



Medway Local Plan 2041

Regulation 22

Consultation Statement

Including Appendices 1-5 (Appendix 6 published separately)

December 2025

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



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INTRODUCTION

Purpose

- 1.1 This Consultation Summary Report sets out how the Council has involved residents and key stakeholders in preparing the Medway Local Plan 2041 in accordance with Regulations 18 and 19 of the Town and Country Planning (Local Planning) (England) Regulations 2012.
- 1.2 This statement meets the requirements set out in the Regulations, specifically Regulation 22(1) part (c).
- 1.3 This report demonstrates that consultation on the preparation of the Local Plan has been undertaken in accordance with the relevant Regulations and the Statement of Community Involvement (SCI) May 2024. The Medway SCI sets out how the Council will consult and involve the public and statutory consultees in planning matters. The current adopted Medway SCI 2024 can be viewed [here](#).

Background

- 1.4 This Consultation Statement describes how the Council has undertaken community participation and stakeholder involvement in the preparation of the Local Plan, setting out how such efforts have shaped the Plan and the main issues raised by consultation/representations.
- 1.5 Following earlier work in plan preparation, the Council began its formal consultation work on this Local Plan for Medway in 2023. There have been two rounds of Regulation 18 consultation. Stage 1 involved an initial round of consultation on a high-level version of the Local Plan: 'Setting the Direction for Medway 2040' which focussed on the proposed vision, strategic objectives and setting out the proposed broad locations for future growth. The consultation ran from 18 September to 31 October 2023. A consultation summary report on this Stage 1 of Regulation 18 consultation covering who was consulted, how, and the main issues raised is set out in Appendix 1, and is on the Council's website [here](#).
- 1.6 The Council built upon this work and took account of comments received in the 2023 consultation in a second Regulation 18 consultation document. This was published for consultation with supporting evidence base materials from 15 July to 8 September 2024. The Medway Local Plan 2041 Regulation 18b consultation took the Plan period to 2041 and set out the strategic vision, objectives, growth options and a preferred spatial strategy for Medway, as well as draft planning policies to guide future development and identify the main areas for sustainable development growth. It proposed policies and guidance to ensure local development would be in accordance with the principles set out in the National Planning Policy Framework (NPPF). A consultation summary report on this Regulation 18b consultation covering

who was consulted, how, and the main issues raised is set out in Appendix 1, and is available [here](#).

- 1.7 The Council's Proposed Submission Local Plan and supporting documents, including the sustainability appraisal, were published in accordance with Regulation 19 for a six-week consultation period lasting from Monday 30th June until Monday 11th August 2025.
- 1.8 The Council consulted specific consultation and statutory bodies, local amenity and residents' groups, businesses and individual residents in accordance with the Medway SCI. Through work on previous consultations, the Council has built up contacts of many residents, voluntary organisations and businesses interested in the Local Plan. These reflect different sectoral interests, such as the environment, transport, housing, health, and development.
- 1.9 On adoption, the new Local Plan will replace the current 2003 Medway Local Plan. The Council has provided a list of policies to be superseded with its submission letter to the Planning Inspectorate, for consideration as a modification to the published Draft Plan.

Structure of Statement

- 1.10 This statement of consultation comprises 4 sections:
- 1.11 Section 1 is an introduction.
- 1.12 Section 2 sets out the timeline which has been followed in preparing the revised Local Plan differing slightly from the [Medway Local Development Scheme December 2024](#) which outlined submission by the end of November 2025.
- 1.13 Section 3 summarises the main issues raised during the course of the consultation carried out under Regulations 18/19 and how the comments received have been considered by the Council.
- 1.14 Section 4 contains six Appendices which support Section 3.

Appendix 1 (Reg 18 – Stage 1 (Reg 18a)) explains:

- who was invited to make representations under regulation 18 and how that was undertaken (Regulation 22 (1)(c)(i) and (ii));
- summary of the main issues raised by those persons (Regulation 22 (1)(c)(iii)) in Plan order; and
- how those issues have been addressed in the preparation of the Local Plan (Regulation 22 (1)(c)(iv)).
- Schedule 1: Details of the consultation database (bodies, groups, members of the public etc).

- Schedule 2: Details of the consultation methods undertaken (letters, press releases, etc).

Appendix 2 explains:

- Summary of key changes made to 'Setting the direction for Medway 2040' Local Plan between Regulation 18A and Medway Local Plan 2041 Regulation 18B consultations.

Appendix 3 (Reg 18B consultation) explains:

- Who was invited to make representations under regulation 18 and how that was undertaken (Regulation 22 (1)(c)(i) and (ii));
- Summary of the main issues raised by those persons (Regulation 22 (1)(c)(iii)) in Plan order; and
- How those issues have been addressed in the preparation of the Local Plan (Regulation 22 (1)(c)(iv)).
- Schedule 1: Details of the consultation database (bodies, groups, members of the public etc).
- Schedule 2: Details of the consultation methods undertaken (letters, press releases, etc).

Appendix 4 explains:

- Summary of key changes to the Medway Local Plan 2041 made between Regulation 18B consultation in July 2024 and Regulation 19 Proposed Submission Version in June 2025

Appendix 5 explains:

- How the Regulation 19 Local Plan consultation was undertaken and the number of representations made including a summary of the main issues (Regulation 22 (1)(c)(v) with a council response to the issues raised.
- Schedule 1: Details of the consultation database (bodies, groups, members of the public etc).
- Schedule 2: Details of the consultation methods undertaken (letters, press releases, etc).

Appendix 6 covers:

- Summary of representations by plan order and the Council's response. This also includes comments made on supporting evidence including the SA and HRA. Due to file size Appendix 6 has been published separately.

PLAN PRODUCTION TIMELINE

- 2.1 The creation of a new Local Plan requires a number of thorough and robust stages of consultation. This is to enable early and ongoing engagement with the local community, businesses and organisations to develop a comprehensive document, tailored to the needs of the district in terms of strategy and the policies required.
- 2.2 The below timetable outlines main consultation stages of the emerging Local Plan up until the submission date in December 2025.

Key Local Plan Stages Undertaken

1: Identify issues and collect evidence:

- 2.3 The Council had prepared evidence base work and carried out Regulation 18 consultation over a number of years from 2014. Some of this historic work has informed the preparation of the new Local Plan, but the formal start of this plan preparation was the Regulation 18 consultation in 2023.

2a: Draft Local Plan consultation – Regulation 18a: September 2023

- 2.4 The Council consulted on a high-level issues and options document. Consultation was open for a six-week period 18 September – 31 October 2023.

2b: Draft Local Plan consultation – Regulation 18b: July 2024

- 2.5 The Council consulted on a full draft version of the Local Plan that combined the updated evidence base, technical assessments, previous consultation responses and internal comments. Consultation was open for a six-week period 15 July – 8 September 2024.

3: Plan amendments: 2024–2025

- 2.6 The Council took on board comments received during the draft Local Plan consultation. Further evidence base documents were updated (eg SA/SEA) or commissioned (Viability Assessment) to improve the Local Plan ready for formal consultation/submission.

4: Publish the Plan (Pre-Submission Consultation Reg 19): June 2025

- 2.7 A submission ready version of the plan was made available for stakeholders and the public to comment on for a minimum of 6 weeks (30 June – 11 August 2025). In accordance with the Local Plan Regulations, this consultation was formal and statutory seeking view specifically on the Plan's legal compliance and soundness for Examination in Public.

5: Submission to the Secretary of State: December 2025

- 2.8 The Council assessed the comments received during the regulation 19 formal consultation and considered that the Local Plan is sound, therefore, can be submitted for Examination in Public (EiP). The Plan was submitted to the Secretary of State in December 2025.

6: Examination: Winter 2025/26

- 2.9 The Plan will be examined by an independent Planning Inspector.

7: Adopt: Winter 2026

SUMMARY OF PROCESS AND MAIN ISSUES

Summary of the consultation process for the Medway Local Plan

- 3.1 Public consultation under Regulation 18 of the Town and Country Planning (Local Plans)(England) Regulations 2012 took place in two stages. The first stage involved an initial round of consultation on issues for the 'Setting the Direction for Medway 2040', referred to as Reg 18A consultation, over six weeks from September to October 2023. The second stage involved consultation on a Draft 'Medway Local Plan 2041', referred to as Reg 18B consultation, and took place over six weeks from July to September 2024. Appendices 1 and 3 provide details of how the requirements of Regulation 22(1)(c) (i) to (iv) have been met in relation to the Reg 18A and Reg 18B consultations, respectively, including which bodies and persons the local planning authority invited to make representations; how they were invited to make representations; a summary of the main issues raised by the Regulation 18 representations; and how those representations have been taken into account.
- 3.2 Regulation 19 pre-submission publication consultation took place for six weeks between June and August 2025. Appendix 5 (which includes Schedules 1 and 2) provides details of how the consultation was undertaken and how the requirements of Regulation 22(1)(c)(v) have been met, namely the number of representations made pursuant to regulation 20 and a summary of the main issues raised in those representations. A Council response is also provided to the main issues raised. A high-level summary of the main issues raised at Regulation 19/20 is also given below.
- 3.3 As part of the Regulation 19 Local Plan Consultation a number of background documents were open for consultation and comments at the same time. These documents included, amongst others:
- Sustainability Appraisal (SA) of the Local Plan Regulation 19
 - The Habitats Regulation Assessment (HRA) of the Local Plan Regulation 19
 - The Infrastructure Delivery Plan (IDP)
 - The Strategic Flood Risk Assessment (SFRA)
 - The Strategic Transport Assessment (STA)
 - Viability Assessment (VA)
- 3.4 The SA and HRA were both hosted publicly via Opus. Consultees signed up to Opus alongside consultees listed in Appendix 5 Schedule 1 who were invited to comment on this consultation.

- 3.5 The comments received on the SA and HRA and responses to them are at Appendix 6.
- 3.6 Links to the background evidence base documents (including IDP, SFRA, STA and VA) were hosted publicly via Opus as part of the Regulation 19 Consultation. As above, consultees signed up to Opus alongside consultees listed in Appendix 5 Schedule 1 who were invited to comment on this consultation.

Main Issues raised in pursuant to Regulations 19 / 20:

- 3.7 By section of the Plan, the main issues raised pursuant to Regulations 19/20 were:

Chapter 1 – Overview

- 3.8 The representations demonstrate both support and significant concerns regarding the draft Local Plan. Respondents broadly endorse the ambition to improve health outcomes, environmental resilience, and infrastructure provision, with calls for investment in healthcare facilities, active travel, and sustainable building standards such as solar panels and heat pumps. There is strong support for biodiversity protection and habitat creation, alongside recognition of the need for cross-boundary collaboration on housing, transport, and environmental issues. Positive feedback acknowledges Medway Council's engagement with National Highways and neighbouring authorities, and welcomes commitments to joint working on strategic matters, including housing and infrastructure planning.
- 3.9 However, numerous objections highlight perceived shortcomings in legal compliance, policy clarity, and deliverability. Key concerns include the scale of proposed growth in sensitive areas such as the Hoo Peninsula and Strood, with fears of environmental degradation, loss of green space, and inadequate infrastructure to support development. Respondents question the robustness of climate change measures, flood protection, and transport planning, citing congestion, poor air quality, and insufficient public transport provision. Procedural issues feature prominently, with repeated claims that the Duty to Cooperate has not been met, citing incomplete Statements of Common Ground, lack of transparency, and inadequate engagement with neighbouring authorities. Further criticisms relate to non-conformity with the National Planning Policy Framework, insufficient evidence base, and failure to address unmet housing needs. Concerns also extend to housing mix, affordability, and the impact on community wellbeing, alongside calls for stronger enforcement of developer commitments and clearer policy language.

Chapter 2 – Vision and Strategic Objectives

- 3.10 The representations demonstrate both support and significant concerns regarding the draft Local Plan. Respondents broadly endorse the ambition to improve health outcomes, environmental resilience, and infrastructure provision, with calls for investment in healthcare facilities, active travel, and sustainable building standards such as solar panels and heat pumps. There is

strong support for biodiversity protection and habitat creation, alongside recognition of the need for cross-boundary collaboration on housing, transport, and environmental issues. Positive feedback acknowledges Medway Council's engagement with National Highways and neighbouring authorities, and welcomes commitments to joint working on strategic matters, including housing and infrastructure planning.

- 3.11 However, numerous objections highlight perceived shortcomings in legal compliance, policy clarity, and deliverability. Key concerns include the scale of proposed growth in sensitive areas such as the Hoo Peninsula and Strood, with fears of environmental degradation, loss of green space, and inadequate infrastructure to support development. Respondents question the robustness of climate change measures, flood protection, and transport planning, citing congestion, poor air quality, and insufficient public transport provision. Procedural issues feature prominently, with repeated claims that the Duty to Cooperate has not been met, citing incomplete Statements of Common Ground, lack of transparency, and inadequate engagement with neighbouring authorities. Further criticisms relate to non-conformity with the National Planning Policy Framework, insufficient evidence base, and failure to address unmet housing needs. Concerns also extend to housing mix, affordability, and the impact on community wellbeing, alongside calls for stronger enforcement of developer commitments and clearer policy language.

Chapter 3 – Spatial Development Strategy

- 3.12 A wide range of issues were raised in support of the Spatial Development Strategy: use of blended approach, use of brownfield land while noting higher costs, delivery of infrastructure while observing environmental sensitivities, development of smaller sites as allocations, safeguarding of land for rail growth, high quality place making, meeting housing need in full on brownfield and greenfield sites, expansion of Chatham Docks allocation, support for allocations on the Hoo Peninsula and support for use of brownfield sites with archaeological assessments and Conservation Area Appraisals.
- 3.13 Objections most notably related to issues around the choice of site allocations and associated evidence, evidence around housing supply, the need for a specific housing supply policy, concerns over allocating sites in greenbelt, potential negative impacts from development (e.g. environmental/ecological) and subsequent impacts on existing infrastructure. A number of consultees highlighted the distribution of growth across Medway while the allocation of development sites within the greenbelt received significant opposition as did the allocation of Chatham Docks/Chatham Waters.

Policies maps

- 3.14 A number of issues were raised in relation to the policies maps – some referencing the need for greater clarity to make the maps more easily readable as well as points raised about consistency between maps and the Local Plan. A number of comments related to requests for maps to be amended relating to specific sites or specific designations or both.

Chapter 4 – Natural Environment

- 3.15 This chapter is widely criticised for lack of clarity, enforceability, and compliance with national policy, leaving many policies unsound and poorly evidenced. Key concerns include flood risk, water supply, sewage capacity, air quality, biodiversity, landscape protection, and Green Belt integrity, with objections to development in sensitive areas and loss of agricultural land and habitats. Policies S1–S7 and DM1–DM4 are viewed as vague, inconsistent with the NPPF, and lacking measurable, time-bound commitments, while strong objections target Green Belt release under Policy S7 due to inadequate justification, flawed evidence, and failure to adopt a brownfield-first approach. Supportive representations broadly endorse the principles of climate adaptation, biodiversity enhancement, green and blue infrastructure, and landscape conservation, urging refinements such as SuDS, renewable energy, ecological corridors, BNG targets, and stronger visual impact assessments. Respondents call for policy redrafting with enforceable requirements, strategic buffers, robust mitigation hierarchies, and transparent evidence, aligned with the NPPF, Climate Change Act, and national standards to ensure resilience and protect Medway's environmental assets.

Chapter 5 – Built Environment

- 3.16 A total of 74 comments were received on the Built Environment with 42 comments in support of Medway's approach and 42 objecting. There was strong support for strengthened policies on landscape, trees, amenity, and heritage, welcoming clearer parameters and alignment with national guidance. It advocates for increased tree planting, green connectivity, and higher sustainability standards, including solar panels, battery storage, rainwater harvesting, and ground source heat pumps, alongside an overarching Medway Design Guide. Heritage protection is emphasized through clearer distinctions between designated and non-designated assets, inclusion of ancient monuments and historic village greens, and creation of a Local Heritage List, with added guidance for listed buildings and archaeological sites. Additional suggestions include garden size standards, usable outdoor space for flats, provision of green spaces in developments, and improved clarity to avoid duplication with other policies. While broadly supportive, there is a strong objection to development on Green Belt land at SNF1, urging prioritization of brownfield or ex-MOD sites instead.
- 3.17 The objections highlight non-compliance with Regulations 18 and 19 and the NPPF, insufficient evidence on infrastructure and delivery, and lack of clarity in policy wording. Key concerns include the absence of a building heights/views policy, failure to promote higher densities as per NPPF paragraph 128, and omission of flood risk considerations for riverside heritage areas. Several requirements are seen as unrealistic or duplicative, such as green walls/roofs and dementia-friendly standards already covered by other policies or Building Regulations. Mandatory full applications for Conservation Areas are considered unjustified and overly burdensome, while DM10's rigid retention of historic features and failure to allow the NPPF balancing exercise could render redevelopment unviable. Overall, the approach lacks flexibility,

risks duplication, and does not align with national policy, requiring amendments for clarity, deliverability, and consistency.

Chapter 6 – Housing

- 3.18 A number of issues were raised to this section which had been raised to the specific housing policies as well as to a number of the sites allocation policies such as opposition to building in the greenbelt. Other housing issues were raised not linked to policy most relating to housing need. Concern was raised on the use of the Standard Method for calculating housing need and the method not picking up on Medway's housing density. One comment suggested Medway should be exceeding the Standard Method need level and an uplift applied. Others supported the use of the Standard Method and Medway meeting its full housing need. A comment was raised that Medway's housing trajectory should be included in a specific policy.
- 3.19 A wide range of comments were made in relation to housing issues both in terms of supporting and objecting to the housing policies. The Affordable Housing policy attracted the most comments with many objections suggesting modifications required to the policy. A wide range of general issues were raised in relation to affordable housing in terms of clarification on which areas are classed as high/low value areas as referred to in policy as well as lack of clarity around affordable housing requirements. A number of comments related to viability generally in terms of querying the projections of need and the ability for the market to deliver such levels as well as issues with affordable housing being delivered on 'PDL' sites. The issue of delivering a diverse range of affordable housing was highlighted as well as bringing empty properties back into occupation.
- 3.20 After affordable housing the 'Houses of Multiple Occupation' policy (T8) attracted significant comments. The most common issue raised in relation to HMOs was the request for the introduction of an 'Article 4 Direction' for HMOs. No specific locations within Medway were mentioned. A number of other responses received related to the potential negative impact of HMOs on residential neighbourhoods with some responses calling for a stronger policy to manage HMOs. On that issue, a number of points were raised in terms of management of HMOs which are more closely linked to the licensing of HMOs.
- 3.21 The Housing Mix policy (T2) received the next (most significant) level of response due to the wide scope of the policy. A number of responses came from consultees in the development industry requesting flexibility in the implementation of the policy as not all sites can deliver the full mix of housing. Others queried why specific housing types were referenced within this policy if a dedicated policy was in place. A number of supporting comments emphasised the need for the delivery of specialist housing.
- 3.22 A number of comments were submitted in relation to the Self Build and Custom Build policy (T9). In terms of support, there were mixed opinions over the 100+ size threshold with some supporting while another comment suggested this may lead to over provision. Some comments requested

greater clarity within the policy over which sites the policy would apply to as well as querying ambiguity around the need for a design code and describing this as a constraint. In terms of objections these were broad: raising issues around the delivery of affordable units, what should be done with unsold plots, issues around viability, design codes as well as requesting flexibility within the policy.

- 3.23 The Supported Housing, Nursing Homes and Older Persons Accommodation Policy (T4) attracted a fair number of responses: supporting the need for specialist accommodation, highlighting the needs of certain types of accommodation for sections of the community and picking up on potential affordability issues. A number of policy wording suggestions were made to add more detail to provide clarity.
- 3.24 After that, the Small Sites and SME Housebuilders policy (T11) is noted as receiving a notable number of responses. There were requests for policy amendments to provide greater clarity. Other objections related to requests to have a target for the proportion of all units that should be delivered on small sites as well as querying the 60 units threshold, while others did not support the policy and suggested it should be combined with the overall housing policy.
- 3.25 The rest of the housing policies received a handful of responses each relating to the needs of particular housing types. The most notable is the Gypsy, Travellers & Travelling Showpeople policy (T10) which received a range of comments around: the definition of this type of accommodation in the national guidance (PPTS) to determine the level of need, querying the list of exceptions listed in the policy, raising concern over the approach as to whether this policy can be used to determine applications. Other issues raised related to opposition to the intensification of the Cuxton site as well as the need for sites for Travelling showpeople.
- 3.26 A number of housing policies received a low level of response being thematic policies with a narrow focus. A SUDs/drainage/waste water issue was raised under Policy T5, T6 and T7. In terms of Policy T5 it was in relation to the potential impact of student housing in multi-storey buildings, for Policy T6 in relation to disposal of wastewater and foul sewerage for mobile homes and for Policy T7 it was in connection to the handling of grey water from houseboats.

Chapter 7 – Economic Development

- 3.27 The Economic Strategy policy (S10) received the most responses; a number of site/location specific objections were raised whilst others related to general economic trends which impact the policy area.
- 3.28 A number referred to Chatham Docks, while others raised issues with the use of Kingsnorth expansion in providing new employment floorspace linked to relocation of occupiers from Chatham Docks and Medway City Estate.

- 3.29 Some objections related to the impact of PDR, which is a challenge that the Local Plan has to adapt to and to which a policy cannot necessarily counter, rather it needs to offer an element of flexibility as promoted by the NPPF.
- 3.30 Other supportive comments were raised, showing support for the economic strategy principles generally as well as support for the policy highlighting the importance of the policy with a link to transport opportunities for employment purposes.
- 3.31 In terms of the strategic economic themes, the Existing Employment Provision policy (S11) raised a fair number of comments. Some objections were seeking a stronger policy, with suggested amendments provided, while others raised concern seeking greater flexibility to be provided within the policy. A number of supportive comments were made showing recognition for the need to protect existing employment sites in Medway.
- 3.32 The New employment sites policy (S12) received slightly fewer comments compared to Policy S11, however this policy attracted more supporting comments in comparison. The supporting comments relate to support for the recognition for the need for new employment sites in Medway. Some related more to recognising the importance of specific sectors. Objections covered a number of issues in relation to Chatham Docks, employment sectors and greenfield & brownfield sites.
- 3.33 Comments submitted in relation to Supporting Medway's culture and creative industries policy (S14) centre on general support for example from those who value the sector and are behind it being supported in the Local Plan and the higher education sector, with their comments having been included since the Regulation 18 consultation.
- 3.34 The Rural Economy policy (T14) received several responses with some objections linked to the loss of agricultural land and potential harm to the rural economy. Some suggestions were made that there should be a specific policy relating to the conservation of best and most versatile agricultural soils. Concern was raised to the number of greenfield sites needing to be allocated for development. A number of comments suggested 'employment uses' need to be defined in this policy against E use classes and community facility uses.

