Shepway Rural Services Study 2011

Planning Policy Team
Shepway Local Development Framework (LDF)

Folkestone
Hythe & Romney Marsh
Shepway District Council

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Acknowledgements

Maps and data analysis created using *ESRI® ArcMap™ 9.2* (also referred to as Arcview).

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1.0 Introduction

1.1 This study aims to review the current position of rural areas within Shepway[1]. By combining existing data sources and officer field studies, this study can aid in the assessment of Local Plan policies and inform the direction of future policy by generating a clear picture of where rural services are currently being provided to ensure future plans are based on sound evidence. This study does not intend to state where services should be provided, or indeed which services. The main focus of this study is directed towards enabling service clusters to be identified and from this a service cluster hierarchy to assist in the preparation of the Local Development Framework (LDF).

1.2 The Core Strategy Proposed Submission Document has been released for consultation between 29th July 2011 and 23rd September 2011, taking forward the representations made at Issues and Options in early 2008 and Preferred Options in summer 2009. It is essential policy decisions are based on sound evidence that is both robust and relevant. Efforts have been made to monitor and record certain aspects of rural life and areas within the district over the years, but this has been restricted by a lack of resources and the availability of information.

1.3 National guidance on rural areas is provided by Planning Policy Statement 4 (PPS 4): Planning for Sustainable Economic Growth. The government's objectives for rural areas are clearly stated and these can be summarised as ensuring "…the countryside is protected for the sake of its intrinsic character and beauty, the diversity of its landscapes, heritage and wildlife, the wealth of its natural resources and to ensure it may be enjoyed by all."

1.4 This study has also had regard to local aspirations such as Parish Plans. The government's Rural White Paper (2000) states Parish Plans are intended to be evolving documents, outlining how a community would like to develop. The Plans are normally written by Parish or Town Councils, aiming to provide an historical and current context of an area and the future key aims of the community. These can cover many issues including; traffic, the environment, car parking and policing. Within Shepway, Parishes including Stelling Minnis, Sellindge, Lyminge, Brookland and Dymchurch have published Parish Plans in recent years whilst there are emerging Plans for Hawkinge, Sandgate, Elham and Burmarsh. This study should help support the evolution of future Plans (see Appendix Four for the location of civic parishes within Shepway).

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[1] This considers national policy and advice, for example *Planning Policy Statement 7: Sustainable Development in Rural Areas* and the Planning Advisory Service – *Local Development Frameworks evidence base* (March 2008).

1.5 Methodology

Geographic Information System (Arcview)

1.6 Drafting of the study was completed in 2008 with updates in 2009 and 2011. The majority of evidence presented within this study was collected from a combination of officer field studies and existing data sources held both internally and externally by organisations such as Department for Environment, Food and Rural Affairs (Defra) and Kent County Council (KCC).

1.7 The data collected was mapped out on the mapping software ESRI® ArcMap™ 9.2 (herein Arcview), which enables both the geographical representation of data and the in-depth analysis of data in relational terms. For example the district was mapped, followed by post offices in rural areas; this data was then matched against buildings within rural areas to determine areas with access to post office services. This is shown diagrammatically in the adjacent picture.

1.8 Data regarding the overall number of buildings was extracted from the Local Land and Property Gazetteer (LLPG) issued January 2008 (this is an address database maintained by the Local Authority with details of all registered addresses in the authority area). Buildings such as garages, telephone masts and barns were removed from the LLPG as these do not provide or use a direct service covered by this study.

1.9 The edited LLPG data was then placed against a layer showing the rural and urban areas. Those buildings in rural areas were then displayed as purple dots and those in urban areas were shown as green dots, illustrated on the map (p. 7). The 'Rural/Urban Buildings as at January 2008' map (p. 7) shows that the main concentration of buildings is within the defined urban area (see Chapter Two). The exceptions to this are Hawkinge, New Romney and Lydd, shown by the cluster of purple dots north of Folkestone and the two clusters on Romney Marsh (Appendix Four contains an Ordnance Survey map of the district showing the location of various settlements within the district).

District Map Layer

LLPG Layer

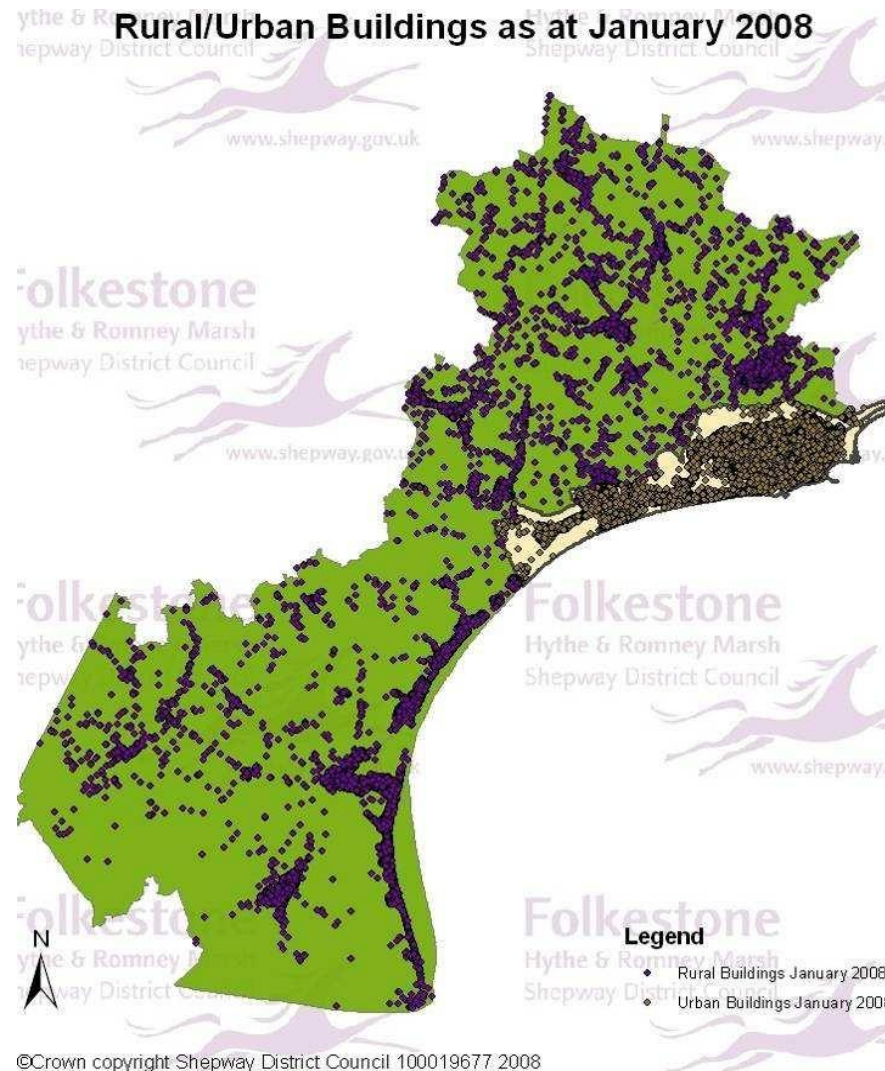Post Office Layer

Arcview Query and Results
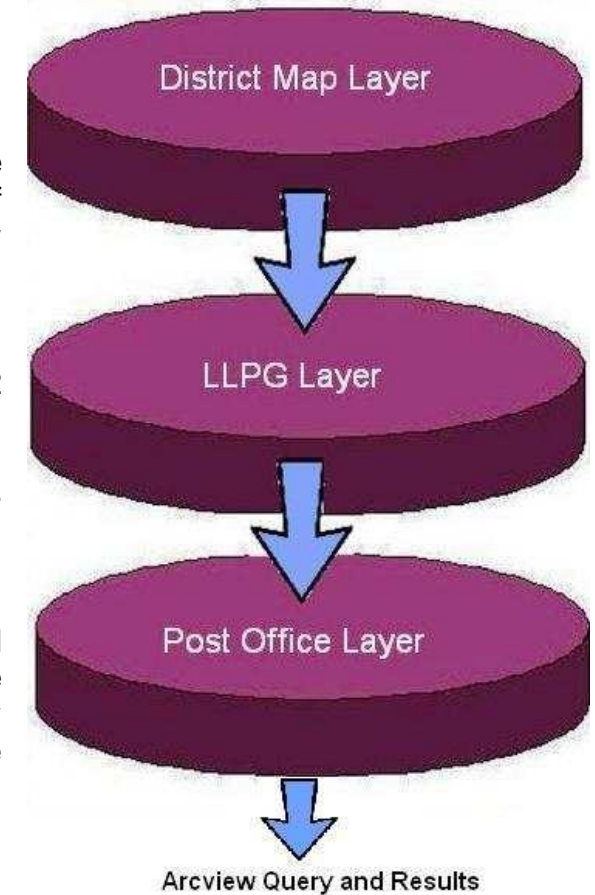
1.10 Evidence contained within this report is based upon the data displayed in the adjacent map and its relationship with other data such as library locations. This is undertaken using the query function within Arcview. It should be noted that the average distance is measured using a simple point diameter measurement and this does not take into account geographical barriers of the local infrastructure within different areas which may increase or decrease journey times.

1.11 The majority of the distance to service data is categorised in four distances which are shown in the table below. These distances have been used to allow the service provision to be compared against each other in a scientific manner. It is generally accepted that a distance of 0.5 miles is walking distance and five miles would be approximately a 15 minute car journey. However for some members of the community this walk may be challenging or impossible so regard has been had to other means of travel in this study.

Distance in Miles	Approx distance in metres
0.5 miles	800 m
1 mile	1.6 km
3 miles	4.8 km
5 miles	8 km

1.12 Within Shepway's rural areas there are 21,421 buildings[2]. This accounts for roughly 38% of all buildings in the district. This does not include ancillary buildings (such as agricultural outhouses and isolated farming structures) but will include commercial properties alongside housing, as the LLPG records the addresses of buildings and other structures rather than their usage type. Users of commercial premises are known to use services provided by other local businesses and this interdependency forms part of the rural community and economy.

Rural/Urban Buildings as at January 2008

Legend
- Rural Buildings January 2008
- Urban Buildings January 2008

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[2] The total number of buildings (56,388) is taken from the Local Land and Property Gazetteer (January 2008). This figure is still considered valid at the time of the 2011 publication as any minor individual changes to buildings will have minimal impact proportionately, given the total number of buildings.

2.0 Positioning Rural Shepway

2.1 Introduction

2.2 Rural England has seen a dramatic change over recent years[3]. The trend for urban to rural migration has continued and the evident knock-on effect in relation to development within rural areas will continue. An increasing population within rural areas across the country, normally consisting of elderly people due to both migration and population demographics, will place additional demands on homes and services[4]. These demands come at a time when sustainability and environmental issues have gained greater prominence on the political agenda.

2.3 At the same time rural areas provide recreational escape from the demands of urban living, enabling people to undertake a variety of leisure activities including walking, mountain biking and visiting historic sites. Rural areas provide employment and in some areas a sense of community which can be absent from urban areas. Locally they are an important contrast to urban areas and designations such as Areas of Outstanding Natural Beauty (AONBs) and Special Landscape Areas (SLAs) and their associated policy provision in the Kent and Medway Structure Plan 2006 (policies EN4 and EN5), give an indication of both the natural habitat and scenery unique to this part of England.

2.4 The challenge for planners is to ensure future developments are sustainable in urban and rural areas. In rural areas this is particularly important to deliver thriving communities whilst seeking to preserve their existing positive characteristics. For this goal to be achieved, a clear understanding of existing rural service provision is required. This will provide a rural evidence base for any potential settlement strategy and strategic decisions on housing land supply..

2.5 Shepway is a district with a diversity of rural areas, ranging from the lowland farming areas of Romney Marsh, to the grazing areas and woodlands of the North Kent Downs. According to the Agricultural Land Classification Survey (Defra, 2002), approximately 60% of the district's land area is defined as 'Excellent' or 'Very Good' for agricultural purposes[5].

2.6 The district's rural communities reside in a mix of small towns, villages, hamlets and isolated dwellings. The resident populations tend to consist of middle to older age groups which may be a reflection of the lack of higher earning employment opportunities available to young people and the affordability (and availability) of housing.

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[3] Commission for Rural Communities *The State of the Countryside 2007: Living in the Countryside,* p.14.
[4] For example in 2001 the number of one person households which are made up of pensioners was up to 21% of all households in some parishes in the district (Hythe and Lyminge) source: Census 2001.
[5] Defra Website accessed October 2007 This figure is inclusive of the entire district area.

2.7 Rural areas generally display a higher quality of life but contain a number of physical and socio-economic attributes, possibly forming affective barriers which can contribute to a lower standard of living. The lower levels of population in rural areas and the geographic distribution of residents can for example, reduce the feasibility of new health and education services and this extends to commercial services. In this respect, PPS 7 states "Planning authorities should focus most new development in or near to local service centres" (para. 3).

2.8 The key issues identified in PPS 7 are whether small rural communities are able to provide enough demand to ensure a critical mass of businesses that can sustain a viable local economy and that local services can be delivered at a level which is cost effective for providers. Access to businesses and services needs to ensure the preservation of the environmental quality of rural areas. It is also important to consider that people living in rural areas may enjoy the tranquillity and seclusion these areas provide.
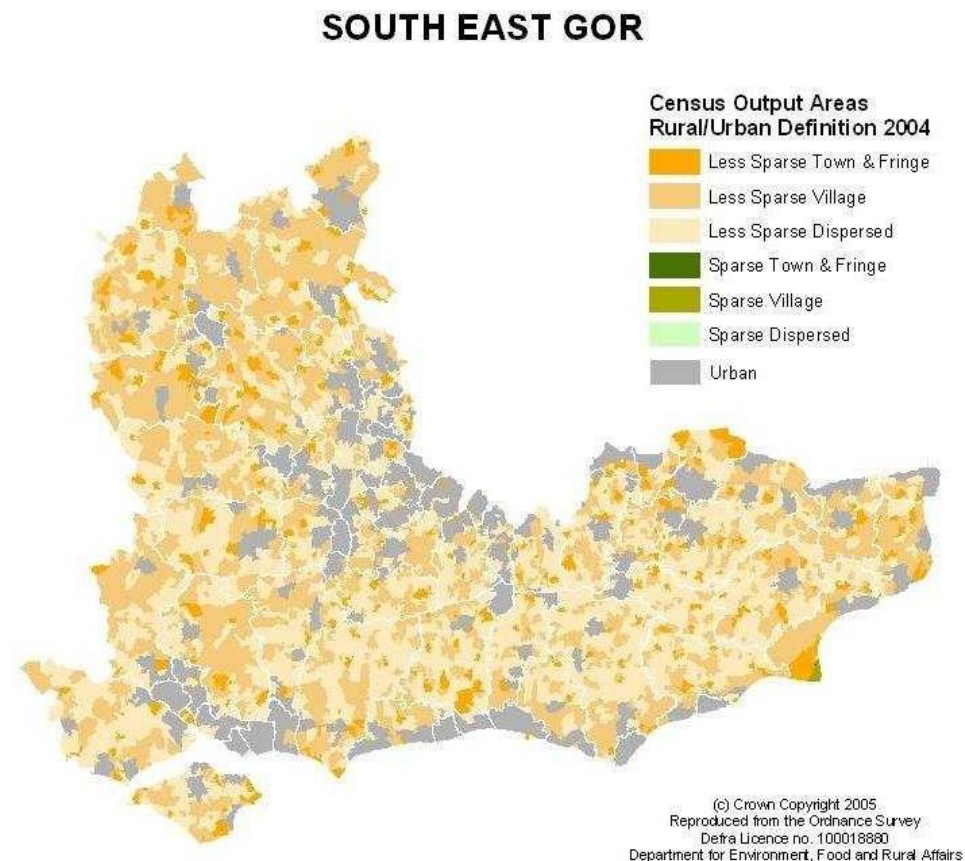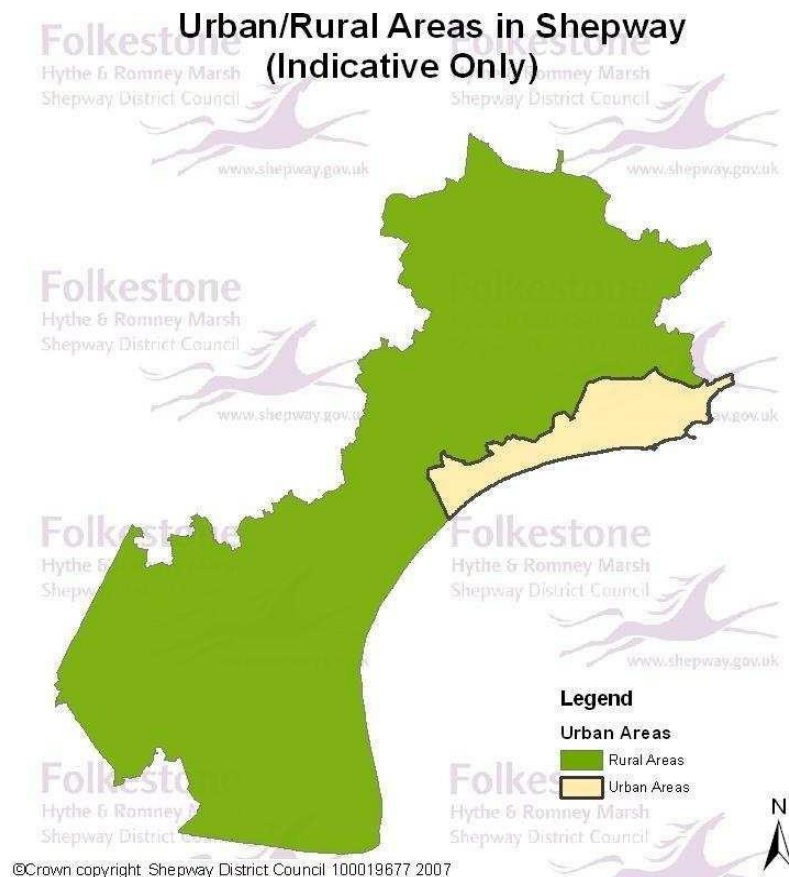
2.9 Rural Areas – A definition

2.10 The Kent Rural Delivery Framework (2007, p. 24) defines a rural area in terms of population, "… an area [is] urban when the majority of it falls inside a settlement where the population is 10,000 or more. Areas below this threshold are defined as rural". This definition is limited due to its quantitative bias and it ignores characteristics such as geographical isolation and the openness of the physical environment. Shepway settlements including Dymchurch, Elham, Lydd and Lympne would all be considered rural under this definition.

