Model Representation Form for Local Plans



Local Plan Publication Stage Representation Form

Ref:

(For official use only)

Name of the Local Plan to which this representation relates:

Medway Local Plan

Please return to Medway Council Planning Service by 11th August 2025

Email: planning.policy@medway.gov.uk or post to:

Planning Policy, Medway Council, Gun Wharf, Dock Road, Chatham, Kent ME4 4TR

This form has two parts -

Part A - Personal Details: need only be completed once.

Part B – Your representation(s). Please fill in a separate sheet for each representation you wish to make.

Part A

1. Personal

Details*

2. Agent's Details (if applicable)

* If an agent is appointed, please complete only the Title, Name and Organisation (if applicable) boxes below but complete the full contact details of the agent in 2.

Title	Ms	Mrs
First Name	Victoria	Rhiannon
Loot Nomes	Crayos	lance
Last Name	Groves	Jones
Job Title	Area Planning Director	Associate
(where relevant) Organisation	Catesby Strategic Land Limited	Neame Sutton Ltd
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Post Code		PO8 ORN
Telephone		
Number		
E-mail Address		

comments.

Part B - Please use a separate sheet for each representation

Name or Organisation:					
3. To which part of the Loca	al Plan does this	representation relate	e?		
Paragrap h	Policy X	Policies I	Map X		
4. Do you consider the Loca	al Plan is :				
4.(1) Legally compliant	Yes			No	X
4.(2) Sound	Yes			No	X
4 (3) Complies with the Duty to co-operate	Yes		No	X	
Please tick as appropriate					
5. Please give details of wh is unsound or fails to comp possible. If you wish to support the I	ly with the duty t	to co-operate. Please	be as	precise as	
compliance with the duty to					

Please see accompanying Regulation 19 Representation Statement and Appendices

(Continue on a separate sheet /expand box if necessary)

6. Please set out the modification(s) you consider necessary to make the Local Plan legally compliant and sound, in respect of any legal compliance or soundness matters you have identified at 5 above. (Please note that non-compliance with the duty to co-operate is incapable of modification at examination). You will need to say why each modification will make the Local Plan legally compliant or sound. It will be helpful if you are able to put forward your suggested revised wording of any policy or text. Please be as precise as possible.

Please see accompanying Regulation 19 Representation Statement and Appendices
(Continue on a separate sheet /expand box if necessary)

Please note In your representation you should provide succinctly all the evidence and supporting information necessary to support your representation and your suggested modification(s). You should not assume that you will have a further opportunity to make submissions.

After this stage, further submissions may only be made if invited by the Inspector, based on the matters and issues he or she identifies for examination.

7. If your representation is seeking a modification to the plan, do you consider it necessary to participate in examination hearing session(s)?

No, I do not wish to		Yes, I wish to
participate in	X	participate in
hearing session(s)		hearing session(s)

Please note that while this will provide an initial indication of your wish to participate in hearing session(s), you may be asked at a later point to confirm your request to participate.

8. If you wish to participate in the hearing session(s), please outline why you consider this to be necessary:

As set out in the Regulation 19 Representation Statement and appendices Catesby has found there to be significant deficiencies resulting in the plans failure in soundness. In order to best convey this to Inspector, a question and answer in person would be most beneficial to the Inspector fully understanding the issues at hand, including the discussion over housing figures and the intricacy of Dtc matters.

Please note the Inspector will determine the most appropriate procedure to adopt to hear those who have indicated that they wish to participate in hearing session(s). You may be asked to confirm your wish to participate when the Inspector has identified the matters and issues for examination.

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Town and Country Planning Act 1990 (As Amended)

Medway Local Plan 2041- Pre-Submission Draft (Regulation 19)







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	Statement (July 2025)
Appendix B	Catesby Strategic Land Limited Technical Report- Housing Need and Supply (July 2025)
Appendix C	Catesby Strategic Land Limited Representations to the Regulation 18b draft Medway Local Plan

1. Introduction

- 1.1 Neame Sutton Limited, Chartered Town Planners, is instructed by Catesby Strategic Land Limited ("Catesby") to prepare representations to the Regulation 19 consultation of the Medway Local Plan 2041: Pre-Submission Draft (herein referred to as the Pre-Submission Plan).
- 1.2 In preparing these representations, due regard has been had to Government policy set out in the Framework 2023 and accompanying Planning Practice Guidance ("PPG") and in particular the relevant tests of Soundness set out at Paragraph 16 of the Framework, namely that the Plan should be:
 - a) Contributing to Sustainable Development
 - b) Positively Prepared;
 - c) Should be a collaborative document between stakeholders, including adjacent authorities
 - d) Clear and justified Policies
 - e) Be accessible
 - f) Purposeful and Consistent with National Policy
- 1.3 Where appropriate, and in accordance with the requirements of the Regulation 19 consultation process, the representations identify the relevant policies and supporting text, and address the following topic areas:
 - Section 2 Legal Compliance
 - Section 3 Housing Requirement and Spatial Strategy
 - Section 4 Draft policies
 - Section 5 Site Specific Representations
 - Section 6 Legal Soundness Conclusion
 - Section 7 Summary and conclusion

2. Legal Compliance

- 2.1 The role of Regulation 19 Consultation of a draft Local Plan is to allow the public and key stakeholders to review and comment on the plan's legal compliance and soundness, ensuring it aligns with national planning policy and the duty to cooperate. A Regulation 19 consultation is also a critical opportunity for consultees to ensure the plan effectively addresses local needs.
- 2.2 The National Planning Policy Framework (2024) sets out at paragraph 36 the following:
 - "36. Local plans and spatial development strategies are examined to assess whether they have been prepared in accordance with legal and procedural requirements, and whether they are sound."
- 2.3 The legislative requirements for plan making are contained in the Planning and Compulsory Purchase Act 2004 (as amended) [PCPA] and the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended) [the Regulations]. Some guidance on procedure is also provided in the Planning Practice Guidance [PPG] chapter on Plan-making.
- 2.4 This section explores the elements that contribute to the overall assessment of legal compliance. These legal compliance elements are set out in summary in table XX, and conclude discussions detailed in the sections below on whether legal compliance had been met.
- 2.5 A separate Technical Report on Duty to Cooperate is provided in Appendix A.

Table 1. Summary legal compliance table.

Requirement	Met? (Y/N)
Prepared in accordance with Local Development Scheme	Yes
Sustainability Appraisal	No
In line with the Statement of Community Involvement	Yes
Duty to Cooperate	No
Habitat Regulations Compliance	Yes
Consistent with National Policy	No

Prepared in accordance with Local Development Scheme

- 2.6 It is a legal requirement that Local Planning Authorities keep an up-to-date and regularly reviewed Local Development Scheme (LDS) (section 15 of the Planning and Compulsory Purchase Act 2004 (as amended). This must specify (among other matters) the development plan documents (i.e. local plans) which, when prepared, will comprise part of the development plan for the area. Local planning authorities are encouraged to include details of other documents which form (or will form) part of the development plan for the area, such as Neighbourhood Plans.
- 2.7 A Local Development Scheme has been provided with this Pre-Submission Plan; it is dated December 2024

- 2.8 The production of the Medway Local Plan has been 22 years in the making. A Local Plan was withdrawn from examination in 2013. There have been four Regulation 18 Consultations, and the submission milestone slipped from late 2016 until 2024.
- 2.9 The council has shown a poor track record of setting deadlines and complying with them. The plan has not been produced in accordance with previous LDS, but Catesby recognises the influence of new and emerging National Policy in 2024 and that this new plan intends to deliver in accordance with the latest housing requirements in the NPPF 2024. This Regulation Consultation is in accordance with the December 2024 LDS.

Sustainability Appraisal

- 2.10 The Pre-Submission Plan is supported by a Regulation 19 version of the Sustainability Appraisal (SA), which builds on that provided at the Regulation 18 stage. Catesby have the following headline issues with the Regulation 19 Sustainability Appraisal Report (June 2025).
 - The appraisal of growth options and the lack of reasonable growth option alternatives
 - The lack of spatial delivery options (reasonable alternatives)
- 2.11 This section of the Statement looks at each of these headlines in turn.

The appraisal of Growth Options and the lack of reasonable growth option alternative

- 2.12 SA Appendix D.2 (Assessment of Growth Options) examines the two growth options presented at the Regulation 18 stage and two additional options assessed at the Regulation 19 stage. However, impact matrices are not provided for the latter two options—Option 3 (which aligns housing numbers with national policy) and Option 4 (which includes provision for a share of Gravesham's unmet housing need). Furthermore, there is no consolidated comparative impact matrix assessing all four options side by side.
- 2.13 Although four growth options have been considered throughout the plan-making process, Medway Council now regards only Option 3 as a viable path forward. Options 2 and 4 have been discounted due to unsuccessful Duty to Cooperate (DtC) discussions with neighbouring authorities. As a result, the SA fails to adequately assess realistic alternatives to the preferred growth strategy. The lack of effective DtC engagement should not preclude the exploration of options that address unmet housing need—an issue that continues to grow independently of the Council's willingness to engage. Additional growth scenarios, such as incremental increases of 1,000 dwellings, should have been considered to support unmet need, and at the very least, consider the housing needs set out in Catesby Technical Housing Supply Statement (Appendix B). Their omission represents a significant shortcoming in the appraisal process.
- 2.14 Paragraph 3.2.4 of Appendix D.2 notes that Option 3 was identified as the best-performing option, albeit by a narrow margin when compared to Option 4:
 - "3.2.4...Overall, Option 3 is identified, by a narrow margin, as the best performing as it will meet the latest calculated housing and employment needs for Medway without risking compromising its environmental assets or social infrastructure via over-supply."
- 2.15 Catesby strongly advocates for the publication of a full impact matrix comparing all four growth options, along with additional reasonable alternatives that reflect incremental levels of growth aligned with

tackling unmet housing need. These should be supported by evidence of meaningful and effective engagement through the DtC process to ensure a robust and legally compliant SA.

The lack of spatial delivery options (reasonable alternatives)

- 2.16 Further to Catesby Strategic Land Limited's representations at the Regulation 18 stage of the Medway Local Plan 2041, Catesby continues to support the Blended Strategy for spatial growth. However, at Regulation 19 stage, following the increase in Local Housing Need, Catesby would have wished to see the appraisal of further SA spatial delivery options, including:
 - New settlement/ strategic village- significant new growth in areas unconstrained but requiring focused new infrastructure.
 - Transport-led growth: Concentrate development along key rail and road corridors (e.g. near Strood station, Medway Valley Line, and new passenger services on the Hoo Peninsula), supporting a modal shift in car dependency
 - Employment-led growth- further growth near industrial areas such as Isle of Grain and Kingsnorth, Chatham etc.

Summary and conclusion of Sustainability Appraisal.

2.17 The Pre-Submission Plan is underpinned by a Regulation 19 Sustainability Appraisal (SA), which builds on the earlier Regulation 18 version. However, Catesby raises key concerns regarding:

(1) Lack of Reasonable Growth Option Alternatives:

Although four growth options were considered (two from Regulation 18 and two new ones in Regulation 19), the SA does not include a full impact matrix for Options 3 and 4, nor does it provide a comparative analysis across all four options. Currently, only Option 3—aligned with national housing policy—is considered viable by Medway Council, with others dismissed due to failures in Duty to Cooperate (DtC) discussions with neighbouring authorities.

(2) Lack of Spatial Delivery Alternatives:

The SA fails to assess additional reasonable growth alternatives that could accommodate unmet housing needs from neighbouring areas. Catesby argues that this omission is significant, as the need for housing continues to rise regardless of DtC outcomes. They propose the inclusion of incremental growth scenarios (e.g., 1,000 home increases) supported by meaningful engagement.

2.18 Catesby concludes that the Regulation 19 Sustainability Appraisal lacks transparency and completeness in its assessment of growth options. The absence of a comparative impact matrix and the failure to explore and assess reasonable alternatives—especially those addressing unmet housing needs—undermine the credibility of the appraisal. Catesby urges the Council to revisit and expand the growth option assessments, ensuring they reflect realistic alternatives and are supported by effective DtC engagement.

In line with the Statement of Community Involvement

- 2.19 No Statement of Community Involvement (SCI) has been provided with the evidence base to the Regulation 19 Consultation. An SCI is, however, available on the Medway Council website and is dated May 2024.
- 2.20 The Regulation 19 Consultation is in accordance with the Medway Statement of Community Involvement (May 2024). The Council should publish the SCI alongside the Regulation 19 Consultation, and it should be available at the Plans Submission to the Planning Inspectorate and during Examination.

Duty to Cooperate

- 2.21 A separate Technical Report on Duty to Cooperate is provided in Appendix A.
- 2.22 The Technical Report on Duty to Cooperate (Appendix A) concludes that Medway Council has failed to undertake adequate, effective, proactive, and meaningful engagement on strategic matters with neighbouring authorities and statutory stakeholders. There is a lack of evidence that indicates that engagement has happened frequently and early enough in the plan making process to influence plan making decisions.
- 2.23 The Duty to Cooperate cannot be remedied following the submission of a Plan for Examination. However, the impact of the lack of proactive and effective engagement is acutely felt in earlier stages of plan production, as it will stymie meaningful development strategies and policies. The Council has failed legal compliance of the Medway Local Plan on this element alone.

Habitat Regulations Compliance

2.24 A local plan may also require a Habitats Regulations Assessment if it is considered likely to have significant effects on habitats sites or species located in the local planning authority's area or in its vicinity, as set out in the Conservation of Habitats and Species Regulations 2017. Medway has a number of statutory designated sites including European Special Protection Areas, Special Areas of Conservation and Ramsar sites. A draft Habitats Regulation Assessment has been provided with the Regulation 19 Consultation Local Plan evidence base. Catesby consider the contents of the draft HRA acceptable at this time.

Consistent with national policy

- 2.25 Catesby disagrees that the Medway Local Plan has been produced consistent with national policy for the following reasons:
 - Section 3 Plan Making and in particular.
 - o Paragraph 16- What plans should achieve.
 - o Paragraphs 24-28 Effective Cooperation
 - o Paragraph 36- legal soundness
 - Chapter 4 Delivering a Sufficient Supply of Homes and in particular:
 - o Paragraphs 72-81 Identifying Land for Homes and Maintaining Supply and Delivery.
 - Chapter 13 Protecting Green Belt Land

3. Housing Requirement and Spatial Strategy

- 3.1 The Pre-Submission Plans Housing Requirement has been appraised in detail in the Catesby Strategic Land Limited Technical Report- Housing Need and Supply (July 2025)(see Appendix B). The Technical Report finds that the Pre-Submission Plan is not sound or meets the necessary legal compliance tests.
- 3.2 The following changes are required, as set out in section 4 of the technical report, to make the plan sound:

Figure 1. Changes to Housing Need and Supply Required

Change 1 -

The DtC must be revisited and proper ongoing negotiation undertaken with neighbouring authorities to correctly identify the level of unmet need;

Change 2 -

The minimum housing requirement should be increased to take account of the factors and unmet need set out in Section 2 of this Statement. This would lead to a new annual requirement of **1,903 dpa**;

Change 3 -

The Council must revisit its supply sources and allocate more sites to address the deficiencies in its housing delivery trajectory and in order to provide a sufficient buffer of 20%. That would necessitate the allocation of **at least a further 4,500 dwellings** based on the Council's evidence of supply and requirement (Trajectory 1);

Change 4 -

Even if the Council is not intending to provide a 20% buffer into its supply in accordance with the Framework 2024 Trajectory 2 demonstrates a need for **at least a further 3,000 dwellings** to ensure that the minimum LHN can be met at the end of the Plan period.

Change 5 -

Based on the application of the correct minimum housing requirement that takes account of unmet need and other factors the supply shortfall to be rectified would necessitate the allocation of at least a further 7,000 dwellings.

Spatial Development Strategy

- 3.3 Catesby supports the council's focus on urban regeneration prior to identifying suburban neighbourhoods and villages. However, it strongly disagrees that this strategy adequately enables Medway to meet its full development needs, particularly in terms of housing provision.
- 3.4 While Catesby acknowledges that Green Belt sites may need to be released where supported by the evidence base, the council should first prioritise sites without policy or statutory landscape designations. However, it is concerning that the council has already allocated housing sites within the Green Belt, which risks undermining the core objectives of Green Belt policy. This is not consistent with the NPPF (2024).
- 3.5 The fundamental purpose of the Green Belt is to prevent urban sprawl, protect the openness of the countryside, and preserve the distinct identity of rural areas. Allocating housing on Green Belt land without sufficiently exploring alternatives outside designated landscapes may lead to irreversible harm to valued natural environments and weaken long-term spatial planning strategies.

3.6 The evidence base, including the Sustainability Appraisal, lacks sufficient detail to justify the proposed spatial development strategy, as outlined in paragraphs 2.1–2.18 above. Despite an increase in development requirements, the spatial approach remains unchanged, with minimal explanation in the Sustainability Appraisal. The council must ensure that its evidence base is comprehensive, adequately supports the spatial strategy, and properly addresses changes in site allocations within the plan. If sites omitted during the Regulation 18 stages are necessary to meet strategy objectives, they should be reallocated accordingly.

4. Draft Policies

4.1 This section of the representations looks at and appraises the draft policies within the Pre-Submission Plan.

Policy S1- Planning for Climate Change Development

- 4.2 Catesby supports the ambitions of Medway Council in promoting climate-reducing and resilient development. Catesby have significant concerns regarding the lack of robustness, specificity, and enforceability of the current policy as drafted. These concerns are set out below.
- 4.3 It is a critical oversight for the Authority to understate the role of transport-related emissions in contributing to climate change. Medway's regional and national significance including the economic activity generated at Chatham, Kingsnorth, and the Isle of Grain, as well as the tourism economy on the Hoo Peninsula necessitates a comprehensive approach to low-carbon travel. The policy fails to address how existing developed locations will be made more climate resilient through interventions such as:
 - Investment in electric vehicle (EV) infrastructure;
 - Sustainable public transport provision; and
 - Improved pedestrian and cycling connectivity.
- 4.4 There is a notable absence of any policy support for education, awareness, and community engagement in addressing climate change. Climate resilience is not just a design issue; it depends on an informed and engaged population. This gap could be addressed through new policy wording that encourages:
 - Incorporation of sustainability education in new developments (e.g. signage, materials);
 - Engagement programmes linked to retrofit schemes or biodiversity net gain.
- 4.5 The policy fails to address the retrofitting of existing residential and non-residential buildings, which is a key element of national net-zero objectives. Although the ambition to retrofit is acknowledged in the vision, this aspiration is not carried through into detailed policy wording.
- 4.6 The policy should explicitly require applicants to demonstrate how proposals respond to the energy hierarchy; prioritising demand reduction, followed by efficient energy use, then renewable energy generation, with offsetting as a last resort. This omission undermines the policy's clarity and effectiveness. There is no clear direction within the policy of what the Council would require an application to demonstrate and deliver, and how any climate mitigation measures would be secured. Furthermore, there are no set targets for development, nor does the Council require compliance with any specific standards. The policy, as currently worded is challenging for developers to interpret, and could not be applied in development management consistently due to ambiguity.
- 4.7 The policy currently lacks integration with other plan policies particularly those concerning Biodiversity Net Gain and natural capital. A cross-reference to the relevant policies would ensure consistency and emphasise the role of biodiversity in climate resilience (e.g. carbon sequestration, flood mitigation, habitat adaptation).
- 4.8 There is a complete absence of detail within the policy about how climate change development should be monitored and reported on. This again requires amendment of the policy wording.
- 4.9 This policy is not sound. It fails to embody National legislation reflected in the NPPF (2024) in paragraphs 162-169. The policy also fails to successfully aid the delivery of the Vision for Medway in 2041.

- 4.10 To improve robustness, soundness, and alignment with national policy, Catesby recommends the Council:
 - Integrate clear implementation mechanisms and measurable performance indicators;
 - Cross-reference with related policies (e.g. housing, biodiversity, infrastructure);
 - Introduce new sections addressing existing development, public engagement, monitoring, and the energy hierarchy;
 - Update policy wording to align directly with the NPPF and Climate Change Act obligations.

Policy S2: Conservation and Enhancement of the Natural Environment

- 4.11 Catesby are supportive of the Council's approach to the conservation and enhancement of the natural environment. It is particularly encouraged to see text on the Hoo Peninsula Strategic Environmental Programme and agree that the natural environment on the Hoo would benefit from the coordination envisaged by the policy. However, this is the only reference to this programme in the plan and is not supported by detail in the available evidence base.
- 4.12 The policy sets out broad ambitions but fails to provide a clear framework for delivery. It does not specify:
 - How the programme will be implemented or coordinated;
 - Which agency will lead or administer it;
 - How contributions from developers will be calculated and secured (e.g. through \$106, CIL, or planning conditions).
- 4.13 The policy details collaborative working between several stakeholders. The draft HRA builds on this and identifies who is currently involved.
 - "7.2.20 The Hoo Peninsula Strategic Environmental Programme is comprised of a number of components as detailed below:
 - Cockham Community Parkland
 - Hoo Wetlands Reserve
 - Deangate Community Parkland
 - Green Infrastructure (GI) improvements and projects, which could include Homes England's proposed Environmental Framework plan for Chattenden Woods and Lodge Hill."
- 4.14 However, the DtC evidence base is completely void of any record of engagement with Homes England or any other environmental body as specified above, see Appendix A.
- 4.15 The policy cannot be supported by the HRA and therefore fails a test of soundness. The HRA concludes

"E8

Whilst it is considered that this mitigation is likely to ensure no adverse impact upon the site integrity of any European site from recreational impacts, as the details of the Hoo Peninsula Strategic Environmental Programme are yet to be finalised, and taking a precautionary approach, no conclusion is drawn in this HRA report. Once the Hoo Peninsula Strategic Environmental Programme has been finalised, in consultation with Natural England, this interim HRA report will be finalised and a conclusion of adverse impacts reached in terms of recreational impacts."

And:

"7.2.35 Whilst it is considered that mitigation outlined above is likely to ensure no adverse impact upon the site integrity of any European site from recreational impacts, as the final details of Hoo Peninsula Strategic Environmental Programme are yet to be finalised, and taking a precautionary approach, no conclusion is drawn in this HRA report. A more detailed Hoo Peninsula Strategic Environmental Programme prepared in consultation with Natural England, will inform a full AA of recreational impacts in due course."

4.16 The draft HRA (paragraph 7.2.29) also sets out:

"The Programme will be taken forward by a number of stakeholders including the Council, Natural England, nature conservation bodies and organisations, local community groups and developers. A delivery body, such as a third-party environmental body/charity/trust, will be set up to ensure the long-term management of the Programme in perpetuity."

- 4.17 Currently, none of the programmes, form, function, implementation, or monitoring is confirmed, and there is simply not enough evidence to support this element within the Policy currently. Until such time there is a sufficient evidence base, including the ability for the authors capacity to undertake the Appropriate Assessment as required by the Habitats Regulations Assessment (HRA), this element should be removed from the plan to maintain policy integrity and compliance.
- 4.18 This policy is considered unsound for the following key reasons:
 - There is a lack of credible evidence demonstrating the effectiveness of DtC engagement to support the inclusion of such a programme.
 - The local plan, including associated topic papers, the Sustainability Appraisal (SA), and the HRA, does not provide an adequate evidence base supporting this policy.
 - There is insufficient clarity and detail regarding how the policy will be implemented and monitored over time, raising concerns about its practical feasibility and enforceability.
 - To enhance soundness, it is recommended that further detailed research and evidence gathering be conducted to address these gaps before any policy inclusion.

Policy DM1: Flood and Water Management

- 4.19 This policy sets out how the council expects development to demonstrate a reduction in flood risk, the promotion of water efficiency and protect and enhance water quality. It is agreed that this policy takes the correct approach to setting out these aspirations. However, of concern is the how wastewater and foul water drainage expectations are expressed in policy wording.
- 4.20 The first bullet point in the wastewater and foul water drainage section, of Policy DM1, sets out the following:

"Development proposals must ensure that adequate wastewater infrastructure is available in tandem with the development, which are also resilient to the impacts of climate change. Proposals where appropriate must comply with Policy T40"

4.21 Catesby considers that the current policy wording may conflict with Section 106 of the Water Industry Act 1991, which grants developers the statutory right to connect to the public sewer for new developments. While developers can and should demonstrate how their proposals will connect to the wastewater network—including any arrangements made with the relevant statutory undertakers—they have no control over the type of infrastructure provided by these bodies. The policy wording should therefore be amended to accurately reflect the statutory responsibilities of the statutory undertakers and the limited role of developers in determining wastewater infrastructure provision.

Policy DM5: Housing Design

- 4.22 Catesby supports the goal of Policy DM5, for housing to be inclusive and adaptable for everyone in society.
- 4.23 Catesby considers that this policy is currently written in a way that is ambiguous for decision makers. For example, clauses, such as the expectation that homes "demonstrate compliance with British Standards methodologies," are non-specific. Furthermore, no clarity is given as to which standards, which tests, or under what threshold they apply; this significantly undermines certainty for applicants and decision makers alike.
- 4.24 The policy would be ineffective in a development management context and therefore is not sound, as is not clear and ambiguous. Policy should be written in a way decision makers know how to react to development proposals (Paragraph 16, NPPF 2024).

DM9: Heritage Assets

- 4.25 Policy DM9 is broadly considered acceptable however it sets out the following:
 - "To help ensure the delivery of high-quality development and to be able to fully assess the impact of a development, proposals should be submitted as full applications when they are within, or would affect, a Conservation Area."
- 4.26 The requirement of a full application in this policy is not a requirement of planning, Listed Building or Conservation Area legislation; it is also not in National Policy or PPG. An outline application should be welcomed where sufficient information is provided to assess the likely impact on the heritage significance of the area. To align with national policy, the following wording is suggested:
 - "Given the need for detailed assessment of proposals within or affecting Conservation Areas, applicants are strongly encouraged to submit full planning applications. Outline applications may be considered only where sufficient information is provided to assess the likely impact on the heritage significance of the area."

Policy T9: Self-build and Custom Housebuilding

- 4.27 Catesby supports the overarching policy and the Council's commitment to facilitating development that incorporates self-build and custom housebuilding. However, concern is raised regarding the timing of the design code. It is recommended that a design code be made available at the outline planning application stage and prior to the marketing of self-build or custom build plots. This requirement is not clearly stated within the current wording of the policy.
- 4.28 Furthermore, the Council should not require applicants to undertake onerous activities before the submission of a planning application. The Council may wish to consider reframing this element of the policy to encourage, rather than require, early engagement on design code frameworks. Specifically, the Council could offer free pre-application discussions on this matter to support and incentivise early collaboration.

Policy T11: Small Sites and SME Housebuilders

4.29 This policy is unnecessary, as all developments—regardless of scale—should be required to meet the same planning standards. The policy does not place any additional obligations on applicants for small sites or SME housebuilders, nor does it, correctly, offer any policy leniency. As such, the policy serves no meaningful purpose in its current form and should be deleted. Support for the delivery of small sites by SME housebuilders can instead be appropriately addressed within the vision or embedded within other housing delivery policies, including the new policy proposed by Catesby in the housing policy review below.

Policy \$10 Economic Strategy

- 4.30 This policy builds on the vision of the Local Plan to boost Medway's economic performance. The only concern Catesby raise to this policy is that it appears to be have been formed and to be implemented in complete isolation of economic activity outside of Medway's boundaries. This is evident from the lack of DtC on the matter, raised in Catesby's representation to the DtC statement (see). As such, the policy details no reference to working in partnership with other boundary local authorities or an appreciation for its proximity to regional economic generating events such as Thames Gateway.
- 4.31 The policy also fails to mention the value and importance of its industrial and economic centres on the Hoo Peninsula and how it intends to support those businesses.
- 4.32 This policy is not sound. It has been produced in a vacuum without input from other authorities and statutory and non-statutory stakeholders. The policy should be rewritten and appropriately evidenced to ensure that it responds to Medway's economic presence in the wider region.

Policy S22: Hoo Peninsula

4.33 Medway Council has identified the Hoo Peninsula as a location for significant development, and some of this will be delivered beyond the current plan period. Catesby recognise that future development on the Hoo Peninsula must be supported by the correct infrastructure, and it will require the expansion of existing services and provision of new facilities to support a growing population. Catesby, who are

promoting a site for housing development on the Hoo, at Allhallows, are pleased to see Medway's commitment in this policy to allocate resource to delivering development on the Hoo Peninsula. It does however have concerns that this policy is not clearly written. It is also ambiguous about the delivery of key aspects of necessary infrastructure, contrary to NPPF (2024), paragraph 16.

- 4.34 The policy lacks clear spatial direction. Neither the main centre nor the two neighbourhood centre locations are specified, nor are they linked to any particular development site or allocation. Additionally, there is no reference to a policy map indicating where growth and infrastructure improvements are expected. Catesby believes that, without defined triggers and clear connections between development and infrastructure, housing could progress without the necessary infrastructure in place. This risks delaying broader development across the Hoo Peninsula beyond the current plan period.
- 4.35 The policy is not sound. It is not clearly written and is ambiguous. It should serve a clear purpose. To address these concerns, it is recommended that the policy be revised to include clear spatial designations for key centres linked explicitly to development allocations. A detailed policy map should be provided to identify growth areas and infrastructure requirements. Furthermore, specific infrastructure delivery triggers should be established to ensure that development cannot proceed without the necessary supporting infrastructure. These amendments will enhance clarity, align with NPPF requirements, and ensure sustainable growth on the Hoo Peninsula.

Transport policies

Vision for access and movement in Medway.

- 4.36 The vision for access and movement in Medway is fully supported by Catesby. The vision aligns with the National Policy and the Levelling Up White Paper (2022). As echoed in the policy for the Hoo Peninsula (Policy S22), there is concern that while the Hoo Peninsula and villages are mentioned, the specifics on how rural public transport and local amenities will be funded and maintained are unclear. There is also a high dependence on a modal shift, but this requires more than infrastructure, such as education and communications and the vision is absent of this detail, and as a consequence so are other policies in the plan and specifically within the transport policy section.
- 4.37 The vision lacks clarity of funding sources, any delivery timeframe commitments and who will be responsible of the operation, monitoring, and reporting.

Policy DM17: Grain Branch

4.38 Catesby are supportive of new sustainable modes of transport on the Hoo Peninsula, including the provision of new rail infrastructure and services.

Policy DM19 and DM20- Car and cycle parking

4.39 Catesby agree with the ambitions and measures set out in these policies. They align with the vision for access and movement in Medway and Policy T25 about user hierarchy and Street Design.

Policy T26: Accessibility Standards

- 4.40 Medway is a highly diverse local authority area, encompassing both densely populated urban centres and extensive rural agricultural zones. This variation in land use and settlement patterns means that access to services and amenities is uneven across the region. While urban areas benefit from relatively close proximity to a range of facilities, rural communities often face greater challenges in accessing essential services due to distance and limited infrastructure.
- 4.41 The current policy, as outlined in Policy 26, does not adequately acknowledge this diversity. The concept of a "15-minute neighbourhood," where residents can reach key local destinations within a 15-minute walk or cycle, is an ambitious and commendable goal. However, it is not a practical or achievable target for all parts of Medway given its mixed urban-rural landscape. Even with the Council's planned coordinated infrastructure programmes, some rural and less developed areas will inevitably fall short of meeting the full range of local destinations specified in the policy.
- 4.42 Therefore, it is essential that Policy 26 be revised to better reflect the realities of Medway's geography and settlement patterns. Development should be allowed to proceed in areas where a strict adherence to the 15-minute neighbourhood model may not be feasible, without compromising sustainability. Such development can still contribute positively to the overall vision by promoting sustainable practices, improving local connectivity where possible, and enhancing community resilience. In other words, the policy should be flexible enough to recognise that sustainable development can take various forms and that partial fulfilment of the 15-minute neighbourhood principles still supports the broader aspirations of creating vibrant, accessible, and well-connected communities across the entire authority area.

Summary on Access and Movement policies

- 4.43 Catesby supports Medway's vision for access and movement, which aligns with national policy and the 2022 Levelling Up White Paper. They also support policies encouraging sustainable transport (Policy DM17) and agree with car and cycle parking measures (DM19 & DM20), as well as the user hierarchy principles in Policy T25.
- 4.44 Concerns Identified include that the Hoo Peninsula is acknowledged, but rural public transport funding and amenities provision lack clarity. The Vision has an overreliance on a modal shift (i.e., changing travel behaviour), but education and communication strategies to support this shift are missing. There should be an integration of education, awareness campaigns, and stakeholder engagement to support behavioural change toward sustainable transport.
- 4.45 Policies in the plan relating to transport, particularly the Hoo Peninsula (Policy S22) and the Vision for Access and Movement, should provide detailed information on funding sources, delivery timelines, and operational responsibilities.

Housing Policies

4.46 Before commenting on policies within the submission plan, Catesby wish to raise significant concern about the absence of an overarching housing strategy policy about delivering housing needs. No where in the

plan does a policy set out a commitment to deliver the Plan's housing target of 24,500 homes over the plan period to 2041 and how that will be achieved. For example, a typical policy on this matter would include a breakdown of:

- Known commitments
 - o Neighbourhood Plan commitments
 - o Sites with Planning Permission
 - o Any outstanding commitments from the current local plan
- Allocations including:
 - o New strategic development locations/ broad areas of growth
 - o Non-strategic housing requirements
 - o Windfall
- 4.47 No housing needs policy currently exists. It would be desirable if a new policy is inserted to the plan containing the information set out above and which is also sets out the broad spatial distribution of housing and the expected housing provision attributed to those areas. A deeper understanding of the spatial distribution of housing (and separately economic floorspace) would aid further detailed discussions with infrastructure and service bodies.
- 4.48 Overall, a housing need policy would provide clarity to residents, stakeholders, developers, and decision-makers about the distribution of development across Medway. A similar policy should be provided for economic development land/ floor space.
- 4.49 Catesby consider the lack of housing need policy would result in a plan that is not sound. In its absence the delivery of housing is uncertain and could result in poor decision making and challenges in monitoring and reporting.

Policy T2: Housing Mix

4.50 Catesby agree that the housing mix should reflect the most up-to-date evidence and locally informed housing needs.

Policy T3: Affordable Housing

- 4.51 The delivery of Affordable Housing is a requirement set out in the NPPF. The Council's strategy is based on different delivery values based on whether the development site is located in a high or low value area, an allocated site, or a redevelopment site. The Council do not define in the policy what is a high or low value area, or show this on a map. It is important to note, as mentioned in 4.40, that while the critical need for affordable homes is recognised, before supporting a 30% delivery target on greenfield sites, further understanding of the background information and evidence is required. This is currently missing in the evidence base and within the supporting text of the policy.
- 4.52 Additionally, the policy provides no details on the expected tenure split of affordable house. Although the evidence base suggests what tenure mix is needed, there remain questions over the viability of delivering this mix with the current funding mechanisms from the Government.

4.53 A value of 30% affordable housing delivery is considered appropriate, so long as it is well supported by the evidence base for greenfield sites. There is some concern that sites, particularly where the spatial development strategy sets out brownfield regeneration (PDL) ahead of greenfield sites that a delivery of 10% AH on these sites (subject to site viability) will not deliver sufficient affordable housing to meet the needs of Medway during the plan period. As such, it would be considered appropriate to allocate further sustainably located greenfield sites to meet the expected shortfall within the plan, ahead of it being a significant concern.

Policy SA13: Frindsbury Peninsula Opportunity Area

- 4.54 A recurring issue within the Pre-Submission Plan policies is the ambiguity surrounding timing. This policy exemplifies that concern. It states that the "initial phase of development will be delivered in the latter part of the plan period" but fails to specify precise timeframes. This lack of clarity creates uncertainty for developers and stakeholders and prevents any meaningful contribution from this site toward the plan's housing trajectory. Furthermore, the policy refers to development being "guided by a Frindsbury Peninsula Planning Framework," expected to be produced by 2030/31. However, it is unclear whether this Framework will have statutory status, serve as supplementary planning guidance, or be a non-binding strategy. This uncertainty complicates the assessment of planning applications in the interim period.
- 4.55 The policy is ineffective in addressing the relocation of existing businesses, mentioning only a "managed release and relocation of some existing businesses" without outlining a detailed strategy or safeguards to ensure a smooth transition. The policy lacks information on the proposed relocation sites or mechanisms to support affected businesses, many of which may be locationally dependent and unwilling or unable to relocate. Without clear commitments or frameworks, there is a significant risk that development could be delayed or stalled.
- 4.56 Regarding mixed-use development, the policy sets out a target of "up to 690 new homes" for the initial phase, which appears precise. However, it does not provide any details about commercial, community, or recreational uses to substantiate the designation of the development as "mixed-use." The policy would benefit from clearer guidance on the intended balance of uses to ensure the area delivers comprehensive regeneration that meets diverse community needs.
- 4.57 The policy, as currently drafted, falls short in providing the clarity and detail necessary to effectively guide development and regeneration. Ambiguities around timing, the status of key planning documents, and the lack of a robust strategy for business relocation undermine its effectiveness. To ensure the policy is sound and capable of delivering sustainable, mixed-use development, it requires greater specificity, s and clearer commitments that align with the plan's objectives and National Policy. There is significant concern that this allocation will not deliver the required housing without considerable further detail. It is unacceptable that this detail should be postponed to later in the plan period at the expense of other available sites delivering housing in the plan period.

Summary on housing policies

- 4.58 Catesby recommend the inclusion of a new comprehensive Housing Needs Policy that clearly sets out the following:
 - The overall plan housing requirement (24,500 dwellings)
 - A detailed breakdown of how this requirement will be met, including:
 - o Existing commitments (Neighbourhood Plans, planning permissions)
 - New allocations (strategic and non-strategic)
 - o Windfall assumptions
 - Spatial distribution by area/settlement
- 4.59 This policy should be supported by a policy map where allocations and any areas of growth are clearly shown. The policy map should also clearly indicate areas of 'low and high value' in relation to Policy T3.
- 4.60 Catesby agrees that the 30% affordable housing target is appropriate. However, concern is raised regarding whether previously developed land (PDL) sites can viably deliver the 10% affordable housing requirement. This shortfall could exacerbate the existing deficit of affordable housing in Medway. The only consistently reliable means of delivering new affordable housing has been through the development of greenfield sites.
- 4.61 Given the challenges and viability constraints often associated with brownfield and PDL sites, it would be prudent to include a contingency or reserve of sustainable greenfield sites. This would help ensure both affordable housing and overall housing delivery targets are met, particularly if PDL site delivery underperforms.
- 4.62 There should be significant amendment to Policy SA13. The policy is unsound and unlikely to support comprehensive regeneration
- 4.63 Without significant amendments to the plan, sites omitted between the Regulation 18 and Regulation 19 stages could be reconsidered and re-allocated. These could be scheduled for delivery later in the plan period (e.g., years 5–10), or brought forward sooner if delivery falls behind trajectory and Medway faces a housing shortfall, in particular an Affordable Housing shortfall.

5. <u>Site-Specific Representations - Land East of Stoke Road, Allhallows.</u>

- 5.1 Land East of Stoke Road, Allhallows is a sustainably located housing site to the South East of Allhallows. Catesby's interest in Allhallows lie across two sites AS18 and AS22. The site has previously performed well in the Land Availability Assessment, and both sites were considered a preferred site at the Regulation 18 stage. The promotion of sites AS18 and AS22 were supported by a comprehensive package of information including transport details and a Landscape Appraisal and a Vision Statement.
- 5.2 Both sites have been omitted at the Regulation 19 stage on the conclusions of the SA (Appendix J0 Selection and Rejection of Reasonable Alternative Sites). Site AS18 is a non-strategic reasonable alternative site. Site AS22 was considered a Strategic reasonable alternative site. Both sites were rejected for the following reason:

"Loss of BMV agricultural land. Beyond reasonable walking distance to current public transport services. Incompatible with spatial strategy. Neighbourhood plan emerging."

- 5.3 There are 4 common themes in the rejection of both sites
 - Loss of BMV agricultural land
 - Beyond reasonable walking distance to current public transport services.
 - Incompatible with spatial strategy
 - Neighbourhood plan emerging
- 5.4 These are each explored in detail below.

Loss of BMV agricultural land

- 5.5 The Council acknowledges that much of the undeveloped land around urban areas is of high agricultural value. The Pre-Submission Plan says the following:
 - "3.1.8 Much of the undeveloped land adjacent to existing settlements in suburban and rural areas adjoins farmland of the best and most versatile quality."

And

"7.8.2 A total of 8,845ha of Medway's land is farmed, including for field scale vegetables, fruit, arable crops, and marshland permanent pasture, with cereal production a dominant land use.93 Medway has a high proportion of land of the best and most versatile categories, particularly Grade 1, compared to the national and regional picture."