Chapter 8 – Retail and Town Centres

- 3.35 The consultation responses highlight significant concerns regarding the clarity, consistency, and practicality of several draft policies. Policy T17 on Impact Assessment attracted considerable objection, with stakeholders arguing that its requirements are contrary to the National Planning Policy Framework and impose unnecessary duplication and disproportionate information burdens. Respondents called for clearer definitions of retail hierarchy, centre classifications, and impact thresholds, recommending the use of net sales floorspace and exemptions for strategic developments. There were also requests for refinement to remove ambiguity across related policies and ensure alignment with national guidance. Infrastructure delivery, phasing, and funding—particularly for the Hoo Peninsula—were identified as

insufficiently detailed, with calls for early provision of facilities and transport links to support sustainable travel patterns.

- 3.36 Beyond policy wording, respondents raised broader strategic issues. While there is support for mixed-use hubs and improved connectivity, doubts persist about the sustainability of proposed local and rural centres given limited public transport investment and poor accessibility. Concerns were expressed that overprotection of town centres may constrain economic growth and regeneration, prompting suggestions to adopt a more flexible, market-led approach. These include reducing retail footprints, repurposing vacant units for housing and workspaces, and integrating new centres within larger developments offering schools and health facilities. Practical challenges such as high rental costs, parking charges, and traffic congestion—particularly in Strood and Rainham—were cited as barriers to revitalising existing centres. Overall, respondents emphasised the need for policies that balance retail protection with economic viability, infrastructure certainty, and adaptability to changing market conditions.

Chapter 9 – Transport

- 3.37 A total of 170 comments were received on Transport with 70 comments in support and 100 objecting to Medway's approach. Support for the Medway's transport approach centres on improving sustainable and inclusive transport infrastructure, ensuring developer contributions are triggered at each stage of development, and addressing accessibility shortcomings for disabled people through inclusive design standards backed by legal precedent. Respondents emphasise the urgent need for better walking, cycling, and bus routes, early delivery of active travel networks, and consideration of innovative options such as a River Medway waterbus service and additional crossings.
- 3.38 Concerns include poor planning in recent developments lacking footways and traffic calming, congestion caused by selective school systems, and clarity on funding mechanisms, trip generation discounts, and stakeholder communication. There is strong support for integrating LCWIP schemes into the Local Plan, safeguarding riverside paths, reinstating the Grain Branch rail line, and reducing car dependency through local transport improvements. Additional priorities include well-lit public walkways, health benefits of active travel, addressing parking on pavements, and ensuring policy wording reflects legal and practical requirements.
- 3.39 Support also focused on safeguarding and improving strategic transport infrastructure, including the Grain Branch rail line for freight, riverside piers and jetties for future port uses, and integration of active travel measures into development design. Respondents welcome the bespoke, site-specific approach and the emphasis on sustainable mobility, health benefits, and reducing car dependency through walking, cycling, and bus priority schemes. However, concerns highlight the need for clarity on policy scope, acronyms, and consistency with research, as well as accurate costing of highway improvements to ensure deliverability. Key risks identified include uncoded upgrades at M2 Junction 4 and Blue Bell Hill, reliance on uncertain external approvals, and lack of contingency if trip reduction measures fail.

Stakeholders call for clear mechanisms for monitoring, enforcement, and funding of mitigation, alongside redesign of highway schemes to incorporate buses and active travel. Additional issues include traffic pressures on the A228, residual congestion risks from the transport model, and the need for early engagement with neighbouring authorities.

- 3.40 Overall, respondents welcome the improved specificity and alignment with national guidance and the overall strategic vision but call for clearer obligations, better coordination of funding, and measures to protect Medway's historic and environmental character while supporting economic growth to support robust planning delivery.
- 3.41 Objections focus on the lack of clear, deliverable infrastructure planning and funding before large-scale housing development, particularly on the Hoo Peninsula, where severe congestion risks exist due to reliance on a single access road and inadequate upgrades to key corridors like the A228/A289 and M2 junctions. Critics highlight missing details on road improvements, unresolved Highways England concerns, and insufficient traffic modelling that fails to account for the Lower Thames Crossing. The plan is seen as overly reliant on aspirational modal shift and unrealistic public transport uptake, especially in rural areas, while neglecting practical measures such as new bridges, tunnels, and integrated transport links. Respondents also cite gaps in the Infrastructure Delivery Plan, lack of safeguarding for future rail stations, and unclear mechanisms for trip credit and monitoring, with undefined terms like "materially lower" undermining NPPF compliance for clarity and deliverability. Policy T23 draws strong opposition for safeguarding Rochester Airport without robust evidence, consultation, or environmental safeguards, exposing financial and safety risks. Overall, the approach is seen as vague, underfunded, and failing to provide costed, achievable solutions to address congestion, connectivity, and sustainable growth.

Chapter 10 – Health, Communities and Infrastructure

- 3.42 The policies relating to health, community and infrastructure are broadly supported for their intent to promote wellbeing, active lifestyles, and accessible community facilities. Respondents welcome the inclusion of guidance such as Sport England's Active Design principles and commitments to green and blue infrastructure, biodiversity, and digital connectivity. There is recognition of the need for robust strategies, including playing pitch and sports facility plans, and proposals to integrate health objectives with sustainable transport and open space provision. Positive feedback also highlights opportunities for multifunctional spaces, community hubs, and cultural facilities, alongside calls for flexibility in delivery mechanisms and site-specific approaches to ensure viability.
- 3.43 However, significant concerns were raised regarding clarity, enforceability, and deliverability. Many respondents contend that the Infrastructure Delivery Plan lacks sufficient detail, cost certainty, and binding triggers, creating legal and viability risks under national policy and CIL regulations. There is widespread criticism of vague policy language, undefined development thresholds, and reliance on aspirational commitments without measurable

standards or funding mechanisms. Healthcare provision emerges as a critical issue, with repeated calls for a new hospital, expanded GP and dental services, and stronger engagement with NHS bodies. Respondents also highlight severe infrastructure constraints, particularly on the Hoo Peninsula-covering transport, utilities, and social services, warning that proposed growth is unsustainable without upfront investment. Additional concerns include the loss of informal open spaces, inadequate protection for community assets, and the absence of clear monitoring frameworks.

Chapter 11 – Minerals Supply

- 3.44 A total of 9 comments were received on Minerals Supply with 7 in support and 2 objecting to Medway's approach. Many comments were in support of the policy with a few raising concerns regarding risk and impacts of the policy. One comment raised Chapter Farm hosting a critical oil pipeline serving UK airports, making development there a major safety risk. The Plan supports safeguarding mineral and rail infrastructure and encourages new rail links. Other concern focused on Policy T33's wording, which could allow significant ecological and landscape impacts. Recommendations included strengthening language, clarifying 'direct loss,' and ensuring consistency with other policies. Comments in support of the policy highlighted plan's approach to recycled and secondary aggregates and that they align with NPPF goals for resource efficiency and introduces innovative options like using materials from disused landfill and dredging sites. One comment suggested greater clarity is needed on safeguarded minerals and Areas of Search to avoid misinterpretation.

Chapter 12 – Waste Management

- 3.45 A total of 38 comments were received on Waste Management with 26 comments in support and 12 comments objecting to Medway's approach.
- 3.46 Support emphasises the policy's strong alignment with the Waste Hierarchy, its focus on minimising waste generation, and the requirement for Circular Economy Statements to ensure compliance throughout development stages. Respondents welcome the integration of waste and local plan responsibilities, safeguarding of existing and future waste management capacity, and commitment to net self-sufficiency. The flexible, criteria-based approach to identifying suitable locations for waste facilities is seen as positive, alongside support for beneficial use of inert waste and protection of current sites from redevelopment. Stakeholders also endorse the vision for sustainable waste practices, including local composting of green waste, incentivising food waste separation, and promoting recycling compliance. Overall, the approach is viewed as comprehensive, forward-looking, and consistent with regional and national policy objectives.
- 3.47 Objections focus on the policy being too generic, lacking measurable targets, spatial strategy, and clear operational standards, with no defined Development Management (DM) criteria or provisions for construction waste management. Critics highlight evidence gaps, risks under CIL Regulation 122, and unclear statements on wastewater treatment, noting capacity issues at existing treatment works and the need for robust assessments to ensure

future demand can be met. Concerns include the policy's narrow focus on new development while omitting waste prevention for residential, commercial, and industrial sectors, and calls for broader measures to increase reuse and recycling. Additional objections relate to technical clarity and wording, such as landfill engineering requirements, safeguarding policies, and ecological and landscape impact mitigation. Overall, respondents argue the approach lacks detail, enforceability, and sufficient integration with infrastructure planning, making it ineffective in addressing long-term waste and water management challenges.

Chapter 13 – Energy

- 3.48 A total of 18 comments were received on Energy with 4 comments in support and 14 objecting to Medway's approach. Comments highlight major safety concerns over live oil, gas, and water pipelines in proposed development areas, including risks of catastrophic breaches and health hazards. There is criticism of Policy SR4 for imposing prescriptive heat network requirements on small sites, with calls for flexibility and alignment with national standards. Respondents urge stronger promotion of solar energy, renewable generation at Isle of Grain and Kingsnorth, and inclusion of technologies like hydrogen, energy storage, and carbon capture. Support is expressed for recognising Grain's national energy role and Policy S25's focus on renewable and low-carbon energy, but clarification is needed to avoid conflicts with other policies and ensure environmental safeguards. Recommendations include removing Policy T41 on heat networks, prioritising Passivhaus standards, and strengthening wording to align with adaptation objectives.

Chapter 14 – Site Allocations

- 3.49 Across the fourteen allocations policy two policies stand out as receiving the greatest quantity of comments Hoo St Werburgh and Chattenden Policy (SA8) and SA6: Strood West.

Hoo St Werburgh and Chattenden Policy (SA8)

- 3.50 Hoo St Werburgh and Chattenden Policy (SA8) received a high number of comments. A proportion of these came from a petition from residents. The main objections raised related to: the scale of development, the potential ecological impact of development, concerns over insufficient infrastructure to support the scale of development, concern over transport impact – reliant on cars and lack of public transport and other sustainable methods of travel and the impact of new development on the village character.

Strood West (SA6)

- 3.51 The allocation policy for Strood West (SA6) also received a high number of responses. The most common objections raised related to development in the green/grey belt. Many people were concerned over the impact on infrastructure, access points, transport and impact on village character.

- 3.52 A number of related objections queried the supporting evidence surrounding the allocation (i.e. the Greenbelt Review). Others raised concern over the newer allocations in the Regulation 19 draft Plan which has not previously been identified as preferred sites in the Regulation 18 consultation.
- 3.53 Many objections also related to the use of agricultural land for development and the loss of best value farming land.
- 3.54 A number of comments raised related to the 'Golden rules' in relation to the delivery of affordable housing and densities with this policy being 'Landscape led'.
- 3.55 A number of consultees raised concerns in relation to air pollution with air quality issues impacting on human health.

River Waterfront (SA4)

- 3.56 This policy received a fair number of responses. A wide range of objections were raised to this allocations policy. A number related to phasing and site capacities. Others were site specific across a range of issues from potential impact from development and suggested considerations required.
- 3.57 Supporting comments related to observations about environmental considerations, concern over funding, support for a bridge over the River Medway, community allotments, transport model shift target, historic environment considerations, site specific utilities services, need for health facilities growth, public realm and infrastructure considerations.

Capstone Valley (SA7)

- 3.58 A number of objections were raised to the Capstone Valley allocation policy (SA7). Many responses related to concerns over the potential ecological impact of development as well as concern over the loss of agricultural land. Many raised the issue of the impact of development on the road network. Other issues raised related to the loss of open space, infrastructure delivery and the impact of development on the existing infrastructure.

High Halstow (SA9)

- 3.59 This policy received several comments. Objections related to: generally opposed to allocation, lack of capacity for development, potential loss of village character, inadequate infrastructure and utilities provision, impact of environmental designations, concern over impact on farmland, amendments to policy in relation to design principles, masterplanning, landscape separation and public transport.

Lower Rainham (SA10)

- 3.60 This allocation policy received objections across a broad range of themes. Most flatly objected to the allocation. Other issues raised include concerns over: traffic congestion, building on farm land, inadequate existing infrastructure and quantity of new infrastructure to be delivered, ecological

impact, loss of trees and green space and rural heritage, loss of views and character, impact on quality of life and concerns over delivery of sites.

- 3.61 Supporting comments related to concerns about access to transport for existing residents, suggested changes to clarify historic environmental considerations and concerns about site phasing and capacity.

Frindsbury Peninsula Opportunity Area (SA13)

- 3.62 This policy received several responses. Objections related to requests for greater clarity within the wording in relation to delivery of sites, phasing, site capacities and provision of infrastructure as well as concerns over the protection of marine infrastructure and loss of jobs.
- 3.63 There were a range of issues raised with general support for the allocation as well as other issues, for example the mix of uses allowed, provision of general supporting infrastructure, transport upgrades, protection of heritage and archaeological assets, development phasing and provision of supporting public health evidence.

Rural Settlements (SA11)

- 3.64 A number of issues were raised to this policy most notably flood risk, sustainable transport options and the Bus Rapid Transit, open space provision, environmental concerns and site deliverability.

Other Sites (SA12)

- 3.65 A number of flood risk issues were raised in relation to this policy, 5-year land supply, site deliverability and site allocation issues.

Heritage-led Sites (SA2)

- 3.66 A small number of objections were raised to this policy across a number of themes. Most related to specific sites within the historic/heritage context.
- 3.67 Supporting comments to this policy related to general observations of sites needs such as utilities provision, support for residential use, support for inclusion of other sites as well as design considerations in historic locations.

Employment Sites (SA14)

- 3.68 This policy received a fair number of responses. Objections to the policy related to requests for greater detail on site policies, others were concerned over the impact over the development of employment sites.
- 3.69 Supporting representations show general support for the policy with recognition of the importance of the allocated employment sites and the delivery of floorspace. Others supported and made general observations around considerations in bringing forward the employment allocations.

- 3.70 The main urban centres policies SA1: Chatham Town Centre and Surrounds, SA3: Gillingham District Centre and SA5: Strood Town centre and Surrounds received relatively low response numbers. Town/urban centre objections related to infrastructure, flood defence, impact of development on rail infrastructure, viability/phasing/5 year land supply, need for masterplans, site capacities, building heights, historical architecture and for Strood public transport provision for connection to Hoo Peninsula to relieve pressure on Four Elms roundabout and further information on Buses Rapid Transit Corridor.

Appendices

- 3.71 There is broad support for the appendices, alongside recommendations for refinement to ensure accuracy and alignment with current planning objectives. For Appendix A, the respondent proposes amending the LC18 plan to include the terrace of commercial and retail units facing the dock within Chatham Waters and to designate a Local Centre for planned growth through the riverfront site allocation. For Appendix B, updates are requested to reflect the current Use Class Order, with a preference for a bespoke approach to residential standards on brownfield sites rather than applying minimum standards universally.
- 3.72 In relation to Appendix D, while the overall approach is supported, there is a clear request to remove the safeguarded site at Chatham Docks, as it is allocated for development and should not remain under safeguarding provisions. These changes are intended to ensure that the appendices accurately reflect development intentions, regulatory updates, and practical considerations for delivering sustainable growth.

Evidence Base: Infrastructure Delivery Plan

- 3.73 Many representations requested clarification on IDP content, funding and contributions required and that infrastructure can be delivered and support the level of growth planned. Others objected on the basis of legal adequacy of Infrastructure Delivery & Monitoring evidence, omissions in the IDP, missing link between housing trajectory and infrastructure delivery; funding gaps, Alternative site proposals to ensure timely, funded delivery, Viability concerns with heavy brownfield reliance and S106 contributions, Strategic site delivery risks and delay factors, Affordable housing shortfall risk, Service capacity and funding clarity and suggestions of annual updates to the IDP.

Evidence Base: Strategic Flood Risk Assessment

- 3.74 The Environment Agency provided the key comments on this evidence base work and identified a number of matters, such as updating the modelling data used in the assessment. The Council has engaged with the Environment Agency and provided an updated SFRA with the latest modelling data that was not previously available. The Council agreed to produce a Site-Specific Flood Risk Topic Paper to clarify the Environment Agency's site-specific concerns. Moreover, the Environment Agency's representations are part of

the justification for the need for a stepped housing requirement. The Council has offered to commission a study on Strategic Flood Risk Defences; a scope of work has been shared with the Environment Agency for their review.

Evidence Base: Strategic Transport Assessment

- 3.75 Key representations were made by National Highways and Kent County Council on this technical work. In agreement with both bodies through the Duty to Cooperate further technical work was carried out on the STA to address the matters raised. Further comments on this technical evidence were generally from developers. The Council has agreed a Statement of Common Ground with National Highways.

Conclusion

- 3.76 The Consultation Statement and supporting appendices set out the bodies and persons the local planning authority invited to make representations under Regulation 18 (Reg 18A and B consultations respectively) and how they were invited to make representations, having regard to the plan-making Regulations and the Council's SCI 2022 and 2024, as was the most up to date at the time.
- 3.77 This process is also set out for inviting representations under Regulation 19. Schedules 1 and 2 set out the number of representations made pursuant to regulation 20 and a summary of the main issues raised in those representations. The Council has therefore met the requirements of Regulation 22(1)(c) (v).

Appendix 1

Regulation 18A consultation details

This appendix addresses the requirements of Regulation 22(1)(c) (i) to (iv) and sets out:

- i. Which bodies and persons the local planning authority invited to make representations under Regulation 18
- ii. How those bodies and persons were invited to make representations under Regulation 18
- iii. A summary of the main issues raised by the representations made pursuant to Regulation 18
- iv. How any representations made pursuant to Regulation 18 have been taken into account.

Introduction

- 1.1 Public consultation under Regulation 18 of the Town and Country Planning (Local Plans)(England) Regulations 2012 took place in two stages, as described at 3.1 in the main Consultation Summary Report.
- 1.2 This Appendix 1 deals with the Regulation 18A consultation on the 'Setting the Direction for Medway 2040' version of the Local Plan only. See appendix 2 for details on the Regulation 18B consultation under Regulation 18.
- 1.3 Regulation 18A involved an initial round of consultation on issues for the Local Plan over six weeks from 18th September to 31st October 2023. 396 responses were received (233 via an on-line survey and 88 by email and 75 by post). In addition, approximately 240 people attended events or meetings.
- 1.4 Section 2 sets out which bodies and persons were consulted and how that was undertaken.
- 1.5 Section 3 provides links to the reports that summarise the main issues raised in response to these consultations and the response of the Council indicating how the comments were taken into account in the next stage of Plan preparation. A summary of the key changes made to the draft plan between Regulation 18A and Regulation 18B consultations is included in Appendix 2.

Who was consulted under Regulation 18 A consultation on 'Setting the Direction for Medway 2040' (18 September to 31 October 2023)

'Setting the Direction for Medway 2040' (18 September to 31 October 2023)

2.1 The Regulations (Regulation 18) require the Council to consult:

1. Such of the specific consultation bodies as the local planning authority consider may have an interest in the subject of the proposed local plan
2. Such of the general consultation bodies as the local planning authority consider appropriate, and
3. Such residents or other persons carrying out business in the local planning authority's area from which the local planning authority consider it appropriate to invite representations.

Specific Consultation Bodies

- Historic England
- Homes England
- Kent County Council
- National Highways
- Natural England
- Neighbouring Kent District or Borough Councils
- Network Rail
- NHS England
- NHS Integrated Care Board
- Parish and Town Councils
- Police Authorities
- The Environment Agency
- Utility providers (Water, gas, electricity)

General Consultees

- Bodies which represent the interests of persons carrying on business in Medway
- Voluntary bodies some or all of whose activities benefit any part of Medway
- Bodies which represent the interests of different racial, ethnic or national groups in Medway
- Bodies which represent the interests of different religious groups in Medway
- MPs, members and political parties of Medway

- All other residents, business owners and other stakeholders who have either previously responded to a Local Plan consultation or asked to be notified of future Local Plan consultations.

2.2 Details of consultation with statutory consultees can also be found within the Duty to Co-operate Statement.

How was the Regulation 18A consultation undertaken?

2.3 In accordance with pages 15-19 of the [Council's Statement of Community Involvement October 2022](#) a wide range of methods were used to raise awareness about the consultation and to encourage people to respond, particularly harder to reach groups. This included email notifications to all those on the Council's planning policy consultation database (which includes the statutory, specific and general consultation bodies required by the Regulations) and to wider lists of contacts; letters to landowners; posters in libraries, blog posts and social media. For the Regulation 18A consultation, the Council used its Local Plan contacts database and a list of prescribed consultees, such as National Highways and Natural England.

2.4 The Local Plan contacts database was compiled with information from interested parties in earlier consultations on the plan preparation. It included local businesses, a wide range of developers and planning consultants, local residents, MPs, Members and Parish Councils in Medway and neighbouring areas. The Council notified local planning authorities in Kent and Kent County Council. It also consulted on a wider regional basis with authorities to the north of the Thames in Essex and minerals and waste authorities throughout the South East. Wider stakeholders such as Neighbourhood Planning groups, voluntary and community organisations with interests such as the natural environment, culture, health and wellbeing and representing different sectors of the community were consulted. The Council had contact details for a number of residents who had signed up for notifications on Local Plan work. The Council reached the wider public through a range of marketing techniques, including e-bulletins, social media postings from the Council's accounts that reached thousands of subscribers.

2.5 A Public Notice was placed in the Kent Messenger to alert people to the consultation. The publicity methods aimed to target the full range of stakeholders, including those who had been characterised as 'un-engaged' or 'harder to engage'. In addition to more traditional publicity methods, ward councillors, community groups and networks were encouraged to raise awareness about the consultation through word of mouth and 'cascading' amongst their constituents and members.

- 2.6 The consultation was largely managed through online resources and email in line with corporate communications protocol, and the digitalisation agenda for Planning. The consultation document was available to view on the Council's website and responses could be made via email, letter response and on the bespoke consultation platform OpusConsult (Opus). This was supplemented by seven public exhibitions to provide residents with an opportunity to directly discuss the proposals with a Planning officer. These events were held at varying times of the week, including weekday daytimes and evenings and Saturday mornings to accommodate people's availability to attend. Further events were held on specific themes and under the specific 'Duty to Cooperate' requirements on cross border strategic matters. The events included:
- Staffed public exhibitions across the authority in community venues
 - Thematic workshops & meetings with invited technical audiences
 - Duty to cooperate meetings with neighbouring Local Authorities and statutory organisations.
- 2.7 Briefings were held for Medway Councillors in advance of and during the consultation. A briefing session was also held for Parish Councils in Medway during the consultation, through the Rural Liaison Committee.
- 2.8 Hard copies of the consultation documents were made available in all Medway libraries, in community hubs, sent to all Medway Parish Councils and were at the Council's main offices.

Main issues raised in Plan order including the Council response / action

'Setting the Direction for Medway 2040' Regulation 18A (18 September to 31 October 2023)

- 1.1 Section 5 of the Setting the Direction for Medway 2040 Report of Regulation 18 Consultation Autumn 2023 gives an analysis of the responses received to the issues consultation between September and October 2023. A summary is provided on pages 14-15 of the report (sections 5.5 – 5.9).

How those issues have been addressed in the preparation of the Local Plan (Regulation 22 (1)(c)(iv)).

- 1.2 Section 6 of the [Setting the Direction for Medway 2040 Report of Regulation 18 Consultation Autumn 2023](#) outlines that comments were taken into account in preparing the next stage of the Local Plan, which included the further development of the evidence base for the Local Plan and the Council will continue to engage with neighbouring local authorities

and statutory consultees on cross border strategic matters as part of the Duty to Cooperate. In addition, the Sustainability Appraisal recommended changes and amendments which were responded to and incorporated where necessary.

