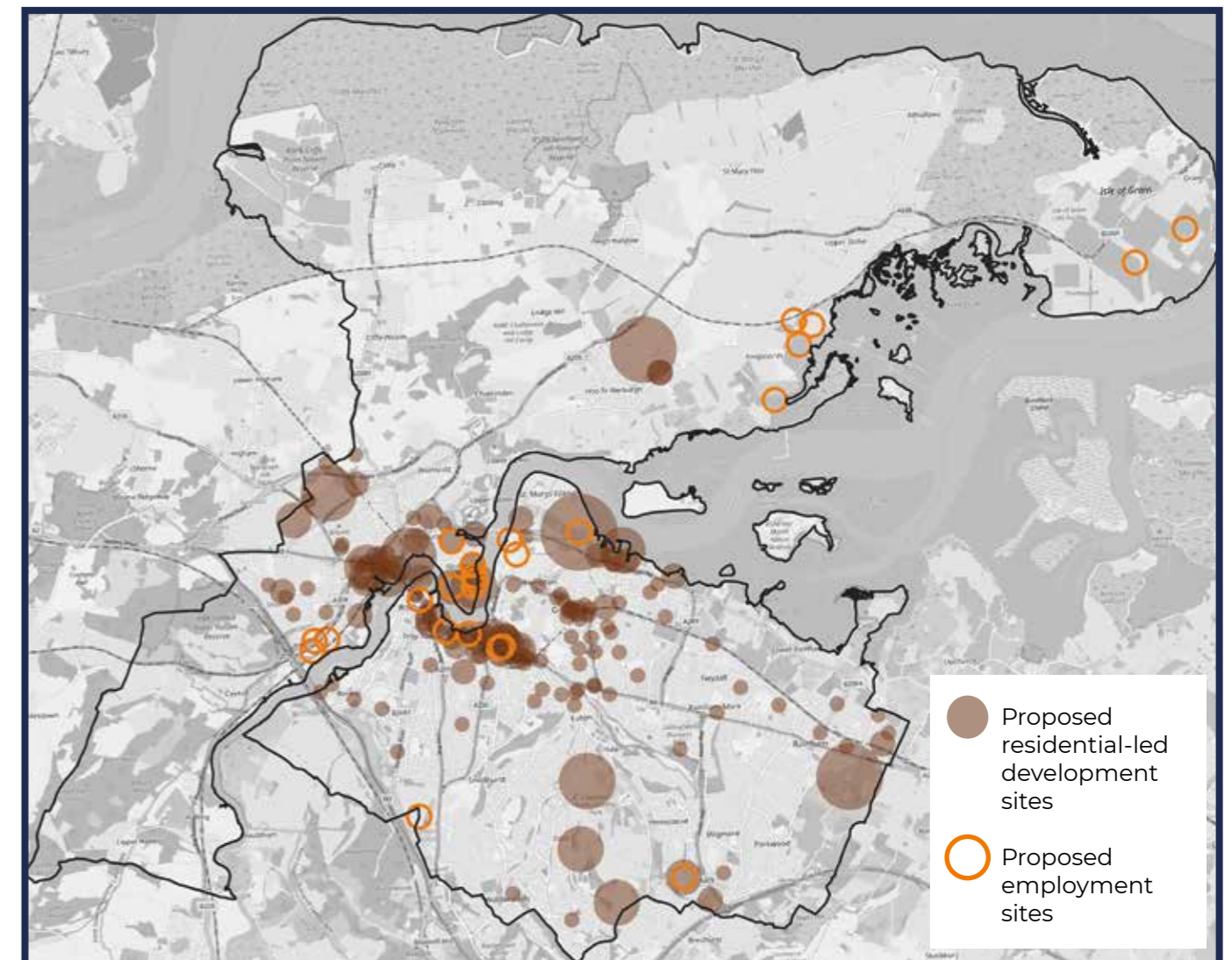
The urban locations alone would not meet the full growth needed in Medway, so there would also be more limited greenfield development adjoining existing larger settlements, including Strood, Rainham, Lordswood and Hoo.

