

Medway Local Plan: EiP Hearings
Written Statement on behalf of Hoo Consortium
Reg 19 Submission ID: E.184
Further Submissions (June/July 2026) ID.31

Inspectors' Matter 8: Retail, Town Centres and Leisure

Hoo Peninsula (Policy S22)

ISSUE: 8.54

Why is the creation of a total of three new centres on the Hoo Peninsula justified under Policy S22?

ISSUE: 8.55

Why is the preferred location for the main neighbourhood centre to the east of Hoo, under Policy S22?

ISSUE: 8.56

When this part of Policy S22 refers to this centre being located in an 'attractive location' what does this mean?

ISSUE 8.57

Why would an impact assessment be required when triggered under Policy S22 (last paragraph), given that Policy S22 also confirms that a new main centre and two neighbourhood centres would be required?

ISSUE: 8.58

Where would the new main centre and two neighbourhood centres under Policy S22 be found in Medway's hierarchy of centres?

ISSUE: 8.59

How has the Medway Retail and Town Centres Study (ref: B13) informed Policy S22, particularly the effect of the new main centre and two neighbourhood centres on the existing Hoo village centre and centres in the hierarchy?

Reference: Hoo Consortium/A3

ISSUE: 8.60

Is the formatting of the policy correct/as intended under 'The main centre;' and 'The neighbourhood centres'?

[Due to the overlapping nature of the above issues, we have provided a single response below, which touches on many of the above Issues]

- 1.1 Allocation HHH22 & HHH31 **"Land either side of Roper's Lane, Hoo St Werburgh"** accords with **Policy SA8** (Criterion 8), which states that: *"Development will contribute to a network of centres across Hoo and Chattenden, with a main centre strengthening Hoo's role as a focus for services for its residents and the wider Hoo Peninsula, supported by smaller centres at neighbourhood level."*
- 1.2 Allocations HHH22 & HHH31 will act as the **main new location for a new centre** [Policy S22, and SA8, Criterion 10] to serve the needs of the new community. This shall comprise new retail/tertiary provisions at a scale to serve local needs, new community centre to serve local needs, and a new health centre to complement the existing Walter Brice Health Centre.
- 1.3 HHH12 **"Land south of Main Road, Hoo St Werburgh"** will provide for a small **neighbourhood centre** retail provision to serve the needs of the new resident community to the west of Hoo. This will be of a scale so as not to compete with the existing facilities within the existing Hoo centre.
- 1.4 In addition to the localised centres complementing the existing Hoo centre and serving more day-to-day needs of the new communities, the provision of **Deangate Retail Park** (HHH19 – **Flanders Farm**) will offer employment and retail opportunities at a more strategic level to support the overall growth in this part of Medway. [Para 8.12.2 of the Local Plan refers to the increased need associated with the wider spatial growth]
- 1.5 The provision of an anchor retail offering on the Peninsula has long been desired by the local community, but to date has not quite met the commercial expectations for retail providers (due to insufficient 'chimney pots'). However, with the advent of the wider growth not only in Hoo, but across the Peninsula and Medway generally as proposed in the Local Plan, the commercial interest in this location has risen and attracted inward investment. Accordingly, the location of the Deangate Retail Park (off the Ratcliffe Highway) offers the most appropriate and sustainable location for those living and working in Hoo and will result in more sustainable travel patterns on the Peninsula itself and thus contributing positively to the overall spatial objectives of the plan.

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