- 5.6 It is noted that both SA18 and SA22 fall within Agricultural Land Classification (ALC) Grade 1. Furthermore, the Local Plan has allocated several sites known to be on ALC Grade 1 land, including but not necessarily limited to:
 - HHH19
 - HHH36
 - SA6
 - SA8
 - SA9

• SA10

- 5.7 In each of these allocated sites, the Sustainability Appraisal (SA) states that site constraints can be addressed and that development would support the vision and strategic objectives of the new Local Plan.
- 5.8 Despite this, no clear sequential approach has been adopted in the allocation of sites based on agricultural land value. It is therefore inconsistent and contradictory for the Council to reject other potential sites on the basis of their agricultural quality. Over 50% of the Hoo Peninsula comprises land within the BMV categories (Grades 1-3), with a particularly high proportion classified as Grade 1. As such, the Council is inevitably required to allocate development on BMV land.
- 5.9 It is not equitable to dismiss sites on the grounds of agricultural land value when the Council has neither imposed nor followed a sequential approach to BMV land in the allocation process. Furthermore, sites AS18 and AS22 represent a very small area of the BMV land, which is significant in its abundance on the Hoo Peninsula.

Beyond reasonable walking distance to current public transport services.

- 5.10 It is not understood why AS18 and AS22 are scored differently for access to local services- with AS18 scoring neutrally (O) and AS22 scoring positively (+), despite the access points being across from each other.
- 5.11 Both sites are sustainably located for access to primary schools and village amenities, and a comprehensive transport package was proposed within the promotion materials. The transport package is discussed frequently in the SA (Appendix J- Reasonable Alternative Strategic Site Assessments). For example:

F.6.6.3 Chapter D.11 (Transport and Accessibility) provides further detail regarding the measures that sites will include to provide greater accessibility to sustainable transport and provide new sustainable transport services such as new bus routes. For example, Site AS22 will increase service frequency and work with local employers to understand shift patterns, as well as working with Arriva to provide access to electric buses. These measures are likely to increase the uptake in sustainable transport and reduce the reliance on private car use, improving local air quality

And

F.11.2.3 - Two of these 15 sites (AS22 and SR17) include improved bus links that could provide minor improvements to sustainable access to railway stations.

And

F.11.1.2 Six strategic sites (AS22, CHR4, HHH22/HHH31, RN8, RSE10 and SR17) are located outside of the sustainable distance of 400m from an existing bus stop providing regular services, however the accompanying masterplans and/or site information provided by the Council indicates that these sites will include measures to improve accessibility to bus services...Site AS22 will increase service frequency and work with employers to understand shift patterns, and also work with Arriva to provide access to electric buses.

5.12 It is strongly felt by Catesby that the Council have not appraised the sites post mitigation appropriately and that the score of a negative effect in the overall impact matrix tables (Table I.4.i) does not accurately represent what has been previously concluded in the transport sections of the SA (Table 1.3.22). As the two parcels have been promoted as a single promotion but split by the council, it stands that any beneficial scoring for AS22 would also be present for Site AS18.

Incompatible with spatial strategy

- 5.13 Catesby acknowledges that the Council has amended its spatial strategy by altering the sites selected within the Plan, but has not correspondingly updated its Sustainability Appraisal (SA). Catesby also recognises the need for additional infrastructure on the Hoo Peninsula. However, the Council is now heavily reliant on large, strategic sites with complex delivery trajectories, some of which extend beyond the plan period. There remains a significant housing need on the Hoo Peninsula, alongside a register of demand for affordable housing. Given the long lead-in times and reliance on brownfield redevelopment, which will deliver either no affordable housing or only limited provision (around 10%), smaller sites capable of contributing proportionately to a coordinated infrastructure package on the Hoo Peninsula should not be dismissed. Even in the absence of a wider coordinated package, sites that can deliver specific infrastructure to address their own impacts, while also offering wider benefits to existing residents, should be supported by the Council. Such sites should be considered sustainable development and consistent with the spatial strategy.
- 5.14 Catesby does not agree that the proposed sites are incompatible with the spatial strategy. The strategy lacks sufficient detail regarding infrastructure delivery and coordinated infrastructure packages. Therefore, additional sites on the Hoo Peninsula are necessary to meet the identified housing needs.

Neighbourhood plan emerging

5.15 Neighbourhood Plans should not influence the allocation of strategic sites. Strategic Planning is the role of the Local Planning Authority and an allocation of development such as site AS22, considered within the SA to be a suitable alternative strategic site should not be withheld because of a potential Neighbourhood Plan.

Suitability, Availability and Achievability

- 5.16 Sites AS18 and AS22 are suitable, available, and achievable. This position has been consistently put forward by Catesby, most recently at the Regulation 18(b) stage of the Medway Local Plan where the comprehensive representations were accompanied by a Vision Statement and technical reports on highways and landscape matters. For ease, these Regulation 18(b) representations have been included in Appendix C.
- 5.17 Both sites are capable of being planning policy compliant and have limited environmental constraints, including not being within areas landscape designation (Green Belt and National Landscape). Catesby are committed to delivering a comprehensive pack of infrastructure, including making proportionate financial contributions to wider infrastructure packages that increase access to services on the Hoo Peninsula.
- 5.18 The sites are available and are under contract for development.

5.19 The sites are achievable with Catesby undertaking master planning and viability modelling. Catesby have also worked with the local community in improving the masterplan for the site and incorporating local preferences particularly around the delivery of new services, or providing financial contributions to existing services and infrastructure.

6. Legal Soundness

6.1 The Inspector is required to determine whether the Medway Local Plan is legally sound. In doing so, they will draw up on the statutory requirements of a plan. The Inspector will also consider the 4 criterion set out in Paragraph 36 of the Framework 2024: Positively prepare, Justified, effective and consistent with National Policy. These 4 aspects of plan-making are explored further below.

Positively Prepared?

- 6.2 The Plan, to date, has not been informed by agreements with other authorities. The Council has not prepared, maintained, or updated Statements of Common Grounds and entered into pro-active conversations through Duty to Co-operate. The Council is unable to demonstrate any up-to-date evidence of ongoing agreements between neighbouring authorities and statutory stakeholders in the plan-making process.
- 6.3 In doing so, there is no evidence of discussions about unmet needs from neighbouring authorities. It has based its housing requirements on unsubstantiated estimates and simply has not met requirements in the PPG regarding housing delivery trajectory and housing land supply evidence.
- 6.4 The plan has not been positively prepared.

Justified?

6.5 The Framework 2024 directs those considering legal soundness to explore whether the plan strategy is based on proportionate evidence. Catesby believe that the current strategy is not the most sustainable, the Sustainability Appraisal and data regarding housing number indicates that the Regulation 19 strategy is not the most appropriate based on the evidence. Further housing sites should be allocated, and the plans housing figure increased to reflect the unmet need in adjacent authorities. The aim of plan-making is to provide a framework for addressing housing needs (Paragraph 16, Framework 2023). The plan is not justified.

Effective?

6.6 A large element of the plan strategy in relation to the Hoo Peninsula extends beyond the plan period and there are significant gaps in the evidence base to support market housing, affordable housing, environmental objectives, and a transport strategy in this part of the authority area. There has been no effective joint working evidenced. Catesby's evidence shows that the Council will not deliver the plans housing requirement. The Pre-Submission Plan is not effective.

Consistent with National Policy?

- 6.7 There is a general conformity with the Framework 2024 in many aspects of this Pre-Submission Plan, especially in relation to high expectations of new development in relation to the environment. However, the Regulation 19 Plan is not in conformity with Framework 2025 as whole, especially in regard to Section 5 and delivering a sufficient supply of homes through the plan strategy.
- 6.8 It can therefore be concluded that the plan is not legally sound. It should not progress to Examination without the aspects detailed within this report and summarised in section 8, below addressed.

7. Summary and Conclusion

7.1 In light of the identified deficiencies within the Medway Local Plan 2041: Pre-Submission Draft (Regulation 19), it is respectfully recommended that the following actions be undertaken prior to submission for Examination:

1. Duty to Cooperate and Strategic Engagement

- 7.2 The Council must recommence effective and evidenced engagement with neighbouring authorities and statutory stakeholders, in accordance with legal requirements under the Duty to Cooperate.
- 7.3 Up-to-date and signed Statements of Common Ground should be prepared, published, and used to inform an amended Spatial Strategy that reflects unmet housing needs within the wider housing market area.

2. Sustainability Appraisal

- 7.4 The Sustainability Appraisal (SA) should be revised to include a full and transparent comparative assessment of all growth options considered during plan preparation, including Options 3 and 4 and any new incremental growth scenarios.
- 7.5 The SA should be expanded to appraise reasonable spatial delivery alternatives, such as:
 - Strategic new settlements
 - Employment-led growth
 - Transport corridor-based development
- 7.6 The current appraisal fails to demonstrate legal compliance with the SEA Regulations and must be revisited to ensure robustness and soundness.

3. Housing Requirement and Trajectory

- 7.7 The minimum housing requirement should be revised upwards to reflect the most recent assessment of Local Housing Need, inclusive of unmet need from adjacent authorities, establishing an annual requirement of at least 1,903 dwellings per annum.
- 7.8 The Council should allocate sufficient additional sites to ensure a deliverable trajectory and a minimum 20% buffer, amounting to an additional supply of at least 7,000 dwellings.
- 7.9 The stepped trajectory should be removed, and delivery should be front-loaded to ensure that the plan delivers a five-year housing land supply from adoption.

4. Policy Amendments and Clarification

- 7.10 A new overarching Housing Needs Policy should be inserted into the Plan, setting out:
 - The full housing requirement for the plan period

- A detailed breakdown of delivery sources, including commitments, permissions, allocations, and windfall assumptions
- The proposed spatial distribution of housing development
- 7.11 Policy S1 (Climate Change) should be strengthened to reflect national policy by including provisions for retrofitting, education and behavioural change, measurable outcomes, and alignment with the energy hierarchy.
- 7.12 Policy S2 (Natural Environment) should be revised to include comprehensive detail on the Hoo Peninsula Strategic Environmental Programme, supported by a credible evidence base and stakeholder agreements.
- 7.13 Policy S10 (Economic Strategy) should be revised to reflect Medway's role in the wider Thames Gateway and regional economy and demonstrate collaborative economic planning.
- 7.14 Policy S22 (Hoo Peninsula) should be amended to include specific spatial designations, delivery triggers, and infrastructure commitments, supported by mapping and clarity on phasing.

5. Site Allocations

- 7.15 The Council should reconsider the omission of **Sites AS18 and AS22** (Land East of Stoke Road, Allhallows), which:
 - Have previously performed well in the Land Availability Assessment
 - Were identified as reasonable alternative strategic and non-strategic sites at Regulation 18 stage
 - Are suitable, available, and achievable within the early plan period
 - Can contribute proportionately to local infrastructure and support sustainable growth on the Hoo Peninsula
 - Sites As18 and AS22 can provide housing in the short term

Conclusion

7.16 Catesby Strategic Land Limited has undertaken a detailed review of the Medway Local Plan 2041: Pre-Submission Draft and its accompanying evidence base. It is concluded that the draft Plan, in its current form, fails to meet the requirements for legal compliance and soundness, as defined in the National Planning Policy Framework (2024).

Specifically:

- The Plan is not positively prepared, as it fails to demonstrate effective cooperation with neighbouring authorities or respond adequately to regional housing needs.
- The Plan is not justified, as the spatial strategy is not supported by proportionate evidence, and reasonable alternatives have not been properly assessed.
- The Plan is not effective, given the lack of delivery mechanisms, the use of a stepped trajectory, and an over-reliance on brownfield sites without appropriate contingency.

- The Plan is not consistent with national policy, particularly in relation to housing delivery, infrastructure coordination, and climate change adaptation.
- 7.17 Accordingly, it is the view of Catesby Strategic Land Limited that the Medway Local Plan should not proceed to Examination without significant revision. It is recommended that the Council undertake the necessary updates and modifications as outlined above, including a reappraisal of omitted sites such as AS18 and AS22, to ensure the Plan is capable of delivering sustainable and effective growth in Medway through to 2041.

Appendix 1.

Table 1. Review of Duty to Cooperate with Local Planning Authority

Local Planning Authority	Strategic matters of interest	Statement of Common Ground	Record of Engagement	Comment
		available		
Gravesham Borough	Neighbouring Local Planning Authority	No	Yes- record of engagement	No engagement record on
Council	(LPA)		shows meetings from	matters relating to:
	Housing Need and Distribution		October 2023 to current	Employment and
	o Overlapping HMA			Economic Development
	o AH delivery inc sub-regional			Gypsy and Traveller
	need.			Accommodation
	Transport and Strategic Infrastructure			Natural Environment
	nansport and strategie initiastractare			Health, Education, and
	o Rail			Social Infrastructure
	o Public Transport integration			
	o Active travel and sustainable			Omission of significant
	transport			strategic matters during DtC
	Employment and economic			Engagement. DtC is not
	development			effective.
	o Thames Gateway Economic			No meeting agendas or
	Corridor			minutes available. Further
	o Logistics and Port Activity			evidence is required.
	Natural Environment and Green			
	Infrastructure			
	o Special Protection Areas			
	o Recreation disturbance			
	mitigation strategy			
	o Green Belt			
	3 Green beit			

Local Planning Authority	Strategic matters of interest	Statement of Common Ground	Record of Engagement	Comment
		available		
	Gypsy and Traveller Accommodation			
	Health Education and Social			
	Infrastructure			
	Utilities and Waste Planning			
Swale Borough Council	Neighbouring Local Planning Authority	No	Yes- record of engagement	No engagement record on
	(LPA)		shows meetings from April	matters relating to:
	Housing Need and Distribution		2024 to current	Employment and
	o Overlapping HMA			Economic Development
	o AH delivery inc sub-regional			Gypsy and Traveller
	need.			Accommodation
				Health, Education, and
	Transport and Strategic Infrastructure			Social Infrastructure
	o Rail			
	o Public Transport integration			Omission of significant
	o Active travel and sustainable			strategic matters during the
	transport			DtC Engagement. DtC is not
	Employment and economic			effective.
	development			
				No meeting agendas or
	o Thames Gateway Economic			minutes available. Further
	Corridor			evidence is required.
	o Logistics and Port Activity			
	Natural Environment and Green			
	Infrastructure			
	o Special Protection Areas			
	o Recreation disturbance			
	mitigation strategy			

Local Planning Authority	Strategic matters of interest	Statement of Common Ground	Record of Engagement	Comment
		available		
	o Green Belt			
	Gypsy and Traveller Accommodation			
	Health Education and Social			
	Infrastructure			
	Utilities and Waste Planning			
Maidstone Borough	Neighbouring Local Planning Authority	No	Yes- record of engagement	No engagement record on
Council	(LPA)		shows meetings from	matters relating to:
	Housing Need and Distribution		October 2023 to current	Employment and
	o Overlapping HMA			Economic Development
	o AH delivery inc sub-regional			Gypsy and Traveller
	need.			Accommodation
				Health, Education, and
	Transport and Strategic Infrastructure			Social Infrastructure
	o Rail			
	o Public Transport integration			Omission of significant
	o Active travel and sustainable			strategic matters during the
	transport			DtC Engagement. DtC is not
	Employment and economic			effective.
	development			
				No meeting agendas or
	o Thames Gateway Economic			minutes available. Further
	Corridor			evidence is required.
	o Logistics and Port Activity			
	Natural Environment and Green			
	Infrastructure			
	o Special Protection Areas			

Local Planning Authority	Strategic matters of interest	Statement of Common Ground	Record of Engagement	Comment
		available		
	o Recreation disturbance			
	mitigation strategy			
	o Green Belt			
	Gypsy and Traveller Accommodation			
	Health, Education, and Social			
	Infrastructure			
	Utilities and Waste Planning			
Tonbridge and Malling	Neighbouring Local Planning Authority	No	Yes- evidence of engagement	No engagement record on
Borough Council	(LPA)		from June 2023 to the present	matters relating to:
	Housing Need and Distribution			Natural Environment
	o Overlapping HMA			Employment and
	o AH delivery inc sub-regional			Economic Development
	need.			Gypsy and Traveller
				Accommodation
	Transport and Strategic Infrastructure			Health Education and
	o Rail			Social Infrastructure
	o Public Transport integration			Utilities and Waste
	 Active travel and sustainable 			Planning
	transport			
	Faculty and the second			Omission of significant
	Employment and economic			strategic matters during the
	development			DtC Engagement. DtC is not
	o Thames Gateway Economic			effective.
	Corridor			
	o Logistics and Port Activity			No meeting agendas or
	Natural Environment and Green			minutes available. Further
	Infrastructure			evidence is required.

Local Planning Authority	Strategic matters of interest	Statement of Common Ground available	Record of Engagement	Comment
	o Special Protection Areas o Recreation disturbance mitigation strategy o Green Belt • Gypsy and Traveller Accommodation • Health Education and Social Infrastructure • Utilities and Waste Planning			
Dartford Borough Council	Neighbouring Local Planning Authority (LPA) Housing Need and Distribution Overlapping HMA O AH delivery inc sub-regional need. Transport and Strategic Infrastructure O Rail O Public Transport integration O Active travel and sustainable transport Employment and economic development O Thames Gateway Economic Corridor O Logistics and Port Activity	No	No	No record of engagement, failure of effective DtC.

Local Planning Authority	Strategic matters of interest	Statement of Common Ground available	Record of Engagement	Comment
	Natural Environment and Green Infrastructure			
	o Special Protection Areas o Recreation disturbance mitigation strategy o Green Belt • Gypsy and Traveller Accommodation • Health Education and Social Infrastructure • Utilities and Waste Planning			
Canterbury City Council	Planning Strategy Housing needs and distribution strategic transport Natural Environment and Green Infrastructure	No	No	No record of engagement, failure of effective DtC.
London Borough of Bexley	 Planning Strategy cross-river implications via the Lower Thames Crossing Housing need (London influences, inc. unmet need) Transport networks- commuting. 	No	No	No record of engagement, failure of effective DtC.

Local Planning Authority	Strategic matters of interest	Statement of Common Ground	Record of Engagement	Comment
		available		
	Thames Gateway / Southeast London			
	Corridor			
London Borough of	Planning Strategy	No	No	No record of engagement,
Bromley	Housing need (London influences, inc.			failure of effective DtC.
	unmet need)			
	Transport networks- commuting.			
	Thames Gateway / Southeast London			
	Corridor			
Thurrock Council	Planning strategy	Yes- initial (draft) SoCG	Yes, 2 meetings in late 2024	No engagement on Natural
	Housing needs		and in May 2025	Environment or Lower Thames
	Transport			Crossing.
	Lower Thames Crossing and			
	Natural Environment and Green			Omission of significant
	Infrastructure			strategic matters during DtC
	o Special Protection Areas			Engagement. DtC is not
	o special rotection rieds			effective.
				No meeting agendas or
				minutes available. Further
				evidence is required.
Ashford Borough	Natural Environment and Green	No	No	No engagement with Ashford
Council	Infrastructure			Borough Council to date.
	o Nutrient mitigation/			Failure of effective DtC
	management			
	o North Kent Marshes &			
	Thames Estuary vs. Stour			
	Catchment:			

Local Planning Authority	Strategic matters of interest	Statement of Common Ground	Record of Engagement	Comment		
		available				
Kent County Council	Strategic Transport and Highways	Yes- signed July 2024	Limited meetings in 2024,	Significant further		
	Education Planning and School	Only details matter relating to:	nothing before this date.	engagement is required on		
	Provision	Minerals		all strategic matters.		
	Minerals and Waste Planning					
	Public Health and Social Care			SoCG should be in place and		
	Libraries			updated, as required, on		
	Environment and Green Infrastructure			strategic matters relevant to		
	Strategic Infrastructure Funding and			the plan. Multiple SoCG's		
	Delivery			may be required for different		
	Economic Development and Skills			service areas.		

Table 2. Review of Duty to Cooperate with Prescribed Bodies

Prescribed Body	Statement of Common Ground Available	Evidence of Engagement	Comment				
Natural England	No	Yes- November 2023- present	No meeting agendas or minutes available. Further evidence is required.				
Environment Agency	No	Yes- July 2023- present	No meeting agendas or minutes available. Further evidence is required.				
National Highways	No	Yes- monthly (no start date)	No meeting agendas or minutes available. Further evidence is required.				
NHS Kent & Medway Integrated Care Board (ICB)	No	No	No record of engagement, failure of effective DtC.				
Historic England	No	Yes- 2 meetings in April and June 2025	No meeting agendas or minutes available. Further evidence is required. Engagement is late and cannot be effective. Failure of DtC.				
Homes England	No	No	No record of engagement, failure of effective DtC.				
Transport for the South East	No	No	No record of engagement, failure of effective DtC.				
Marine Management Organisation	No	No	No record of engagement, failure of effective DtC.				
Kent Downs National Landscape	No	Yes- one meeting in August 2023	No meeting agendas or minutes available. Further evidence is required. Engagement is poor and cannot be effective. Failure of DtC.				
National Landscape (Kent Downs)	No	Yes- one meeting in April 2025	Query whether this is the same as Kent Downs National Landscape.				

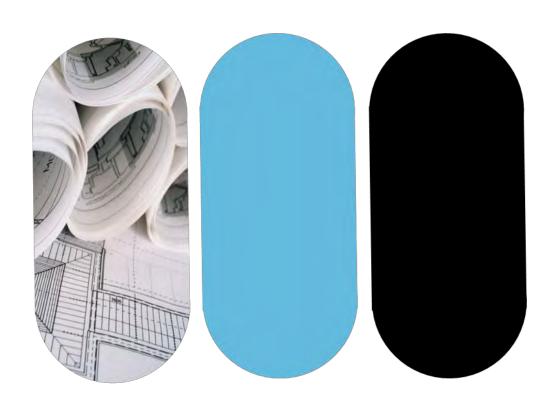
			No meeting agendas or minutes available. Further evidence is required. Engagement is late and cannot be effective. Failure of
			DtC.
National Rail	No	Yes- one meeting in March 2025	No meeting agendas or minutes available. Further evidence is required. Engagement is late and cannot be effective. Failure of DtC.
Medway NHS Foundation Trust	No	Yes- one meeting in June 2025	No meeting agendas or minutes available. Further evidence is required. Engagement is late and cannot be effective. Failure of DtC.
Southern Water	No	Yes- two meetings (Nov 2024 and Nov 2025)	No meeting agendas or minutes available. Further evidence is required.
UK Power Networks	No	Yes-two meetings (March and April 2025)	No meeting agendas or minutes available. Further evidence is required. Engagement is late and cannot be effective. Failure of DtC
Port of London Authority	No	No	No record of engagement, failure of effective DtC.



Medway Local Plan 2041 Regulation 18 Consultation July 2024

Representations on behalf of Catesby Estates

September 2024





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1.0 Introduction

- 1.1 The following representations are made in response to the Medway Council (the "Council") Local Plan 2040 ("LP2041") Regulation 18 Consultation (July 2024) on behalf of Catesby Estates, in respect of its land interests at Allhallows, Rochester, Medway.
- 1.2 These representations should be read alongside representations submitted by Marrons on behalf of Catesby Estates to the earlier Local Plan 2040 ("LP2040") Regulation 18 Consultation – Setting the Direction for Medway 2040 (September 2023).
- 1.3 These representations should also be read alongside the following supporting documents:
 - i. Allhallows Vision Document prepared by Catesby Estates (**Appendix 1**)
 - ii. Review of Medway Landscape Character Assessment (June 2024) prepared by LDA Design (Appendix 2)
 - iii. Transport Note prepared by GTA (**Appendix 3**)
- 1.4 As noted within the LP2041, this consultation builds on the responses to the previous LP2040 consultation by defining the vision and strategic objectives for the new Local Plan. The Council is now providing more information on proposed policies and options for a development strategy and the potential sites and broad locations that could form allocations for development in the new Local Plan covering the period up to 2041.
- 1.5 The LP2041 sets out three broad options for growth:
 - SGO1 Urban Focus this seeks to maximise development and density in urban centres and waterfront sites, with some limited growth adjoining existing towns and villages;
 - SGO2 Dispersed Growth this provides for less urban regeneration and considers development across broader suburban and rural areas; and



- SGO3 Blended Strategy this promotes a 'brownfield first' approach supporting urban regeneration, complemented by greenfield sites in suburban and rural locations to provide for wider housing choice.
- 1.6 The LP2041 confirms that the Council has identified option SGO3 as its preferred indicative approach and has set out more details of what this strategy could look like in a draft policies map.
- 1.7 Marrons notes that Catesby Estates' land interests have been included on the proposals map accompanying the LP2041 consultation (references AS22 and AS18), and identified as preferred sites within Allhallows. It should be noted from the outset that Catesby Estates supports the inclusion of its land and looks forward to working with the Council to bring deliver much needed housing at Allhallows.



2.0 Response to the Council's Evidence Base

- 2.1 The Council has published some evidence base documents in support of the LP2041 consultation. The following are considered most relevant to Catesby Estates and their land interests at Allhallows, which we provide comments on below, referring to the supporting documents noted at paragraph 1.3 above:
 - Interim Sustainability Appraisal June 2024
 - Landscape Character Assessment June 2024
 - Strategic Transport Assessment June 2024
 - Viability Assessment December 2021

Interim Sustainability Appraisal – June 2024 ("SA")

- 2.2 The completion of a SA is a legal requirement set out in Section 19 of the Planning and Compulsory Purchase Act 2004. The SA should assess the likely effects of the Local Plan when considered against alternatives. At Regulation 18 Stage, the SA should test the Local Plan against the proposed sustainable objectives, develop options and alternatives, evaluate the likely effects and consider ways to mitigate adverse effects.
- 2.3 An Interim SA has been prepared in support of LP2041 consultation. The SA considers the growth options, spatial delivery option and the preferred sites against the 12 proposed Sustainability Objectives.

Growth options

- 2.4 Table 3.1 of the SA confirms two growth options:
 - Option 1 Meet Medway's Local Housing Need and Initial Objective Assessment of Employment Land Need.
 - Option 2 Option 1 plus meeting Gravesham's Unmet Housing Need.
- 2.5 Marrons notes that Option 2 appears to have been rejected by the SA given the lack of information provided by Gravesham Borough Council, not necessarily on



the merits of the individual options. We therefore consider the Council should more accurately assess the option to provide for unmet need, given the potential for other neighbouring authorities to also have an element of unmet need.

Spatial Growth Options

- 2.6 The Spatial Growth Options are assessed in Chapter 5 and comprise:
 - SGO1 Urban Focus maximising brownfield sites
 - SGO2 Dispersed Growth higher release of greenfield and green belt sites
 - SGO3 Blended Strategy a mix of both brownfield and greenfield/green belt sites.
- 2.7 The conclusion of the SA is that SGO3 is the best performing option. Catesby Estates agrees that this is the most suitable option for the Council to take forward.

Landscape Character Assessment – June 2024 ("LCA")

- 2.8 The LCA has been prepared to support the LP2041 consultation. As part of the assessment, the LCA has considered the character across different areas and defined them in specific Landscape Character Areas.
- 2.9 In respect of sites AS18 and AS22, these representations are supported by a Review of Medway Landscape Character Assessment, prepared by LDA Design (Appendix 2).
- 2.10 LDA Design broadly agree with the LCA and suggest that sites AS18 and AS22 represent a logical location for settlement expansion, fully capable of supporting the recommendations and guidance within the LCA.

Strategic Transport Assessment – June 2024 ("STA")



- 2.11 The STA has been prepared to support the LP2041 consultation. In respect of sites AS18 and AS22, these representations are supported by a Transport Technical Note, prepared by GTA (Appendix 3).
- 2.12 GTA confirm that the southern section of A228 (Peninsular Way) connects to the A229 around Strood / Rochester at Four Elms roundabout, and this junction suffers from congestion at present, as identified in the Strategic Transport Assessment - Traffic Forecasting Report.
- 2.13 Specific solutions are yet to be addressed by the Council but it is important to note that the scale of the forecast issues set out in the STA is related to a 'reasonable worst case' scenario and not to the lower intensity 'vision and validate' approach being promoted by the council in its LP2041 consultation.
- 2.14 The 'reasonable worst case' scenario reported on in the STA was developed to satisfy the requirements of National Highways and Kent County Council when considering potential impacts of development on those parts of the strategic highway network for which they are responsible. Trip rates used in that Strategic Transport Assessment modelling are sourced from TRICS and each site considered is assigned a standard set of trip rates based on the character of the site and its locality.
- 2.15 Catesby Estates' land interests at Allhallows is classified as a Neighbourhood Centre reflecting the range of local facilities available in Allhallows. For the potential up to 350 dwellings, using standard TRICS-based trip rates sourced from the Strategic Transport Assessment, the submission site would only generate about 150 2-way vehicle trips per hour in peak hours in that 'reasonable worst case' scenario.
- 2.16 Regarding the 'vision-and-validate' approach for access and movement, marking a shift from the traditional reasonable worst case 'predict-and-provide' approach, the LP2041 states that further work on the STA will establish a vehicle trip budget, at a lower level than the standard TRICS-based approach. GTA confirm within the Technical Note that all new development is expected to achieve this by



incorporating measures designed to reduce the number of trips made. Following that, measures to deliver greater use of sustainable modes of the residual number of trips should be actively promoted by all proposed developments.

- 2.17 As GTA confirm, sites AS18 and AS22 would provide high quality homes equipped with highspeed broadband enabling and supporting greater home working, attracting highly skilled workers complementing the increased employment promoted in the local plan at Kingsnorth and Grain, and reducing the number of trips as well as the length and impacts of those trips made when physical workplace presence was necessary. Residual trips would be progressively influenced by the measures to be promoted in the site Travel Plan. Together, those approaches would significantly reduce the basic 'reasonable worst case' TRICS based estimates of vehicle trips generated.
- 2.18 GTA conclude that sites AS18 and AS22 are well placed to minimise its impacts on Four Elms roundabout and the wider road network and therefore represent a real opportunity to contribute towards early delivery of part of Medway's housing needs without unacceptable consequences for key parts of Medway's highway network.

Viability Assessment – June 2024 ("VA")

- 2.19 The Council's explanatory note for the VA explains that the Council is publishing the 2021 VA which was drafted to support the former emerging plan. The Council states that the VA considers potential development sites and policies that were in the emerging draft plan in 2021 (LP2040).
- 2.20 There are now different proposed policies and development sites under consideration in the current LP2041 consultation. The Council notes the range of changes, but is publishing this document for consultation as part of the emerging evidence base for the new Local Plan.



- 2.21 Catesby Estates intended to comment further when an up-to-date VA that relates to the drafted policies and requirements within the LP2041 consultation, is released.
- 2.22 For the purposed of these representations, Marrons notes the commentary within the National Planning Practice Guidance in relation to viability assessments:

"The role for viability assessment is primarily at the plan making stage. Viability assessment should not compromise sustainable development but should be used to ensure that policies are realistic, and that the total cumulative cost of all relevant policies will not undermine deliverability of the plan."

¹ Paragraph: 002 Reference ID: 10-002-20190509



3.0 Response to Regulation 18 Consultation ("LP2041")

Vision for Medway in 2041

- 3.1 The overarching vision within the LP2041 seeks to increase the quality of life for residents of Medway by meeting its growth needs, in full including housing, employment and community facilities, alongside the necessary infrastructure to support this. The vision aims to create a healthy place to live and work, where communities are connected and located near to services and facilities to meet their day-to-day needs, whilst preserving the character of settlements and the countryside surrounding these.
- 3.2 Catesby Estates supports the Vision identified by the Council and we consider this is best achieved through the adoption of an up-to-date Local Plan.
- 3.3 The LP2041 is supported by a range of strategic objectives and a spatial development strategy, which together seek to achieve the Council's vision for Medway. These include measures such as providing the variety of homes needed to meet demand; delivering new places, including open spaces to reduce inequalities in health; strengthening sustainable transport opportunities; preserving important nature and landscape assets; and respecting distinct identifies and characteristics of Medway's settlements as they grow.
- 3.4 Whilst the spatial strategy identifies a priority for regeneration and best use of previously developed land, it concludes at paragraph 3.1.5 of the LP2041 that "...urban regeneration cannot deliver the full quantum and mix of development needed to support the needs of Medway's communities and businesses". Accordingly, it accepts that development will be required in a range of locations across Medway in order to meet growth needs in full. This includes, as referenced in the strategy, expansion of suburban neighbourhoods and villages, where the principles of sustainable development can be met.



3.5 It is noted that the Plan period has been extended to 2041 – an additional year from the previous Regulation 18 consultation. This reflects Paragraph 22 of the National Planning Policy Framework 2023 (the "Framework") and the requirement for strategic policies to provide a minimum period of 15-years post adoption. Notwithstanding, we suggest that the Council should continue with this approach and further extend the Plan period if necessary; for example, it is noted the LP2041 is now not likely to be submitted for Examination until 2025, which may have implications.

Spatial Growth Options

- 3.6 As stated above the LP2041 sets out three broad options for growth:
 - i. SGO1 Urban Focus
 - ii. SGO2 Dispersed Growth
 - iii. SGO3 Blended Strategy
- 3.7 The consultation reflects that a 'urban focus' approach alone is unlikely to meet growth needs in full with only a limited supply of previously developed land available to accommodate this. At paragraph 3.1.6 of the LP2041 the Council confirms that rural and suburban areas offer potential for development and there has been a strong promotion of the sites in these areas. The Council also confirms that it needs to consider "...large and strategic scale development allocations in the Local Plan to address the communities needs for homes jobs and services".
- 3.8 There are however sensitivities across the Medway, including important habitats and landscapes, and the Green Belt, which need consideration. Nevertheless, the Council acknowledges that in order to meet the full scale of needs over the Plan period, complex issues will need to be considered and addressed as part of the development secured, including any mitigation necessary (paragraph 3.1.7 of the LP2041).
- 3.9 The Council identify the blended approach (SGO3) as its preferred strategy for meeting growth needs. Marrons considers this is the right approach, supported



by a strong mix of urban, suburban and rural development to deliver the diverse needs of the community. The Council has already commented on the needs of communities being met through larger scale developments and Catesby Estates reiterates comments made in previous representations that such development can help fund key infrastructure improvements, that benefit existing communities and help Medway implement its economic strategy.

3.10 Notwithstanding, the delivery of infrastructure improvements must be sustainable in order to keep pace with growth and Catesby Estates suggests this is best achieved by a balanced approach across Medway, in line with the Council's preferred spatial option.

Housing Need

- 3.11 Marrons welcomes the Council's acknowledgement that the Standard Method is the correct starting point for considering the housing needs the LP2041 should be seeking to address across the Plan period. This is correctly identified at the current Standard Method figure of 1,658dpa which reflects average household growth based on the 2014-based household projects and the appropriate market signals uplift (29%).
- 3.12 The Government is currently consulting on a new approach to the standard method for assessing housing need as part of the recently announced planning reforms, which seek to increase housing delivery nationally in an attempt to combat the current housing crisis. For Medway this would, if adopted, result in a slight reduction in the housing requirement to 1,644dpa.
- 3.13 Aligned with this, the Government is also consulting on key changes to the Framework, one of which is mandating the standard method and allowing councils to only plan for a lower figure where they can demonstrate hard constraints.
- 3.14 Whilst the proposed reforms remain at consultation stage and at the time of writing adopted national policy remains as of December 2023, the direction of travel is



clear. This is further emphasised by the Written Ministerial Statement² accompanying the proposed reforms, which is a material consideration in planmaking and decision-taking.

- 3.15 It is therefore imperative that the Council submits a Plan which includes an ambitious, but realistic, strategy for at least meeting housing needs in full (i.e. achieving above 1,644 / 1,658dpa). Marrons does not consider there is any justified reasons for seeking to deliver a lower quantum of growth. Catesby Estates therefore supports the Council's decision to remove the previous LP2040 consultation comments questioning the use of the Standard Method.
- 3.16 Notwithstanding the above, we note that Gravesham Council has made a formal request to Medway to help accommodate its unmet housing needs (2,000 homes). The Interim Sustainability Appraisal (June 2024) ("SA") considers this as a reasonable alternative Growth Option (Section 3) concluding the accommodation of this unmet need alongside meeting Medway's needs in full would have a beneficial effect on the sustainability objective 'Housing' and a negative effect on objectives of 'Landscape and townscape' and 'Natural resources'. This alternative option is rejected on this basis and the Council consider the estimate of unmet need has not been justified by Gravesham (paragraph 3.4.2 of the SA).
- 3.17 We do not intend to analyse Gravesham's unmet need in these representations, as it will be for Gravesham to respond to the Medway's conclusions through ongoing duty to cooperate discussions in the first instance. Nevertheless, there is a clear unmet need in the region with a number of Kent authorities having out-of-date Plans and under-delivering against housing needs, and a significant shortfall in housing delivery across London. We would therefore advise the Council to consider this alongside the preparation of its Plan.

Interim Sustainability Appraisal (June 2024) ("SA")

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² Written statements - Written questions, answers and statements - UK Parliament



- 3.18 As confirmed at paragraph 1.7 above, the LP2041 has attributed Catesby Estates' land interests with references AS18 and AS22 and identified both as preferred sites within the LP2041.
- 3.19 Table 8.14 of the SA provides the outline reasons for selection. In relation to AS22: "The development would help to deliver the vision and the strategic objectives of the new Local Plan. Opportunity for sustainable development, supporting improved services."
- 3.20 In relation to AS18: "The development would help to deliver the vision and the strategic objectives of the new Local Plan. Opportunity for sustainable development, supporting improved services".
- 3.21 The SA lists site AS22 at table 6.1 as one of the 24 'reasonable alternative strategic development sites identified by Medway Council'. AS22 is proposed as 'residential led (mixed-use), with a net area of 32.69ha and a housing capacity of 300 dwellings. This is considered to align with the Vision Document prepared in support of these representations, and therefore the assumptions within table 6.1 of the SA are supported by Catesby Estates.
- 3.22 The SA lists site AS18 at table 6.2 as one of the 335 'alternative development sites identified by Medway Council' (i.e. non-strategic). AS18 is proposed as residential led, with a net area of 1.69ha and a housing capacity of 48 dwellings. This is also considered to align with the Vision Document prepared in support of these representation, and therefore the assumptions within table 6.2 of the SA are supported by Catesby Estates.
- 3.23 Table 6.3 and 8.12 provide a summary matrix of all reasonable alternative strategic sites pre and post-mitigation against the sustainability objectives:



Table 6.3: Summary impact matrix of all reasonable alternative strategic sites (pre-mitigation)

		1	2	3	4	5	6	7	8	9	10	11	12
Site ref.	Site use	Climate change mitigation	Climate change adaptation	Biodiversity and geodiversity	Landscape and townscape	Pollution and waste	Natural resources	Housing	Health and wellbeing	Cultural heritage	Transport and accessibility	Education	Economy and employment
AS13	Residential led (Mixed- use)	+/-		~~	×			++	-		~	~	+
AS21	Residential led (Mixed- use)	+/-	**	4				++	4	-		3	++
AS22	Residential led (Mixed- use)	+/-			2			++	4	-		2	++

Table 8.12: Summary impact matrix of all reasonable alternative strategic sites (post-mitigation)

		1	2	3	4	5	6	7	8	9	10	11	12
Strategic site ref.	Site use	Climate change mitigation	Climate change adaptation	Biodiversity and geodiversity	Landscape and townscape	Pollution and waste	Natural resources	Housing	Health and wellbeing	Cultural heritage	Transport and accessibility	Education	Economy and employment
AS13	Residential led (Mixed-use)	+/-	-	9	2			++	- 5	0	-	0	+
AS21	Residential led (Mixed-use)	+/-	+	100	-/-			++		0		+	++
AS22	Residential led (Mixed-use)	+/-	-	19	14			++	-	0	121	+	++

- 3.24 In relation to Site AS22 Marrons questions why only minor improvements are shown post-mitigation for objectives 2, 3, 9 and 11 and no improvements are shown for objectives 1, 4, 5, 6, 7, 8, 10 and 12.
- 3.25 In relation to objective 10 'Transport and Accessibility' and objective 5 'Pollution and Waste' we note that paragraph D.6.6.3 of the SA states "Site AS22 will increase service frequency and work with local employers to understand shift patterns, as well as working with Arriva to provide access to electric buses. These measures are likely to increase the uptake in sustainable transport and reduce the reliance on private car use, improving local air quality."
- 3.26 It is therefore considered that site AS22 will improve the position in relation to objectives 10 and 5, however, this is not reflected in table 8.12. The accompanying Transport Technical Note, prepared by GTA, confirms that site AS22 is well located to enable and encourage sustainable transport choices and



- that a site Travel Plan will be implemented as part of the development, to encourage and promote the use of active travel.
- 3.27 In relation to objective 3 'Biodiversity and Geodiversity', site AS22 will be required to deliver a 10% biodiversity net gain, which is therefore considered to improve the position in relation to objective 3 post development, however, this is not reflected in table 8.12.
- 3.28 In relation to objective 4 'Landscape and Townscape' the accompanying Review of Medway Landscape Character Assessment (June 2024), prepared by LDA Design, confirms that existing settlement edges are not well defined and the landscape would benefit from an improved, strengthened structure. The accompanying review thus concludes: "This edge of Allhallows is particularly 'exposed' in the wider landscape and could benefit from a 'stronger' gateway into the village from the south. The Proposed Development therefore provides an exciting opportunity to both create a 'softer' settlement edge and introduce new shelter belts, hedgerows and woodlands into the landscape as endorsed by the guidance."
- 3.29 It is therefore considered that site AS22 will improve the position in relation to objective 4, however, this is not reflected in table 8.12.
- 3.30 In relation to objective 8 'Health and Wellbeing' the accompanying Vision Document demonstrates significant areas of open space (informal and formal) can be provided, which will not only serve the residents of site AS22 but the whole of Allhallows as well. It is therefore considered that site AS22 will improve the position in relation to objective 8, however, this is not reflected in table 8.12.
- 3.31 Catesby Estates does not agree with the scoring matrix in table 8.12 of the SA and considers this to be at odds with the information available in relation to site AS22, both within the Council's own documentation and those submitted in support of site AS22.