2.11 In 2004, Defra undertook research to define rural areas within England. This definition considered a variety of factors including area densities, population and levels of isolation. The combination of these factors was then used to define administrative areas into a number of rural or urban categories. The outcome is shown in the 'South East Government Office for the Region (GOR)' map (p. 10).

2.12 The 'Urban/Rural Areas in Shepway' map (p. 10) gives a spatial representation of those areas considered 'rural' in Shepway. For the purposes of this study the 'rural area' of Shepway is defined as those areas outside the main urban centres of Folkestone and Hythe.

2.13 The South East GOR map (p. 10) clearly shows the areas of the South East Region considered rural by data collected from the 2004 Defra study. This is consistent with the main rural area within the district identified in the district level map.   The South East GOR map highlights in particular, an extent of 'Sparse Village' in the Dungeness/Lydd area of the district and an anomaly in terms of the Seabrook/Horn Street area between Hythe and Sandgate.

2.14 Those areas falling within the geographic boundaries of the Folkestone and Hythe wards have been considered as urban and the associated Settlement Boundaries defined on the Local Plan Proposals Map generally reflect this assertion. The Horn Street area is considered as unique as it lies outside of a Settlement Boundary but within the Folkestone and Hythe wards. As this is an individual case which requires specific analysis, it is dealt with in Chapter 6 and is not included in the results in the main part of this study.

2.15 The South East Plan Key Diagram showing the various potential spatial policies [6] in the South East clearly shows Folkestone as a Secondary Regional Centre. Similarly, the Kent and Medway Structure Plan (July 2006) Key Diagram identifies Folkestone and Hythe as 'Other Principal Urban Areas', broadly consistent with the defined urban area in this study. This reiterates the general contrast between the main urban area in Shepway and the rural settlements.

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[6] The Kent and Medway Structure Plan 2006 has (of May 2009) been replaced by the adopted South East Plan: Regional Spatial Strategy for the South East of England.

Urban/Rural Areas in Shepway (Indicative Only)

Legend
Urban Areas
Rural Areas
Urban Areas

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SOUTH EAST GOR

Census Output Areas
Rural/Urban Definition 2004
Less Sparse Town & Fringe
Less Sparse Village
Less Sparse Dispersed
Sparse Town & Fringe
Sparse Village
Sparse Dispersed
Urban

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Department for Environment, Food and Rural Affairs

2.16 According to Defra, approximately 37% (36,140 of a total population of 96,265) of the district's population lives within rural areas. From this 19% (17,908) live in rural towns, 15% (15,363) of the population is classified as village population and the remaining 3% (2,869) as dispersed population (due to population figures being used from the 2001 census and mid-year estimates, percentages are an approximate value)[7]. The Kent Rural Delivery Framework 2007 estimated that 22% of the South East's population and 29% of Kent's population can be defined as living within rural areas[8]. In the context of these figures Shepway has a higher percentage of people living within its rural areas than the regional and sub-regional averages.
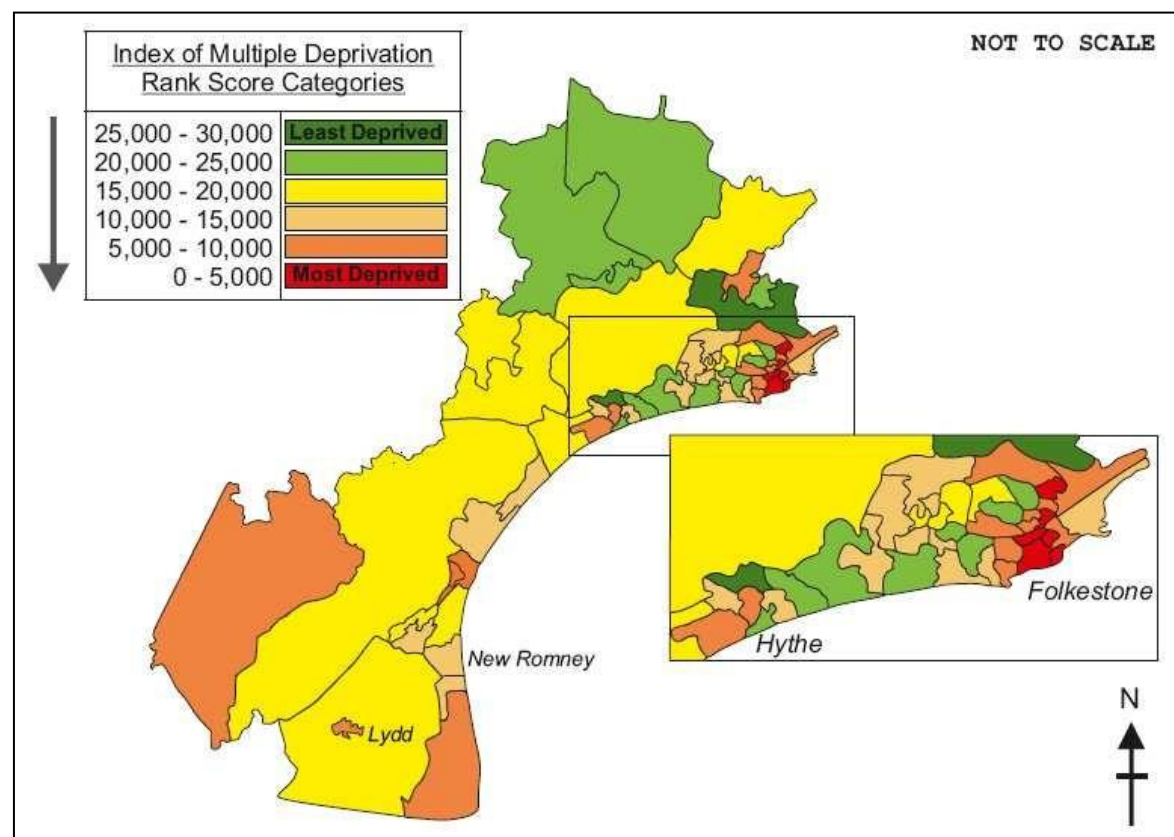
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[7] Defra Census Output Areas: Rural/Urban definitions 2004.

[8] *Kent Rural Delivery Framework* 2007, p. 12.

3.0 Living in Rural Shepway

3.1 Indices of Multiple Deprivation (IMD) 2010[9]

3.2 The Index of Multiple Deprivation is drawn from a variety of five sub-level deprivation measures, including for example crime, health and income. These are measured against a geographical level known as a Lower Layer Super Output Area (LSOA), of which there are 65 in Shepway. These are geographic areas smaller than parish levels and are consistent in terms of population size across all 32,482 LSOA across England. Usually two or three LSOA combined will form a district ward.

3.3 Each sub-level group, such as crime and housing is aggregated and the resulting totals provide the overall index score for the LSOA. Within Shepway the overall IMD 2010 position is shown on the adjacent map (this also shows the various LSOAs in Shepway as explained above). The map shows the deprivation levels in comparison with other LSOA within the Shepway District. As can clearly be seen the areas with the highest level of deprivation within Shepway are concentrated around Folkestone and the Romney Marsh.
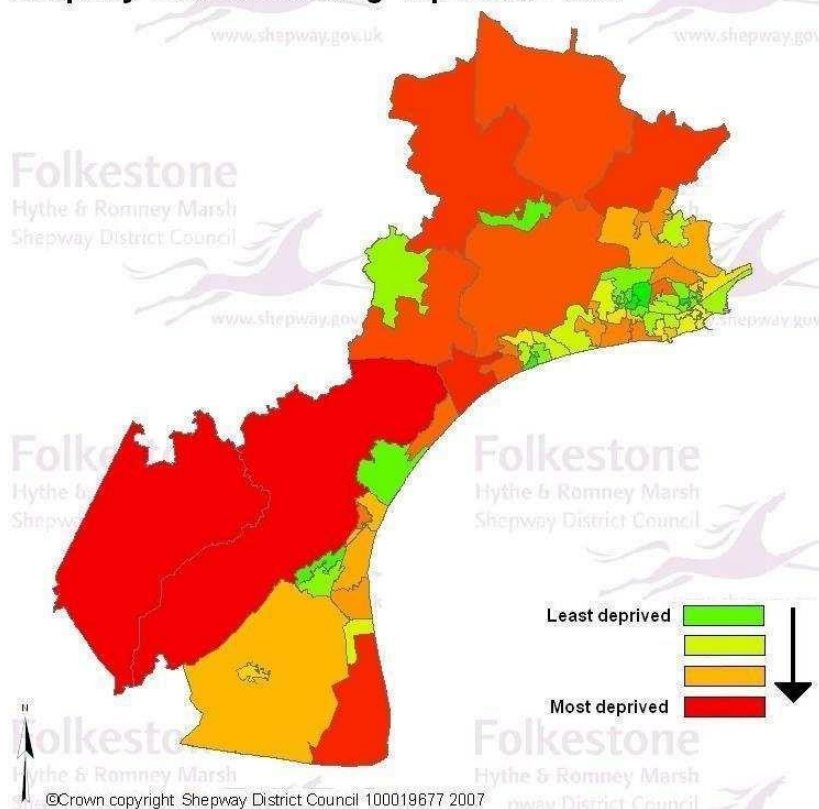
3.4 The map is also useful in showing the relative deprivation across the district although as stated in paragraph 3.3, it is based upon an aggregation of sub-level deprivation measures. When these are examined individually, as in the maps below, they reveal that although areas of the district may not have overall deprivation, they can have high levels of specific deprivation.

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[9] Information contained in this section of this study is derived from the *Communities and Local Government Indices of Deprivation, 2007* and 2010.
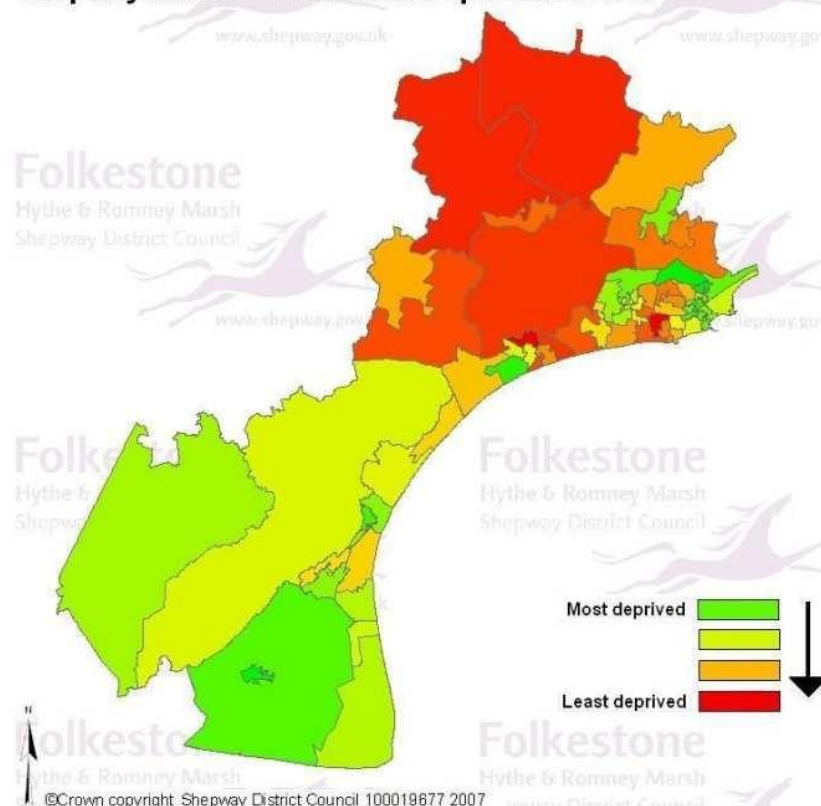
3.5 For example in terms of barriers to housing and services, rural areas of the district begin to show a higher level of deprivation (see Shepway Index of Housing Deprivation 2007 map below). This deprivation measure considers two sub-domains: wider barriers and geographical barriers. Wider barriers consider issues such as household overcrowding and difficulty of access to owner-occupation. Geographical barriers consider road distances to services such as GP surgeries, primary schools and post offices. As illustrated in the maps below, in general, the rural areas of the district are more deprived in respect of housing and barriers to services.

3.6 This observation is pertinent when the local deprivation picture is considered in relation to the national picture. For example when the comparison is made between Shepway and national figures, five Shepway LSOAs are within the top 10% of

deprived LSOAs in the country and of these, two are in the top 5% of most deprived in terms of barriers to housing and services[10]. These are positions not dissimilar to the outcomes of the IMD 2004.

3.7 Overall Shepway has suffered from various levels and types of deprivation over the last few decades, as have many coastal areas. This has not only contributed to the types of deprivation highlighted but has also ensured that these have remained long-term problems, requiring co-ordinated and concerted efforts to reduce the deprivation levels which exist, within the district and against the national picture. The primary focus of this study relates to barriers to services outside of the main urban areas and in this context the IMD 2007 evidence can support decision making in the LDF to ensure that future development tackles deprivation.

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[10] The LSOAs in the top 5% are both in the Romney Marsh Electoral Ward, the LSOAs in the top 10% are Lydd, Hythe West and North Downs West. All of these, except Hythe West are in the area defined as rural for this study.

3.8 Healthcare provision

3.9 Healthcare provision in Shepway is provided by the Eastern and Coastal Kent Primary Care Trust. The nearest Accident and Emergency department for the district is at the William Harvey Hospital, Ashford. Approximate journey times are 20 minutes from Folkestone and New Romney. In addition to this the northern area of the district is served by the Kent and Canterbury Hospital which has an Emergency Care Centre, providing an enhanced minor injuries unit. There are also minor injury facilities at the Royal Victoria Hospital, Folkestone and The Buckland Hospital, Dover.
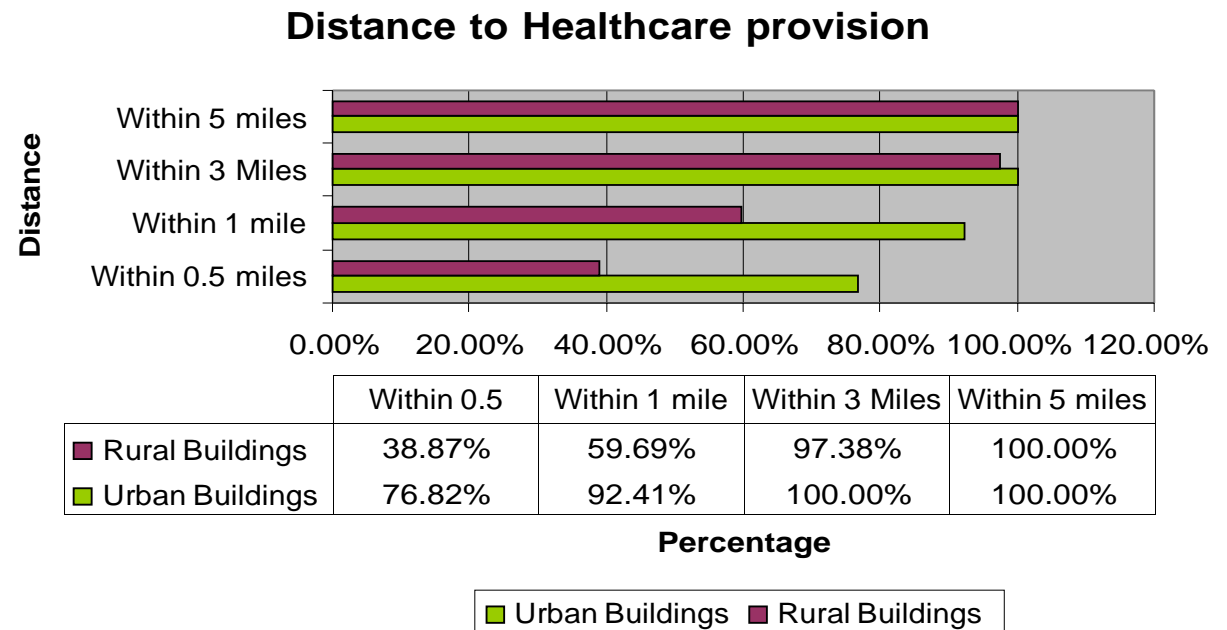
3.10 Currently within the district the total NHS healthcare provisions totals are (excluding dental practices):

Healthcare Service	Total	Within Rural Areas
Hospitals	1	0
GP Surgery	24	13
Health Centres	2	1

3.11 In terms of walking distances to healthcare services, rural areas have approximately half the level of access than urban areas, as shown by the adjacent 'Distance to Healthcare provision' graph. Only when the distance is increased to three miles do rural levels of access begin to resemble those of urban areas (as above these figures exclude dental practices which are dealt with separately further on in this section).

3.12 It is difficult to determine whether access to health services has a direct correlation to the health of people, as this can be affected by lifestyles or genetic make-up as much as by the distance to local health services. According to *The First Annual Report for Kent of the Director of Public Health 2006* published in December 2007, 'life expectancy in all areas [in Kent] is

Distance to Healthcare provision

	Within 0.5	Within 1 mile	Within 3 Miles	Within 5 miles
Rural Buildings	38.87%	59.69%	97.38%	100.00%
Urban Buildings	76.82%	92.41%	100.00%	100.00%

Percentage

Urban Buildings   Rural Buildings

higher than the national average.'[11] The resultant average life expectancy for Kent is 79.7 years. This compares to 88.7 years in Shepway, demonstrating under this particular measure that Shepway fares considerably better than other areas in Kent. In the 2008 District Health Profile conducted by the NHS, the general health of Shepway residents was deemed as similar to the national average.