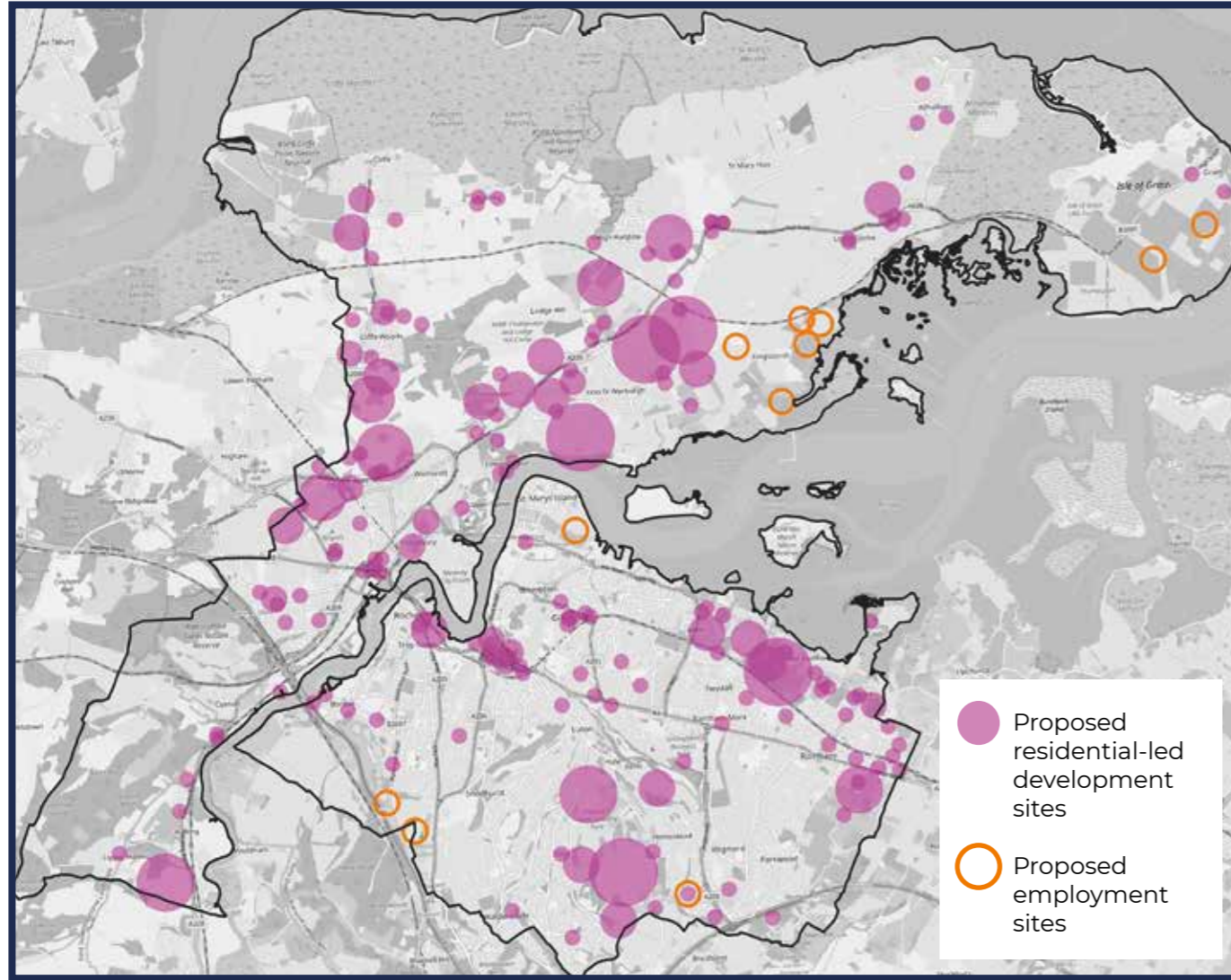
There is strong support in national planning policy for the regeneration of previously developed land, and often a preference from the public for the development of brownfield sites.

However, such a reliance on the scale and density of development in urban centres and waterfronts raises issues with potential conflict with design guidance, such as the Chatham Design Code, and heritage constraints.

This option also includes the proposed redevelopment of existing employment sites at Chatham Docks and areas of Medway City Estate to residential led mixed use growth.

There are potential issues with viability on brownfield sites, and the reliance on this development approach would limit the range of housing types to meet the needs of Medway's communities, such as family homes.





### Option 2: Dispersed growth

Option 2 considers more limited land being provided through regeneration and excludes sites such as Chatham Docks and some town centre and waterfront opportunity sites that are not actively being promoted by landowners.