Questions



3.32 The LP2041 proposes a number of questions. Where relevant responses have been provided to some questions below, in relation to Catesby Estates' land interests at Allhallows.

Question 1: The Council could consider setting local standards for development that go beyond national policy/regulations in addressing climate change. What evidence would justify this approach, and what standards would be appropriate?

3.33 Catesby Estates does not consider this to be a sound approach. Local standards which differ from national standards and requirements can lead to bespoke approaches needing to be applied. This can impact viability and the ultimate delivery timescales of sites. It is considered that policies can encourage betterment, however, standards should be based on those at a national level. Should the Council wish to set local standards a viability assessment would need to be conducted, and the Council would need to confirm how it has introduced sufficient flexibility to account for changes in technology.

Question 2: Do you consider that the Council should seek to go beyond the statutory minimum of a 10% increase in BNG? What evidence can you provide to support your view?

- 3.34 Catesby Estates does not consider this to be a sound approach. The statutory minimum biodiversity net gain of 10% has been derived following detailed evidence and is widely accepted nationally. Policies can encourage the betterment of the statutory minimum but it should remain as the baseline.
- 3.35 In support of this, the Planning Practice Guidance states the following:

"Plan-makers should not seek a higher percentage than the statutory objective of 10% biodiversity net gain, either on an area-wide basis or for specific allocations for development unless justified. To justify such policies they will need to be evidenced including as to local need for a higher percentage, local opportunities



for a higher percentage and any impacts on viability for development. Consideration will also need to be given to how the policy will be implemented."

Question 3: Do you agree that the tariff based strategic approach applied to development within 6 km of the designated areas, supporting the delivery of the Bird Wise SAMMS programme represents an effective means of addressing the potential impact of recreational disturbance on the designated SPA and Ramsar habitats of the Thames, Medway and Swale Estuaries and Marshes.

- 3.36 A tariff to support the delivery of the SAMMS programme should be sufficiently evidenced in order to justify:
 - The need for the tariff:
 - The type of development that the tariff applies to,
 - The location of the development; and
 - The amount of the tariff.
- 3.37 Should the evidence justify that such a tariff is required, it should be tested within the viability assessment to ensure the inclusion of the tariff does not impact the delivery of the development.

Question 4: Do you consider that Medway Council should identify landscapes of local value as an additional designation in the new Local Plan. What should be the criteria for designation? Are there areas that you would identify as justifying a local valued landscape designation – where and why?

- 3.38 Paragraph 180 of the Framework sets out that planning policies should contribute to and enhance the natural and local environment. Part of this is to protect and enhance valued landscapes. There is therefore no requirement for the Council to specifically designate landscapes of local value.
- 3.39 The Council must also be mindful of the designations that are already in place, such as the statutory Kent Downs National Landscape designation, Special Protection Areas, Local Nature Reserves and Local Wildlife Sites, and consider

³ Paragraph: 006 Reference ID: 74-006-20240214



- whether the introduction of another designation would benefit or inhibit the planning process.
- 3.40 Should the Council decide to designate any areas, the following criteria set out within the Guidance for Assessing Landscape Designations (Natural England 2021), is considered relevant:
 - a) Sufficient evidence should support the designation of any area specifying the landscape qualities of the area.
 - b) Ensure the correct area is designated and not a blanket designation
 - c) Provide clear guidance for how development can come forward within these areas to ensure that the vision and needs for Medway are deliverable

Question 5: Do you agree that the Council should promote Natural England's Green Infrastructure Framework standards in the Medway Local Plan policy?

- 3.41 Catesby Estates supports the inclusion of Natural England's Green Infrastructure Framework Standards within the LP2041. Notwithstanding, sufficient flexibility should be provided to ensure that where the framework is not applicable, or where the framework changes over time, allowance is provided within the Policy.
- 3.42 In relation to sites AS18 and AS22, the accompanying Vision Document demonstrates the intention incorporate a network of greenspaces that are connected to one another and to those outside of the sites. The associated open space will provide a variety of benefits to both existing and future residents.

Question 10: Do you think this policy provides effective guidance on the required housing mix in Medway?

3.43 The supporting text to Policy T2 states that the housing mix is informed by the Local Housing Needs Assessment (2021) and that the Council will update this evidence before finalising the Plan to accurately reflect needs. This is considered the correct approach to ensure the policy is informed by the most up to date evidence and Catesby Estates awaits this information before commenting further.



3.44 In addition, given the Council's preferred option for growth is a blended strategy, the policy should also allow for considerations pertaining to local market and demand, to ensure there is a correct understanding on what is appropriate in urban areas vs suburban/rural areas. This flexibility is important as urban needs will rarely align with suburban/rural needs.

Question 11: Do you agree with having a 10% requirement for affordable housing on urban brownfield sites and 30% requirement for affordable housing on greenfield sites and higher value urban locations? What do you consider would represent an effective alternative approach? Do you agree with a varied approach for affordable housing requirements based on the different value areas across Medway?

- 3.45 Policy T3 requires different levels of affordable housing based on the value of the area within which a particular site sits. This is 30% provision in high value areas and 10% provision in low value areas, said to have been informed by the Local Plan Viability Assessment.
- 3.46 The Local Plan Viability Assessment (including CIL) December 2021 concludes that the Residual Value on the greenfield typologies assessed is above the Benchmark Land Value. Paragraph 6.3.11 states:

"In the areas where viability was challenged, such as urban brownfield sites, a 10% affordable housing rate could be supported. In the stronger market areas, such as the Hoo Peninsula and suburban locations, this rose to 30%. The difference was based on the different land values, house prices and build costs. The 2022 Viability Assessment has informed the content of this draft policy for consultation. The Council notes that there may have been changes in the development market since the preparation of this assessment, and variations in proposed development sites considered in the assessment. The Council will consider comments in relation to viability from this consultation, and address these in updating the evidence base and policy response for the Regulation 19 Pre-Submission Draft Plan."



- 3.47 The cost implications of delivering strategic sites which accord with the Council's vision, for example, providing increased areas of open space, biodiversity net gain and access to sustainable transport corridors, will also need to be considered.
- 3.48 The Council includes the opportunity to provide a viability assessment to justify a lower provision, which is considered a sound approach in order to provide a mechanism to consider this on a site by site basis.
- 3.49 It is also noted reference is made to a 2022 Viability Assessment, which is not included within the consultation evidence base.
 - Question 12: What do you consider would represent an effective split of tenures between social/affordable rent and intermediate/low-cost home ownership housing in delivering affordable housing?
- 3.50 The split of tenures should be informed by up to date housing needs assessments or SHMA. Flexibility should also be incorporated into the policy to allow for the changing circumstances/demand across the Plan period and for differing individual site characteristics.
 - Question 13: Do you have any views on the delivery of affordable housing, and the cascade principle? What evidence can you provide to support your views?
- 3.51 Catesby Estates considers that there may be occasions where onsite provision of affordable housing is not suitable or viable and so mechanism for securing off site affordable housing is considered acceptable.
- 3.52 In relation to the cascade principle, Catesby Estates supports the provision that local people in need of housing in their local area should have first refusal on new affordable housing and that where surplus affordable housing remains, this should then be allocated based on the Council's housing needs register.
 - Question 15: Do you have any sites you wish to promote for self-build allocation?



- 3.53 Catesby Estates notes the inclusion of its land (site AS22) within Policy T9: Self-build and Custom Housebuilding, for the provision of 5% of the dwellings proposed. This is supported in principle, provided there is an identified need.
- 3.54 Policy T9 states that the landowner/developer is required to market the plots available for self/custom-build for a minimum period of 12 months. The policy then states that if any plot(s) remain unsold after being marketed for this 12 month period, they can either remain for sale as a self/custom build plot or be offered to the Local Authority to acquire for the provision of affordable housing (separate from any relevant affordable housing requirement for the Development as applicable), before reverting back to the land owner to build out on the plot or sell without restriction. To prevent the delay of housing delivery, the Local Authority will be given a time period of three months to acquire the vacant plot(s).
- 3.55 Whilst this mechanism is well considered, should plots not be required by self-builders or the Council, the policy effectively places a pause on these plots for 15 months, before they revert to the landowner/developer. The Council should consider whether this is feasible for the developer to return to these plots after this period has elapsed. It is considered a 12 month period for both self-build and Local Authority interest may be sufficient.
- 3.56 The policy is also designed to cater for self-build need, therefore the ability for the Council to secure these plots for affordable housing will need to considered in further detail. For example, how will this relate to the construction of the wider site?

Summary

- 3.57 Medway Council has made positive steps in preparing its emerging Local Plan. It is evident that changes have been made between the LP2040 and LP2041 consultation versions, most of which Catesby Estates is supportive of.
- 3.58 Inevitably, once detail is added to draft policies and objectives, the evidence base becomes paramount. We have identified a number of instances within these



- representations where the evidence base does not appear to directly support the conclusions made.
- 3.59 The site matrix, in relation to site AS22, within the SA is considered to present a conservative assessment of the post-mitigation scores associated within the 12 objectives. The matrix must consider the positive enhancements developments can deliver, both for its immediate residents and the wider community. It is considered site AS22 performs better than the SA suggests and this should therefore be revisited.
- 3.60 The affordable housing policy seeks to apply a different provision based on the value of the area: a 10% provision in 'low value' areas and a 30% provision in 'higher value' areas. With such a significant difference in the required provision the Council must ensure that the evidence base is robust.
- 3.61 Currently the evidence appears to be based on land values and does not consider the costs of delivering the Council's vision on strategic-scale greenfield sites such as increased open space, sustainable transport corridors and improvements to services and facilities. All of which will have an impact on the developable area of a site and the ultimately viability of the scheme. It suggested that this policy is revisited to consider whether there is justification for difference in requirement.



4.0 Land at Allhallows, Rochester, Medway

- 4.1 Catesby Estates is continuing to promote its Land interests at Allhallows, Rochester, Medway for residential-led development through the LP2041. The land comprises site references AS18 and AS22, both of which have been identified as preferred sites within the latest LP2041 consultation document.
- 4.2 Catesby Estates supports the inclusion of its land within the LP2041. Sites AS18 and AS22 are capable of early delivery
- 4.3 The supporting Transport Technical Note prepared by GTA confirms that the sites are well located to take advantage of the range of everyday facilities within Allhallows, and the existing and proposed major employment opportunities at Kingsnorth and Grain using sustainable transport connections, offering a genuine choice of sustainable transport modes and minimising traffic generations and the impacts of those on the highway network.
- 4.4 Furthermore, the Technical Note confirms that development sites AS18 and AS22 would be supported by a Travel Plan which would encourage and promote use of those active travel and bus opportunities by targeted measures, potentially including bus vouchers, cycle purchase assistance, cycle hire, dedicated bus connections between the site and major employment centres at Grain and Kingsnorth etc. This will be supported by proportionate contributions, where appropriate, to identified enhancements to existing sustainable connections.
- 4.5 The LP2041 recognises that new development on the Hoo Peninsular is less than likely to impact on the wider road network than development within the larger urban areas (paragraph 9.4.3). The existing and future employment opportunities at Kingsnorth and Grain would satisfy many home-work trips generated by the sites, meaning they are well placed to minimise impacts on Four Elms roundabout and the wider road network.



- 4.6 Critically therefore, there is a real opportunity to contribute towards delivery of Medway's housing needs without unacceptable consequences for key parts of Medway's highway network, or any reliance on the delivery of supporting infrastructure prior to development.
- 4.7 The accompanying Vision Document details the extent of the Site and provides more detail regarding its context, opportunities and constraints, and development potential.
- 4.8 Sites AS18 and AS22 directly adjoin Allhallows' southern and eastern boundaries and provide the opportunity to deliver new homes and facilities to support the growth and function of Allhallows as a self-sufficient and sustainable year-round community, alongside supporting nearby employment growth at Hoo St Werburgh, Grain and Kingsnorth. The land has the capacity to accommodate circa 350 new homes, as confirmed by the LP2041, via a landscape-led development approach.
- 4.9 Figure 3 within the accompanying Vision Document details the Site's immediate context, opportunities and constraints. It also demonstrates the significant caravan/holiday park accommodation that is located within Allhallows, which is considered an issue for its year-round vitality and social prosperity. Given the vision of the LP2040 is to boost economic activity and promote inward commuting patterns, existing settlements such as Allhallows have the opportunity to accommodate new sustainable growth that will benefit existing residents, helping to spread the vision across Medway. Moreover, Allhallows already has key infrastructure such as a primary school and community facilities, therefore the proposed development will help complement the existing services and facilities, making Allhallows a more sustainable community.
- 4.10 Figure 7 within the accompanying Vision Document demonstrates the emerging context of Medway following the publication of the LP2040 consultation. Hoo St Werburgh and the Hoo Peninsula are key areas for Medway, alongside the areas of planned employment growth at Kingsnorth and Isle of Grain. Allhallows is situated on the northern coastline, approximately equidistant from Kingsnorth and Isle of Grain. The location of sites AS18 and AS22 therefore provides a choice of



- new homes within a commuting distance of two planned employment growth areas, helping link up existing communities with future economic prosperity.
- 4.11 These new homes and year-round population will assist in sustaining the existing services and facilities within Allhallows, as well as supporting enhancements in the range of local services and facilities and therefore the general future sustainability of the settlement. It should be noted that enhanced services and facilities are likely to boost the seasonal population of the holiday parks and lead in to an increase in tourism trade for Allhallows and the surrounding areas.
- 4.12 In addition, Investment in on-demand public transport links between Allhallows, the Isle of Grain, Kingsnorth and importantly Strood (for train links and secondary education facilities) will all be explored as part of the development proposals to further reinforce the sustainability and connectivity of Allhallows within the Hoo Peninsular.
- 4.13 Sites AS18 and AS22 are considered to support the Councils vision, strategic objectives and spatial development strategy. Catesby Estates is therefore fully supportive of the inclusion of their land within the LP2041 and looks forward to bringing the sites forward quickly to meet the demands of Medway.
- 4.14 On behalf of our client, Catesby Estates, we confirm that sites AS18 and AS22 are suitable, available and achievable for the residential led development aspirations outline within the LP2041.
- 4.15 We would be pleased to discuss any element of these representations further with the Council, as appropriate.



Appendix 1

Allhallows Vision Document – prepared by Catesby Estates

ALLHALLOWS MEDWAY:KENT

A SUSTAINABLE LOCATION FOR GROWTH



VISION:

Delivering new homes and facilities to support the growth and function of Allhallows as a self sufficient and sustainable year round community as well as supporting nearby employment growth at Hoo St Werburgh, Grain, and Kingsnorth.



England Coass Figure 1. Site Location in Context St. Mary's London Stone Cockleshell Marshes Beach Allhallowson-Sea Dagnam Allhallows Marshe Allhallows Binney Brick House 13 Rose Court Newhall Grain Green Cuckold's ISLE OF GRAIN Lower Stoke Court Fm Hall Fm Stoke Stoke Cold Arbour Tunbridge Street Jetties Bec Ness Jetty Stangate Kingsnorth Oakham Ness Jetty Slede Ooza Oakham Chetney Marshes, Hoo Flats Long Reach Bishop Bishop Coze Ham 85

Introduction

To support growth and prosperity of the Medway, and to help Medway Council meet its housing needs, new strategic sites need to be identified to deliver high quality, sustainable growth.

This document presents Catesby Estates' proposals for a new landscape led residential allocation on land parcels to the south east of Allhallows (Figure 1). It is submitted in response to the Council's Regulation 18 Local Plan to 2040 consultation.

This document presents the real opportunity to deliver circa 350 new homes, retail and community facilities set within an enhanced and complementary landscape.

Catesby Estates recognises the economic, ecological and rural characteristics of Allhallows and seeks to work sensitively within this existing framework. This includes:

- The creation of extensive areas of new publicly accessible open space, relieving visitor pressures on existing areas of national and international importance for environmental value.
- Provision of new local services and facilities to support both the existing and new community, while boosting the local economic opportunities.
- Integrating 'green growth' principles within the development to positively tackle climate change; provide for healthier and more sustainable choices of homes, transport and workplaces; and reducing the risk of flooding.

The Opportunity

The Site being promoted for development is located to the south of Allhallows and comprises three sites (Figure 2).

The northern most site (No. 1) is located to the north of Binney Road and measures 8.10Ha/ 20.02ac. The northern and part of the western boundary of this field abuts a recently approved caravan park scheme and a public open space and recreation area. The rest of the western boundary abuts the rear property boundaries of dwellings fronting St. Davids Road. The eastern boundary of the Site follows the alignment of the now dismantled railway track. A cluster of stables and an associated paddock is located in the south eastern corner of the Site

The largest of the three sites is located to the south of Binney Road and measures 24.61Ha/ 60.81ac. The Site comprises two agricultural fields with an overhead cable line defining the east to west division of the field. The northern boundary abuts Binney Road and properties and plots fronting Binney Road. The eastern boundary is defined by existing clusters of vegetation. The southern boundary is less well defined but in part is indicated by a field ditch and associated vegetation. The western boundary abuts Stoke Road and is incised by the side and rear boundaries of Stoke Road and Binney Road dwellings.

The smallest of the three site is located to the west of Stoke Road and measures 1.53Ha / 3.78ac. The northern boundary abuts existing side property boundaries of Stoke Road dwellings. To the south the Site abuts the Allhallows Place Touring Park and associated dwellings. The western boundary is open at present with agricultural land continuing beyond the boundary to the west,

Figure 3 and the summary below, illustrates the Sites in the context of Allhallows and indicates the contextual opportunities and constraints that will inform the design approach adopted across the three parcels.

NO 1

Figure 2. Site Considerations

Site 1:

Considerations

- flood zone 2 and 3.
- Limited 'dry' site access opportunities.
- Relationship to existing open space and caravan park.

Explore

Future use as public open space, recreation and ecological/landscape enhancement, supporting an extension to the existing area of open space to the north west.

Site 2:

Considerations

- Southern section covered by EA
 Eastern section covered by EA flood zone 2 and 3.
 - Proximity to SSSI and SPA designations.
 - Excellent interface with existing settlement edge and roads.
 - Close proximity (walking distances) to existing local services and facilities.
 - Direct relationship with main route into settlement.

Explore

- Predominantly residential use outwith flood zone, including locations for new local community facilities to supplement the existing function of the settlement.
- Designed areas for ecological enhancement and protection.

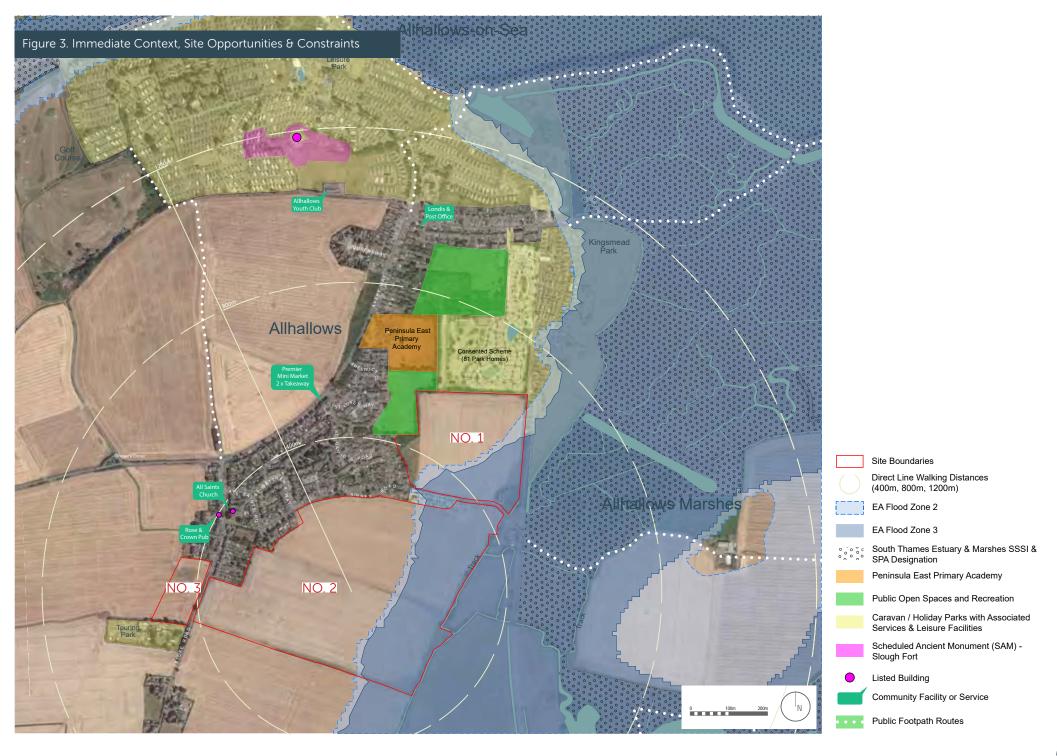
Site 3:

Considerations

- Excellent interface with existing settlement edge and roads.
- Open and unmarked western boundary.
- Close proximity (walking) distances) to existing local services and facilities.
- Direct relationship with main route into settlement.

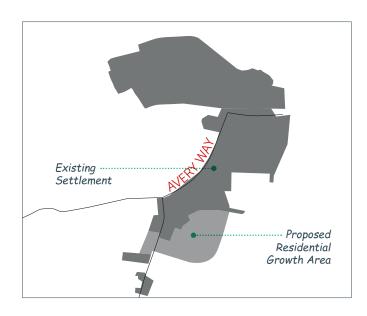
Explore

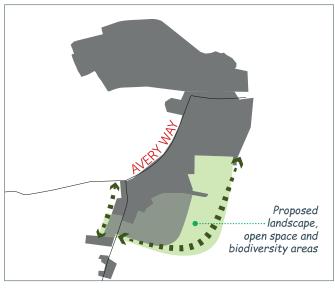
- Creation of a clearly defined western boundary to the settlement.
- Careful relationship with neigbouring uses.



The Concept

The following diagrams illustrate the main principles underpinning the concept plan for the Sites.







Rounding off the Settlement

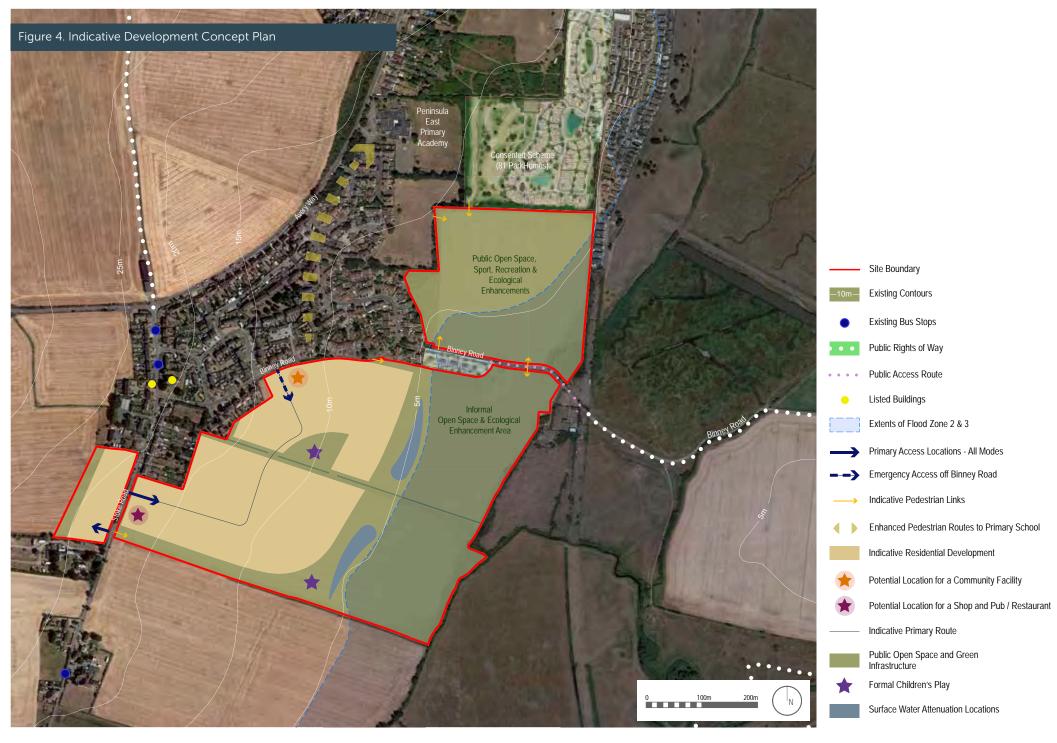
- Historically the focus of residential growth in Allhallows has been to the east of Stoke Road and south of Avery Way.
- Proposed development will continue this established direction of growth.
- Existing environmental constraints such as the flood plain support the extent and therefore limit of development within site 2 and 3 and no built development within site 1.

Delivering New Open Space and Biodiversity

- The areas impacted by flood plain will be retained as open space/ landscape and biodiversity enhancement areas.
- This will create a new and robust landscape edge to the settlement linked to existing landscape corridors and assets.

New Local Facilities to Support Allhallows

- The existing facilities will be retained to support the existing community.
- The new growth of community will provide new opportunities for community and or additional retail uses.



The Emerging Context

The Medway Council Regulation 18 Local Plan Consultation provides an indication of the preferred Spatial Strategy for the Medway area.

Recognising the assessed need for around 29,000 new homes in Medway to 2040, the plan indicates potential development capacity from Urban Regeneration sites, Suburban Expansion sites and Rural Development Sites. As indicated in Figure 5 Allhallows, and specifically the promotion site, has been identified as offering a potential rural development location to meet the council's housing target. Catesby Estates fully agrees with this as a sound spatial strategy.

Allhallows, is extremely well positioned as a settlement to sustain future growth. The settlement is in close proximity to the Isle of Grain and Kingsnorth (Figure 7), two of the largest existing employment opportunity areas in the district.

These locations are also being promoted by the Council for significant employment growth to support the area's economic growth objectives. Allhallows can offer new high quality homes to accommodate the future employees feeding these employment growth areas with high skilled labour.

At a local level Allhallows has a primary school; community centre, local shops and a series of large local employers at the holiday and touring parks (see Figure 3). New homes and year-round population will assist in sustaining these existing services and facilities, as well as supporting enhancements in the range of local services and facilities and therefore the general sustainability of the settlement as a place serving its day to day requirements.

Investment in on-demand public transport links between Allhallows, the Isle of Grain, Kingsnorth and importantly Strood (for train links and secondary education facilities) will all be explored as part of the development proposals to further reinforce the sustainability and connectivity of Allhallows within the Hoo Peninsular.



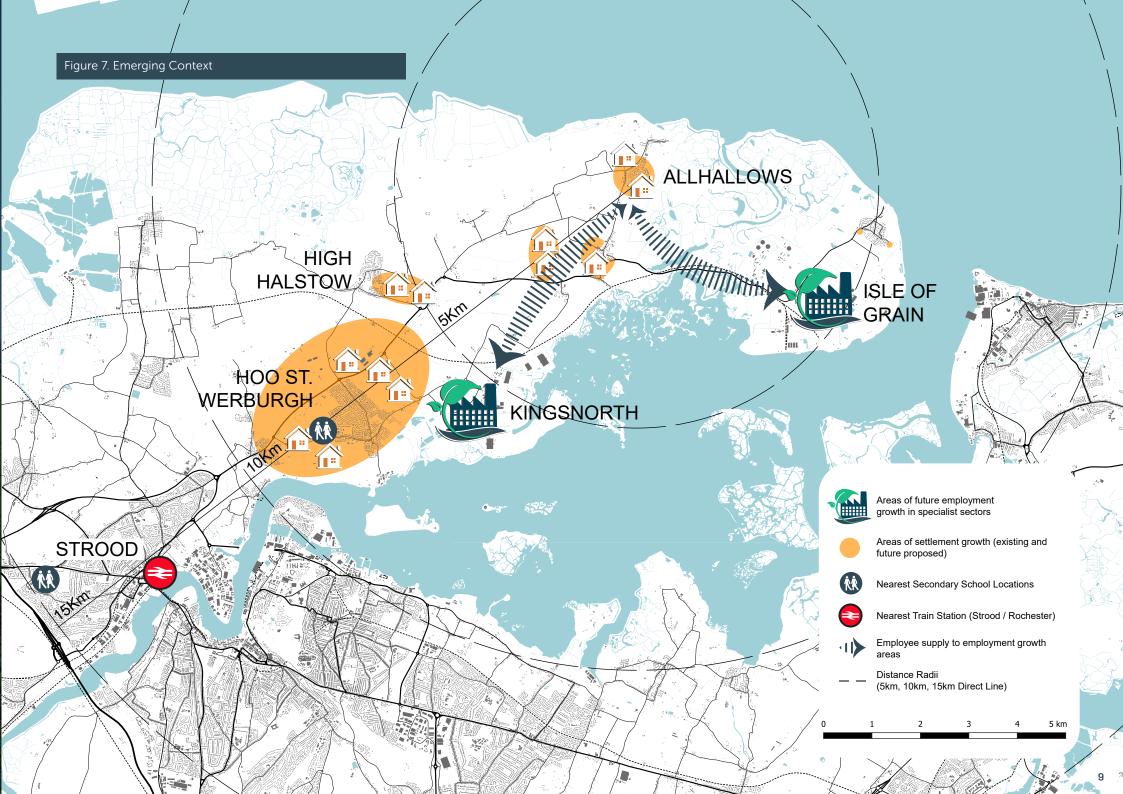
Figure 6. Extract from Medway Council Reg.18 Local Plan to 2040 Consultation Map 5 - overview of potential employment site allocations



Figure 5. Extract from Medway Council Reg.18 Local Plan to 2040 Consultation Map 3 - overview of potential sites for Rural Development

...the strategic sites at Grain and Kingsnorth on the Hoo Peninsula, [offer] unique opportunities in specialist sectors, such as energy and green technology, and making use of wharfage facilities."

(Para 5.57 Reg 18 Local Plan Consultation)



A Sustainable Location

We recognise that Allhallows is identified as a rural settlement by Medway Council. To support the growth that Medway Council are recommending in this settlement we have explored the functional and sustainable benefits that development can bring to the village particularly in light of the Council's wider Hoo Peninsula growth aspirations.

Allhallows Settlement Growth

The settlement of Allhallows exists and is largely defined by the seasonal holiday industry in the holiday park and caravan sites. As a result, Allhallows experiences surges in population during the holiday months. This population explosion supports local employment opportunities for residents of the village as well as the prosperity of a good range of existing local facilities. However, during the quieter months the settlement population reduces, as do the seasonal employment opportunities.

By locating new homes in Allhallows, a larger, year-round population will establish. This will support existing facilities in the village. New population will also enable investment in new community facilities. Proposals will explore local need and seek to deliver a new community room, recreation facilities and or additional local retail offer. This will supplement the range of opportunities available and supporting a more self-sufficient and therefore sustainable settlement.

Hoo Peninsula Growth

In the longer term, growth of population in Allhallows will support the economic growth objectives in the Hoo Peninsula particularly at Kingsnorth and the Isle of Grain by enabling future employees to locate close to large employment hubs.

Forming Sustainable Movement Links

A bespoke package of sustainable transport measures will be explored and delivered as part of any proposals in Allhallows. These range from local measures to improve local connectivity as well as bespoke strategic measures to support links to employment areas and facilities in local towns.

Pedestrian and Cycle Accessibility

There are a range of facilities in the area including a primary school, doctors surgery, local shop, church & takeaway all within 700m of the Site (Figure 3). The local streets surrounding the Site provide easy pedestrian links to all the local facilities. New pedestrian links will be provide through the site which The local street network also provides access to the England Coast Path 1.5km to the north of the site. link to these existing footpaths further strengthening access.

Given the relatively low trafic speeds in the area and the close proximity to services it is considered that the existing road/footpath network is suitable for both walking and cycling.

Public Transport Accessibility

The site has good potential for public transport accessibility, with two bus stops on St. Davids Road, close to the Site.

These stops currently provide a Monday to Friday service between Isle of Grain, the Hundred of Hoo Academy, and Chatham via Strood. This service runs half hourly at Peak times. There is also weekend services which run between Chatham and Isle of Grain hourly up until approx 7:30pm.

Medway Council has also adopted the MY school bus service providing local school students who attend schools within Medway with specific bus services to their school destination. The No. 9 bus service provided by Arriva is currently used by existing children to attend the Hundred of Hoo Academy secondary school.



an on demand bus service to facilitate movements of shift

Medway Council has aspirations to introduce more electric buses, This site, in collaboration with Arriva and improving technology, has the opportunity to achieve this objective and provide guiet and clean bus services through Allhallows.

workers.

Additional local enhancements could include the provision of real time route data and waiting shelters.

- such as car sharing and electric charging are provided and made available for wider village use. Alongside this other features such as e-bike and/or e-scooter rental, bike storage, and lockers could be provided offering a real alternative for short local journeys.
- Travel Vouchers new households will be offered travel vouchers to encourage the adoption of alternative movement options such as help purchasing e-bikes or annual travel passes

Future Game Changers

The current and future innovations in transport technology and changing working / shopping habits in a post-Covid-19 era also offer great opportunities to develop a community with a reduced reliance on private motor vehicles and supported by sustainable movement options.

Some new technologies that will be integrated into the development scheme to aid the move to more sustainable transport options include:

- Household electric charging for vehicles.
- Mobility as a Service (MaaS). Through the use of joint digital channels, users can plan, book and pay for multiple types of mobility services, creating linked trips and supporting a move away from personally-owned modes of transportation.
- Smart autonomous deliveries / autonomous pods / drone delivery
- 5G network and superfast broadband support working from home capability and reduce the need for regular commuting patterns.

Supporting the Council's Strategic Objectives

The Regulation 18 Local Plan Consultation sets out four strategic objectives to help positively plan for the development and infrastructure that the district needs while conserving and enhancing the natural, built and historic environment. The following shows how the proposals for the Sites in Allhallows address and incorporate features to positively support and satisfy the strategic objectives.

Prepared for a sustainable and green future

- The proposed development will seek to achieve a 'zero carbon' rating through the use of orientation, material choices and housing designs.
- The masterplan has placed all built development outside the Environment Agency's mapped flood plain, as well incorporating sizeable landscape and ecology buffers to the near by SSSI and RAMSAR SPA areas. Proposed development has also been set back from the delineated flood plain enabling the accommodation of sustainable drainage features (SuDs). The SuDs features will be designed as an integral part of the landscape and nature solution and will restrict surface water flows to the current green field run off rates plus additional design capacity to account for climate change.
- Recognising the desirability of connections from Allhallows to near by employment growth areas at The Isle of Grain, Kingsnorth, and Strood; new sustainable transport solutions will be explored and implemented to support a real shift in transport modes and therefore reduced carbon impacts.
- Opportunities for walking and cycling enhancements, including the extension of
 existing Public Rights of Way (PRoW) and achieving safe routes to school will be
 fully explored and delivered. This will benefit the new and existing community of
 Allhallows and provide choices for movement.
- Significant parts of the Site will be given over to green and blue infrastructure
 accommodating existing natural features and providing positive buffers to the near
 by SSSI and RAMSAR SPA. These areas will also support the enhancement of nature
 provision. Areas of open space will also provide new and existing residents with
 opportunities for walking, recreation and play within a nature setting supporting
 healthier lifestyles.
- Future development proposals will be accompanied by a waste management strategy detailing the construction and future occupation stage. This will ensure that natural resources are managed effectively and as far up the Waste Hierarchy as possible.

Supporting people to lead healthy lives and strengthening our communities

- The proposed development will provide new high quality energy efficient homes in an area where existing housing stock performs poorly. A range of house types and sizes will be provided to meet local Medway community needs.
- A proportion of affordable houses will be provided as part of the development and will meet the policy standards of the future adopted local plan. Adaptable homes and specialist homes will also be explored in response to local population projections and needs.
- As already described the level of open space provision will provide a wide range of opportunities for the new and existing community to increase physical activity and mental wellbeing as well as reducing social isolation.
- The increase in permanent population in Allhallows will support the retention and
 prosperity of existing services and facilities. The development of the Sites also offers
 an opportunity for new accessible facilities to be accommodated further supporting
 the ability of the Allhallows community to thrive year round.



The Hoo Peninsula has significant potential for further development, as part of Medway's wider growth in coming decades. This is shown in the extensive number of sites promoted for development on the peninsula, and the scale of potential sites."

(Para 5.43 Reg 18 Local Plan Consultation)

Securing jobs and developing skills for a competitive economy

- The location of new high quality homes in Allhallows alongside a robust public transport strategy will attract new population to the area. This in turn will boost the performance of the local economy supporting and growing existing facilities and services.
- The growth of Allhallows will also boost the success of the proposed employment growth areas at The Isle of Grain and Kingsnorth, particularly attracting highly skilled employees to support higher value employment opportunities in jobs of the future, and reducing out-commuting from the area.
- As part of the development proposals, the provision of high speed broadband to each dwelling will be sought. This will support innovation and home working in the area.
- New homes in the Allhallows area will bring new population which can also continue to support the existing tourism industry operating in Allhallows, which could also diversify towards green tourism in light of the South Thames Estuary & Marshes SSSI and SPA designations.

Boost pride in Medway through quality and resilient development

- A key to the success of development at Allhallows will be the provision of new public transport links. New bus services will be provided at the earliest stage of development to ensure that the new population will adopt alternative travel patterns to access work and services.
- Allhallows is already, and will become increasingly sustainable through the delivery of new homes and associated facilities.
- Proposed development in Allhallows will lift the standards of sustainability and quality. Through references to locally distinct, high quality architecture, Kent architectural guidance, and green construction techniques, new development will deliver positive character and distinctiveness while decreasing carbon impacts.
- The public realm associated with the development will be to a high quality and provide people with opportunities for healthier lives and support walking and cycling.

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Appendix 2

Review of Medway Landscape Character Assessment (June 2024) – prepared by LDA Design

Allhallows, Medway District, Kent – A Proposal for a Sustainable Village Extension

Review of Medway Landscape Character Assessment (June 2024)

September 2024

A Worton Rectory ParkOxfordOX29 4SXUnited Kingdom



9460

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	Conclusion and Next Steps	

Version: 0.1

Version date: 6th September 2024

Comment Final

This document has been prepared and checked in accordance with ISO 9001:2015.

1.0 Introduction

LDA Design have been commissioned to Catesby Estates to act as masterplanner and landscape architects in relation to a proposed sustainable village extension at land to the south-east of Allhallows, in Medway District, Kent ('the Site').

The Site is included within the recently published Regulation 18b Local Plan consultation document, which sets out Medway District Council's (MDC) preferred approach to growth.

To date, a Vision Document for the Site has been submitted to Medway District Council as part of their 'call for sites' in Autumn 2023. This included an initial masterplan concept for the Site.

The evidence base for Regulation 18b Local Plan includes an updated Landscape Character Assessment (June 2024 - prepared by LUC) which establishes recommendations and guidance for any future development.

