Broomhill Rise

Social Infrastructure Audit

Final Report
September 2024

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1.0 Introduction

1.1 Overview

1.1.1 Social infrastructure can be defined by the facilities, spaces, services and networks that support the quality of life and wellbeing of our communities.

1.1.2 DHA Social infrastructure Audits evaluate the availability, accessibility, and quality of community facilities and services in a particular area and summarises how the proposal relates to and seeks to contribute to them.

1.1.3 This document has been prepared on behalf of Bellway Homes LTD by DHA associated with the proposed development at land at Brompton Farm.



aprx. 800
new dwellings.



Proposed Neighbourhood centre



New school

1.2 Proposed Development

1.2.1 The current proposed development is for the development of approximately 800 dwellings, a school and a neighbourhood centre containing small retail units and a medical hub.



New open Space

2.0 Policy Review

2.1 Greenbelt

2.1.1 Medway has only a small proportion of land that is considered Green Belt. Approximately only 4.98% of the Medway's land is designated as Green Belt. Despite the small amount of land, the Green Belt retains the strategic gap between the urban areas of Gravesend and Strood and prevents the coalescence of Strood and Higham, Snodland and Halling. As such, the Green Belt plays an important role in this regard.

2.2 NPPF Policy

2.2.1 The NPPF sets out that the Green Belt serves five purposes:

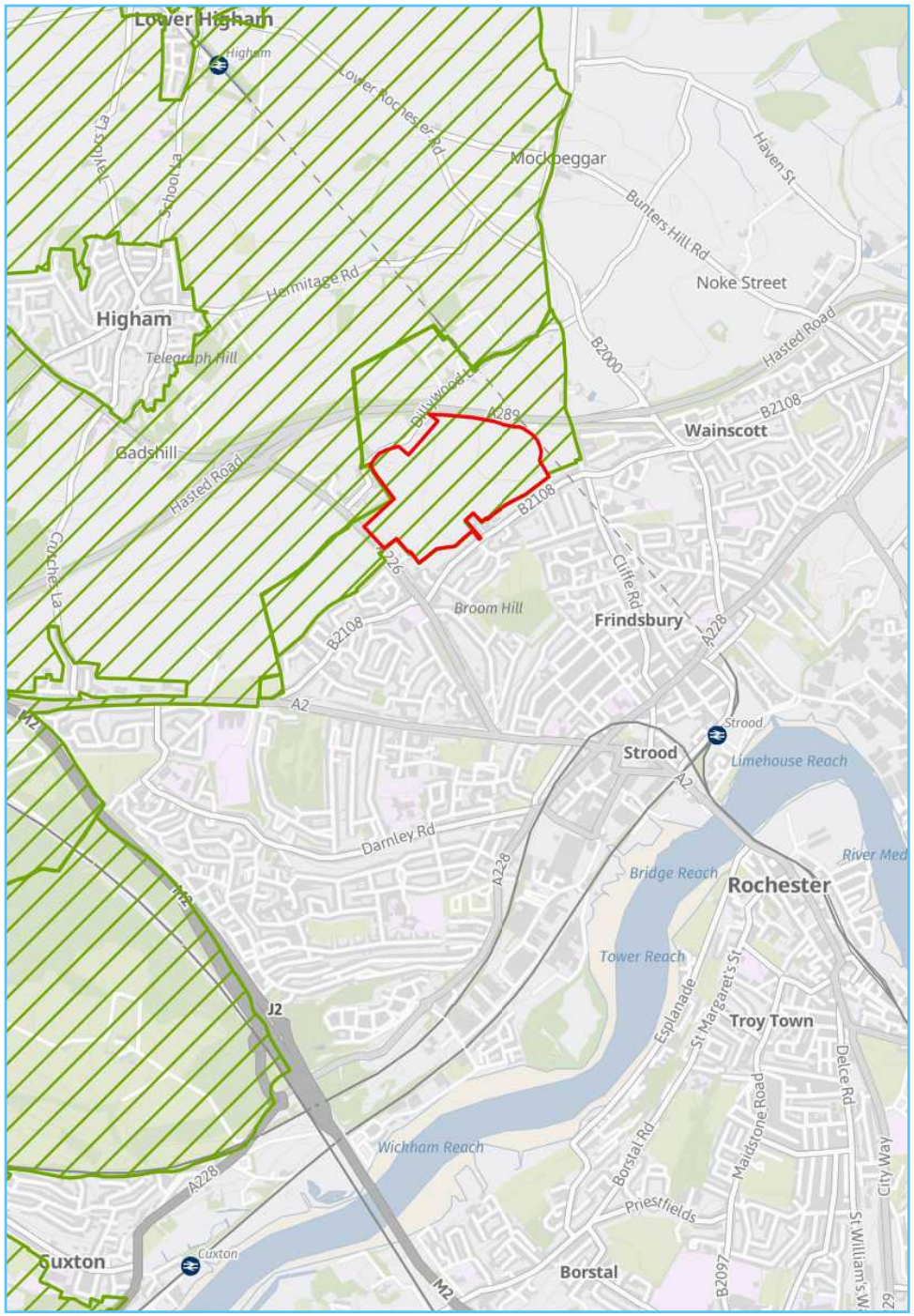
(1) To check the unrestricted sprawl of large built-up areas;

(2) To prevent neighbouring towns merging into one another;

(3) To assist in safeguarding the countryside from encroachment;

(4) To preserve the setting and special character of historic towns; and

(5) To assist in urban regeneration, by encouraging the recycling of derelict and other urban land.



2.2.2 Policy BNE30 states that:

Within the Metropolitan Green Belt, as defined on the proposals map, there is a general presumption against inappropriate development. Development will not be permitted unless the following objectives are fulfilled:

(i) It is designed and sited so that the open character of the area is maintained; and

(ii) It accords with the purposes of including land in the Green Belt

(iii) New buildings will only be permitted for the following purposes:

(a) Agriculture or forestry;

(b) Essential small-scale facilities for outdoor sport or recreation, for cemeteries or other land uses that fulfil the above objectives; or

(c) A limited extension, alteration or replacement of an existing building; or

(d) Limited infilling within the boundary of Upper Halling

(iv) The reuse of buildings will only be permitted if:

(a) The development fulfils the above objectives, taking into account any proposed extension to the buildings and any associated uses of land surrounding the buildings; and

(b) The buildings are of permanent and substantial construction, and are capable of conversion without major or complete reconstruction; and

(c) The form, mass and general design of the buildings are in keeping with their surroundings.

2.2.3 Policy S7 of the emerging Local Plan (Regulation 18) states that

The Council recognises the important function of Green Belt at a local and strategic scale, in managing the urban sprawl and coalescence of settlements and maintaining the openness and permanence of the countryside.

2.2.4 Development proposals will be permitted only where they are in accordance with national planning policy for the Green Belt and can demonstrate that it would not undermine the functioning of the Green Belt.

2.2.5 The Council will seek opportunities to enhance land for beneficial uses in the Green Belt to strengthen its function.

2.3 Medway Green Belt Review (2018)

2.3.1 The Medway Green Belt Review divides the Green Belt into five different parcels. The site forms the larger northeastern area of Parcel 2. Parcel 2 is described as the following:

"*The parcel is situated to the south of the A289. The southern edges of this parcel are bordered by the urban fringes of Strood which form Medway's Green Belt boundary within this area. This parcel should be viewed integrally with Parcel*

1. It forms part of a larger tract of Green Belt land which extends beyond the district boundary

into Gravesham (to the north and west). The Green Belt washes over the A289 and A226. Land uses consist of a mixture of arable, horticulture and orchards. The orchard and horticultural uses are focused to the north with arable farmland to the south and west. The land falls away gently to the north west. The landscape character changes according to land uses. The area of polytunnels to the south of Dillywood Lane is more enclosed; the arable farmland and orchard areas more open. The arable farmland to the south west (separated by the A226 and a steep embankment) is distinctly part of the wider green belt farmland extending towards the A289 and beyond. The southern corner of this parcel has recreational sports uses and includes the Rochester City Football Ground. Urbanising influence of A289 to north mitigated by cutting and planted edge."

2.3.2 The Council concludes that Parcel 2 provides a high contribution to the purpose and aims of the Green Belt.

2.3.3 There have also several planning applications related to the site. These applications proposed large scale residential developments of up to 135no. residential dwellings (MC/16/2917) and up to 122no. dwellings (MC/17/2956) which were subsequently both refused due to inappropriate development within the Green Belt and the loss of high-quality agricultural land.

2.4 Green Belt Review (January 2023)

2.4.1 A Green Belt Review was undertaken by Scarp Landscape Architecture to inform the contribution and importance of Green Belt Parcel 2.

2.4.2 The Scarp Green Belt Review describes that the proposals would implement a Green Infrastructure corridor on the north-western part of the site. This corridor provides mitigation to the resulting harm of preventing urban sprawl into the countryside, by delivering enhanced biodiversity, habitat, screening of the proposed development and publicly accessible recreational open space.

2.4.3 The Scarp Green Belt Review notes that whilst the Medway Council Green Belt Review concludes that Parcel 2 provides an overall high contribution to the purpose and aims of the Green Belt, no justification was provided for this assessment.

2.4.4 The Scarp Green Belt Review concludes that, based on the five purposes of the Green Belt, the site makes only a moderate contribution to purposes 1 and 3, a weak contribution to purpose 2 and no contribution at all to purposes 4 and 5.

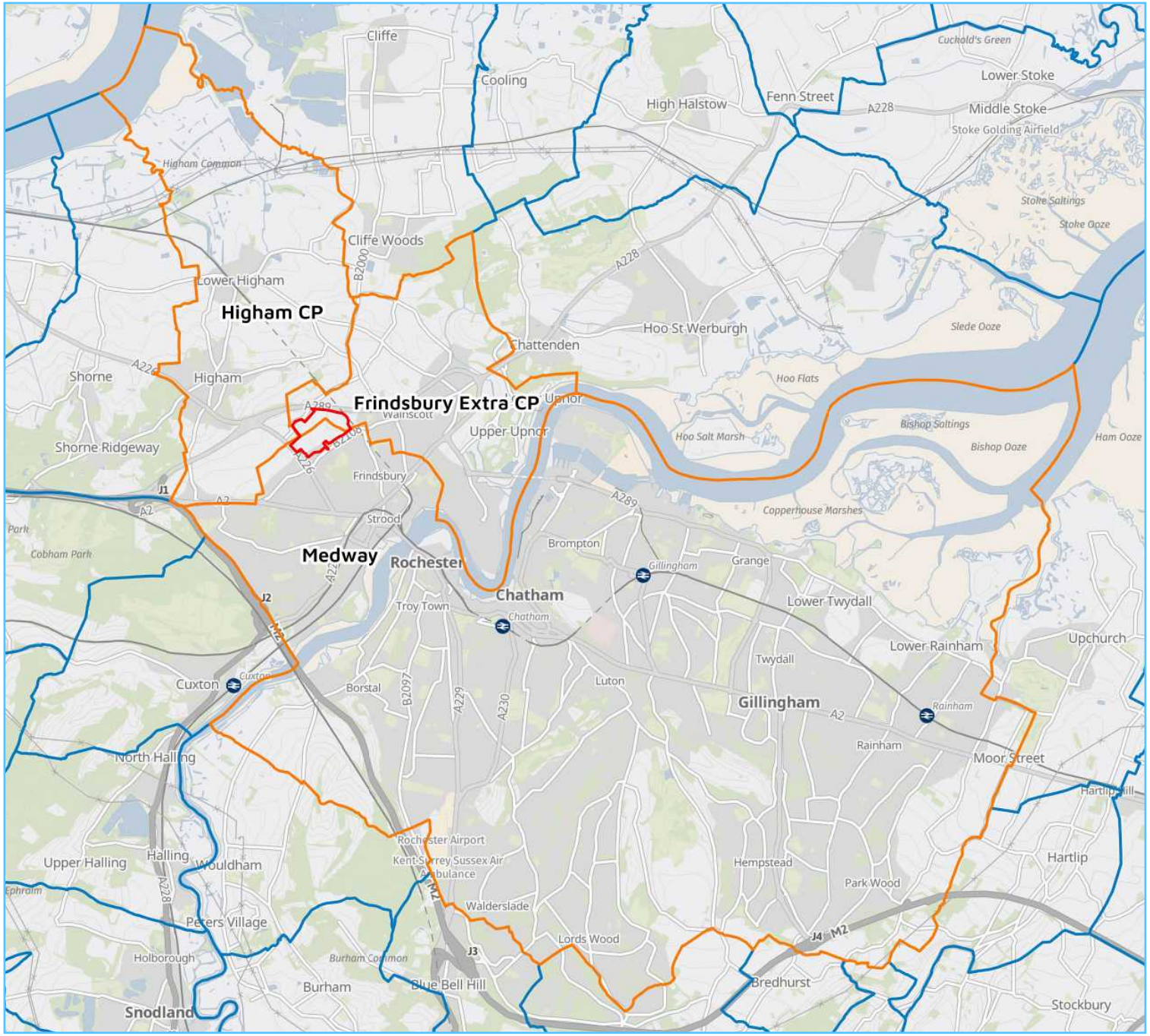
2.4.5 Regarding the development proposal, the proposed housing would result in the extension of built-up area but would not constitute as a sprawl in 'an untidy or irregular way'.