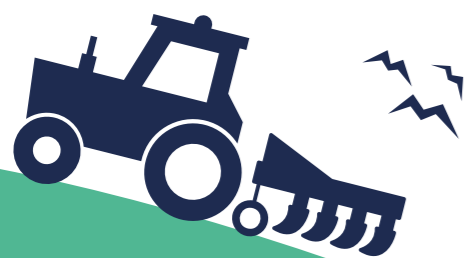
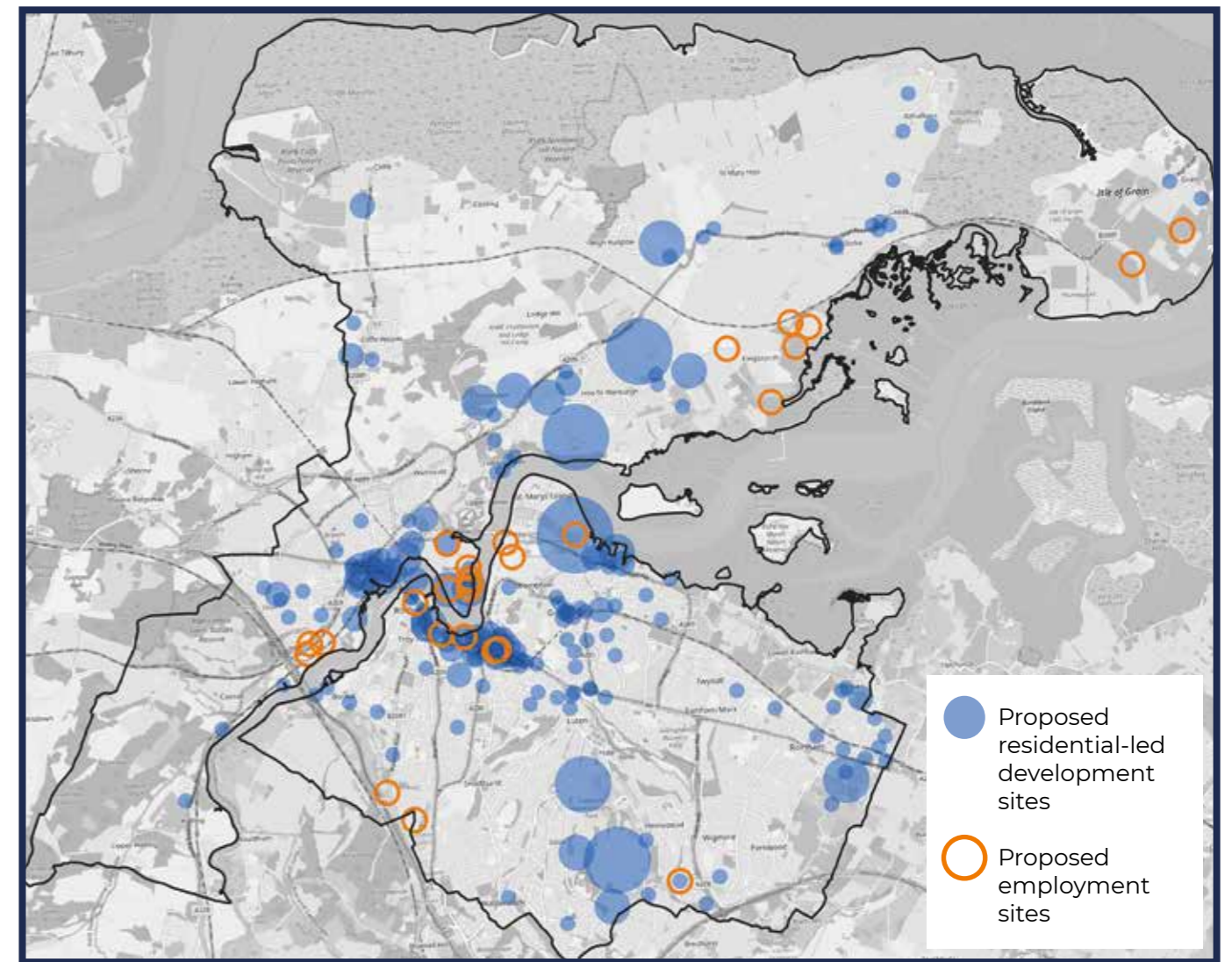
This option involves a much higher release of land on greenfield and Green Belt sites, including the Hoo Peninsula, North of Rainham, Medway Valley and sites in proximity to sensitive environmental areas, such as Darland and Deangate. It raises issues of sustainability, as there is likely to be higher reliance on car-based transport, a greater loss of good quality farmland, and wider environmental impacts.

### Option 3 – Blended strategy

Option 3 blends regeneration and greenfield development, reflecting our current thinking, and is the indicative preferred option.

There is a 'brownfield first' focus with regeneration in urban centres and waterfront locations, complemented by a range of sites in suburban and rural areas.

About half of the development would be on brownfield land. It provides for a range of housing and types, and density and heights in regeneration sites would reflect design guidance and heritage constraints, rather than focusing on maximising housing numbers to the detriment of the surrounding amenities and quality.