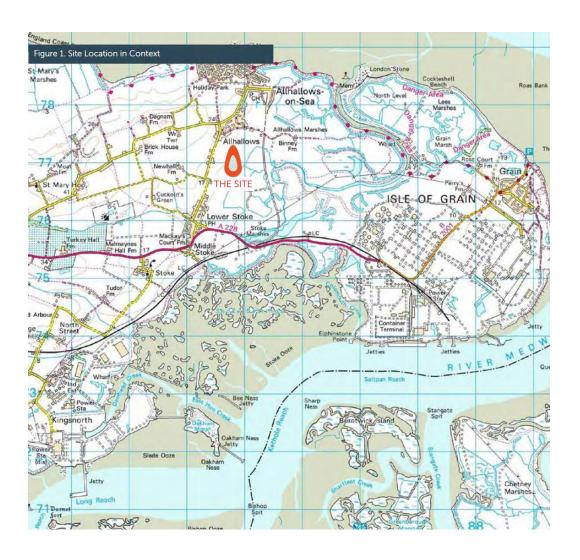
To support Catesby Estates' representations made in response to the Local Plan consultation, LDA Design have reviewed the updated Landscape Character Assessment and considered how this relates to emerging development proposals.

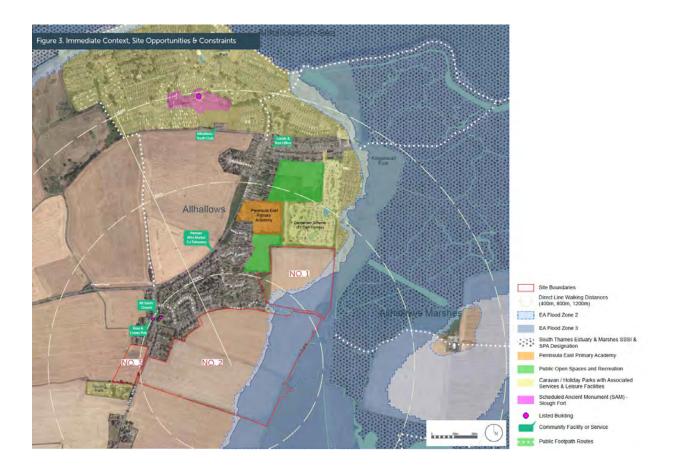
2.0 The Site

The Site located to the south-east of Allhallows, adjoining the existing settlement area.

The Site is made of 3 separate but adjoining parcels, which extend between Stoke Road in the south-west; crossing Binney Road; and adjoining the Peninsula East Primary School / an area of park homes around Willow Close. The Site measures around 35ha in total.

The Site location plan and context plan – taken from the original Vision Document – are provided below:





3.0 Landscape Character Assessment

The Site is located within LCA G2: Hoo Peninsula as defined by the Landscape Character Assessment 2024.

The key characteristics are as follows:

- "An open arable landscape of large-scale fields defined by grass margins and often sparse and poorly managed hedgerows; tree cover is limited to occasional remnant woodlands, shelterbelts and orchards, which provide some variety in the landscape. Recent large-scale recent orchard planting at Turkey Hall Farm is an exception.
- Settlement pattern of hamlets, villages and scattered farmsteads, often on exposed hills; Connected by a very angular minor road network and a network of PRoW. There are limited PRoW connecting the farmland and marshland, despite the close proximity, and the railway line acts as a physical barrier in the south and south-east.
- Time-depth is concentrated in the small villages, such as historic St Mary Hoo, which has a Conservation Area.
- Open, exposed landscape with some far reaching views to surrounding areas of higher ground, including Chattenden Ridge and Northward Hill, and across the Medway and Thames estuaries; greater sense of enclosure near orchards and woodland, and along small hedgerow lined lanes.
- A series of pylons and the adjacent industrial areas at Isle of Grain and Kingsnorth are significant vertical features in the open landscape. Settlement edges of High Halstow, Allhallows, Lower Stoke and Hoo St Werburgh are not well-integrated into the landscape.
- An essentially rural and tranquil landscape, undermined by the presence of the busy A228, pylons, railway line and adjacent industrial uses."

Issues and Changes – of most relevance to the Site context – include:

- "Poorly integrated settlement edges at High Halstow, Hoo St Werburgh, Lower Stoke and Allhallows, which are exposed in the open landscape.
- Potential for further expansion of surrounding settlements."

Landscape Management Guidance – of most relevance to the Site context – include:

- "Consider opportunities to increase the extent of deciduous woodland cover, using locally characteristic species to strengthen biodiversity and local distinctiveness, particularly along major roads and along settlement edges and around other detracting features.
- Seek to strengthen the landscape structure by introducing new hedgerows and shelter belts along field boundaries and roads; when establishing new hedges, aim to provide links to the existing hedgerow network and patches of semi-natural habitat in order to promote the movement of species through the landscape; aim to diversify the range of species and select species and provenances adapted to a wider range of climatic conditions.
- Seek to strengthen and enhance access opportunities; consider opportunities to improve eastwest links through the landscape, including links to the marshlands."

Development Management Guidance – of most relevance to the Site context– include:

- "Maintain the sense of openness by resisting proposals for new development that would impact the open undeveloped quality of the landscape; where development is proposed consider siting and design and the use of locally characteristic planting to reduce any impacts.
- Avoid additional visually intrusive development, both within the area and outside it, especially at Allhallows and across the Thames estuary in Essex to the north.
- Where development is proposed consider appropriate landscape and visual mitigation and look to minimise its impact through careful design, in terms of siting, form, scale, massing, materials and the use of locally characteristic planting.
- Conserve the rural setting to the Stokes, High Halstow, Hoo St Werburgh and Allhallows, and conserve the local distinctiveness of historic buildings and their rural setting.
- Encourage the integration of existing and new development into the landscape through the use of native shelter belts, hedgerows and woodlands to reflect and reinforce rural character, and strengthen settlement edges."

The overall Landscape Strategy for the Hoo Peninsula Open Clay Farmland LCA is to restore the rural landscape, with improved field boundaries and diversity of agricultural land uses, including traditional orchards. Existing and new development should be incorporated into the landscape using appropriate boundary treatments.

4.0 Landscape Commentary

LDA Design generally agree with the appraisal of key characteristics and guidance for landscape and development management.

Overall, any new development within the Hoo Peninsula will have an impact on the open character of this landscape, and proposals need to be carefully considered to maintain existing settlement pattern and the 'openness' of the surrounding landscape.

LDA Design judge that the Site relates well to the existing settlement area, following the pattern of development to the east side of Stoke Road / Avery Way, and not extending any further eastward than existing built up area. The extent of the Site – predominately extending eastwards – also ensures that any development will maintain the existing degree of separation between Allhallows and Lower Stoke to the south.

The Site also benefits from a relatively flat topography, meaning any proposed development is unlikely to be especially prominent in the landscape (as would be the case, say, on more elevated ground)

Allhallows Marshes - designated as a SSSI / SPA and largely within Flood Zone 2 - is located to the east of Allhallows, providing a natural barrier to this edge of the settlement and likely to limit any expansion of the built-up area further east. While careful consideration needs to be given to any increased visitor pressure on the Allhallows Marshes, the opportunity exists to protect the integrity of the Marshes through complimentary transitional habitats and alternative spaces for recreation (which could reduce visitor pressure)

The Landscape Character Assessment identifies that existing settlement edges are not well integrated into the landscape, and the landscape would benefit from improved, strengthened structure. This edge of Allhallows is particularly 'exposed' in the wider landscape and could benefit from a 'stronger' gateway into the village from the south. The Site therefore provides an exciting opportunity to both create a 'softer' settlement edge and introduce new shelter belts, hedgerows and woodlands into the landscape as endorsed by the Landscape Character Assessment

Indeed, the emerging masterplan concept includes significant areas of green infrastructure to the eastern edge of the Site, that will allow for landscape enhancements; habitat creation; recreational areas, and new pedestrian route. New routes and spaces would support Landscape Character Assessment objectives for improved access to the wider landscape, and could connect existing spaces and PRoW adjacent to the Site.

The green infrastructure could also include new orchards, which – along with allotments - would help restore the diversity of different productive land-uses, and provide an opportunity for local food production.

5.0 Conclusion and Next Steps

The Site is included within the recently published Regulation 18b Local Plan consultation document, which sets out MDC's preferred approach to growth.

Based on this initial review, it is considered that the Site represents a logical location for settlement expansion; the emerging masterplan concept could be well integrated into the landscape; and concept is fully capable of supporting the recommendations and guidance of the recently published Landscape Character Assessment.

Over the coming months further work will be undertaken a fully understand the settlement, landscape and visual context, and prepare a fully landscape-led masterplan for the Site. This will include the production of a Landscape and Visual Impact Assessment to support further design development and any future planning application.

Catesby Estates and LDA Design would welcome the opportunity to work closely with MDC (and other stakeholders) to develop the proposals for the Site.



Appendix 3

Transport Note – prepared by GTA



Medway Local Plan Reg 18 Consultation Proposed Residential Development Land at Allhallows

Transport Technical Note



Client: Catesby Strategic Land Ltd

Ref: 13316

Date:

Sept 2024



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Issue	Issue date	Compiled	Checked	Authorised
draft	02/09/2024	RN	LNS	LNS
Final draft	03/09/2024	RN	LNS	LNS
FINAL	04/09/2024	RN	LNS	LNS



1 Introduction

- 1.1 This Transport Technical Note has been prepared in support of representations by Catesby Strategic Land Ltd (Catesby Estates) to the Medway Local Plan Regulation 18 consultation (the draft Medway Local Plan) in relation to land at Allhallows on the Hoo Peninsular which is being promoted for residential-led development (the Proposed Development).
- 1.2 The draft Medway Local Plan states that Medway Council's vision for the Local Plan 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".
- 1.3 Three growth options are considered: urban focus, dispersed growth and a blended strategy. All options include new employment sites at the existing employment centres at Kingsnorth and Grain on the Hoo Peninsular. The Preferred Option is the blended strategy which includes proposed residential-led development sites including the Proposed Development site at Allhallows.
- 1.4 Medway Council has carried out a sustainability appraisal of the draft Medway Local Plan options. The interim Sustainability Appraisal report has found that the Preferred 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.
- 1.5 Chapter 2 "Vision and Strategic Objectives" of the draft Medway Local Plan states the vision for access and movement for the Hoo Peninsular to be:
 - "The Hoo Peninsular has reduced car dependency and achieved a higher level of self-containment to facilitate local living in an age of increased remote working, while local employment opportunities are available at Kingsnorth and the Isle of Grain. Travel choice to/from the rural area has been improved through planning and investment in public transport."
- 1.6 This Transport Technical Note demonstrates that the Proposed Development would strongly support the Council's preferred growth strategy for the Medway area, and its vision for the Hoo Peninsular.

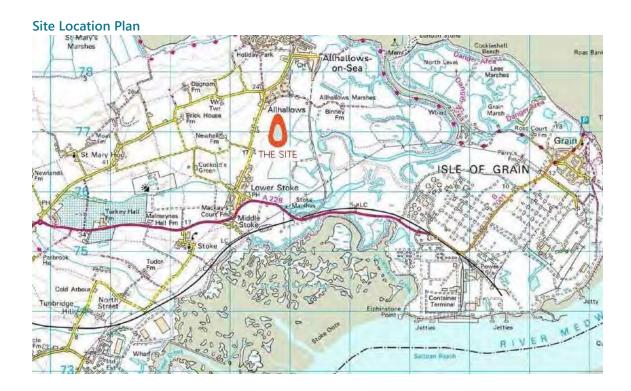
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2 Site Description

Location

2.1 Allhallows is a village in the northern part of the Hoo Peninsular. To its immediate north there is a large Haven Holiday Park. The Proposed Development site lies off Stoke Road on the southeastern edge of Allhallows. The site location is shown below. The site is currently agricultural land split into three separate parcels. The total site area is capable of delivering circa. 350 dwellings.



Sustainability

- 2.2 Allhallows village has a wide range of existing facilities which would enable many of the day-to-day requirements of residents at the Proposed Development to be met locally, supporting the draft Medway Local Plan's vision for the Hoo Peninsular to achieve a higher level of self-containment to facilitate local living. Those existing facilities include two convenience stores, a post office counter in one of those stores, a primary school, two take-away restaurants, village hall, youth centre and a church. All are within walking distance of the Proposed Development site. The proposed provision of additional facilities on-site (potentially community or retail) would improve the range available to new and existing residents, reducing the need for all residents to travel outside the village.
- 2.3 The Co-op store at Grain provides a delivery service for larger convenience shopping needs, as do larger stores in mainland Medway. Established major employment centres at Grain and Kingsnorth

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- are within cycling distance and the draft Medway Local Plan proposes further employment at those centres in all consultation options.
- 2.4 With the range of local facilities, existing and to be provided as part of the Proposed Development, and the proximity of major employment centres, the Proposed Development is very well placed to support the overall sustainability objectives of the draft Medway Local Plan as part of the Preferred 'blended strategy' Option, and to help deliver the draft Plan's vision and strategic objectives for the Hoo Peninsular.

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Site Accessibility

Public Transport

- 3.1 There are no rail lines providing passenger rail services on the Hoo Peninsular. The nearest station providing passenger services is at Strood, about 15 km from the Proposed Development site.
- 3.2 The Isle of Grain employment centre is connected by rail to the mainline east of Gravesend. There are no passenger services using the line, having been withdrawn in 1961. Reinstatement of passenger services has been sought by Medway Council and the Grain Branch was included in Network Rail's Kent Area Route Study as part of its 30-year strategic vision, but not a priority proposal for Network Rail and with no sources of third party funding yet identified for what would be an expensive scheme. Policy DM17 in the draft Medway Local Plan safeguards land for new rail infrastructure, including a new station. Sharnal Street has been identified as the only potential site for a new station. Sharnal Street would be within easy cycling distance of the Proposed Development should this option for passenger service reinstatement be further considered in the future.
- 3.3 Re-establishing a Grain Branch passenger rail service is not, however, a key requirement of successful delivery of the draft Medway Local Plan's vision for the Hoo Peninsular. In transport terms the draft Medway Local Plan recognises (at paras 9.4.3 and 9.4.6) that development on the Peninsular is less likely to impact on the wider road network despite some commuters from the Peninsular currently driving to stations at Strood and elsewhere. It also recognises and stresses (at para 9.4.6) the importance of improved bus services in delivering sustainable objectives.
- 3.4 Bus service 191 currently provides a connection between Allhallows and Grain to the east and Chatham, Rochester and Strood to the south. It serves Strood railway station and therefore provides a viable alternative to the car for some rail commuters resident in Allhallows, depending on time of travel. The service is mainly provided by Arriva supplemented by some journeys by ASD Coaches. Current frequencies at Allhallows are hourly on weekday daytimes with no evening service, and hourly / 2 hourly for most of Saturday and Sunday daytimes.
- 3.5 Connections from Allhallows to the Hundred of Hoo Academy secondary school are also provided by a dedicated service as part of Medway Council's My school bus service programme.

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3.6 As part of the delivery of the Proposed Development, enhancements to the current service levels would be explored with the bus operators and key employers in the major employment sites on the Peninsular. Existing bus service levels could be enhanced, increasing service frequencies to Chatham and Strood (including the station) and to the major employment centre at Grain, as well as on demand bus services to facilitate movements of shift workers.

Cycling

3.7 National Cycle Network Route NCR 179 (The Heron Route) is shown below. This provides a connection to NCR 1 to the south and to the wider Medway cycle network on a lightly trafficked route described by Sustrans as "correctly signposted, completely flat, most of it on road with a small section traffic-free, all of it perfectly suitable for road bikes". The Proposed Development is within easy reach of NCR 179, joining via Stoke and the A228 at Christmas Lane.



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- 3.8 Current and future employment opportunities at Grain are accessible by cycle for experienced cyclists using the A228 which is a good standard single carriageway.
- 3.9 Medway Council's Local Cycling and Walking Infrastructure Plan (LCWIP), published for consultation in early 2024, sets out the proposed priority improvements necessary to the walking and cycling network across the authority. The LCWIP contains no proposals for walking and cycling networks on the Hoo Peninsular other than at Peninsular Way but developments on the Peninsular including the Proposed Development could provide or contribute proportionately to improved cycling facilities on other roads.

Walking

- 3.10 Roads in Allhallows are provided with pedestrian footways enabling residents of the Proposed Development to access the wide range of facilities provided locally in Allhallows, therefore supporting the Council's objective to support transport needs locally.
- 3.11 All existing facilities in the village are within easy walking distance of the Proposed Development site. Additional facilities provided as part of the Proposed Development would also be within easy walking distance of the rest of the village.

Road

- 3.12 The Hoo Peninsular is connected to the main urban centres of Medway via the A228. The southern section of A228 (Peninsular Way) connects to the A229 around Strood / Rochester at Four Elms roundabout. This junction suffers from congestion at present and is identified in the Strategic Transport Assessment - Traffic Forecasting Report (carried out by the Council to inform the draft Medway Local Plan) as being congested in the Reference Case (which includes only committed development with no additional local plan development) and getting worse with the local plan. Specific solutions are yet to be addressed by the Council but it is important to note that the scale of the forecast issues set out in the Strategic Transport Assessment is related to a 'reasonable worst case' scenario and not to the lower intensity 'vision and validate' approach being promoted by the Council in the draft Medway Local Plan.
- 3.13 The 'reasonable worst case' scenario reported on in the Strategic Transport Assessment was developed to satisfy the requirements of National Highways and Kent County Council when considering potential impacts of development on those parts of the strategic highway network for which they are responsible. Trip rates used in that 'reasonable worst case' Strategic Transport Assessment modelling are sourced from TRICS and each potential development site considered is assigned a standard set of trip rates based on the character of the site and its locality. The Proposed

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Development is classified as a Neighbourhood Centre reflecting the range of local facilities available in Allhallows. For the potential up to 350 dwellings, and using those standard TRICS-based trip rates, the Proposed Development would only generate about 150 2-way vehicle trips per hour in peak hours in that 'reasonable worst case' scenario.

- 3.14 The draft Medway Local Plan, however, is founded on a place-based 'vision-and-validate' approach for access and movement marking a shift from the traditional reasonable worst case 'predict-and-provide' approach. The draft Medway Local Plan states that further work on the Strategic Transport Assessment will establish a vehicle trip budget, at a lower level than the standard TRICS-based approach, which all new development would be expected to achieve by incorporating measures designed to reduce the number of trips made. Following that, measures to deliver greater use of sustainable modes of the residual number of trips should be actively promoted by all proposed developments.
- 3.15 The Proposed Development would provide high quality homes equipped with highspeed broadband enabling and supporting greater home working, attracting highly skilled workers complementing the increased employment promoted in the draft Medway Local Plan at Kingsnorth and Grain, and reducing the number of trips as well as the length and impacts of those trips made when physical workplace presence was necessary. Residual trips would be progressively influenced by the measures to be promoted in the site Travel Plan. Together, those approaches would significantly reduce the 'reasonable worst case' TRICS-based estimates of vehicle trips generated by the Proposed Development.
- 3.16 The draft Medway Local Plan recognises that new development on the Hoo Peninsular is less likely to impact on the wider road network than development within the larger urban areas (at para 9.4.3). The Proposed Development would only generate a maximum of about 150 vehicle trips in the peak hours in the 'realistic worst case' scenario and substantially lower in the draft Local Plan's 'vision and validate' approach scenario, with many of those trips linked to the major employment centres on the Peninsular. The Proposed Development is therefore well placed in terms of location, sustainability, and the opportunities to deliver improvements to bus services and cycle / pedestrian connectivity, to minimise its traffic impacts on Four Elms roundabout and the wider road network and therefore represents a real opportunity to contribute towards early delivery of part of Medway's housing needs without unacceptable consequences for key parts of Medway's highway network.

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Site Sustainable Transport Strategy

4.1 Government policy is to encourage and facilitate development in the most sustainable manner. For transport this places highest emphasis on providing for active travel (walk and cycle) and public transport first with only necessary highway mitigation to provide for any residual vehicular demands. Chapter 2 "Vision and Strategic Objectives" of the draft Medway Local Plan states the vision for access and movement for the Hoo Peninsular to be:

"The Hoo Peninsular has reduced car dependency and achieved a higher level of self-containment to facilitate local living in an age of increased remote working, while local employment opportunities are available at Kingsnorth and the Isle of Grain. Travel choice to/from the rural area has been improved through planning and investment in public transport."

- 4.2 As this Transport Technical Note has demonstrated, the Proposed Development is well located to enable and encourage sustainable transport choices, in terms of its proximity to a range of existing and enhanced facilities in Allhallows and to major employment centres at Kingsnorth and Grain, and the current and potential quality of sustainable connections.
- 4.3 A site Travel Plan would be implemented which would encourage and promote use of those active travel and bus opportunities by targeted measures, potentially including enhanced bus services (with dedicated demand responsive bus connections between the site and major employment centres at Grain and Kingsnorth if appropriate), real time route data and bus shelters, bus travel vouchers, cycle purchase assistance, and a local transport hub featuring car share and electric charging facilities, e-cycle and e-scooter hire, bike storage and lockers, etc, all of which could be made available for wider village use. The Proposed Development could also provide or contribute proportionately to improved cycling facilities on Peninsular roads.
- 4.4 New &/or enhanced bus services will be provided at the earliest stage of delivery of the Proposed Development to ensure that the new population are able to adopt from the outset alternative travel patterns to access work and services.
- 4.5 These will be supported by proportionate contributions, where appropriate, to identified enhancements to existing sustainable connections, including improved bus services and cycle facilities.

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5 **Summary and Conclusions**

- 5.1 This Transport Technical Note has set out the likely quantity and distribution of traffic generated by the Proposed Development and has reviewed the Strategic Transport Assessment prepared to support the draft Medway Local Plan.
- 5.2 From the review of the traffic modelling reported in the Strategic Transport Assessment, it can be concluded that whilst there are currently issues of congestion and delays at Four Elms roundabout, the Proposed Development is well placed in terms of location, sustainability, and the opportunities to deliver improvements to bus services and cycle / pedestrian connectivity, to minimise its traffic impacts on Four Elms roundabout and the wider road network. The traffic impacts of the Proposed Development can therefore be suitably and effectively mitigated.
- 5.3 The Proposed Development at Land at Stokes Road, Allhallows should, therefore, be considered as an excellent candidate for allocation in the Local Plan.

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Town and Country Planning Act 1990 (As Amended)

Medway Local Plan 2041 - Regulation 19 Consultation

TECHNICAL REPORT - HOUSING NEED AND SUPPLY

On Behalf of Catesby Strategic Land Limited

21 July 2025



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Appendices:

Appendix 1	Assessment of Council's draft housing allocations (Tables A and B)(July 2025)
Appendix 2	Trajectory 1 - Council's position on supply and requirement with the application of a 20% buffer
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Appendix 4	Trajectory 3 – Neame Sutton position on supply and requirement with application of a 20% buffer

1.0 **Instructions and Introduction**

- 1.1 Neame Sutton Limited, Chartered Town Planners, is instructed by Catesby Strategic Land Limited ('Catesby') to prepare a Technical Report address the matters of Housing Need and Land Supply in relation to the Regulation 19 consultation version of the Medway Local Plan 2041.
- 1.2 This report sets out the findings of a review of the Council's stated housing need and the consequent housing requirement set out in the emerging Local Plan along with an analysis of its stated land supply sources in order to test the Soundness and Legal Compliance of the Regulation 19 draft Plan.
- 1.3 This report therefore deals with the following matters:

Table 1: Summary of Matters Covered by This Report

Matters Covered	Section
Consideration of the Housing Need and components of the Housing Requirement	Section 2
Review of Housing Land Supply sources and trajectory	Section 3
Identification of the changes required for Soundness/Legal Compliance	Section 4

- 1.4 As an introduction to this matter, the importance of significantly boosting the supply of housing nationally is a core manifesto pledge of the Labour Government and sits at the heart of its plans for reform of the planning system and for economic recovery and prosperity as a whole.
- 1.5 The new National Planning Policy Framework published in December 2024 ("the Framework 2024") sets out Government policy on exactly how local authorities and applicants are expected to bring about the deliver of a minimum of 1.5 million new homes during the current parliamentary term.
- 1.6 The Development Plan system is a core component of this delivery objective and it is therefore vital that local planning authorities plan positively and ambitiously in order to ensure that the minimum Local Housing Need "LHN") is provided for. Of equal importance is ensuring that the supply of new homes to meet the need is deliverable and developable and that adequate contingencies are in place to cover circumstances where delivery falls below expectation ensuring the Development Plan is flexible and can accommodate changes in circumstances throughout its life.

1.7 It is with this background context in mind that Neame Sutton has undertaken a review of the Council's proposed position in the Regulation 19 draft of the Plan.

2.0 **Housing Need and Requirement**

- (i) Key Policy Context for Housing Requirement
- 2.1 The Framework 2024 sets out the key policy context in respect of Plan-making. Paragraph 22 confirms that strategic policies (which includes policies in relation to housing need and delivery) should look ahead over a minimum 15 year period from adoption.
- 2.2 Paragraph 62 confirms that the determination of the minimum number of homes needed should be informed by a local housing need assessment conducted using the standard method in the National Planning Practice Guidance "PPG"). In addition to the LHN any needs that cannot be met within neighbouring areas should also be taken into account in establishing the amount of housing to be planned for.
- 2.3 The Framework 2024 goes on to state that strategic policy-making authorities should establish a housing requirement figure for their whole area, which shows the extent to which their identified housing need (and any needs that cannot be met within neighbouring areas) can be met over the plan period. The requirement figure may be higher than the identified LHN1.
- 2.4 The PPG confirms that the standard method calculation of LHN identifies the minimum. number of homes expected to be planned for. This is the starting point. The LHN is not the housing requirement figure².
- 2.5 The housing requirement figure is the minimum number of homes that the plan seeks to provide during the Plan period. The PPG goes on to explain that the government is committed to ensuring that more homes are built and supports ambitious authorities who want to plan for growth. By definition, growth is to plan for more homes than the minimum number or LHN3.
- 2.6 The PPG confirms that where authorities plan for higher growth this should not normally have to be thoroughly justified at examination4.

¹ Paragraph 69 on Page 18 - Framework 2024.

² Paragraph 002 Reference ID: 2a-002-20241212 Revision Date: 12 12 2024 - Housing and Employment Needs section of the PPG

³ Paragraph 040 Reference ID: 2a-040-20241212 Revision Date: 12 12 2024 - Housing and Employment Needs section

⁴ Paragraph 040 Reference ID: 2a-040-20241212 Revision Date: 12 12 2024 - Housing and Employment Needs section of the PPG

- 2.7 It is therefore clear that the Government expects authorities to be ambitious and that the Examination process will be more supportive of those authorities that are ambitious.
 - (ii) The Starting Point – Standard Method 2025
- 2.8 Turning now to consider the calculation of the Council's housing need and housing requirement for the emerging Plan.
- 2.9 As required by the Framework 2024 the starting point for the calculation of the minimum housing requirement is the calculation of LHN by reference to the Standard Method⁵.
- 2.10 Whilst the draft Plan is unclear on what the Plan period is that the Council is intending to cover the Land Availability Assessment ("LAA")(June 2025) confirms the starting year as 2026/27 and that a 15 year period will be planned for up to 2041.
- 2.11 The Regulation 19 draft is also dated June 2025 and therefore the calculation of LHN will need to use 2025 as the base year. This may need to be updated in due course to 2026 depending on the point at which the Plan is submitted for examination⁶.
- 2.12 Taking the above into account the current Standard Method calculation of LHN for Medway as at May 2025 equates to 1,636 dpa.
- 2.13 The draft Plan does not contain a housing delivery policy or a spatial distribution policy, which in both instances is unusual. The supporting text at Paragraph 1.3.5 on Page 13 confirms that the Council is applying the Standard Method figure of 1,636 dpa over a 15 year period, which equates to a total LHN of 24,540 dwellings.
- 2.14 This is however contradicted by the Medway Local Housing Needs Assessment report (February 2025) that states the LHN figure to be applied is 1,594 dpa.
- 2.15 In any event Catesby considers that the correct LHN figure as a starting point for the calculation of the minimum housing requirement is 1,636 dpa, which leads to a total LHN of 24,540 dwellings.

⁵ As set out in the Housing and Economic Needs section of the PPG from Paragraph 004 onwards.

⁶ Paragraphs 008 and 009 Reference ID: 2a-008-20241212 and 2a-009-20241212 Revision date: 12 12 2024 - Housing and Economic Needs section of the PPG

(iii) Consideration of Factors that Indicate Need for an Uplift

- 2.16 As the PPG confirms the LHN is only the starting point and local authorities should look to plan ambitiously for the future having regard to any relevant factors that may indicate a need for an uplift.
- 2.17 Such factors can include the need for affordable housing, economic growth strategies and aspirations, infrastructure delivery and, other affordability factors. The PPG positively encourages local authorities to consider the merits of planning for higher growth as part of the process of determining the minimum housing requirement for the Plan period7.
- 2.18 The position taken by Government in the Framework 2024 and PPG marks a clear shift from the previous Government that identified the concept of increasing the housing requirement above the LHN as more of an exception to the norm rather than encouraging local authorities to explore it.
- 2.19 The Council has not sought to explore the case for an uplift beyond the LHN at all in its evidence base. The Local Housing Needs Assessment report does not contemplate the need for an uplift and merely explores whether the LHN is appropriate to apply in itself. It is clear that the Council has not even explored this matter and instead relies on the LHN as the basis for its housing requirement.
- 2.20 The Sustainability Appraisal confirms this is the position on the basis that only two growth options have been considered:
 - Option 1 Meeting the LHN
 - Option 2 Meeting the LHN plus Gravesham's unmet need (explored in subsection (iv) below)
- 2.21 The Council's approach has therefore failed to grapple with the requirements of the Framework 2024 and the PPG.
- 2.22 It is particularly concerning that the Council has not contemplated a higher level of growth given the significant infrastructure requirements identified in the Infrastructure Delivery Plan ("IDP")(June 2025) that rely upon \$106 and/or unknown/to be confirmed funding sources. There is clearly a significant level of strategic infrastructure for which the Council has no firm approach for delivery.

Neame Sutton Limited Chartered Town Planners

⁷ Paragraph 040 Reference ID: 2a-040-20241212 Revision Date: 12 12 2024 - Housing and Economic Needs section of PPG

- 2.23 Catesby therefore considers that the Council should, at the very least, test a higher level of housing requirement that could support the necessary strategic infrastructure identified in the IDP.
 - (iv) **Unmet Need from Neighbouring Authorities**
- 2.24 It is clear that unmet need arises from neighbouring authorities to Medway. Gravesham Borough Council in particular has been clear that it has unmet need and it continues to request that Medway assists it. The level of unmet need has been quantified by Gravesham at 2,000 dwellings.
- 2.25 The positions in relation to Swale and Tonbridge and Malling do not appear to have been explored by the Council through the Duty to Cooperate ("DtC"). The DtC Statement confirms that both authorities are at an early stage of plan making and that because no requests have been made to accommodate unmet need the matter is effectively closed. As Catesby sets out in its separate representations on DtC the approach taken by the Council is incorrect and does not reflect the requirements of the Framework 2024 or the relevant legislation.
- 2.26 In the case of Swale it is clear from the report presented to its Planning and Transportation Policy Working Group on 15 July 2025 that it is progressing with the necessary background work to inform the preparation of a new Plan and therefore DtC discussions must form part of that process. Medway has failed to continue its dialogue with Swale.
- 2.27 It is also clear that Tonbridge and Malling is working on the background evidence necessary to inform the preparation of a new Plan. DtC discussions must form part of that process and therefore Medway has also failed to continue its dialogue with Tonbridge and Malling.
- 2.28 The reason the position with Swale and Tonbridge and Malling is important is that Medway simply does not know whether a) there is any unmet need arising and b) what quantum of unmet need there might be.
- 2.29 What is apparent from historic evidence in relation to Tonbridge and Malling, as an example, is that its 2022 Housing Needs Assessment confirmed a need (at that time) of 839 dpa compared with a delivery of 591 dpa resulting in a deficit -248 dpa. That

- would indicate that Tonbridge and Malling may have had difficulty (at that time) in meeting all of their own needs8.
- 2.30 Swale has also commissioned a report by AECOM to look at whether a case exists to progress a housing requirement below the LHN°. Whilst the report concluded that Swale did not have a case to pursue a housing requirement below the LHN, it has confirmed that due to the constraints present in the local authority area lower growth scenarios are reasonable providing that unmet need is provided for 10.
- 2.31 Unmet need arising from these two authorities is therefore more likely than not and the Council has failed to grapple with it.
- 2.32 In addition to those local authorities that directly neighbour Medway there is potential for unmet need arising both from London and also Thurrock (to the north of the River Thames). The former arises from the direct functional connections between Medway and the capital via road and rail. The latter arises from the proposed Lower Thames Crossing that would directly link the two authority areas under the River Thames. The Government granted consent for the DCO on 25 March 2025 and work is due to commence in 2026 with a projected completion in the early 2030s i.e. well within the Plan period.
- 2.33 No consideration of unmet need arising from these locations has been given by the Council.
 - (v) The Minimum Housing Requirement
- 2.34 The starting point of an LHN equating to 1,636 dpa is established and the Council has correctly calculated this.
- 2.35 What the Council has failed to do is give any proper consideration to the factors that would indicate the need for an uplift to the LHN. Nor has the Council properly addressed the matter of unmet need via the DtC.
- 2.36 It is clear from the evidence in this Statement that there is a strong case for an uplift to the LHN for the emerging Plan period. The extent of the uplift should cater for the

July

⁸ Paragraph 6.4 on Page 110 - Housing Needs Survey Tonbridge and Malling Borough Council (July 2022) https://www.tmbc.gov.uk/downloads/file/2187/housing-needs-report-2022

⁹ Housing Targets Exceptional Circumstances Study - September 2024 -

_data/assets/pdf_file/0009/484794/Housing_Targets_Exceptional_Circumstances_Study_2024.p

¹⁰ Paragraphs 6.1.9 - 6.1.11 on Page 64 of Housing Targets Exceptional Circumstances Study - September 2024 https://swale.gov.uk/_data/assets/pdf_file/0009/484794/Housing_Targets_Exceptional_Circumstances_Study_2024.p

known shortfall of 2,000 dwellings arising from Gravesham. It is probable that once the Council has engaged with the DtC correctly that further unmet can be quantified arising from Tonbridge and Malling and Swale. At the very least looking at the available evidence there is a case for increasing the minimum housing requirement by a further 2,000 dwellings to cater for some of the previously known unmet need arising from Tonbridge and Malling and the likelihood that Swale will also be unable to meet its full need.

2.37 At the present time, given the deficiencies in the Council's approach to the DtC and the matter of unmet need Catesby considers that the minimum housing need figure for the Plan should comprise:

Table 2 - Catesby's Position on the Minimum Housing Requirement

Components of Need (2026-2041)	Dwellings	Dpa
Local Housing Need (LHN)	24,540	1,636
Minimum Adjustment for Unmet Need and other	4,000	267
factors such as infrastructure delivery		
TOTAL Minimum Housing Requirement (2026-2041)	28,540	1,903

- 2.38 As confirmed earlier in this Statement the Council's SA has tested an additional 2,000 dwellings designed to meet Gravesham's unmet need alone. No further growth scenario has been tested in the SA on the basis of the Council's flawed DtC approach i.e. that there has been no formal confirmation on the existence or extent of unmet need arising from any other neighbouring authority¹¹.
- 2.39 This is a fundamental failure of the SA process undertaken by the Council that ignores the evidence available in relation to unmet need and other factors such as the provision of strategic infrastructure as set out in the IDP.
- 2.40 The remainder of this Statement explores the housing supply and delivery trajectory set out by the Council in terms of the proposed Plan requirement and also the increased requirement set out in Table 2 above.

¹¹ Paragraph 5.3.12 on Page 27 of the SA (June 2025)

3.0 **Housing Supply and Trajectory**

(i) **Key Policy Context Housing Supply**

General Policy in Relation to Supply and Trajectory:

3.1 In relation to housing supply and trajectory matters the Framework 2024 states that:

'Strategic policies should include a trajectory illustrating the expected rate of housing delivery over the plan period, and all plans should consider whether it is appropriate to set out the anticipated rate of development for specific sites. Local planning authorities should identify and update annually a supply of specific deliverable sites sufficient to provide a minimum of five years' worth of housing against their housing requirement set out in adopted strategic policies, or against their local housing need where the strategic policies are more than five years old...'12

Application of a Buffer:

- 3.2 In addition to the above the assessment of supply must include an appropriate buffer by reference to the latest Housing Delivery Test ("HDT") result.
- 3.3 In circumstances where delivery falls below 75% of the requirement over the past three years, the presumption in favour of sustainable development applies, as set out in footnote 8 of the Framework 2024, in addition to the requirements for an action plan and 20% buffer.
- 3.4 The latest HDT result (the 2023 HDT) was published on 12 December 2024 and for Medway equates to 72%. The presumption in favour of sustainable development therefore applies as does the 20% buffer.
- 3.5 The Council's poor performance in relation to delivery as set out in the 2023 HDT result is not an isolated position. The table below summarises the HDT results from the past 5 years for Medway and confirms a history of poor delivery.

Table 3: HDT Results for Medway

HDT Year	HDT Result
2019	46%
2020	55%
2021	67%
2022	79%
2023	72%

¹² Paragraph 78 of the Framework 2024

- 3.6 In all but one year the HDT result has been low enough to engage the presumption (where this was applicable). However, the need for a 20% buffer has applied to every year.
- 3.7 It is therefore clear that the Council's assessment of supply and trajectory for the new Plan should include a 20% buffer to address the long standing history of poor delivery.
- 3.8 In the context of the emerging Plan a 20% buffer would equate to an additional 4.908 dwellings (based on the Council's proposed housing requirement, or an additional 5,708 dwellings applying the requirement set out in Table 2 above.

Evidence Requirements for Supply Sources:

3.9 When looking at sources of supply, Annex 2 of the Framework 2024 sets out the definitions of deliverable and developable as follows:

'Deliverable: To be considered deliverable, sites for housing should be available now, offer a suitable location for development now, and be achievable with a realistic prospect that housing will be delivered on the site within five years. In particular:

- a) Sites which do not involve major development and have planning permission, and all sites with detailed planning permission, should be considered deliverable until permission expires, unless there is clear evidence that homes will not be delivered within five years (for example because they are no longer viable, there is no longer a demand for the type of units or sites have long term phasing plans).
- b) Where a site has outline planning permission for major development, has been allocated in a development plan, has a grant of permission in principle, or is identified on a brownfield register, it should only be considered deliverable where there is clear evidence that housing completions will begin on site within five years.'

'Developable: To be considered developable, sites should be in a suitable location for housing development with a reasonable prospect that they will be available and could be viably developed at the point envisaged."

- 3.10 If a local authority is to make an allowance for windfall sites Paragraph 75 of the Framework 2024 sets out a separate test of compelling evidence that is to be passed, stating:
 - 'Any allowance should be realistic having regard to the strategic housing land availability assessment, historic windfall delivery rates and expected future trends."
- 3.11 The Framework 2024 is supplemented by the Housing Supply and Delivery section of the PPG that provides further examples of the types of evidence that can be relied upon by the authority for the inclusion of Category B sites in particular¹³. Advice is

¹³ Paragraph 007 Reference ID: 68-007-20190722 Revision date: 22 07 2019

- also provided in relation to the evidence required to demonstrate that a site is developable¹⁴.
- 3.12 The matter of deliverable and developable supply has also been the subject of many Planning Appeals and case law, which for expediency is not repeated in this Statement.
 - (ii) Consideration of the Components of Supply
- 3.13 Turning now to consider the components of supply relied upon by the Council in its housing delivery trajectory for the emerging Plan.
- 3.14 The Regulation 19 consultation draft of the Plan contains little or no information on housing delivery and unusually does not even have a policy setting out the housing requirement and how it is to be delivered, which is a direct conflict with the Framework 2024¹⁵.
- The Council instead relies upon its Land Availability Assessment (June 2025) to set out 3.15 its delivery trajectory and justification for the inclusion of sites and a windfall allowance.
- 3.16 The supply sources relied upon by the Council for the proposed Plan period 2026 -2041 comprise:

Table 4 - Summary of Council's Supply Sources

Supply Sources	Category
Windfalls	В
Large Sites under construction as at March 2024 to be	А
delivered during the plan period	
Large Sites permitted but not allocated	В
Small Sites permitted (less 15% lapse rate)	Α
Draft Local Plan Allocations	В

3.17 The focus of this section of the Statement is on those supply sources falling within Category B where the obligation is on the Council to demonstrate that they are deliverable (in years 1 – 5) or developable (in years 6 – 15).

Windfalls:

3.18 The evidence relied upon by the Council for inclusion of a windfall allowance in the trajectory is contained in Section 3 of the LAA.

¹⁴ Paragraphs 010 - 011 Reference ID: 68-010-20190722 and 68-011-20190722 Revision date: 22 07 2019

¹⁵ Paragraphs 20, 22 and 78 in particular.