Conclusion

- 1.3 The summary above explains which bodies and persons the local planning authority invited to make representations under Regulation 18 and how they were invited to make representations, having regard to the plan-making Regulations and the approach set out on pages 15-19 of the Council's SCI 2022. Links have also been provided to summaries and full reports of the main issues raised by the representations made pursuant to Regulation 18A consultation, which includes an explanation of how these were taken into account in the preparation of the Medway Local Plan 2041. The Council has therefore met the requirements of Regulation 22(1)(c) (i) to (iv).

Appendix 2

Summary of key changes made to ‘Setting the direction for Medway 2040’ Local Plan between Regulation 18A and ‘Medway Local Plan 2041’ Regulation 18B consultations

The Regulation 18 b consultation in 2024 significantly progressed the detail of the plan. It built on the high level strategic work in the 2023 Regulation 18 consultation and presented details of draft policies and options for the plan’s development strategy. It refined work on the vision and strategic objectives in response to the earlier consultation comments. It responded to and provided:

- Comments made during the public consultation (see the Setting the Direction for Medway 2040 – Regulation 18A Consultation Report for full details of comments made)
- Recommendations made through the Sustainability Appraisal / Habitats Regulation Assessment.
- Changes to the NPPF in December 2023 and ongoing updates to National Planning Practice Guidance.
- Development from growth scenarios to development options.
- Plan period was extended from 2040 to 2041
- Further details on proposed policies

It progressed from the conceptual direction (18A) to detailed draft policies and indicative allocations (18B). There was a stronger emphasis on climate adaptation, biodiversity, and design standards. It introduced draft policies in specific areas, including housing, economic, transport, and infrastructure policies.

The areas of change and development are set out below.

A. Introduction of Detailed Indicative Policies Map

- The 18B consultation included a comprehensive indicative Policies Map showing:
- Preferred indicative site allocations for housing and employment.
- Designations for natural environment (SPAs, Ramsar sites, SSSI, AONB).
- Built environment protections (Conservation Areas, heritage assets).
- Transport infrastructure, minerals safeguarding areas, and waste sites.

B. Key Additions Compared to 18A

- Green Belt:
- Map confirms retention of existing Green Belt boundaries with minor boundary corrections.
- Shows safeguarded Green Belt areas and strategic gaps between settlements.
- Minerals & Waste:
- Adds Minerals Safeguarding Areas (MSA) and Minerals Consultation Areas (MCA).
- Shows Areas of Search for sand and gravel extraction to maintain a 7-year landbank.
- Safeguarded mineral supply infrastructure and indicative boundaries now mapped.
- Employment Sites:
- Allocates new employment sites based on updated Employment Needs Assessment.
- Includes strategic sites like Innovation Park Medway, Grain, and Kingsnorth.
- Spatial Growth Strategy:
- Reflects preferred SGO3 Blended Strategy with urban regeneration areas, suburban extensions, and rural allocations.
- Shows indicative housing sites and mixed-use regeneration zones.
- Transport & Infrastructure:
- Safeguards land for strategic transport improvements (e.g., Hoo rail link, active travel corridors).
- Identifies riverside paths and green/blue infrastructure corridors.

C. Functional Role of the Map

- Serves as a visual representation of the spatial strategy.
 - Allows toggling of layers (digital version) for allocations, designations, and infrastructure.
-

Chapter changes:

1. Introduction / Overview

- **18A:** Broad consultation on Medway's growth direction to 2040; no detailed policies or site allocations; focused on vision and strategic objectives.
 - **18B:** Moves to detailed draft policies and indicative site allocations; extends plan period to 2041; introduces Policies Map and formal consultation questions.
-

2. Vision & Strategic Objectives

- **18A:** Vision for Medway as a leading regional city by 2040; emphasis on green growth, climate resilience, and regeneration.
 - **18B:** Vision updated for 2041; stronger commitment to net zero by 2050 and significant emissions reduction by 2041; adds explicit adaptation measures (overheating, drought, flood risk); integrates cultural identity and heritage into growth strategy.
-

3. Spatial Development Strategy / Growth Options

- **18A:** Four broad location categories (Urban Regeneration, Suburban Growth, Rural Development, Green Belt); indicative housing capacity only.
 - **18B:** Introduces three Spatial Growth Options (SGO1 Urban Focus, SGO2 Dispersed Growth, SGO3 Blended Strategy); identifies SGO3 as preferred; provides draft Policies Map; formalises approach to masterplanning for suburban/rural sites; confirms Green Belt retention.
-

4. Natural Environment

- **18A:** High-level objectives for climate change, biodiversity, green infrastructure.
 - **18B:** Detailed policies (S1–S6) on climate change, biodiversity net gain (BNG), SPAs/Ramsar mitigation (Bird Wise SAMMS), landscape character, Kent Downs AONB, flood/water management, air quality, noise/light pollution; introduces mandatory 10% BNG and consultation on exceeding statutory minimum.
-

5. Built Environment

- **18A:** General ambition for quality design and heritage protection.
- **18B:** Comprehensive design policies (T1–DM11) including housing design standards, sustainable construction, shopfronts, advertisements, conservation areas, heritage assets, archaeology; integrates Chatham Design Code and Star Hill–Sun Pier SPD.

6. Housing

- **18A:** Housing need ~28,500 homes to 2040; categories of land supply; no detailed policy.
- **18B:** Housing need ~28,000 homes to 2041; detailed policies on housing mix, affordable housing (10% brownfield, 30% greenfield), tenure split, supported housing, student accommodation, HMOs, mobile homes, houseboats, self/custom build (4% plots on sites >100 units), Gypsy & Traveller provision.

7. Economic Development

- **18A:** Broad objectives for economic growth; identifies strategic sites (Grain, Kingsnorth, Innovation Park Medway).
- **18B:** Detailed policies (S10–S14) on employment strategy, safeguarding existing sites, new allocations, Innovation Park Medway LDO, rural economy, tourism, culture, creative industries; links to regeneration and cultural strategies.

8. Retail & Town Centres

- **18A:** General aim to strengthen centres and adapt to retail changes.
- **18B:** Full town centre hierarchy; policies for boundaries, primary shopping areas, ancillary development, impact assessments; introduces policies for Dockside, Medway Valley Leisure Park, meanwhile uses; consultation on centre boundaries.

9. Transport

- **18A:** Highlights infrastructure constraints (M2 J1, LTC impacts); ambition to reduce car dependency.
- **18B:** Detailed transport vision and policies (active travel, LCWIP, riverside paths, parking standards, freight logistics); introduces trip budget approach and developer contribution mechanisms.

10. Health, Communities & Infrastructure

- **18A:** Emphasis on health inequalities and infrastructure pressures.
- **18B:** Policies on health and wellbeing, open space standards, community facilities, infrastructure delivery (IDP), digital connectivity; introduces Local Green Space designation criteria.

11–13. Minerals, Waste & Energy

- **18A:** Mentions safeguarding minerals and waste hierarchy.
 - **18B:** Full suite of policies on minerals supply, waste management (capacity targets, safeguarding sites, EfW, landfill), and energy (heat networks, CCUS readiness); aligns with net zero strategy.
-

SA Objective Recommendations 1: Climate Change Mitigation

- Provide necessary infrastructure to encourage low carbon options and carbon neutral development where possible.
- Consider retrofitting buildings to make them more energy efficient.
- Different approaches to heat decarbonisation and the removal of gas boilers (as advocated under the Future Homes Standard), should be promoted through the MLP including consideration of district heating network connections and / or heat pumps. Opportunities to promote Passivhaus buildings should be considered.
- As part of additional supporting evidence for the MLP, the Council could consider commissioning a climate change study and calculating / reporting on greenhouse gas emissions in greater detail. This could include use of the Greenhouse Gas Accounting Tool. More detailed carbon footprint data for the Plan area would enable the SA process to evaluate changes to carbon emissions as a consequence of the Plan in terms of (a) evolution of the baseline without the plan, and (b) effect on climate change through increased or decreased emissions, with the Plan.
- It is recommended that Whole Life-Cycle Carbon (WLC) assessments are carried out to provide more accurate detail on the carbon emissions likely to be generated as a result of development, particularly for strategic development sites.
- The recommendations of the RTPI Planning for Climate Change guidance should be considered.

Medway Council response – what was changed:

- Policies S1 (planning for climate change) and DM6 (sustainable design and construction) require developments to demonstrate how the climate emergency will be addressed and support whole life low carbon designs.
- Policy T41 (heat networks) will ensure that the heat network provision hierarchy is followed.

SA Objective Recommendations 2: Climate Change Adaptation

- Ensure development proposals explore every opportunity to incorporate GI enhancements, recognising the multi-functional benefits of GI including for wildlife, recreation, flood risk mitigation, urban cooling / shading and carbon storage. The role of GI in relation to flood risk is particularly important in the Medway area given its coastal location and the prevalence of fluvial and tidal flood risk.
- Prioritise the safeguarding of land alongside existing coastal flood defences to ensure the Plan is proactively planning for climate change and likely raising of defences in line with the Thames Estuary 2100 (TE2100) Plan.
- Ensure development proposals do not result in the exacerbation of surface water flood risk in surrounding areas. Development proposals should be built in accordance with the recommendations of the latest Surface Water Management Plan.

Medway Council response – what was changed

- Policy S5 (securing strong green and blue infrastructure) sets out the Council's approach to conserving and enhancing Medway's network of green and blue infrastructure, and supports the principles of Natural England's GI Framework.
- Policy DM1 (flood and water management) makes specific reference to any required flood risk management infrastructure being in accordance with the EA's MEAS and TE2100 programmes.
- Policy DM1 additionally requires all development identified as being in a Sensitive Drainage Area to provide a Surface Water Management Strategy and SuDS proforma.

SA Objective Recommendations 3: Biodiversity and Geodiversity

- Medway Council could consider encouraging a higher BNG target than the statutory minimum of 10% as set out in Policy S2, for example on strategic development sites. Further, the Council could consider implementing an Environmental Net Gain policy which would require developers to deliver a wider range of environmental benefits than BNG alone, such as for air quality and flood risk management, which would reflect the aims of the 25-year Environment Plan and the Environmental Improvement Plan.
- Local green and blue infrastructure networks should be protected and enhanced, including retrofitting GI within urban areas. It is recommended that the Draft Medway Green and Blue Infrastructure Framework, is updated to ensure it reflects the latest national policy and guidance including Natural England's Green Infrastructure Framework.
- The findings and recommendations of the emerging Habitats Regulations Assessment (HRA) of the MLP should be taken into account and incorporated into the policies.

- Policies should support development which aims to conserve, and where possible provide, supporting habitat to nearby European sites and SSSIs (particularly the Medway Estuary and Marshes).
- There is a need to protect and improve resilience and connectivity of biodiversity sites through landscape-scale management alongside planned growth. The MLP should ensure that measures to help the delivery of the emerging nature recovery network are incorporated into the Local Plan, in accordance with the emerging Kent and Medway Local Nature Recovery Strategy.
- The findings and recommendations of the emerging Cumulative Ecological Impact Assessment should be taken into account within the MLP, to ensure that development avoids harm to sensitive biodiversity assets including the Chattenden Woods and Lodge Hill SSSI.
- It is recommended that site-specific policies are prepared for preferred development sites with potential to adversely affect a biodiversity asset to provide details on the proposed development and how any biodiversity asset would be retained and/or enhanced.
- The MLP should seek to ensure that new development does not worsen, and seeks opportunities to improve, the ecological and chemical status of the River Medway.

Medway Council response – what was changed

- Policy S5 (securing strong green and blue infrastructure) seeks to ensure opportunities to retro fit GI into existing urban areas are maximised and reference to Natural England GI standards.
- Recommendations made in the HRA process have been taken into account particularly for Policies S2 and S3 at the Regulation 19 stage.
- Various MLP policies make reference to aiding the delivery of the Kent and Medway Local Nature Recovery Strategy.
- Policy S2 (conservation and enhancement of the natural environment) has been updated to make direct reference to Chattenden Woods and Lodge Hill SSSI as part of the proposed strategic environmental programme for designated sites on the Hoo Peninsula.

SA Objective Recommendations 4: Landscape and Townscape

- The MLP should ensure development proposals are constructed in accordance with appropriate design guides and codes, including the 'Design: process and tools' government guidance. Implementing locally specific guidance is recommended to support local distinctiveness and tailor the approach to reflect local priorities.
- Ensure development proposals are in-keeping with the local landscape character and the findings and recommendations of the emerging Landscape

Character Assessment (2024), or any subsequent evidence prepared. Linked to this, the Local Plan policies (such as Policy S4 and T1), when finalised, should ensure there is clear cross-referencing to specific evidence documents and policy guidance to provide clarity for developers and encourage higher quality and more sustainable developments.

- The MLP policies should encourage active frontages within town centres and high streets. Improvements to GI coverage within urban areas should also be encouraged, such as through seeking opportunities to design GI into frontages or implement public realm landscaping schemes. This would provide opportunities to improve the quality, character, and appearance of built form, promoting a strong sense of place and encouraging visitors.
- Where new development is located within or in proximity to the Kent Downs AONB (National Landscape), it is recommended that a full assessment of the potential impacts to the National Landscape and its setting are considered, in accordance with the NPPF. The Local Plan should aid the delivery of the vision for sustainable development as set out in the Kent Downs AONB Management Plan 2021-2026.
- Development proposals should embrace the principles of the 2020 'Building Better, Building Beautiful' report, promoting the three pillars advocated in the report: "ask for beauty, refuse ugliness and promote stewardship".

Medway Council response – what was changed

- Policy T1 (high quality design and amenity) and other MLP policies refer to the requirements of established and emerging design guidance and codes.
- Policy T25 (user hierarchy and street design) promotes active frontages to help create characterful places.
- Policy S5 (securing strong green and blue infrastructure) sets out the Council's approach to conserving and enhancing Medway's network of green and blue infrastructure.
- MLP policies, including S4 (landscape protection and enhancement) and S6 (Kent Downs National Landscape) recognise the diversity and importance of Medway's landscapes including the Kent Downs National Landscape and its setting.

SA Objective Recommendations 5: Pollution and Waste

- Where appropriate, planning obligations should be used to secure contributions to tackle poor air quality or for air quality monitoring.
- Development proposals should aim to protect areas identified as tranquil. An example method for identifying tranquillity include 'Mapping Tranquillity'.
- The Council should seek to proactively collaborate with water companies to ensure that future growth in Medway can be accommodated and any potential adverse effects are mitigated in terms of wastewater infrastructure, water

resources and water efficiency, in line with the latest Drainage and Wastewater Management Plans (DWMP). This could be brought out more strongly in Policy DM1, setting out measures to ensure the deterioration of water quality is prevented from any possible source with cross-reference to the requirements of the latest DWMP.

- The draft Local Plan Vision could be enhanced through incorporating reference to protecting and enhancing water quality to ensure this aspiration is embedded throughout the Plan.
- Development proposals should demonstrate measures to minimise waste generation during both construction and occupation. Development proposals should integrate well-designated waste storage space to facilitate effective waste storage, recycling and composting for site end users.
- Seek to achieve no biodegradable waste to landfill to reduce emissions, in line with 'Net Zero the UK's contribution to stopping global warming'.
- The findings of the emerging Water Cycle Study (WCS) should be used to provide evidence to inform strategic planning with regard to water resources, to help improve water quality and avoid the generation of pollution to watercourses and/or groundwater, especially given the increased number of houses and contemporary climate change issues.
- It is recommended that development proposals include visual and auditory buffers at the edge of the development to help mitigate noise pollution from railway lines and main roads. Additionally, development proposals that could potentially result in an increase in noise disturbance should be adequately mitigated, through efficient layout, design and including noise insulation.
- All development proposals should take into consideration recommendations within the relevant Air Quality Action Plan and outputs of the Annual Status Reports. Sites that are located in close proximity to AQMAs should consider measures to ease congestion within the surrounding area to reduce pressure on the AQMA.

Medway Council response – what was changed

- Policy DM15 (monitoring and managing vehicle trip generation) sets targets for lower vehicle trip generation and requires contributions towards the package of transport mitigation and monitoring.
- MLP policies including T35 (provision of additional waste management capacity) promote the management of waste at the highest point practical in the waste hierarchy, and Policy DM5 (housing design) requires recycling and refuse storage to be built into the overall design of new development.
- Policy DM4 (noise and light pollution) requires development proposals which are noise sensitive to demonstrate adequate mitigation to support a good quality of life and health.

SA Objective Recommendations 6: Natural Resources

- The retention of trees and other vegetation should be encouraged to help retain the stability of the soil and prevent erosion.
- Effective management should be in place to help prevent pollution and unnecessary compaction of soils during construction. Consider the requirement for Construction Environmental Management Plans in Planning Conditions.
- Residential uses in town centres such as above retail areas should be promoted where appropriate, to help reduce the quantity of new land required to meet housing demands and make more efficient use of space, protecting greenfield land in the area.
- Where impacts on BMV soil resources cannot be avoided, preference should be given to sites with lower ALC grade soils. Where possible, provide GI or open spaces to protect areas of BMV soil within a site boundary and/or encourage use of these areas for community allotments to promote local food production.
- The draft Local Plan Vision could be enhanced by setting out a clear preference for brownfield development, seeking to make the best use of available land and redevelop urban centres.
- Encourage the reuse of contaminated land for new development, where it can be demonstrated that the contamination can be effectively managed or remediated so that it is appropriate for the proposed use.
- Medway is located in an area of serious water stress as identified by the Environment Agency. Medway Council should ensure that the findings and recommendations of the water companies' latest Water Resources Management Plans and Drought Plans are taken into account to ensure the proposed levels of growth can be accommodated and that water supply and demand can be balanced.

Medway Council response – what was changed

- Policy S15 (town centres strategy) supports residential uses above ground floor along high streets to support urban living and sustainable development.
- Policy DM2 (contaminated land) sets out the need to remediate any contaminated land on sites allocated for development.
- Policy DM1 (flood and water management) requires developments within a groundwater SPZ to have regard to relevant Water Resources Management Plans.
- Policy S1 (planning for climate change) recognises that Medway lies in an area of water stress and requires measures to reduce water consumption.

SA Objective Recommendations 7: Housing

- The MLP should ensure development proposals provide adequate indoor space in line with, or wherever possible exceeding, the requirements set out in

the technical housing standards. Residential development proposals should incorporate functional private or communal open space, including green space.

- The MLP policies should ensure proposed sites for Gypsies, Travellers and Travelling Showpeople seek to provide suitable access to local services, healthcare, and schools to facilitate sustainable development and integration with the community. This could include measures such as developing travel plans to improve public transport connections. The layout and design of new sites should be carefully considered with reference to good practice guidance.

Medway Council response – what was changed

- Relevant MLP policies, including T1 (high quality design and amenity), set out amenity requirements including space standards to comply with.
- Policy T10 (Gypsy, Travellers and Travelling Showpeople) sets out requirements for new and expanded sites including access, design and location.

SA Objective Recommendations 8: Health and Wellbeing

- Development proposals should take into consideration the findings of the latest Playing Pitch Strategy or other relevant documents within the evidence base to ensure that future demands for recreational facilities can be met.
- Seek opportunities to improve or enhance the coverage and connectivity of the PRoW and cycle network across the Plan area, and ensure development proposals do not result in detrimental impacts to the safety of pedestrians and cyclists.
- In line with the emerging Green and Blue Infrastructure Framework, the Local Plan should ensure that road layouts incorporate urban greening schemes and provide active travel routes through greenspace to help reduce exposure to air pollution and improve health.
- Ensure development proposals promote social interaction, including the establishment of strong neighbourhood centres.

Medway Council's response:

- Policy T28 (existing open space, outdoor sports and play spaces) requires consideration of the Council's Open Space Assessment and Playing Pitch Strategy when considering any potential for redevelopment of existing facilities
- Several MLP policies including S5 (securing strong green and blue infrastructure), T1 (high quality design and amenity) and site allocation policies highlight the need to improve pedestrian connectivity.

- Various MLP policies seek to promote social cohesion and strong centres, including Policy SA8 (Hoo St Werburgh and Chattenden) that seeks to strengthen centres alongside planned growth in the area.

SA Objective Recommendations 9: Cultural Heritage

- Where a development proposal could potentially result in substantial harm to the significance of a historic asset, clear justification should be provided, for example public benefits outweighing the harm to the asset. This will be particularly applicable if the Council intend to prepare any site policies to accompany specific allocations at the Regulation 19 stage.
- The MLP should promote innovative re-use of existing building stocks, including developments which would improve the energy efficiency of historic buildings and take into account their embodied carbon value when considering their retention and re-use, versus their replacement. Medway Council should refer to Historic England's guidance on keeping historic buildings in good repair.
- It is recommended that all development proposals that are likely to impact heritage assets, particularly strategic sites, should be accompanied by a Heritage Impact Assessment.
- Furthermore, it is recommended where a development proposal could potentially coincide with an archaeological feature, the site should be subject to an appropriate archaeological desk-based assessment.
- The proposed historic environment policies such as Policies DM9 and DM10 could be strengthened by ensuring that development will "conserve and enhance" rather than "conserve or enhance" the significance of heritage assets and conservation areas, ensuring that development conserves and seeks opportunities to enhance heritage assets and their settings.
- Draft Local Plan policies relating to town centres and the built environment (such as Policies S15, S17 and DM14) could be strengthened through referencing the conservation and enhancement of cultural heritage features alongside the proposed enhancements to town centres, or cross referencing to historic environment policies.

Medway Council response – what was changed:

- Policy DM9 (heritage assets) highlights the exceptional circumstances in which demolition or loss of a heritage asset will be permitted.
- Policy DM9 further encourages vacant or 'at risk' heritage assets to be brought back into use and requires adherence to good practice guidance including Historic England's advice notes.
- Various site allocation policies set out the requirement for a Heritage Impact Assessment to be prepared to inform the proposed development.

SA Objective Recommendations 10: Transport and Accessibility

- Ensure all development proposals and travel plans aim to reduce the reliance on private car use wherever possible and applicable, and aim to promote access to local facilities and services in a manner which minimises emissions and promotes active travel.
- Improving connectivity of active travel routes should be a priority, owing to the severance of many routes due to the landscape / townscape being dominated by the highway networks discouraging use.
- Electric vehicle charging networks should be supported including improved distribution and quantity of charging points and public transport options across the Plan area, in particular the rural areas, recognising the crucial role that local authorities play in enabling the transition to electric vehicles⁶⁴.
- It is recommended that development proposals consider the recommendations of the National Cycling Strategy and the National Design Guide to create accessible spaces and promote active travel. Draft Policy DM20 relating to cycle parking and storage could be enhanced by cross referencing to the 'Building for a Healthy Life' guidance which sets out design recommendations in relation to the location and design of cycle parking in residential and non-residential developments to encourage greater use of cycling or scooters as a travel option.
- Draft Policy T25 'user hierarchy and street design' only applies to those developments requiring a Design and Access Statement, often major development. The sustainability performance of the policy could be enhanced by stating how the policy can be applied to smaller developments that do not require a Design and Access Statement, where feasible.
- The draft Local Plan policies relating to transport and accessibility, such as Policy T26, could be enhanced through including reference to public transport links to train stations for onward travel.