Electoral Ward Map of Shepway showing Life Expectancy at Birth – ONS Ward Estimates 1999-2003
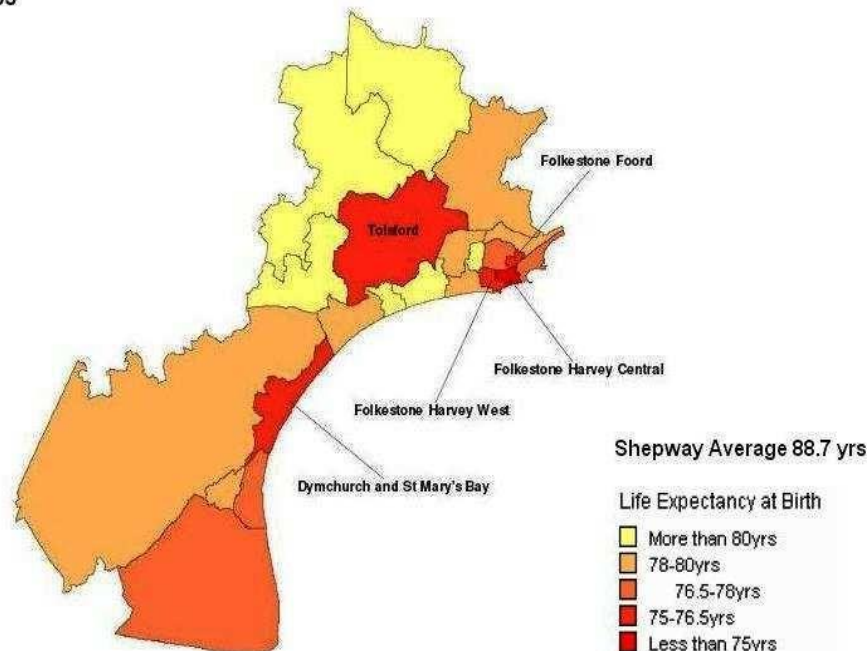
Electoral Ward Map of Shepway showing Synthetic Obesity Estimates 2002 (released by ONS 2006)
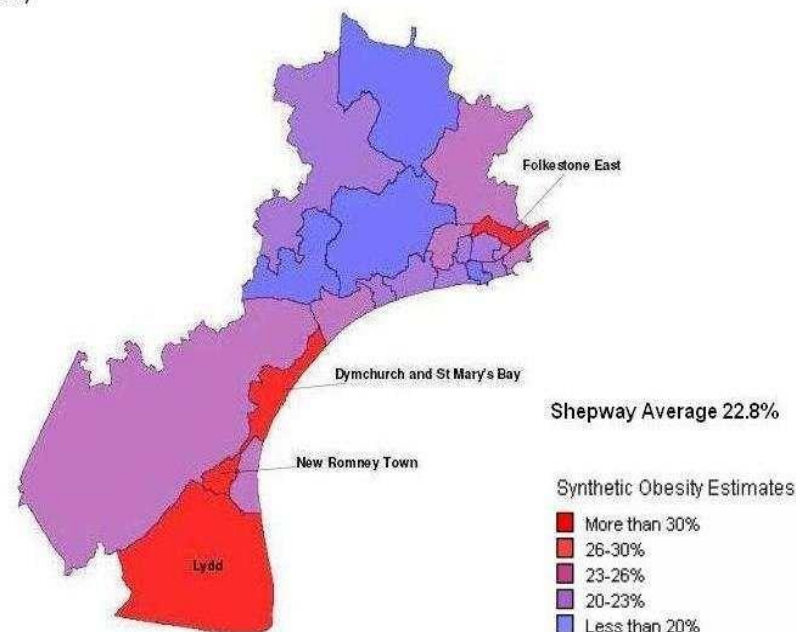
Source: *Primary Care Needs Assessment Public Health Dataset Budget Holding Innovation Group (BHIG) Cluster* December 2007

3.13 The above two health maps show the life expectancy at birth and obesity estimates for the district. In particular, the maps highlight relatively low life expectancy levels in the Tolsford and Dymchurch and St Mary's Bay wards and higher levels of obesity in the Lydd, New Romney Town and Dymchurch and St Mary's Bay wards. Living in rural areas is usually associated with higher life expectancy and standards of living although these wards do not appear to match with these assumptions. It is not possible to determine the reasons for these occurrences; they may be associated with access to physical facilities such as clubs and sports centres. Conversely it may be due to the in migration of retirees from large urban areas which traditionally have lower life expectancies.
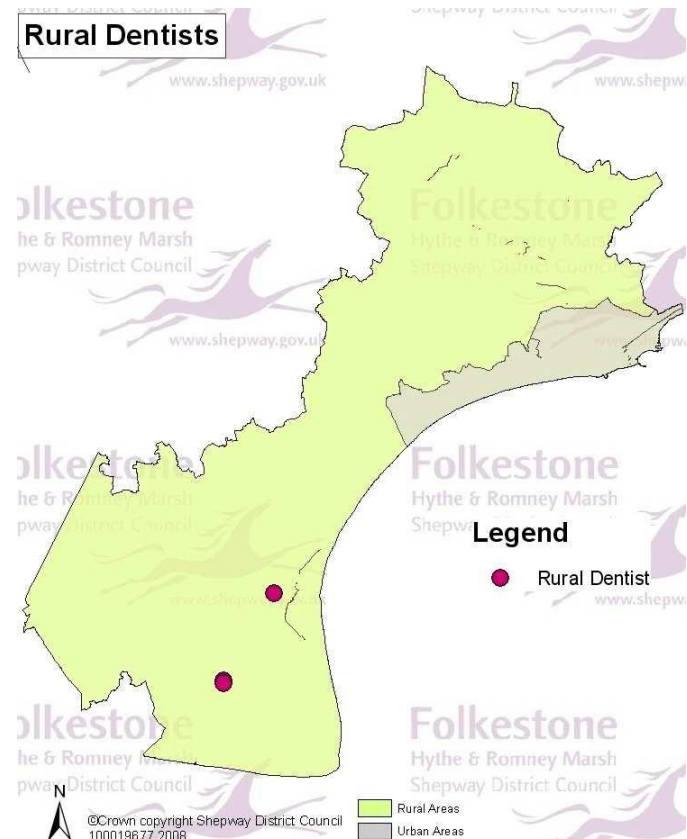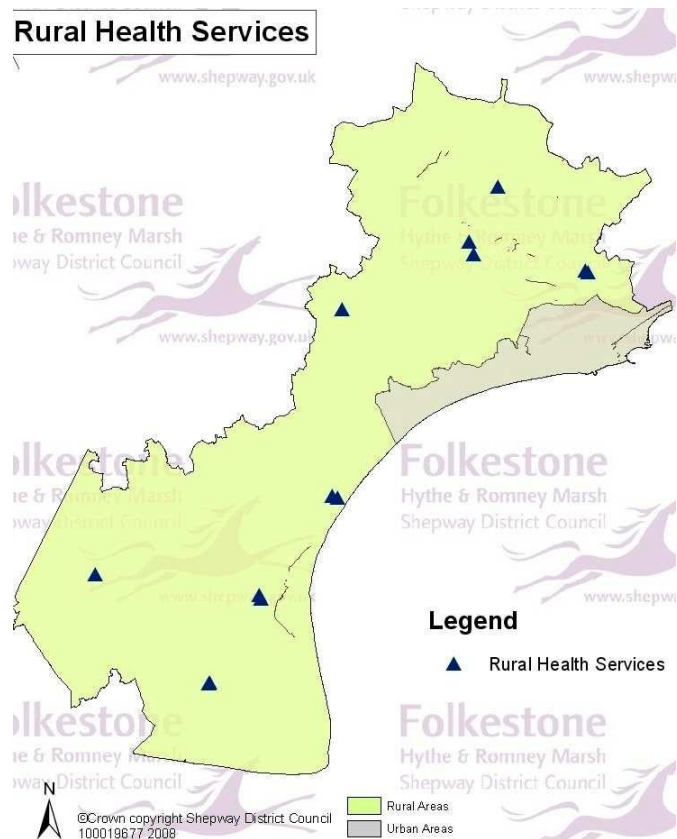
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[11] *The First Annual Report for Kent of the Director of Public Health 2006 – Summary* p. 8

3.14 An important aspect to consider in healthcare provision within rural areas is that rural areas do have significantly higher average ages than their urban counterparts. National figures suggest that the average age of rural residents is five years more than urban areas. This has led to the suggestion that 'the age imbalance undermines the viability of certain services, particularly schools, while also putting strain on social and medical care.'[12] The paradox is that the figures and maps (p. 16) suggest that residents in rural areas of the district have better health levels generally, but are more isolated from key health services in comparison to those who live in urban areas.

3.15 'The Rural Health Services' map (below) shows that there is a potential deficit of health care services (GP surgeries) in Stelling Minnis and Newchurch. From the health maps (p. 16), this does not appear to have had a detrimental affect on health levels in relation to other areas of the district but the lack of this type of service does pose questions in terms of accessibility. For example, those segments of the rural population which require greater levels of access to health services such as the elderly and parents with new born children have to travel further to access the service either by bus or an increasing reliance on the car – the latter option is against the principles of sustainability in terms of potential environmental and social impacts

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[12] Planning, pp. 16 -17, 14th March 2008.

Rural Health Services map and Rural Dentists map. Legend: Rural Health Services (triangle), Rural Dentist (circle). Rural Areas, Urban Areas. ©Crown copyright Shepway District Council 100019677 2008
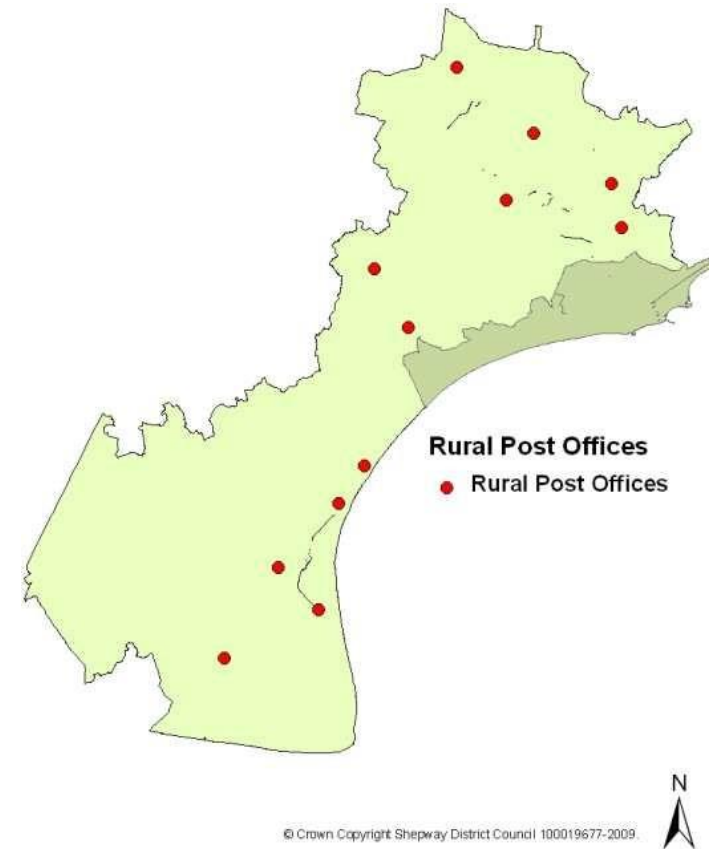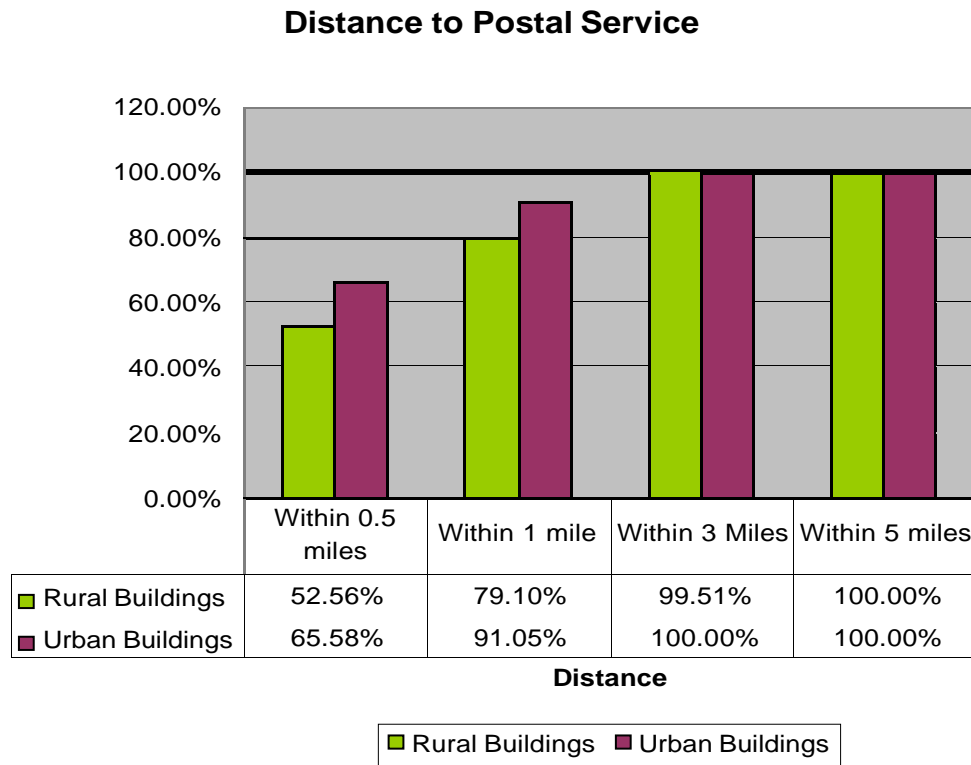
3.16 Dental and orthodontic services are provided by both the NHS and private practices. For the purposes of this study only dental practices offering NHS treatment are included as private practices are not necessarily available at an affordable cost for all users and NHS dentists also provide free dental care to children. Data for the dental services in the district was extracted from the NHS Service Directories webpage which use a postcode based search engine. The Civic Centre, Folkestone, and the One-Stop-Shop, Lydd postcodes were used as the basis for the search which returned results from across Kent. The relevant district information was then separated and mapped as shown on the 'Rural Dentists' map (p. 17).

3.17 The Rural Dentists map (p. 17) shows that the rural area in the north of the district has no local provision for dental care within close proximity of a majority of households. Analysis of the map data against rural buildings suggests that 22% of the rural area has access to a dental practice within one mile. At three miles this rises substantially to 70%, with 95% within a distance of five miles (the majority of these are from the northern area of the district which falls within the scope of the urban area services at this distance).

3.18 Post Offices

3.19 During 2007 as part of the government's national strategy, plans for the closure of six post offices in the district were announced which subsequently took place in January 2008. With the exceptions of Saltwood and Littlestone, these post offices were within this study's defined urban area. The 'Rural Post Offices' map below displays the current location of the remaining post offices (or weekly postal service) within the district.

Distance to Postal Service

	Within 0.5 miles	Within 1 mile	Within 3 Miles	Within 5 miles
Rural Buildings	52.56%	79.10%	99.51%	100.00%
Urban Buildings	65.58%	91.05%	100.00%	100.00%

Distance

Rural Buildings Urban Buildings

Rural Post Offices

• Rural Post Offices

N

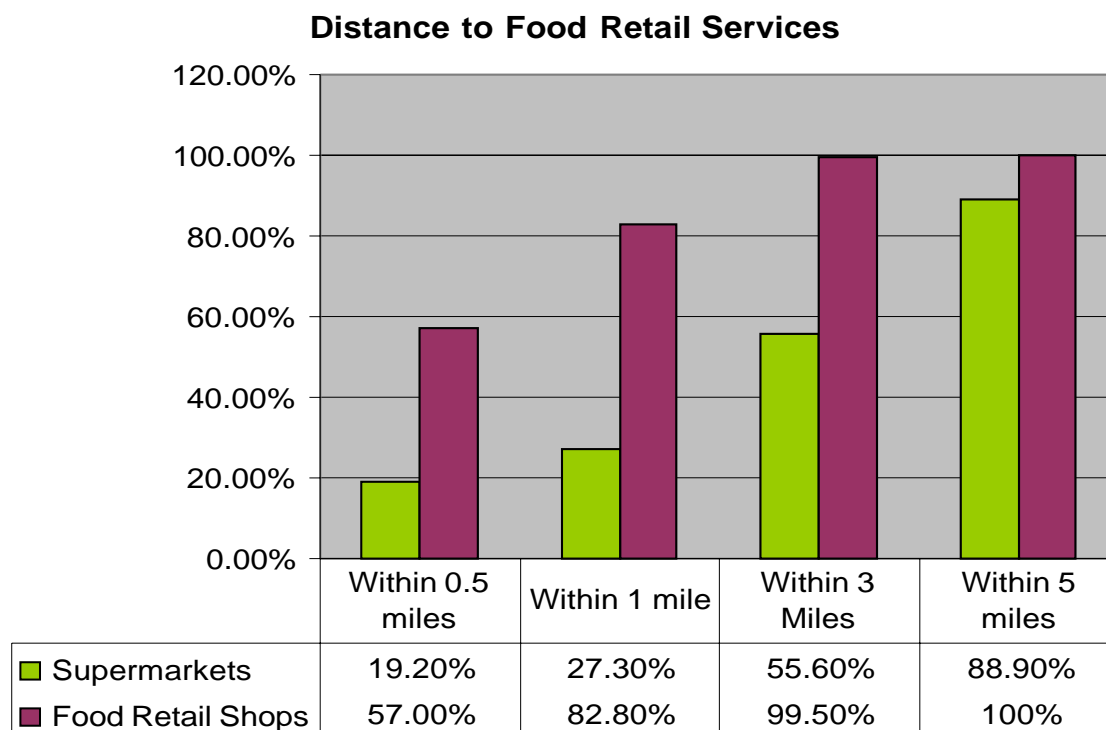© Crown Copyright Shepway District Council 100019677-2009.

3.20 The 'Distance to Postal Service' chart (above) clearly shows that rural areas do not have the equivalent level of service than urban areas until the threshold of three miles is reached. Post offices are viewed by many as 'the' essential service in any rural settlement. This is usually because the post office is normally the last retail activity left in rural communities and in many cases provides convenience goods in addition to financial and postal services. However recent changes in national regulations and technology have allowed customers to purchase road tax and other services via the internet. Coupled with

these developments, benefits and pensions are now paid directly into bank accounts further diminishing the traditional role and customer base of many post offices. However post offices provide a particularly important service for vulnerable residents whose movements may be restricted whilst they also play a role in enhancing the social vitality of rural communities.