- 3.19 The evidence is limited and only looks at past delivery trends for large and small site completions dating back 2014. No consideration is given to expected forward trends, which is a requirement of Paragraph 75 of the Framework. The compelling evidence test is a necessarily high bar to meet and the Council's limited analysis does not.
- 3.20 In particular the Council has not considered any of the following. Firstly the Council's assessment, which only looks backwards, is not reflective of current policy and the current economic conditions. Secondly, the assessment looks at a period where, primarily, the first iteration of the Framework 2012 was in place and also the world had not been impacted by the COVID-19 pandemic and subsequent economic downturn.
- 3.21 Thirdly, no consideration has been given to future trends or circumstances such as:
 - The planning system is experiencing a period of extreme change and uncertainty. Speculative applications on unidentified sites at a time when the planning system is experiencing change may well be viewed by some small to medium sized developers as too high risk;
 - The economic climate in the UK has entered a period of uncertainty, with interest rates reaching the highest levels in almost 15 years recently;
 - In November 2022 UK inflation hit 10.7%. Whilst the latest figure for July 2025 is 4.1% showing a marked improvement this is still substantially above the position in 2021, which was less than 1%;
 - As a consequence of the substantial increase in inflation the Bank of England had increased the base rate to its highest level for 15 years 5.25%. This is now at 4.25%. This compares with a rate of 0.1% in 2021;
 - The significant increase in the base rate has of course led to a historic high in borrowing costs with mortgages and other forms of debt increasing exponentially;
 - The current uncertainty is highly likely to lead to a slow-down in the market and housing delivery, which will affect the small to medium sized builders first. In fact the latest statistical release from Homes England (26 June 2025) confirms that overall housing starts are down by 4.6% when compared with the same period for the previous year¹⁶;

¹⁶ Table 1a on Page 7 of Housing Statistics – 01 April 2024 – 31 March 2025 (published 26 June 2025) https://assets.publishing.service.gov.uk/media/685bde09c07c71e5a87097f7/Housing_Statistics_June_2025.pdf

- Whilst there has been a marked improvement in the inflation position interest rates on loans have not improved and the period of uncertainty is unlikely to change in the short term due to the impending changes to the planning system;
- It is acknowledged that the new Framework 2024 has boosted confidence and will in time lead to increased delivery, but that cannot be relied upon immediately by the Council; and,
- This is particularly the case where the Council is seeking to focus on previously developed land first before greenfield sites and, as a consequence many of the potential windfall sites will have been identified as draft allocations.
- 3.22 None of the above factors have been considered by the Council because, put simply, the Council has not presented any evidence of future trends in windfall delivery across the District. It cannot therefore be said that the data set out at is a reliable basis for predictions of windfall delivery going forward.
- 3.23 It is for all of these reasons that the windfall allowance within the Plan should be reduced and removed from the first five years of the Plan period. Whilst it is arguable that the windfall allowance should be removed altogether on the basis that the compelling evidence test has not been met Neame Sutton considers a more pragmatic approach is to discount the windfall allowance by 15% (similar to the Council's approach to its small sites). With that in mind the windfall allowance is reduced as follows:

Table 5 - Reduction to Council's Windfall Allowance

Council's Position	Neame Sutton Position	Difference
1584	1120	-464

Draft Allocations:

- 3.24 The Council's evidence in support of the delivery estimates made for the draft allocations is contained in Appendix B and Appendix G of the LAA. The former sets out the answers provided by all site promoters along with other evidence held by the Council in relation to each site, whilst Appendix G sets out a delivery trajectory for each of the proposed allocations. No other evidence such as that set out in the PPG has been published or is relied upon by the Council.
- 3.25 In this respect, the Council's evidence base particularly for those draft allocations that it considered will deliver completions in years 1-5 of the Plan period is limited and in the majority of cases goes nowhere near to meeting the clear evidence test.

July

- 3.26 For these reasons the analysis undertaken by Neame Sutton has focussed on the larger site allocations falling within Category B. It is important to highlight that the majority of the smaller Category B site allocations also fail the relevant evidential tests and would therefore also fall out of the early years in the trajectory. Given the sheer number of site allocations that fail the evidence test it was not considered expedient to set them all out in this Statement. The Council should however revisit all of the Category B site allocations.
- 3.27 As a starting point it is relevant to note that the Council has not actually categorised its allocations according to whether they fall within Category A or B. This work has been undertaken by Neame Sutton and is set out in Tables A and B in Appendix 1 of this Statement.
- 3.28 It is also relevant to note that as well as Category B sites failing to meet the evidential burden for inclusion in years 1-5 in a number of instances the Council's evidence actually contradicts the delivery trajectory relied upon i.e. site promoters have said that deliver will take place considerably later in the Plan period than the Council has.
- 3.29 Table B in Appendix 1 contains a column that summarises Neame Sutton's assessment of the highlighted Category B sites and the reasons why the delivery trajectory relied upon by the Council is unrealistic and fails the Annex 2 test.
- 3.30 The impact of Neame Sutton's analysis of the Council's draft allocations is summarised in the table below:

Table 6 - Reduction in Council's Supply from Draft Allocations over the Plan period

Council's Position	Neame Sutton Position	Difference
21,397	18,631	-2,766

(iii) Neame Sutton Assessment of Supply and Trajectory

Overall Housing Supply for the Proposed Plan Period:

3.31 The table below summarises the total impact of Neame Sutton's analysis on the Council's projected supply over the Plan period:

Table 7 - Impact of Neame Sutton Analysis on Council's Supply

Supply Source 2026 - 2041	Council's Position	Neame Sutton Position	Difference
Large Sites Under Construction as at March 2024	1524	1524	0
Large Sites Permitted but not Allocated	128	128	0
Small Sites Permitted with 15% Lapse Rate Applied	111	111	0
Windfall Allowance	1584	1120	-464
Proposed Housing Allocations	21397	18631	-2766
TOTAL Supply	24743	21513	-3230

- 3.32 It is evident that the Council's position is over optimistic and when the Annex 2 definition is correctly applied along with the compelling evidence test at Paragraph 75 the true supply position is some -3,230 dwellings lower than the Council has identified.
- 3.33 Even if the Council's position is correct it generates a nominal surplus of only 203 dwellings, which is less than 1% of the total minimum housing requirement set out in the draft Plan. In other words nearly 100% of the Council's supply sources MUST deliver the exact number of dwellings anticipated at the time expected in the trajectory for the Council merely to break even on meeting its minimum LHN (that is before consideration of the evidence in Section 2 of this Statement is taken into account).
- 3.34 That is not a Sound housing delivery trajectory, particularly in circumstances where the Council has a proven track record of poor delivery leading to the engagement of the presumption in favour of sustainable development and the application of a 20% buffer. At the very least the Council MUST include a 20% buffer within its supply to ensure that it does not continue the record of poor under delivery.
- 3.35 When Neame Sutton's assessment of the Council's supply position is taken into account the nominal surplus changes to a large shortfall of at least -3,027 dwellings (-12%) against the minimum LHN. That position is materially worse when the minimum housing requirement set out in Table 2 of this Statement is applied to the Council's trajectory with a massive shortfall of at least <u>-7,032 dwellings (-25%)</u>.

3.36 It is therefore clear that the Council has failed to identify sufficient housing to meet even the minimum LHN with an appropriate buffer applied and its supply goes nowhere near to meeting the correct minimum housing requirement with a massive 25% shortfall.

The Housing Land Supply Position:

- 3.37 The Council has not provided evidence to demonstrate compliance with the requirement to show a 5-year supply of deliverable housing sites at the point of adoption and for every year thereafter.
- 3.38 Neame Sutton has undertaken this assessment (see the trajectories contained in Appendices 2 - 4), which confirms that when the Council's minimum LHN is applied to its stated supply there would appear to be a modest 5-year supply position for years 1-9 of the Plan period. Thereafter, even on the Council's figures, the supply falls into a negative position.
- 3.39 However, when the correct application of the Annex definition and Paragraph 75 is applied to the Council's stated supply it is clear that the Council will be unable to demonstrate a 5-year supply of deliverable housing sites at any point throughout the Plan period (see Trajectory 2 in Appendix 3). In fact the Council's supply would peak at only 3.9 years in 2031/32, which is poor.
- 3.40 The position when the correct housing requirement is applied is materially worse as Trajectory 3 in **Appendix 4** demonstrates.
- 3.41 The position set out in Trajectory 2 is clearly a more accurate reflection of the Council's rolling deliverable housing land supply and is reflective of the Council's own stated position at the present time i.e. as at 31 March 2024, which equates to only 3.1 years.
- 3.42 The Council has failed to be ambitious as required by Government, which is a significant concern particularly given the number of years where its HDT result has triggered the automatic presumption in favour. If the Council is to pull its housing delivery out of this hole it is necessary to take decisive action and plan for more housing rather than simply seeking to meet the bare minimum, which is what the draft Plan currently does.

Concluding Points:

- 3.43 This Statement demonstrates the following key points:
 - 1. The Council has not set the housing requirement correctly and needs to plan for more homes as set out in Section 2;
 - 2. The Council's supply and housing trajectory does not stand up to scrutiny and fails, even on the Council's own figures, to deliver sufficient housing with a 20% buffer:
 - 3. When Annex 2 and Paragraph 75 are applied the Council's shortfall in delivery equates to <a>-3,027 dwellings;
 - 4. When Annex 2 and Paragraph 75 are applied and the correct housing requirement the shortfall rises to -7,032 dwellings;
 - 5. The Plan will not maintain a 5-year housing land supply at all throughout the Plan period and,
 - 6. Consequently the Plan fails the tests of Soundness and should not proceed in its current form to the submission stage.

4.0 Changes Required for Soundness/Legal Compliance

- 4.1 Based on the evidence presented in this Statement the following changes are required to the Plan for it to be found Sound and meet the necessary Legal Compliance tests:
 - 4.1.1 Change 1 - The DtC must be revisited and proper ongoing negotiation undertaken with neighbouring authorities to correctly identify the level of unmet need;
 - 4.1.2 Change 2 - The minimum housing requirement should be increased to take account of the factors and unmet need set out in Section 2 of this Statement. This would lead to a new annual requirement of 1,903 dpa;
 - Change 3 The Council must revisit its supply sources and allocate 4.1.3 more sites to address the deficiencies in its housing delivery trajectory and in order to provide a sufficient buffer of 20%. That would necessitate the allocation of at least a further 4,500 dwellings based on the Council's evidence of supply and requirement (Trajectory 1);
 - 4.1.4 Change 4 - Even if the Council is not intending to provide a 20% buffer into its supply in accordance with the Framework 2024 Trajectory 2 demonstrates a need for at least a further 3,000 dwellings to ensure that the minimum LHN can be met at the end of the Plan period.
 - 4.1.5 Change 5 - Based on the application of the correct minimum housing requirement that takes account of unmet need and other factors the supply shortfall to be rectified would necessitate the allocation of at least a further 7,000 dwellings.
- 4.2 There is a clear and present need for the Council to allocate more sites to address the deficiencies in the Plan as currently drafted, particularly in the early years of the Plan period. Without these changes the Plan is unsound and fails the Legal Compliance test in specific relation to the DtC.

Appendix 1

Assessment of Council's draft housing allocations (Tables A and B)(July 2025)

Proposed Site Allocations	Plan Period		Years 1-5	1	2	3	4 !	5	6 7 Years 6-10	8	9	10	11	12 Years 11-15	13	14	15	
Address Fenn Farm, Fenn Street, St Mary Hoo	Reference AS2	Cat A/B		2027/28	2028/29	2029/30	2030/31	2031/32	2032/33	2033/34	2034/35	2035/36	2036/37	2037/38	2038/39	2039/40 20	040/41 TO 1	TAL
Fenn Bell Zoo Overflow Car Park	AS6	В				18	18	4										
	AS10	В																
	AS11 AS25	В	34			10												
	AS28	В				9												
	CCB1	A A				12 13												
	CCB4	В				15												
	CCB7	A				9												
	CCB8	В	164			18	6											1
	CCB15	В				18	18	18	6									
	CCB19 CCB20	A A	50	48		13												
	CCB21	A	30	40	14													
	CCB24	А																
	CCB25	В				18	2	44	44	44	18							1
	CCB30	В				18	3											
	CCB31 CCB37	A B		179				44	44	44	44	24						1
	CCB39	В				18	6	77	-1-1	-7	-77	-7						-
	CCB41	A									- 40							
	CCB49 CHR14	В				18	18	13	44	44	18							1
	FP1	В						18	10									
	FP6 FP10	B B	102	139														1
	FP10	В		37	45	41												1
	FP12	В				18	18	18	16									
	FP14 FP16	A	7															
	FP25	В						44	44	33								1
	GN3 GN6	В	100	100	100	100	100	44	44	44	44							1 5
	GN8	В	100	100	100	17	100											3
	GS2	В				18	18	9										
	GS4 GS7	A A	24															
	GS14	А	6															
	GN15 GS19	B A	57		87	87	87	87	87	87	87	87	87	87	87	87	56	11
	GS23	A	3,															
	GS26	В			14													
	GS35 HHH5	В				12 18	18	14										
	ннн6	В		40	80	80	80	80	80	80	30							5
	HHH8 HHH11	B B	20	70 55	70 55	70 55	70 55	70	70	30								2
	HHH12	В	20	65	95	95	173	125	125	152	152	152	152	152	135	114	114	18
	HHH15	A					5									100		
	HHH22 & 3 HHH24	1 B B				18	40 18	60 18	160 18	180 13	180	180	180	180	180	180	180	17
	HHH25	А	40	40														
	HHH26 HHH29	B B	30	80	80	80 18	80 18	80 19	80	80	80	80	10					7
	HHH32	В				3	10	19										
	HHH33	В						44	44	44	44	44	44	44	22			3
	HHH41 HW3	В				18	7	44	31									
	HW6	А				18	18	18	18	16								
	HW11 L7	B A				18 6	18	18	6									
	L7 L9	В				18	4											
	L12	В				13												
	LW2	A B	18				68	68	68	68	68	68	68	68	68	58		e
	LW6	A	134	109	85	85	85	100	100									6
	LW7	A B	50	80 50	80 125	80 150	80 150	80 150	150	150	150	150	150	150	150	150	175	20
	LW10	В		- 50	125	5	130	130	130	130	130	130	130	130	130	130	113	20
	REWW3					11												
	RN9 RN17	В			40 33	80	160	240	230									7
	RN22	A				8												
	RN23	A	15	30	30													
	RN24 RN25	A A	9															
						1.4												
	RN29	В				14												
	RN28	B A B		66 40	40	10												

	RWB2	А	36															36
	RWB11	В	5															5
		В				3												3
	RWB19	А	150	96														246
	RWB25	В						44	44	44								132
	SMI6	А				100	275	275	75	350	75	350	75	350	0	275	0	2200
	SNF1	В		40	40	40	40	40	40	40	40	40						360
	SNF3	В			20	75	75	75	75	75	75	75	75	75	75	30	0	800
	SNF5	А	8															8
	SNF8	В				18	1											19
	SNF9	В				18	18	4										40
	SNF15	В						44	44	44	44	44	44	44	42			350
	SNF17	A																0
	SNF20	В				15												15
	SNF23	A	8			13												8
	SNF24	A	3															0
	SNF27	A	13															13
	SNF30	В	15			9												9
	SNF31	A				,												0
	SNF32	A																0
	SNF34	В				18	18	16										52
	SNF35	В				10	10	44	44	44	39							171
	SNF38	В				12					33							12
	SNF41	В				12		44	44	44	44	40						216
	SNF44	В				6		44	44	44	44	40						6
	SR4	В		25	50	55												130
	SR5	В		60	60	33												120
		В	44	60	60													
	SR7	A	44	5														44 49
	SR14				44	44												
	SR25	A	30	40	41	41												152
	SR47	A	C															0
	SR48	В	8			6												8
	SR49	В			50	6		F0										6
	SR51	A		50	50	50	50	50					400	400	422	420	420	250
	SR53	В											138	138	138	138	138	690
	SW6	A				8												8
	SW7	В																0
	T3	A																0
	W3	A																0
	W4	В				5												5
	W7	А				21												21
TOTAL SUPPLY			1206	1584	1374	1960	1918	2251	1885	1750	1232	1334	1023	1288	897	1032	663	21397

	Plan Period			L	2	3	4	5 (6 7	' 8	9	10	11			14	15	
Proposed Site Allocations			Years 1-5						Years 6-10					Years 11-15				Commentary
Address		Cat A/B	2026/27	2027/28	2028/29		2030/31	2031/32	2032/33	2033/34	2034/35	2035/36	2036/37	2037/38	2038/39	2039/40	2040/41 T	
Fenn Farm, Fenn Street, St Mary Hoo	AS2	В				4												4
Fenn Bell Zoo Overflow Car Park	AS6	В				18	18	4										40
	AS10	В																0
	AS11	В				10												10
	AS25	В	34															34
	AS28	В				9												9
	CCB1	A				12												12
	CCB3	A				13												13
	CCB4	В																0
	CCB7	A				9												9
	CCB8	A	164															164
	CCB12	В				18	6											24
	CCB15	В				18	18	18	6									60
	CCB19	A				13												13
	CCB20	A	50	48														98
	CCB21	A			14													14
	CCB24	A																0
	CCB25	В						44	44	44	18							150
	CCB27	В				18	2											20
	CCB30	В				18	3											21
	CCB31	A		179														179
	CCB37	В						44	44	44	44	24						200
	CCB39	В				18	6											24
	CCB41	A																0
	CCB49	В						44	44	44	18							150
	CHR14	В				18	18	13										49
	FP1	В						18	10									28
	11.2							10	10									Application Pending: Ref: MC/25/0204 - Objection by Historic England 09 May
Former University College for the Creative Arts	FP6	В						102										2025 regarding unresolved impact on SAM (Fort Pitt). Not currently 102 deliverable. Therefore moved out of 5-year supply.
	FP10	В		139														139
	FP11	В		37	45	41												123
	FP12	В				18	18	18	16									70
	FP14	A	7															7
	FP16	А																0
	FP25	В						44	44	33								121
	GN3	В						44	44	44	44							176
																		No planning history or even a live planning application. Heavily contaminated
																		site containing Gas Holders. No evidence in LAA of deliverability from promoter. LAA even confirms the site has viability issues affecting delivery.
Pier Road, Gillingham	GN6	В							100	100	100	100	100					500 Does not meet deliverability test. Removed from 5-year period.
	GN8	В				17												17
	GS2	В				18	18	9										45
	GS4	A	24															24
	GS7	A																0
	GS14	A	6															6
																		No delivery evidence provided in the LAA. No planning history and no live applications. PDL containing a number of existing uses. Does not meet the
Gillingham North	GN15	В						87	87	87	87	87	87	87	87	87	56	839 deliverability test. Removed from 5-year period.
	GS19	А	57															57
	GS23	Α																0

	GS26	В			14													14
	GS35	В				12												12
	HHH5	В				18	18	14										50
Land off Chattenden Lane, Chattenden	ннн6	В						40	80	80	80	80	80	80	30			Previous withdrawn planning appeal for non-determination (Ref: APP/A2280/W18/2206614) in 2018. Site being promoted but no other planning history or live application process. LAA entry from site promoter confirms earliest application submission of Q3 of 2023 (clearly not happened). Based on that submission timetable promoter says delivery in years 6-10 and NOT first 5 years. Therefore does not meet deliverability test and removed 550 from first 5 years of plan period.
						70												Subject of live planning application (MC/25/2022) submitted in October 2024. No activity on the application file since May 2025. Unclear whether the application is therefore likely to be approved or not. In the event that the application is approved then some delivery in first 5 years is possible but promoter has confirmed minimum 24 month lead in time to delivery from consents of delivery cannot take place until at least 2027. Therefore delivery
Land West of Hoo St Werburgh	ннн8	В			70	70	70	70	70	70	30							450 LAA confirms previous planning application withdrawn and no live planning application would be submitted in application currently. Site promoter said application would be submitted in 2023 (that has not happened). Site promoter also confirmed 24 month lead in time with delivery in years 6-10. No clear evidence of delivery to meet Annex 2
Land at Ratcliff Highway, Hoo St Werburgh	HHH11	В						20	55	55	55	55						test therefore remove from 5 year period.
Land at Main Road and Church Farm	HHH12	R						65	95	95	173	125	125	152	152	152	152	No planning application activity. Site promoter confirms in LAA that delivery would take 11-15 years. Council's own evidence in LAA via Lichfields confirms 5-3 year lead in time from validation of first application to completion of first dwelling of 5.3 years for sites of this size. On the basis that no application has been submitted yet the site cannot deliver any completions in the first 5-years. Not Annex 2 compliant.
	HHH15	A					5											5
Land East and West of Ropers Lane	HHH22 & :	31 B B				18	18	18	18	13			40	60	160	180	180	LAA entry for HHH22 and HHH31 confirms application won't be submitted until 2030 at the earliest. So this site cannot possibly deliver any completions in the first 5 years. LAA entry actually confirms 11-15 year period to delivery. Not Annex 2 compliant and removed from first 5 years. Pushed back to year 11 onwards.
	HHH25	A	40	40		10	10	10	10	15								80
Land to the East of High Halstow	ннн26	В						30	80	80	80	80	80	80	80	80	80	Hybrid application live (Ref: Mc/23/0855). Application submitted for a total of 760 no. dwellings with 270 no. dwellings (Phase 1) in full detailed form. Application submitted in April 2023. Hoding objection from National Highways received on 14 July 2025 requesting that the application not be determined until at least 14 October 2025 or until the sissue identified are resolved, which include unacceptable impact on SRN. Site not Annex 2 compliant and therefore removed from 5-vera period.
cana to the East of High Huistow	HHH29	В				18	18	19	00		00		00		- 00	- 00	- 00	55
	HHH32	В				3												3
	HHH33	В						44	44	44	44	44	44	44	22			330
	HHH41	В				18	7											25
	HW3	В						44	31									75
	HW6	А				18	18	18	18	16								88
	HW11	В				18	18	18	6									60
	L7	Α				6												6
	L9	В				18	4											22
	L12	В				13												13
	LW2	А	18															18 No planning history on the site. Site promoter confirms delivery in years 6-10.
Land West of Shawstead Farm and East of North Dane Way	LW4	В						68	68	68	68	68	68	68	68	68	58	No planning history on the site. Site promoter confirms delivery in years 6-10. Not annex 2 compliant and removed from 5 year period.
	LW6	А	134	109	85	85	85	100	100									698
	LW7	Α	50	80	80	80	80	80										450
Land West of Capstead Road and East of Shawstead Road	LW8	В						50	125	150	150	150	150	150	150	150	175	No planning history on the site. Site promoter confirms deliver in years 11-15. No timetable envisaged for the submission of a planning application by site promoter. No evidence to support the Council's change in the site's capacity from 1649 dwellings at Reg 18 to 2000 dwellings at Reg 19. Site not Annex 2 compliant and therefore removed from 5-year period. Additionally, Lichfields confirms minimum lead in time from validation of first application to first 1400 dwelling completion of 6.3 years so impossible for deliver in years 1-5.
	LW10	В				5												5
	REWW3	В				11												11
Land off Pump Lane, Rainham	RN9	В						40	80	160	240	230						Previous negative planning history. Application refused (Ref: MC/19/1566). No new application history on the site. No delivery evidence presented in the LAA at all. Site cannot be regarded as Annex 2 compliant and therefore removed from 5-year period.
	RN17	В			33													33

	RN22	Δ				8												8	
	RN23	A	15	30	30	0												75	
	RN24	A	9	30	30													9	
	RN25	A																0	
	RN29	В				14												14	
	RN28	A		66														66	
	RN30	В		40	40	10												90	
	RN31	В		40	40													80	
	RN32	A																0	
	RWB2	A	36															36	
	RWB11	В	5															5	
	RWB12	В				3												3	
	RWB19	A	150	96														246	
	RWB25	В						44	44	44								132	
	SMI6	Α				100	275	275	75	350	75	350	75	350	0	275	0	2200	
																		N	No delivery evidence provided in the LAA. No planning history and no live
Land on the North site of Rede Court Road, Strood	SNF1	В						40	40	40	40	40	40	40	40	40		360 360	lications. Does not meet Annex 2 delivery test and should be removed from 5-year period.
																			vious negative planning history (Ref: MC/17/2956). No current live planning
																		ag	pplication or relevant history. LAA details confirm site promoter will only submit an application once an allocation has been achieved. Current LDS
																		(Dec	cember 2024) expects adoption of the Plan in December 2026. Therefore a
																			planning application won't be submitted until at least Spring 2027. Site promoter confirms delivery in approximately 5 years, which indicates
Land North of Brompton Farm Road	SNF3	В							20	75	75	75	75	75	75	30	0	500	completions from 2032 onwards.
	SNF5	Α	8															8	
	SNF8	В				18	1											19	
	SNF9	В				18	18	4										40	
	SNF15	В						44	44	44	44	44	44	44	42			350	
	SNF17	Α																0	
	SNF20	В				15												15	
	SNF23	Α	8															8	
	SNF24	Α																0	
	SNF27	Α	13															13	
	SNF30	В				9												9	
	SNF31	Α																0	
	SNF32	Α																0	
	SNF34	В				18	18	16										52	
	SNF35	В						44	44	44	39							171	
	SNF38	В				12												12	
	SNF41	В						44	44	44	44	40						216	
	SNF44	В				6												6	
	SR4	В		25	50	55												130	
	SR5	В		60	60													120	
	SR7	В	44															44	
	SR14	Α	44	5														49	
	SR25	A	30	40	41	41												152	
	SR47	Α																0	
	SR48	В	8															8	
	SR49	В				6												6	
	SR51	A		50	50	50	50	50										250	
	SR53	В											138	138	138	138	138	690	
	SW6	A				8												8	
	SW7	В																0	
	Т3	A																0	
	W3	A																0	
	W4	В				5												5	
	W7	А				21												21	
TOTAL SUPPLY			954	1084	652	1118	810	1788	1620	1868	1548	1592	1146	1368	1044	1200	839	18631	

Appendix 2

Trajectory 1 - Council's position on supply and requirement with the application of a 20% buffer

As at:

Housing Trajectory 1 - COUNCIL POSITION on Supply - Sedgefield 20% and 2025 based Std Method

NEAME SUTTON CHARTERED TOWN PLANNERS

17-Jul-25

	Plan Period	1	l	2	3	4 5	;	6	7	8	9 1	.0 1	11 :	12	13	14 :	15
Supply Sources		Years 1-5						Years 6-10					Years 11-1	15			
	Reference Cat A/B	2026/27	2027/28	2028/29	2029/30	2030/31	2031/32	2032/33	2033/34	2034/35	2035/36	2036/37	2037/38	2038/39	2039/40	2040/41	TOTAL
Large Sites Under Construction as at March 2024	А	594	286	93	253	128	119	51									1524
Large SitesPermitted but not Allocated	В	103	17		8												128
Small Sites Permitted with 15% Lapse Rate Applied	А	91	4	12	3												111
Total from Proposed Allocations		1206	1584	1374	1960	1918	2251	1885	1750	1232	1334	1023	1288	897	1032	663	21397
Windfall Allowance					132	132	132	132	132	132	132	132	132	132	132	132	1584
TOTAL SUPPLY		1993.95	1891.25	1478.9	2356.4	2178	2502	2068	1882	1364	1466	1155	1420	1029	1164	795	24743.5
Requirement		1636	1636	1636	1636	1636	1636	1636	1636	1636	1636	1636	1636	1636	1636	1636	24540
Annual Shortfall/Surplus		357.95	255.25	-157.1	720.4	542	866	432	246	-272	-170	-481	-216	-607	-472	-841	
Cumulative Shortfall/Surplus		357.95	613.2	456.1	1176.5	1718.5	2584.5	3016.5	3262.5	2990.5	2820.5	2339.5	2123.5	1516.5	1044.5	203.5	
Base 5 Year Requirement		8180	8180	8180	8180	8180	8180	8180	8180	8180	8180	8180	6544	4908	3272	1636	
Shortfall/oversupply (Sedgefield)		358.0	613.2	456.1	1176.5	1718.5	2584.5	3016.5	3262.5	2990.5	2820.5	2339.5	2123.5	1516.5	1044.5	203.5	
5 Year Requirement with Shortfall/oversupply		7822.1	7566.8	7723.9	7003.5	6461.5	5595.5	5163.5	4917.5	5189.5	5359.5	5840.5	4420.5	3391.5	2227.5	1432.5	
Adjuste 5 Year Requirement with 20% Buffer		9386.5	9080.2	9268.7	8404.2	7753.8	6714.6	6196.2	5901.0	6227.4	6431.4	7008.6	5304.6	4069.8	2673.0	1719.0	
Adjusted Annual Requirement (5yr)		1877.3	1816.0	1853.7	1680.8	1550.8	1342.9	1239.2	1180.2	1245.5	1286.3	1401.7	1060.9	814.0	534.6	343.8	
5 Year Supply		9898.5	10406.55	10583.3	10986.4	9994	9282	7935	7287	6434	6234	5563	4408	2988	1959	795	
Supply in Voors		E 27	E 72	E 71	6 5/1	6.44	6 01	6.40	6 17	E 17							

Notes:

- 1 Annual Requirement applying the Std Method as at May 2025
- 2 Supply taken from the Land Availability Assessment
- 3 Sedgfield Method of dealing with the shortfall/oversupply
- 4 20% Buffer to reflect latest HDT publish in December 2024

Surplus/Shortfall Against Plan Requirement As a %

Appendix 3

Trajectory 2 - Neame Sutton position on supply and Council's position on supply with the application of a 20% buffer

As at:

Housing Trajectory 2 - NEAME SUTTON POSITION on Supply - Sedgefield 20% and 2025 based Std Method



17-Jul-25

	Plan Period	:	1	2	3	4 5	;	6	7	8	9 1	.0 1	.1 1	l 2 1	I 3 1	L 4 :	15
Supply Sources		Years 1-5					Years 6-10						Years 11-15				
	Reference Cat A/B	2026/27	2027/28	2028/29	2029/30	2030/31	2031/32	2032/33	2033/34	2034/35	2035/36	2036/37	2037/38	2038/39	2039/40	2040/41	TOTAL
Large Sites Under Construction as at March 2024	А	594	286	93	253	128	119	51									1524
Large SitesPermitted but not Allocated	В	103	17		8												128
Small Sites Permitted with 15% Lapse Rate Applied	А	91	4	12	3												111
Total from Proposed Allocations		954	1084	652	1118	810	1788	1620	1868	1548	1592	1146	1368	1044	1200	839	18631
Windfall Allowance							112	112	112	112	112	112	112	112	112	112	1120
TOTAL SUPPLY		1741.95	1391.25	756.9	1382.4	938	2019	1783	1980	1660	1704	1258	1480	1156	1312	951	21513.5
Requirement		1636	1636	1636	1636	1636	1636	1636	1636	1636	1636	1636	1636	1636	1636	1636	24540
Annual Shortfall/Surplus		105.95	-244.75	-879.1	-253.6	-698	383	147	344	24	68	-378	-156	-480	-324	-685	
Cumulative Shortfall/Surplus		105.95	-138.8	-1017.9	-1271.5	-1969.5	-1586.5	-1439.5	-1095.5	-1071.5	-1003.5	-1381.5	-1537.5	-2017.5	-2341.5	-3026.5	
Base 5 Year Requirement		8180	8180	8180	8180	8180	8180	8180	8180	8180	8180	8180	6544	4908	3272	1636	
Shortfall/oversupply (Sedgefield)		106.0	-138.8	-1017.9	-1271.5	-1969.5	-1586.5	-1439.5	-1095.5	-1071.5	-1003.5	-1381.5	-1537.5	-2017.5	-2341.5	-3026.5	
5 Year Requirement with Shortfall/oversupply		8074.1	8318.8	9197.9	9451.5	10149.5	9766.5	9619.5	9275.5	9251.5	9183.5	9561.5	8081.5	6925.5	5613.5	4662.5	
Adjuste 5 Year Requirement with 20% Buffer		9688.9	9982.6	11037.5	11341.8	12179.4	11719.8	11543.4	11130.6	11101.8	11020.2	11473.8	9697.8	8310.6	6736.2	5595.0	
Adjusted Annual Requirement (5yr)		1937.8	1996.5	2207.5	2268.4	2435.9	2344.0	2308.7	2226.1	2220.4	2204.0	2294.8	1939.6	1662.1	1347.2	1119.0	
5 Year Supply		6210.5	6487.55	6879.3	8102.4	8380	9146	8385	8082	7258	6910	6157	4899	3419	2263	951	
Sunnly in Years																	

Notes:

- 1 Annual Requirement applying the Std Method as at May 2025
- 2 Supply taken from the Land Availability Assessment and Adjusted to Reflect Annex 2 Definition of Deliverability and Compelling Evidence Test for Windfalls
- 3 Sedgfield Method of dealing with the shortfall/oversupply
- 4 20% Buffer to reflect latest HDT publish in December 2024

Surplus/Shor As a %
-3026.5 -12%

Appendix 4

Trajectory 3 - Neame Sutton position on supply and requirement with application of a 20% buffer

Housing Trajectory 3 - NEAME SUTTON POSITION on Requirement & Supply - Sedgefield 20% & 2025 Std Me

As at: 17-Jul-25

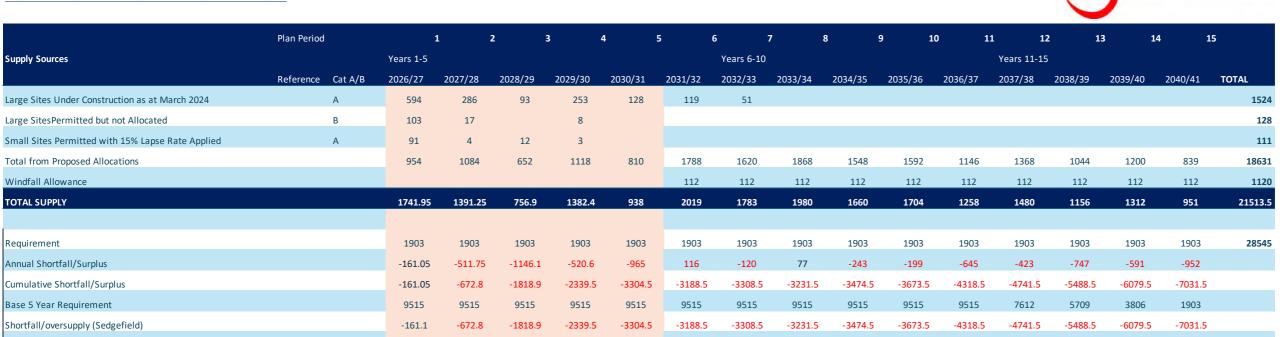
5 Year Requirement with Shortfall/oversupply

Adjuste 5 Year Requirement with 20% Buffer

Adjusted Annual Requirement (5yr)

5 Year Supply

Supply in Years



12819.5

15383.4

3076.7

8380

12703.5

15244.2

3048.8

9146

Notes:

9676.1

11611.3

2322.3

6210.5

10187.8

12225.4

2445.1

6487.55

11333.9

13600.7

2720.1

6879.3

1 Annual Requirement applying the Std Method as at May 2025

11854.5

14225.4

2845.1

8102.4

2 Supply taken from the Land Availability Assessment and Adjusted to Reflect Annex 2 Definition of Deliverability and Compelling Evidence Test for Windfalls

12823.5

15388.2

3077.6

8385

12746.5

15295.8

3059.2

8082

12989.5

15587.4

3117.5

7258

13188.5

15826.2

3165.2

6910

13833.5

16600.2

3320.0

6157

12353.5

14824.2

2964.8

4899

11197.5

13437.0

2687.4

3419

- 3 Sedgfield Method of dealing with the shortfall/oversupply
- 4 20% Buffer to reflect latest HDT publish in December 2024

Surplus/Shor As a %
-7031.5 -25

8934.5

10721.4

2144.3

951

9885.5

11862.6

2372.5

2263

Town and Country Planning Act 1990 (As Amended)

Medway Local Plan 2041- Pre-Submission Draft (Regulation 19)

Representations on Behalf of: Catesby Strategic Land Limited.

August 2025



REGULATION 19 STATEMENT ON BEHALF OF CATESBY STRATEGIC LAND LIMITED

Technical Report

Legal Compliance: The Duty to Cooperate

Prepared by:

Rhiannon Jones BSc (Hons) MSc MA MRTPI

Associate - Neame Sutton Limited

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Appendices

Appendix 1 Review of the Record of Engagement

1. Introduction

- 1.1 Neame Sutton Limited, Chartered Town Planners, is instructed by Catesby Strategic Land Limited ("Catesby") to prepare a Duty to Cooperate Statement to the Regulation 19 consultation of the Medway Local Plan 2041: Pre-Submission Draft (herein referred to as the Pre-Submission Plan).
- 1.2 In preparing this Technical Report on Duty to Cooperate due regard has been had to Government policy set out in the Framework 2024 and accompanying Planning Practice Guidance ("PPG") and in particular the relevant tests of Soundness set out at Paragraph 16 of the Framework, namely that the Plan should be:
 - a) Contributing to Sustainable Development
 - b) Positively Prepared.
 - c) Should be a collaborative document between stakeholders, including adjacent authorities.
 - d) Clear and justified Policies
 - e) Be accessible.
 - f) Purposeful and Consistent with National Policy
- 1.3 This Statement looks at the legal matter of the Duty to Cooperate as a discrete topic and should be read in conjunction with other Pre-Submission Plan Regulation 19 Representations made by Catesby Estates Strategic Land Limited, including the Technical Report- Housing Need and Supply Statement.

2. The Duty to Cooperate Legal Framework

- 2.1 For a Local Plan to be found legally sound, the submitting Local Planning Authority must demonstrate that they have cooperated with Local Planning Authorities, County Councils, and prescribed bodies through the Duty to Cooperate, about planning for sustainable development. The requirement for effective cooperation is set out in the NPPF (2024), paragraph 24, and the Localism Act 2011.
- 2.2 To demonstrate the Duty to Cooperate ("DtC"), the Council is required to submit a Duty to Cooperate Statement when the plan is submitted (section 20 of the Planning and Compulsory Purchase Act 2004). A draft Duty to Cooperate Statement has been provided with this Regulation 19 Consultation.
- 2.3 National Planning Practice Guidance sets out the following about the legal framework for the DtC:

"The duty to cooperate was introduced by the Localism Act 2011 and is set out in section 33A of the Planning and Compulsory Purchase Act 2004. It places a legal duty on local planning authorities and county councils in England, as well as prescribed public bodies, to engage constructively, actively, and on an ongoing basis to maximise the effectiveness of local plan and marine plan preparation in the context of strategic cross-boundary matters.

Paragraph: 029 Reference ID: 61-029-20190315"

- 2.4 The Case Law and Planning Practice Guidance (PPG) is clear that the DtC must be evidenced and cannot be rectified after the submission of the plan, this is because it directly relates to plan production. DtC cannot be rectified by a main modification at the Examination to make the plan sound.
- 2.5 A way of demonstrating effective engagement is through a Statement of Common Ground, which should reflect discussions undertaken during the plan's production. PPG states the following:
 - "A statement of common ground is a written record of the progress made by strategic policy-making authorities during the process of planning for strategic cross-boundary matters. It documents where effective co-operation is and is not happening throughout the plan-making process and is a way of demonstrating at examination that plans are deliverable over the plan period, and based on effective joint working across local authority boundaries. In the case of local planning authorities, it also forms part of the evidence required to demonstrate that they have complied with the duty to cooperate."

Paragraph: 010 Reference ID: 61-010-20190315 Revision date: 15 03 2019

2.6 This statement reflects Catesby's review of the draft Duty to Cooperate Statement by Medway Council, which is part of the evidence base of this Pre-Submission Plan. This Statement examines the records of engagement made by the council and notes any omissions that the Council must consider ensuring a sound plan.

3. Who should Medway Council be engaging with under the Duty to Cooperate?

- 3.1 Medway Council is directed by the legal framework on who, at a minimum, should be engaged with under the Duty to Cooperate (section 33A of the Planning and Compulsory Purchase Act 2004). Catesby believes that Medway Council should engage with the following Local Authorities under the DtC. This recommendation is based on their geographical proximity to Medway, as well as existing or emerging strategic relationships, particularly in relation to infrastructure provision, housing markets, transport networks, environmental constraints, and economic interdependencies.
 - Gravesham Borough Council
 - Swale Borough Council
 - Maidstone Borough Council
 - Tonbridge and Malling Borough Council
 - Dartford Borough Council
 - Canterbury City Council
 - London Borough of Bexley
 - London Borough of Bromley
 - Thurrock Council
 - Kent County Council
- 3.2 Medway Council should also engage with the following Prescribed Bodies:
 - Natural England
 - Environment Agency
 - National Highways
 - NHS Kent & Medway Integrated Care Board (ICB)
 - Historic England
 - Homes England
 - Transport for the South East
 - Marine Management Organisation
 - Kent Downs National Landscape
 - National Landscape (Kent Downs)
 - National Rail
 - Medway NHS Foundation Trust
 - Southern Water
 - UK Power Networks
 - Port of London Authority

4. Available evidence of Duty to Cooperate

4.1 The Council has set out its engagement with stakeholders in the Duty to Cooperate Statement (Regulation 19) (June 2025). Within the statement, there is a table (Appendix A- Record of Engagement Activity) which sets out the type and date of engagement with local authorities and prescribed bodies.