3.0 The Site

3.1 Study Area

3.1.1 The site straddles three parishes; Higham CP, Findsbury Extra CP and Medway.

3.1.2 The survey area extends to a 10 minute drive time from the site boundary in all directions covering a large proportion of Medway.

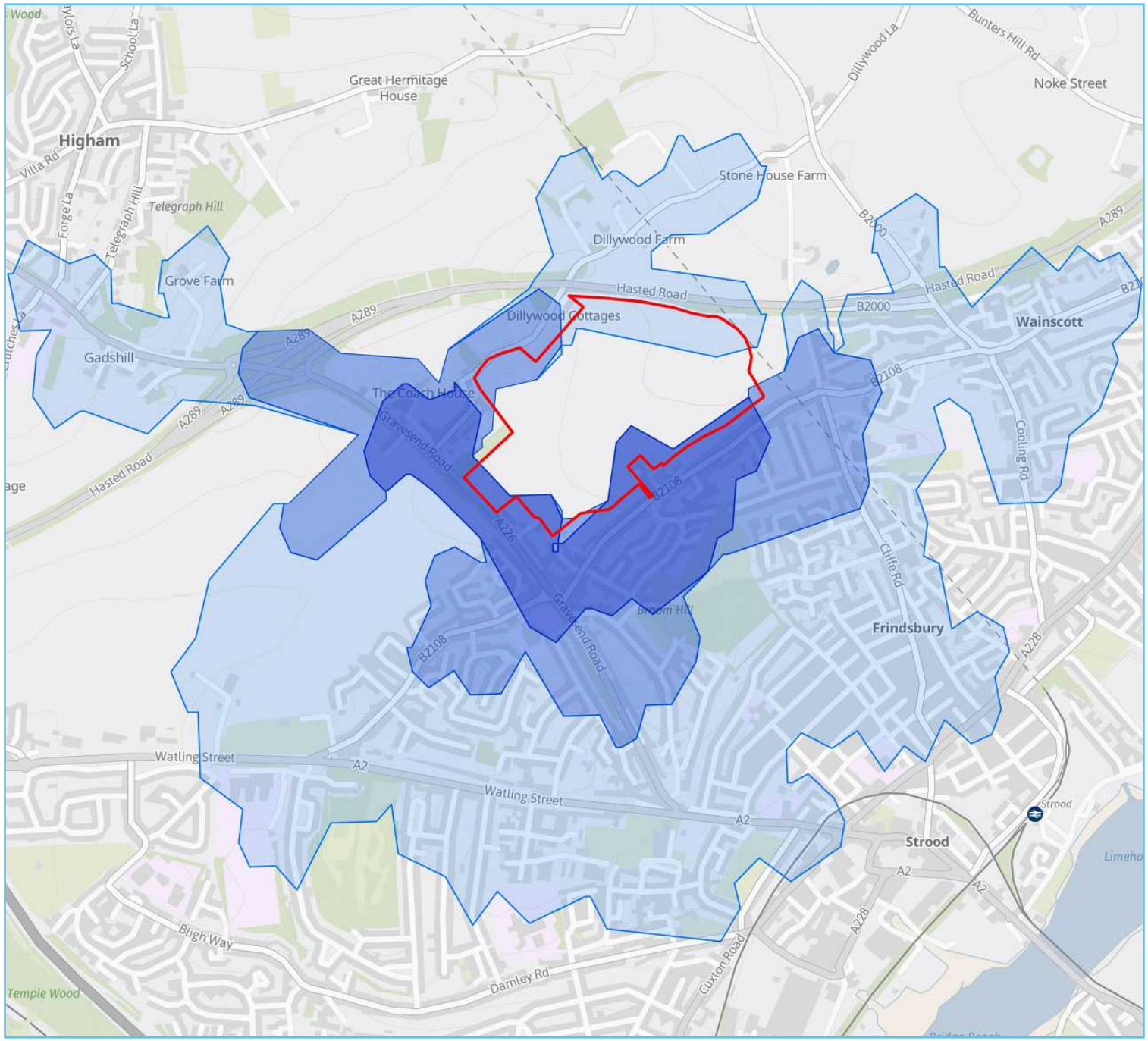


3.2 Walking Distance

3.2.1 An acceptable walk distance is considered to be 1.6km (approximately 20 minute walk).

3.2.2 For this site it is enough to cover most of Strood, half of Wainscott and south of Higham.

3.2.3 Key infrastructure should be accessible within a 20 minute walk distance.



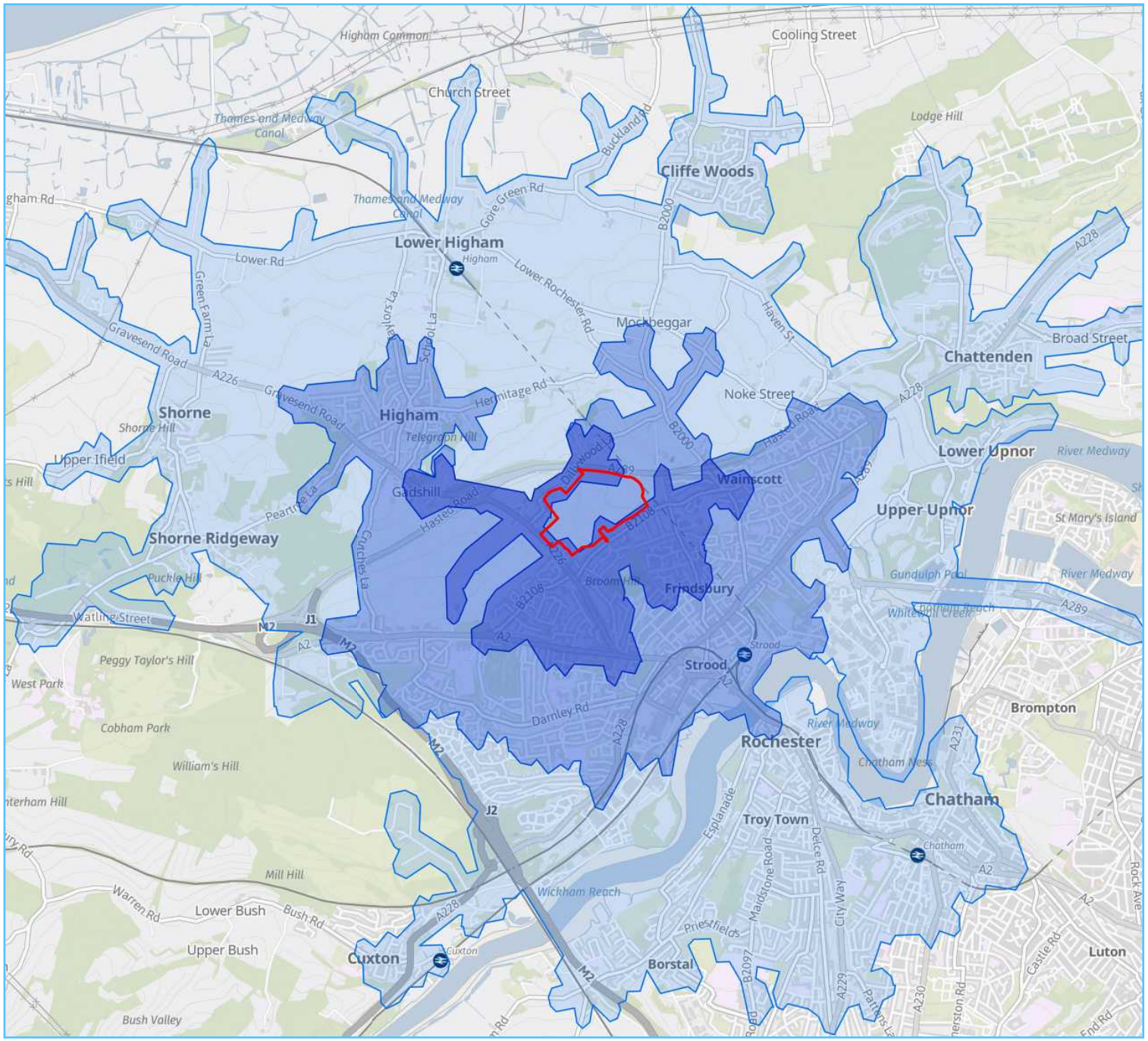
Key

- Site Boundary
- 5 Minute Walk Distance (400m) From The Site Access
- 10 Minute Walk Distance (800m) From The Site Access
- 20 Minute Walk Distance (1600m) From The Site Access

3.3 Cycling Distance

3.3.1 An acceptable cycling time is considered to be 20 minute cycle (approximately 5.3km cycle) to key infrastructure.

3.3.2 The entirety of Higham and the majority of Strood can be achieved within a 10 minute (2.7km) cycle whilst a 20 minute cycle will reach Rochester, Chatham, Chattenden, Cliff Woods and Lower Higham.



3.4 Connectivity

3.4.1 Buses

A pair of bus stops are located on Gravesend Road, approximately 130m (or a 1 to 2 minute walk) from the proposed principal vehicular access, it is noted that this bus stop is serviced by the 190 which provided connection to Strood Town Centre and further into Chatham. A further pair of bus stops are present on Brompton Farm Road approximately 42m (or a 1 minute walk) from the proposed secondary access. The bus routes and frequencies are shown in Tables 1 and 2.

3.4.2 Train

The nearest railway station to the site is Strood, which is located approximately 2.0km (representing a 26 minute walk or a 9 minute cycle) from the proposed secondary site access on Strodes Close. This station is afforded disabled parking, step-free access and cycle storage in the form of covered Sheffield stands for 40 cycles. Table 3 lists the direct train services that are available from this station along with their weekday and weekend frequencies.

