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1 Introduction

Policy Index

Spatial Strategy for Shepway

- Policy DSD'Delivering Sustainable Development'
- Policy SS1'District Spatial Strategy'
- Policy SS2'Housing and the Economy Growth Strategy'
- Policy SS3'Place-Shaping and Sustainable Settlements Strategy'
- Policy SS4'Priority Centres of Activity Strategy'
- Policy SS5'District Infrastructure Planning'
- **New Garden Settlement - Development Requirements**
- **New Garden Settlement - Place Shaping Principles**
- **New Garden Settlement - Sustainability and Healthy New Town Principles**
- **New Garden Settlement - Infrastructure, Delivery and Management**
- Policy SS10'Spatial Strategy for Folkestone Seafront'
- Policy SS11'Spatial Strategy for Shorncliffe Garrison, Folkestone'

Core Strategy Delivery

- Policy CSD1'Balanced Neighbourhoods for Shepway'
- Policy CSD2'District Residential Needs'
- Policy CSD3'Rural and Tourism Development of Shepway'
- Policy CSD4'Green Infrastructure of Natural Networks, Open Spaces and Recreation'
- Policy CSD5'Water and Coastal Environmental Management in Shepway'
- Policy CSD6'Central Folkestone Strategy'
- Policy CSD7'Hythe Strategy'
- Policy CSD8'New Romney Strategy'
- Policy CSD9'Sellindge Strategy'

1.1 The following section introduces the Core Strategy Review in the context of its evolution, role and approach. It then looks at some of the general and Shepway-specific factors influencing the Core Strategy **Review**.

1.1 About the Core Strategy

About This Document

Shepway Core Strategy Review

This document is the **first draft of the Shepway Core Strategy Review**. It is published for consultation under Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations. All comments received during the consultation will be considered by the Council in drafting the next version of the Core Strategy Review (known as the 'Regulation 19' plan). This will also be subject to public consultation towards the end of 2018 and all comments made during this stage will be passed to an independent planning Inspector, appointed by the Planning Inspectorate (or 'PINS'). A public examination will then be held into the Core Strategy Review and, if the Inspector considers that the plan meets the 'tests of soundness' set out in national planning policy, then it will be adopted by the Council. On adoption it will replace the current 2013 Core Strategy and will be used to make decisions on planning applications within the district.

Changes to national planning policy

This Core Strategy Review is being prepared at a time of great change in the planning system. The Government is proposing changes to the way that local planning authorities plan for housing in their areas and more changes are likely with the publication of a new National Planning Policy Framework (NPPF) and updates to Planning Practice Guidance (PPG) in early 2018. These changes will be assessed by the Council, alongside the consultation comments on this draft, when producing the Regulation 19 version of the plan. Where relevant, these Government proposals are explained further in the later sections of this plan.

Other planning documents

The principal focus of the Core Strategy Review is on strategic-scale growth within the district. In parallel with this Core Strategy Review, the Council is also finalising the **Places and Policies Local Plan**, which identifies small- and medium-sized sites for development throughout the district for the period to 2031. **The Places and Policies Local Plan is being prepared through a separate process and sites within that document are not being considered in this consultation.**

Approach to the Core Strategy Review

This Core Strategy Review is being undertaken to assess housing and employment requirements over a longer period than the Places and Policies Local Plan period - to 2036/37 - based on the most up-to-date evidence and statistical data. However, it should be noted that:

1. Where policies in the 2013 Core Strategy are still relevant and meet national planning policy they are not proposed to be amended and are included unchanged from the 2013 Core Strategy;
2. Many of the strategic sites identified in the 2013 Core Strategy now have planning permission and development is progressing on some sites. Policies for these sites are included in this draft, unchanged from the 2013 Core Strategy - this is to ensure that a planning framework remains in place to guide future phases of the developments, or in case planning permissions on the sites lapse. Should development advance significantly on these sites in 2018 then the Council will delete these policies from the Regulation 19 version of the Core Strategy Review; and
3. Where major strategic growth is being proposed for the first time, new policies have been drafted that did not feature in the 2013 Core Strategy (subsequent policies have been renumbered). Also where additional growth is proposed 2013 Core Strategy policies have been significantly amended. These policies include:
 - A New Garden Settlement within the North Downs Character Area (Policies SS6-SS9); and
 - Sellindge Strategy (Policy CSD9).

How to Comment

Comments are invited on this Core Strategy Review during a six-week period from [start date] to [end date]. **Comments must be received by 5:00pm on [end date] in order to be considered.**

Comments can be made in two ways, as set out below:

Using the consultation portal

The consultation documents can be viewed, and comment made directly online, using the Council's consultation portal at <http://consult.shepway.gov.uk>

Using a response form

Alternatively, a response form (for filling in electronically or printing out) can be downloaded from the Council's website at [web address] or you can request a paper copy by phoning [phone number].

This form can be returned:

- By email to: planning.policy@shepway.gov.uk
- By post to: Planning Policy, Planning Services, Shepway District Council, Civic Centre, Castle Hill Avenue, Folkestone, Kent CT20 2QY

If you have any queries about this consultation, or would like further advice about how to make your representation, please contact:

- Email: planning.policy@shepway.gov.uk
- Telephone: 01303 853438

Role of the Core Strategy

1.2 Development in the UK is guided by national and local policy. At the local level the district's statutory Local Plan documents direct how Shepway changes by forming the basis for deciding planning applications for development, and also through guiding public and private sector investment decisions.