Medway Council response – what was changed:

- Policy DM20 has been updated to include reference to 'Building for a Healthy Life' guidance.
- Policy DM19 (vehicle parking) sets out the requirement to provide EV charging points, and Policy T26 (accessibility standards) encourages improved access to shared mobility including EV car clubs.

SA Objective Recommendations 11: Education

- Seek to increase the provision and capacity of primary and secondary schools across the Plan area in line with the identified need.
- Ensure that wherever possible, walkable neighbourhoods and safe routes are created, especially to primary schools.

- In Medway's more rural areas, where it is less likely that walking to school is a viable option, travel plans or other transport assessments should be prepared to demonstrate how consideration has been given to prioritising sustainable travel options to schools over the use of private cars.

Medway Council response – what was changed:

- Information on school capacity across Medway has been used by the Council to determine the need for expanded and new schools in specific locations to mitigate needs arising from planned development. See the Infrastructure Delivery Plan.

SA Objective Recommendations 12: Economy and Employment

- Ensure employment-led proposals are located in close proximity to high frequency bus stops or other sustainable transport options for employees to reach employment opportunities, informed by the latest available accessibility information.
- Improve access to employment opportunities, through provision of bus stops or increased frequency of bus services, and/or improvements to the local pedestrian and cycle networks.
- Infrastructure policies should be strongly worded to ensure potential for adverse effects on landscape, biodiversity and heritage assets associated with new employment-led development are considered and avoided/mitigated accordingly.

Medway Council response – what was changed:

- Policy DM20 (cycle parking and storage) sets out standards applying to non-residential as well as residential developments with regard to cycle infrastructure and accessibility.

Appendix 3

Regulation 18B consultation details

This appendix addresses the requirements of Regulation 22(1)(c) (i) to (iv) and sets out:

- i. Which bodies and persons the local planning authority invited to make representations under Regulation 18
- ii. How those bodies and persons were invited to make representations under Regulation 18
- iii. A summary of the main issues raised by the representations made pursuant to Regulation 18
- iv. How any representations made pursuant to Regulation 18 have been taken into account.

Introduction

- 1.6 This Appendix 3 deals with the second stage consultation, Regulation 18B consultation, on the Local Plan only.
- 1.7 The Regulation 18B consultation on a Draft Medway Local Plan 2041 took place over six weeks from 15 July to 8 September 2024. 403 responses were received from a wide range of stakeholders, covering some 2,400 different points. Of these, 203 were submitted via the on-line consultation portal, Opus, 141 were by email 40 were by post and 19 were via Opus and email¹.
- 1.8 Section 2 of this Appendix, along with Schedule 1, sets out which bodies and persons were consulted and how that was undertaken.
- 1.9 Section 3 of this Appendix provides links to the reports that summarise the main issues raised in response to these consultations and the response of the Council indicating how the comments were taken into account in the next stage of Plan preparation.
- 1.10 Section 4 of this Appendix sets out a conclusion on the efficacy of the Regulation 18 consultation process.

Who was consulted under Regulation 18B – consultation on Medway Local Plan 2041 (July-September 2024) and how was that undertaken?

¹ These 19 were very similar but contained enough differences to not be considered entirely duplicates. Due to the small number of these and inability to categorise as purely one method or the other without effective double counting being a concern it was determined to count these separately effectively as its own category.

- 2.9 The requirements of Regulation 18A (see Appendix 1 above) were met by inviting many of the same consulted specific consultation and statutory bodies, local amenity and residents' groups, businesses and individual residents as those invited to the Regulation 18A consultation, in accordance with the Medway SCI 2024. The Council used its Local Plan contacts database and a list of prescribed consultees, such as National Highways and Natural England.
- 2.10 Through work on previous consultations, the Council has built up contacts of many residents, voluntary organisations and businesses interested in the Local Plan. These reflect different sectoral interests, such as the environment, transport, housing, health, and development. The database was updated with respondents who signed up to the consultation portal and confirmed that the Council could retain their contact details for the purposes of consultation on planning policy matters.
- 2.11 The Local Plan contacts database was compiled with information from interested parties in earlier consultations on the plan preparation. It included local businesses, a wide range of developers and planning consultants, local residents, MPs, Members and Parish Councils in Medway and neighbouring areas. The Council notified local planning authorities in Kent and Kent County Council. It also consulted on a wider regional basis with authorities to the north of the Thames in Essex and minerals and waste authorities throughout the South East. Wider stakeholders such as Neighbourhood Planning groups, voluntary and community organisations with interests such as the natural environment, culture, health and wellbeing and representing different sectors of the community were consulted. The Council had contact details for a number of residents who had signed up for notifications on Local Plan work. The Council reached the wider public through a range of marketing techniques, including e-bulletins, social media postings from the Council's accounts that reached thousands of subscribers.
- 2.12 The consultation database was hosted on 'Opus' the consultation portal, and used the same Specific Consultation Bodies and General Consultees. Additionally, any bodies, businesses, persons, or organisation that were added to the database in the intervening time were also invited to make representations. These can be separated into a number of broad categories:
- Developer/agent for developer
 - MPs, Members and Parish Councils
 - Statutory Body
 - Voluntary and community organisations
 - Members of the public
 - Business

- Other

How was the Regulation 18B consultation undertaken?

2.13 A number of methods were used, including:

- Direct correspondence (email / letter)
- Publicity by the Council
- Press and social media
- Member & Parish Council briefing sessions
- Posters on village noticeboards notifying of the public exhibition events;

2.14 During the consultation period there were:

- Public consultation exhibition events
- Specific sector workshops/meetings
- Publicity at Love Gillingham 'Big Day Out' event on 1 September 2024.

2.15 Further details of how the Regulation 18B consultation was undertaken is available in Appendix 1 of the [Medway Local Plan Regulation 18 Consultation 2024 Consultation Summary report June 2025](#)

Main issues raised in Plan order including the Council response / action

The main issues by Plan chapter were set out in Section 2 (2.6 – 2.60) of the [Medway Local Plan Regulation 18 Consultation 2024 Consultation Summary report June 2025](#)

Issues raised by respondent type is under Section 3 of the main report.

How those issues have been addressed in the preparation of the Local Plan (Regulation 22 (1)(c)(iv)).

Section 5 of the [Medway Local Plan Regulation 18 Consultation 2024 Consultation Summary report June 2025](#) gives consideration to and addresses the issues raised in the consultation.

Conclusion

4.1 The summary above explains which bodies and persons the local planning authority invited to make representations under Regulation 18 and how they were invited to make representations, having regard to the

plan-making Regulations and the approach set out on pages 15-19 of the Council's SCI 2024. Links have also been provided to summaries and full reports of the main issues raised by the representations made pursuant to Regulation 18, which includes an explanation of how these were taken into account in the preparation of the Medway Local Plan 2041. The Council has therefore met the requirements of Regulation 22(1)(c) (i) to (iv).

Appendix 3 Schedule 1: Details of who was consulted on the Regulation 18B consultation

1. For the Regulation 18B consultation, below lists who was contacted. Appendix 1 of the [Medway Local Plan Regulation 18 Consultation 2024 Consultation Summary report June 2025](#) gives further detail on the methods used for the consultation.
- Individual names not published, consulted those registered or asked to be registered on the OpusConsult consultation database.

Appendix 4

Summary of key changes to the Medway Local Plan 2041 made between Regulation 18 B consultation in July 2024 and Regulation 19 Proposed Submission Version in June 2025

Changes were made to the text of the Setting the direction for Medway 2040 Local Plan between the version made available for public consultation in July 2024 and the Proposed Submission Version June 2025 in response to the following:

- Comments made during the public consultation (see the Setting the Direction for Medway 2040 – Regulation 18 Stage 1 Consultation Report for full details of comments made)
- Recommendations made through the Sustainability Appraisal / Habitats Regulation Assessment.
- Changes to the NPPF in December 2024 and ongoing updates to National Planning Practice Guidance.
- General factual updates.

The key changes made are summarised below:

Summary of “New in Reg 19”

- Local impact thresholds for retail/leisure (280/500/500 sqm).
- Self-/custom-build 4% serviced plots on ≥100 dwellings sites + Fenn Farm allocation.
- Chatham: binding to Masterplan 2019 and Design Code 2024, specific opportunity-site instructions (Debenhams, Pentagon).
- Green Belt release at west of Strood (exceptional circumstances).
- Grain Branch rail safeguarding; riverside infrastructure safeguarding.
- Minerals: 250m MCAs, replacement capacity tests for wharves/depots

1) Overview & How the Plan is Structured

What changed

- **Structure and status clarified:** Reg 19 presents the plan as a Proposed Submission with strategic (S), thematic (T) and development management (DM) policy taxonomy, and defines consultation window (30 June–11 August 2025), examination route, and representation format—none of which were finalised in Reg 18B.

- **Housing need and supply quantified:** Reg 19 codifies the **standard method need of 24,540 homes** and the **supply components** (pipeline 1,762; allocations 21,194; windfall 1,584) with a small buffer—this is an advancement from indicative supply in 18B.
-

2) Vision & Strategic Objectives

What changed

- Reg 18B had high-level ambitions but less operational detail and fewer explicit cross-references.
 - Reg 19 expands and tightens the vision (net-zero trajectory, nature-based solutions, riverside activation, health equity, skills agenda) and cross-links to corporate strategies; objectives are grouped under environment, communities, economy, design & infrastructure with granular bullets (e.g., accessible greenspace, Local Nature Recovery Strategy, modal shift).
-

3) Spatial Development Strategy & Policies Map

What changed

- **Key Diagram & Quantified split:** Reg 19 sets the brownfield-first approach to ~40% of housing via regeneration, ~30% suburban extensions (Capstone Valley, west of Strood, Lower Rainham), ~30% rural allocations (Hoo villages), with phasing/masterplanning duties—this quantification is new.
 - **Green Belt:** Reg 19 confirms exceptional circumstances release for land west of Strood with minor boundary tweaks to ensure permanence—18B described review and possible corrections but did not commit to release.
 - **Policies Map format:** Reg 19 formalises five map sheets and enumerates layers (allocations, natural/built environment, retail/town centres, transport, minerals, waste), including a viewable electronic PDF—18B referred to a single consultation map.
 - Policies map was refined further for Regulation 19 with confirmed site allocations.
-

4) Natural Environment (S1–S6, DM1–DM4)

Key policy & text changes

- **S1 Planning for Climate Change:** Reg 19 introduces whole-life carbon, urban cooling, SuDS hierarchy, water re-use and tree canopy expansion as firm requirements—these elements are materially expanded from 18B's general climate narrative. It reflected advice from Natural England and the Environment Agency.

- **S2 Conservation and Enhancement of the Natural Environment:** This policy was strengthened through advice from the HRA, SA and Natural England, Kent Downs National Landscape unit and the Environment Agency. It made more specific reference to the Kent & Medway Local Nature Recovery Strategy (LNRS).
- **S3 North Kent Estuary and Marshes designated sites:** This policy was strengthened through advice from the HRA, SA and Natural England and the Environment Agency. Reg 19 formalises Bird Wise/SAMMS tariff in 6km zone, 16m setback near designations, urbanisation impacts (lighting/noise) and survey/monitoring protocols—18B discussed SAMMS generally; Reg 19 add more details on measures.
- **S4 Landscape protection and enhancement:** This made stronger references to the National Landscape, the role of landscape in the separation of settlements. The policy strengthened links to Policies S2 and S3.
- **S5 Securing Strong Green and Blue Infrastructure:** Reg 19 embeds Natural England Green Infrastructure Framework standards and has strengthened reference to the Kent Downs National Landscape and blue infrastructure. It also refers where appropriate to active travel links and policies.
- **S6 Kent Downs National Landscape:** This was updated with reference to the enhanced Section 85 duty.
- **DM1 Flood & Water Management:** This was updated following advice from the Environment Agency and provides greater detail and certainty in the policy.
- **DM2 Contaminated Land:** This was updated following advice from the Environment Agency and provides greater detail and certainty in the policy and makes specific reference to Source Protection Zones.
- **DM3 Air Quality:** There were limited amendments to strengthen the policy.
- **DM4 Noise and Light Pollution:** This provided greater clarity and potential measures and specific reference to the National Landscape.
- **S7: Green Belt** – The Reg 19 plan proposes changes to the Green Belt, and identified some parcels as meeting the criteria of Grey Belt.

5) Built Environment (T1–T9, S8–S9, DM7–DM11)

Key policy & text changes

- **T1 High Quality Design and Amenity:** This was redrafted to improve clarity and interpretation and a more inclusive approach to achieve good quality design, environmental and wellbeing standards, linking with wider objectives in the plan.

- **DM5 Housing Design:** This was redrafted to improve clarity and interpretation with stronger reference to health and wellbeing.
 - **DM6 Sustainable Design and Construction:** This made stronger reference to sustainability, BNG and health and wellbeing.
 - **DM7 Shopfront Design and Security / DM8 Advertisements:** Reg 19 consolidates guidance, discourages external shutters, and imposes energy-efficient restrained lighting.
 - **S8 Historic Environment / DM9 Heritage Assets:** There were some amendments to strengthen wording and reference to heritage at risk.
 - **S9 Star Hill to Sun Pier:** Reg 19 embeds the 2024 Supplementary Planning Document (SPD) as a compliance requirement—Reg 18B referenced the area but without adopted SPD status.
 - **DM10 Conservation Areas / DM11 Scheduled Monuments and Archaeological Sites:** Reg 19 creates explicit submission/assessment protocols and prioritises in-situ preservation—new procedural rigour.
-

6) Housing (T2–T11 + allocations references)

Key policy & text changes

- **T2 Housing Mix:** Reg 19 ties the mix directly to the 2025 LHNA with specific size share ranges and requires affordable mix justification.
- **T3 Affordable Housing:** Reg 19 sets new policy in differential rates by value area (30% high-value; 25% low-value greenfield; 10% urban brownfield), and a delivery cascade with viability verification.
- **T4 Supported Housing, Nursing Homes and Older Persons Accommodation:** Reg 19 adds NDSS compliance for care, dementia-friendly features, accessibility & proximity criteria—new detail.
- **T5 Student Accommodation:** This included advice from the HRA and SA.
- **T6 Mobile Home Parks:** Reg 19 protects Hoo Marina Park & Allhallows, confirms use of model standards for intensification and greater protection for landscape/character tests.
- **T7 Houseboats:** Reg 19 introduces environmental safeguards (foul water disposal, mudflat protection, wake/grounding mitigation, monitoring, grids/plinths)—new operational controls.
- **T8 Houses of Multiple Occupation:** Reg 19 requires NDSS-compliant rooms, communal space minima, waste & cycle storage and cluster impact checks; it distinguishes C4 vs sui generis and licensing—formalised criteria.
- **T9 Self-build and Custom Housebuilding:** Reg 19 sets a 4% serviced plot requirement on sites ≥100 dwellings, allocates Fenn Farm (AS2) for 100%

self/custom (4 plots), and defines marketing cascade (12-month minimum; offer to LPA for affordable if unsold)—this is new policy machinery.

- **T10 Gypsy, Travellers & Travelling Showpeople:** Reg 19 safeguards sites, allows intensification, and defines siting/need tests for a criteria based policy aligned with 2024 PPTS.
- **T11 Small Sites & SME Housebuilders:** Reg 19 introduces a ≤60 dwellings small-site criterion, design/amenity/environment requirements, reference to affordable housing and weighting to the delivery of SME sites, providing a supportive policy approach.

7) Economic Development (S10–S12; learning & skills T12; tourism/culture T13–S14; rural T14)

Key policy & text changes followed from the updated evidence of the Employment Land Needs Assessment, 2025 (ELNA), the latest Land Availability Assessment and comments at Reg 18B.

- **S10 Economic Strategy:** Reg 19 provides a policy that directs the location of different types of employment, with offices towards existing centres, industrial/B8 to periphery/SRN, and net-zero energy & port uses to Hoo Peninsula; seeks to retain employment land and adds Innovation Park Medway references—consolidated locational strategy.
 - **S11 Existing Employment Provision:** Reg 19 formalises 12-month marketing test, amenity tests, and redevelopment principles—new process detail.
 - **S12 New Employment Sites:** Reg 19 links allocations to ELNA with brownfield before greenfield phasing..
 - **T12 Learning and Skills Development:** Reg 19 supports Chatham Maritime learning quarter expansion and apprenticeships/adult skills aligned to Skills & Employability Plan 2035—explicit siting and sector link.
 - **T13 Tourism, Culture and Visitor Accommodation:** Reg 19 sets siting/scale, sustainable access, BNG, waterfront activation, and rural/marine tourism safeguards—stronger criteria.
 - **S14 Supporting Medway’s Culture & Creative Industries:** Reg 19 strengthens policy wording, identifies strategic clusters (Rochester, Chatham, Gillingham, Dockyard, Star Hill–Sun Pier), requires public art (subject to viability) and meanwhile uses—new detailed supportive framework.
 - **T14 Rural Economy:** Reg 19 sets loss tests (marketing evidence ≥12 months), scale/traffic/environment, best & most versatile land (Grades 1–3a) protection, and diversification guidance—more rigorous rural balancing tests.
-

8) Retail & Town Centres (S15–S18; T15–T17)

Key policy & text changes

- **S15 Town Centres Strategy:** Reg 19 confirms Chatham as principal centre, promotes centre-first diversification (culture, community, leisure), green/blue public realm, waterfront use, housing above ground floor; introduces new centres for strategic growth areas (Hoo/Chattenden, High Halstow, Strood West)—substantially expanded and operational.
- **S16 Hierarchy of Centres:** Reg 19 fixes the hierarchy (Chatham principal; Strood, Gillingham, Rainham, Rochester, Hempstead Valley as district; local/rural centres network) and requires new local centres in strategic growth areas—codified vs 18B’s indicative approach.
- **T15 Sequential Assessment:** Reg 19 mandates catchment agreement with LPA, format/scale flexibility, parking reductions in centres, and sustainable travel compliance (DM18/DM19)—procedural enhancement.
- **T16 Ancillary Development:** Reg 19 creates tests (a–e) to prevent out-of-centre creep under “ancillary” claims and allows conditioning—brand new control tool.
- **T17 Impact Assessment:** Reg 19 introduces local thresholds well below national 2,500sqm: Convenience 280sqm, Comparison 500sqm, Leisure 500sqm (incl. food & beverage and large facilities), with cumulative impact consideration and linkage/public realm conditions—significant new protection for vulnerable centres].
- **S17 Chatham Town Centre:** Reg 19 ties proposals to the 2019 Masterplan and 2024 Design Code, defines High Street quarters, Pentagon core, uses for Debenhams/Pentagon, child-friendly design, employment at/edge of centre; supports convenience retail to extend hours—new, highly specific policy framework.
- **S18 Rochester District Centre:** Reg 19 emphasises consolidation, historic character, and top-up convenience offer without major comparison expansion.
- **S19 Gillingham District Centre** – reference to the green link to waterfront.
- **S20 Strood District Centre** – strengthened reference to sustainable transport, flood defence infrastructure and employment.
- **S21: Rainham District Centre** – public realm reference.
- **S22 Hoo Peninsula:** Policy S22 notes the need for a main centre to meet increased needs and contribute to place making ambitions

- **T19 Meanwhile Uses** – policy was updated to provide more detail and support for communities and culture.
 - **DM14 Dockside** – policy wording was updated.
-

9) Transport

Much of the content of these policies did not significantly change at Regulation 19. The policies largely reflect national policy. Wording changes reflected greater clarity, more specific measures and triggers, and reference to the preferred spatial strategy and site allocation requirements.

- **DM17 Grain Branch:** Reg 19 made reference to the Policies map and safeguards land for a new passenger rail station, alignment, buffer stop zone and supports rail freight to Isle of Grain.
 - **T20 Riverside Path** – updates included reference to the King Charles III Coast Path National Trail.
 - **T21 Riverside Infrastructure:** Reg 19 safeguards piers/wharves (e.g., Gillingham Pier, Sun Pier for large historic vessels) and supports the marine heritage sector, and makes reference to Rochester Bridge.
-

10) Health, Communities & Infrastructure

Much of the content of these policies did not significantly change at Regulation 19. What changed

- Reg 19 provides a stronger integration of open space/health & wellbeing, community facilities, and infrastructure delivery to the spatial allocations and phasing—the cross-referencing is more explicit throughout the allocations sections.
- **T29 Community and Cultural Facilities:** This was strengthened / amended based on comments received during Regulation 18A consultation that were accepted
- **S24 Infrastructure Delivery:** This was strengthened based on comments received during Regulation 18A consultation that were accepted. A new bullet point was added regarding new and improved utility infrastructure.
- **DM21 Open Space, Outdoor Sports and Play Spaces** – this points to Fields in Trusts Standards (2024) and includes reference to BNG.
-
- **T29 Community and Cultural Facilities** – wording updated for clarification and specific reference to healthcare facilities.
- **DM22 Digital Communications:** was strengthened based on comments received during Regulation 18A consultation that were accepted. A new bullet

point was added regarding being ready for any future technological advancements in compliance with national guidance

11) Minerals Supply (T31–T33 and map layers)

Key policy & text changes

- **T31 Safeguarding of Existing Mineral Supply Infrastructure:** Reg 19 defines replacement capacity tests (tonnage, accessibility, berth size/depth/tides for wharves), and applies 250m consultation areas to infrastructure—this detail is new/refined beyond 18B.
 - **MSA/MCA and Areas of Search:** Reg 19 confirms MSAs and extends MCAs 250m, and maps Areas of Search for sand & gravel to maintain 7-year landbank.
 - **T33 Extraction of Land-Won Minerals:** Reg 19 retains the principles shown in Reg 18B (need tests, landbank, industrial minerals, restoration) but presents them as adoptable policy text with areas mapped on the Policies Map—moving from consultative wording to submission clarity.
-

12) Waste Management

What changed

- Reg 19 integrates safeguarded waste facilities (Appendix D), location & capacity policy hooks, and aligns with air/water/transport mitigations more explicitly. The policies map now includes waste management designations—
-

13) Energy

What changed

- Reg 19 links net-zero by 2050 actions to site energy strategies (e.g., heat networks) in growth locations and the Hoo Peninsula's strategic role for low-carbon sectors.
-

14) Site Allocations (SA-series; chapter 14)

This was a new section in the plan, that introduced strategic allocation policies for residential led and employment development. The policies included information on

- land uses, quantum, and phasing windows
- specified policy requirements
- identified infrastructure requirements and phasing

Policies Map: Consolidated Changes

From Reg 18B → Reg 19

Changes to policy designations, such as the Green Belt were reflected in the proposed preferred policies map.