3.21 Supermarkets and food retail

3.22 Within the defined rural area of this report there are only two major supermarkets; Sainsbury's in New Romney and Lidl in Hawkinge. In addition to these there are a number of small convenience stores located across the district. For the purposes of this study, any settlement which had a food retail shop (one selling essentials such as bread and milk) was mapped rather than each individual food store. The focus was on whether this service was available in certain areas rather than the level of service provision.

3.23 This measurement was based upon the centre of the settlement where at least one food retail shop exists, in preference to the exact location of the shop. The aim of the figures provided in the 'Distance to Food Retail Services' table below was to display the distance that users of food shops had to travel to the service.

Distance to Food Retail Services

	Within 0.5 miles	Within 1 mile	Within 3 Miles	Within 5 miles
Supermarkets	19.20%	27.30%	55.60%	88.90%
Food Retail Shops	57.00%	82.80%	99.50%	100%

3.24 The adjacent table shows that in many rural parts of the district, residents have poor access to supermarkets meaning they are required to travel longer distances to reach them. In terms of food retail shops the figures are significantly better. However these shops tend to be small and provide shoppers with convenience and basic items rather than the choice associated with supermarkets. In the table, supermarkets were intentionally left out of the 'food retail shops' column as they had already been counted in the 'supermarkets' column.

4.0 Working and Learning in Rural Shepway

4.1 Employment

4.2 Historically parts of Shepway have suffered from higher levels of unemployment in comparison with the national average. This has been compounded by lower levels of educational attainment and higher levels of social needs in relation to national averages. The level of unemployment in the rural area of the district ranges from 1.3% of the working population in Elham and Stelling Minnis to 4.7% in Lydd (Nomis, March 2009[13]). This compares with 4.2% of the population claiming Job Seeker's Allowance across the district (Nomis, March 2009). These figures suggest that some rural areas had lower levels of unemployment but this may mask issues of job quality and remuneration.

4.3 The government's Rural Advocate has stated, 'Lower weekly wages is (sic) a persistent and widespread feature of employment in rural workplaces, when compared with many urban areas. Overcoming this disparity is perhaps the most deep seated challenge that needs to be tackled by employers, public authorities and private support services'[14]. To put into perspective rural to urban incomes, national research puts the ratio of house prices to median income as 8.1:1 in rural areas compared with 6.8:1 in urban areas.[15]

4.4 Less than 2% of the workforce in Shepway was working directly in the farming/agricultural sector in 2004 (Defra). This was based upon a recorded figure of 791 persons working in the rural (farming) sector in the district across 326 holdings. This included part-time and full-time workers, however due to migration changes since the 2004 survey, and the seasonal nature of certain farming methods, the actual figure may be slightly higher (or lower) than the 791 recorded. This accounted for 1.72% of the entire working-age population in 2004. These figures can only reflect those workers directly employed in agricultural production and therefore this relatively small percentage is likely to increase if it included indirect employment, for example in haulage.

4.5 Tourist attractions represent a key source of employment in rural areas. Within rural Shepway major tourist attractions include Port Lympne Wild Animal Park and the Romney, Hythe and Dymchurch Railway (RHDR). The potential to create long-term employment opportunities from such attractions is recognised although they can generate a 'double' impact, boosting the local economy indirectly through supporting businesses such as hotels. Conversely tourist attractions can have an adverse impact on the local transport and environment infrastructure.

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[13] See www.nomisweb.co.uk – a web based database of labour market statistics
[14] Stuart Burgess, Commission for Rural Communities, *England's rural areas: steps to release their economic potential,* p. 20
[15] From *Report of the Rural Advocate 2007* in Planning, 14th March 2008

4.6   Logistical and haulage related jobs provide another important source of employment in rural areas. For example Link Park (Lympne) is an industrial estate located in close proximity to good transport links, such as the M20 motorway. The Park also provides the potential to create further jobs, especially given the district's prominence as an international gateway with Eurotunnel and the M20 linking the district to the rest of Britain and Europe.

4.7   Rural Tourism

4.8   Planning Policy Statement 4: Planning for Prosperous Economies echoes the policy ethos of the former PPS 7, stating how tourism can make a significant contribution to the sustainability of rural areas, in maintaining the vitality of the local built and natural environment and in supporting local business and services.
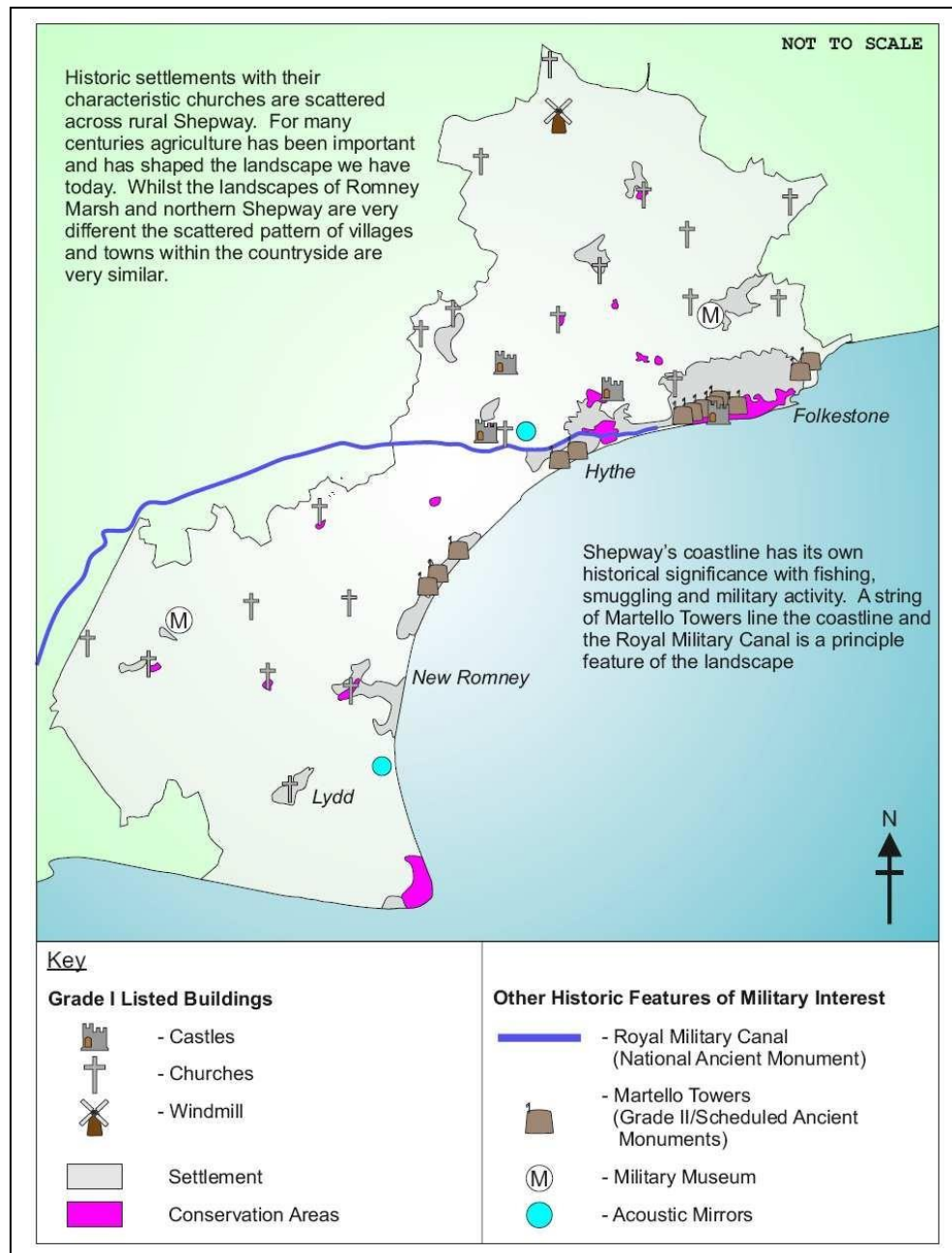
4.9   For the purposes of this Study, a desktop survey of the tourist attractions in the district's rural areas was undertaken using Ordnance Survey maps and information from a local tourism promotion initiative[16]. It is acknowledged that the information derived from this research may not be comprehensive but it does provide a useful set of preliminary findings in assessing the current level of tourism provision in rural areas. In light of the lack of formal classifications of tourist activities in government guidance, the survey used a typology; 'leisure attraction', 'monument' and 'museum/visitor centre'.

4.10   Accommodation was considered to be a tourist facility, generally dependent on the primary attractions in the District and was therefore not included in the survey. However secondary research highlighted the district contains numerous sources of accommodation – hotels, bed and breakfasts, camping and caravanning sites – of variable size and quality.

4.11   Leisure attractions constitute to just under half of the identified tourist activities in the district, with around a third of these located in the Lydd ward. These consisted of sporting attractions including the Lydd Watersports Centre and environmental attractions such as the RSPB Nature Reserve at Dungeness.

---

[16] Discover Folkestone.

NOT TO SCALE

Historic settlements with their characteristic churches are scattered across rural Shepway. For many centuries agriculture has been important and has shaped the landscape we have today. Whilst the landscapes of Romney Marsh and northern Shepway are very different the scattered pattern of villages and towns within the countryside are very similar.

Folkestone

Hythe

Shepway's coastline has its own historical significance with fishing, smuggling and military activity. A string of Martello Towers line the coastline and the Royal Military Canal is a principle feature of the landscape

New Romney

N

Lydd

Key

Grade I Listed Buildings

- Castles
- Churches
- Windmill

Settlement

Conservation Areas

Other Historic Features of Military Interest

- Royal Military Canal (National Ancient Monument)
- Martello Towers (Grade II/Scheduled Ancient Monuments)
- (M) Military Museum
- Acoustic Mirrors

4.12 Museums and visitor centres were found to be spread fairly evenly across the District, from the Butterfly Centre at Swingfield Minnis to the Aeronautical Museum at Brenzett. Attractions found within this type differ in terms of size and function; the Romney Marsh Visitor Centre is set within an 11 hectare Site of Specific Scientific Interest (SSSI) and serves to educate visitors on various issues relating to local heritage and the environment whilst the Elham Valley Railway Museum at Peene is relatively small, but unique in its conservation of local railway heritage.

4.13 Monuments identified in rural areas were generally located towards the east of the District although of greater historical significance are the two Martello Towers at Dymchurch and the Royal Military Canal which runs 28 miles westwards from Seabrook to Cliff End, East Sussex.

4.14 The Martello Towers at Dymchurch are both classified as Listed Buildings (Grade II*). The areas of Elham (83), Lydd (61) and New Romney (61) contain the highest concentrations of Listed Buildings (mainly Grade II) in the district outside of the Folkestone and Hythe urban areas. These consist primarily of individual and clusters of dwelling houses not classified as tourist attractions but which do contribute to the distinctive character and appearance of the District's rural areas.

4.15 The rural areas of the district possess several tourist attractions that have a national and (in some cases) international branding. Particular examples include Folkestone Race Course, Westenhanger which holds regular race meetings and is well located in close proximity to the public transport network with a mainline railway station within walking distance of the venue.
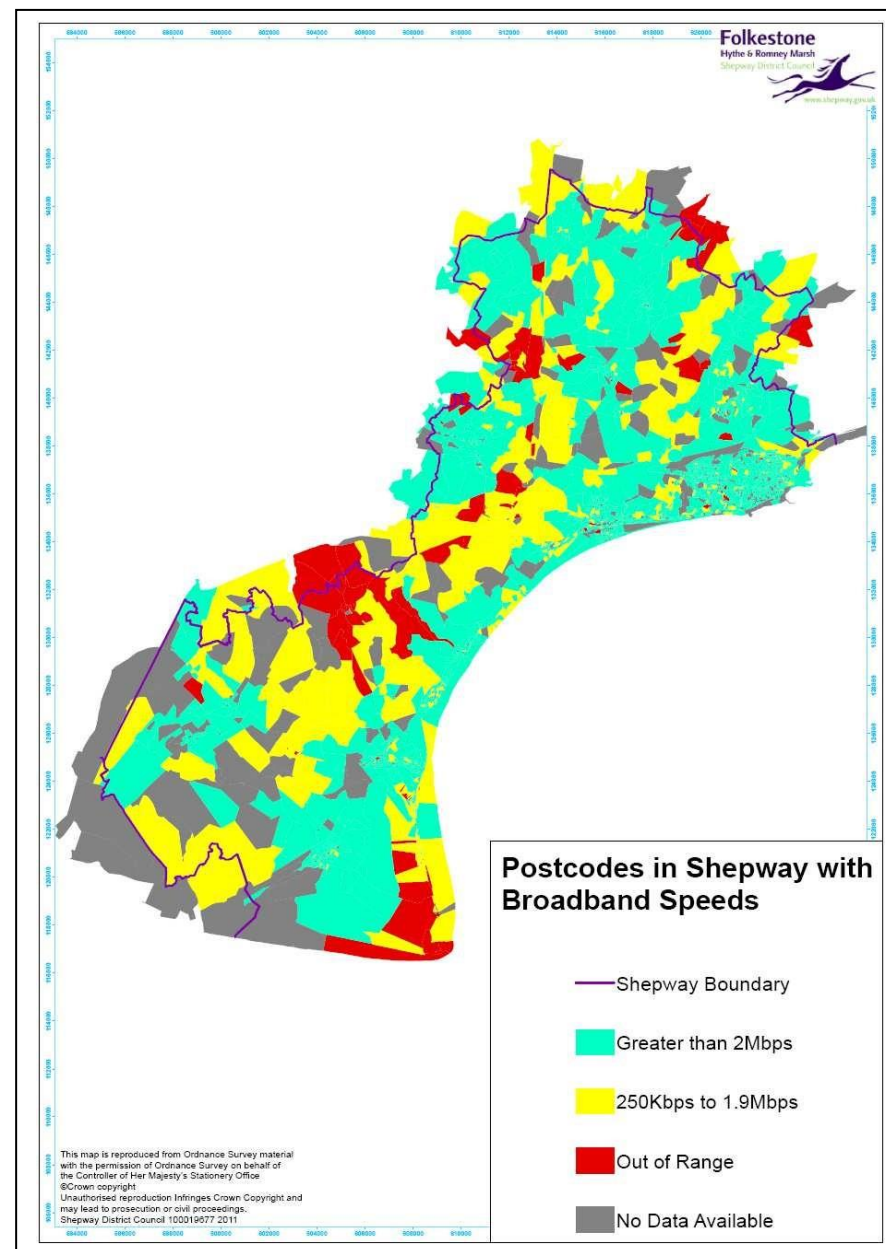
4.16 Elsewhere, the Romney Hythe and Dymchurch Railway (RHDR) which spans a significant part of the district and Port Lympne Wild Animal Park have both traditionally been popular with tourists and residents. The last Tourism Plan produced for Shepway (1981) noted these two attractions were the most popular in the district, with the RHDR attracting 182,300 people and the Wild Animal Park 91,900 people (1980 figures). Features of the rural and coastal environment are shown in the map (p. 23) which featured in the Core Strategy Proposed Submission Document.

4.17 Information Technology

4.18 Rural areas may suffer from geographic isolation which can have an impact on the social, cultural and economic lives of those living in these areas. However 'far from existing independently, the rural and urban help shape each other.'[17] Urban and rural areas can interact via the internet and the change from Narrowband internet (such as ASDL) to Broadband technologies has meant that internet users can connect quicker and download greater quantities of information faster. This has both advantages and disadvantages for rural communities.

4.19 The advantage for rural communities in terms of trade is that businesses no longer need to locate in an urban area to conduct their activities and can communicate just as effectively from rural locations due to IT advances. Furthermore, residents no longer have to visit libraries and urban centres for information as this can be obtained via websites at home (as long as one can afford a personal computer). There can also be benefits in having the ability to purchase goods and services online and having them delivered. The internet has given rural communities the opportunity to access a cheaper method of advertising products and services to a large audience.

4.20 During 2010 the KCC Information Communication Technology (ICT) Policy Team undertook a study of broadband speeds for the entire Kent sub-region. This was based upon three phone numbers per postcode being checked for potential internet service and speed via a computer program and subsequently an average was recorded. This enabled a detailed map of Kent to be produced. The file used to create the map for the Kent area

Folkestone
Hythe & Romney Marsh
Shepway District Council
www.shepway.gov.uk

Postcodes in Shepway with Broadband Speeds

— Shepway Boundary

Greater than 2Mbps

250Kbps to 1.9Mbps

Out of Range

No Data Available

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[17] Commission for Rural Communities, *Beyond Digital Divides?*, p. 8

was obtained from KCC, and the data from Shepway was isolated and then used to draw a map for the District (p. 24).

4.21 The majority of the district has some form of broadband access. It is evident that areas defined as 'out of range' exist in isolated pockets of northern Shepway, the western edges of Romney Marsh and the Dungeness Peninsula. Shepway District Council has been successful in two separate bids to Kent County Council for £100,000 to improve broadband services in the aforementioned areas, including at Lympne and Stanford in the north of the district and at Dungeness, Lydd-on Sea and Greatstone to the south. A successful bid also secured £50,000 to improve broadband access in Sandgate.

4.22 The internet has also created some disadvantages for rural communities. The rate at which broadband speeds have increased in urban areas is superior to those in rural areas which has meant the gap between the two is getting larger and thus rural areas are at a relative disadvantage. There have also been examples where people have decided not to buy a house or move into rural areas in Shepway due to poor broadband. This can in fact lead to house prices being pushed down and younger generations moving away from these areas.

4.23 Education

4.24 Education in Shepway is provided by KCC as the Local Education Authority (LEA) which is responsible for the provision of both primary and secondary level education. Approximately 50% of rural buildings have access to a primary school within walking distance (0.5 miles or 800 metres). Compared to other facilities and services (for example healthcare, 38%), this figure is quite high.   However in comparison with the urban area, approximately 91% of residents are within waking distance of a primary school.