Service No	Route	Weekday	Saturday	Sunday
190	Gravesend - Chatham	2 – 3 per hour	2 – 3 per hour	1 per hour
668	Chalk – Grammar Schools	1.4	19	4
694	Higham – Grammar Schools	1.6	20	6

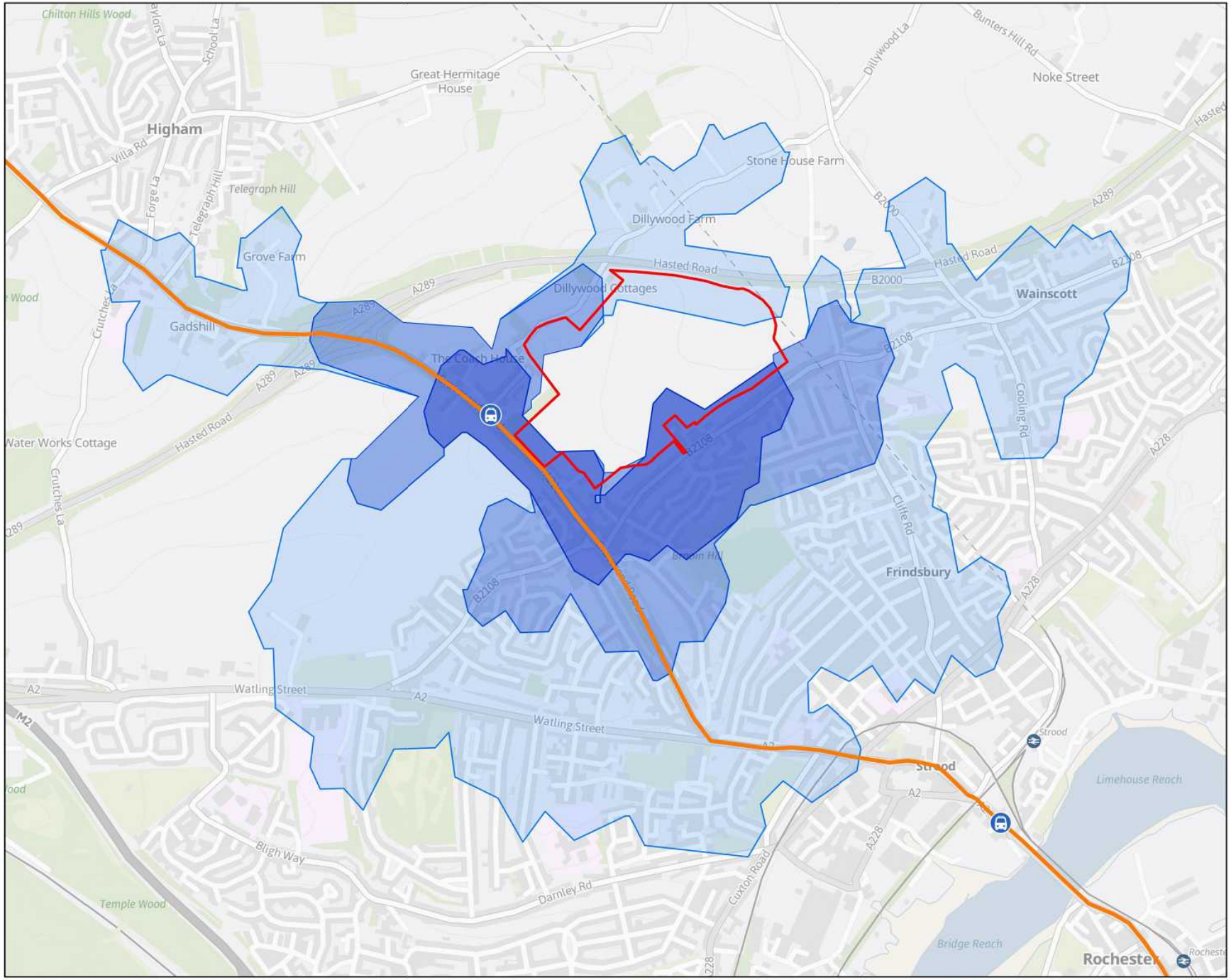
Table 1: Bus services avaliable on Gravesend Road

Service No	Route	Weekday	Saturday	Sunday
172	Wainscott – Strood - Chatham	3 per day	No service	No service
633	Cliffe – Grammar Schools	School service	No Service	No service
673	Cuxton – Hoo Academy	School service	No service	No service
689	Darnley Arch – Hundred of Hoo Academy	School service	No service	No service
694	Higham – Grammar Schools	School service	No service	No service

Table 2: Bus services avaliable on Brompton Farm Road

Service	Weekday	Saturdays	Sundays
Luton via London Blackfriars	2 per hour	2 per hour	No direct service
Ramsgate	1 per hour	1 per hour	1 per hour
Rainham	4 per hour	3 per hour	3 per hour
Paddock Wood	2 per hour	2 per hour	1 per hour
London St Pancras International	4 per hour	3 per hour	3 per hour

Table 3: Bus services avaliable on Brompton Farm Road



Key

- Site Boundary
- 5 Minute Walk Distance (400m) From The Site Access
- 10 Minute Walk Distance (800m) From The Site Access
- 20 Minute Walk Distance (1600m) From The Site Access
- Bus Stops
- 190 Bus Route

4.0 Social Infrastructure

4.1 Education

Supply

4.1.1 As of 2018, Medway had 112 schools with 18 of the state funded schools being of faith. A breakdown of the varying types of schools are set out in Table 4.

Primary Schools

4.1.2 A total of 4no. primary schools are located within a 20 minute walk distance from the site access.

4.1.3 The closest primary school is Temple Mill Primary School located approximately 970m (12 minute walk) east of the site. The school has a total capacity of 210 students with a current enrolment of 242 students.

4.1.4 The second closest primary school is St Nicholas CoE Infant School which is located approximately 1.4km (19 minute walk) from the south of the site. This school has a capacity of 120 students with a current enrolment of 120 students.

4.1.5 The third closest primary school is Gordon Children's Academy located approximately 1.6km (20 minute walk) away from the east side of the site. The school has a capacity of 400 students with an current enrolment of 320 students.

No.	Type	Number
1	Infant	15
2	Junior	11
3	Primary	52
4	All-Through	1
S	Secondary Selective	6
6	Secondary Non-Selective	10
7	University Technical College	1
8	Special Primary	1
9	Special Secondary	3
10	Special All-Through	1
11	Pupil Referral Unit	2
12	Independent	6
13	Independent Special	3
14	Total	112

Table 4: Breakdown of schools in Medway

No.	School Name	Distance from site (km)	Walk Time (mins)	Cycle Time (mins)	Drive Time (mins)	No. of Students 2023/2024
1	Temple Mill Primary School	0.97	12	4	3	242
2	St Nicholas CoE Infant School	1.4	19	4	4	120
3	Gordon Children's Academy	1.6	20	6	5	320
4	Hilltop Primary School	1.6	20	7	4	460

Table 5: Primary Schools in proximity

1. Pupil Numbers www.get-information-schools.service.gov.uk/Establishments

Post Primary Schools

4.1.6 There are 6no. secondary and higher schools located within the search area.

4.1.7 The closest school is Strood Academy which is located approximately 1.6km to the south west of the site. The school has a capacity of 1500 pupils and has a current enrolment of 1302 pupils.

4.1.8 The second closest is Rochester Independent College which is located approximately 3.5km from the south corner of the site. This school has a capacity of 209 pupils and a current enrolment of 205 pupils.

No.	School Name	Distance from site (km)	Walk Time (mins)	Cycle Time (mins)	Drive Time (mins)	No. of Students 2024/2025
1	Strood Academy	1.6	20	5	4	1302
2	Rochester Independent College	3.5	47	10	11	205
3	Fort Pitt Grammar School	4.3	61	16	13	932
4	St John Fisher Catholic Comprehensive School	4.3	61	16	13	1094
5	The Rochester Grammar School	5.1	73	21	14	1177
6	University Of Kent Rochester	7.7	105	26	12	unknown

Table 6: Post Primary Schools in proximity

SEN Schools

4.1.9 There are two of Special Educational Needs (SEN) schools.

4.1.10 The closest SEN school is Abbey Court Foundation Special Educational Needs School which is located approximately 0.5km to the south west of the site. The school has a capacity of 205 pupils and a current enrolment of 218 pupils.

4.1.11 The second closest is Abbey Court Community Special School. This SEN school is located approximately 0.8km to the south east of the site.

No.	School Name	Distance from site (km)	Walk Time (mins)	Cycle Time (mins)	Drive Time (mins)	No. of Students 2024/2025
1	Abbey Court SEN School	0.5	6	2	1	218
2	Abbey Court Community Special School	0.8	11	3	2	Unknown

Table 7: SEN Schools in proximity

1. Pupil Numbers www.get-information-schools.service.gov.uk/Establishments

Mixed Schools

4.1.12 The only mixed school is Gad's Hill School which is located approximately 1.4km to the northwest of the site. The school has a capacity of 755 pupils and a current enrolment of 386 pupils.

School Demand

4.1.13 According to the School Place Planning Strategy 2018-22, the population of primary age children in Medway from 20,708 in Spring 2009 to 23,966 in Spring 2017, demonstrating considerable growth.

4.1.14 Additionally, the secondary age population is forecasted to increase from 18,774 in 2018 to 21,635 by Spring 2024 and there is a large increase forecasted for 2027.

4.1.15 According to the Department for Education (DfE) in England the average number of students per household in new homes is 0.25 primary and 0.13 secondary school places. With this in mind, a development of c.800 dwellings would expect an increase of 200 primary and 104 secondary school pupils.

4.1.16 Strood Academy, the secondary school located nearest to the site, has a spare capacity of 198 pupils, meaning that the anticipated 104 additional secondary pupils could be accommodated into Strood Academy, and thus, rendering provision of a new secondary school unviable.

4.1.17 Simultaneously, the closest three primary schools to the site do not have the capacity to accommodate the anticipated 200 additional primary school pupils. As such, there is a need for a new primary school.

CONCLUSIONS

4.1.18 It is said that approximately 775no. 2-bedroom dwellings will be expected to provide a new school, rather than developer contributions.

4.1.19 Depending on the size of the development (thought to be c. 800 dwellings), it is highly likely that a new school will be required.

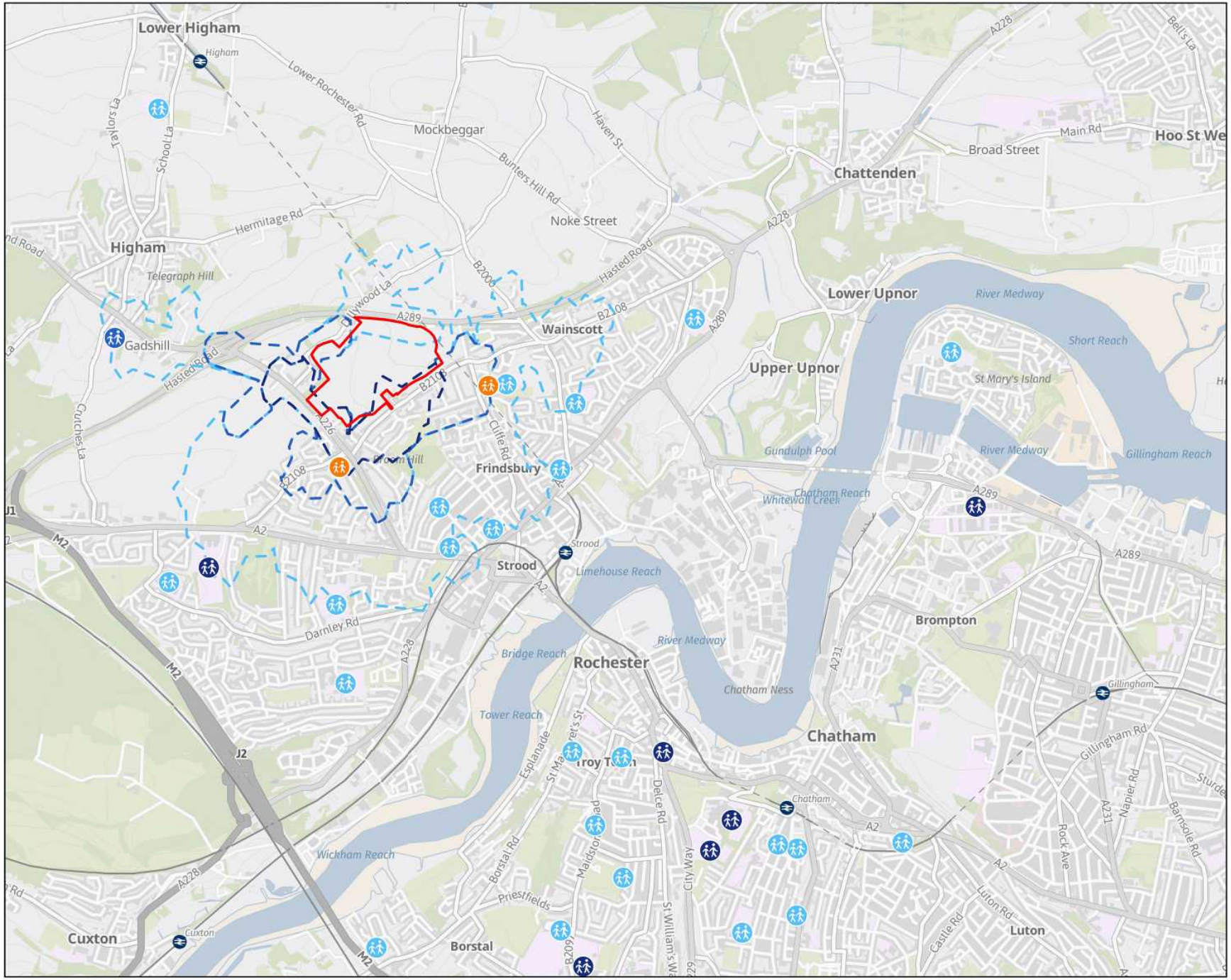
4.1.20 Depending on updated housing targets, a new school may also be justifiable if targets are increased, and more houses are delivered.