Appendix 5

Regulation 19 consultation details

This appendix addresses the requirements of Regulation 22(1)(c)(v):

- v. *if representations were made pursuant to regulation 20, the number of representations made and a summary of the main issues raised in those representations.*

Introduction

- 1.1 The Council published the Local Plan Pre-Submission document for representations on 30th June 2025, pursuant to Regulation 19 of the Town and Country Planning (Local Planning) (England). The Plan was subject to 6 weeks of consultation.
- 1.2 558 respondents raised 2763 comments. Of the total representations received, 3 were group/petition representations signed by over 1,960 representors. Section 2 of this Appendix, sets out which bodies and persons were consulted and how that was undertaken.
- 1.3 Section 3 of this Appendix provides a precis of the main issues raised in Plan order. This includes the response of the Council. Section 4 sets out a brief conclusion on the efficacy of the Regulation 19 consultation process
- 1.4 Section 4 of this Appendix sets out a conclusion on the efficacy of the Regulation 19 consultation process.

Who was consulted under Regulation 19?

- 2.1 The requirements were met by inviting the same consulted specific consultation and statutory bodies, local amenity and residents' groups, businesses and individual residents as those invited to the Regulation 18A & 18B consultations, in accordance with the Medway SCI 2024, and reflecting updates to the consultation database and changes to organisations and businesses.
- 2.2 As the same consultation database, hosted on 'Opus' the consultation portal, was used, the same Specific Consultation Bodies and General Consultees as were invited to comment. Additionally, any bodies, businesses, persons, or organisation that were added to the database in the intervening time were also invited to make representations.

How the Regulation 19 consultation was undertaken

2.3 Pre-consultation awareness commenced on 19th June 2025 with the promotion of the first Local Plan event and a number of measures were taken, including,

- Printing items for distribution: this provided hard copies of the document for review at events, libraries and for parish councils; publicity posters and summary documents which attendees could take away at exhibitions and in public locations.
- Posters sent to several council locations (events poster and main consultation poster)
- Press release published
- Information on the landing page for medway.gov.uk/futuremedway
- Medway Matters summer magazine: ½ page article
- 3x rounds of posts across Medway Council's LinkedIn, FB, X and Instagram
- E-bulletins including Medway Matters and Local Plan (issued to over 15,000 subscribers)
- Media briefing held on 23 June with BBC South-East, Kent Local Democracy Reporter, KMTV and Local Authority media in attendance.

2.4 The Council contacted the Town and Parish Councils and libraries across Medway separately to the other specific consultation bodies via post prior to the commencement of the consultation period to notify them of the proposed start date and provide copies of the consultation documents so they were able to share information with interested residents and businesses in their areas. This included:

- Local Plan Regulation 19 Submission Document
- Hard copy representation forms for the Local Plan
- Hard copy Policies maps
- Local Plan Posters

2.5 The cover letter also included information about the planned exhibition events, details of how to make representations and how to contact the Local Plans team should assistance be required. A briefing for parish councillors and clerks was held at an open meeting of Rural Liaison Committee on 25 June 2025.

2.6 Upon publication, a public notice was published in Medway Messenger and Kent Online, the updated website went live with all consultation-related webpages, a briefing note was issued to councillors and MPs and Social

media posts across a number of platforms were made, a Council 'One Minute Medway' video with Cllr Coombes was also uploaded.

- 2.7 A formal notification letter or email was sent to persons or organisations on the Council's planning policy consultation database (which includes the statutory, specific and general consultation bodies required by the Regulations and those wishing to be notified following the Regulation 18 consultation) to invite them to make representations on the Medway Local Plan 2041 and supporting documents.
- 2.8 The notification email advised on how to make representations, including signposting to the Regulation 19 representation form (using the format recommended in the Planning Inspectorate's guidance on local plan examinations); as well as to the web-page that included the proposed submission documents and associated supporting documents, such as the Sustainability Appraisal and Duty to Cooperate report.
- 2.9 The consultation was also publicised on the Council's consultation webpage, via 73 social media posts, advertised on YouTube featured in the Council's Local Plan blog, 5 interview videos, and in weekly Medway Matters e-bulletins. All Medway Councillors, MPs and Parish Councils were provided with social media graphics to promote the consultation. Follow-up reminders about the consultation were sent over social media posts during the six week period. Further details are Appendix 5 Schedule 1.
- 2.10 Seven public exhibitions were held across Medway during the consultation period, which was promoted through social media and tannoy announcements in the Pentagon shopping centre for the event held in Chatham. Further details are in Appendix 5 Schedule 2. Details on the other events where local plan information and summary booklets were available, as well as outlining the media coverage and press releases issued is also found in Appendix 5 Schedule 4.
- 2.11 A podcast on the Medway Local Plan was published on 18 Jul, which reached over 5000 individual viewers. Further details are in Appendix 5 Schedule 1.
- 2.12 Throughout the consultation period the Council's Planning.policy inbox was available for queries and submissions of representations. Consultees could use this to request further information and advice.
- 2.13 The Council presented on the draft Local Plan at the Medway Developers Forum in July 2025, which was successful in reaching this sector of stakeholders.

- 2.14 Stakeholders were advised they could submit representations using the on-line version of the form, or by post or email ideally using the pdf version of the form provided.
- 2.15 Hard copies of the Medway Local Plan 2041, Policies Map, statement of representations procedure and representations form were made available in all Medway libraries, community hubs, parish councils and at the Council's main offices, along with an explanation of how to access the other supporting documents by using a computer within a library.

Schedule 1 of this Appendix provides further details of who was notified of the **publication/notification materials produced.**

Main Issues raised in Plan order including the Council response/action

- 3.1 The Consultation Statement summarises the main issues raised by the Regulation 20 representations received in response to Regulation 19 publication. This is organised by Medway Local Plan 2041 chapter including comments on Proposed Changes to the Policies Map and key evidence where relevant (e.g. Infrastructure Delivery Plan).
- 3.2 Copies of the representations received pursuant to Regulation 19/20 are available separately.

Conclusion

- 4.1 The summary above, in combination with Schedule 1 of this Appendix, explains which bodies and persons were invited to make representations under Regulation 19 and how, in accordance with the plan-making Regulations and the approach set out in the Council's Statement of Community Involvement 2024. This report sets out the number of representations made pursuant to regulation 20 and a summary of the main issues raised in those representations. The Council has therefore met the requirements of Regulation 22(1)(c) (v).

Appendix 5 Schedule 1 - CONSULTATION EVENTS PROGRAMME

Overview

The Council held 'drop in' style exhibitions on the 'Medway Local Plan 2041' document in community venues across Medway, open to all to attend.

Exhibitions

The Council organised 7 events at community venues across urban and rural Medway. These attracted 325 people. The table below shows the level of attendance to the exhibitions, with the highest attendance in Rainham at 64 people.

Date	Time	Area	Venue	Attendance numbers
Monday 30 th June	16:00pm-19:00pm	Rochester	Corn Exchange	47
Tuesday 1 st July	10:00am-13:00pm	Strood	St Nicholas Church	58
Thursday 3 rd July	11:00am-14:00pm	Chatham	Pentagon Centre	58
Tuesday 8 th July	17:30pm-20:30pm	Hoo	Hundred of Hoo Secondary School	46
Thursday 10 th July	16:00pm-19:00pm	Gillingham	Medway Park	19
Tuesday 15 th July	16:00pm-19:00pm	Lordswood	Queen Suite Lordswood Leisure Centre	33
Wednesday 16 th July	17:00pm-20:00pm	Rainham	Millennium Centre	64

Key matters arising from the exhibition events include the need for improved Infrastructure, including road network, health care facilities and local services with anticipated growth. Concerns were raised over the impact on the environment with anticipated housing development and attendees sought reassurance that increased house building would be accompanied by further provision for social infrastructure. A number of attendees expressed the importance of ensuring employment opportunities are in place, alongside anticipate growth, as well as the importance of safeguarding existing businesses, particularly those on Medway City Estate.

Other events

The Planning Service also attended the below meetings hosted by groups across Medway to further raise awareness for the Regulation 19 consultation:

- Rural Liaison meeting
- Medway Major Developers Forum
- Hoo Community Infrastructure Group meeting
- City of Rochester Society
- Chatham Intra PACT

Marketing and Communications Strategy

Medway's marketing and communications for the Regulation 19 Local Plan consultation used a multi-channel, high-visibility campaign to drive awareness, explain the legal stage (Regulation 19), and maximise responses during the six-week consultation (30 June–11 August 2025). The approach combined clear, repeated calls to action with targeted stakeholder outreach and a heavy emphasis on accessible information (summary booklets, web portal, events).

Objectives

- **Inform** residents and stakeholders about the draft Local Plan and what Regulation 19 means.
- **Encourage responses** to the consultation (final opportunity before submission to the Planning Inspectorate).
- **Demonstrate transparency** by publishing evidence and supporting documents.
- **Reach diverse audiences** across Medway (urban, suburban, rural) and key influencers (councillors, MPs, parish councils, developers).

Communications Channels

- **Digital hub:** central landing page (medway.gov.uk/futuremedway) and consultation portal (medway.oc2.uk) as primary information and response points.
- **Social media:** coordinated posts across X, Facebook, Instagram and LinkedIn (73 posts total) plus social graphics distributed to councillors, MPs and parish councils.
- **Email marketing:** regular e-bulletins to planning/regeneration subscribers (4,200) and wider lists (15,000+), with strong open rates (48%).
- **Press and earned media:** press release, media briefing with regional outlets, public notices in local press and Kent Online.

- **Printed collateral:** full Local Plan documents (75), 1,500 A4 summaries, 115 policy maps, 400 posters for libraries/parishes.
- **Events & outreach:** in-person information events and drop-ins across Medway (launched 30 June), presence at local events (e.g., Chatham Carnival), and parish council engagement.
- **Multimedia content:** podcasts, short videos and interviews promoted via YouTube and social channels (podcast: 7,854 views; videos: 10,000 social views).
- **On-site promotion:** homepage banners, ad banners on council pages and targeted landing pages.

Key messages and creative approach

- **Core slogan:** *Your Medway. Your future. Your say.* — consistent across assets to reinforce civic ownership and call to action.
- **Policy framing:** explain legal/regulatory context (Regulation 19), housing need figures and strategy (urban regeneration, suburban, rural split), and infrastructure/environment benefits.
- **Tone:** informative, civic-focused, emphasising this is the final consultation stage and how to comment.
- **Accessibility:** summary booklet, maps, events and staff availability to view documents in person.

Performance highlights and measurement

- **Website traffic:** 18,482 visits to Local Plan pages (1 June–11 Aug); top page 5,644 views.
- **Acquisition:** over 50% of traffic from Google search; desktop dominant (64.5%).
- **Email:** average open rate ~48% (well above industry average).
- **Social & video:** podcast and videos delivered thousands of views and unique viewers; social posts amplified via partners (MPs, parish councils).
- **Engagement tools:** search console data showed strong organic interest for “Medway local plan” queries.

Appendix 5 Schedule 2 - Notification materials

6.1 This Schedule shows the following notification materials:

Regulation 19 Consultation:

- Notifications to consultation database, including statutory consultees through an e-bulletin targeted email.
- Covering letter to Parish Councils
- Exhibition boards at consultation events
- E-bulletin (Summer 2025)
- Model Representation Form for Local Plans

See Appendix 5 Schedule 3 – Marketing and Communication Local Plan Regulation 19 Evaluation for examples of materials, channels, events and feedback.

PUBLIC NOTICE

Medway Council

NOTICE OF PUBLIC CONSULTATION

Planning and Compulsory Purchase Act 2004 and Regulation 19 of the Town and Country Planning (Local Planning) (England) Regulations 2012 – Medway Local Plan 2041 - Proposed Submission Draft, Regulation 19

Notice is hereby given, in accordance with Regulation 19 of the Town and Country Planning (Local Planning) (England) Regulations 2012, that Medway Council has produced a Proposed Submission Draft of the Medway Local Plan 2041 for public consultation.

(a) Title of document: Medway Local Plan 2041 - Proposed Submission Draft, Regulation 19

(b) Subject matter: The Medway Local Plan - Proposed Submission Draft, Regulation 19 document sets out the vision, objectives, spatial strategy, planning policies and site allocations for future development in the Medway unitary authority area up to 2041. It is accompanied by a Policies Map, Sustainability Appraisal, Diversity Impact Assessment and Consultation Statement. During this formal consultation stage, we are particularly seeking representations, i.e. comments, on whether or not you find the Medway Local Plan - Proposed Submission Draft, Regulation 19 document to be legally compliant and 'sound'. Plans are 'sound' if they are:

1. Positively prepared – providing a strategy which, as a minimum, seeks to meet the area's objectively assessed needs; and is informed by agreements with other authorities, so that unmet need from neighbouring areas is accommodated where it is practical to do so and is consistent with achieving sustainable development;
2. Justified – an appropriate strategy, taking into account the reasonable alternatives, and based on proportionate evidence;
3. Effective – deliverable over the plan period, and based on effective joint working on cross-boundary strategic matters that have been dealt with rather than deferred, as evidenced by the statement of common ground; and
4. Consistent with national policy – enabling the delivery of sustainable development in accordance with the policies in the National Planning Policy Framework (December 2024) and other statements of national planning policy, where relevant.

(c) Period within which representations may be made: 30 June to 11 August 2025 at 23:59.

d) How to make representations: Representations may be made via the Council's website or in writing, by email or letter, as below:

- Online: www.medway.gov.uk/futuremedway
- Email: planning.policy@medway.gov.uk
- Letter: Planning Policy, Medway Council, Gun Wharf, Dock Road, Chatham, Kent, ME4 4TR

Representations may be accompanied by a request to be notified at a specified address of any of the following:

- (i) the submission of the local plan for independent examination under section 20 of the Act,
- (ii) the publication of the recommendations of the person appointed to carry out an independent examination of the local plan under section 20 of the Act, and
- (iii) the adoption of the local plan.

Please note that all representations received will be published on the Council's website.

The Medway Local Plan - Proposed Submission Draft, Regulation 19 document, along with the Policies Map, and supporting information can be viewed online at: www.medway.gov.uk/futuremedway

Printed copies of the Medway Local Plan - Proposed Submission Draft, Regulation 19 document, along with the Policies Map, Sustainability Appraisal, Diversity Impact Assessment and Consultation Statement, may be viewed at:

- Gun Wharf (Reception), Dock Road, Chatham, ME4 4TR (during normal office hours).

Printed copies of the Medway Local Plan - Proposed Submission Draft, Regulation 19 document, along with the Policies Map, may be viewed at:

- Medway Council libraries. Details of the libraries and their opening times can be found on the Council's website at: www.medway.gov.uk/libraries.

For further information, please contact:

- Email: planning.policy@medway.gov.uk
- Telephone: 01634 331629

E-bulletin 30 June 2025:



Medway Local Plan Newsletter (Summer 2025)

Welcome to the second edition this summer of our Local Plan Newsletter 2025

Your Medway: Your Future: Your Say: Regulation 19 starts today.

Let's get to it! The draft Medway Local Plan 2041 has been approved by Medway's Full Council for consultation. From today, you can view the draft plan that outlines how Medway will grow up to 2041.

[Read more about the start of today's consultation](#)



What is Medway's Local Plan?

Let's start off by answering the basic question: **What is Medway's Local Plan?**

The Local Plan is a statutory document that goes through an independent examination and is used to make decisions on planning applications for new development. By having a plan, it gives us a strategy to ensure housing goes in the right places. We can be proactive on growth, rather than reactive, ensuring we are in control of where the growth should be and what comes with that growth in terms of infrastructure improvements.

Creating the Plan

Our draft Local Plan has taken into account previous consultation feedback over the last two years, along with the evidence produced, to support the production of

the new plan. This plan sets out a strategy for our ambitions for Medway's communities, environment and economy and shows areas proposed for development over the plan period. It also includes policies to protect the environment and heritage, boost housing, support businesses and our high streets and centres, and to improve health and wellbeing

The draft Plan promotes good design and better infrastructure and services. It also provides guidance on how we manage minerals, waste and energy in Medway. It is a wide-ranging document with close links to other council plans and strategies.

Unlike previous consultations, we are required to ask specific questions during this consultation which give you an opportunity to comment on:

- how the Local Plan has been prepared
- whether its aims are achievable
- whether the Regulation 19 Plan is based on a robust evidence base

[Learn more about the Local Plan](#)



How to take part in this consultation

This six-week consultation is under **Regulation 19**.

What is Regulation 19? It's a planning term and refers to a stage in the local plan-making process, in the context of the Town and Country Planning (Local Planning) (England) Regulations 2012.

We won't be making any changes to the draft Local Plan at this stage, in line with the legal process. Comments received in this consultation will be submitted alongside the draft Local Plan to the Planning Inspectorate for examination and consideration. It will be for the Planning Inspector to consider any changes that should be made.

The consultation runs from today (Monday, 30 June) to Monday, 11 August 2025.

[Visit our consultation portal](#)

[Read our draft Medway Local Plan 2041](#)

[Access supporting documents including a summary version of our draft Medway Local Plan 2041](#)

Three ways to provide feedback

- Take part in our consultation by providing written comments through our [online consultation portal](#) (New users will need to set-up an account which will only take a few minutes).
- You can send comments to us via email by using planning.policy@medway.gov.uk
- You can also send comments to:

Planning Service

Medway Council

Gun Wharf

Chatham

Kent

ME4 4TR



The Local Plan information events start this week

We are running a number of Local Plan information events during the Regulation 19 consultation to provide details on our draft Local Plan.

These events give you the opportunity to:

- Look at the proposals
- Speak to members of our Planning Team
- Take away a consultation booklet (these are available on a first-come, first-served basis)

The first set of summer events take place this week:

TODAY: Monday, 30 June: Rochester Corn Exchange. 4pm - 7pm

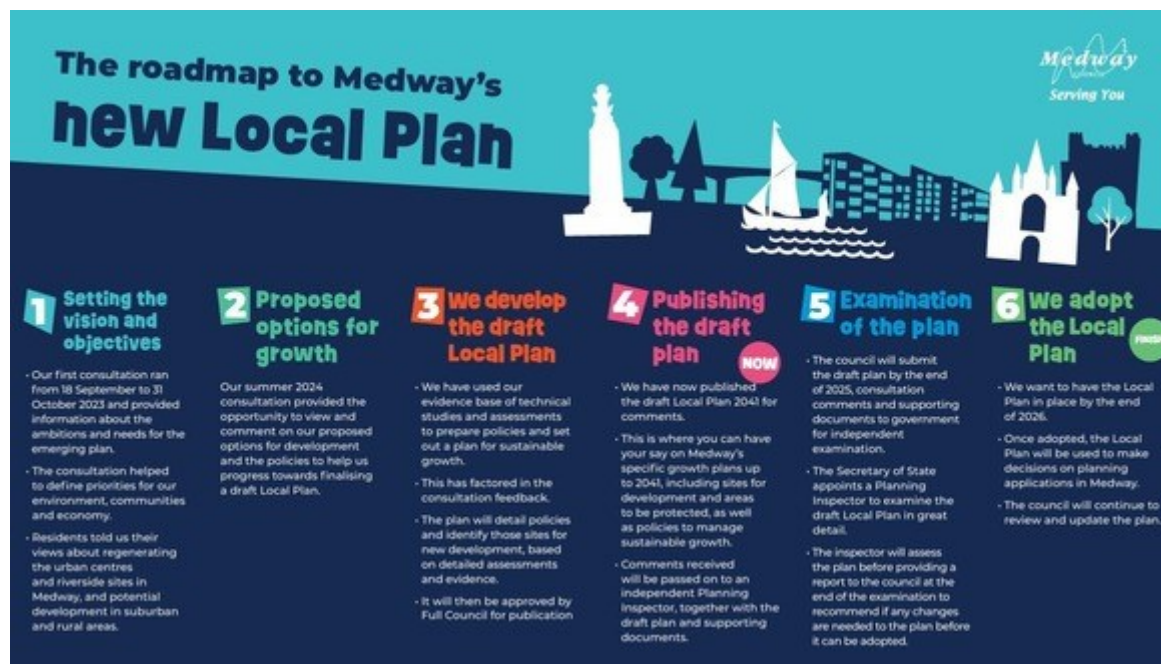
Tuesday, 1 July: Strood St Nicholas Church: 10am - 1pm

Thursday, 3 July: Pentagon Shopping Centre (in the former Wilko unit): 11am - 2pm

We look forward to seeing you there.

The events are free to attend. No booking required.

[Learn more and view the full schedule of events](#)



The roadmap to delivering a Local Plan

Following approval at Medway's Full Council meeting on Thursday, 26 June, we are now at stage 4 of our 6-stage roadmap towards getting a new Local Plan adopted for Medway.

It's the last chance for you to make comments following the two rounds of public consultation we held in 2023 and 2024 on the emerging plan under **Regulation 18** (where you could comment on the different options for development and the proposed policies).

We are now presenting our proposals for the final version of the plan before it is submitted to the Planning Inspectorate for examination later this year. This stage is where we publish the draft Local Plan for your review. Over the next six weeks, you have the opportunity to provide feedback on the plan and let us know your thoughts on our preferred plan to ensure Medway is a greater place to live, work, learn and visit over the next 15 years.

[View our Local Plan roadmap](#)



Stay in touch

Visit the website: medway.gov.uk/FutureMedway

If you have any queries on this consultation or require further information and support, please email planning.policy@medway.gov.uk or phone 01634 331629

For more details on Medway Council Planning, visit medway.gov.uk/Planning

You can also keep up-to-date on our regeneration programme via:

Website: medway.gov.uk/regeneration

[Sign-up to our newsletter](#)

Social media:

- [Twitter](#)
- [Facebook](#)
- [Instagram](#)



Regulation 19 Consultation materials:

Please contact: Planning Policy
Our ref: Medway Local Plan
Your ref:
Date: 05 December 2025

Allhallows Parish Council
42 Quickrells Avenue
Cliffe
Rochester
Kent
ME3 7RB



The Planning Service
Regeneration, Culture & Environment Medway Council
Civic Headquarters
Gun Wharf
Dock Road
Chatham
Kent
ME4 4TR
(DX56006 STROOD)
Telephone: 01634 306000
Facsimile: 01634 331729
Direct line: 01634 331629
Email: futuremedway@medway.gov.uk

Dear Sir/Madam,

Consultation on preparation of new Medway Local Plan 2041 – Regulation 19

Medway Council is preparing a new Local Plan to set out how the area will develop up to 2041. We are now consulting on a key stage of work for how the plan will support the council's ambitions for Medway's future success.

The Local Plan sets out a long-term vision and strategy for how an area will evolve and grow in the future, with policies that will shape development. The preparation of the new Medway Local Plan has now reached a key stage, known as 'Regulation 19', in setting out a framework and policies for managing development in Medway up to 2041.

Medway Council is publishing a Pre-Submission draft Local Plan at 'Regulation 19' for comments (representations) prior to submitting the plan and supporting information to the Planning Inspectorate for independent examination. This consultation period will run from **30th June to 11th August 2025**.

This is an important stage in plan-making and builds on the work carried out in Regulation 18 consultations in 2023 and 2024, and in assembling a wide-ranging evidence base, including site assessments and sustainability appraisal and strategic working on cross border matters.

This version of the Plan represents the Council's proposals for development allocations and policies. The content of the proposed Plan will be assessed by an independent Planning Inspector through a formal examination process. People have the opportunity to make written comments on this Draft Plan, which will be sent to the Planning Inspector to consider in the examination.

I have enclosed a copy of the draft Local Plan for reference by your Parish Council in making representations. I have also enclosed a poster to publicise the consultation. Could you please display this on a parish noticeboard, or in a local facility such as the village hall?