4.25 Walking distance to a primary school forms a key part of development considerations and it has been suggested that a site might be more suitable for sustainable residential development if it is within 800 metres of a primary school (and indeed other services)[18]. In terms of secondary schools, national guidance suggests that a time of 30 minutes commute on public transport time is appropriate. In rural areas fewer than 10% of rural buildings are within 0.5 miles of a secondary school with this figure increasing to 65% when the distance is within 3 miles. In terms of the 30 minutes commute on public transport time, further analysis of this aspect is required outside the scope and resources of this study.

4.26 The adjacent 'Rural Schools' map shows the location of primary schools across the rural areas. The pattern is fairly consistent with other services within the rural area. The lack of a primary school in the St Mary in the Marsh area is notable. The rural area contains two secondary schools at Brockhill Performing Arts College, Saltwood and The Marsh Academy, New Romney.

4.27 Further education in the form of academic and vocational courses is available at South Kent College, Folkestone (and associated campuses at Ashford) and Canterbury College There are also a number of adult education courses provided by KCC in business, art and science subjects. In terms of higher education, courses are available at the University Centre Folkestone. Canterbury Christ Church University and the University of Kent are within an hour's drive of most areas of the district.

Rural Schools

Legend

● Rural Schools

☐ Rural Areas

☐ Urban Areas

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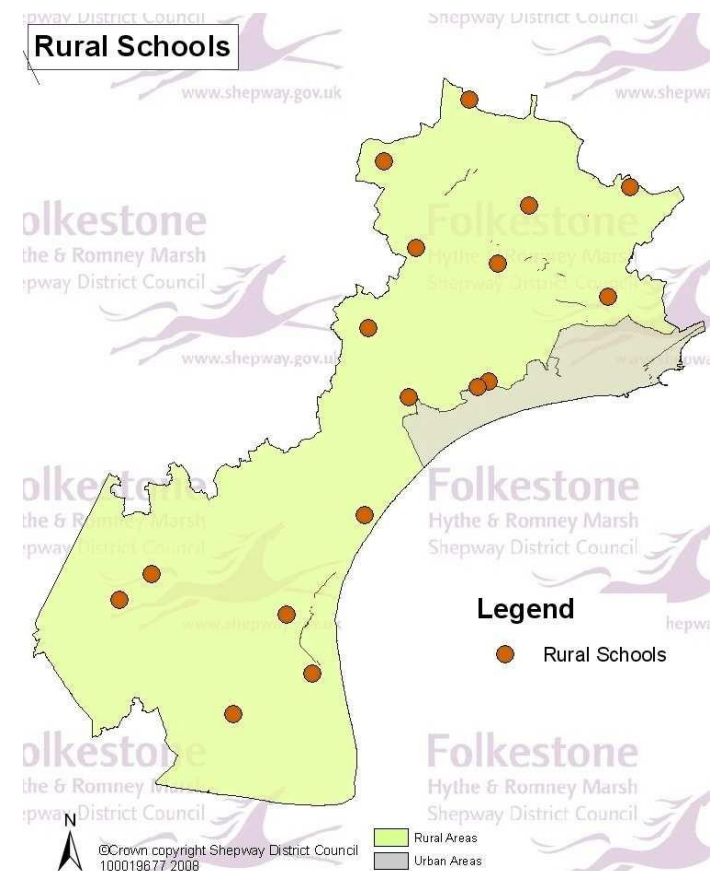
[18] See for example, *Strategic Housing Land Availability Assessments: Protocol for Kent and Medway (December 2008)*

4.28 Library Services

4.29 Libraries provide a vital service to many small or isolated communities. They provide various sources of information to people who may not have the means to travel to urban locations and free access to the internet. Public consultation documents are also usually deposited at permanent libraries.

4.30 The table below shows the average distance between rural household and stationary libraries:

Distance	Rural Buildings	Urban buildings
Within 0.5 miles	18.9%	67.5%
Within 1 mile	27.9%	93.7%
Within 3 miles	78.9%	100%
Within 5 miles	99.4%	100%

4.31 As illustrated in the above table, residents of rural areas have a greater distance to travel to access library services. Rural areas do not have the same average distance as urban areas until the catchment area is extended to five miles compared to roughly one mile in urban areas. Hawkinge does not have a stationary library, which is surprising given its relative size in the rural area. This may however be an effect of the recent expansion of the village, which is not currently replicated in it having a full-range of services.

Rural Stationary Libraries

Legend

Rural Libraries

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4.32 In addition to the stationary libraries there is also a mobile library service which operates both a weekly and fortnightly service in certain parts of the district. In terms of the mobile library service, 56% of rural buildings are within 1 mile of a weekly service and 45% are within a fortnightly service. There are limitations on the mobile service as there is no access to the internet on the library bus and the range of books and other materials is restricted by the space available. It is important to recognise that there are still issues in terms of access to information which may only be available online or at stationary libraries and therefore mobile library services are not included as an essential service.

4.33 The KCC 'Community Infrastructure Provision: Review of current and future service strategies in Kent' (March 2009) highlights the provision of various services in a hierarchy of locations. Rural communities are defined as villages and small towns where
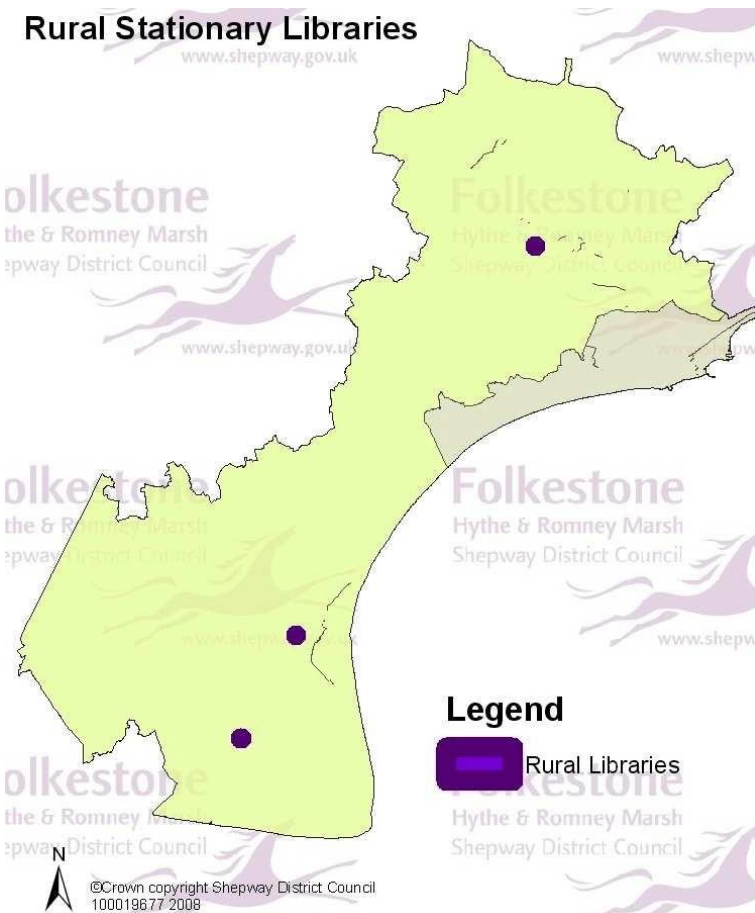
"Access to popular range of materials relevant to the local community including local history resources. Support to mobile library service, access points and community centres. Act as centres for the community. Remote access to centres of excellence based at Maidstone, district hub and urban community libraries and archives. Suitable for co-location with other services" (p. 18). Libraries within rural communities are identified at Lydd, Lyminge and New Romney, consistent with the 'rural' areas defined as part of this study and illustrated in the map on page 27.

5.0 Enjoying Rural Shepway

5.1 Natural Environment and Open Space

5.2 The natural environment is a key aspect of rural life and in many respects it is the reason why people choose to live in rural areas. Within the district the Kent Downs Area of Outstanding Natural Beauty (AONB) covers an area of 13,379 hectares, equating to approximately 38% of the district's land area. This is demonstrated in the adjacent map.

5.3 AONBs are nationally designated and their primary purpose is to conserve the natural beauty of the landscape.[19] AONB designation restricts certain forms of development in rural areas ensuring the character of these settlements is maintained for future generations, but this can also inhibit the provision of further services.

5.4 Open space represents a valuable resource in rural areas, particularly in providing facilities for sport and recreation which underpin people's quality of life.[20] During 2007 and 2008, as part of the evidence base for the LDF, data of the district's open space was collected as part of an Open Spaces Audit. The 'Open Spaces Table' (below) is based upon the outcome of data collected for this audit (excluding urban buildings):
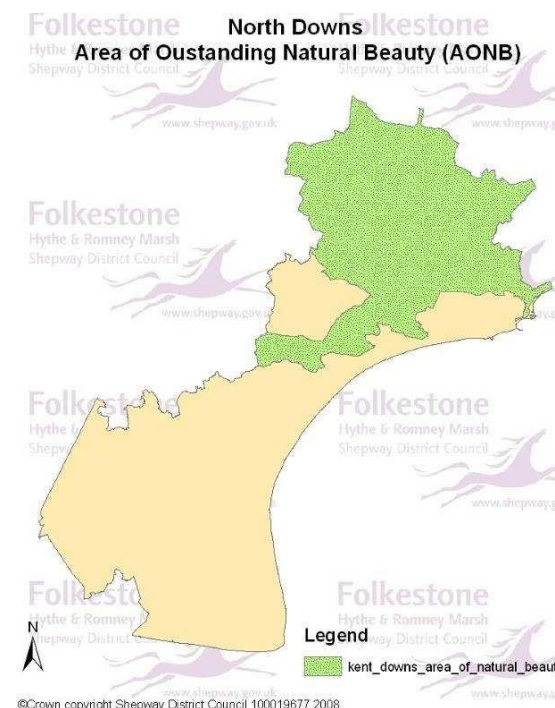
Open Spaces Table

Open space type	Within 0.5 miles	Within 1 mile	Within 3 miles
Parks and Gardens	20%	30%	75%
Outdoor sports facilities	66%	78%	99%
Natural and semi natural urban green spaces	30%	53%	93%
Amenity green space	87%	92%	100%
Allotments	24%	37%	87%
Provision for children and teenagers	70%	85%	100%

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[19] Local Plan Review, Adopted 2006
[20] Planning Policy Guidance 17: Planning for open space, sport and recreation

5.5 The table (p. 30) shows there is a wide disparity between certain types of open space provision. This could be due to a number of reasons analysed earlier in this study including for example that the AONB is not recorded in the Open Spaces Audit per se and this could prevent the development of land into public parks and gardens. The data from the Open Spaces Audit is currently being analysed and the key findings of this study are being finalised. This should facilitate additional analysis of the data at a latter stage to further inform the provision of open space in the rural and urban areas of the district.

5.6 Village/Community Halls

5.7 Village and community halls provide an important focus for any settlement, but particularly those in rural areas. In many cases, aside from schools, they provide the only large covered public space. They have the capacity to provide space for various recreational activities such as youth clubs, dog training and coffee mornings. The locations of village and community halls are shown on the adjacent map.

5.8 There are a total of 20 village and community halls in the district's rural areas and the adjacent map illustrates a fairly even distribution. However this study was unable to determine the current state or availability of village hall facilities and therefore access may be more restricted than perhaps suggested by the map.
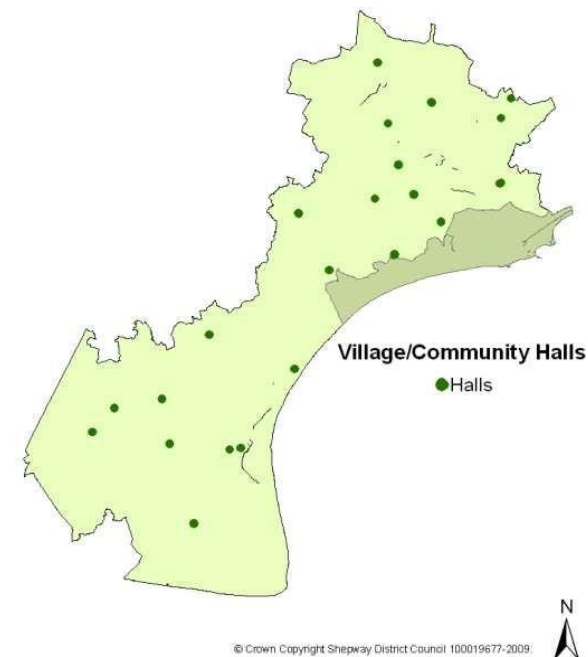
5.9 Places of Worship

5.10 Within Shepway there are 67 recorded places of worship. In terms of the known religious beliefs of the district population, 75% are Christian, 22% have no religion and the remaining 3% are from other major religions.[21]Modern living priorities and different ideas on faith have led to a well documented fall in congregation numbers for many major religions. Faith and local community facilities and voluntary activities still remain an important aspect of everyday life, especially in rural areas where physical and social isolation can be more acute,

5.11 The adjacent map demonstrates that most rural settlements are within reasonable distance of a place of worship. Further research beyond the scope of this study would be required to assess the level of operation of the known places of worship, such as ascertaining whether a weekly or regular service is held.

Village/Community Halls
● Halls

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Places of Worship
● Places of Worship

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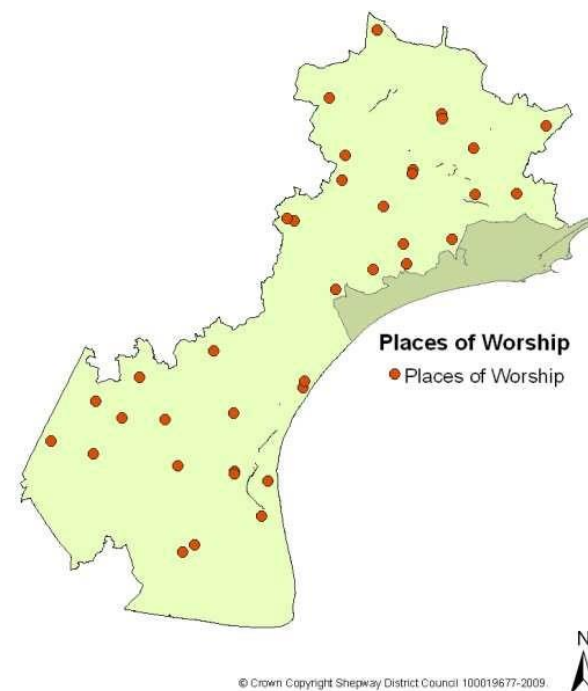
[21] Census 2001. Other major religions include for example, Islam, Buddhism, Hinduism, Judaism etc

5.12 Public Houses

5.13 Rural public houses (together with post offices) often form the heart of rural communities[22]. This is recognised both nationally and locally (Local Plan policy S8). The traditional 'local pub' is under threat and their demise from rural areas (and indeed urban) has attracted considerable national attention.

5.14 The Commission for Rural Communities (CRC) has undertaken a number of studies into the provision of services in rural areas across the country. Nationally, distances from households to public houses were measured for the first time in 2007. According to the CRC, 91.3% of rural households are within 2km (approximately 1.2 miles) of a public house and this compares to approximately 91.7% of rural households within Shepway.

5.15 The table below shows the average distance to public houses within rural areas of the district.

Public Houses	Building Count	Percentage
Within 0.5 miles	12781	59.67%
Within 1 mile	17708	82.67%
Within 3 Miles	21417	99.98%
Within 5 miles	21421	100.00%

Rural Public Houses
- Public Houses

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5.16 The 'Rural Public Houses' map shows the approximate location of public houses across the district. It is difficult to record an up-to-date snapshot of the location of every public house in the area due to changes in ownership and opening, and accessible, centralised database exists. Therefore the data displayed here has been collated from officer fieldwork studies and desk based research.

5.17 The protection of various rural services such as public houses is a part of PPS 4 which states at EC13.1a that local planning authorities should, "take into account the importance of the shop, leisure facility or service to the local community or the economic base of the area if the proposal would result in its loss or change of use"[23]. This is reinforced by Local Plan Policy S8, which does not allow the change of the last shop or public house within village or rural areas unless suitable justification is given.

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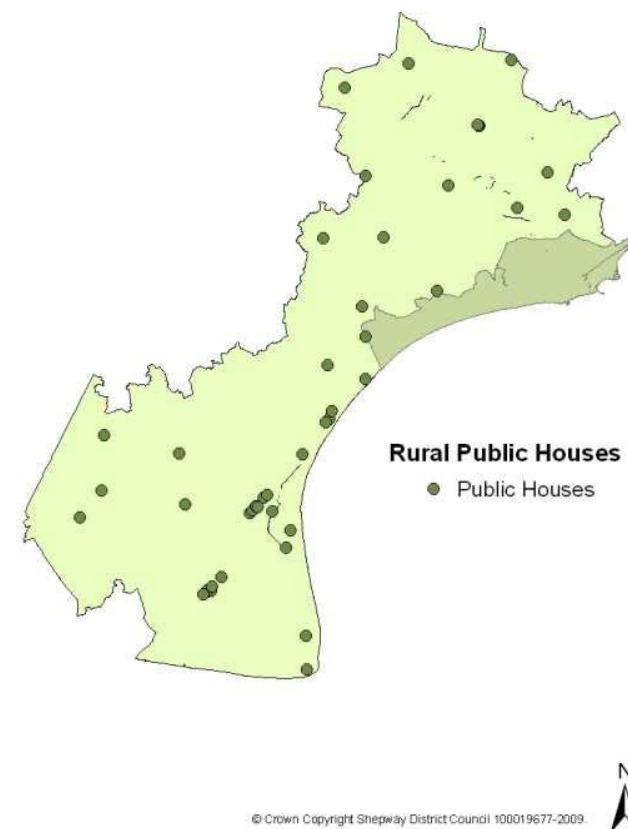
[22] Planning for Rural Pubs: A practice in the Media Briefing, RTPI website, August 2007
[23] *Planning Policy Statement 4: Planning for Sustainable Economic Growth*, p. 19

6.0 Horn Street

6.1 As mentioned in Chapter 2 – "Positioning Rural Shepway" – within the defined urban area of this report there exists a settlement between the main centres of Folkestone and Hythe which possesses many of the characteristics of the district's rural areas, whilst having a close proximity to the main urban areas. This makes an analysis of access to services in the Seabrook/Horn Street area more complex. Therefore this discrete area is analysed separately form the rest of the rural area.