4.1.21 The site expects an increase of 200 primary school pupils meaning the provision of a new primary school is recommended.

No.	School Name	Distance from site (km)	Walk Time (mins)	Cycle Time (mins)	Drive Time (mins)	No. of Students 2024/2025
1	Gads Hill School	1.4	20	6	2	386

Table 8: Mixed Schools in proximity

1. Pupil Numbers www.get-information-schools.service.gov.uk/Establishments


Lower Higham
Higham
Lower Rochester Rd
Mockbeggar
Haven St
Bunters Hill Rd
Noke Street
Hermitage Rd
Higham
Telegraph Hill
Gadshill
Hasted Road
Tollwood La
A289
B2000
Hasted Road
B2108
Wainscott
Chattenden
Broad Street
Main Rd
A228
Lower Upnor
River Medway
Short Reach
St Mary's Island
Upper Upnor
Gundulph Pool
River Medway
Gillingham Reach
Chatham Reach
Whitewall Creek
A289
Cliffe Rd
Frindsbury
Broom Hill
B2108
A226
Crutches La
A2
M2
J1
Strood
Limehouse Reach
A289
Brompton
Darnley Rd
A228
River Medway
Bridge Reach
Rochester
A231
Chatham Ness
Gillingham
Tower Reach
Chatham
Esplanade
Delce Rd
Chatham
Gillingham Rd
Napier Rd
Barnsole Rd
Rock Ave
A231
A2
Wickham Reach
Borstal Rd
Priestfields
Maidstone Rd
City Way
Castle Rd
Luton Rd
Luton
Cuxton
Borstal
M2
J2
A228
B2097
Key
Site Boundary
5 Minute Walk Distance (400m) From The Site Access
10 Minute Walk Distance (800m) From The Site Access
20 Minute Walk Distance (1600m) From The Site Access
Post Primary
Mixed
Primary
SEN

4.0 Social Infrastructure

2.2 Childcare Facilities

2.2.1 Grace's Childcare (Childminder) is located immediately outside of the site's southern boundary.

2.2.2 There is pediatrician located to the east of the site (approximately 0.5km /6 min walk).

2.2.3 The nearest nursery to the site is Temple Mill Children's Centre, which is 1km from the site (3 minute drive/13 minute walk).

2.2.4 Other nearby nurseries include Witty Kiddies Strood, which is 1.18km southeast from the site (approximately 25 minute walk or 5 minute drive), and Jack & Jill Playgroup which is 1.9km southeast of the site (approximately 25 minute walk or a 6 minute drive).

2.2.5 There are approximately 15no. childcare facilities located within Strood.

2.2.6 Between the 2011 and 2021 census, the proportion of population aged 4 years and below has decreased from 6.5% to 6.2%.

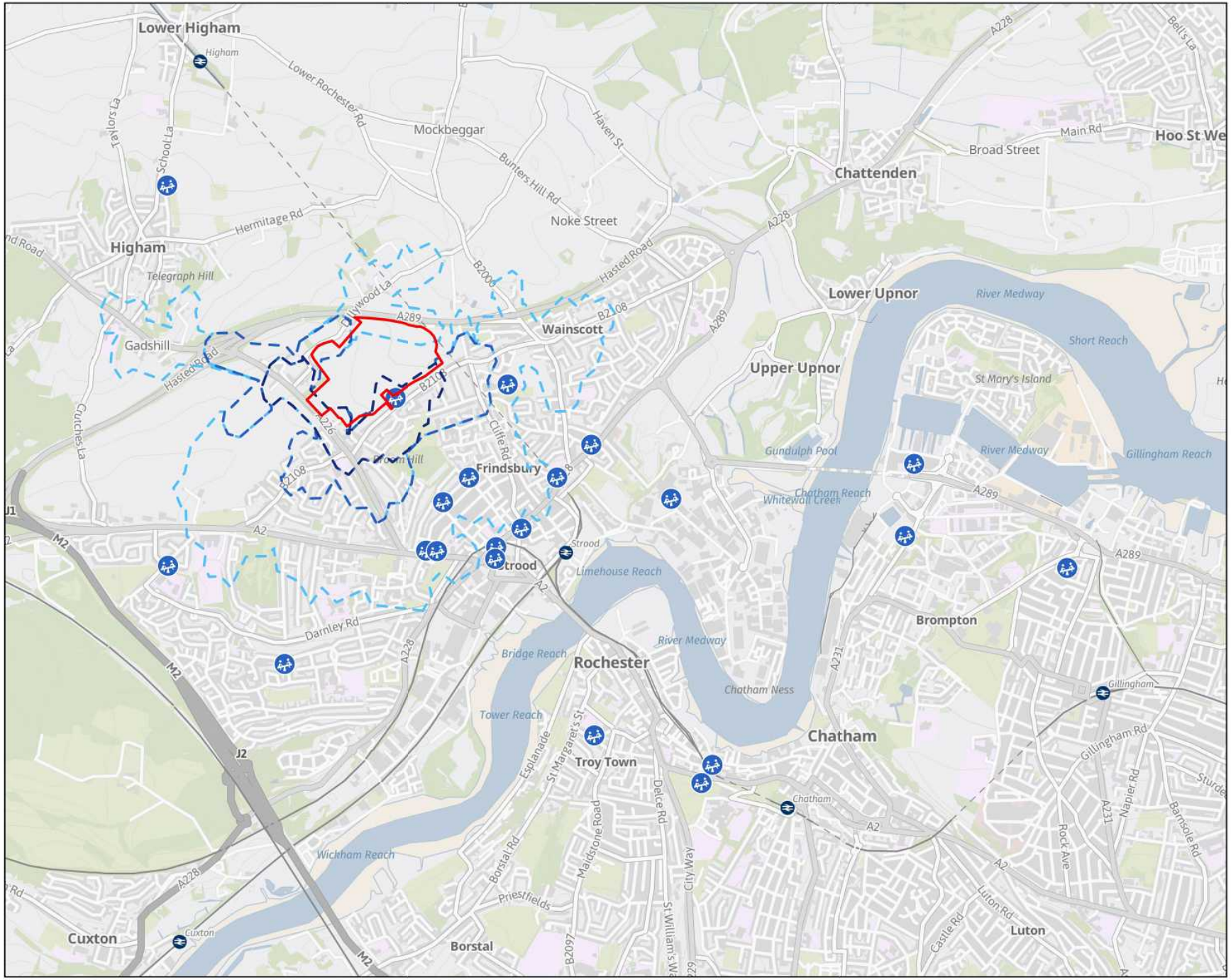
2.2.7 However, depending on the type of dwellings (e.g. higher proportion of 3+ bedrooms), it may lead to an increase in pressure on present capacity of childcare facilities.

2.2.8 Knights Place Rec Play Area has been highlighted as a site that could be expanded to help address the gap in children and youth provision

2.2.9 None of the youth and children provision sites are of low value (i.e. below 20%)

No.	Primary School Name	Distance from site (km)	Walk Time (mins)	Cycle Time (mins)	Drive Time (mins)
1	Graces Childcare	0	1	0	0
2	Temple Mill Childrens Centre	0.8	12	4	3
3	Cherubs Montessori	1.3	16	3	3
4	Castle View Childrens Day Nursery	1.3	18	3	3
5	Witty Kiddies Strood	1.6	22	7	4
6	Gordons Childrens Academy, Infant	1.6	22	5	5

Table 9: Childcare Facilities



Key

- Site Boundary
- 5 Minute Walk Distance (400m) From The Site Access
- 10 Minute Walk Distance (800m) From The Site Access
- 20 Minute Walk Distance (1600m) From The Site Access
- Childcare Facilities

4.0 Social Infrastructure

4.3 Healthcare

Pharmacies

4.3.1 According to the Medway Pharmaceutical Needs Assessment (2022), there are a total of seven. pharmacies in Strood, broken down into five. 40-hour pharmacies (second lowest behind Medway Peninsula), one 100-hour pharmacy, and one distance selling pharmacy.

4.3.2 Strood has the 3rd lowest pharmacies per 100,000 population (19.5) which is higher than the Medway average (19.3) but lower than the national average (20.5).

4.3.3 Additionally, access to pharmacies from the site is limited, with no pharmacies located within an acceptable walking distance from the site. The pharmacy nearest to the site is the Amco Medway Pharmacy, which is an approximate 25 minute walk from the site.

4.3.4 The PNA recommends that a rapid review of any area where there is an application to ensure that the needs of the area have not changed in the lifetime of the PNA. This would imply that pharmacy provision is not entirely secure.

4.3.5 The proposed development of c.800 dwellings therefore would create significant pressure upon the existing pharmacies within Strood and provision of a new pharmacy as part of the development should therefore be considered.

General Practice Surgeries

4.3.6 There are a total of 40 General Practice surgeries (GPs) in Medway.

4.3.7 Despite this high number, there appears to be a significant demand for more accessible GP surgeries. As part of survey to inform the Medway Joint Local Health and Wellbeing Strategy 2024-28, approximately 18% of respondents included 'better access to GP services' within their top five rankings, when asked to order what they think is the most important to improving health and wellbeing in Medway.

4.3.8 The perceived lack of accessible facilities is reflected within Strood. There are currently no GPs within acceptable walking distances, with the nearest GP being Court View Surgery, which is an approximate 26 minute walk south, or a 6 minute drive.

4.3.9 Based on the locations of other medical practices, the site would be an ideal location for a new medical practice. Additionally, the proposal for c.800 dwellings would exacerbate any local pressures on existing medical practices. However, any proposal for a GP surgery would need to be informed by a Needs Assessment.

4.3.10 Overall, subject to a Needs Assessment, there is potential for a new medical practice to be incorporated into the development.

The location of the would be ideal to serve the people of the proposed development and would provide a more convenient access to a medical practice to those living in the immediate vicinity of the development.

Dentistry

4.3.11 There are 5 dental clinics within Strood, with the nearest being Louise Lunness-Barnes Dental Clinic, which is an approximate 15 minute walk southwest from site. The other dental clinics are all outside of an acceptable walking distance from the site.

4.3.12 As part of the Medway Integrated Care Strategy, Shared Outcome 4 cites a commitment to improving access to healthcare services, including dental clinics.

4.3.13 The proposed c.800 dwellings would likely create additional pressure for the existing dental clinics in Strood, particularly Louise Lunness-Barnes Dental Clinic, which is located nearest to the site.

4.3.14 A Needs Assessment would be required to fully establish whether the proposed c.800 dwelling development would result in a need for a new dental clinic.