- 4.2 The DtC Statement has been produced so that it summarises activity relating to 10 discrete strategic matters, which are:
 - Housing requirement
 - Strategic Sites
 - Green Belt
 - Natural Environment
 - Historic Environment
 - Strategic Road Network and Major Road Network
 - Air Quality
 - Flood Risk and Water Management
 - Minerals Supply
 - Waste Management
- 4.3 Of matters included in DtC discussions to date, Catesby has concerns about discussions relating to housing requirements and specifically the unmet need of adjacent local authorities, and the growing and ever-present housing needs of London.

Unmet need

- 4.4 Catesby's detailed concerns regarding Medway Council's approach to the unmet housing needs of neighbouring authorities are set out fully in the Catesby Strategic Land Limited Technical Report – Housing Need and Supply (July 2025). This section summarises the key issues relevant to unmet need and the DtC and should be read in conjunction with the full technical report.
- 4.5 A consistent and significant concern is the lack of transparency surrounding the Council's DtC process. There is no publicly available evidence of meeting agendas, records of discussions, or minutes to demonstrate how cooperation has been undertaken. As such, there is no way to verify whether Medway has proactively and explicitly asked neighbouring authorities if they have unmet housing needs—a core requirement of the DtC.
- 4.6 Available evidence strongly suggests that several neighbouring authorities are experiencing or will imminently experience unmet housing need. Gravesham Borough Council has persistently requested assistance from Medway in addressing its unmet need. Swale Borough Council also faces constraints that prevent it from meeting its full Local Housing Need, in part due to pressures arising from London. Tonbridge and Malling Borough Council is also anticipated to have a shortfall. In addition, Thurrock Council—closely linked to Medway through the proposed Lower Thames Crossing—currently has only around one year's supply of housing land, and it is expected that it will be unable to meet its full Local Housing Need.
- 4.7 It is evident that the issue of unmet housing needs has either not been raised or has been sidestepped in DtC discussions by Medway Council. This appears to stem from a lack of detail in the plan's vision and spatial strategy. Consequently, the minimum Pre-Submission Plan housing requirement does not account for any potential unmet need from other authorities. Furthermore, the growth options outlined in the Sustainability Appraisal (SA) reflect this limited engagement, as none of the appraised strategies consider accommodating unmet needs from the authorities mentioned above.

4.8 Catesby reserves the right to make further submissions on this matter should additional evidence of DtC engagement (such as agendas or minutes) become available. However, based on the evidence currently before us, it is evident that the issue of unmet need in adjacent authorities has not been addressed in a constructive, active, or ongoing manner as required by national policy. The plan, therefore, fails the legal test of the DtC and is unsound in this regard.

Omitted DtC matters.

- 4.9 From a review of the Duty to Cooperate Statement, the Council has failed to demonstrate engagement with other bodies on strategic matters relating to:
 - Employment and economic development
 - Health and Social Infrastructure
 - Utilities
 - Discrete housing subtopic- Gypsy and Travellers
- 4.10 The matters set out above are integral to plan production, and it is a shortfall of Medway Council to not have included these in the DtC discussions. Table 1 in Appendix 1 to this Statement sets out which authorities these matters best relate to, though the list within the table is not exhaustive, and they may affect other bodies and institutions than those noted.
- 4.11 Catesby sets out below why each omitted matter is considered appropriate to include in DtC.
 - Employment and economic development
- 4.12 Regarding Employment and economic development, Medway forms part of larger functional economic market areas, including Thames Gateway, South Essex, and parts of North Kent. Economic interdependence demands formal collaboration—particularly around:
 - Shared labour markets.
 - Logistics and infrastructure.
 - Strategic employment land allocations.
 - Innovation, university links, and training provision.
- 4.13 Medway's two industrial estuary locations on the Hoo have regional and national importance. Medway's failure to document engagement on economic development matters implies that strategic employment needs may have been planned in isolation, undermining the "positively prepared" soundness test under paragraph 35 of the NPPF.
 - Health and Social Infrastructure
- 4.14 Given Medway's population growth targets (over 24,540 homes), the omission of any discussions of Health and Social Infrastructure is unacceptable. Planning for sustainable growth must include capacity planning for GPs, hospitals, adult social care, schools, and mental health services.
- 4.15 There is no evidence of engagement with:
 - NHS Kent and Medway Integrated Care Board (ICB) or local health trusts.
 - Neighbouring social services departments.
 - Children's services and education authorities, including Kent County Council.

4.16 Failure to consult with relevant infrastructure providers places service delivery at risk, and contradicts Planning Practice Guidance (PPG, Paragraph 061, Reference ID: 61-061-20190315) on the need for integrated infrastructure planning.

Utilities

- 4.17 Strategic infrastructure like water supply, wastewater, energy, and digital connectivity cannot be planned in isolation—especially where:
 - Water supply and sewerage are managed by Southern Water and Thames Water, both of which serve cross-boundary catchments.
 - Wastewater treatment and nutrient loading (e.g., to the Medway Estuary or Stodmarsh catchment) are subject to joint environmental constraints.
 - Electricity grid capacity affects regional development potential.
 - Future growth must align with the government's carbon reduction target.
- 4.18 No formal consultation with utilities under the DtC framework represents a clear procedural failure—potentially exposing the Local Plan to soundness challenges and risking future delivery blockages.

Gypsy and Traveller

- 4.19 The NPPF (paragraph 63, 2024) and Planning Policy for Traveller Sites (2024) require that Local Plans:
 - Assess the accommodation needs of Gypsies and Travellers.
 - Engage with neighbouring authorities where the need cannot be met locally.
 - Ensure any site allocations are coordinated strategically across local authority boundaries.
- 4.20 There is no evidence that Medway has:
 - Engaged with Kent authorities to understand broader Traveller accommodation needs.
 - Considered how unmet needs may be addressed via cross-boundary cooperation.
 - Discussed transit site provision.
- 4.21 This failure to engage on a protected equality group raises not only planning soundness concerns, but potential Public Sector Equality Duty (PSED) implications under the Equality Act 2010. It is recognised that Medway may be able to accommodate its own traveller needs. Medway Council should be asking the reciprocal question of whether they need to accommodate other authorities' unmet needs, not just their own. This contributes to the wider discussion of unmet housing need set out in paragraphs 4.4- 4.8 above.

Evidence

- 4.22 Catesby is concerned with the lack of transparency of Medway Council in matters relating to DtC. There are no records available in the DtC Statement of agendas or agreed meeting minutes that support the matters ticked within the table (Appendix A, DtC Statement).
- 4.23 Medway Council's DtC process is not transparent, and in the wholesale absence of Statements of Common Ground between Medway Council and other bodies, including other Local Planning Authorities, Catesby is unable to conclude that engagement under the DtC has been effective and appropriately timed to influence plan production. It is clear from Appendix 1, Table 1, and as detailed above, the Council has not undertaken effective DtC on all strategic matters that impact plan-making in Medway.
- 4.24 As set out in Appendix 1, Table 1, the Council has failed to have effective engagement with:
 - Gravesham Borough Council
 - Swale Borough Council
 - Maidstone Borough Council
 - Tonbridge and Malling Borough Council
 - Thurrock Council
- 4.25 The Council has entirely omitted the following councils and bodies from any DtC to date:
 - Dartford Borough Council
 - Canterbury City Council
 - London Borough of Bexley
 - London Borough of Bromley
 - Port of London Authority
 - Homes England
 - Transport for the South East
 - Marine Management Organisation
 - NHS Kent and Medway Integrated Care Board (ICB)
 - Civil Aviation Authority

5. Recommendation

- 5.1 In light of the Council's failure to demonstrate effective and ongoing engagement under the DtC, it is essential that immediate corrective actions are taken. Catesby therefore recommends the following steps:
 - 1. The Council must undertake meaningful and effective DtC discussions with all bodies set out in Appendix 1 (tables 1 and 2)
 - The Council must publish, maintain, and update Statements of Common Ground or Memoranda of Understanding, setting out the strategic matters which exist between statutory bodies and other Local Authorities

- 3. The Council must keep an accurate record of engagement, including matters Catesby considers have been omitted, including meeting agendas and minutes. These documents should be made publicly accessible as soon as possible.
- 4. The Council must reconsider its Local Plan strategy regarding meaningful, effective, and targeted discussion about unmet needs in Local Authorities close to and adjacent to Medway. The Council will be required to revise its supporting documents to reference any change to the plan strategy (Sustainability Appraisal, Habitat Regulation Assessment, and relevant topic papers, etc).

6. Conclusions

- 6.1 The DtC is a legal obligation and a foundational element of effective plan-making. As it currently stands, Medway Council has not demonstrated the level of engagement required under national policy and legislation to support the soundness and legal compliance of its emerging Local Plan. In particular, the absence of documented, constructive cooperation on strategic matters such as housing needs, infrastructure, and cross-boundary coordination presents a significant risk to the Plan's progression.
- 6.2 To address this, it is imperative that the Council urgently undertake the recommended actions set out above. This includes re-engaging with all relevant and prescribed bodies, producing transparent records of cooperation, and revisiting key elements of its spatial strategy where necessary. Without these corrective steps, the Plan remains vulnerable to challenge at Examination and may be found unsound on both procedural and strategic grounds.
- 6.3 Catesby urges the Council to act swiftly and collaboratively to meet its statutory duties and to ensure that the Local Plan can proceed with confidence and compliance.

Veetee's Sites – Medway City Estate - Frindsbury Peninsula Opportunity Area

LAA SITE REF: SR30, SR31 and SR37

CALL FOR SITES FORM SUBMISSION ID: 222,233,234

CALL FOR SITES RESPONDENT ID: 394
REGULATION 18a CONSULTATION ID: 1598
REGULATION 18b CONSULTATION ID:2794

Medway Council Regulation 19 Consultation Response

Draft Report DHA/16402

August 2025



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1 OVERVIEW

1.1 **SUMMARY**

- 1.1.1 This representation has been prepared on behalf of our client, Veetee, in respect of the Medway Council ("MC" or "the Council") Proposed Submission Draft Regulation 19 Consultation ('Medway Local Plan 2041') which runs until Monday, 11 August 2025.
- 1.1.2 The consultation builds on the responses to the consultation Regulation 18b in September 2024. This consultation informs the independent examination of the Local Plan and is a 'full' draft Local Plan setting out the Council proposed final vision, strategic objectives and detailed planning polices for the Medway up to 2041.
- 1.1.3 The Regulation 19 Plan includes land controlled by Veetee within the Medway City Estate, as shown in Figure 1 below, which forms part of the Frindsbury Peninsula Opportunity Area site allocation: Sites SR30, SR31, and SR37 (Draft Policy SA13).

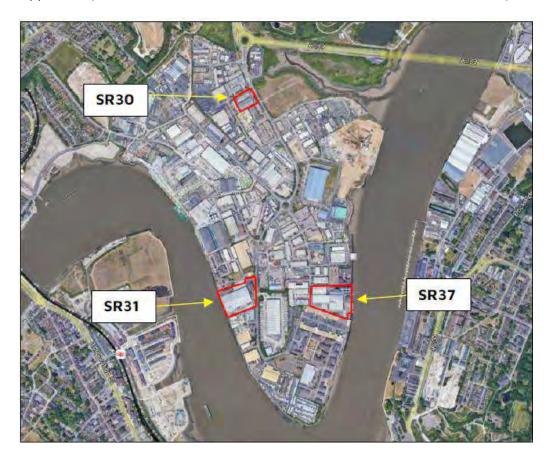


FIGURE 1.1 INDICATIVE SITE LOCATIONS



- 1.1.4 Veetee principally supports the allocation of its sites as part of the Frindsbury Peninsula Opportunity Area, which provides a landmark mixed-use regeneration area extending beyond the plan period in a sustainable location. However, Veetee objects to the proposed quantum of development on the peninsula within the plan period.
- 1.1.5 Veetee's initial feasibility Study submitted in in support of the sites at the Call for Site Stage and as part of various regulation 18 consultations (See **Appendix 1**) put forward for the delivery of 841 dwellings across the plan period. These 841 dwellings were submitted to the 'Medway Housing Trajectory', which was provided in support of the Local Plan evidence base. Draft Policy SA13 only allocates an initial phase of development of up to 690 new homes within the plan period across the entire opportunity area. This is 151 units fewer than the anticipated delivery of homes across Veetee's sites alone, before considering other landowners who are also invested in the vision for the peninsula. Veetees Regulation 18b submissions clearly stated that their proposals could provide for up to 1,000 units.
- 1.1.6 The following representation has therefore been made with regard to the tests of "Soundness" (NPPF para 36), identifying what changes to the site allocation policy (SA13) are necessary to make the plan "sound", with reference to supporting evidence.

1.2 **PLAN CONTEXT**

- 1.2.1 This consultation is MC's Regulation 19 consultation which runs from the 30th June to the 11th August 2025.
- 1.2.2 The consultation follows MC's Regulation 18b consultation which was undertaken at a high level and provided the vision, strategic objectives and an overview of the Strategic Growth Options available to the Council, alongside draft planning policies and planning policy maps. The Regulation 18b included indicative site allocations at a high level. The Regulation 19 consultation now includes draft site allocations and associated policies.

1.3 STRUCTURE OF THE REPRESENTATION

- 1.3.1 Below is an overview of the structure of the remainder of the consultation response:
 - Section 2 (Duty to Cooperate) Reviews the Council's Duty to Cooperate Statement against Section 33A of the Planning & Compulsory Purchase Act.



- Section 3 (Housing Supply) Considers the housing supply to meet the housing requirement. It also considers that the plan should make more efficient use of allocated sites to ensure the Plan is deliverable.
- Section 4 (Veetee Sites On The Frindsbury Peninsula) Reintroduces the Site and provides a summary of planning constraints and opportunities, including the quantum of development that could be accommodated, why the Site is suitable for development and what changes to the policy are necessary having regard to the Council's supporting evidence base.
- Section 5 (Proposed Policy Changes to SA14) Provides the rewording of Policy SA13 to clarify elements of Policy allowing the Frindsbury Peninsula Opportunity to deliver homes within the Plan Period.
- Section 6 (Other Policies) Sets out if the policies identified are supported and "Sound".
- Section 7 (Conclusion) Summarises the key points raised throughout the representation and supports the need for changes to the Regulation 19 stage for the Plan to be found "Sound".



2 DUTY TO COOPERATE

2.1 PLANNING & COMPLUSORY PURCHASE ACT

- 2.1.1 Section 33A of the Planning & Compulsory Purchase Act requires Council's to engage constructively, actively and on an on-going basis with neighbouring authorities and certain statutory bodies regarding strategic matters during the Plan preparation.
- 2.1.2 The Council's published "Duty to Cooperate Statement, Proposed Submission Document, June 2015" is in complete and advises that it still intends to provide a final composite statement with no less than four Local Planning Authorities, and five statutory consultees, including National Highways which is pivotal to ensuring the Plan is deliverable. It is further noted in the Duty to Cooperate Statement (Section 2.6) further notes that the Council is still to conclude discussions with Gravesham Borough regarding its calculation on unmet need this summer. This matter therefore clearly remains unresolved.
- 2.1.3 In addition to the requirements of the Planning & Compulsory Purchase Act, the NPPF (para 28) is also clear that Council's "should prepare and maintain one or more statements of common ground, documenting cross boundary matters being addressed and their progress in cooperating to address these".
- 2.1.4 There is currently only available one agreed Statement of Common Ground (SoCG) with Kent County Council in respect of Strategic Waste Management and Minerals Supply Matters. As such there is clearly a number of matters, specifically in relation to housing numbers and shared infrastructure which remain to be resolved/agreed under the duty to cooperate. In the absence of any further SoCG it is therefore unclear whether the Council's statutory duty has been fulfilled and if the Plan does plan to provide for the correct level of housing i.e. there is no residual requirement to address as a result of needs arising from Gravesham Borough Council or any of the other neighbouring boroughs, including Tonbridge and Malling which is also progressing a draft Local Plan.

2.2 CONCLUSION

2.2.1 The evidence available fails to demonstrate that the Council has fulfilled its statutory duty under Section 33A of the Planning & Compulsory Purchase Act, or accord with the requirements of the NPPF (para 28) and in doing so is not "Consistent with National Policy" and it cannot be determined that it has been "Positively Prepared". The missing completed Duty to Cooperate Statement must be made available for consultation before proceeding to examination.



3 PLAN PERIOD AND HOUSING SUPPLY

3.1 PLAN PERIOD

- 3.1.1 As identified at para 1.3.5. of the draft Local Plan, the plan period is for 15 yrs up to 2041, assuming adoption in 2026.
- 3.1.2 The Adopted Local Development Scheme (LDS) does not anticipate the adoption of the Local Plan until the end of 2026. This is an extremely fragile position, considering the requirement for a 15yr Plan period is the minimum, as required by the NPPF (para 22) at the point of adoption.
- 3.1.1 For the Plan to satisfy the legal tests, an additional year must be added to the Plan period extending it to 2042. The housing requirement for the Plan period must therefore be amended to at least 26,176 (16 x 1,636) to be set out in a new strategic housing policy as set out in Section 4.2 below.

3.2 HOUSING LAND SUPPLY

- 3.2.1 As set out above, it is stated that the plan period needs to be extended by one year to 2042. Putting this to one side, the plan as drafted identifies a current housing need of 1,636 homes per annum, or 24,540 over the plan period, using the updated standard method (May 2025). MC's housing supply, derived from the sources listed below, is taken from paragraph 1.3.5 of the Draft Local Plan, which states that the housing supply takes account of:
 - Pipeline sites (with planning consent, not completed or allocated) 1,762;
 - Local Plan allocations 21,194
 - Windfall sites 1,584
- 3.2.2 Paragraph 1.3.7 of the Plan states that there is a "small buffer on supply over need." This buffer is not identified within the Plan itself, but rather in the Land Availability Assessment (June 2025). Table 7 of the LAA sets out the buffer to be 203 dwellings across the plan period (a buffer of just 0.8%). While there is no requirement to demonstrate a buffer over the lifetime of the Plan, this figure highlights the fragility of the Council's housing supply position should any of its strategic sites be delayed, potentially impacting the deliverability of sites within the plan period. Best practice normally has the buffer at 5–8% to account for non-delivery of sites during the plan period.
- 3.2.3 With a 16 year plan period providing 26,176 homes the proposed buffer should be 1,309 2094 homes across the plan period.



3.2.4 This leads into the consideration of whether the Plan is effective.

Effective

- 3.2.5 For the plan to be effective there needs to be sufficient deliverable sites, where their development potential has been optimised. The efficient development of sites can secure a suitable housing buffer meaning identified housing needs are met over the Plan period, so the Plan is effective in meeting its objectives. It further provides flexibility, should other elements of the Council's housing land supply be delayed in coming forward.
- 3.2.6 The delivery of Veetee's sites on the MCE is considered further in paragraphs 4.3.15 4.3.19 below

Consistent with National Policy

3.2.7 The NPPF (Section 11) requires planning policies to support the efficient use of land (para 129). For the reasons set out in the following section, the proposed inclusion of an initial phase of 690 dwellings as part of allocation SA13 within the Frindsbury Opportunity Area does not make the most effective use of land put forward on the MCE for regeneration and the proposed reduction in the number of homes on the 3 submitted Veetee sites (SR30, 31 and 37) within the Stage 2 assessment of the Sustainability Assessment is unjustified taking into account the evidence submitted by Veetee in previous Regulation 18 representations. This further discussed is Section 3.3 below.



4 VEETEE SITES ON THE FRINDSBURY PENINSULA

4.1 OVERVIEW OF THE OPORTUNITY

- 4.1.1 The accompanying Vision Document which accompanied the initial Regulation 18a consultation prepared by Assael (**Appendix1**) illustrates how the 3 Veetee sites could become a catalyst for the regeneration of all the Medway City Estate in the coming years to become an area which continues to contribute employment floorspace and job creation whilst providing a significant amount of housing within the centre of Medway.
- 4.1.2 Veetee has taken available opportunities to expand and develop their facilities on each of its 3 sites and continues to explore ways to continue to use those sites to service its growing customer base and order book. However, asset out in previous Regulation 18 representations operating from 3 separate sites continues to create logistical and operational issues for the company including the limited capacity for intensification and expansion and peak hour traffic issues identified in the ELNA (2025) meaning that Veetee is looking to relocate.
- 4.1.3 Veetee considers it important to remain within Medway and has therefore been seeking to identify opportunities in the local area for them to relocate to a purpose-built facility with good transport links. The Kingsnorth and London Medway Commercial Park at Hoo provides one such relocation opportunity which is currently being explored.
- 4.1.4 The 3 Sites represent an opportunity for Veetee to address a current production issue by relocating to a new facility to the Hoo Peninsula. Veetee have been leaders in the vision to turn the MCE into an area which provides a landmark mixed-use waterfront regeneration in Medway.

Site 1 (SR37)

- 4.1.5 Site 1 is 1.9 ha in size and is with flood zone 1 and 2. To the north of the site is a training centre, car parts store and Tressair; to the west is a wholesaler; and to the south is a marine broker, tile shop, car body shop and chartered accountant, amongst others. The site is identified as having the capacity to deliver:
 - Circa 428 residential units (a mix of 1-4 beds);
 - opportunities for 3 to 10 storey built development
 - Opportunities for public link to the river Medway;
 - Opportunities to provide a riverside walkway



- Opportunities to increase the permeability legibility the Medway city estate;
- Opportunities for new public green spaces; and
- Enhancement of views in and out of the conservation areas to the south east of the site on the other side of the river Medway.

Site 2 (SR30)

- 4.1.6 Site 2 is situated on the western edge of the Medway City Estate fronting the river Medway comprising of 1.4 ha of land. There are several buildings on site that relate to the Veetee business, this includes a brick-built building which could be retained at the site. The site, however, lies Flood zone 3 and has a high risk of flooding. Considering the above the site has the potential to deliver the following:
 - A landmark/tall building and circa 311 residential units;
 - Active ground floor potential for commercial type uses;
 - Riverside walk opportunities;
 - Opportunities to increase the permeability of the site;
 - Opportunities for new public green spaces;
- 4.1.7 The relocation will allow the 3 sites to come forwards for as leaders for the residential lead development on brownfield land in a sustainable location with the site circa 1.5km from Strood train station and 2km from Strood high street.

Site 3 (SR31)

- 4.1.8 Site 3 comprises 0.6 ha of land. The site is surrounded by a garden centre, mechanics and tile centre. Existing Industrial structures at the site could be retrofitted for future development was suitable employment uses. Alternatively, the site could be fully redeveloped for residential lead mixed-use development comprising up to 102 units and up to 470 m² of commercial space at ground floor level. As with site 1 and 2 the site has opportunities to provide the following:
 - Active ground floor potential for commercial type uses;
 - Riverside walk opportunities;
 - Opportunities to increase the permeability of the site;



The site is constrained by the Flood zone 2 and neighbouring industrial uses and noise from the main road through the Medway City Estate. Therefore, noise and flooding are issues, but can be resolved through appropriate mitigation measures.

4.2 REGULATION 18 CONTEXT

4.2.1 In September 2024, representations in response to MC's Regulation 18b Local Plan publication were submitted to promote the site for allocation. The case made for the 18b representations and comments on the Plan's vision and strategic objectives is not repeated here; however, the submission document is included at **Appendix 2.**

4.3 SA13 FRINDSBURY PENINSULA OPPORTUNITY AREA

Commentary of the existing draft Policy

- 4.3.1 Following the Regulation 18b, the 3 sites was merged with other sites on the MCE to create the site known SR53 in the Council's Sustainability Assessment which is a allocated in the Draft Local Plan Under Draft Policy SA13 as an Opportunity Area for the controlled release of land within the MCE for landmark mixed-use regeneration. Policy SA 13 proposes initial phase of up to 690 homes under Policy SA13.
- 4.3.2 Veetee welcomes the Council's acknowledgement of their previous representations set out in paragraph 14.14.3 of the draft local plan setting out that local businesses can act as "catalyst for a landmark mixed-use regeneration area." As referenced within the draft Local Plan that Veetee is one of the longest serving businesses within the MCE and is committed to Medway.
- 4.3.3 Veetee acknowledge through the production of their vision document (**Appendix 1**) which has aided the production of the Concept Plan Figure 16 of the Plan that piecemeal development would miss opportunities to deliver the full potential for the Opportunity Area this is reflected within the objective of Policy SA13 which states that there will be:

"managed release and relocation of some existing businesses, providing a catalyst for a landmark mixed-use regeneration area"

- 4.3.4 Criteria 1ai) which sets out that "An initial phase of development will not jeopardise future opportunities identified on the Frindsbury Peninsula Concept Plan."
- 4.3.5 Criterion 1a.ii) of the policy states that "The planning application(s) for an initial phase of development will be guided by a Frindsbury Peninsula Planning Framework." Criterion 4 further states that the Frindsbury Peninsula Planning



- Framework will be prepared by 2030/31 to manage the medium- to long-term redevelopment of the MCE.
- 4.3.6 Veetee welcome the inclusion of Figure 16: Frindsbury Peninsula Concept Plan of the draft Local Plan which provides a high-level spatial plan of where the different uses will people forward on the peninsula. The concept plan is similar to the vision document prepared by Veetee in support of their Call for Sites and Regulation 18a and 18b representations. As set out in Paragraph 14.14.8 figure 16 the draft Local Plan identifies similar opportunities to Veetee's vision which is shown at **Appendix** 1 of this submission.
- 4.3.7 The Concept Plan is very high level only providing broad locations for the type of development go on each part of the peninsula. The concept plan does not have any supporting evidence relating to key parameters such as building heights, locations for landmark buildings or new access routes. It is considered that more details need to be provided within the concept plan to lead the overall design of the Opportunity Area.
- 4.3.8 The wording of the Criteria 1a.i) and 1a.ii) currently restrict any proposals within the Opportunity Area being delivered before the adoption of the Frindsbury Peninsula Planning Framework in 2030 /31. It is concerning that there is no clarity on how this framework will be developed. Moreover, the our client is concerned about the collaborative approach and the timeframes required for Medway to deliver the Framework. Land ownership within the MCE is fragmented, and the proposed Framework will require agreement across multiple landowners to ensure its delivery.
- 4.3.9 Therefore, there needs to be clarity, certainty, and reassurance from MC regarding the delivery of the Frindsbury Peninsula Planning Framework as set out in Criterion 4 of the policy. MC should establish a timetable for the development of the Framework to ensure that the draft policy and its supporting framework are "Sound" in accordance with the legal test set out in paragraph 36(a) of the NPPF.
- 4.3.10 Likewise running alongside this Framework the Council will need to properly plan and provide for alternative commercial space elsewhere in the Borough, including reserve land for the next plan period to ensure that continuity of trading and options are provided for those businesses to move to purpose built accommodation from the MCE.
- 4.3.11 Notwithstanding the above there is no clarity of which part of the Opportunity area are considered by the Council to be part of the "Initial Phase" of development under Policy SA13. This needs to be clarified, or flexibility built into the wording of the policy to enable sites within the opportunity area to come forward independently outside of the proposed Planning Framework to deliver the homes required to meet the housing supply for the plan period.
- 4.3.12 DHA's Housing Trajectory submission for the 3 sites on behalf of Veetee it was made clear that Veetee is looking to deliver on their sites before 2030. Therefore,



- Veetee's site are ideal for inclusion within the initial phase of development as they are in urgent need to re locate their existing operation to a new combine facility.
- 4.3.13 No further details apart from the concept plan at figure 16 have been provided by the Council as part of the Plan, this is concerning, especially given Veetee are looking to build out their sites earlier in the plan than the LAA have allowed for currently
- 4.3.14 Allowing independent delivery of sites in the first instance (i.e. the Veetee sites SR30, SR31, and SR37) would help lead the way in terms of design rationale and placemaking for the Peninsula, providing a set of parameters for the Frindsbury Peninsula Planning Framework to build upon.

Commentary on the Sustainability Assessment

- 4.3.15 The following section considers the Local Plan evidence-based and finds that the initial phase of development on the peninsular does not make the most efficient use of the land is contrary to the National Planning Guidance.
- 4.3.16 The Sustainability Assessment (SA) (June 2023) Stage 2 assessment reviewed the capacity of site SR30, 31 and 37 based on a desktop study, applying a generalised urban multiplier ratio of 0.825 to all sites within the MCE. The review concluded:
 - That Site SR30 has a capacity to deliver 30 dwellings rather than the submitted 102 dwellings based on a 65 dwelling per hectare density.
 - Site SR31 which was reduced from 311 dwellings to 143 dwellings; and
 - That site SR37 which was reduced from 428 dwellings to 200 dwellings.
- 4.3.17 It would appear that the Council have not reviewed the Regulation 18 submission fully prior to undertaking the desktop review to fully understand the proposals on the above sites for landmark mixed-use regeneration of the MCE as per the wording of paragraph 14.14.3 of the plan and draft policy SA13
- 4.3.18 Considering MC's need to revise the plan period (see Section 3.1) to a 16-year period providing 26,176 homes, and that best practice is to provide a 5-8% non-implementation buffer (equivalent to 1,309-2,094 dwellings) for the plan to be considered "sound," MC must ensure there are sufficient deliverable sites, where development potential has been optimised, to meet identified housing needs over the plan period. This will make the Plan effective in meeting its objectives and provide flexibility should other elements of the Council's housing land supply be delayed, while also ensuring the most effective use of land.
- 4.3.19 Given the above housing supply requirements and the need for the plan to meet the tests of soundness at paragraph 36 (a) of the NPPF it is considered that the 3 sites SR30, 31 and 37 have the capacity to deliver approximately 1,000 dwellings, based on the need to make the most effective use of the land whilst taking account



- of the extended plan period and non-implementation buffer to meet the increased housing supply for Medway.
- 4.3.20 Notwithstanding the above the SA supports the allocation of the sites in a post mitigation scenario considering all the policies in the draft Local Plan as part of the Frindsbury Peninsula Opportunity Area allocation under policy SA13 of the draft Local Plan. Overall the 3 individual sites scored some minor negative impacts relating to climate change adaptability, pollution and waste and health and wellbeing.
- 4.3.21 As already set out The Site 1 lies within Flood Zone 1 and is therefore not at risk of flooding. Sites 2 and 3 lie within Flood Zone 2 and 3 and are at higher risk of flooding. The sites were rejected as individual allocations due to representations from the Environment Agency highlighting the need to deliver strategic flood risk infrastructure and river enhancement due to Sites 2 and 3 lying within the flood zone.
- 4.3.22 It was put forward by Veetee at the Regulation 18 stage that any future planning policy allocating sites on the MCE needed to set out Strategic Flood Risk Mitigation measures such as the height of ground floor levels of dwellings and or habitable living accommodation within the specific policy. This is not seen the draft wording for Policy SA13, Section 4 will incorporate this element in the revised wording of policy SA13. This considered that wording relating to flood risk mitigation measures should be included within the wording of the draft policy was left to any future Frindsbury Peninsula Planning Framework which will accompany the policy. This will the flexibility for sites within the opportunity area to be delivered independently prior to delivery of the Frindsbury Peninsula Planning Framework and releasing the sites to deliver much-needed housing to meet Medway's needs across the plan period.
- 4.3.23 In terms of pollution and waste, the main concerns relate to the 3 sites location within the AQMA, its proximity to major road infrastructure, and the fact that all three sites have been put forward for over 100 units. These factors triggered concerns in the Council's SA regarding noise and air pollution levels. At the application stage of any future proposals on any of the three Veetee sites, submissions will need to comply with the relevant Natural and Built Environment policies to mitigate these impacts.
- 4.3.24 Regarding the Health and Wellbeing score for the sites, this relates to proximity to a GP surgery, leisure facilities, and Public Rights of Way (PRoW) / cycle route connectivity. With respect to GP proximity, Medway is prioritising development in the urban area. Given the delivery of several brownfield sites in the Strood Rural area, a joined-up approach will be needed to ensure access to services, which could be integrated into the Frindsbury Opportunity Area Framework.
- 4.3.25 With regard to access to leisure facilities and PRoWs / cycle routes, the Council needs to further consider east–west connectivity on the Peninsula, linking residential and other zones shown in the Concept Plan at Figure 16 of the Draft



Local Plan. **Appendix 1** of this submission clearly illustrates Veetee's vision for cycle and pedestrian connectivity to Rochester Riverside and Rochester Station, as well as public realm and outdoor leisure opportunities as part of this landmark mixed-use regeneration allocation that need to be further considered and incorporated into the Councils Concept Plan at Figure 16 and in the development of the Frindsbury Peninsula Planning Framework.

Employment Land Needs Assessment (February 2025)

- 4.3.26 The Employment Land Needs Assessment (ELNA) raises concerns with the long-term future of the Medway City Estate. It sets out that strategic release of employment sites Medway City Estate, but only if new suitable alternative site(s) are found to decant the floorspace because there remains a need. The Assessment concludes that the current industrial / warehousing stock does not meet modern occupier requirements and is likely to see a continued lack of investment.
- 4.3.27 Whilst it is acknowledged that occupiers and landowners on Medway City Estate will need to find new facilities elsewhere, the ELNA is supportive of the release of industrial/warehousing facilities for plan-led mixed-use regeneration. There is a reluctance in the Assessment to de-allocate safeguarded employment provision on the MCE, particularly in areas identified within Figure 16 (the Concept Plan for Policy SA13), could hinder the development of the Framework Plan, which is currently required to be in place to enable any future planning applications on the peninsula. Therefore, the approach to the phased release of sites on the Medway City Estate as part of Policy SA13 should be integrated into the wording of Policy SA13.

4.4 NEW EMPLOYMENT SITES ON THE ON THE HOO PENINSULA

- 4.4.1 As set out in the ELNA for development on the Frindsbury Opportunity Area to occur new alternative sites need to be found. This is highlighted in Policy SA 13 sets out that there will need to be managed release of relocation of existing businesses on the MCE.
- 4.4.2 Paragraph 7.4.4 of the draft Local Plan states that the site of the former Kingsnorth Power Station, under the Hoo Peninsula, can provide opportunities for new commercial and industrial uses, offering a 113 ha site for commercial, manufacturing, industrial, distribution, data centres, and energy-related uses to be brought forward or relocated to. Paragraph 14.15.6 specifically identifies the Kingsnorth Expansion Area (HHH35), a greenfield site to the west of Kingsnorth as a key site in in the managed relocation of some businesses from the MCE.
- 4.4.3 However, what is not clear from the draft Local Plan and its evidence base is if the land currently allocated on the Hoo Peninsula provides enough affordable alternative space for businesses within the MCE to be relocated to.



- 4.4.4 Veetee are in ongoing discussions landowners about opportunities to relocate to the Kingsnorth area.
- 4.4.5 The Council will also need to properly plan and provide adequate alternative purpose built commercial space elsewhere in Medway, outside of the Hoo Peninsula, including reserving land for the next plan period, to ensure continuity of trading and viable relocation options for businesses. This could include additional land at Kingsnorth, London Medway Commercial Park at Hoo, and the expansion of other sites within Medway to meet the needs of businesses currently located in the MCF.
- 4.4.6 In any event, as shown in Appendix 1, Veetee's vision for the sites is to deliver a landmark waterfront mixed-use regeneration, which the ELNA notes will occur within the plan period and is welcomed.

4.5 SITE DELIVERY

Availability

- 4.5.1 Availability is essentially about confirming that it is financially viable to develop, and viability remains a central consideration throughout plan-making. The 3 sites are reliant on Veetee's finding and securing an alternative site at either The Kingsnorth and London Medway Commercial Park at Hoo or another location in Medway to allow the sites to come forward for redevelopment and to be the Catalyst for a landmark mixed-use community on the MCE Peninsula. It is therefore essential that MC ensures sufficient space and land is allocated elsewhere for these businesses to move to which provides purpose built, modern and easily accessible accommodation such being proposed in Kingsnorth and Hoo.
- 4.5.2 It is acknowledged that the convent parking of policy SA13 for the Frindsbury Peninsula Opportunity Area are relies upon delivery of Frindsbury Peninsula Planning Framework by 2030/31.
- 4.5.3 It is put forward in this representation above that Veetee seeking to deliver on the site in the mid years of the Plan Period from 2030/31 and that the wording of Policy SA13 Criteria 1ai and ii should be revised to enable flexibility on the delivery of the first phase the new homes within the Opportunity Area in line with the Concept Plan at Figure 16 Plan. Given the nature of the sites and their availability along with the wider MCE it is considered that the circa 1,000 dwelling and employment space put forward on the Veetee sites can be part of the initial phase of development on the peninsula and can be delivered in the mid years of the Plan Period.



Suitability

4.5.4 For reasons set out in this the representation sites SR30, 31 and 37 are considered a suitable and sustainable location for development following the councils 'brownfield first approach' using previously developed land which aims to deliver around 40% of Council's housing supply within the plan period. As set out above the housing supply needs to be increased to allow for the 5 to 8% non-implementation buffer. Therefore, all the 841 homes submitted in Regulation 18 representations on these 3 sites should be considered an absolute minimum in the initial phase 1 under Policy SA13 so the Council can meet is housing needs whilst making the most effective use of land following their prepared brownfield first approach.



5 PROPOSED POLICY CHANGES TO SA13

5.1 REWORDING OF POLICY SA13

5.1.1 To make the Plan "Sound" the changes identified in red below are necessary.

Objective

An initial phase of development will be delivered in the latter part of the plan period, following the managed release and relocation of some existing businesses, providing a catalyst for a landmark mixed-use regeneration area extending beyond the plan period.

Criteria

An initial phase of development of up to 690 1, 200 new homes within the plan period as part of a large-scale, mixed-use regeneration area.

- 1. i. To ensure a continuous supply of housing throughout the Plan period, the Council will support an early phase delivery of an initial phase of residential lead mixed use development which can include Sites SR30, SR31 and SR37 and other sites within the residential area of the Concept Plan independent of the Frindsbury Peninsula Planning Framework provided that:
 - The proposals provide appropriate Flood Risk Mitigation Strategy in accordance with Policy DM1 the Environment Agency Guidance; and
 - The phase of development accords with the Council's initial Concept Plan and the proposals will not jeopardise future opportunities identified on the Frindsbury Peninsula Concept Plan.
- ii. The planning application(s) for an initial phase of development will can be guided by the Frindsbury Peninsula Planning Framework following its adoption.
- 2. The requirements in policies S2 and S3 must be applied, given the sensitive location.
- 5.1.2 3. Have regard to the setting of the Chatham Historic Dockyard, Frindsbury and Manor Farm and Star Hill to Sun Pier conservation areas, scheduled monuments at Chatham Historic Dockyard and nearby listed buildings.

Subsequent design principles

4. Medway Council will produce a timetable for the production of the Frindsbury Peninsula Planning Framework for adoption by 2030/31 to manage the medium to long-term redevelopment of MCE, including a riverside strategy, an economic strategy and the delivery of strategic flood risk infrastructure.



6 OTHER POLICIES

6.1.1 This following section considers other development control policies and identifies those which as drafted are not currently "Sound" and require amendments.

6.2 POLICY DM5: HOUSING DESIGN

- 6.2.1 No objection in principle is raised in respect of Policy DM5, however the wording of the policy should be amended. The requirement for "dementia friendly standards" is not specific and is already included in Policy T4 and Bellway would raise concerns regarding its inclusion. The requirement for M4 dwellings (Building Regulations) can be included as a standalone policy or within Policy T2 (Housing Mix), as this allows for dwellings which are adaptable to various living situations.
- 6.2.2 It is proposed that the policy is amended as follows:

New housing developments must provide good, healthy living conditions for occupants with high quality, robust, adaptable housing, inclusive and functional spaces that respond to changing resident's needs throughout their lives and support the undertaking of necessary day to day activities.