6.2 The adjacent map shows the broader location of Seabrook in relation to Folkestone and Hythe. The majority of the settlement lies in a small valley with the Seabrook Stream running down part of its concourse. To the north, east and west of the valley there are large tracts of open land owned by the Ministry of Defence. The northern end of Horn Street terminates near to Junction 12 of the M20 whilst the south end of Horn Street finishes at a T-junction with the main coastal road (A259).

6.3 The Horn Street settlement is served by Seabrook Primary School, St Martin's Primary School and Cheriton Primary School. It also has one pub in the centre of the settlement (The Britannia) in addition to the Fountain Pub on junction with the A259. The settlement also has access to a weekly mobile library service. In addition to these services it has a reasonable level of transport provision, served by the main bus routes along the A259 and the Stagecoach 160 bus service.

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6.4 In considering these services within the criteria set out in Chapter 7.0 – "Study Findings" – in terms of the service cluster hierarchy, it would appear reasonable to suggest that the Horn Street settlement can be classed as a Tertiary Service Cluster for the purposes of this study. This is due to the service provision stated above and relative close proximity to transport links. Due to the nearby location of Folkestone and Hythe, the services provided in the Horn Street settlement are probably more likely to provide a localised service and a loyal customer base would therefore be required to sustain the profitability of these at levels. Profitability might be more secure if such businesses were based in the Folkestone and Hythe centres, whereas some businesses in the rural area can rely on passing trade.
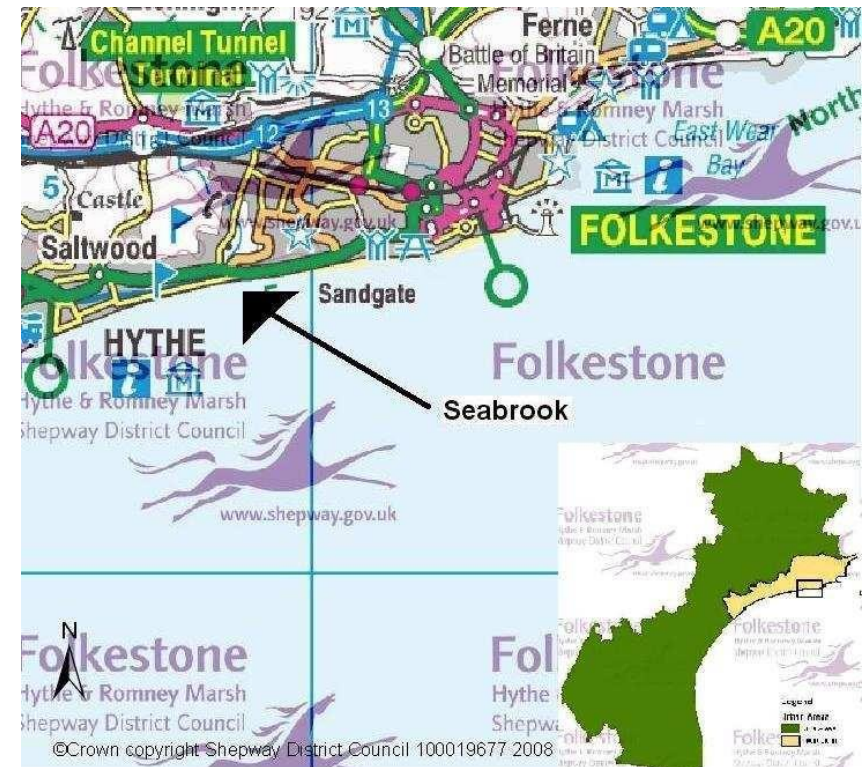
7.0   Study Findings

7.1   The existence of services in the rural areas of Shepway has been summarised on a parish basis in Appendix Two (see also Appendix 3 for the location of Shepway Parishes). In terms of population, New Romney has the best range of services and it may also be relevant that it plays a premier retail role. The Lydd area is similar in providing a wide range of key services but it does not feature a secondary school whilst it also has a more limited choice of shops than New Romney town. Hawkinge is one of the most populated parishes. This settlement has experienced rapid population growth in recent years and the fact it was historically a smaller settlement is represented by a lack of 'traditional' services such as a petrol station (despite a main thoroughfare to Canterbury, the A260, passing through the centre of the village).

7.2   Lyminge Parish and New Romney Parish has the smallest population with a permanent library service. Appendix 1 shows that the St Mary in the Marsh Parish has relatively few services within its boundary although residents should benefit from being in close proximity to Dymchurch which is well served. Lympne has a relatively sizeable population given its overall level of services but it is in a central location within the district with a number of service options a short journey away. In contrast, Elham is more isolated and benefits from a good range of facilities - perhaps due to its role historically and as a tourist centre.

7.3   Swingfield Parish has a population of over 1,000 but lacks for example a food shop or health services. Areas such as Swingfield Minnis are however on a good bus route between major towns and new services at nearby Hawkinge. Saltwood features a primary school and a secondary school but has lost its post office. This could be attributed to its close proximity to urban Hythe. Appendix 1 also highlights the role the Parishes of Brookland and in particular Brenzett play in providing crucial services to the significant (but dispersed) population of Romney Marsh.

7.4   Isolated Parishes such as Ivychurch and Elmsted have a selection of services despite their local population being less than 300. It is clear that the exact geography of the overall pattern of services and transport infrastructure are significant factors in their relative distribution, in addition to the positioning of Parish boundaries.

7.5   Service clusters

7.6   The government's objectives for rural areas state that local planning authorities should promote sustainable patterns of development by exercising control over development in the countryside[24]. This is currently addressed locally by the existing settlements boundaries defined in the Local Plan and applied in policy CO2.

---

[24] *Planning Policy Statement 4: Planning for Sustainable Economic Growth.*

7.7 If the main urban area running from Folkestone to Hythe is excluded; there exist several settlements with defined boundaries in the rural area. The boundaries (also known as 'village envelopes') will be reviewed in the LDF. The first priority is to consider the distribution of facilities that serve communities to inform Core Strategy decisions. However the settlements and their defined boundaries identified through Local Plan policy CO2 provide an initial interpretation of the extent of the main built-up areas (although it does not illustrate Stelling Minnis, Postling and Old Romney which have identified 'Special Character'). This can be seen on the Major Rural Settlements map in Appendix Four.

7.8 The use of Arcview has allowed the analysis of data to analyse the relationship between one service and another and their proximity to buildings in the district's rural areas. The software has also allowed the identification of service 'clusters'; areas with groups of services in close proximity of each other[25].

7.9 Service Cluster Findings

7.10 A principal objective of this study was to establish where concentrations of services are located in rural areas and from this to determine **clusters of key service provision** (where more than one key service is in immediate proximity). The relative level of key service provision in settlements could help inform the spatial strategy in the Core Strategy of the LDF. It is important to note that the extent and names of clusters does not necessarily represent the locally recognised confines of individual settlements, or provide information for the suitability of adjusting settlement boundaries. The clusters exhibit the level of service provision relative to other key services.

7.11 The CRC identifies three key categories consisting of retail, community and transport, as being important to ensuring the sustainability of rural settlements. This study firstly looks at fixed services and then factors in transport. Focusing on retail services and major community facilities that are valued by all and meet crucial day-to-day needs, seven **key services** can be identified. These are listed below (with the total number in the rural area of Shepway in brackets):

- Stationary Libraries (3)
- Banks (3)
- Health Centres -GP services (8)
- Food Shops (12)
- Post Offices (14)
- Primary Schools (17)

---

[25] The following services were included: **Post Offices, Primary Schools, banks, food retail shops, public houses, health services and permanent libraries.**

- Public Houses (45)

These public and private services help foster a sense of community, and villages can be considered more attractive and sustainable with a range of these facilities.

7.12 Banks and permanent libraries are within an easy walking distance of less than a quarter of rural properties (in contrast, over two-thirds of urban properties have a permanent library within the same distance). The 0.5 mile walking distance analysis for the key services are brought together in the adjacent 'Service Level within Walking Distance' table. This analysis suggests the seven key services do represent a range of important facilities, none of which are easily available to all rural residents, but some are slightly less scarce. This analysis shows that a food shop, post office, primary school and pub are within walking distance of at least half rural properties.

7.13 Clusters can be identified by plotting the key services. The maps in Appendix A show a stage-by-stage 'build up' of key services and their concentrations.

7.14 This study identifies primary, secondary and tertiary service clusters by using these maps. The primary service clusters map (p. 37) displays the three scarcest rural services; stationary libraries, health centres and banks. On 'Service Clustering Map A' (p. 37), it can be seen that the **New Romney/Littlestone/Greatstone, Lydd, Hawkinge and Lyminge** areas have clusters with a majority of these key services (in addition to other services). These three rural centres are therefore identified defined as primary service clusters.

Service Level within Walking Distance

Rural Buildings within 0.5 miles	
Libraries	18.92%
Banks	24.66%
Health Services	38.87%
Food shop	57.02%
Post Office	52.56%
Primary School	49.99%
Pubs	59.67%
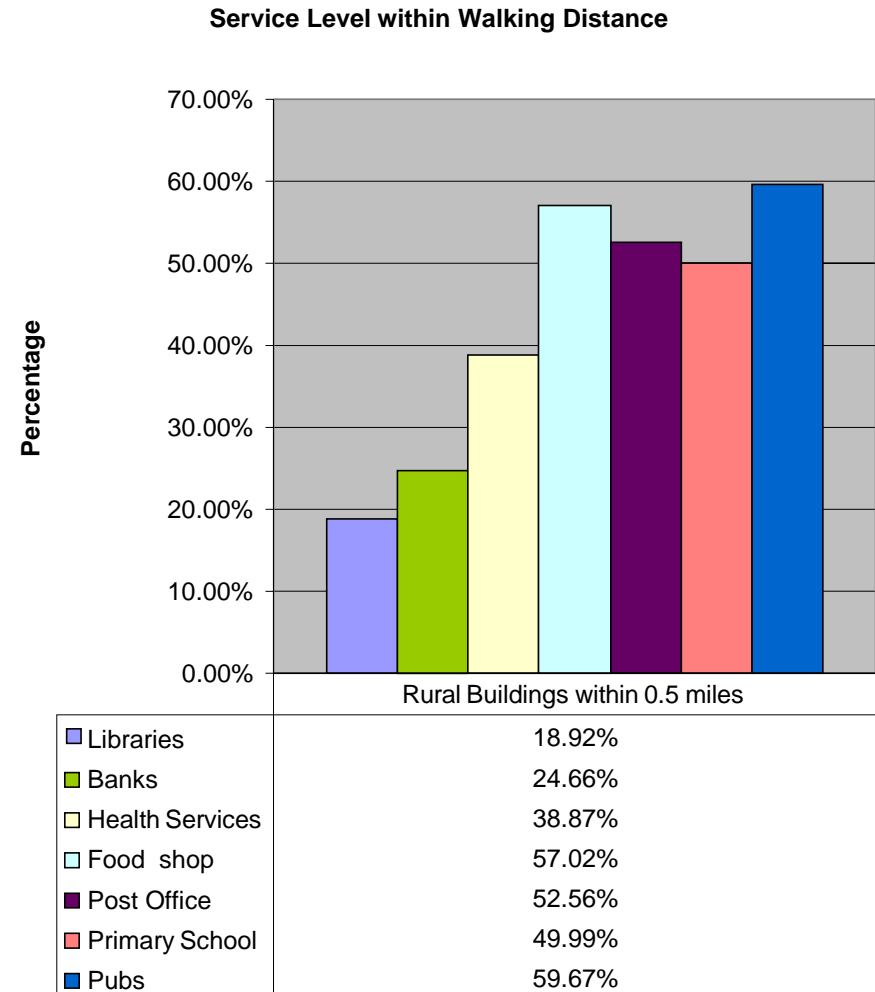
Service Clustering Map A
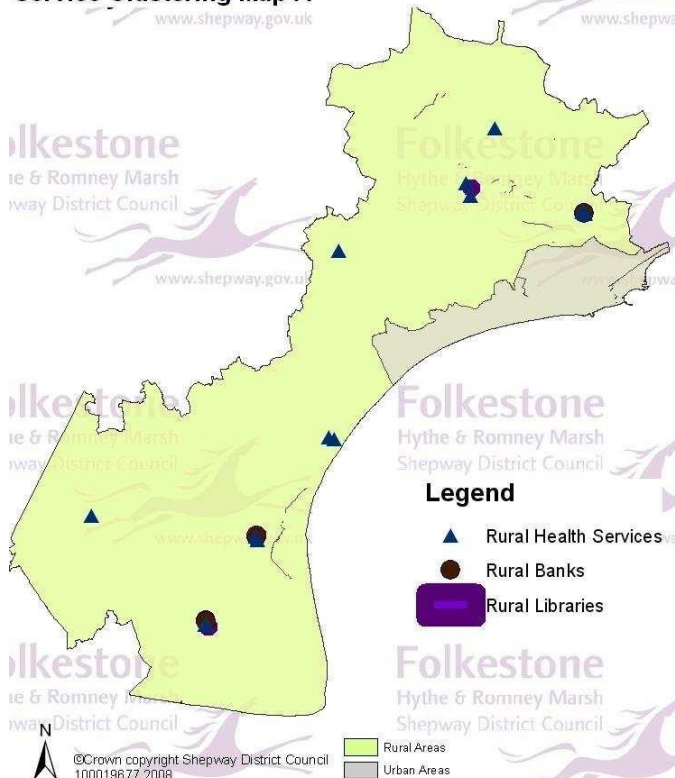
Service Clustering Map B

Service Clustering Map C

Legend (Map A)
- Rural Health Services
- Rural Banks
- Rural Libraries
- Rural Areas
- Urban Areas

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Legend (Map B)
- Rural Post Offices
- Food Shop
- Rural Health Services
- Rural Banks
- Rural Libraries
- Rural Areas
- Urban Areas

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Legend (Map C)
- Rural Schools
- Rural Post Offices
- Food Shop
- Rural Health Services
- Rural Banks
- Rural Libraries
- Rural Areas
- Urban Areas

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7.15 Densole could form a less significant cluster but due to the close proximity of the settlement with the extra services provided in Hawkinge and good accessibility created by public transport links, it is ultimately considered as operating with the Hawkinge Primary service cluster. The proximity of Littlestone and Greatstone to New Romney creates a similar scenario in the southern part of the rural area and therefore these settlements are considered as part of the New Romney primary service cluster. Lyminge Parish includes the settlement of Etchinghill, which has a limited selection of non-key activities a short bus ride to the south of the Lyminge primary cluster.

7.16 Following the identification of the primary service clusters, secondary clusters can be identified from Cluster Map Five in Appendix One in conjunction with accessibility. This map factors in the next two scarcest services, over the primary service clusters; food shops and post offices. Secondary clusters are the other areas that have more than one of the fairly scarce key services shown including in the **Sellindge, Lympne, Stelling Minnis and Elham** areas.

7.17 As the 'Service Clustering Map B' (p. 35) shows, many of these services are not always concentrated within certain focal points, and lack complementary facilities. However individual services can be within close proximity to each other and public transport routes, as seen in the maps in Appendix Two. Analysis of accessibility corridors illustrates the linkages that could form joint clusters. **Dymchurch** and **St Mary's Bay** both have complimentary key services and good bus or walking links and **Brenzett** similarly adds to **Brookland's** nearby key services (consistent with PPS 4 (para. EC6.2b) which states service clusters "might be a country town, a single large village or a group of villages").

7.18 Cluster Map Seven in Appendix One shows the overall distribution of key services. Many of these services are not always concentrated within specific focal points, for example primary schools in the north of the district and post offices and pubs in the south. Service Cluster Map Three in Appendix One demonstrates that Saltwood has several facilities but is not counted as a distinct cluster serving a rural area as it is regarded as part of the continuous built up area of Folkestone/Hythe.

7.19 The remaining services not accounted for by the primary and secondary service clusters and public transport connections might qualify as tertiary clusters such as individual key services that have other major facilities accessible nearby, for example at **Lydd-on-Sea.** Train stations also add another dimension of accessibility. Sandling station does not have any key facilities in the immediate vicinity, although it serves Saltwood and Hythe, commonly by linking car journeys. However Westenhanger station has smaller built-up areas in close proximity and with **Stanford's** key service (public house) forms a tertiary cluster. Appledore station may relate to services outside the district but in terms of Shepway is more complex (especially as it has no direct bus routes). There is a pub at Snargate and the key services at Brenzett, but these are not near enough to form a walking distance cluster within the station's catchment area.

7.20 It is also appropriate to consider whether tertiary clusters are identifiable through the other services mapped in addition to the key ones identified above. Close examination of the maps in the Appendix reveal that some potential opportunities, but there is only one place where a key service (School in this instance) is immediately adjacent to another service (pub/restaurant): **Bodsham** (Elmsted parish). Other villages either lack any key services or have a slightly dispersed location of services that do not form an effective cluster.

7.21 The Settlement Hierarchy Information Table gives an indication of the overall concentrations of key services in Shepway. It does not however cover every local facility, or provide a complete ranking. Nevertheless it is an objective general framework that can inform decisions about the future, in particular identifying broad areas that typically have good access to a basic minimum range of key services.

7.22 The 'Settlement Hierarchy Information Table' (p. 37) also recognises that choice between different providers of key services in a locality is a major element in vibrant rural centres where for example, shoppers benefit from a range of food shops in a locality. Therefore the overall level of key service provision within a cluster is relevant and this is shown in the third column of

the table. It can be seen that the larger concentrations of population tend to have a greater number of 'duplicate' key services.

7.23 In addition to the other local services (discussed in studying earlier chapters), the other key distinguishing factor between these clusters is the range of shops. Secondary clusters which are relatively well served will have shops in addition to those identified as key services, and most notably the largest rural towns such as New Romney will provide choice and cater for comparison goods shopping of durable items for example. This cluster mapping of services can provide a backdrop for strategic planning decisions about the network of centres such as the retail offer of market towns and large villages given their role in meeting basic service needs.