Summary

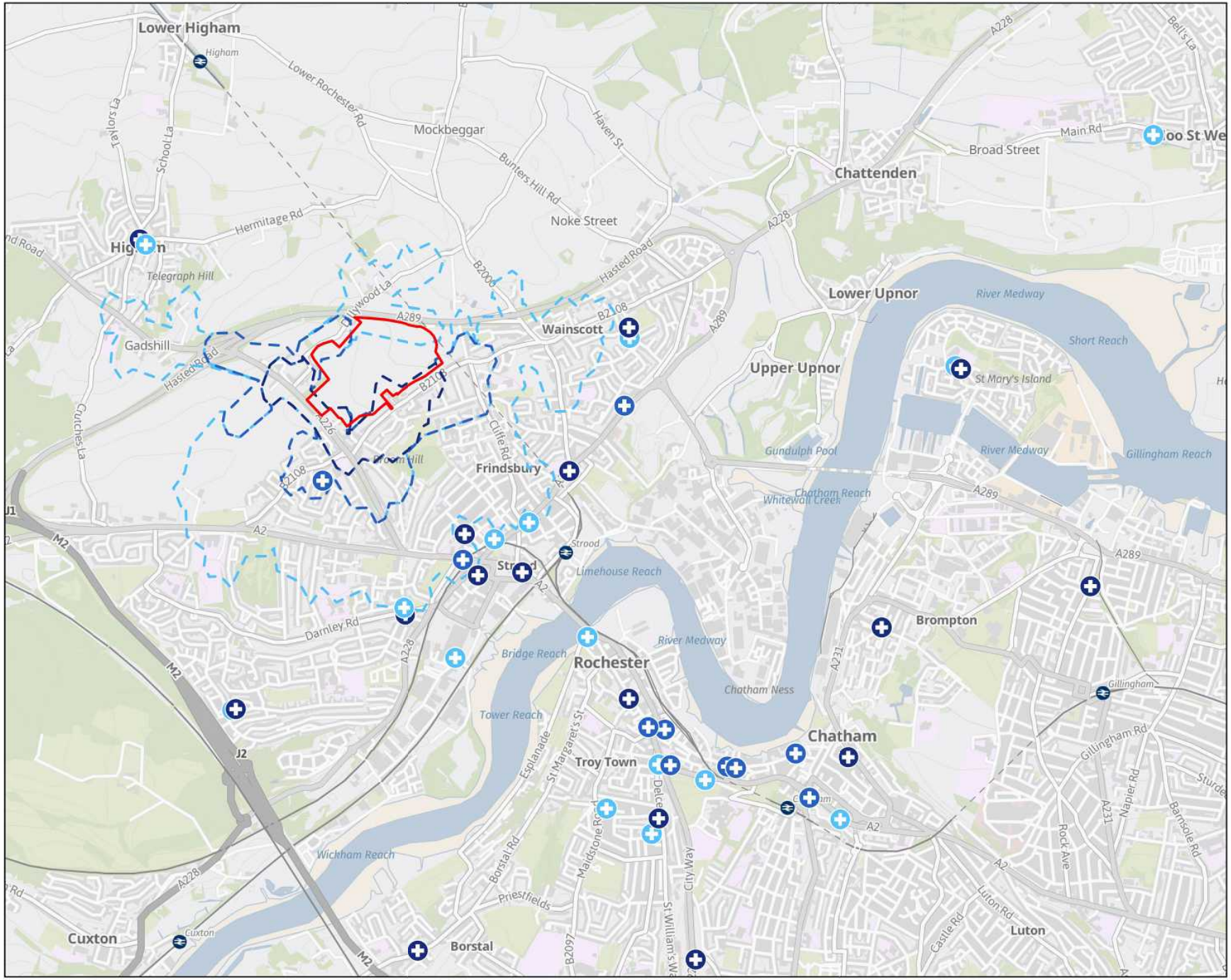
4.3.15 There are multiple accounts of evidence that access to healthcare services, such as GPs, pharmacies and dental practices, among others, requires improvement.

4.3.16 There is only two dentist located within an acceptable walking distance from the site, and no other healthcare facility is within an acceptable walking distance.

4.3.17 There is scope to incorporate a GP surgery as part of the proposed development. Whilst provision of pharmacies in Medway is overall sufficient, and a dental practice being located near the site, both of these should be considered as part of the proposed development with potential for the creation of a 'health hub'.



Louise Lunness-Barnes Dental Clinic



Key

- Site Boundary
- 5 Minute Walk Distance (400m) From The Site Access
- 10 Minute Walk Distance (800m) From The Site Access
- 20 Minute Walk Distance (1600m) From The Site Access
- Pharmacy
- Dentists
- Medical Clinics

4.0 Social Infrastructure

4.4 Sport Facilities

Grass Pitches Supply

4.4.1 Medway has a total of 165 grass pitches, with the nearest of those pitches located at Rochester United Football Club southwest of the site, which hosts U7s-U13s football teams, Medway District Youth League, and soccer schools, alongside hosting semi-professional football games of Rochester United Football Club.

4.4.2 The supply of grass pitches is shown in Table 10.

	Mini Soccer 5v5	Mini Soccer 7v7	Youth Football 9v9	Youth Football 11v11	Adult Football	Total (%) of total number of pitches)
Good	0	1	0	0	30	31 (18.8%)
Standard	15	14	13	7	60	109 (66.1%)
Poor	3	8	2	3	9	25 (15.2%)
Total (% of total number of pitches)	18 (10.9%)	23 (13.9%)	15 (9.1%)	10 (6.1%)	99 (60%)	165

Table 10: Grass Pitches. Source: 4global site assessments

Grass Pitches Demand

4.4.3 Currently, there are 388 football teams within Medway. Of these 388 teams, 51 are situated within Strood and Rural. The age categories of these teams are broken down in Table 11.

4.4.4 According to the Playing Pitch Strategy Needs Assessment, the club to team ratio in Medway (1:4.5) is higher than the national average (1:3.3) which signifies an increased demand for playing pitches in Medway compared to the national average.

Sub Area	Adult		Youth Teams				Mini Teams		Total
	Men's	Ladies	Boys		Girls		Mini Soccer		
			11v11	9v9	11v11	9v9	7v7	5v5	
Strood and Rural	15	0	9	7	0	0	10	10	51

Table 11: Team profile for football in Strood and Rural

4.4.5 Forecasting predicts that there will be an additional 61 football teams by 2035, including approximately 17 additional adult men's football teams and 16 additional youth boys football teams (figures rounded up). Strood and Rural is forecasted to have the third largest increase in football teams by 14 additional teams, almost a quarter of all new football teams by 2035.

4.4.6 Latent demand in Strood and Rural includes generation of another 6 teams, which includes two adult teams for Medway Lions, two adult teams for Riverside and two U16s teams for Woodpeckers FC.

4.4.7 In addition to team generation, existing playing pitches are also experiencing overplay, measured in Match Equivalent Sessions (MES), where the recorded demand for a pitch exceeds the weekly carrying capacity of that pitch.

4.4.8 Strood and Rural has the second highest amount of overplay on existing pitches and the second lowest available spare capacity of 11v11 adult pitches. Strood and Rural currently has the highest deficit of overplay of 24 MES with the deficit set to increase to 28 by 2035. This suggests that there is a high demand for 11v11 adult playing pitches.

4.4.9 11v11 youth playing pitches are also projected to have a deficit of 4.51 MES by 2035.

4.4.10 Pitches for other categories of football, including 9v9 youth and mini 7v7 and 5v5 pitches within Strood and Rural, are projected to have surplus capacity by 2035.



Rochester United FC

4.4.11 Overall, it is thought that the development presents an opportunity to satisfy current and future demand of 11v11 adult and youth playing pitches, and to alleviate the overplaying of existing football pitches, which should be undertaken.

Artificial Grass Pitches Supply

4.4.12 A total of 9 artificial grass pitches (AGP) have been identified within Medway which are split by the following:

- Two 11v11 (youth and adult) pitch;
- One 9v9 pitch;
- Three 7v7 pitches;
- Three 5v5 pitches.

4.4.13 The nearest AGP to the site is at Strood Academy, which is located 1.8km southwest of the site, an approximate 26 minute walk.

Artificial Grass Pitches Demand

4.4.14 The Football Association's (FA) suggested ratio of fully sized AGPs to football teams is 1:38. Given that there are only two fully sized AGPs within Medway and a total of 338 football teams in Medway, this results in a deficit of nine fully sized AGPs.

4.4.15 Despite the deficit, there is demand for only five (rounded) full sized AGPs by 2035 has been identified. Of the five pitches, demand for a single AGP (rounded from 0.48) has been identified within Strood and Rural, which is only the fourth largest demand out of the six sub-areas.

4.4.16 In addition, Strood Academy has spare capacity of 31 MES, demonstrating significant additional capacity. Securing a community use agreement for use of this pitch would satisfy the low demand within Strood and Rural without the need to build a new AGP.

4.4.17 Given the low demand of AGPs within Strood, and the high demand of grassroots pitches within Strood, incorporation of an 11v11 grassroots pitch within the proposed development would likely be more favourable to build than an 11v11 AGP.

Rugby Union Supply

4.4.20 There are a total of 24 sites in Medway that have rugby union pitches. Four of these sites are available for community rugby usage.

4.4.21 The nearest rugby pitch provision to the development site is Lordswood Sport and Social Club, which is one of two rugby pitches in Strood and Rural, the other being Cliffe Playing Field.

4.4.22 The overall quality of rugby pitches across Meway is healthy, with 18 out of 24 rugby pitches being rated as Standard or Higher as part of the site assessments.

4.4.23 Currently, Medway as a whole has a deficit of 9 MES for training pitches, but a surplus capacity of 11 MES for match pitches. Strood's capacity is marginal, with a deficit of 1 MES for training pitches, but a surplus of 1 MES for match pitches.

Rugby Union Demand

4.4.24 A total of five rugby clubs play in Medway, amounting to a total of 40 rugby union teams. Forecasts for additional rugby teams is small, although it is predicted by 2035 that there will

be seven additional rugby union teams by 2035. There is also latent demand of six new rugby union teams of differing age categories.

4.4.25 By 2035, Medway as a whole will experience a deficit in both training (18 MES) and match (5 MES) pitches. Strood's deficit in training pitches will decrease to 3 MES but will still have a 0.5 MES surplus of match pitches. However, there are other areas in Medway, such as Rochester and Chatham, with less capacity than Strood and Rural.

Other

4.4.26 Regarding demand for other forms of playing pitches, the following conclusions can be made:

- The whole of Medway will have a surplus of artificial and grass wickets by 2035, with Strood and Rural projecting to have the second largest surplus out of the sub-areas (behind Rainham);
- Future demand for hockey teams is relatively low, and despite hockey pitches being oversubscribed on Saturdays (3.75 MES), there is plenty of spare capacity to accommodate demand on weekdays (39 MES) and Sundays (6.5 MES) by 2033;
- Three out of four bowls clubs consulted stated that they are steadily losing members, with the RACS Bowling Club collapsing due to a lack of members;
- Approximately 79% of public tennis court capacity it utilised in Medway, compared to the national average of 53%m, although this utilisation would increase to 94% by 2035 based on population increase forecasts.