# Preferred spatial growth option

Option 3 has been identified as the council's indicative preferred approach at this stage. We have carried out an independent assessment of how the plan may impact on the environment, economy and communities. These reviews are published in the interim Sustainability Appraisal and Habitats Regulation Assessment reports.

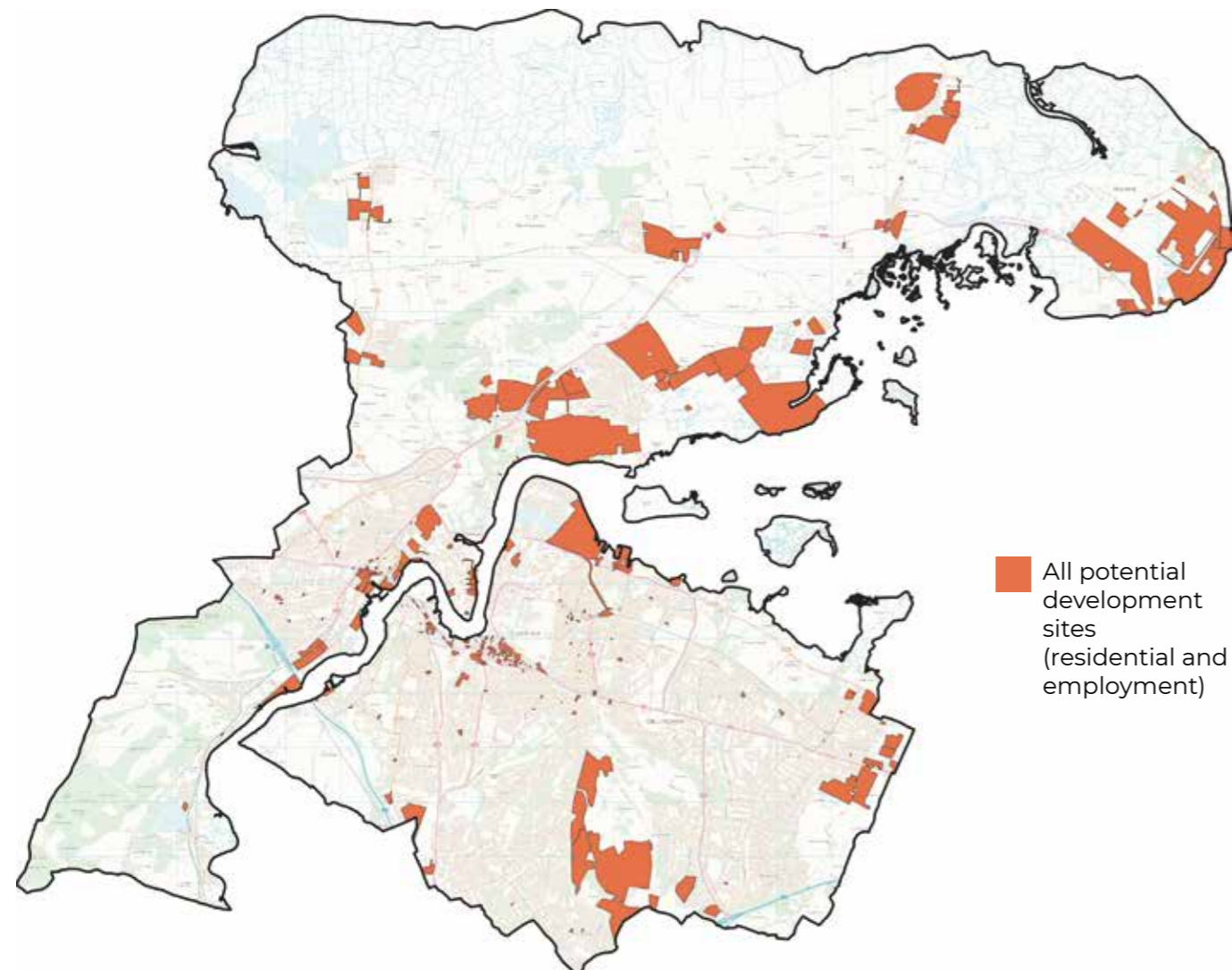
The interim Sustainability Appraisal report has found that this growth option is likely to offer the best balance of sustainability considerations by integrating urban regeneration with suburban and rural development, promoting sustainable travel and addressing the needs of diverse communities.

On the whole, this option is likely to ensure a diverse range of housing types and tenures can be provided across Medway and economic

needs can be met whilst directing the majority of new development to sustainable locations. Option 3 is the basis for the preferred indicative site allocations shown on the policies map. (see page 11 under 'Policies Map' for more details).