All new accommodation must, in addition to the design and amenity policy above (T1):

- As a minimum meet the relevant nationally described internal space standards for each individual unit.
- As a minimum meet the Medway Housing Design Standards for external spaces including shared outdoor amenity space, shared access and circulation, cycle storage amenity space, shared access and circulation, cycle storage, refuse and recycling, management, visual privacy and private outdoor space, environmental comfort.
- Incorporate dementia friendly standards where appropriate
- As a minimum requirement, the provision of sufficient natural light must be met to satisfy healthy living standards:
 - o Single aspect facing homes shall be avoided where possible
 - o Demonstrate use of up-to-date British Standards methodologies.
- Provide a convenient and efficient layout, including sufficient circulation space and avoiding awkward or impractically shaped rooms, unless there is justification for doing so on the basis of significant design quality gain.
- Demonstrate sufficient space for storage and clothes drying.



- Be informed by contextual analysis of key character traits that contribute
 to local distinctiveness. Demonstrate well-defined character areas which
 individually and collectively create a strong sense of place and as a whole
 presents development that is clearly differentiated from other places
 across Medway.
- Provide for recycling and refuse storage to maximise recycling but without a detrimental impact to the street scene or character of an area.
- Be flexible towards future adaptation in response to changing life needs.

6.3 POLICY DM6: SUSTAINABLE DESIGN AND CONSTRUCTION

- 6.3.1 No objection to the principle of Policy DM6 is raised, however bullet point 6 is already covered by Policy S1 and should therefore be removed and not repeated. Furthermore, this is also now superseded by Building Regulations.
- 6.3.2 It is proposed to amend the policy as follows:
 - Where relevant, how proposals adhere to Building for a Healthy Life.
 - Use of sustainability criteria, such as Building with Nature Standards which define "what good looks like" covering the themes of wellbeing, water and wildlife and other references.
 - The use of natural features such as green walls/roofs/hedges/roof top gardens etc. to enhance sustainability and Biodiversity Net Gain and contribute to the health and wellbeing of residents.
 - Design principles founded on locally sourced and/or recycled materials where possible.
 - That new dwellings built to ensure that wholesome water consumption is not greater than 110 litres/person/day.
 - Details of how the proposal is seeking to address the climate emergency with an aim to achieve or aspire to net zero carbon with due regard to Medway's current Climate Action Plan and Medway Council Corporate Strategies. The whole life cycle of a building should be considered. Where possible proposals for conversion or reuse of buildings will be favoured.
 - That the inclusion within any planning application, details how the proposals will address matters of sustainability through the design, construction and operation phases via design considerations and submission of a construction management plan.



• Creation of a safe environment including but not limited to during the operational phase of the development but also ensures full remediation of brownfield sites to appropriate standards for re-use.

Where appropriate and technically and financially viable, any submission must demonstrate how it will meet a very good BREEAM standard for water and energy for non-residential development proposals.

6.4 POLICY DM9: HERITAGE ASSETS

- 6.4.1 Requires that proposals should be submitted in Full, where development lies within or may impact a Conservation Area.
- 6.4.2 It is unclear why this requirement only applies to Conservation Areas, when it would be more reasonably applied to development's that impact heritage assets of higher significance, such as Scheduled Ancient Monuments.
- 6.4.3 Notwithstanding, this requirement should be removed, there is no clear justification for this, and each application must be considered on its own merits having regard to the level of impact the development may or may not have on a Conservation Area.
- 6.4.4 This is an unnecessary burdensome requirement, which could significantly delay the delivery of development. The Council, on the submission of an application, also has powers under Article 5 (2) of General Development Management Procedure Order 2015 to request full details of the proposals if required. Accordingly, this requirement should be removed where it is not considered "Justified".

6.5 POLICY DM15: MONITORING AND MANAGING VEHICLE TRIP GENERATION

- 6.5.1 The policy as currently worded requires allocated sites to "demonstrate how vehicle trip generation would be materially lower than the vehicle trip credit in the IDP".
- 6.5.2 There is no definition of what "materially lower" is. For the policy and the Plan to satisfy the requirements of the NPPF (para 16 d) to ensure it is deliverable and policies are clearly written, what is expected in terms of trips being "materially lower" must be defined, otherwise decision makers and those bringing forward sites do not know how to act, causing delay and inconsistency in approach.
- 6.5.3 In addition, the Policy cross refers to the Infrastructure Delivery Plan (IDP) which makes no reference to this policy under the Policy references. Furthermore, it provides no further information on what the vehicle trip credit is (as is suggested by the Policy), making it impossible to determine in any event how a development might go about demonstrating it is "materially lower".



- 6.5.4 The credit system simply seems to be a method of pooling contributions to pay for highways infrastructure. There therefore seems to be considerable confusion around this policy, what it is seeking to achieve and how it is to be applied.
- 6.5.5 Simply the policy fails to be clearly written as required by the NPPF (para 16 d) and is not demonstrated to be deliverable also contrary to the NPPF (para 16 b). It therefore fails to be "Consistent with National Policy" or "Justified".
- 6.5.6 The wording of the policy must therefore be re-visited with further evidence provided as to how the vehicle trip credit system is expected to operate to ensure it is deliverable and does not frustrate the delivery of the Local Plan.

6.6 POLICY T2: HOUSING MIX

- 6.6.1 This policy is supported in principle, however reference to the need for self-build plots is dealt with as its own policy at Policy T9, therefore should be removed.
- 6.6.2 The policy should be re-worded as follows:

The Council seeks to ensure that a sufficient range of sustainable housing options are provided to adequately meet the needs of a growing and changing population. Residential development will only be permitted if it encourages a sustainable mix of housing that includes an appropriate range of house types, including bungalows, and sizes to address local requirements, as evidenced through the Medway Local Housing Needs Assessment, or updated reports and studies.

The mix must be appropriate to the size, location and characteristics of the site as well as to the established character and density of the neighbourhood.

Accommodation requirement as detailed in the latest Local Housing Need Assessment will be used to help inform which house sizes and mix should be delivered in key locations in urban and rural areas to meet the objectively assessed needs of Medway as detailed in the latest evidence.

In relation to affordable housing, the Council will require developers to provide details of how this evidence has been used to justify the proposed mix.

Where affordable housing is to be provided, developers should also take into consideration the needs of households on the Council's housing register and discuss affordable housing requirements with the Council's Housing Strategy team at the pre-application stage of the planning process.

Development schemes must demonstrate that as part of the housing mix, sufficient consideration has been given to:

older persons housing need, (particularly for downsizing);

custom and self-build plots.



The criteria outlined in policy T4 and T9 needs to be observed

6.7 POLICY T3: AFFORDABLE HOUSING

- 6.7.1 This policy is supported in principle with the ability that all sites affordable housing can be negotiated with the Council on viability grounds. However, we have concerns over its current wording.
- 6.7.2 Policy T3 establishes different affordable housing thresholds depending on where a site is located in Medway. The different locations are identified in the accompanying Viability Assessment. However, there is no plan or any other tool in the Viability Appraisal which is easily discernible, that determines where the cut off area is for higher or lower value areas. Without the extent of these areas being physically identified on a Plan, the Policy is clearly ambiguous, meaning it is likely to be applied inconsistently and does not provide a positive framework for meeting housing needs contrary to the NPPF (para 15).
- 6.7.3 The second to last paragraph in the policy needs to be amended as follows to cake take account of significant abnormal costs associated with developing brownfield sites, as this will be a common issue in the delivery allocated sites given that some 40% of all Plan-led housing is proposed using a brownfield first approach.

The Council acknowledge that brownfield sites have higher abnormal costs. Where there are high abnormal cost a viability assessment in line with national policy and guidance should be submitted to the Council to be independently verified if the affordable housing proposed does not meet that which is required.

6.7.4 Paragraph 3 bullet point 5 of the policy requires affordable provision to "reflect the need for affordable accommodation for older persons and those with specialist needs, in line with the tenure and size split requirements as detailed in the latest Local Housing Need Assessment". Depending on the size of the site and the nature of the need this may not be practicable/viable i.e a minimum number of properties might be needed to make the provision viable for an RP given their specialist nature. The bullet point should therefore be amended as set out below to ensure the policy is "Effective".

"Where practicable to do so, reflect the need for affordable accommodation for older persons and those with specialist needs, in line with the tenure and size split requirements as detailed in the latest Local Housing Need Assessment."

6.8 POLICY S10: ECONOMIC STRATEGY

6.8.1 The principle of this policy and its supporting text is supported. However, we are still of the opinion that the policy needs to be reworded in line with our Regulation



18b submission as the sites at Kingsnorth and The Isle of Grain provide opportunities for the relocation of Industrial (E (g)(ii), E (g)(iii) (formerly B1b and B1c)) and warehouse (B8) uses to these locations to facilitate the regeneration of the Medway City Estate into a destination for residential led mixed-use development. Therefore, it is considered that bullet point 2 of Policy S10 should be rewritten as follows:

Industrial (E (g)(ii), E (g)(iii) (formerly B1b and B1c)) and warehouse (B8) uses will be located on the periphery of Medway close to the existing strategic road network on allocated sites at Kingsnorth and the Isle of Grain on the Hoo peninsular or any other allocated sites.

6.9 POLICY S11: EXISTING EMPLOYMENT PROVISION

- 6.9.1 It is proposed that this policy should be reworded as it is felt that a 12 month marketing period is considered excessive, given that under the General Permitted Development Order, the conversion of existing employment provision (offices) to residential development does not need a marketing period. It has been common practice for Local Plans to consider a reasonable marketing period to be 6 months.
- 6.9.2 A 6 month period allows a site to be marketed with sufficient time to demonstrate a need for the existing use.
- 6.9.3 The policy is not clear if allocated sites and identified opportunity need to comply with this policy. If a site is allocated the Council have already considered it suitable, available and deliverable and therefore the policy 'should not bite' for site identified in the Plan. As such our client considers that the wording of Policy S 11 should be rewritten as follows:

Where planning permission is required, proposals for the redevelopment or change of use of employment land and buildings to non-employment uses will be supported where the site is not proposed as an allocation in the Local Plan if:

- The existing use is proven to be no longer appropriate or viable.
- There is no market interest in the in the site, and it has been market for a reasonable period (of **12** 6 months).

Once this has been proven then the site will be considered for loss or redevelopment if one or more of the following criteria apply:

- the site is no longer appropriate due to detrimental impact on residential amenity;
- proposals should demonstrate how employment opportunities have been maximised and incorporated into a scheme, where possible; and



• any redevelopment conforms to the Council's regeneration agenda.



7 CONCLUSION

- 7.1.1 Veetee is one of the main landowners on the Medway City Estate (MCE), controlling three sites (Refs. SR30, SR31, and SR37), which form part of Policy SA13: Frindsbury Peninsula Opportunity Area for brownfield, landmark, mixed-use waterfront regeneration within this Plan period and beyond.
- 7.1.2 These representations raise no objections to the overall spatial strategy and supports the allocation of the Opportunity Area under Policy SA13. However, the Plan in its current form has been demonstrated to be "Unsound" with reference to the NPPF (para 36).
- 7.1.3 The Council needs to identify additional housing sites, including reviewing the capacity of existing sites allocated within the plan as the currently fails to deliver sufficient housing to meet its identified requirement, especially if the plan period is extended a further year as suggested. It is also suggested that the housing supply buffer be increased to align with best practice providing a 5-8% non-implementation buffer.
- 7.1.4 The reliance on a high-level schematic Concept Plan (Figure 16 of the Plan) and a Planning Framework to be delivered in 2030/31, without a detailed timetable for its production or clarity on landowner alignment, further demonstrates that the Plan is not "Positively Prepared." Therefore, amendments have been proposed to Policy SA13 to make the policy, and consequently the Local Plan, "Sound," by providing certainty over the delivery of the initial phase of the Opportunity Area within this Plan period.
- 7.1.5 The Council needs to further consider if any of the sites identified within the Frindsbury Opportunity Area could be delivered as independent allocations to enable additional homes to be brought forward in the plan period or if the number of units on sites can be increased to make the most effective use of the land.
- 7.1.6 These representations demonstrate that the three sites can be deliver c.1,000 dwellings independently as a catalyst for development within the Opportunity Area, and are suitable, available, and deliverable either on their own or as part of the wider Frindsbury Peninsula Planning Framework that will be brough forward.
- 7.1.7 This representation considers that several policies require amendment to ensure the Plan is "Sound" and satisfies it legal requirements. Where possible these changes have been suggested. However, fundamentally additional sites must be identified in the Plan to ensure the Council's housing requirement is met in full. Site's such should therefore be included in the Plan as housing allocations where they align with the Council's spatial strategy for growth.
- 7.1.8 Notwithstanding this, Veetee remain fully committed to collaborating and helping to deliver the vision set out in Policy SA13 for the MCE.



APPENDIX 1

VEETEE ASSAEL MEDWAY CITY ESTATE CONCEPT PLAN



Private and Confidential



Call for Sites Submission

Feb 2023



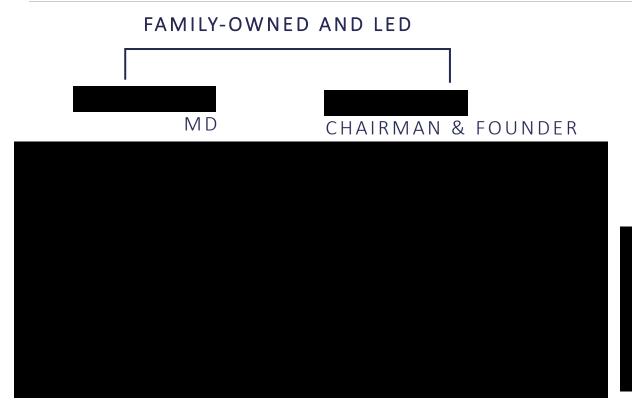
INTRODUCTION & AGENDA



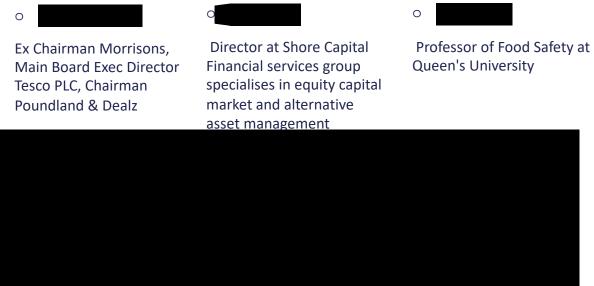
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40-YEAR OLD, FAMILY OWNED BUSINESS LED BY HIGHLY EXPERIENCED TEAM





Senior Advisors providing Independent Oversight



A business spanning 3 continents

- o UK
- o USA
- o India + servicing Middle East

Supported by significantly upgraded Executive team

- o With over 150 years of combined FMCG experience
- Instrumental in transformation of the business from an industrial assetutilisation focus to a brand and customer-led platform



'We are **obsessive** about rice'

- Provide a superior eating experience to build a long-term affinity for our brands and our partners' brands
- Continuously innovate and renovate with investment in new technology, capability, product, packaging to deliver taste, health and convenience
- QUALITY
 will always remain our guiding star
- Only make customer branded products with those who share our Philosophy and our Values
- Deliver a superior product experience that allows us to create and command higher value in the categories that we operate in
- Our colleagues live our Values and create a culture of personal growth

'We are proudly BRITISH and freely INDEPENDENT'







EVOLUTION OF VEETEE RICE MANUFACTURING OPERATIONS





VEETEE'S CURRENT 3 SITES



3 SITES Totalling 5 hectares



A NEW CONSOLIDATED FACILITY



To address the current production issues, we want to construct a new facility that consolidates the currently fragmented processes and allows capacity to meet our growing demand.



We want to retain staff and stay within the local area



Reduce inefficiencies and CO2 through improved transport access

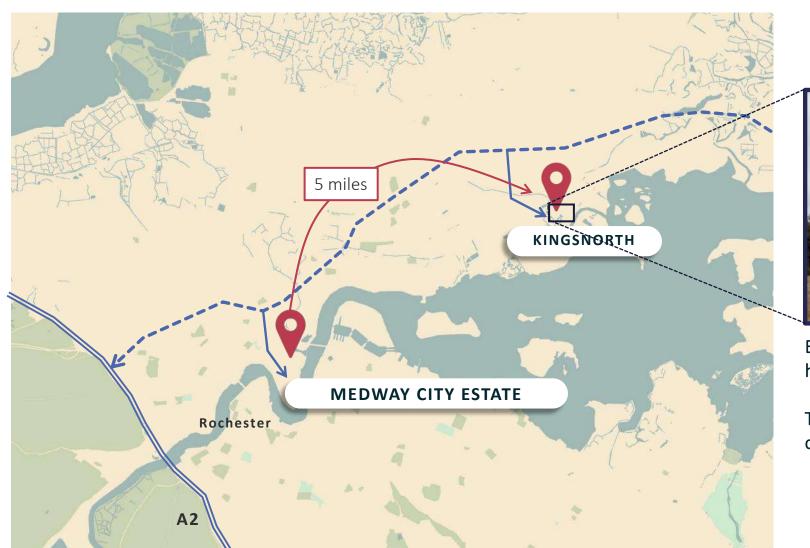


Be operational at the new site by 2023



THE PROPOSED NEW LOCATION - KINGSNORTH (KENT)







Employment allocated land of 15.38 ha (37.8 acres) located in Kingsnorth.

The site is 3 times larger than the combined area of the existing sites.

BENEFITS OF RE-LOCATION





A GREEN FACTORY

To achieve net zero emissions by 2050 through decarbonisation of the supply chain

Aspire to be carbon negative and eventually, carbon positive



FULLY INTEGRATED SUPPLY CHAIN

Reduces waste through supply chain by increasing uptime and agility, enhances quality and improves reliability

Improving effectiveness and efficiency with end-to-end collaboration of supply networks



STAFF RETENTION AND EXPANSION

Keeping and retaining existing staff within the Medway – some staff have a history with the company for 25 years

With new facilities and a larger space, there is now a greater possibility for the employment of more staff



ROOM FOR INNOVATION AND EXPANSION

Transparency of material supply, flow, inventory and improved efficiency in the orchestration of production networks

Real time communication about product information

Improved capacity also allows for *international* production and exports

WHAT'S NEXT FOR MEDWAY INDUSTRIAL SITES?





The relocation of the Veetee business would need to be facilitated by value and revenue generated by the redevelopment of their existing sites and provides an opportunity to strategically consider the role of the Medway City Estate within the Medway Towns.

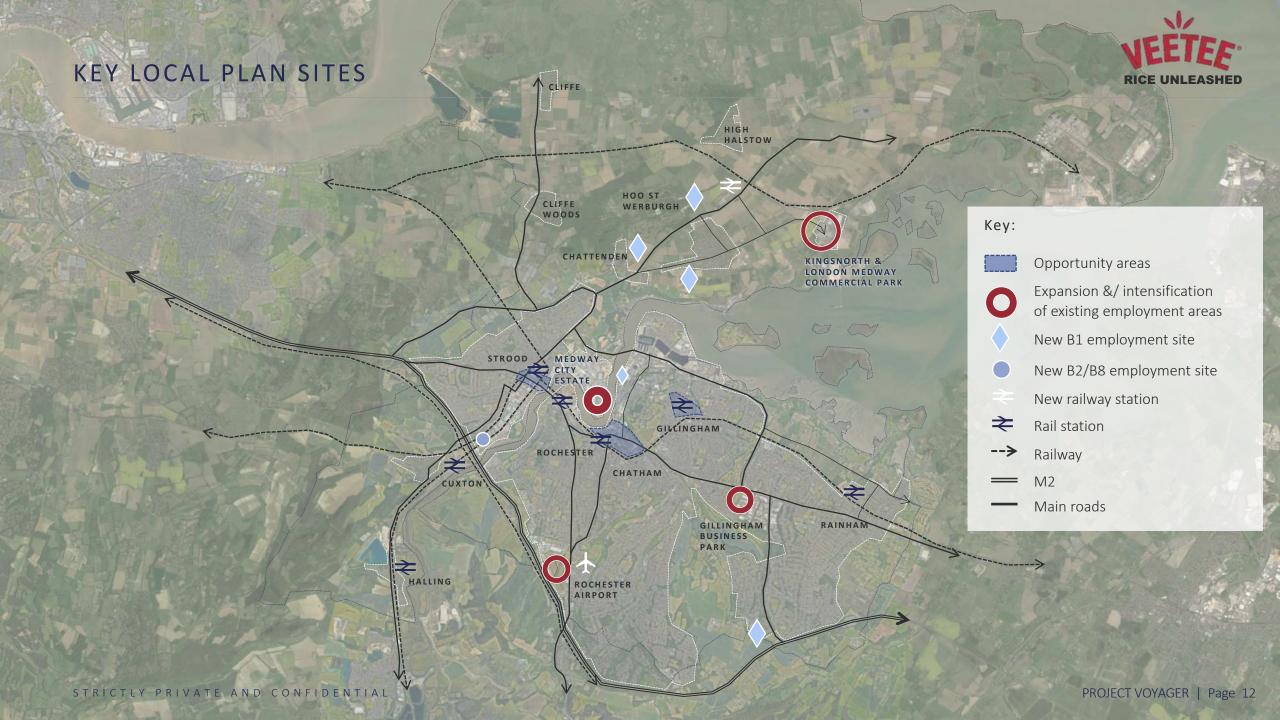


CHAPTER 2



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STRICTLY PRIVATE AND CONFIDENTIAL



EMERGING CONTEXT The Medway City Estate is sandwiched **BEACON** HILL WOOD between multiple emerging residential/ mixed-use developments. RIVER MEDWAY BROOMHILL PARK MEDWAY LOWER LINES PARK ESTATE Key: MEDWAY Strood PARK Waterfront ROCHESTER ESPLANADE Rochester GREAT LINES Riverside HERITAGE PARK St. Mary's island THE VINES TOWN HALL **GARDENS PARK** Manor Farm VICTORIA Surrounding **GARDENS** green spaces STRICTLY PRIVATE AND CONFIDENTIAL PROJECT VOYAGER | Page 13

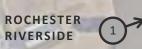
EXISTING CONDITION OF THE MEDWAY ESTATE

The Medway City Estate is highly visible from Rochester and Strood creating a harsh industrial outlook





















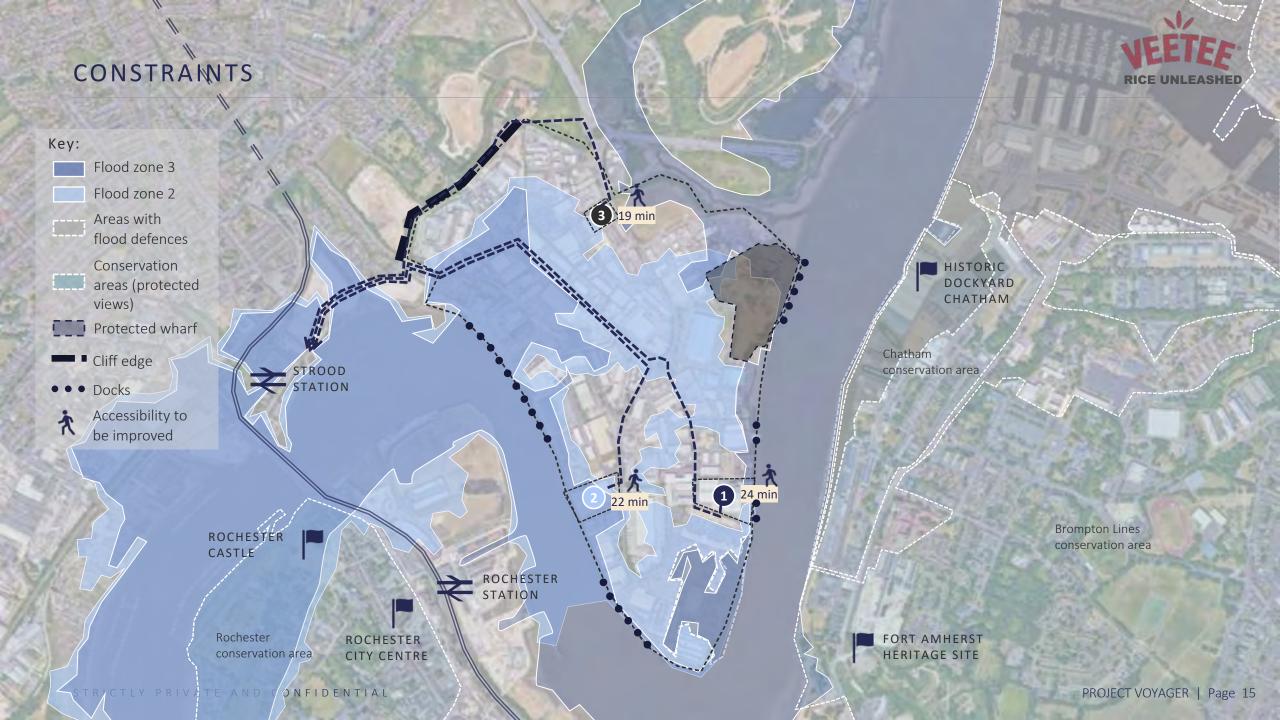




HMS DOCK

DOVETAIL GAMES

MEDWAY COUNCIL





THE EXISTING CONDITION





Poor connectivity

Limited transport routes into the estate causing congestion and stifling growth.



Unsuitable location for non-industrial uses

Currently limited opportunities for other employment generation like office/commercial based jobs within the estate.





The area is devoid of green space and does not make the most of the riverside location and views of Rochester.



A NEW VISION





STRICTLY PRIVATE AND CONFIDENTIAL PROJECT VOYAGER | Page 18

A MIXED-USE MASTERPLAN



The masterplan is defined by uses and the character areas.

The uses are defined by the suitability of their locations within the masterplan due to access, views and topography.

The residential zone wraps the river frontage and is envisaged as three gradients of scale stepping from the river to the park.

Key:



Industrial zone



Innovation / mixed use zone



Education zone



Residential zone



Central park & river walk



Pedestrian & cycle route



Low rise



Mid rise



High rise & marker buildings



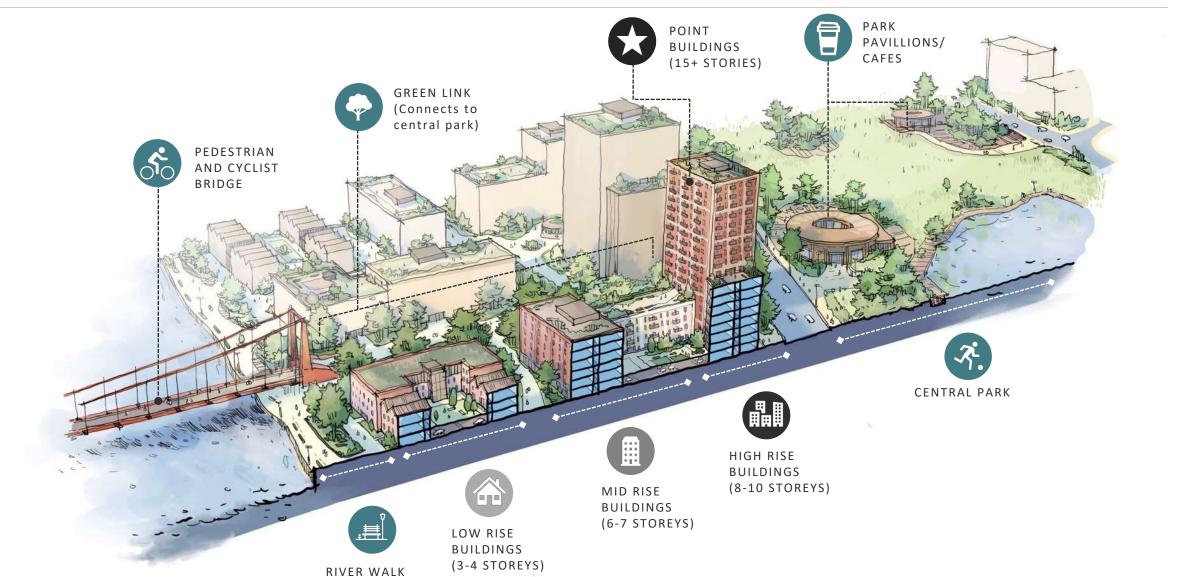
A NEW WATERFRONT





RESIDENTIAL HIERARCHY





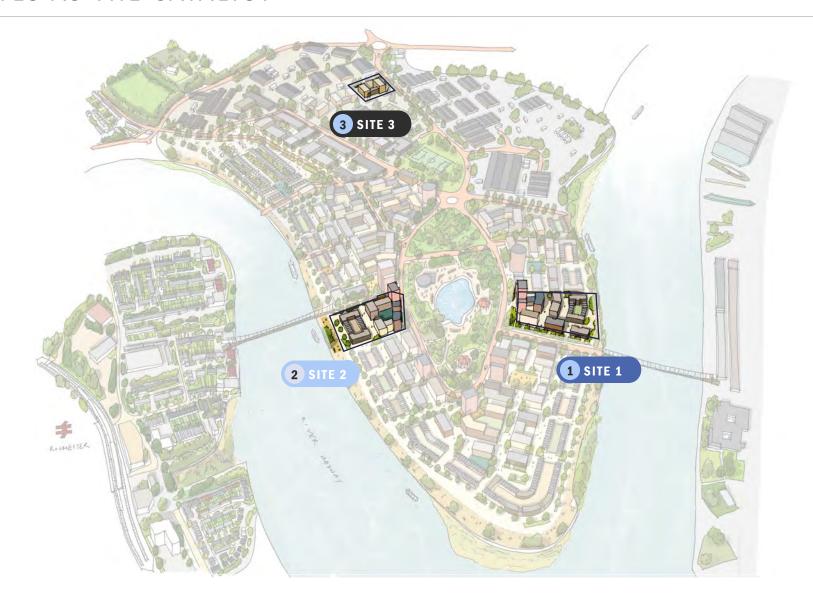
THE BENEFITS OF A NEW VISION FOR THE MEDWAY INDUSTRIAL ESTATE





VEETEE SITES AS THE CATALYST





CHAPTER 5



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EXISTING VEETEE SITE 1



Site 1 is situated on the eastern edge of Medway City Estate, fronting the River Medway. The buildings on site are not suitable for repurposing.

To the north is a training centre, car parts store and Tressair; to the west is a wholesaler; and to the south is a marine broker, tile shop, car body shop and chartered accountant, amongst others.



Site Area = 1.9 hectares

Existing GIA = 9,336 sq m

Site Type = Industrial (Veetee Rice)

Flood Risk = Low (Zone 1-2)











VEETEE SITE 1 OPPORTUNITIES AND CONSTRAINTS



Key

Site boundary

Sun path

Existing site access

Existing pedestrian route

Existing vehicular route

Existing bus stop

Noise from surroundings Flood zone 2

Views of river and conservation area

Opportunity for height

Opportunity for public link to the river

Riverside walk opportunity

Massing could step up away from river

Opportunity to increase permeability

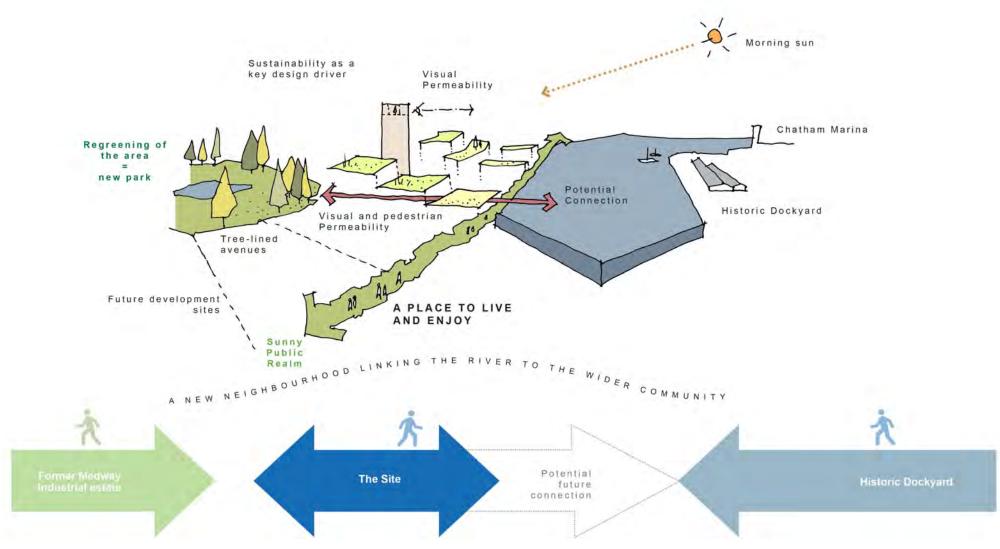
Opportunity for new public green spaces





VEETEE SITE 1 CONCEPT SKETCH





VEETEE SITE 1 PROPOSED GROUND FLOOR PLAN



Total homes 428

171 1 beds (40%)

173 2 beds (40.4%)

74 3 beds (17.3%)

10 4 beds (2.3%)

148 car parking spaces (0.34 spaces per home)



VEETEE SITE 1 PROPOSED TYPICAL FLOOR PLAN



Total homes 428

171 1 beds (40%)

173 2 beds (40.4%)

74 3 beds (17.3%)

10 4 beds (2.3%)

148 car parking spaces (0.34 spaces per home)



VEETEE SITE 1 PROPOSED ROOF PLAN



Total homes 428

171 1 beds (40%)

173 2 beds (40.4%)

74 3 beds (17.3%)

10 4 beds (2.3%)

148 car parking spaces (0.34 spaces per home)



VEETEE SITE 1 PROPOSED MASSING



Total homes 428

171 1 beds (40%)

173 2 beds (40.4%)

74 3 beds (17.3%)

10 4 beds (2.3%)

148 car parking spaces (0.34 spaces per home)



EXISTING VEETEE SITE 2



Site 2 is situated on the western edge, fronting the River Medway.

The existing brick building could be suitable for alternative uses.



Site Area = 1.4 hectares

Existing GIA = 9,024 sq m

Site Type = Industrial (Veetee Foods/House)

Flood Risk = High (Zone 3)











VEETEE SITE 2 OPPORTUNITIES AND CONSTRAINTS



Key

Site boundary

Sun path

Existing site access

Existing pedestrian route Existing vehicular route

Existing bus stop

Noise from surroundings

Flood zone 2

Flood zone 3

Views of river

Main road

Tall building opportunity

Active ground floor potential

Opportunity for public link to the river

Riverside walk opportunity

Massing could step up away from river

Opportunity to increase site permeability

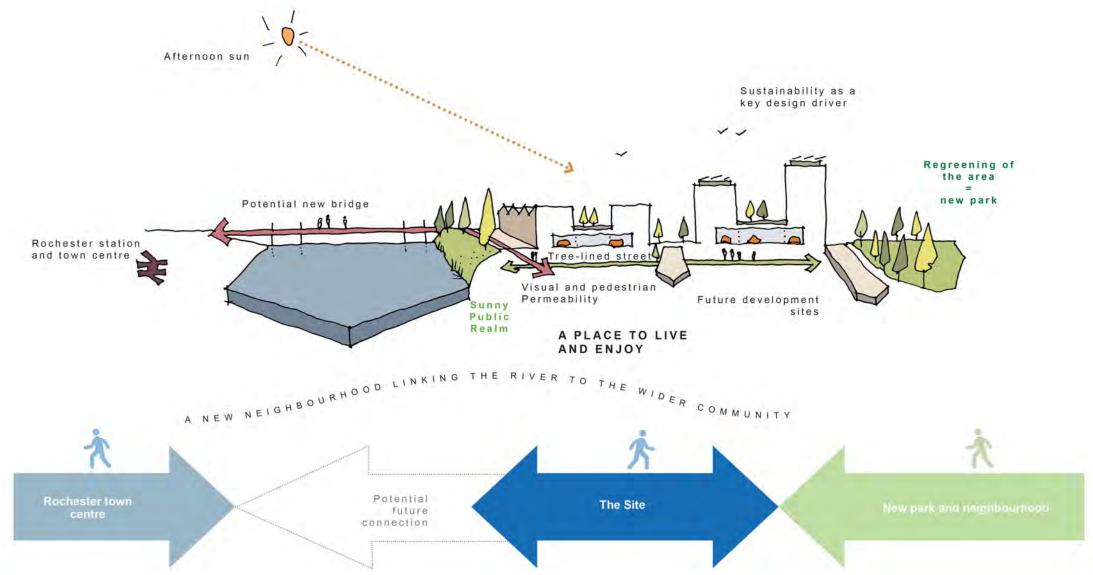
Opportunity for new public green spaces





VEETEE SITE 2 CONCEPT SKETCH





VEETEE SITE 2 PROPOSED GROUND FLOOR PLAN



Total homes 311

21 Studio (6.8%)

97 1 beds (31.2%)

138 2 beds (44.4%)

39 3 beds (12.5%)

16 4 beds (5.1%)

156 car parking spaces

(0.5 spaces per home)

500 sqm Commercial at ground floor



VEETEE SITE 2 PROPOSED TYPICAL FLOOR PLAN



Total homes 311

21 Studio (6.8%)

97 1 beds (31.2%)

138 2 beds (44.4%)

39 3 beds (12.5%)

16 4 beds (5.1%)

156 car parking spaces

(0.5 spaces per home)

500 sqm Commercial at ground floor



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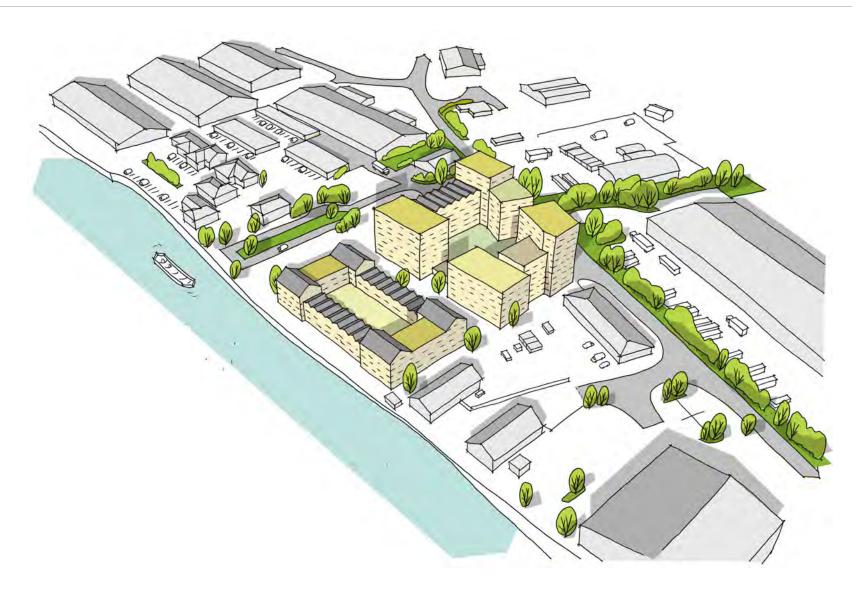
39 3 beds (12.5%)

16 4 beds (5.1%)

156 car parking spaces

(0.5 spaces per home)

500 sqm Commercial at ground floor



EXISTING VEETEE SITE 3



Site 3 is situated to the north of Medway city estate. Surrounding buildings to the north consist of a garden centre, mechanics and tile centre. Industrial structures could be retrofitted for future development for a suitable use. Replacement required for residential development.