Summary

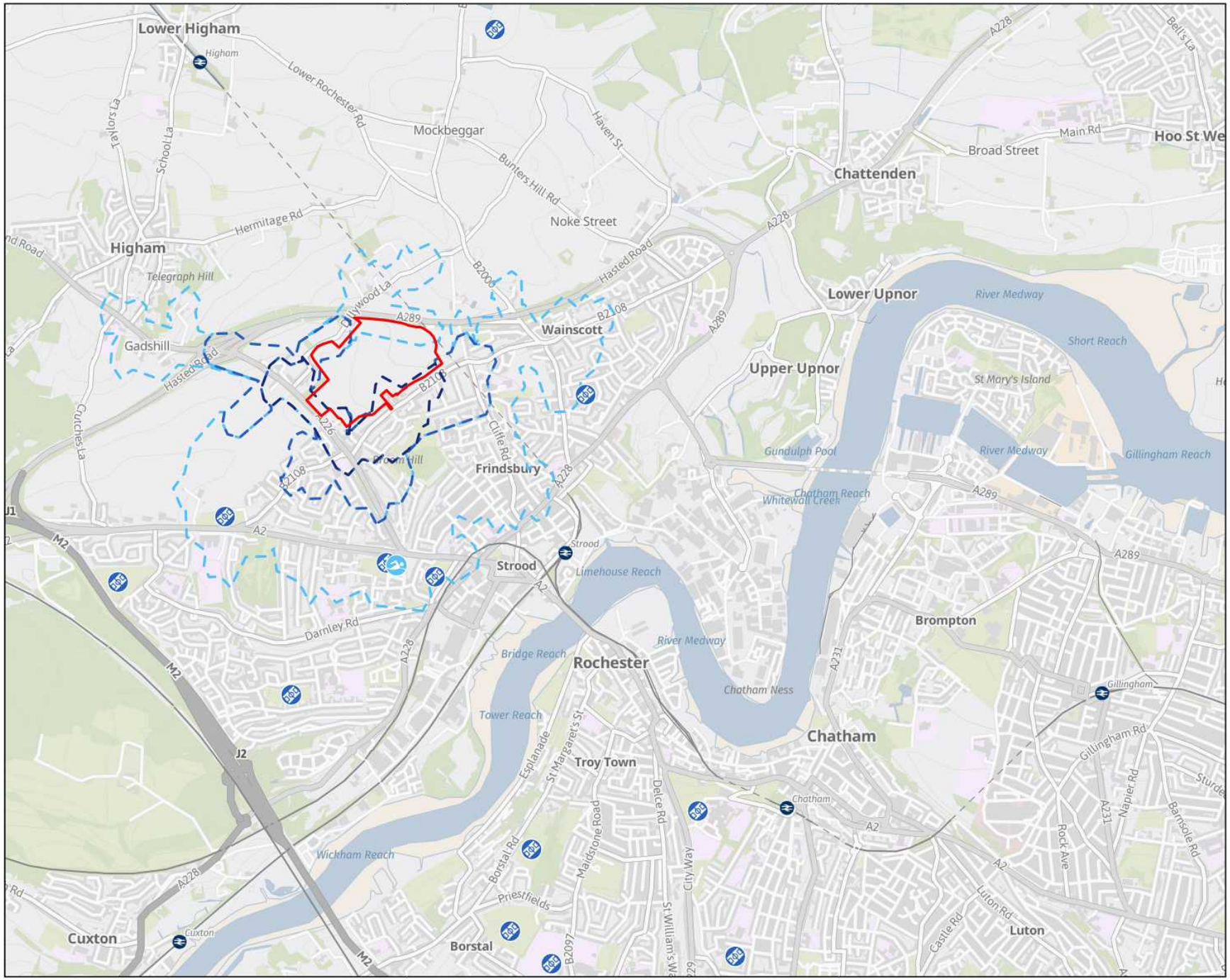
4.4.27 Overall, by far the largest demand for playing pitches comes from football clubs.

4.4.28 In particular, there is significant current demand for adult 11v11 football pitches and 11v11 youth football pitches, which is expected to increase by 2035.

4.4.29 Demand for grass pitches is higher than AGPs, although a community use agreement at Strood Academy's AGPs would provide an artificial pitch with high capacity to the community.

4.4.30 There is an overall demand for training and match rugby pitches within Medway, although this demand is lower than football pitches, and there are other sub-areas within Medway with larger demand than Strood and Rural.

4.4.31 Other sports clubs in Strood and Rural don't have a significant demand for additional capacity of playing pitches.



Key

- Site Boundary
- 5 Minute Walk Distance (400m) From The Site Access
- 10 Minute Walk Distance (800m) From The Site Access
- 20 Minute Walk Distance (1600m) From The Site Access
- Sports
- Leisure Centre

4.5 Open Space

Local Policy & Assesment

4.5.1 Policy L4 of the Medway Local Plan states that:

> *"Residential development likely to be occupied by 100 people or more shall include well located local open space for formal recreation on-site at a standard equivalent to 1.7 hectares per 1,000 population and open space for children's play and casual recreation on-site at a standard equivalent to 0.7 hectares per 1,000 population. Provision of some or all of the formal open space off-site or the improvement or extension of an existing off-site facility will be permitted where the council is satisfied that this would be a better alternative;"*

4.5.2 Policy of the Emerging Local Plan states that residential-led developments will be required to provide new open space and playing pitches according to the following accessibility and quantity standards shown in Table 12.

4.5.3 Alongside the Local Plan Policies, the Council's Open Space Assessment (2024) has been used to inform the provision and quality of various open spaces, in which the subsequent section discusses.

Open Space Type	Catchment	Quantity per 1,000 people
Parks and Gardens	9-minute walk time (710m)	0.80 ha
Natural and Semi-Natural Green-space	9-minute walk time (720m)	3.09 ha
Amenity Greenspace	6-minute walk time (480m)	0.80 ha
Local Area of Play (LAP)	1-minute walk time (100m)	0.25 ha
Local Equipped Area for Play (LEAP)	5-minute walk time (400m)	
Neighbourhood Equipped Area of Play (NEAP)	12.5-minute walk time (1,000m)	
Other Provision	9-minute walk time (700m)	
Allotments	No Standard Set	0.25 ha

Table 12: Accessibility and quantity standards

Parks

4.5.4 Strood has the lowest provision of public parks and gardens per 1,000 population, amounting to 0.19ha per 1,000 population as a result of 1 park (Broomhill Park) totalling 4.52ha.

4.5.5 The site is located within close proximity to Broomhill Park, although is not fully contained within the 9 minute walk target.

4.5.6 Broomhill Park scores highest out of any park in Medway on quality (78.5%).

Natural and Semi-Natural Green space

4.5.7 Out of 60 sites in Medway, Strood has just 1 site (Rede Common) amounting to 11.03ha which is the second lowest in Medway. Additionally, the site is not located within the 9 minute walk target.

4.5.8 Similarly, to Broomhill Park, Rede Common scores highly in quality (72% - 6th highest out of 60 sites).

Amenity Greenspace

4.5.9 Out of 165 sites, Strood has 23 amenity greenspace sites, amounting to a total of 18.85ha and an overall provision of 0.78ha per 1,000, just below the Medway average.

4.5.10 The vast majority of Strood is covered by the 480m catchment area (6 minute walk) for amenity green spaces, with few sparse pockets where the area isn't covered by the catchment area.

4.5.10 However, 20 out of the 23 amenity greenspaces within Strood were categorised as 'low quality'.

Provision for Children and Young People

4.5.11 Out of 163 sites in Medway, Strood has 15 sites for children and young people totalling 0.96ha, or 0.04ha per 1,000 people.

4.5.12 Strood has 10 LEAP and 5 casual/youth sites but has no LAP or NEAP provision.

4.5.13 The overall quality of youth and children is mixed but generally good, with 10 sites scoring over 60% in terms of quality, and 5 sites scoring below 60%.

Allotments

4.5.14 Medway contains a total of 38 allotments, with Strood containing just four of these sites.

4.5.15 The closest allotment to the site is Broomhill Road, which is approximately 0.6km south of the site, or an approximate 4 minute walk.

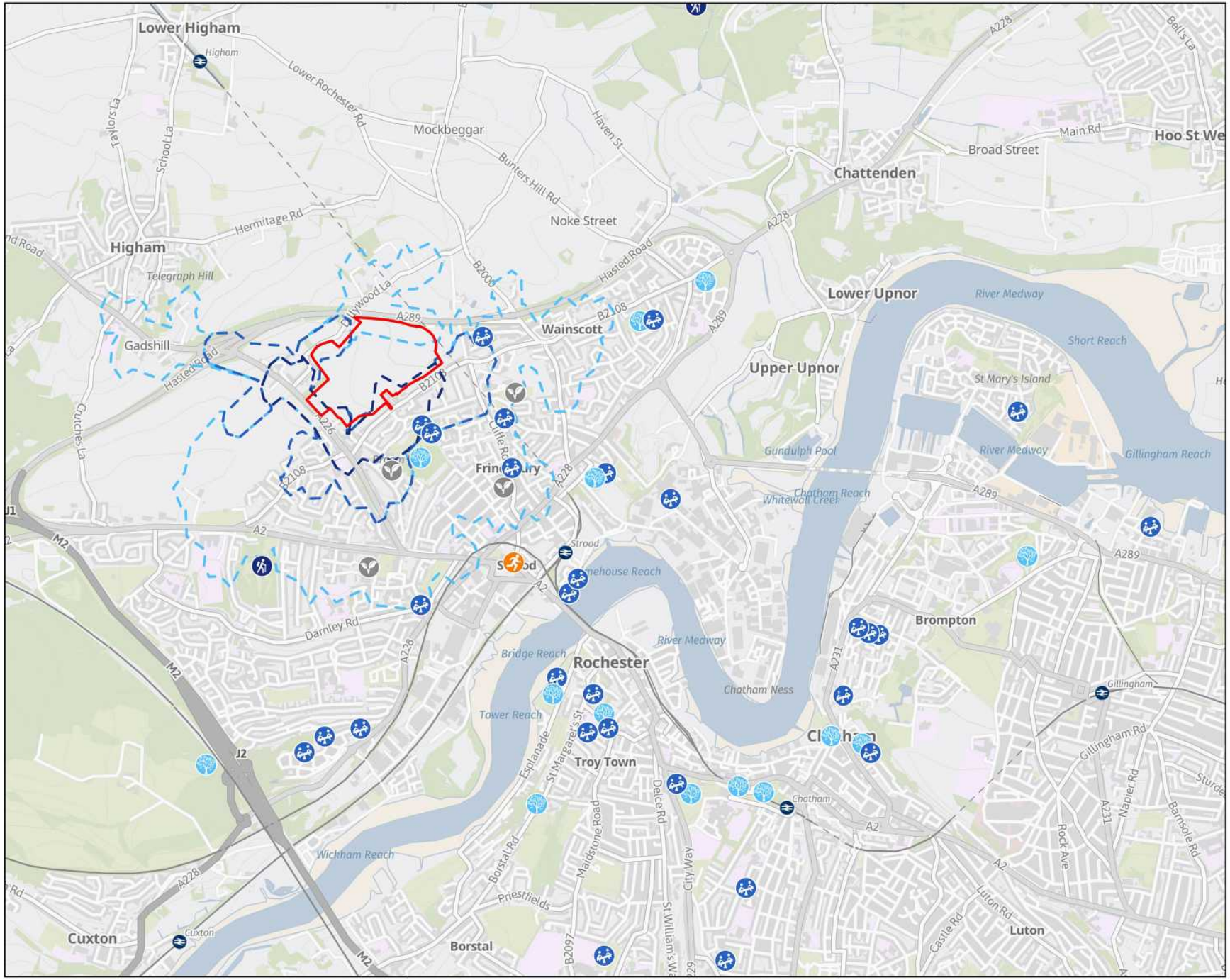
4.5.16 Overall, there is no significant demand for allotments, but they should be highly valued within the community.

Summary

4.5.17 According to local policy, provision of open space is required as part of any residential development.

4.5.18 Strood contains no provision of Local Play Areas or Neighbourhood Equipped Areas of Play and provision of such amenities would be appropriate.

4.5.19 Due to the lower numbers of parks and natural/semi-natural greenspaces, provision of such amenities would be appropriate.



Key

- Site Boundary
- 5 Minute Walk Distance (400m) From The Site Access
- 10 Minute Walk Distance (800m) From The Site Access
- 20 Minute Walk Distance (1600m) From The Site Access
- Trail
- Playground
- Park
- Civic Space
- Allotments

4.0 Social Infrastructure

4.6 Social, Community, & Faith

4.5.1 There are several different community facilities and services within proximity of the site. For places of worship there are several churches in Strood, in Rochester there's a Synagogue and a Mosque.

4.5.2 There are no libraries or community centres within walking distances however the closest library is the Medway Archives Centre located approximately 1.4km (22 minute walk) and the closest community centre is All Saints Parish Hall located approximately 1.8km (24 minute walk) from the site.