The council is keen to give residents, businesses, developers, organisations, community and interest groups opportunities to comment on the plan before it is submitted for independent examination. The consultation period runs from **Monday 30th June to Monday 11th August 2025**.

People can also view the supporting documentation and information about the Local Plan and details of the previous consultation on the council's website at: www.medway.gov.uk/futuremedway.

Responses to the consultation can be submitted:

- Online at: www.medway.gov.uk/futuremedway
- Email: planning.policy@medway.gov.uk
- Letter: Planning Policy, Medway Council, Gun Wharf, Dock Road, Chatham, Kent, ME4 4TR

Please note that as the comments will be passed to the Planning Inspectorate, we would like representations to follow the format favoured by the Inspectorate. I have attached a copy of the model representation form for your guidance in submitting comments.

For further information, or if you or your councillors have any questions about the consultation, including how to make comments, please contact the Planning Policy team at:

Email: futuremedway@medway.gov.uk

Telephone: 01634 331629

Following the end of the consultation, the council will collate and review all responses received. Please note that all responses will be published on the council's website but personal details will not be shown.

Yours faithfully,



Catherine Smith Head of Planning Policy

Proposed Development Strategy

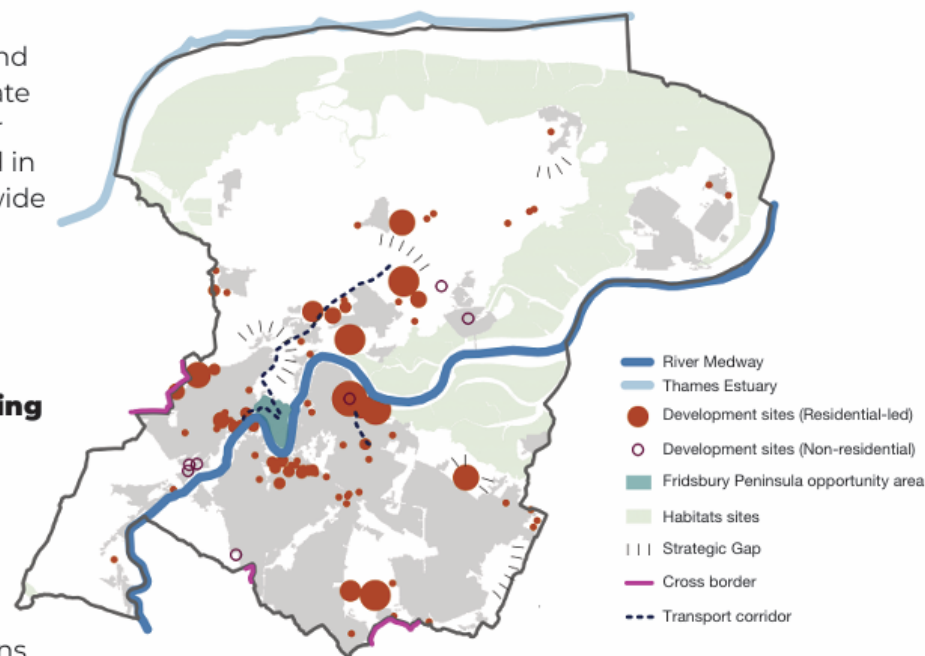
The council must follow national planning policy when it comes to new homes. We have a need for 1636 homes a year, using the government formula. We need to provide for 24,540 homes in Medway by 2041.

We have carefully considered all options for development and assessed the potential impacts to help identify an appropriate strategy for Medway to grow sustainably, while meeting our housing needs. We have taken account of comments raised in previous consultations since 2023. We have also collated a wide evidence base including studies and reports on housing, employment, retail, transport, landscape, Green Belt, waste, minerals, infrastructure and viability.

Where will housing go?

The plan provides for a range of housing needs, meeting the needs of different parts of our communities.

- 40%: Our strategy provides for around 40% of new housing being provided in urban regeneration areas, largely centres like Chatham and Strood and waterfront sites.
- 30%: Development in suburban areas, such as extensions to Strood and in Capstone and to the north of Rainham, provide for around 30% of the housing needs.
- The remaining 30%: Growth in our rural areas, particularly the Hoo Peninsula also provides for around 30% of the housing up to 2041. This is largely focused around Hoo, Chattenden and High Halstow.



Urban regeneration - an overview

- Regeneration in urban centres and waterfront sites will deliver around 40% of the planned growth across Medway: this is around 8500 new homes in these largely brownfield sites.
- We are making use of brownfield land, focusing on the regeneration of centres and waterfront sites in urban areas.
- New housing growth in town centres will support building healthier centres, improvements to infrastructure and sustainable living, working and leisure for residents.
- Aligned to Design Codes, Masterplans, supplementary planning documents and corporate strategies.
- Improved sustainable transport and connections through the central urban areas.
- Redevelopment of Medway City Estate: A unique opportunity extending beyond 2041.

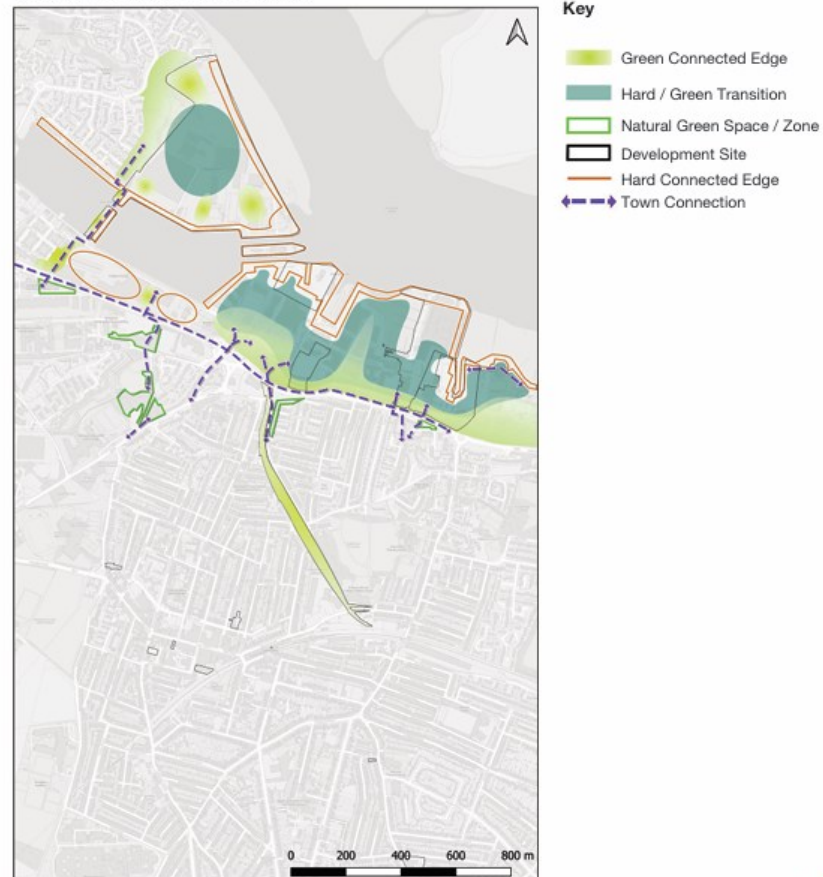


Urban regeneration - Gillingham Waterfront

Gillingham Waterfront

- Includes urban riverside regeneration sites between St Mary's Island and the Strand Park and Lido.
- Opportunity to provide greater connectivity and accessibility to the waterfront from Gillingham town centre and vice versa:
 - Opportunity to extend the riverside walkway between the Strand and St Mary's Island
 - Opportunity to use disused tram link in providing green space and connecting the urban area to the waterfront.
- Around 4,200 new homes in high density development on previously developed land.
- Requires masterplan to ensure appropriate design and addressing heritage and natural environment.

Gillingham Waterfront Concept Plan



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Urban regeneration - Frindsbury Peninsula

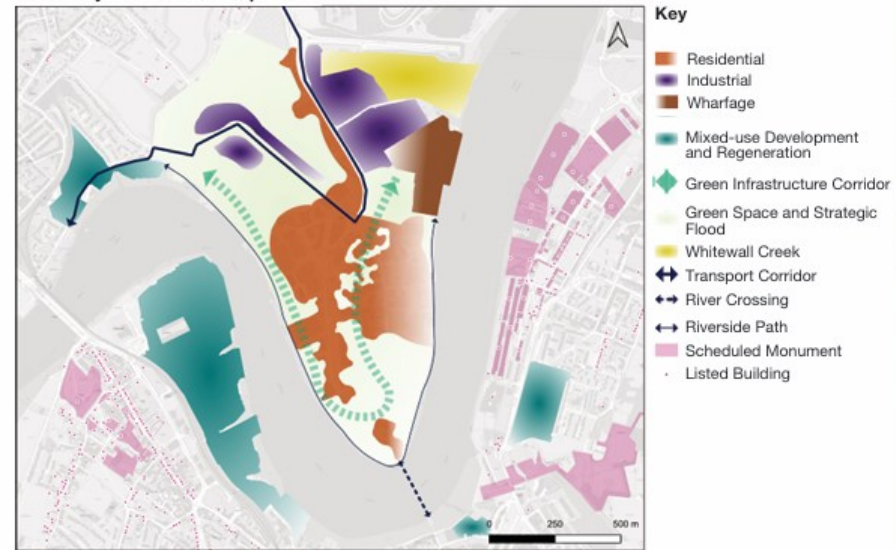
Frindsbury Peninsula

- The Medway City Estate (MCE) is a large employment area, mostly developed in the 1980s and 1990s, located on the former marshland of the Frindsbury Peninsula.
- MCE suffers from traffic congestion, hazardous on-street parking, flooding issues, and a lack of green space. The existing buildings cannot meet modern occupier requirements, while there is limited scope for expansion. These factors affect maintenance and investment.
- The comprehensive redevelopment of MCE would be challenging, but piecemeal development would miss opportunities.
- A large employer has put forward plans that would be a catalyst for long-term change. There are opportunities for:
 - a landmark regeneration scheme
 - a riverside path
 - a central park
 - a buffer to help protect Chatham and Strood from flooding
 - an improved natural environment at Whitewall Creek
 - major public space on the southern end.

- There would need to be a managed release and relocation of some existing businesses.

Around 800 homes could be built before 2041, as part of a bigger longer-term regeneration scheme into the 2040s, that could deliver over 2600 new homes.

Frindsbury Peninsula Concept Plan



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Suburban development - Capstone

- In recent years, development at East Hill and Gibraltar Farm has been granted consent following planning appeals.
- The Maidstone Local Plan Review 2024 allocated land adjoining Medway at Lidsing for mixed-use development, including 2,000 homes.
- By 2041, the Capstone Valley will comprise a sustainable urban extension of up to 3,950 new homes, a primary school, a secondary school and a local centre.
- Darland Farm will be protected as a nature-rich grassland.
- A connection between North Dane Way and M2 Junction 4 will provide for an orbital bus route.

Capstone Valley Concept Plan



Key

- Medway / Maidstone Administrative Boundary
- Residential
- School
- Centre
- Employment
- Elm Court and Hempstead Valley Shopping Centre
- ... Buffer Strip
- Green Infrastructure Corridor
- Ancient Woodland
- Capstone Farm Country Park
- Off-site Green Space and BNG Credits
- Existing Allotment Gardens
- Access
- Road



Suburban development - Lower Rainham

- Small-to-medium size developer led approach – this supports local jobs and wider choice of housing.
- Delivers around 750 homes.
- Informed by a design code that specifically considers the rural setting and delivers high-quality development.
- Local centre with community services, including a nursery and health facilities, and retail.
- Providing for range of housing needs, including a care home.
- Potential site for a secondary school.
- Measures to prevent further development to the west and suburban sprawl.

Lower Rainham Concept Plan



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Key

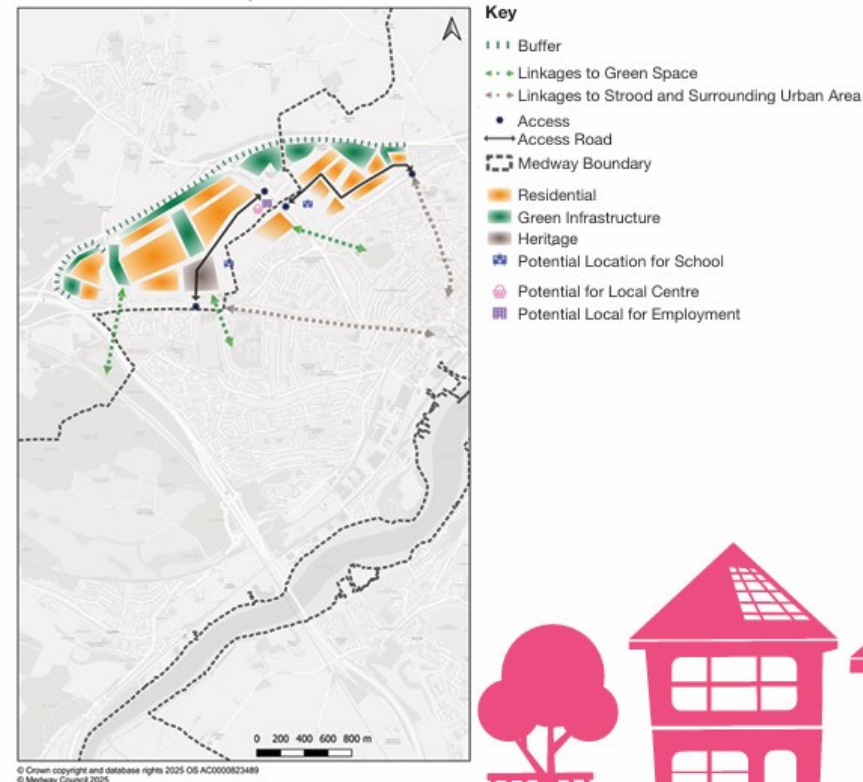
- Residential
- School
- Local Centre and Care Home
- Buffer Strip
- Habitats Site and SSSI
- Green Infrastructure Corridor
- On-site Green Space
- Beechings Playing Fields
- Access
- Primary Street
- One-way
- Field Street
- Potential Lane Widening
- Footbridge
- Conservation Area
- Listed Building



Suburban development - West Strood

- Proposed cross border development site with Gravesham Borough Council.
- Landscape-led development (transition from urban fringe to countryside).
- Sustainable development with appropriate infrastructure, employment and transport.
- Green Belt assessment informs Grey Belt status and Green Belt boundary change.
- Residential-led development with potential for around 4000 homes; of which around 1280 in Medway.
- 'Golden Rules' for higher levels of affordable housing and green infrastructure.
- New services including schools, and community services in new centre.
- Requires landscape-led masterplan to address impacts on the natural environment and heritage while also providing for infrastructure.

Land West of Strood Concept Plan



Rural: The Hoo Peninsula and surrounding areas



- 6740 homes planned by 2041, largely on the Hoo Peninsula.
- 31% of planned development in Medway's rural areas.
- Focus on Hoo St Werburgh and closer villages, such as Chattenden and High Halstow, brings the opportunity to improve local services for residents, including health, transport and retail.
- Development to the east of Hoo would continue into the 2040s.
- Scale of growth and limited existing service base requires significant investment in new infrastructure, including transport, education, health and community services.
- Plan policies will also protect the natural environment.

Hoo Development Framework Concept Plan

Key

- Existing village / neighbourhood centre
- Proposed neighbourhood centre
- Chattenden character area
- West of Hoo character area
- East of Hoo character area
- Lower Upnor character area
- Employment
- Existing development / site
- School (primary)
- School (secondary)
- Proposed community facility
- Proposed health facility
- Potential improvements to Walter Brice Centre
- Proposed leisure centre / pitches / sports facility
- Proposed road junction improvement
- Proposed / upgraded pedestrian crossing
- Saxon Shore Way (existing)
- King Charles III England Coast Path
- Public Right of Way (existing)
- Hoo stop line
- ★ Safeguarding of land for potential railway station
- ➔ Strategic green corridor
- ➔ Strategic Environmental Management Scheme (SEMS)
- Environmental conservation land
- Proposed open space
- Existing open space



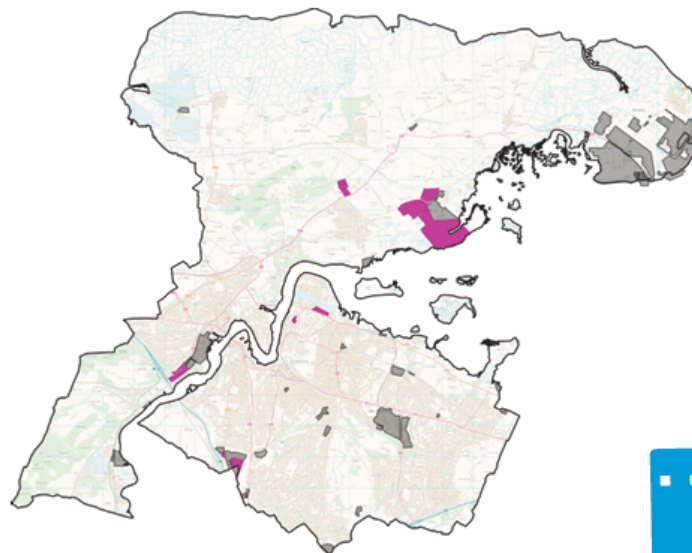
Employment: How we will grow our local economy

- A key objective of the plan is to support our local economy, helping to boost quality jobs in Medway and growing local businesses. The plan sets out policies for businesses, including tourism, retail and the rural economy.
- We have produced an Employment Land Needs Assessment which advises how much land is needed over the plan period. This is 204,000 sq m of industrial floorspace and 36,500 sq m for offices.
- We have a good supply of available land, much of which is on the large sites at Grain and Kingsnorth. These have a unique opportunity to contribute to the low carbon economy.



- The plan provides for additional employment land to meet the needs of different businesses and provide flexibility for emerging economic sectors, and recognises that some areas will change over the plan period.

Existing and new employment



Key

- Site allocation
- Existing employment area



Infrastructure: Improving local services for everyone



With the increase of new homes and residents, there is a significant need for new infrastructure to be provided to improve services for people across Medway. We want to make sure we have the right infrastructure to support sustainable development to come forward. These infrastructure improvements would include:

- **Transport** – investment in new roads schemes, improving public transport and provision for walking and cycling.
- **Schools** – We are aware that there are insufficient primary places in pockets and insufficient secondary places across Medway. To cater for growth we have identified the need for primary school expansions, new primary schools and new secondary schools.

- **Health facilities** – Although there are no plans to bring forward a new hospital within the plan period, the Medway NHS Foundation Trust is currently working to produce a long-term estate strategy that will aim to set out the development needs to support delivery of services for a growing population.
- **Community & Cultural Facilities** – such as new and improved halls for local groups and activities.
- **Sport & Leisure** - indoor and outdoor sports facilities.
- **Green & Blue Infrastructure** – new facilities for residents and spaces for nature.

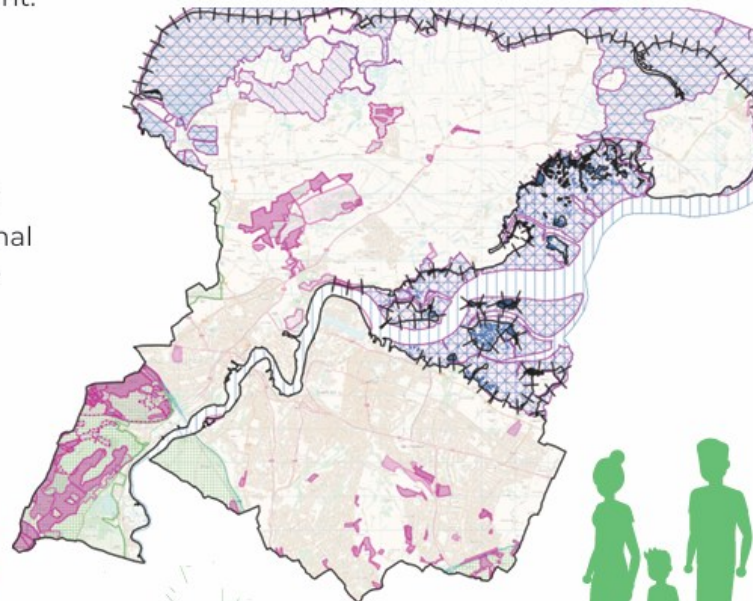


Protecting Medway's local environment

- Protecting the environment is a vital part to the plan and the delivery of sustainable development. We have an overarching policy for minimising and addressing the impacts of climate change, which sets out requirements for new development. Policies also address the risk of flooding and how we can better manage water resources.
- Medway has a rich and diverse environment, with around 30% of our area designated of international or national importance for nature or natural beauty. The plan sets out policies to conserve and enhance nature.

- The plan also supports the health and wellbeing of our communities, such as through access to green spaces, good air quality and attractive and safe walking and cycling routes.