Settlement Hierarchy Information Table

Cluster Area Name	Cluster Level	Total Number of key services provided	Key services present
New Romney/ Littlestone/Greatstone	Primary	21 (joint total)	Health services, and bank/ permanent library - *plus below.*
Lydd Town	Primary	14	
Hawkinge/Densole	Primary	9 (joint total)	
Lyminge	Primary	7	
Dymchurch/St Marys Bay	Secondary	11 (joint total)	Post office and food retail, and others.
Elham	Secondary	7	
Brookland/Brenzett	Secondary	6 (joint total)	
Sellindge	Secondary	5	
Lympne	Secondary	4	
Stelling Minnis	Secondary	3 (plus primary school on bus route)	
Lydd-on-Sea	Tertiary	2 (non adjacent, but bus route)	Food retail and pub
Stanford/ Westenhanger	Tertiary	1 (plus railway station)	Pub and railway station
Bodsham (Elmsted)	Tertiary	1 (plus other immediately adjacent)	School

7.24 Transport Infrastructure

7.25 Transport accessibility is a key consideration within PPS7 and Planning Policy Guidance (PPG) 13: Transport. Close proximity to a major and regular rail or bus route can ensure the long-term vitality of settlements and enhance the lives of those living in rural communities. Within Shepway, the main London to Margate railway line has stations at Westenhanger, Sandling, Folkestone West and Folkestone Central. Serving the western area of the district, there is a railway station at Appledore which runs to north to Ashford and west to Hastings via Rye.

7.26 There is a light railway which runs from Hythe to Dungeness via Dymchurch and New Romney, although with no connection to the national rail network, limited services during certain times of the year and a focus on the tourist trade, this line has been excluded from this study.

7.27 Railway stations in rural settlements traditionally serve larger areas in order to try and capture the necessary critical mass to ensure the financial viability of the service. In terms of distances to a railway station, only 209 buildings were within walking distance of the three rural stations (Appledore, Sandling and Westenhanger) with this increasing to 802 buildings within 1 mile (3.74% of rural buildings). The immediate catchment area for railway stations remains fairly small and furthermore, in rural areas there appears no direct integration of bus routes with rail services – this may be typical of a lack of demand for services.

Rural Railway Stations with 0.5 and 1 mile buffers

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7.28 Sandling and Westenhanger are within close proximity of each other and when coupled with the Folkestone stations, this creates a rail corridor through the central section of the district, aligned with the M20 motorway. The map (above) illustrates the absence of accessible rail services within the southern and northern areas of the district.
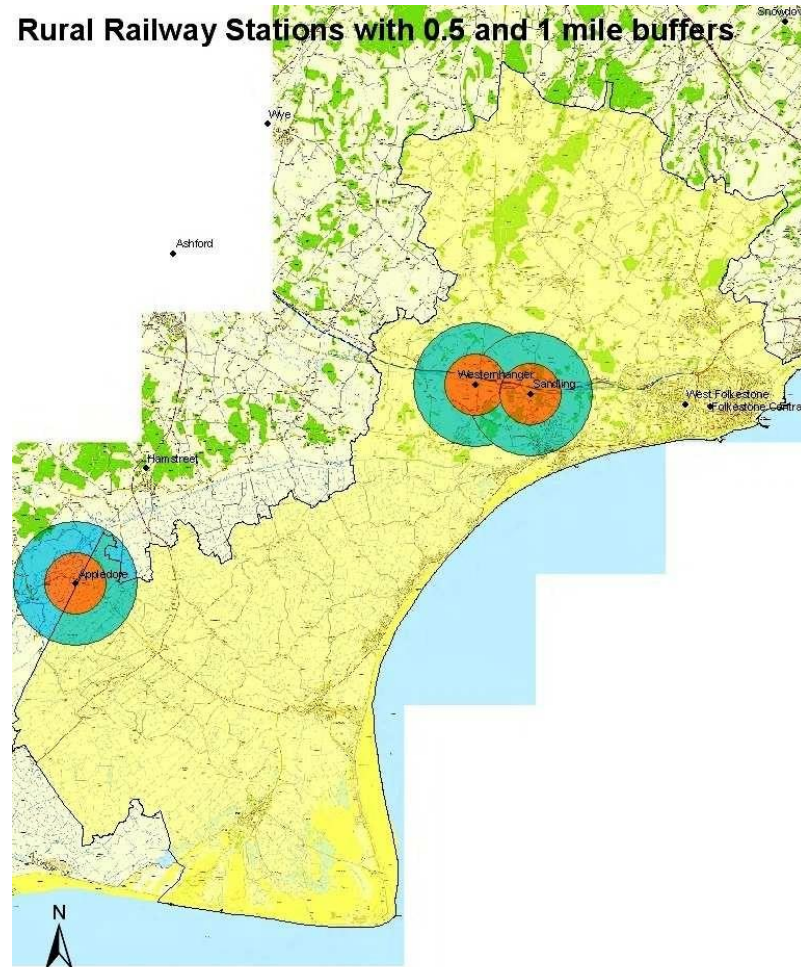
7.29 The bus network serving the district is more extensive and flexible than the rail network, largely attributable to the rail network running on fixed infrastructure. The bus service provider in East Kent is Stagecoach which operates services across the districts of Ashford, Dover and Canterbury as well as Shepway. In 2008 a national scheme giving pensioners free bus travel across the country came into force, and this has enabled users to freely travel across boundaries.

7.30 The adjacent 'Existing Bus Corridors'[26] map shows the primary routes provided by Stagecoach. These routes are ones which are considered frequent; running five to seven days per week with at least two journeys per day. As the map shows, from Folkestone there are five main routes destinations; Ashford, Elham Valley, Canterbury, Dover and Hastings.

7.31 The Joint Service Clusters are all connected by these routes and their maximum extent is about three miles, which is a relatively short bus journey. In relation to accessibility, 89% of rural buildings are within walking distance of a frequent bus route, compared to the 3.74% for railway stations within walking distance.

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[26] Source: Shepway Transport Strategy (Scott Wilson, 2011)

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Planning (2008) 14th March 2008

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www.neighbourhood.statistics.gov.uk

Appendices

- Appendix One   Service Cluster Map

- Appendix Two   Parish Service List

- Appendix Three   Transport Service Maps

- Appendix Four   District Location and Context Maps

Appendix One – Service Cluster Maps

Service Cluster Map One
- Stationary Libraries

Service Cluster Map Two
- Stationary Libraries
- Rural Banks

Service Cluster Map Three
- Stationary Libraries
- Rural Banks
- Rural Health Services

Service Cluster Map Four
- Stationary Libraries
- Rural Banks
- Rural Health Services
- Food Retail

Service Cluster Map Five
- Stationary Libraries
- Rural Banks
- Rural Health Services
- Food Retail
- Rural Post Offices

Service Cluster Map Six
- Stationary Libraries
- Rural Banks
- Rural Health Services
- Food Retail
- Rural Post Offices
- Rural Schools

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Service Cluster Map Seven

Public Transport and Service Clusters

www.shepway.gov.uk

Legend

- Rural Pubs
- Rural Schools
- Rural Post Offices
- Food Shop
- Rural Health Services
- Rural Banks
- Rural Libraries
- Rural_Railway Stations

Rural Areas

Urban Areas

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Appendix Two - Parish Service List

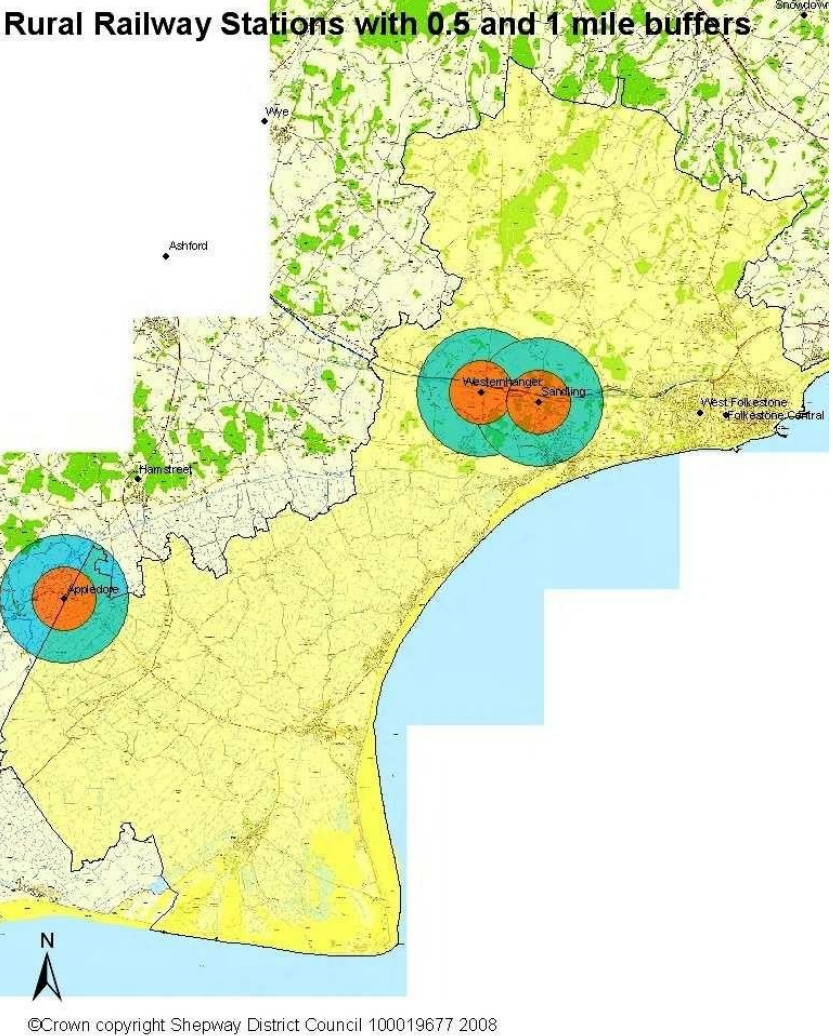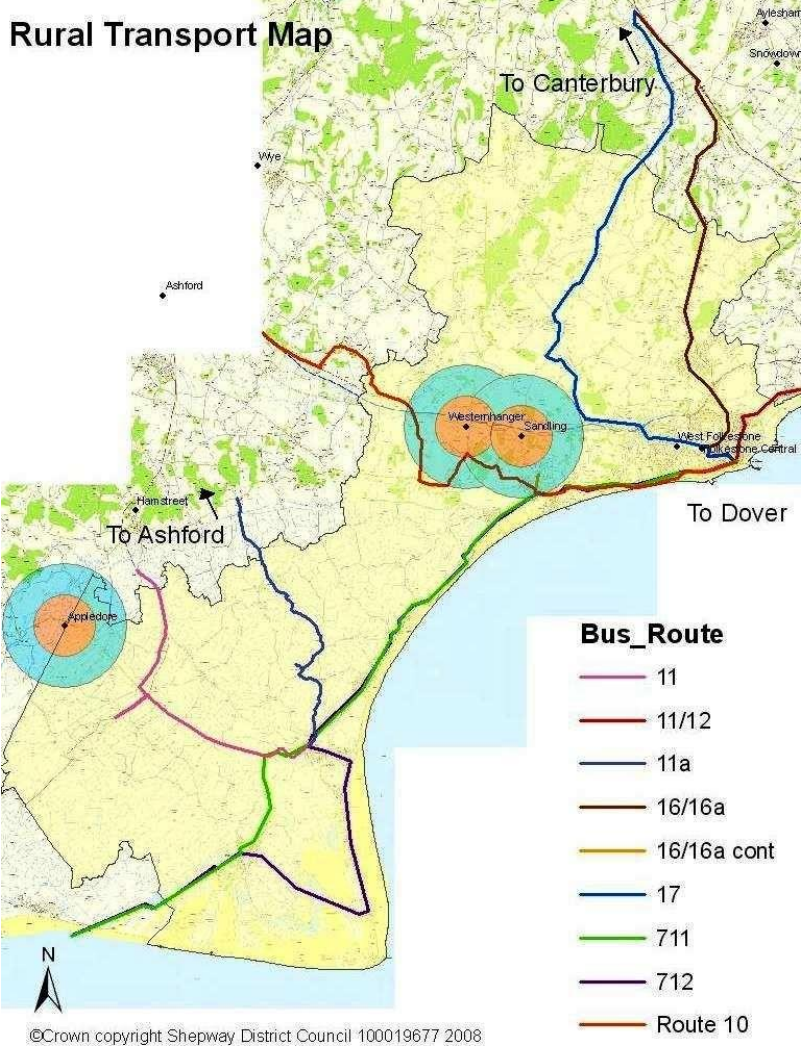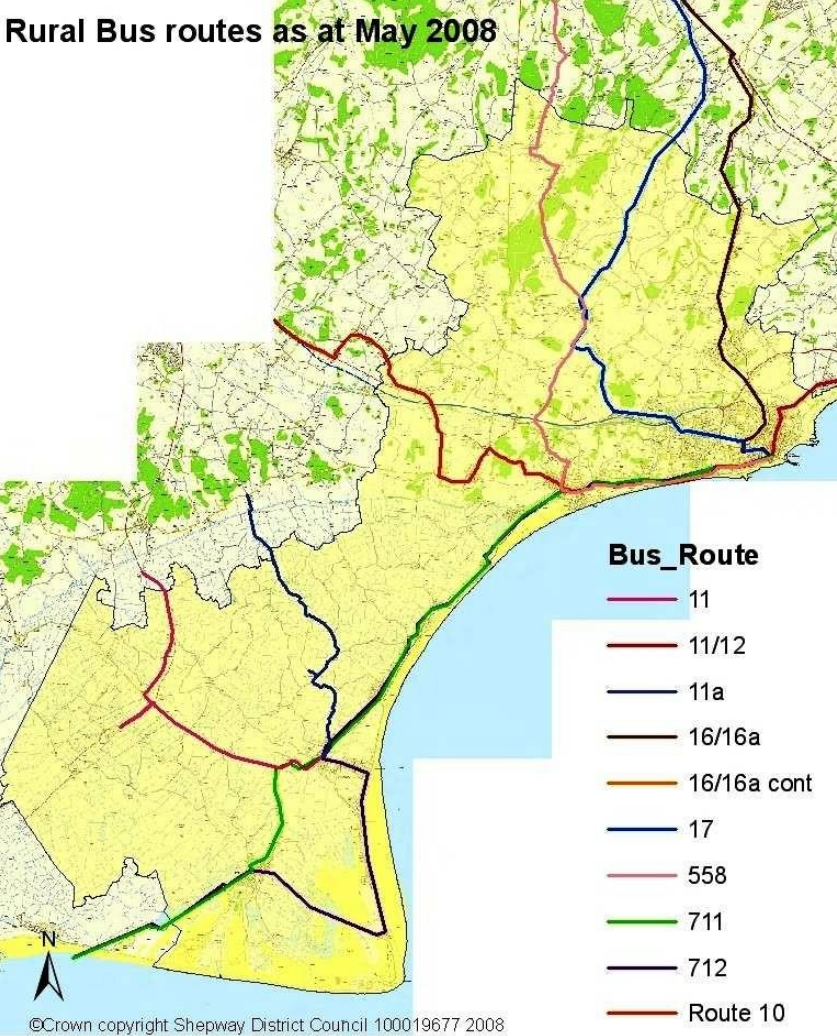| Parish	Population	Public House	Village Hall	Primary School	Post Office	Food Shop	Health Care	Petrol Station	Public Toilets	Chemist	Banks	Static Library	Dentist	Secondary School
New Romney	6953	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Lydd	5782	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	-
Hawkinge	4405	Y	Y	Y	Y	Y	Y	-	-	Y	Y	-	Y	-
Dymchurch	3605	Y	Y	Y	Y	Y	Y	Y	Y	Y	-	-	-	-
Lyminge	2688	Y	Y	Y	Y	Y	Y	Y ¥	Y	Y	-	-	Y	-
St Mary in the Marsh	3112*	Y	Y	-	Y	Y	-	-	-	-	-	-	-	-
Lympne	1516	Y	Y	Y	Y	Y	Y	-	-	-	-	-	-	-
Elham	1465	Y	Y	Y	Y	Y	Y	-	Y	-	-	-	-	-
Sellindge	1356	Y	Y	Y	Y	Y	Y	-	-	-	-	-	-	-
Swingfield	1171	Y	Y	Y	Y	-	-	-	-	-	-	-	-	-
Saltwood	852	Y	Y	Y	-	Y	-	Y	-	-	-	-	-	Y
Stelling Minnis	562	Y	Y	Y	Y	Y	-	-	-	-	-	-	-	-
Brookland	453	Y	Y	Y	-	-	Y	-	-	-	-	-	-	-
Stanford	428	Y	-	-	-	-	-	-	-	-	-	-	-	-
Brenzett	377	-	Y	Y	-	-	-	Y	-	-	-	-	-	-
Burmarsh	358	Y	-	-	-	-	-	-	-	-	-	-	-	-
Newington	341	-	Y	-	-	-	-	-	-	-	-	-	-	-
Newchurch	314	-	Y	-	Y	-	-	-	-	-	-	-	-	-
Elmsted	292	Y	-	-	Y	-	-	-	-	-	-	-	-	-
Ivychurch	245	Y	Y	-	Y	-	-	-	-	-	-	-	-	-
Stowting	238	Y	Y	Y	-	-	-	-	-	-	-	-	-	-
Old Romney	206	Y	Y	-	-	-	-	-	-	-	-	-	-	-
Postling	179	-	Y	-	-	-	-	-	-	-	-	-	-	-
Acrise	176	-	-	-	-	-	-	-	-	-	-	-	-	-
Snargate	112	Y	-	-	-	-	-	-	-	-	-	-	-	-
Monks Horton	105*	Y	-	-	-	-	-	-	-	-	-	-	-	-
Paddlesworth	46*	Y	-	-	-	-	-	-	-	-	-	-	-	-

Notes to table:

*Parish populations are based upon the Census, 2001 headcounts. The star (*) symbol indicates parishes created in 2003, and as such no census figures exist. In these parishes the Elector Control Summary Register 2008 for each parish ward was used to determine the population levels. Although not consistent with the headcount figures, they provide the most accurate population figure for this level of statistical research.