Medway Archive Centre

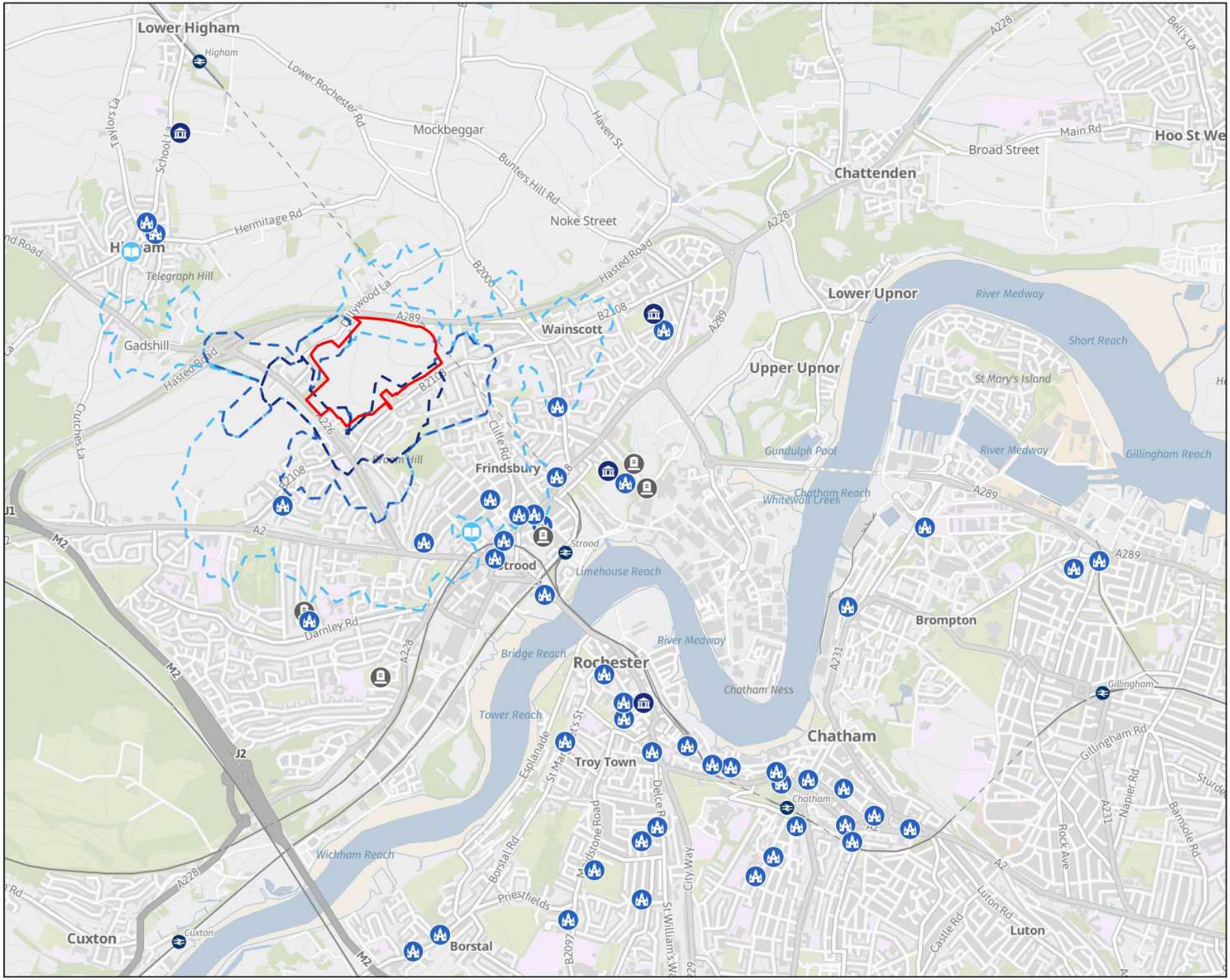
Cemetaries & Churchyards

4.5.3 Out of 79 cemeteries which provide a total of 67.87ha in Medway, 6 are located in Strood and provide 6.65ha.

4.5.4 The cemeteries include:

- All Saints' Church Cemetery, Frindsbury – 0.79ha;
- All Saints' Church, Frindsbury – 1.04ha;
- New Testiment Church of God – 0.26ha;
- St Francis of Assisi Church – 0.31ha.


All Saints Parish Hall



Key

- Site Boundary
- 5 Minute Walk Distance (400m) From The Site Access
- 10 Minute Walk Distance (800m) From The Site Access
- 20 Minute Walk Distance (1600m) From The Site Access
- Community Centre
- Place of Worship
- Library
- Cemeteries

4.0 Social Infrastructure

4.7 Convenience Retail

Convenience Stores

4.7.1 The nearest convenience store to the site is the Tesco Esso Express, located at a petrol station, offering a limited range of goods. The store is approximately 0.5km from the site, amounting to an approximate 3 minute walk. There are few other convenience stores located within appropriate walking distance of the site, of which are limited in size.

4.7.2 According to the SHENA Retail and Commercial Leisure Assessment, there are three larger food stores within Strood district centre, two of which are stronger performing, operated by Morrisons and Tesco.

4.7.8 The Morrisons store in particular is large and modern with a wide range of fresh food counters, whilst the Tesco store is rather dated, with a limited but reasonable product range devoted almost wholly to convenience goods.

4.7.9 The Retail and Commercial Assessment cites that Strood district centre is struggling for viability and vitality more than other areas in Medway. However, any proposals for a new convenience store would need to be informed by a retail impact assessment, regardless of size.



Tesco Superstore



Morrisons

Pubs and Restaurants

4.7.10 The closest pub to the site is The Coach & Horses, which is located approximately 1.3km south of the site, amounting to an approximate 17 minute walk.

4.7.11 Other pubs located within an approximate 20 minute walk from the site include The Ship and the Weston Arms.

4.7.12 The nearest restaurant to the site, which is located 1km southwest from the site which is an approximate 15 minute walk.

4.7.13 Other takeaways in the surrounding area include Good Luck Chinese Takeaway, Papa John's, McDonalds, Domino's and Cobham Inn



The Coach & Horses

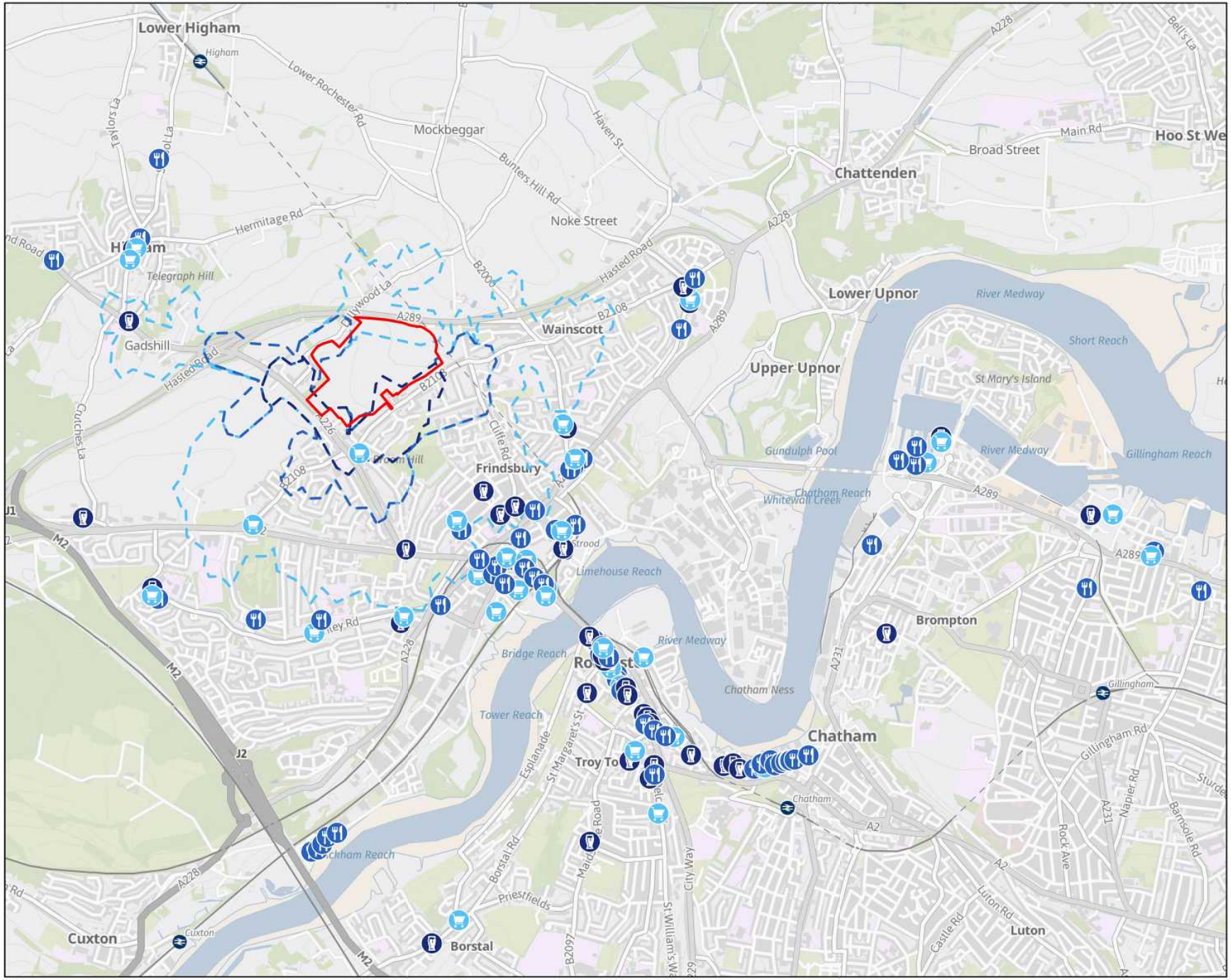
Summary

4.7.14 Overall, a convenience store as part of the proposed development would be ideally located to serve the c. 800 dwellings, and surrounding areas, however this would need to be informed by a retail impact assessment.

4.7.15 Strood appears to be plentiful in pubs and restaurants, and it is unlikely that a new pub or restaurant will be required, especially with other infrastructure being more in demand.



Papa Johns



Key

- Site Boundary
- 5 Minute Walk Distance (400m) From The Site Access
- 10 Minute Walk Distance (800m) From The Site Access
- 20 Minute Walk Distance (1600m) From The Site Access
- Pub
- Restaurant
- Shop

4.0 Social Infrastructure

4.8 Care Homes

4.8.1 There is a national trend of population ageing. With populations of older people growing, there is an increasing need for provision of care homes.

4.8.2 There are eight elderly care homes within a 20 minute walking distance of the site and 14no. assisted living residences within Strood. The majority of which are listed as assisted living residence, whilst others are nursing home and home care service.

4.8.3 The closest of these care homes is Shaws Wood Residential Care Home which is located 1.2km from the site, which is an approximate 18-minute walk from the site. Whilst walking distance is not necessarily a major factor, it does demonstrate that the site is located in an area that is sparser of care homes, compared to other areas of Strood.