We have produced a more detailed map showing sites and locations for new homes and businesses that are included in Option 3 – Blended strategy. This gives you more information to review in making your comments on the plan.

We have set out information on potential development sites, together with areas for protecting, like environmental and heritage sites, on draft policies maps. This will give you an indication of what the final version of the plan may look like.



However this is a consultation stage. Although this map shows sites in detail, this may change before the plan is finalised. We need to carefully review all possible sites. We need to look in more detail at the mix of land uses on sites, such as new schools, shops and parks alongside new homes.

It is important to make your comments on the proposals, so we can take account of your views in deciding on the right approach to growth in Medway.

## Policies map

The policies map comprises five maps at the appropriate scale for the urban core, north west, north east, south west and south east areas of Medway. The policies map shows sites and areas relating to the following:

- Preferred indicative site allocation
- Natural environment
- Built environment
- Retail and town centres
- Transport
- Waste management
- Minerals

You can view the policies map via the following:

- An electronic version of the policies map can be viewed online at [Medway.gov.uk/FutureMedway](https://www.medway.gov.uk/futuremedway) in any Portable Document Format (PDF) reader (Adobe Acrobat is recommended to enable switching on/off of sites and areas in the legend).
- At any of our 15 libraries
- At one of our events taking place across Medway



## Events schedule

As part of our latest consultation, we will be running 10 events in locations across Medway giving people the chance to:

- look at the proposals;
- speak to members of our planning team.

Come along to one of the events this summer and find out more about our proposals for Medway's future growth up to 2041:

- **Medway Park, Gillingham, ME7 1HF**  
Tuesday, 16 July, 5.30pm – 8.30pm
- **Pentagon Shopping Centre, Chatham, ME4 4HY (at the old Wilko unit)**  
Thursday, 18 July, 11am – 2pm
- **Halling Community Centre, ME2 1BS**  
Monday, 22 July, 11am – 2pm,
- **Hundred of Hoo Secondary School (Main Hall), Hoo St Werburgh, ME3 9HH**  
Tuesday, 23 July, 5.30pm – 8.30pm
- **The Rochester Corn Exchange, ME1 1LS**  
Tuesday, 6 August, 4pm – 7pm
- **St Margarets Church, Rainham, ME8 7JH**  
Thursday, 8 August, 5pm – 8pm
- **St Nicholas Church, Strood, ME2 3HF**  
Tuesday, 13 August: 3pm – 6pm
- **Hempstead Valley Shopping Centre, ME7 3PD (Outside M&S)**  
Thursday, 29 August, 11am – 2pm
- **Village Hall, Allhallows, ME3 9PG**  
Tuesday, 3 September, 11am – 2pm
- **Innovation Centre Medway, Chatham, ME5 9FD (Darwin Room)**  
Wednesday, 4 September, 4pm – 7pm

**Come along and find out more!**

# Planning for Medway's future

Our plan is to develop sustainable communities and make Medway a great place to live, work, learn, and visit for years to come.

The Local Plan is about more than ensuring housing development is in the right place across Medway. It makes sure we have the right infrastructure to support development including:

- Improvements to the local environment
- How to strengthen the economy
- How to regenerate the urban centres and riverside sites
- Schools and community services
- Health facilities

The online consultation portal gives you the opportunity to make detailed comments and reply to specific questions relating to a range of topics. These outline the plans for Medway's future growth, including natural environment, built environment, housing, retail and town centres, transport, health, communities and infrastructure, and waste management.



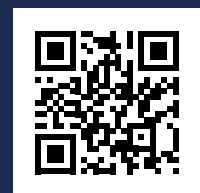
## Help us create our new Local plan

### How to do you want to see Medway grow up to 2041?

If you prefer not to answer the detailed questions in our main document, you can also take part in the consultation through completing the following questions via a shorter (summary version) of the main Local Plan consultation document:

- 1. What are the key issues that you want the plan to address, and how?**
- 2. Which of the growth options do you prefer and why?**
- 3. What are the most important issues for you in planning new developments?**
- 4. Do you have any wider comments on the plan?**

Take part in our consultation (either through our main document or this summary version) by providing comments through our online consultation portal at <https://medway.oc2.uk> (New users will need to set-up an account which will only take a few minutes)



You won't need to answer all questions, just tell us about the issues you want to comment on.

**Consultation closes at 11:59pm on Sunday, 8 September.**

**[Medway.gov.uk/FutureMedway](https://medway.gov.uk/FutureMedway)**

If you have any queries on this consultation or require further information and support, please email [planning.policy@medway.gov.uk](mailto:planning.policy@medway.gov.uk) or phone **01634 331629**.