Environment



Key

Habitats sites

- Special Area of Conservation
- Special Protection Area
- Special Protection (Marine)
- RAMSAR
- Marine Conservation Zone

Irreplaceable habitats

- Ancient Woodland

Other

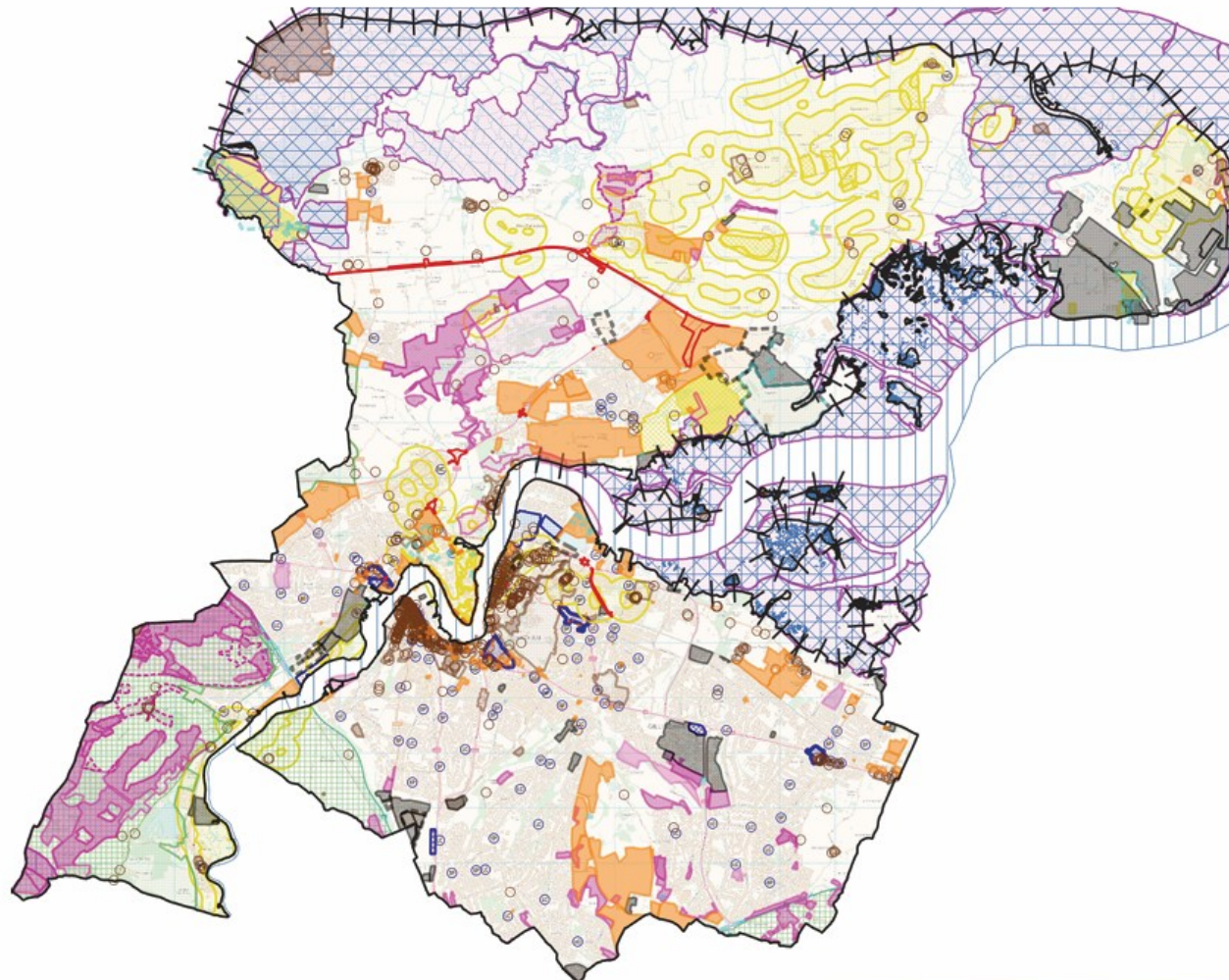
- Site of Special Scientific Interest
- National Nature Reserve
- Local Nature Reserve
- Undeveloped Coast
- National Landscape
- Green Belt

Built Environment

- Listed Building
- Registered Park and Gardens
- Scheduled Monument
- Conservation Area



Our Policies Map



Key

Medway boundary

Site Allocations

Site Allocation (Residential-led)

Site Allocation (Non-Residential)

Frindsbury Peninsula Opportunity Area

Natural Environment

Habitats sites

Special Area of Conservation

Special Protection Area

Special Protection Area (Marine)

RAMSAR

Marine Conservation Zone

Irreplaceable habitats

Ancient Woodland

Other

Site of Special Scientific Interest

National Nature Reserve

Local Nature Reserve

Undeveloped Coast

National Landscape

Green Belt

Economic Development

Existing Employment Area

Built Environment

Listed Building

Registered Parks & Gardens

Scheduled Monument

Conservation Area

Retail and Town Centres

Town Centre Boundary

Primary Shopping Area

Retail Park

Local Centre (LC)

Rural Centre (RC)

Neighbourhood Centre (NC)

Shopping Parade (SP)

Leisure

Transport

Safeguarded Land for Transport Scheme

Minerals

Minerals Supply Site

Minerals Safeguarding Area


Minerals Consultation Area

Area of Search

Waste Management

Waste Management Facility

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	<input type="text"/>	<input type="text"/>
First Name	<input type="text"/>	<input type="text"/>
Last Name	<input type="text"/>	<input type="text"/>
Job Title (where relevant)	<input type="text"/>	<input type="text"/>
Organisation (where relevant)	<input type="text"/>	<input type="text"/>
Address Line 1	<input type="text"/>	<input type="text"/>
Line 2	<input type="text"/>	<input type="text"/>
Line 3	<input type="text"/>	<input type="text"/>
Line 4	<input type="text"/>	<input type="text"/>
Post Code	<input type="text"/>	<input type="text"/>
Telephone Number	<input type="text"/>	<input type="text"/>
E-mail Address (where relevant)	<input type="text"/>	<input type="text"/>

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 Policy Policies Map

4. Do you consider the Local Plan is :

4.(1) Legally compliant

Yes

No

4.(2) Sound

~~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.

(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.

(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 participate in hearing session(s)

☐

Yes, I wish to participate in 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:

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>

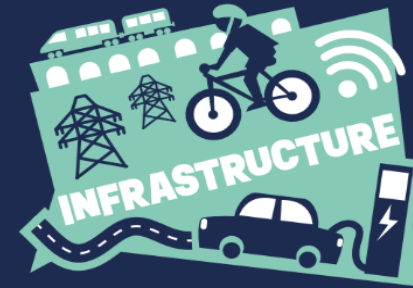
**Appendix 5 Schedule 4 – Marketing and Communication evaluation
Reg 19 (showing screen shots of marketing and communication
materials)**

Medway Local Plan

Marketing and Communications evaluation

REG 19:

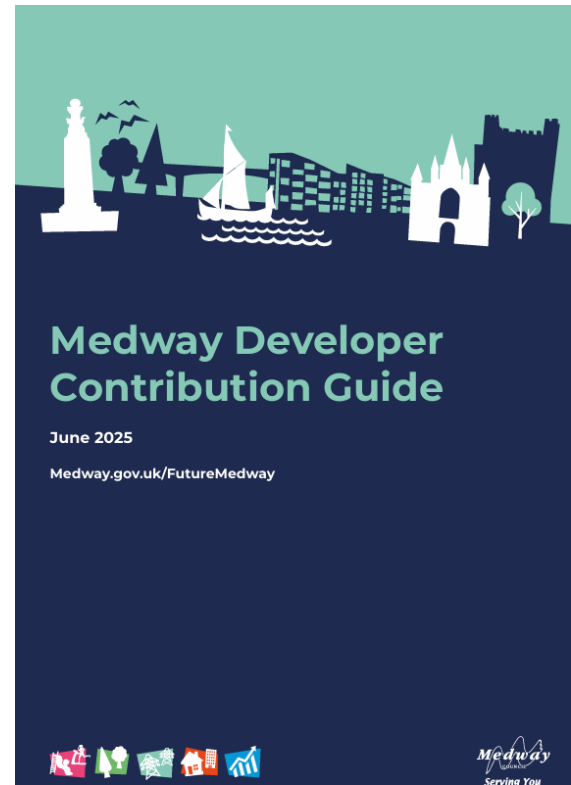
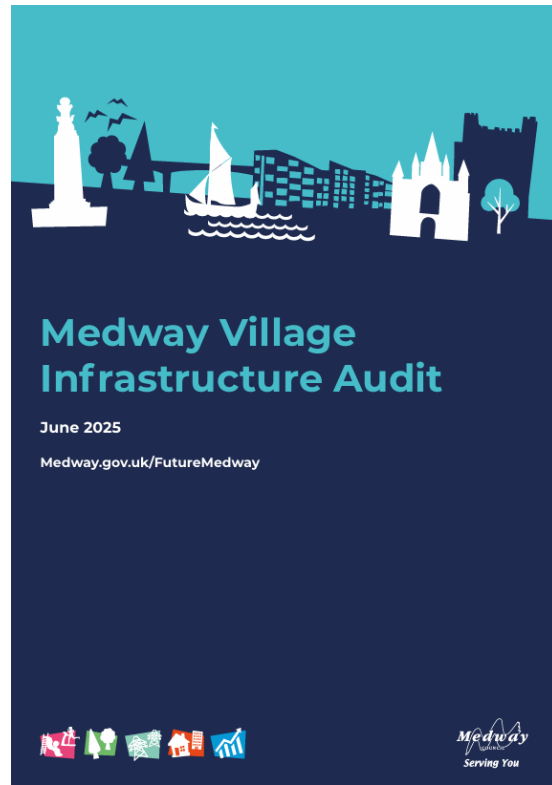
Summer 2025



Your Medway. Your future. Your say



Other regeneration projects



- 13x reports (including Local Plan 2041 document) branded with new front and back covers



Contents

What is a local plan...and what stage are we at to deliver a plan for Medway?	3
Proposed Development Strategy	4
Urban regeneration - an overview	5
Urban regeneration - Gillingham Waterfront	6
Urban regeneration - Frindsbury Peninsula	7
Suburban development	8
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Protecting Medway's local environment	15
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Proposed Development Strategy

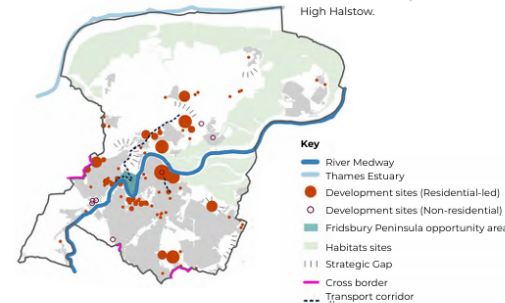
The council must follow national planning policy when it comes to new homes. We have a need for 1636 homes a year, using the government formula. We need to provide for 24,540 homes in Medway by 2041.

We have carefully considered all options for development and assessed the potential impacts to help identify an appropriate strategy for Medway to grow sustainably, while meeting our housing needs. We have taken account of comments raised in previous consultations since 2023. We have also collated a wide evidence base including studies and reports on housing, employment, retail, transport, landscape, Green Belt, waste, minerals, infrastructure and viability.

Where will housing go?

The plan provides for a range of housing needs, meeting the needs of different parts of our communities.

- 40%: Our strategy provides for around 40% of new housing being provided in urban regeneration areas, largely centres like Chatham and Strood and waterfront sites.
- 30%: Development in suburban areas, such as extensions to Strood and in Capstone and to the north of Rainham, provide for around 30% of the housing needs.
- The remaining 30%: Growth in our rural areas, particularly the Hoo Peninsula also provides for around 30% of the housing up to 2041. This is largely focused around Hoo, Chattenden and High Halstow.



4 Medway.gov.uk/FutureMedway

Printed items for distribution included:

- 75x Local Plan 2041 documents.
- 115x policy maps
- 400x posters (A3 and A4) for libraries and parishes
- 1500 A4 summary documents



Your Medway: Your Future: Your Say

Medway is about to enter the next step towards developing a blueprint for its future, ahead of the adoption of the Local Plan next year.

Consultation on the plan has been taking place over the last two years, helping to shape where we live by outlining Medway's vision for growth up to 2041.

Residents can now view the draft plan together with its proposed sites for new homes and businesses.

Medway needs to build 28,000 homes by 2041 to meet demand (set by central government), and the Local Plan is designed to help bring forward sustainable development while protecting heritage sites and green spaces, with more than 50 per cent of the development planned on previously developed land (known as brownfield sites).

As well as helping to provide quality homes for all ages, including more affordable homes for first-time buyers, the plan includes proposals for improved public services, revitalising our town centres, better public transport, more job opportunities, business development and much more.

You can view the draft plan this summer and provide feedback. More information on how to comment is available at:



Medway Council
15,128 followers
1st

Medway Local Plan: Events this summer

Take a look at our preferred plan for Medway's growth up to 2041

We're scheduled to run Medway Local Plan information events where you can find out details on our proposed plans of development and much more.

Events will take place subject to approval for consultation on our draft Local Plan at our Full Council meeting later this evening.

Our first event is on Monday, 30 June at Rochester Corn Exchange from 4pm - 7pm. It will be free to attend, no booking required.

View all events

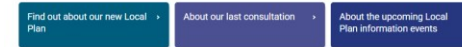
<https://lnkd.in/g/yK2wgQ>

#MedwayLocalPlan



Home > Planning > Planning policy > Medway Local Plan 2041

Medway Local Plan 2041



Our new Local Plan will replace the 2003 Medway Local Plan. It will:

- guide the development and use of land in Medway up to 2041
- address the needs of our growing population.

Your Medway, your future, your say

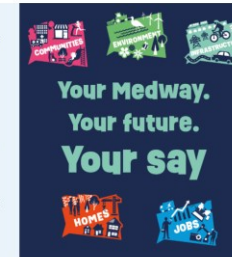
New consultation due to start Monday 30 June 2025

Our Regulation 19 consultation for our emerging Local Plan is due to start on Monday 30 June 2025, subject to approval at our Full Council meeting on Thursday 28 June 2025.

This is a key stage before we submit the proposed plan to the government for independent examination later this year. You'll have a chance to comment on our draft Local Plan. These comments will be passed to the planning Inspectorate to consider as part of the examination of our proposed plan.

Find out more about:

- the next Regulation 19 consultation
- what the plan could mean for residents
- the consultation to develop the Local Plan
- existing base documents published for the Regulation 19 consultation (in addition to those published previously below).



Pre-awareness commenced on 19th June with the promotion of the first Local Plan event

- Posters sent to several council locations (events poster and main consultation poster)
- Posters displayed around Gun Wharf
- Press release published
- Holding section on landing page for medway.gov.uk/futuremedway
- Medway Matters summer magazine: ½ page article
- 3x rounds of posts across Medway Council's LinkedIn, FB, X and Instagram
- E-bulletins including Medway Matters and Local Plan (issued to over 15,000 subscribers)
- Media briefing held on 23 June with BBC South-East, Kent Local Democracy Reporter, KMTV and Local Authority media in attendance





Launch



Local Plan: View our preferred plan for Medway

Comment on our proposals for how Medway will grow until 2041.

Take part in the consultation ➤

Medway Council
15,167 followers
4d · 🌐

📢 **"Your Medway: Your Future: Your Say: Regulation 19 starts today"**

The draft Medway Local Plan 2041 has been approved by Medway's Full Council for consultation. From today, you can view the draft plan that outlines how Medway will grow up to 2041.

This is a key stage before we submit the proposed plan to the government for independent examination later this year. Your comments will be passed to the planning inspectorate to consider as part of the examination of our proposed plan.

Visit our consultation portal:
🔗 <https://medway.oc2.uk/>

Read our draft Medway Local Plan 2041:
🔗 <https://lnkd.in/e6wQEJkP>

Access supporting documents including a summary version of our draft Medway Local Plan 2041:
🔗 <https://lnkd.in/eDwGV9Sd>

📅 The consultation closes on Monday, 11 August.

Learn more about the Local Plan via our main website:
🔗 <https://lnkd.in/eNgzDMMS>

#MedwayLocalPlan #YourMedway #FutureMedway



Medway Local Plan Regulation 19 consultation is now underway

Dear Lauren,

Following last week's Full Council meeting, I'm pleased to confirm we launched the Regulation 19 consultation on Medway's draft Local Plan 2041 on Monday.

This six-week consultation gives you, our residents and other key stakeholders the opportunity to comment on our preferred plan to make Medway a better place to live, work, learn and visit. It's the final stage to provide comments before we submit the draft Plan later this year to the government for independent examination.

[Take a look at our roadmap to delivering a new Local Plan](#)



How to take part in this consultation

This six-week consultation is under Regulation 19.

What is Regulation 19? It's a planning term and refers to a stage in the local plan-making process, in the context of the Town and Country Planning (Local Planning) (England) Regulations 2012.

We won't be making any changes to the draft Local Plan at this stage, in line with the legal process. Comments received in this consultation will be submitted alongside the draft Local Plan to the Planning Inspectorate for examination and consideration. It will be for the Planning Inspector to consider any changes that should be made.

The consultation runs from today (Monday, 30 June) to Monday, 11 August 2025.

[Visit our consultation portal](#)

[Read our draft Medway Local Plan 2041](#)

[Access supporting documents including a summary version of our draft Medway Local Plan 2041](#)

Public Notice Portal
Local Notices by Medway Council

🔍 Search 📁 Archive

ALCOHOL & LICENSING

NOTICE OF PUBLIC CONSULTATION Planning and Compulsory Purchase Act 2004 and Regulation 19 of the Town and Country Planning (Local Planning) (England) Regulations 2012 Medway Local Plan 2041 – Proposed Submission Draft, Regulation 19

ME4 4TR • Published 30/06/25 • **Expired**

📧 Medway Messenger • [Publish a notice](#)

Over 10 channels used for launch week



- Public notice published in Medway Messenger and Kent Online
- Updated website went live with all consultation-related webpages
- Ad banners on several council landing pages
- Homepage banner on medway.gov
- Weekly newsletter
- Briefing note issues to councillors and MPs (attributed to Dave Harris)
- Social media posts across our main Medway Council Facebook, X, Instagram and LinkedIn pages
- One Minute Medway video with Cllr Coombs (2nd edition of One Minute Medway issued at end of July with Cllr Curry)

 The Summer Reading Challenge, which you can sign up to now

- <https://orlo.uk/boLye>

 The Local Plan drop-in information sessions happening over the next two weeks

- <https://orlo.uk/3ml5u>

 The Chatham Carnival this weekend - <https://orlo.uk/L1AH5>

To find out what else is happening in #Medway, visit: <https://orlo.uk/VlIna>





Website

Medway Local Plan 2041

Find out about our new Local Plan >

Take part in our Regulation 19 > consultation

About the upcoming Local Plan information events >

Our new Local Plan will replace the [2003 Medway Local Plan](#). It will:

- guide the development and use of land in Medway up to 2041
- address the needs of our growing population.

Your Medway, your future, your say.

You can now have your say on our new Regulation 19 consultation.

This is a key stage before we submit the proposed plan to the government for independent examination later this year.

Your comments will be passed to the planning inspectorate to consider as part of the examination of our proposed plan.

The consultation closes on Monday 11 August 2025 at 11.59pm.

Find out more about:

- [the new Regulation 19 consultation](#)
- [how to take part in the consultation](#)
- [the Local Plan information events](#)
- [what the plan could mean for residents](#)
- [the roadmap to deliver our new Local Plan](#)
- [evidence base documents published for the Regulation 18 consultation](#) (in addition to those published previously below).



Website stats

medway.gov.uk/futuremedway

From 1 June – 11 August: By webpage: (this relates to all webpages relating to Local Plan content)

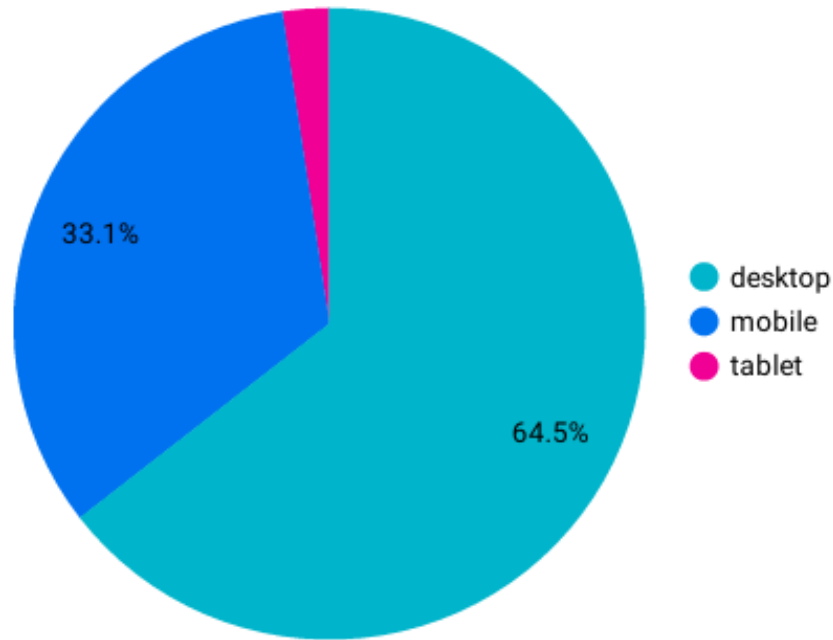
Medway Local Plan analytics

	Page title	Views ▾	Bounce r...
1.	Medway Local Plan 2041 Medway Council	5,644	13.55%
2.	How to take part in the consultation Medway Local Plan Regulation 19 consultation Medway Council	2,357	15.98%
3.	About our Local Plan About the Local Plan Medway Council	1,829	4.4%
4.	About the Regulation 19 consultation Medway Local Plan Regulation 19 consultation Medway Council	1,802	10.73%
5.	Formal stages of the Local Plan About the Local Plan Medway Council	1,159	2.7%
6.	Medway Local Plan 2003 Medway Council	896	19.68%
7.	Local Plan information events Medway Local Plan Regulation 19 consultation Medway Council	895	21.52%
8.	Local Plan evidence base About the Local Plan Medway Council	690	5.98%
9.	Previous stages of Local Plan preparation About the Local Plan Medway Council	645	2.58%
10.	Medway Local Plan 2003 Current planning policies Medway Council	519	3.87%

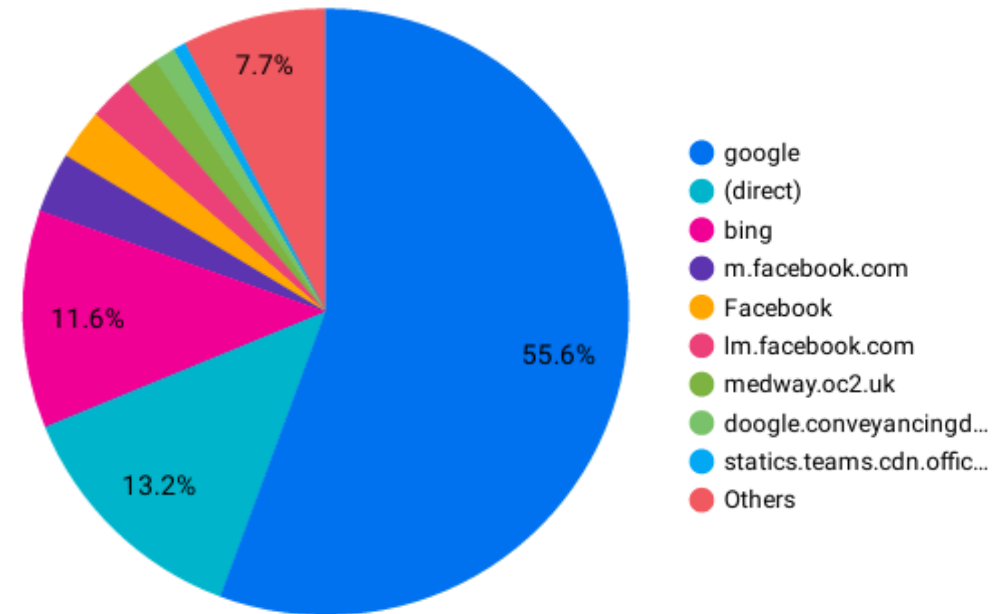
**Total visits to a Local
Plan webpage
between 1 June – 11
August = 18,482**

Website stats

Medway Local Plan devices



Medway Local Plan sources



-2/3rd of all visits to a Local Plan webpage were done via desktop
-over 50% of all traffic to the website came through Google search

Google search results.