4.8.4 Despite 14 assisted living residences being located within Strood, there is a growing need for provision care homes. The data gathered by the Care Quality Commission (CQC) in 2024 shows that there are a total of 1,465 registered beds for older persons, comprising of the following:

- 670 registered residential care beds
- 795 registered nursing care beds

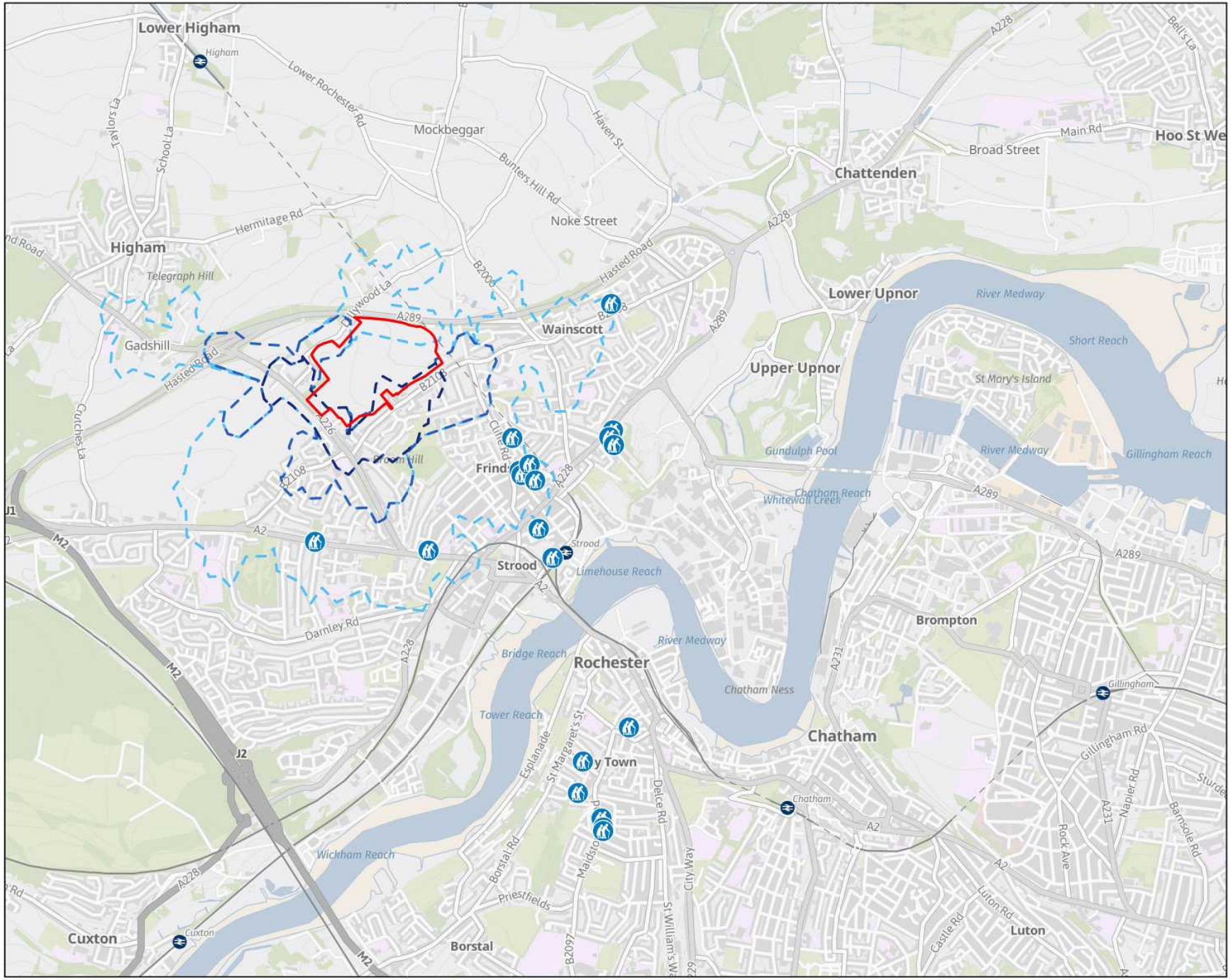
4.8.5 According to the Medway Adult Social Care Local Account 2020/21, by 2025, it is projected that the number of people in Medway aged 65 years and over will increase by 7.1% to 48,400 people, and that the number of people aged 85 years and over will increase by 11.5% to 5,800 people.

4.8.6 The Medway Extra Care Housing Needs Analysis 2011-32 concluded that 'there is clear scope to widen the range of housing and support options available to older people across tenures with the need for specialist housing services to enable the growing number of older people to live independently'.

4.8.7 Evidence to support a growing demand comes from a Needs Assessment, prepared by Carterwood in February 2023 to support a planning application for a 66no. bed care home in Halling (MC/23/0535), which stated that it is anticipated that the gross need for care home beds is expected to rise between 2023 and 2043 by c. 47%. Specialist care homes for those with dementia is also expected to rise.

4.8.8 The Needs Assessment also shows that there is a planned supply of 236 market beds and 76 specialist dementia beds by 2025, however there is no planned supply afterwards.

4.8.9 Overall, there is considerable scope to provide a new care home as part of the proposed development, given the trend of increasing numbers of people aged 65+ years and 85+ years.



Key

- Site Boundary
- Care Homes
- 5 Minute Walk Distance (400m) Fro The Site Access
- 10 Minute Walk Distance (800m) F The Site Access
- 20 Minute Walk Distance (1600m) From The Site Access

4.0 Social Infrastructure

4.9 Other

4.7.1 Other services comprise banks, post offices, veterinary clinics and allotments. The majority of which are located south of the site towards Rochester.

4.7.2 The closest bank is Kent Reliance located approximately 1.7km (22 minute walking distance) south of the site.

4.7.4 The closest veterinary clinic is the Medway City Veterinary Centre located in the Medway City Estate approximately 3km (41 minute walk/ 8 minute drive).

Post Office

4.7.5 There is a total of 4no. post offices in Strood, with additional post offices located in Rochester and Higham.

4.7.6 The closest Post Office is The Temple Post Office which is located approximately 1.7km (22 minute walking distance) south of the site.

4.7.7 There are also a number of drop-off locations within Strood, although the closest location to the site is Frindsbury Drop & Collect Post Office, which is approximately 1.6km from the site which equates to an approximate 21 minute walk or a 5 minute drive.

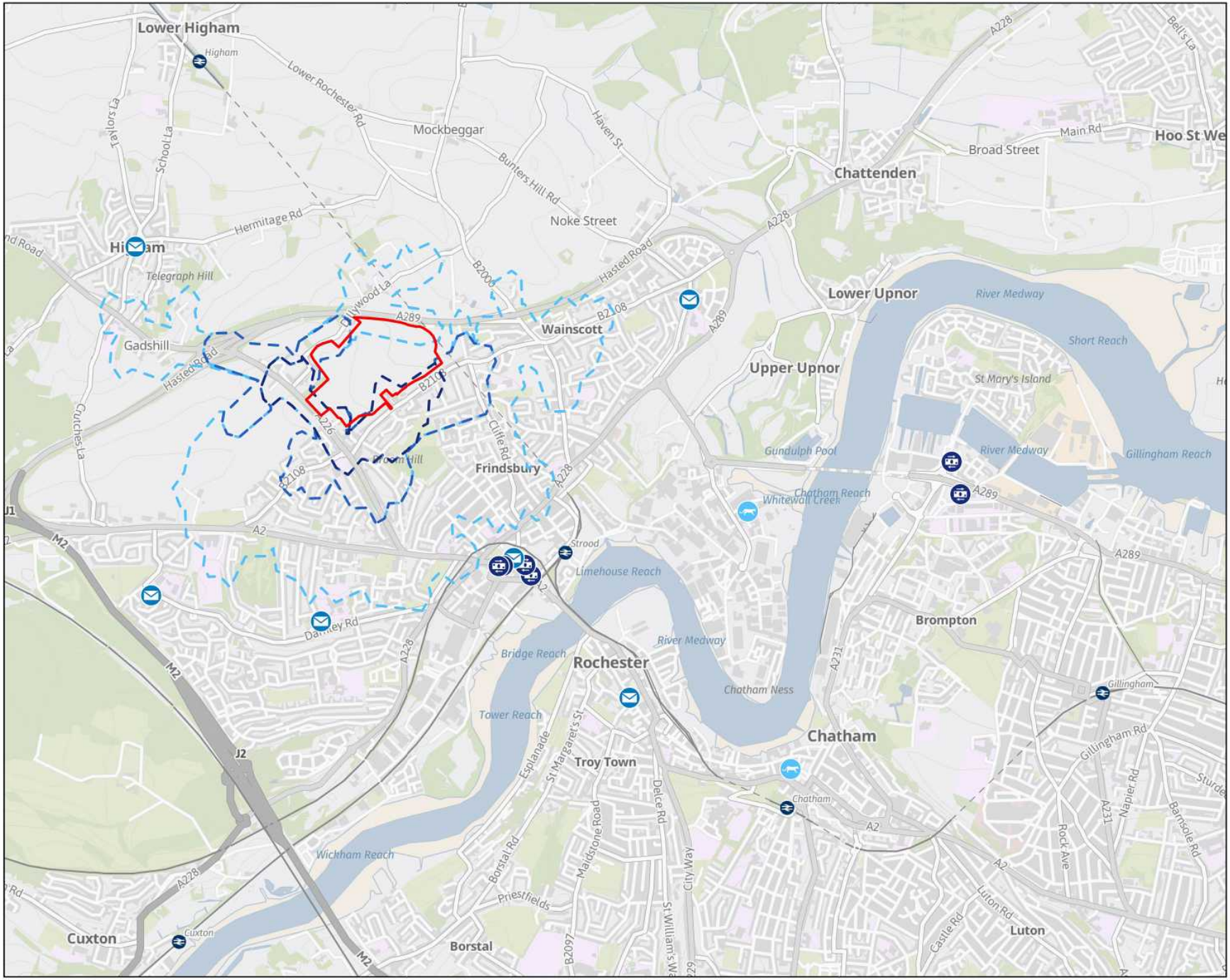
4.7.8 Geographically, the location of a post office as part of the proposed development would not be inappropriate.



Kent Reliance



The Temple Post Office



Key

- Site Boundary
- 5 Minute Walk Distance (400m) From The Site Access
- 10 Minute Walk Distance (800m) From The Site Access
- 20 Minute Walk Distance (1600m) From The Site Access
- Bank
- Post Office
- Vets

5.0 Development

5.1 Development Proposal

5.1.1 The current concept masterplan is for the development of approximately 800 dwellings, a school and a neighbourhood centre containing small retail units and a medical hub.

5.1.2 The latest Illustrative Masterplan is included below:



Illustrative Masterplan
Broomhill Rise, Strood
23020 / SK01C
Scale 1:2000 @ A1 October 2023

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www.osparchitecture.com

6.0 Conclusion

6.1 Overview

6.1.1 Whilst it is difficult to demonstrate that provision of certain facilities will be appropriate as part of any development at Land north of Brompton Farm without any formal and thorough assessments, this report has studied the supply and demand of various facilities within Medway, and Strood, where the site is more specifically located within Medway.

6.1.2 The following conclusions of note can be made:

- There are conflicting reports about Green Belt Parcel 2, with Medway Council citing high contribution to the purpose of the Green Belt (without providing evidence) and Scarp Landscape suggest a much more limited contribution – an updated Green Belt Assessment is currently being prepared.
- Given the amount of proposed housing, it is likely that a new build school will be required rather than developer contributions, as set out by Medway's School Place Planning Strategy 2018-22. Due to the current capacity of nearby schools this is recommended to be a primary school.
- Despite higher no. of pharmacies per 100,000 than the national average, it is recommended that provision of pharmacies is reviewed should any significant residential developments.
- Geographically, provision of a new GP would alleviate the potential stress that a c.800 dwelling development would bring about, although this would need to be informed by a Needs Assessment and some of the challenges that GPs face in Medway include staffing and increased running costs.
- There is a very high current and future demand for 11v11 grassroots pitches, as well as moderate demand for 11v11 AGP pitches, although the AGP demand could be satisfied by a community use agreement with Strood Academy.
- With the exception of rugby union pitches, the level of demand for playing pitch provision of other sports is generally much lower.
- Regarding indoor sport provision, there is a preference to upgrade and refurbish existing facilities, rather than building new facilities.
- Given Strood's urban nature, the area is generally lagging behind other areas regarding quantity open space, however provision of green space

can be easily achieved.

- Any retail development would have to be informed by a Retail Impact Assessment, however, there does not appear to be a larger food store within close proximity to the site (closest is a Tesco Esso Store at a petrol station), especially when the primary larger food stores are located in the south of Strood.
- Based on the most recent Needs Assessment and other evidence documents, there appears to be a general demand for care home/elderly accommodation provision and incorporation of a care home/elderly accommodation element would be sensible, although a Needs Assessment would be required to be undertaken to determine the present needs.
- There appears to be good provision of childcare facilities and provision of such is likely not a high priority, although a development of c. 800 dwellings will likely increase the pressure on existing facilities.
- The location of a new post office within Brompton Farm as part of any development would not be inappropriate, although there appears to be sufficient childcare facilities (i.e. nurseries) provision within Strood to serve the site.