- Health Care includes doctor's surgeries and/or health clinics provided by the National Health Service (NHS).
- Libraries include only stationary buildings provided by Kent County Council.
- Banks only include branches not ATMs (this excludes Post Offices which can also be used for some banking functions)
- ¥ Six mile Garage, which lies on the parish border with Elmsted, Stelling Minnis and Stowting but lies within the Lyminge Parish boundary
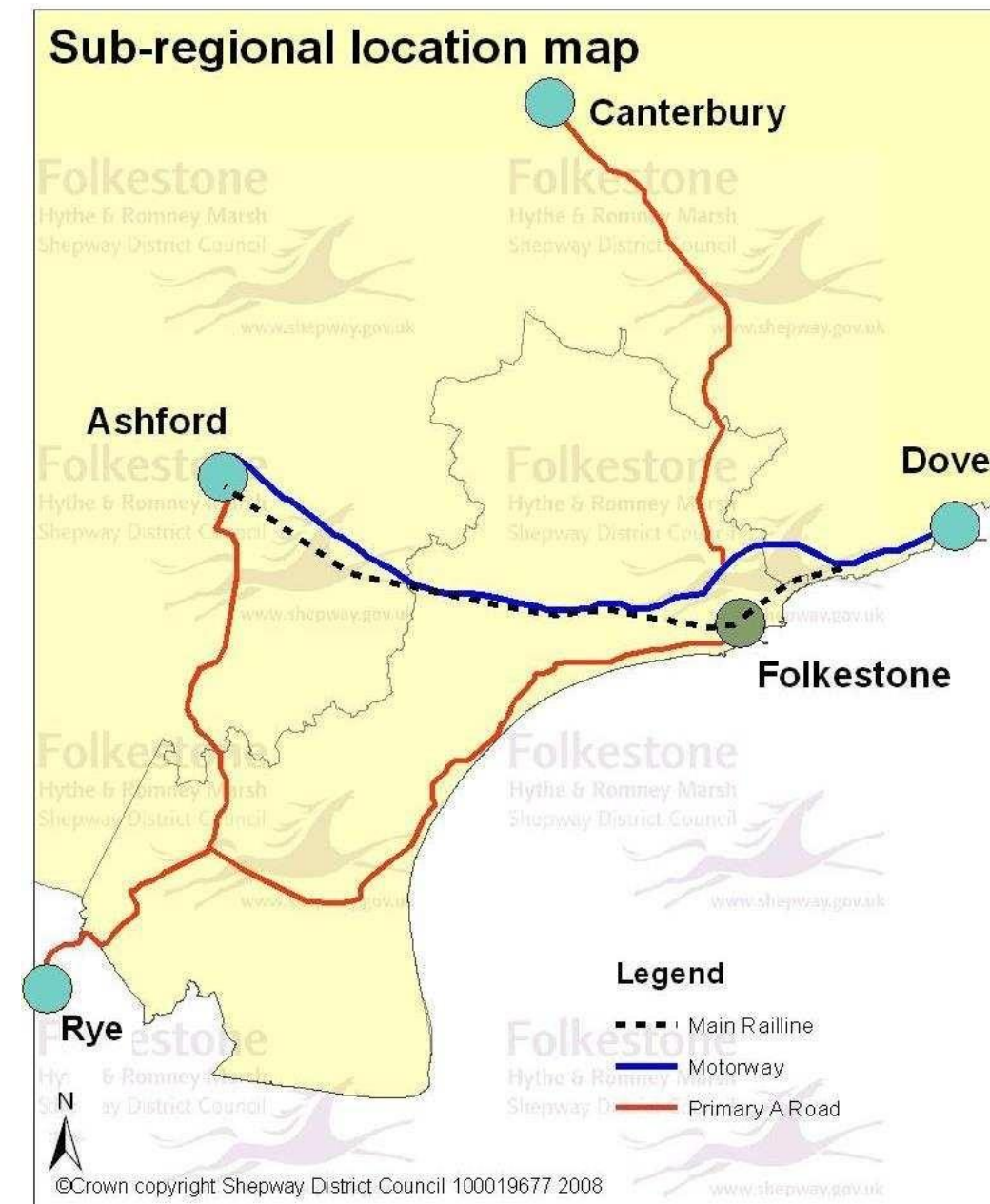
Appendix Three – Transport Service Maps

Rural Bus routes as at May 2008

Bus_Route
- 11
- 11/12
- 11a
- 16/16a
- 16/16a cont
- 17
- 558
- 711
- 712
- Route 10

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Rural Transport Map

To Canterbury

To Ashford

To Dover

Bus_Route
- 11
- 11/12
- 11a
- 16/16a
- 16/16a cont
- 17
- 711
- 712
- Route 10

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Rural Railway Stations with 0.5 and 1 mile buffers

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Appendix Four – District Location and Context Maps

Ordnance Survey Map (Shepway District in yellow)

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If you would like to see further or more in-depth maps of the district, the following sources may be useful:

- Ordnance Survey Landranger Map 189 – Ashford & Romney Marsh (Rye and Folkestone)

- Address finder websites, for example www.multimap.co.uk

Shepway Parishes
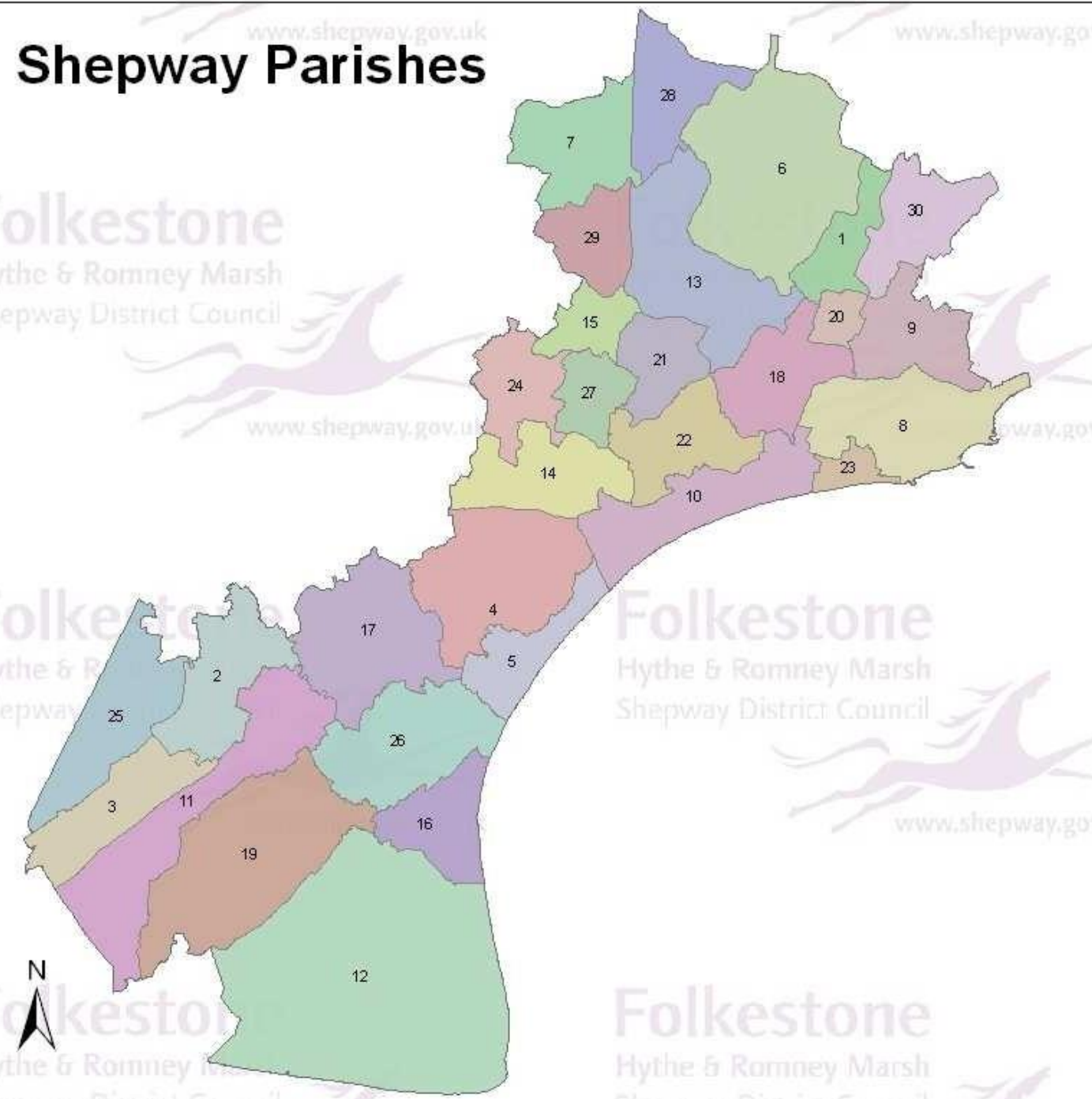
Legend

1, ACRISE CP	11, IVYCHURCH CP	21, POSTLING CP	
2, BRENZETT CP	12, LYDD CP	22, SALTWOOD CP	
3, BROOKLAND CP	13, LYMINGE CP	23, SANDGATE CP	
4, BURMARSH CP	14, LYMPNE CP	24, SELLINDGE CP	
5, DYMCHURCH CP	15, MONKS HORTON CP	25, SNARGATE CP	
6, ELHAM CP	16, NEW ROMNEY CP	26, ST MARY IN THE MARSH CP	
7, ELMSTED CP	17, NEWCHURCH CP	27, STANFORD CP	
8, FOLKESTONE CP	18, NEWINGTON CP	28, STELLING MINNIS CP	
9, HAWKINGE CP	19, OLD ROMNEY CP	29, STOWTING CP	
10, HYTHE	20, PADDLESWORTH CP	30, SWINGFIELD CP	

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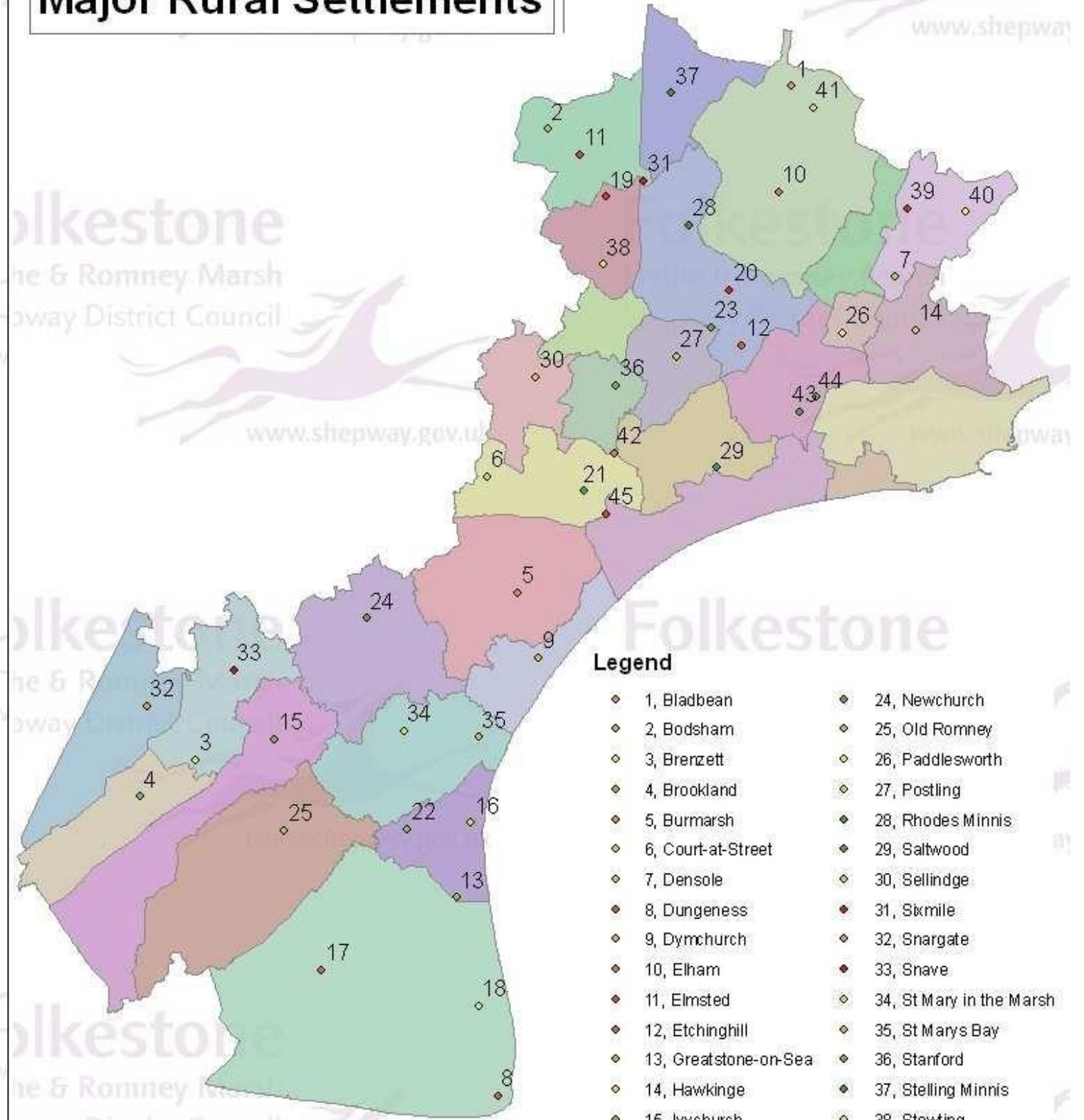
Legend

1, Bladbean	24, Newchurch
2, Bodsham	25, Old Romney
3, Brenzett	26, Paddlesworth
4, Brookland	27, Postling
5, Burmarsh	28, Rhodes Minnis
6, Court-at-Street	29, Saltwood
7, Densole	30, Sellindge
8, Dungeness	31, Sixmile
9, Dymchurch	32, Snargate
10, Elham	33, Snave
11, Elmsted	34, St Mary in the Marsh
12, Etchinghill	35, St Marys Bay
13, Greatstone-on-Sea	36, Stanford
14, Hawkinge	37, Stelling Minnis
15, Ivychurch	38, Stowting
16, Littlestone-on-Sea	39, Swingfield Minnis
17, Lydd	40, Swingfield Street
18, Lydd-on-Sea	41, Wingmore
19, Lymbridge Green	42, Newingreen
20, Lyminge	43, Newington
21, Lympne	44, Peene
22, New Romney	45, West Hythe
23, Newbarn	

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Appendix Five – Clusters Hierarchy
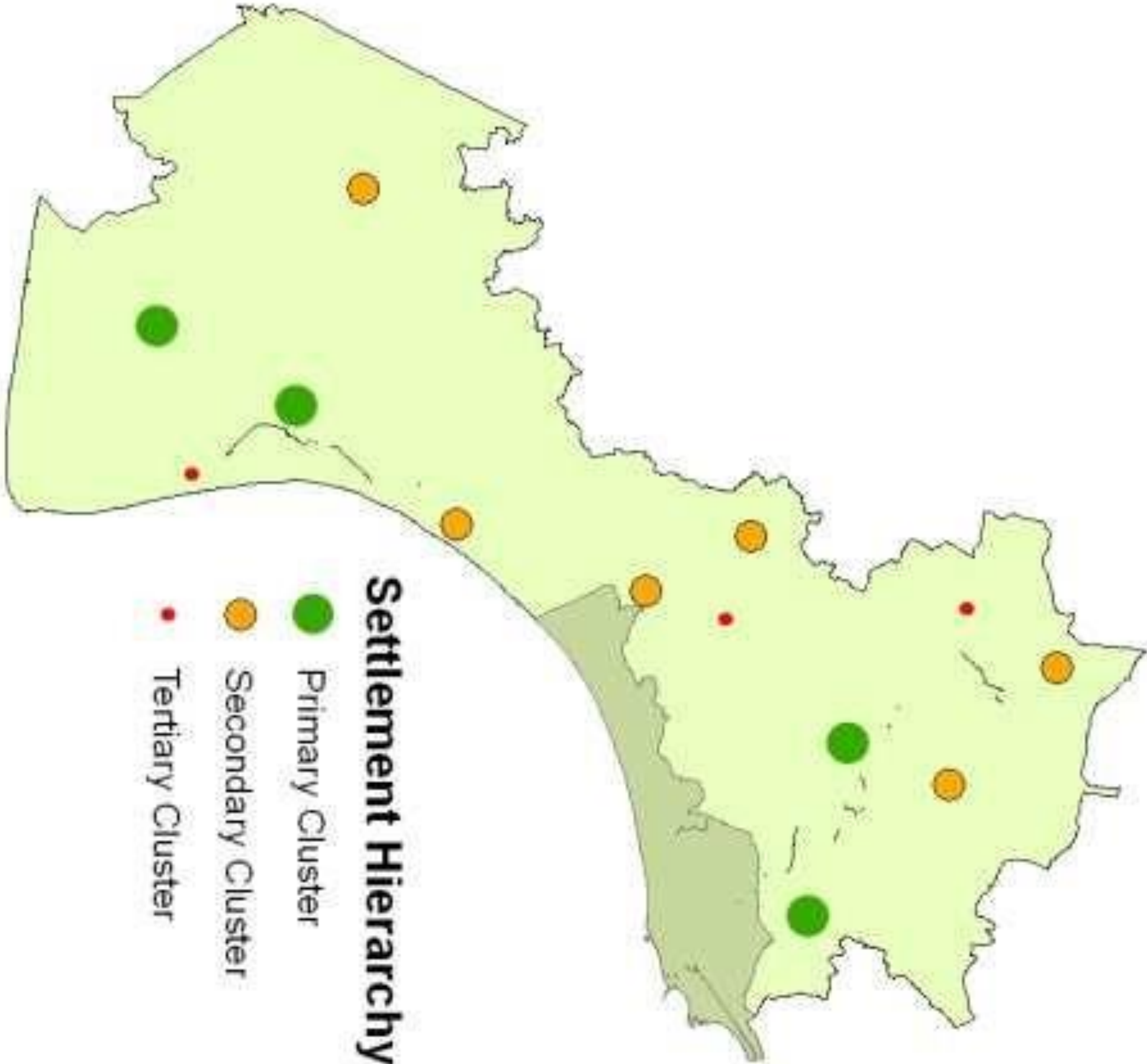
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