Top 10 searches (by description)

Google search console queries

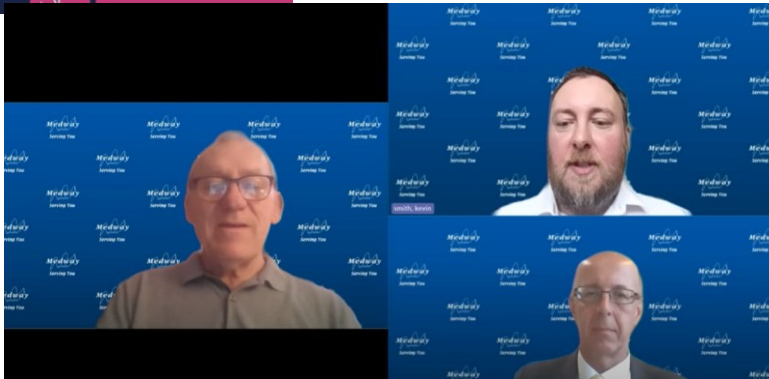
	Query	Landing Page	Url Cli... ▾
1.	medway local plan	https://www.medway.gov.uk/localplan	336
2.	medway local plan	https://www.medway.gov.uk/info/200542/medway_local_plan_2041	318
3.	medway council local plan	https://www.medway.gov.uk/info/200542/medway_local_plan_2041	135
4.	medway council local plan	https://www.medway.gov.uk/localplan	83
5.	medway local plan consultation	https://www.medway.gov.uk/localplan	68
6.	medway local plan	https://www.medway.gov.uk/info/200149/planning_policy/146/current_planning_policies/3	50
7.	medway local plan 2003	https://www.medway.gov.uk/downloads/download/22/medway_local_plan_2003	28
8.	medway local plan 2041	https://www.medway.gov.uk/localplan	27
9.	medway local plan	https://www.medway.gov.uk/info/200542/medway_local_plan_2041/1681/about_the_local_plan	21
10.	medway council local plan	https://www.medway.gov.uk/downloads/200542/medway_local_plan_2041	18

Youtube

Local Plan podcast: 3rd edition



- Published 18 July (after Local Plan events)
- 7,854 views on Medway Council's Youtube channel
- Total hours viewed: 233
- Unique (individual viewers): 5487
- Podcast promoted via landing page, Youtube advertising, social media posts and Local Plan and Medway Matters e-bulletins
- 9 likes on Youtube



Weekly e-bulletin



New channels

Local Plan blog

 What are you looking for?

[Home](#) > [Latest news](#) > **Local Plan 2041: Blog with Cllr Curry**

Local Plan 2041: Blog with Cllr Curry

Published: Wednesday, 6th August 2025

Read Cllr Curry's latest blog on the Local Plan 2041 including why it is needed and what it means for Medway.

Our Regulation 19 consultation gives you the opportunity to comment on our preferred plan to make Medway a better place to live, work, learn and visit. This is the final chance to provide comments before we submit the draft Plan later this year to the government for independent examination.

Regulation 19 is a planning term from the Town and Country Planning (Local Planning) (England) Regulation 2012 that refers to a stage in the Local Plan making process.

Our draft Local Plan is based upon the principle of providing sustainable development in Medway for the next 15 years. It has three key themes which need to be balanced as we look to the future – the economy of Medway, providing for our growing local community and protecting our environment. We have to ensure that as well as planning for the present we also think of the generations to come. This is not easy to achieve however, we believe though that this draft Local Plan achieves this balance.

Why we must have a Local Plan

It is a legal requirement for a local authority to have a Local Plan in place. In Medway, it has been more than 20 years since we adopted our plan. Without an up-to-date plan, piecemeal development will continue, and this means an unsustainable future for how Medway will grow. By having an updated plan, it gives us a strategy to ensure growth and in particular the right housing goes in the right places.

We can be proactive on growth, rather than reactive, ensuring we are in control of where the growth should be and what comes with that growth in terms of infrastructure improvements. The plan looks to set out a framework for where and how Medway could grow sustainably. An adopted plan gives us more control of our future in deciding where development and infrastructure improvements are needed across Medway.

This is the first stage in the preparation of our new Local Plan where the draft document has weight as a material consideration in the determination of planning applications. The Regulation 19 consultation is the last chance to make comments on the draft Local Plan before it is submitted to the Planning Inspectorate. We previously held two public consultations in 2023 and 2024 under Regulation 18, where you could comment on the different options for development and the proposed policies.

Cllr Curry's Local Plan 2041 blog



Read Cllr Curry's blog on the Local Plan 2041 and learn more about:

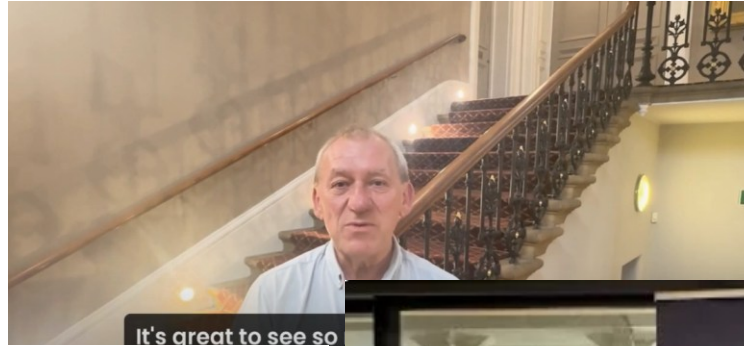
- **Why it's so important to have a Local Plan**
- **Local Government Reorganisation**
- **The need for new housing**
- **Protecting and enhancing our local environment**
- **Businesses**
- **Health**

[Read now](#)

- Blog attributed to Cllr Curry
- Published online on Local Plan webpage, via Local Plan newsletters and published on the news section of our Local Plan website

https://www.medway.gov.uk/news/article/1935/local_plan_2041_blog_with_cllr_curry

Videos



Medway Local Plan 2041: An update from Paul Henry at Esquire Homes

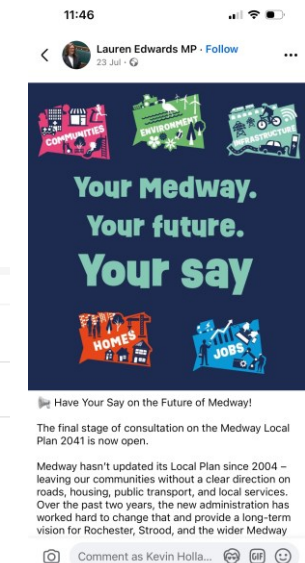


- 5x interview videos published via Medway Council social media pages
- Featuring 2x Dave Harris, 2x Cllr Curry and Paul Henry (Chair of Kent Developers SME Forum)
- Over 10,000 views for our videos across LinkedIn, X and Facebook

Social media toolkit



- 4x social media graphics provided to all Medway Councillors, MPs and Parish Councils
- REG 19 consultation promoted by figures including Lauren Edwards and Cliffe Woods Parish Council



A dark blue speech bubble with a pink background. The bubble has a tail pointing towards the bottom-left corner. The text "Social media" is centered inside the bubble in a bold, pink, sans-serif font.

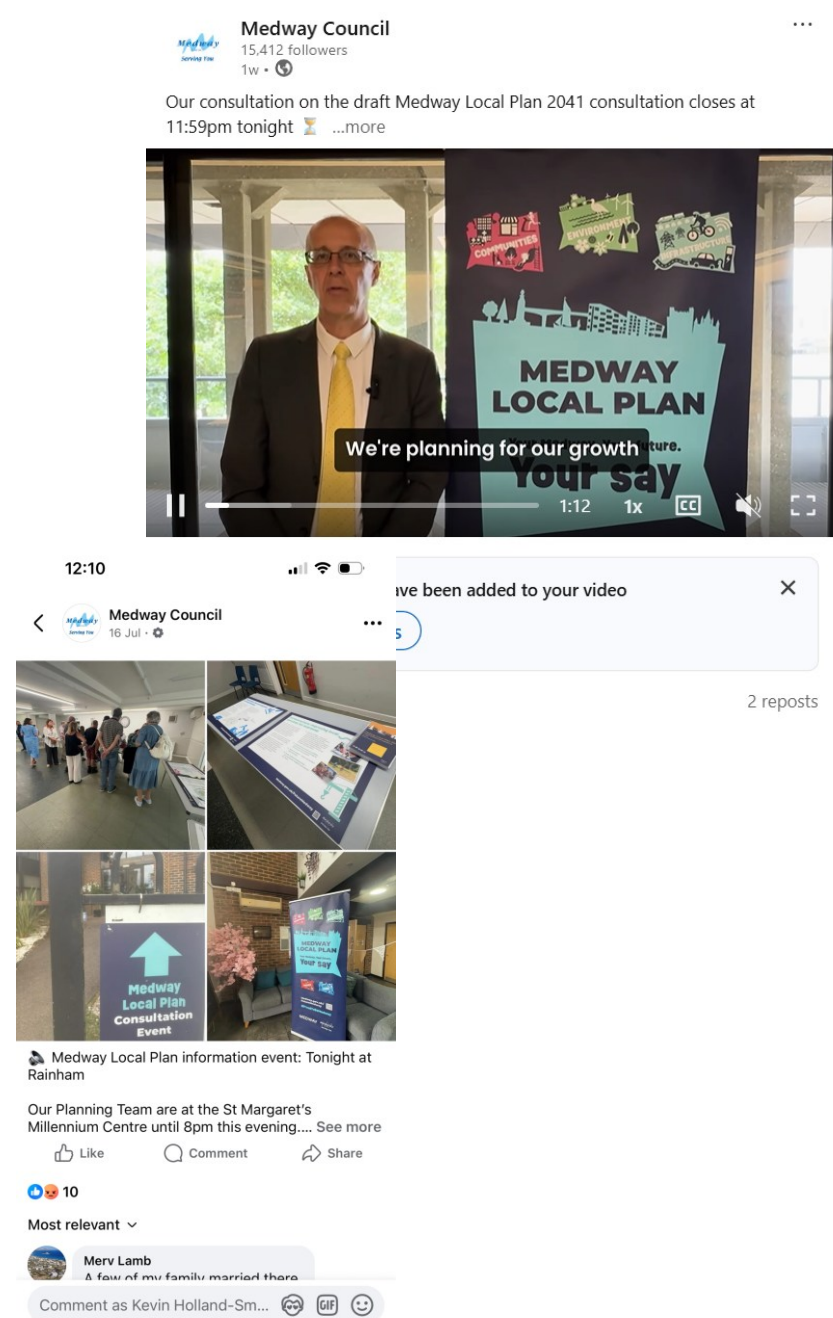
Social media

Social media posts

Between 19 June to 11 August we issued the following:

- 24x posts on X
- 30x posts on Facebook
- 6x LinkedIn posts
- 13x Instagram posts

Total quantity: 73 posts



Social media posts

Top performing posts:

Facebook:

View post

**medwaycouncilupdates**  27 Jun 2025 | 09:24

The next stage for Medway's Local Plan has been given the green light, after the draft plan was approved by councillors at a Special Full Council meeting last night. Read more  <https://orlo.uk/17tRm>

View post

**medway_council**  11 Aug 2025 | 10:30

 Read the Medway Local Plan 2041 blog with Cllr Simon Curry, Portfolio Holder for Climate Change and Strategic Regeneration.  <https://orlo.uk/LngaK> Our consultation on the draft Local Plan closes tonight  <https://orlo.uk/LDRQr> read more...



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So far at tonight's Medway Major Developers Forum, we've had talks from:

- ✔ Skills and Development opportunities with Dan Ratcliff
- ✔ Education from Simon Cook at [MidKent College](#)
- ✔ Upskilling our Planners with Samer Bagaeen from the University of Kent
- ✔ Warranty update from Craig Ewles at [LABC](#)

Tonight's event was opened by Cllr Vince Maple, the Leader of Medway Council and Cllr Simon Curry, Portfolio Holder for Climate Change and Strategic Regeneration

Thank you to everyone who has attended this evening's event 

[#MedwayDevelopersForum](#) [#RochesterCornExchange](#) [#MedwayLocalPlan](#)



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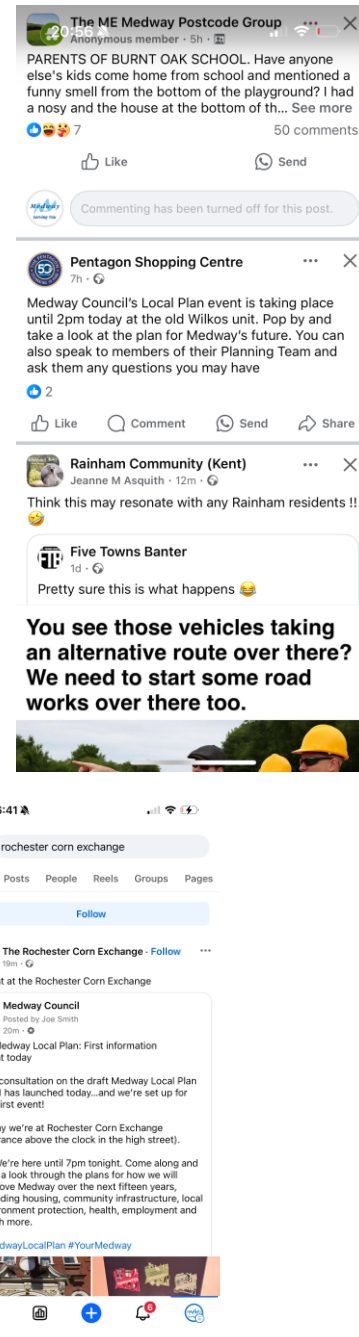
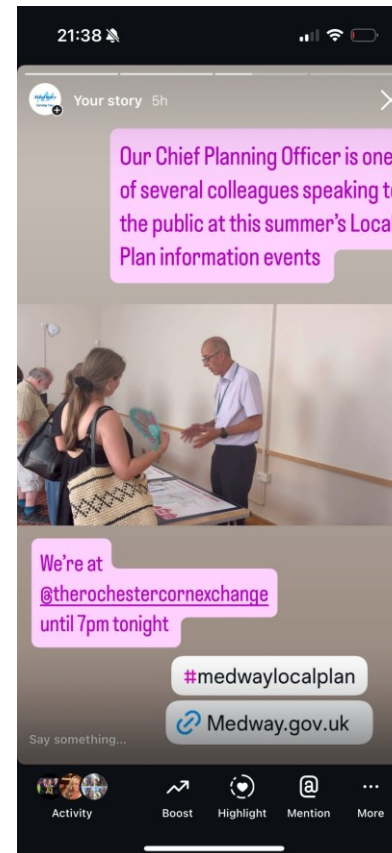
3 comments · 4 reposts

Events

Local Plan information events

-Locations at Corn Exchange and Pentagon promoted the event through social media posts and tannoys (in the Pentagon Centre)

-Live posting from each of our 7 events
-Posts issued via Facebook and Instagram Stories and main feed





- 14x event boards produced (12x A1 and 2x A2)
- 1500 summary booklet used across all 7 events
- Over 300 attendees across all 7 events



Other events

Local Plan information (including summary booklets) were available at the following events:

- Major Developers Forum: Corn Exchange. 7 July
- Gillingham Action Plan launch event: 11 July
- Medway Mile: Medway Park. 18 July
- Big Day Out: Gillingham High Street. 20 July

Booklets were also provided to:

- Children and Family Hubs x 4
- Guildhall Museum
- Kingsley House
- Innovation Centre Medway reception (these may need to be delivered directly by car)
- Marketing suites at Chatham Waterfront (Bus Station) and Rochester Riverside (again these may need to be delivered directly by car)
- Offices of the 3 Medway MPs



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We're hosting the annual Major Developers Forum this evening at The Rochester Corn Exchange. ...more



11



Media

Media coverage

<https://www.bbc.co.uk/news/articles/cwynpezl781o>

<https://www.bbc.co.uk/news/articles/c20rzzkxgmmo>

<https://www.kentononline.co.uk/medway/news/heated-public-meeting-sees-controversial-local-plan-get-appr-326398/>

<https://www.kentononline.co.uk/medway/news/future-housing-and-infrastructure-blueprint-to-be-unveiled-324909/>

<https://www.propertyweek.com/news/medway-council-approves-draft-local-plan-to-deliver-24450-homes>

<https://www.bbc.co.uk/news/articles/cp827k41rrgo>

<https://www.localauthority.news/p/medway-council-approves-local-plan>

<https://www.facebook.com/KMTVKent/videos/heated-meeting-sees-medway-draft-local-plan-approved-for-publication/608063415659388/>

2x press releases issued:

https://www.medway.gov.uk/news/article/1915/councillors_approve_draft_local_plan_at_special_full_council_meeting

[https://www.medway.gov.uk/news/article/1930/residents reminded to have their say on med way s draft local plan](https://www.medway.gov.uk/news/article/1930/residents_reminded_to_have_their_say_on_medway_s_draft_local_plan)

Summary

Summary

Over 20 channels used during this campaign across digital, print and social



Your Medway. Your future.
It's time to have YOUR SAY about our NEW LOCAL PLAN
Consultation closes Monday, 11 August 2025

How to take part in this consultation

This six-week consultation is under Regulation 19.

What is Regulation 19? It's a planning term and refers to a stage in the local plan-making process, in the context of the Town and Country Planning (Local Planning) (England) Regulations 2012.

We won't be making any changes to the draft Local Plan at this stage, in line with the legal process. Comments received in this consultation will be submitted alongside the draft Local Plan to the Planning Inspectorate for examination and consideration. It will be for the Planning Inspector to consider any changes that should be made.

The consultation runs from today (Monday, 30 June) to Monday, 11 August 2025.

[Visit our consultation portal](#)
[Read our draft Medway Local Plan 2041](#)
[Access supporting documents including a summary version of our draft Medway Local Plan 2041](#)



The Rochester Corn Exchange · Follow · 19m ·

Medway Council
Posted by Joe Smith
20m ·

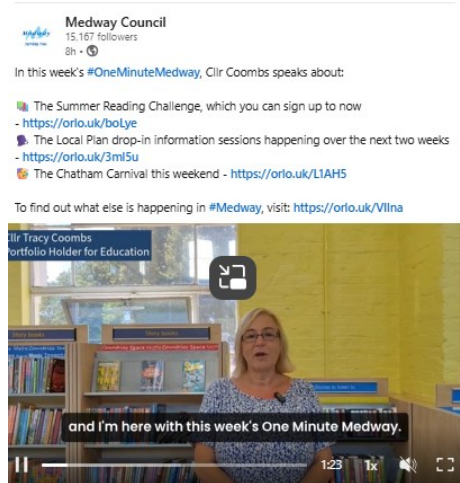
Medway Local Plan: First information event today

Our consultation on the draft Medway Local Plan 2041 has launched today...and we're set up for our first event!

Today we're at Rochester Corn Exchange (entrance above the clock in the high street).

⌚ We're here until 7pm tonight. Come along and take a look through the plans for how we will improve Medway over the next fifteen years, including housing, community infrastructure, local environment protection, health, employment and much more.

[#MedwayLocalPlan #YourMedway](#)



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8h ·

In this week's #OneMinuteMedway, Cllr Coombs speaks about:

- 📖 The Summer Reading Challenge, which you can sign up to now - <https://orlo.uk/bolye>
- 📅 The Local Plan drop-in information sessions happening over the next two weeks - <https://orlo.uk/3ml5u>
- 🎪 The Chatham Carnival this weekend - <https://orlo.uk/L1AH5>

To find out what else is happening in #Medway, visit: <https://orlo.uk/VlIna>

Cllr Tracy Coombs
Portfolio Holder for Education

and i'm here with this week's One Minute Medway.



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Medway Local Plan Events this summer

Take a look at our preferred plan for Medway's growth up to 2041

We're scheduled to run Medway Local Plan information events where you can find out details on our proposed plans of development and much more.

Events will take place subject to approval for consultation on our draft Local Plan at our Full Council meeting later this evening.

Our first event is on Monday, 30 June at Rochester Corn Exchange from 4pm - 7pm. It will be free to attend, no booking required.

View all events
<https://find.ly/gnK2wqQ>

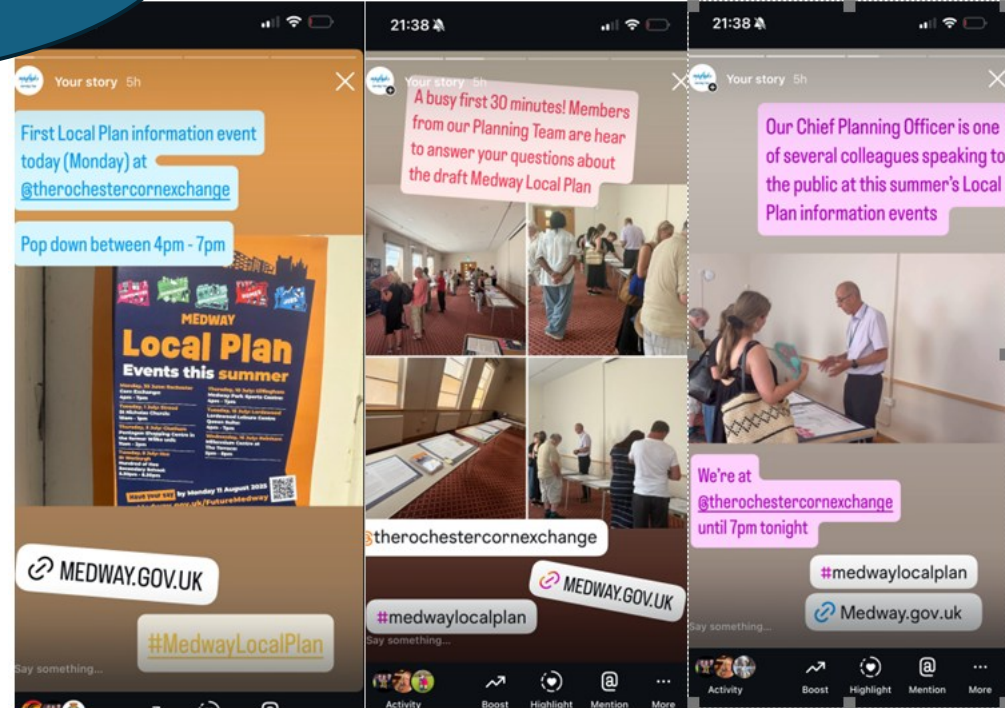
[#MedwayLocalPlan](#)



Local Plan: View our preferred plan for Medway

Comment on our proposals for how Medway will grow until 2041.

[Take part in the consultation](#)



First Local Plan information event today (Monday) at @therochestercornexchange
Pop down between 4pm - 7pm

A busy first 30 minutes! Members from our Planning Team are here to answer your questions about the draft Medway Local Plan

Our Chief Planning Officer is one of several colleagues speaking to the public at this summer's Local Plan information events

We're at @therochestercornexchange until 7pm tonight

[#medwaylocalplan](#)
[Medway.gov.uk](#)



Public Notice Portal

ALCOHOL & LICENSING

NOTICE OF PUBLIC CONSULTATION Planning and Compulsory Purchase Act 2004 and Regulation 19 of the Town and Country Planning (Local Planning) (England) Regulations 2012 Medway Local Plan 2041 - Proposed Submission Draft, Regulation 19

ME4 4TR · Published 30/06/25

[Medway Messenger](#) · [Publish a notice](#)

[Share](#) [Save this notice](#)

Thong · Shore · Gads Hill Farm · Leys · Bishop's Cleeve

Campaign outtakes

- **Over 553 responses** were received overall for the Medway Local Plan Regulation 19 consultation – beating 501 responses received for the Regulation 18B consultation in 2024
- **Nearly 20,000 visits** to a Local Plan-related consultation page on the website
- **Over 10,000 views** of our Local Plan videos via social media posts
- **Nearly 8,000 views** of our Local Plan podcast video for REG 19
- **Nearly 30 different** communication activities were carried out to promote the consultation
- **8 newsletters** were issued over the period generating average open rate of **48%**
- **Over 70 social media posts** generating an overall reach of over 100,000 views



Appendix 6

Appendix 6 has been published as a separate document.