Site Area = 0.6 hectares

Existing GIA = 2,270 sq m

Site Type = Industrial (Veetee)

Flood Risk = Medium (Zone 2)















Key

Site boundary



Existing site access



Existing pedestrian route



Existing vehicular route



Existing bus stop Main road



Noise from main road Flood zone 2



Emerging industrial scheme



Opportunity for active ground floor



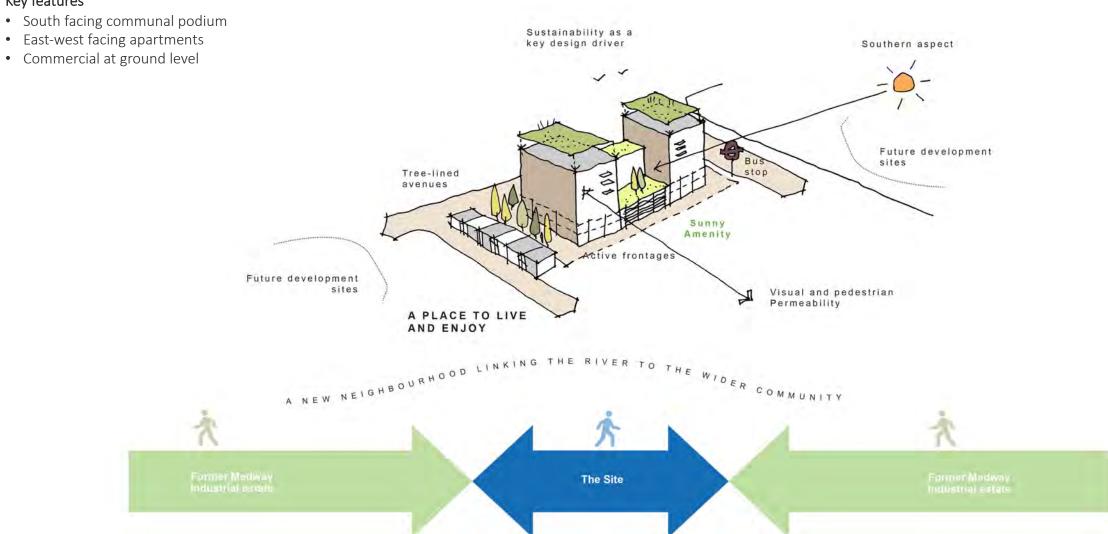
Opportunity for height



VEETEE SITE 3 CONCEPT SKETCH



Key features



VEETEE SITE 3 PROPOSED GROUND FLOOR PLAN



Total homes 102

11 Studios (10.9%)

40 1 beds (39.2%)

45 2 beds (32.3%)

6 3 beds (17.7%)

64 car parking spaces (0.62 spaces per home)

470 sqm commercial at ground floor



VEETEE SITE 3 PROPOSED TYPICAL FLOOR PLAN



Total homes 102

11 Studios (10.9%)

40 1 beds (39.2%)

45 2 beds (32.3%)

6 3 beds (17.7%)

64 car parking spaces (0.62 spaces per home)

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VEETEE SITE 3 MASSING



Total homes 102

11 Studios (10.9%)

40 1 beds (39.2%)

45 2 beds (32.3%)

6 3 beds (17.7%)

64 car parking spaces (0.62 spaces per home)

470 sqm commercial at ground floor



VEETEE SITES CAPACITY STUDIES SUMMARY









1 SITE 1

Site Area = 1.9 hectares

Existing GIA = 9,336 sq m

Total = 428 homes

A mix of houses, maisonettes and flats

Potential for commercial space at GF

2 SITE 2

Site Area = 1.4 hectares

Existing GIA = 9,024 sq m

Total = 311 homes

A mix of houses, maisonettes and flats

Commercial = 500 sqm

3 SITE 3

Site Area = 0.6 hectares

Existing GIA = 2,270 sq m

Total = 102 homes

Flats above employment space

Commercial = 470 sqm

VEETEE SITES CAPACITY STUDIES TOTAL



Total homes 841

32 Studios (4%)

308 1 beds (37%)

356 2 beds (42%)

119 3 beds (14%)

26 4 beds (3%)

368 car parking spaces (0.44 spaces per home)

970 sqm commercial at ground floor on Sites 1 and 2

Buildings ranging from 3 to 10 storeys

Incorporates landscaping, biodiversity and public access to the riverside



VEETEE SITES CAPACITY STUDIES TOTAL



Total homes 841

32 Studios (4%)

308 1 beds (37%)

356 2 beds (42%)

119 3 beds (14%)

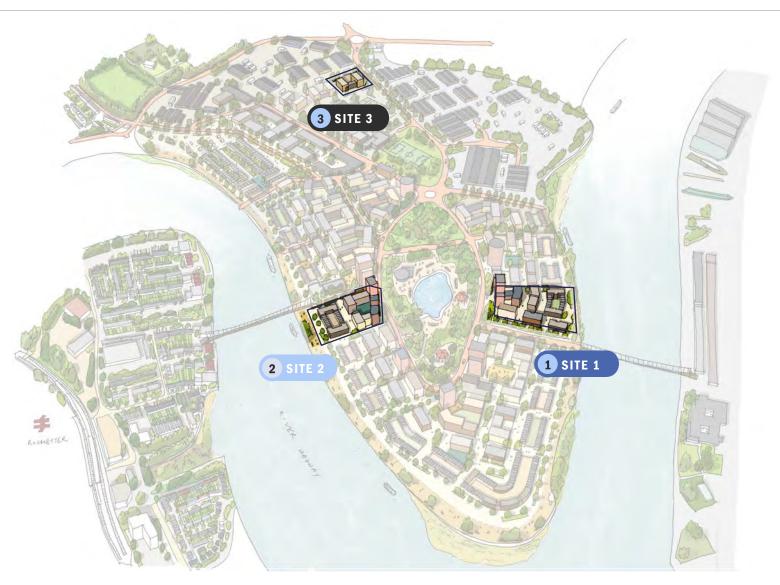
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368 car parking spaces (0.44 spaces per home)

970 sqm commercial at ground floor on Sites 1 and 2

Buildings ranging from 3 to 10 storeys

Incorporates landscaping, biodiversity and public access to the riverside





APPENDIX 2

VEETEE REGULATION 18 REPRESENTATIONS



planning transport design environment infrastructure land

Medway Council Regulation 18b Consultation Response

Veetee's sites - Medway City Estate

LAA SITE REF: SR30, SR31 and SR37

CALL FOR SITES FORM SUBMISSION ID: 222,233,234

CALL FOR SITES RESPONDENT ID: 394

REGULATION 18a CONSULTATION ID: 1598
REGULATION 18b CONSULTATION ID: 2794

CLIENT: VEETEE

SEPTEMBER 2024 DHA/16402



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1 OVERVIEW

1.1 **SUMMARY**

- 1.1.1 This representation has been prepared on behalf of our client, Veetee, in respect of the ongoing Medway Council Regulation 18b Consultation ('Medway Local Plan 2041').
- 1.1.2 The consultation builds on the responses to the consultation 'Setting the Direction for Medway 2040' in Autumn 2023 (i.e. Regulation 18a), in defining the vision and strategic objectives for the new Local Plan. The current consultation provides more information on proposed policies and options for a development strategy, including the potential sites and broad locations that could form allocations for development in the new Local Plan covering the period up to 2041.
- 1.1.3 Representations have previously been prepared for the Regulation 18a consultation in 2023, and the earlier call for sites submissions.
- 1.1.4 This response relates to the sites identified by the Council as SR30, SR31 and SR37.



FIGURE 1: INDICATIVE SITE LOCATIONS.



1.2 **OVERVIEW**

- 1.2.1 Below is an overview of the structure of the remainder of the consultation response:
 - Chapter 2 Provides feedback on the overall vision strategic objectives of the Local Plan;
 - Chapter 3 Provides feedback on the spatial growth options;
 - Chapter 4 provides commentary on policies in relation to the Natural Environment;
 - Chapter 5 Provides commentary on policies in relation to the Built Environment;
 - Chapter 6- Provides feedback on housing policies;
 - Chapter 7 provides feedback on economic development policies;
 - Chapter 8 Provides feedback on Transport policies; and
 - Chapter 9 Sets out the overall conclusions.



2 VISION AND STRATEGIC OBJECTIVES

2.1 SECTION 2.1 VISION FOR MEDWAY 2041

- 2.1.1 The vision is contrary to the requirements of the NPPF (para 15), as the "Vision" fails to identify the provision of housing as an important component of the Plan as set out in the vision under paragraph 2.1.1 of the consultation document.
- 2.1.2 The vision focuses on the employment needs and the existing employment as being the main drivers behind the vision, particularly directing employment opportunities to Kingsnorth and the Isle of Grain on the Hoo peninsular. Whilst this is a central part of Medway's vision, it does not justify the lack of reference to housing. Delivering an authority's housing need is a central component of any Local Plan and a determinative matter for the spatial strategy.
- 2.1.3 In not expressing the amount of development that is to be delivered in relation to housing and new employment, the Plan also fails to be positively prepared to provide a suitable framework for addressing housing and employment needs. The "Vision" should be amended to reference housing and employment provisions.
- 2.1.4 The Interim Sustainability Appraisal sets out in Table 5.1 the proposed growth options for Medway, of which Strategic Growth Option 3(SGO A3), the Blended Strategy, is the Council's preferred approach which sets out that Medway can deliver up to 23,733 homes across the plan period. This is 4,267 homes under the need of around 28,000 homes set out in the executive summary of the regulation 18b consultation document and 4,579 dwellings below the previously anticipated in the previous Regulation 18a consultation document.
- 2.1.5 Based on the evidence provided, we do not feel there is justification for the plan to not provide for the full assessed need.

2.2 SECTION 2.2 STRATEGIC OBJECTIVES

Prepared for a sustainable and green future

2.2.1 Notably, no strategic objective deals expressly with the amount of housing that needs to be delivered. In the absence of clearly setting out what the housing requirement is and whether the Plan is looking to meet Medway's needs (which it should), the process of using the currently drafted objectives to inform the Council's assessment of different sites and locations for development cannot be considered as "Positively Prepared" or "Justified", contrary to the NPPF (para 35).



Supporting people to lead healthy lives and strengthening our communities

- 2.2.2 Whilst it is acknowledged that, in general terms, the objective of "Supporting People to Lead Healthy Lives and Strengthening Our Communities" mentions housing generally, it does not set out how much housing will be provided. This is a determining factor in deciding what is the most appropriate spatial strategy is and should inform the basis of future strategic policies, as required by the NPPF (para 20 and 23).
- 2.2.3 We note that the Council should seek to meet their needs in full, and therefore we consider that there should be clarity provided in this strategic objective as to the housing requirement across the plan period and to demonstrate that the plan is positively prepared and justified in accordance with paragraph 35 of the NPPF.

Securing jobs and developing skills for a competitive economy

2.2.4 The principles of the strategic objectives are supported. However, the lack of clarity in housing and employment growth in numerical forms required to meet local needs across the plan period must be expressed as an objective since many of the other objectives are dependent on the delivery of housing, including the ambitions for improved employment floorspace and higher-value employment opportunities, which are also reliant on providing enough housing.

Boost pride in Medway through quality and resilient development

- 2.2.5 This objective refers to the development of brownfield land as part of the ongoing benefits of Medway's regeneration to deliver housing and employment growth. This is supported by NPPF (para 123), which states that it is "a clear strategy for accommodating objectively assessed needs, in a way that makes as much use as possible of previously developed or 'brownfield' land".
- 2.2.6 Whilst this is supported, it is also understood that the objectives do not directly address the need to release brownfield land for urban regeneration as part of a combined strategy for meeting Medway's housing needs, including suburban expansion, rural development and Green Belt release. We are, therefore, still of the opinion, as with our previous representation, that this objective is misleading, appearing to read that urban regeneration is the only objective rather than part of a wider objective for Medway to meet housing needs through the emerging Local Plan.
- 2.2.7 Indeed, in direct relation to our clients sites, the allocation of sites on the Medway City Estate and the potential for a wider opportunity area inherently relies on aspects of greenfield development on the Hoo peninsula to accommodate new employment sites.



2.3 SECTION 2.3 SPATIAL DEVELOPMENT STRATEGY

- 2.3.1 Given the site's location, our client supports the Council's spatial development strategy adopting a brownfield first approach. However, given the nature of the housing need, it is considered that a blended strategy will need to include additional sites than those indicatively allocated as 'suburban expansion' and 'greenfield sites' to meet their objective to meet the objectively assessed need in full as set out in the national policy.
- 2.3.2 It is noted that the 'suburban expansion' and 'greenfield sites' will be available and deliverable in the earlier years of the plan period with brownfield sites such as the Veetee sites coming forward in the latter years of the Plan Period, and potentially in the next plan period.
- 2.3.3 The growing need for both market and affordable housing emphasises the need for the Council to plan to meet its full objectively assessed need, as required by the NPPF (para 11b and para 23), supporting the Government's objectives to significantly boost the supply of homes (NPPF, para 60).
- 2.3.4 The Council should also work with Gravesham Borough Council to determine if it needs to and/or can accommodate any of its needs (up to 2,000 homes) to ensure the Plan is "Positively Prepared" (NPPF, para 35).



3 SPATIAL GROWTH OPTIONS

3.1 SECTION 3.2 PREFERRED SPATIAL GROWTH OPTION

- 3.1.1 Our client supports SGO 3 (Blended Strategy) as it seeks to deliver all the submitted allocated sites on the Medway City Estate (1,041 dwellings).
- 3.1.2 However, this growth option does not deliver the 28,000 homes required to fully meet the district's housing needs. The Council needs to allocate additional sites across the district to deliver the additional 4,267 dwellings across the plan period to fully meet their needs in accordance with para 23 of the NPPF.
- 3.1.3 It is noted that the 3 Veetee sites are indicatively allocated at this stage, which our client fully supports. Full site opportunity details are included within the previous representation for the Regulation 18a consultation, including an accompanying vision document.
- 3.1.4 To take this allocation further, it is submitted that Medway Council should allocate the Medway City Estate as an opportunity area for further residential/mixed-use development over the next two plan periods. This would enable the whole of the peninsula to be redeveloped and allow the time for the industrial use to be relocated to Kingsnorth and the Isle of Grain on the Hoo Peninsula, where "indicative" allocations are shown on the Policies Maps.



4 NATURAL ENVIRONMENT

4.1 POLICY S1: PLANNING FOR CLIMATE CHANGE

Question 1: The Council could consider setting local standards for development that go beyond national policy/regulations in addressing climate change. What evidence would justify this approach, and what standards would be appropriate?

- 4.1.1 Our client considers that the Council should not go beyond national policy/regulations in addressing climate change. This is because national policy and regulations are continually changing adapting to new and different concerns.
- 4.1.2 We consider that the Council should word policy S1 in a way that is flexible and adaptable enough to meet the ever-evolving requirements of national policy when it comes to meeting the challenges of climate change.

4.2 POLICY S2: CONSERVATION AND ENHANCEMENT OF THE NATURAL ENVIRONMENT

4.2.1 Policy S2 should remain as is, with proposals only having to demonstrate a 10% net gain in accordance with the Environment Act, as required by law.

Question 2: Do you consider that the Council should seek to go beyond the statutory minimum of a 10% increase in BNG? What evidence can you provide to support your view?

4.2.2 Our client objects to Medway Council's seeking to go beyond the statutory minimum 10% increase in BNG. Brownfield sites such as the Veetee sites have higher abnormal costs, and delivering biodiversity net gain above the statutory minimum requirements would be considered to add to these additional costs, causing viability issues for brownfield sites as a whole and is above the legal requirements set out in the Environment Act which came into effect in February 2024 for major developments. If MC wish to exceed the Environment Act's requirement for 10% BNG, this would need to be tested further by the Council. Any requirement should be proportionate to the proposed scale of development to ensure that development can be viable and fundamentally delivered.



4.3 POLICY S4: LANDSCAPE PROTECTION AND ENHANCEMENT

- 4.3.1 It is noted that waterfront locations on the River Medway are an important area for the natural environment, particular in relation to landscape, heritage and conservation considerations.
- 4.3.2 It is highlighted that should the individual Veetee sites and the wider Medway City Estate be allocated, a masterplan for the site could take into account the considerations relevant to its waterfront location.

4.4 POLICY DM2: CONTAMINATED LAND

- 4.4.1 At this stage, the policy sets out high-level principles of how the Council will seek developments to deal with land contamination and potential risks to human health and the environment.
- 4.4.2 Brownfield sites and previously developed sites, such as our client's site, are more prone to contamination. Whilst our client does not object to the policy's principles, the Council must clearly set out what mitigation measures it will require from development in terms of the report submitted as part of any planning application submitted on brownfield and previously developed land.



5 BUILT ENVIRONMENT

5.1 POLICY DM 5: HOUSING DESIGN

- 5.1.1 Our client is concerned by bullet point 3 of the draft policy. This policy requirement would be better suited to Policy T4. The M4 building standards for dwellings can be incorporated into Policy T2: Housing Mix, setting out the mix of M4 (2) and M4 (3) homes, which are all designed to adapt to various living situations.
- 5.1.2 The last bullet point of the policy seeks a design for flexible living "successful places that are robust and support long life and 'loose fit' neighbourhoods that are flexible and adaptable to rapidly changing circumstances".
- 5.1.3 Our client has concerns regarding the deliverability of this part of the policy. What standards does the Council intend to apply to help determine whether something is flexible living, and what are the key design criteria for long-life and loose-fit neighbourhoods? The Council should consider the production of the Supplementary Planning Document (SPD) or details within a Design Code to clearly set out how they wish housing standards to meet such fluid design criteria to help applicants understand what is required of a planning application which may help facilitate the long life and loose fit neighbourhoods set out in the policy.
- 5.1.4 We have raised earlier comments in respect of the potential for the Medway City Estate to be introduced as an opportunity area over two plan periods, and it would be expected that this would be accompanied by additional design guidance.

5.2 POLICY DM6: SUSTAINABLE DESIGN AND CONSTRUCTION

- 5.2.1 The policy states development proposals "must as a minimum Include with the planning application, details of how the proposals will address matters of sustainability both through the construction phase and once completed via submission of a construction management plan and design considerations."
- 5.2.2 It is queried whether the first part of the policy (i.e. sustainability during the construction phase) is appropriately included within the planning application process. Particularly for major developments, given the time that can pass from planning approval through to commencement, and where the contractor may not be appointed yet, it is not necessarily always possible for a developer to provide this in suitable detail at a premature time. We suggest this is introduced as a planning condition attached to a consent.
- 5.2.3 The policy states in its last bullet point that "All residential proposals shall detail how they are seeking to facilitate working from home within the design, including access to high-speed broadband/internet." This part of the policy is broad brush. The Council needs to consider how this policy will manifest itself in practice. It



- should be for the applicant to provide robust evidence to demonstrate if this is feasible.
- 5.2.4 Evidence presented from NOMIS for employment by occupation between April 23 and March 2024 for Medway shows that just over half of Medway's workforce (54.1%) work in professional occupations, considered white-collar working. 45.9% of the workforce is working in professions where working from home is less frequent/not appropriate.
- 5.2.5 We, therefore, consider it is not appropriate for new residential dwellings to make provision for bespoke working-from-home facilities in residential dwellings where existing areas such as spare bedrooms and other locations in dwellings can be utilised to work from home given the portable nature of professional service work operating in laptops and other devices.

Question 9: Should this policy be broadened out to areas adjacent or near to Conservation Areas rather than only within? If so, please explain why.

5.2.6 Our client does not agree that the policy should be broadened to any specific areas adjacent to Conservation Areas. The reason is that it is a matter of planning judgement combined with the nature and scale of the proposal as to whether it would impact a Conservation Area within close proximity to the site and should be considered by the planning officer on an individual case-by-case basis.



6 HOUSING

6.1 POLICY T2: HOUSING MIX

- 6.1.1 Policy T2 is considered a strategic policy to ensure that the Council delivers a sustainable and suitable mix of housing to meet local housing needs as set out in the three Local Housing Need Assessments.
- 6.1.2 The Local Housing Needs Assessment (2021), which is part of the evidence base for the Emerging Local Plan, states that 1no. and 3no.bed dwellings are currently the lowest housing stock in the district. The assessment also states that there is an overall need for 30 to 35% of dwellings to be flats within the overall housing mix.
- 6.1.3 Given that our client's sites individually are brownfield sites between 0.6ha-1.9ha in size, it is considered that the majority of the dwellings proposed as part of the area would come forward as flats. Cumulatively, it is anticipated that the Medway City Estate coming forward as an opportunity area, noting its urban location, would promote a mid-to-high density character area, which will positively contribute to the overall range set out in the Housing needs assessment at table 7.1.

Question 10: Do you think this policy provides effective guidance on the required housing mix in Medway?

6.1.4 Given the strategic nature of this policy, it is considered that the policy provides effective guidance, pointing at the Local housing to understand the required site location characteristics.

6.2 POLICY T3: AFFORDABLE HOUSING

- 6.2.1 it is noted that the Council have an annual net shortfall of 870 affordable dwellings per annum and that this policy seeks to reduce this overall shortfall. Our client welcomes the differentiation policy when delivering affordable housing on greenfield (30%) and brownfield sites (10%).
- 6.2.2 Whilst our client welcomes this position, on all sites affordable housing should also be able to be negotiated with the Council on viability grounds if there are significant abnormal costs associated with developing the site.

Question 11: Do you agree with having a 10% requirement for affordable housing on urban brownfield sites and 30% requirement for affordable housing on greenfield sites and higher value urban locations? What do you consider would represent an effective alternative approach? Do you agree



with a varied approach for affordable housing requirements based on the different value areas across Medway?

- 6.2.3 Please refer to the comments set out in the submission of the policy T3 affordable housing. The client welcomes that brownfield sites will deliver a lesser percentage of affordable homes. However, given the increased number of abnormal cross-resistances associated with developing brownfield sites, which could impact the viability of a feature scheme, this should still be able to be negotiated with the council through the course of an application. Viability grounds should be available on all sites as required, otherwise some sites may be prevented from coming forward, including greenfield.
- 6.2.4 It is important to highlight that given Medway Council's reliance on large scale greenfield sites to deliver some of their required housing numbers, in particularly for the earlier years of the planning period, it is important that this affordable level is not set at such a high level to discourage developers coming forward.

Question 12: What do you consider would represent an effective split of tenures between social/affordable rent and intermediate/low-cost home ownership housing in delivering affordable housing?

- 6.2.5 Our client does not object to the principle of having a percentage split relating to social/affordable rent and intermediate low-cost home ownership. It is considered that the policy should use percentages led by the need requirement set out in Table 7.1 of the Local Housing Needs Assessment to inform the percentages to accompany Policy T3.
- 6.2.6 The Council should engage with Registered Providers in the area on this matter.

Question 13: Do you have any views on the delivery of affordable housing, and the cascade principle? What evidence can you provide to support your views?

6.2.7 Paragraph 6.3.13 of the Local Plan consultation document sets out the cascade principle, which is preference for on-site delivery of affordable housing then off-site provision on an alternative site where appropriate. Common sense needs to be applied to ensure units are attractive to providers.

6.3 POLICY T9: SELF-BUILD AND CUSTOM HOUSEBUILDING

6.3.1 It is agreed that no self- and custom-built housing should be required in flatted development, as set out in the wording of this policy.



7 ECONOMIC DEVELOPMENT

7.1 POLICY S10: ECONOMIC STRATEGY

- 7.1.1 Paragraph 7.2.5 of the consultation Local Plan states that there is significant potential for the regeneration redevelopment of employment sites on the Hoo Can Peninsula, particularly at the Isle of Grain and the former Kingsnorth Power Station site. The Veetee sites should form part of the wider regeneration of Medway City Estate through a development framework/masterplan or an opportunity area for regeneration.
- 7.1.2 The opportunities set out in paragraph 7.2.5 of the Consultation Local Plan at Kingsnorth and The Isle of Grain provide opportunities for the relocation of Industrial (E (g)(ii), E (g)(iii) (formerly B1b and B1c)) and warehouse (B8) uses to these locations to facilitate the regeneration of the Medway City Estate into a destination for residential led mixed-use development. Therefore, it is considered that bullet point 2 of Policy S10 should be rewritten as follows:

Industrial (E (g)(ii), E (g)(iii) (formerly B1b and B1c)) and warehouse (B8) uses will be located on the periphery of Medway close to the existing strategic road network on <u>allocated sites at Kingsnorth and the Isle of Grain on the Hoo peninsular or any other allocated sites</u>.

7.2 POLICY S11: EXISTING EMPLOYMENT PROVISION

- 7.2.1 A 12 month marketing period is considered excessive, given that under the General Permitted Development Order, the conversion of existing employment provision (offices) to residential development does not need a marketing period. It has been common practice for Local Plans to consider a reasonable marketing period to be 6 months.
- 7.2.2 A 6 month period allows a site to be marketed with sufficient time to demonstrate a need for the existing use. A 12 month marketing period is considered excessive when the sites coming forward for the change of use to residential or other use classes are usually due to current businesses being unviable. It seems counterproductive to prolong uses/businesses on such sites where existing businesses are unviable and sites are likely to be empty.
- 7.2.3 The three Veetee sites (SR30, SR31 and SR37) are an "indicative" allocated site shown on the policy maps. Given the nature of the proposed allocation, Policy S11 should not 'bite' as the Council has already considered it suitable, available and deliverable for circa 800 residential units. As such our client considers that the wording of Policy S 11 should be rewritten as follows:



Where planning permission is required, proposals for the redevelopment or change of use of employment land and buildings to non-employment uses will be supported where the site is not proposed as an allocation in the Local Plan if:

- The existing use is proven to be no longer appropriate or viable.
- There is no market interest in the in the site, and it has been market for a reasonable period (of 12 months).

Once this has been proven then the site will be considered for loss or redevelopment if one or more of the following criteria apply:

- the site is no longer appropriate due to detrimental impact on residential amenity;
- proposals should demonstrate how employment opportunities have been maximised and incorporated into a scheme, where possible; and
- any redevelopment conforms to the Council's regeneration agenda.
- 7.2.4 Our client's sites are situated on the Medway City Estate and considered to conform with the Council's regeneration agenda. The strategic objectives of the new Local Plan support a brownfield land first approach for development across the Plan Period and the regeneration of the River Medway's waterfront.



8 TRANSPORT

8.1 SECTION 9.1: VISION FOR ACCESS AND MOVEMENT IN MEDWAY

- 8.1.1 It is concerning that opening points on the vision for access and movement in Medway relate to working from home. Our client's comments stating remain the same as they set out under Policy DM 6. It is not appropriate for new residential dwellings to make provision for bespoke working-from-home facilities in residential dwellings where existing areas such as spare bedrooms and other locations in dwellings can be utilised to work from home given the portable nature of professional service work operating in laptops and other devices.
- 8.1.2 It is noted that the Council, as part of their allocation employment sites, is seeking to relocate employment uses from the Medway City Estate to the Hoo Peninsula at Kingsnorth and The Isle of Grain. Therefore, our client supports the Council's seeking a positive movement strategy to facilitate the proposed employment locations on the Hoo Peninsula. This will enable the Medway City Estate to be allocated as an opportunity area for a residential led mixed-use development of the whole peninsular.

8.2 POLICY DM15: MONITORING AND MANAGING DEVELOPMENT

- 8.2.1 Our client's sites on the Medway City Estate are in an urban location close to several district centres, including Strood and Rochester. It is considered that the redevelopment of the sites for residential development has the potential to demonstrate how the vehicle trips proposed from the redevelopment would be 10% lower than proposed in the Strategic Transport Assessment.
- 8.2.2 Given that this assessment has not been fully drafted as part of the evidence base, the overall requirement is not yet fully known so that no detailed commentary can be made on this policy. However, given that the proposal is in the urban centre of Medway and are "indicative" site allocations, the sites are considered exempt from this policy's requirements due to the site's accessible location.

8.3 POLICY T26: ACCESSIBILITY STANDARDS

- 8.3.1 Given that our client's sites are indicatively allocated, in the event that the site was allocated in the submitted local plan it is considered that the site would have been considered against the accessibility standards and found to be sustainably located.
- 8.3.2 We therefore propose the following wording:



"Strategic and major development proposals for new homes, where they are not allocated within the local plan, will describe how they meet the following accessibility standards within 15 minutes for local destinations..."

8.3.3 Flexibility should also be built into the policy to enable, and allow a case-by-case judgement to be made by an Officer where there is general accordance with the standards.



9 CONCLUSION

9.1 OVERALL SUMMARY

- 9.1.1 The 3 Veetee sites (Refs. SR 30,31 and 37) are capable of delivering circa 1,000 residential units to help meet the housing needs of Medway Council in a sustainable and suitable location where they can be a catalyst for the further regeneration of the wider Medway City Estate into the creation of a new sustainable mixed-used community in the heart of the Medway Towns, capable of helping to meet the shortfalls in housing delivery identified in this representation.
- 9.1.2 The Medway City Estate has the ability to deliver housing and mixed used development on individual sites in the mid to later stages of the plan period, with the ability to continue to deliver mixed use development into a further plan period through the Wider vision for the Medway City Estate which would include resolving land ownership issues through the creation of a new peninsula master plan and development framework.
- 9.1.3 Our client supports SGO 3 (Blended Strategy) as it seeks to deliver all the submitted allocated sites on the Medway City Estate.
- 9.1.4 Medway Council should allocate the Medway City Estate as an opportunity area for further residential/mixed-use development over the next two plan periods. This would enable the whole of the peninsula to be redeveloped and allow the time for the industrial use to be relocated to Kingsnorth and the Isle of Grain on the Hoo Peninsula, where "indicative" allocations are shown on the Policies Maps.
- 9.1.5 The Council's preferred approach, the Blended Strategy, sets out that Medway can deliver up to 23,733 homes across the plan period. This is 4,267 homes under the need of around 28,000 homes set out in the executive summary of the regulation 18b consultation document and 4,579 dwellings below the previously anticipated in the previous Regulation 18a consultation document.
- 9.1.6 This growth option does not fully deliver the homes required to meet the Council's housing needs, and therefore the Council needs to allocate additional sites across the district to deliver the additional dwellings across the plan period to fully meet their needs in accordance with para 23 of the NPPF.



Model Representation Form for Local Plans



Local Plan Publication Stage Representation Form

Ref:

(For official use only)

Name of the Local Plan to which this representation relates:

Medway Local Plan

Please return to Medway Council Planning Service by 11th August 2025

Email: planning.policy@medway.gov.uk or post to:

Planning Policy, Medway Council, Gun Wharf, Dock Road, Chatham, Kent ME4 4TR

This form has two parts -

Part A - Personal Details: need only be completed once.

Part B – Your representation(s). Please fill in a separate sheet for each representation you wish to make.

Part A								
1. Personal Details* *If an agent is appointed, please complete only the Title, Name and Organisation (if boxes below but complete the full contact details of the agent in 2.	2. Agent's Details (if applicable) applicable)							
Title								
First Name								
Last Name								
Job Title (where relevant)								
Organisation	DHA Planning Ltd (obo) Vettee Rice Ltd							
(where relevant) Address Line 1	Eclipse House							
Line 2	Eclipse Park							
Line 3	Sittingbourne Road							
Line 4	Detling							
Post Code	ME14 3EN							
Telephone Number								

E-mail Address												
(where relevan	nt)											
Part B - Please use a separate sheet for each representation												
Name or Organisation:												
3. To which part of the Local Plan does this representation relate?												
Paragraph	Duty to Cooperate Strategic Policies and Legal Tests Housing Supply and Delivery Paragraph 1.3.5 Paragraph 1.3.7 Paragraph 1.4.14.3 Paragraph 14.14.8	Policy	SA13, DM5,DM6,DM9, DM15,T2,T3,S10,		Policies Map	SR53 (fo SR31,SR		SR301,				
					L							
4. Do you d	consider the Loc	al Plan i	s :	_					1			
4.(1) Legally compliant		Yes				No	√					
4.(2) Soun	d	Yes				No	√					
4 (3) Complies with the Duty to co-operate		Yes				No	✓					

Please tick as appropriate

5. Please give details of why you consider the Local Plan is not legally compliant or is unsound or fails to comply with the duty to co-operate. Please be as precise as possible.

If you wish to support the legal compliance or soundness of the Local Plan or its compliance with the duty to co-operate, please also use this box to set out your comments.

The Plan is not legally compliant there are issues with the Duty to Cooperate, Strategic Policies and Legal Tests and Housing Supply and Delivery.

Please see accompanying representation titled DHA/16402 **Veetee's Sites –** Medway City Estate - Frindsbury Peninsula Opportunity Area

(Continue on a separate sheet /expand box if necessary)

6. Please set out the modification(s) you consider necessary to make the Local Plan legally compliant and sound, in respect of any legal compliance or soundness matters you have identified at 5 above. (Please note that non-compliance with the duty to co-operate is incapable of modification at examination). You will need to say why each modification will make the Local Plan legally compliant or sound. It will be helpful if you are able to put forward your suggested revised wording of any policy or text. Please be as precise as possible.

Please accompanying representation titled DHA/16402 - **Veetee's Sites -** Medway City Estate - Frindsbury Peninsula Opportunity Area

Suggested revised wording of policies can be found in Section 5 of the accompanying representation.

(Continue on a separate sheet /expand box if necessary)

Please note In your representation you should provide succinctly all the evidence and supporting information necessary to support your representation and your suggested modification(s). You should not assume that you will have a further opportunity to make submissions.

After this stage, further submissions may only be made if invited by the Inspector, based on the matters and issues he or she identifies for examination.

7. If your representation is seeking a modification to the plan, do you consider it necessary to participate in examination hearing session(s)?



Please note that while this will provide an initial indication of your wish to participate in hearing session(s), you may be asked at a later point to confirm your request to participate.

8. If you wish to participate in the hearing session(s), please outline why you consider this to be necessary:

To discuss the legal compliance and soundness of the plan with specific reference to

- The Duty to Cooperate;
- Strategic Policies and Legal Tests;
- Housing Supply and Delivery;
- Site allocation SR53; and
- Policy SA13 Frindsbury Peninsula Opportunity Area.

Please note the Inspector will determine the most appropriate procedure to adopt to hear those who have indicated that they wish to participate in hearing session(s). You may be asked to confirm your wish to participate when the Inspector has identified the matters and issues for examination.

For details of our data privacy policy please see: https://www.medway.gov.uk/info/200133/planning/714/planning-service-privacy-statement



Hillhurst Farm, Stone Street, Westenhanger, Hythe CT21 4HU Tel: 01303 814444 www.bloomfieldsltd.co.uk

Future Medway Local Plan 2040

Response to the Regulation 19 Consultation - Medway Local Plan 2041

Land at 1 Ropers Cottage, Ropers Lane, High Halstow, Hoo St Werburgh, Rochester, Medway ME3 8AD

On behalf of Mr and Mrs R Goatham

Prepared by:

Thomas Ogden BSc (Hons) MRICS FBAIC AssocRTPI

Date: 7 August 2025

Job Ref: 01.002.1437

1. Introduction

- 1.1. We are writing on behalf of our client, Mr and Mrs R Goatham, in respect of the Medway Council's Local Plan Regulation 19 Consultation.
- 1.2. This representation promotes a site extending to approximately 0.8 hectares on the east side of Hoo, just west of the railway line at 1 Ropers Cottage, Ropers Lane, High Halstow, Hoo, ME3 8AD.
- 1.3. The site was allocated the reference HHH30 in the Medway Land Availability Assessment (LAA) 2023. The site was previously promoted as part of the Regulation 18 Consultation in October 2023.
- 1.4. The site was also promoted as part of land in response to the Hoo Development Framework (HDF) Consultation document which set out how our client's site should be allocated to support the expansion plans at Hoo.
- 1.5. The site is owned by Mr and Mrs Goatham and at this stage is being promoted solely on their behalf.
- 1.6. This site, located in the Hoo Peninsula rural development area, could contribute to the Council's substantial housing requirements within the district, especially when joined with the neighbouring sites and identified as part of the plan.
- 1.7. It is considered that the site provides an opportunity for additional housing and or mixed development, and hence, positive growth in the Medway area to 2041.
- 1.8. This representation responds to the current Regulation 19, by setting out how the site meets the aspirations and broad spatial strategy being promoted in the Local Plan, specifically in the rural area. In addition to identifying how the site can deliver the vision and objectives through sustainable development.

2. Context

- 2.1. The production of the Medway Local Plan has involved several key stages. Four stages already having been completed, the 'issues and options' (Regulation 18) completed in 2016, the 'development options' (Regulation 18) completed in 2017, the 'development strategy' (Regulation 18) completed in 2018, the consultation, 'setting the direction for Medway 2040' (Regulation 18) completed in 2023 and now this final Regulation 19 stage.
- 2.2. The current consultation period considers why the Council needs to plan for Medway's growth. It refers to aspects of Medway that need to be safeguarded for the future, such as beautiful landscapes and historic buildings. The consultation document also outlines potential options for building new homes, workplaces and services.
- 2.3. This representation seeks to promote 0.8 hectares of land on the north eastern side of Hoo, the extent of which can be seen at **Figure 1** below.



Figure 1 – Google Earth showing extent of site promoted in the Local Plan.

- 2.4. The published interim Land Availability Assessment for Medway (September 2023) does include an assessment of the site, with site reference HHH30. This document recognizes the site does <u>not</u> comprise "Habitats Sites", Irreplaceable habitat" and is <u>not</u> an "Area at risk of flooding". It is on this basis that the site is recognized as capable of delivering 5 or more dwellings, or economic development of over 0.25 ha and which is recommended to proceed to Stage 2.
- 2.5. The strategic location and size of the site provides the opportunity for the delivery of a residential scheme with potential economic development which could be developed in isolation or more strategically with the neighbouring sites.
- 2.6. The fact that the Council's extract in respect of the Hoo Development Framework Concept Plan (see **Figure 2** below) shows the surrounding land as allocated for development, would duly support inclusion of our client's site, rather than omitting it as is currently proposed.

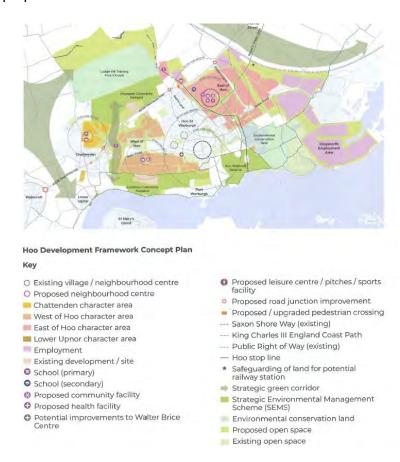


Figure 2 – Extract from Hoo Development Concept Plan included in the Regulation 19 proposal set out by Medway Council.

2.7. Respectfully, the more logical approach would be to allocate our client's site for development given the current infrastructure on site and the brownfield status, and have open space further to the north west of the site, or at any of the other point on the periphery of the site and where no existing built form exists. This is demonstrated at Figure 3 below.

Rural: The Hoo Peninsula and surrounding areas

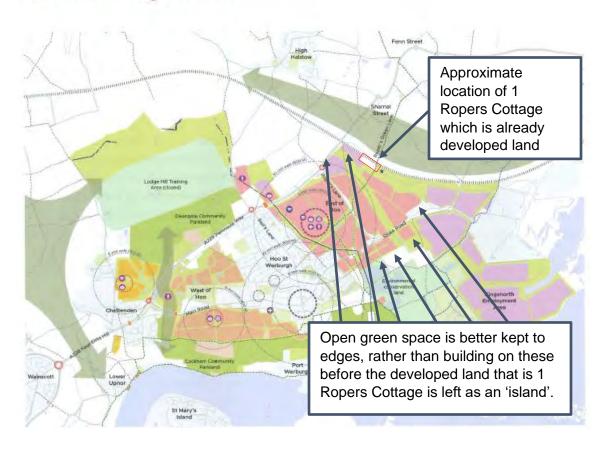


Figure 3 – Extract from Hoo Development Concept Plan showing edges that should not be developed before 1 Ropers Cottage is allocated for development.

2.8. The site is well located next to proposed development in a sustainable location. The proximity of proposed pedestrian areas in the locality further supports good connections to existing and proposed bus links, pedestrian and cycle paths, which will all link well with Hoo St Werburgh.

- 2.9. Allocation of the site for residential development would be consistent with the objectives of the NPPF which seek to support sustainable development in accordance with the environmental, economic and social objectives.
- 2.10. There are no known constraints that would prevent development of the site, and further detailed assessments would be provided to accompany any future planning application to address any perceived site-specific issues.

3. Deliverability

Availability

3.1. Mr and Mrs Goatham, who own the site, have confirmed that the site is available. On this basis, and subject to its inclusion in the Local Plan, the site can become available in the first 5 years of the Local Plan period.

Suitability for Residential Development

- 3.2. The site is easily accessible off the main Ratcliffe Highway / Peninsula Way highway from Ropers Lane immediately to the north of Hoo. There are no perceived constraints that could not be overcome to facilitate development on the site.
- 3.3. The site would be suitable for housing development, as a highly sustainable and logical extension to the settlement of Hoo. If the site were to come forward for a mixed residential / economic development, it could also sit comfortably with the adjoining existing and proposed site uses.

Achievability

3.4. Subject to the grant of necessary planning permission, the site is realistically capable of delivering development in the early phases of the Plan period. Development viability will be assessed by taking into account the affordable housing requirements, other obligations and market conditions at the time when development proposals are promoted through the planning application process. At this stage, there is no indication to suggest that there will be any viability issues for housing development on this site.

4. Spatial Development Strategy

In accordance with the Spatial Development Strategy, 'The planned growth of Hoo St Werburgh as the principal settlement on the Hoo Peninsula will extend beyond the plan period into the 2040s. The vision is for a thriving community, supported by a good range of services, including retail, schools, health, sports and community facilities, where development has been successful in responding sensitively to the countryside and coastal setting and heritage informs the sense of place'.

4.1. As site owners, we support and welcome the recognition that this part of Medway could actively contribute to a well-planned and strategic community. The site at 1 Ropers Cottage actively supports this intention and provides a strategically well positioned site, which provides the opportunity to deliver several development options.

5. Conclusion

5.1. Respectfully, the site proposed for development at 1 Ropers Cottage (site HHH30), should be supported for allocation in light of the site already constituting built development and given the intention to allocate the surrounding land for development.