

Matter 3: Meeting Housing Needs – Written Statement (Redrow Homes Ltd)

Introduction

This Written Statement in response to Matter 3 Meeting Housing Needs is submitted on behalf of Redrow Homes Ltd ('Redrow').

For context, Redrow have achieved planning permission on 22 July 2026 for a hybrid application for up to 760 dwellings on Land East of High Halstow ('the Site') which is identified as "Policy SA9: High Halstow" and "HHH26" in the Plan.

Housing

3.6. Does the Plan clearly set out the expected, 'planned-for' sources of housing supply to meet the identified housing requirement?

Yes. The Plan includes a range of sources of land supply including site allocations including Policy SA9: High Halstow / HHH26 which identifies the Site for up to 760 dwellings.

3.8 How does the Plan demonstrate that the housing trajectory is deliverable across the Plan period, including on strategic sites?

The Site is included in the trajectory. It has a planning permission (dated 22 July 2026) and Redrow are working on progressing the scheme in accordance with the trajectory. The Council's trajectory shows that 350 dwellings are to be completed in the first five years which is in accordance with Redrow's development programme.

Policy T2 Housing Mix

3.14 What evidence demonstrates that the proposed housing mix requirements are deliverable across strategic allocations, brownfield regeneration sites and windfall developments, and have developers, housebuilders and registered providers been engaged in testing the proposed approach?

3.15 How will housing mix requirements be applied and managed on large strategic sites delivered over extended periods, and what flexibility exists within the policy framework to respond to changing housing needs and market conditions?

In respect of the Site, Redrow has met with Medway Council on several occasions (including number of pre-application meetings and design workshops) over the last c. ten years to discuss the Site opportunity, including housing mix. The planning permission reflects these discussions and the scheme has been informed by the Council.

Redrow consider the housing mix to be deliverable and are working on bringing the Site forward now.