1.3 The Core Strategy is a long-term plan bringing together the aims and actions of the government, local councils, residents, businesses and voluntary groups, by managing land-use and developments. The **current 2013** Shepway Core Strategy was adopted as part of the statutory development plan for the district on 18 September 2013.

Role of the Places and Policies Local Plan

1.4 Future plans for specific purposes, topics or areas will all flow from, and help deliver, Core Strategy principles. For example the Places and Policies Local Plan (PPLP), proposes to allocate approximately 1,600 dwellings across many small- and medium-sized sites following the framework set by the 2013 Core Strategy (some of these sites now have planning permission). The PPLP will also provide a new suite of development management policies to replace the saved policies from the Shepway District Local Plan Review 2006. Once that Plan is found 'sound' by the Planning Inspectorate and adopted it should ensure that the Council has sufficient allocations to meet the objective of a minimum of 350 dwellings and a target of 400 dwellings per annum between 2006/07 and 2031 as set out in policy SS2 of the 2013 Core Strategy. However, in keeping with Government guidance, a partial review of the Core Strategy is now being undertaken to assess housing and employment requirements over a longer period based on the most up-to-date evidence and statistical data.

Community Infrastructure Levy

1.5 A Community Infrastructure Levy (CIL) Charging Schedule was adopted by the Council on 20 July 2016 and CIL has been in operation from 1 August 2016. CIL provides financial contributions from development to support infrastructure based on a flat-rate fee per square metre of development. Proposals for a new garden settlement within the district will necessitate some amendments to the CIL Charging Schedule; this is explained further in Section 4.6: Strategic Allocations.

Preparation of Shepway's Core Strategy Review

1.6 The Core Strategy Review is produced under guidelines to ensure it is justified, effective, positively prepared and consistent (i.e. with the National Planning Policy Framework) and along with 'procedural' requirements these form tests of 'soundness'.

1.7 Core Strategy proposals flow from a wide evidence base. Information on specific topics and locations has strongly guided policy making. Such information takes the form of both technical research and the results of public participation. The first public consultation on the Core Strategy Review is currently being undertaken (Regulation 18 consultation) and residents, businesses and other organisations can now put forward evidence and comments throughout the process.

1.8 Information sources directly guiding the content of the Core Strategy Review will include the following:

- Views and ideas put forward by the public at district-wide consultation events and in response to consultation papers, and through supplementary local participation exercises;
- Evidence in the form of technical studies. These can be from existing sources such as the national Census or special research for Shepway such as the Strategic Housing Market Assessment (SHMA) report, prepared on behalf of Shepway District Council and Dover District Council, which identifies the Council's Objectively Assessed Need (OAN) for housing. A Strategic Growth Options Study was commissioned by the Council to inform the Core Strategy Review process. The Growth Options Study is a technical and impartial piece of work that seeks to identify land in the district that is suitable for strategic level development. Strategic level development is defined as sites with capacity for 250 dwellings or more. (This is described in Section 4.6: Strategic Allocations.) Sustainability Appraisal and Habitats Regulations Assessment (Appropriate Assessment) will also inform policy in an iterative way; and
- National Policy. The National Planning Policy Framework (NPPF), Planning Practice Guidance (PPG) and the recent Housing White Paper ('Fixing our broken housing market', DCLG, February 2017) make it clear that local planning authorities must have an up-to-date development plan. Recent consultations, such as 'Planning for the right homes in the right places' (DCLG, September 2017) make it clear that the Government wishes to see a significant boost in the provision of housing across the country.

1.9 Other documents relevant to the production of the Core Strategy include:

- Shepway District Council Corporate Plan 2017-2020; and
- The Statement of Community Involvement (SCI) 2015, and other district planning policy documents such as Authority Monitoring Reports.

1.10 Evidence is referred to throughout, and the local documents that support the plan are detailed in Appendix 6, along with a glossary of terminology.

1.11 As outlined above, the Department for Communities and Local Government (DCLG) issued a White Paper in February 2017 entitled 'Fixing our Broken Housing Market' which includes a number of proposed amendments to the planning system, including the local plan-making process. In the background briefing notes to the June 2017 Queen's Speech, the Government set out that it would take certain elements of the White Paper forward: 'We will deliver the reforms proposed in the White Paper to increase transparency around the control of land, to "free up more land for new homes in the right places, speed up build-out by encouraging modern methods of construction and diversify who builds homes in the country".'

Timescale and Structure of the Document

1.12 The Core Strategy **Review** sets out a long-term vision for the district. The evidence base often covers the period to **2037 or beyond**. As the focus of many organisations is more immediate, the Core Strategy can guide their forward planning and lead the co-ordination of long-term development in Shepway.

1.13 In many respects (such as outlining the vision for the district and applicable housing delivery requirements, where the Core Strategy **Review** is the primary strategic plan for the district) provisions are made for an extended timescale. The general plan period for this document is therefore from **2018/19 to 2036/37** to ensure a long-term framework is in place.

1.14 Specific policies are included in the Spatial Strategy and Core Strategy Delivery sections (policies labelled 'SS' and 'CSD' respectively). This is preceded by a Delivering Sustainable Development policy, reflecting the NPPF.

1.15 As illustrated in Figure 1.1, the Core Strategy looks firstly at context, to identify key issues, needs and plan aims. After this, and a guiding vision, is the Spatial Strategy at the heart of the document. It then focuses on implementation and the core policies and areas of change necessary for delivery.

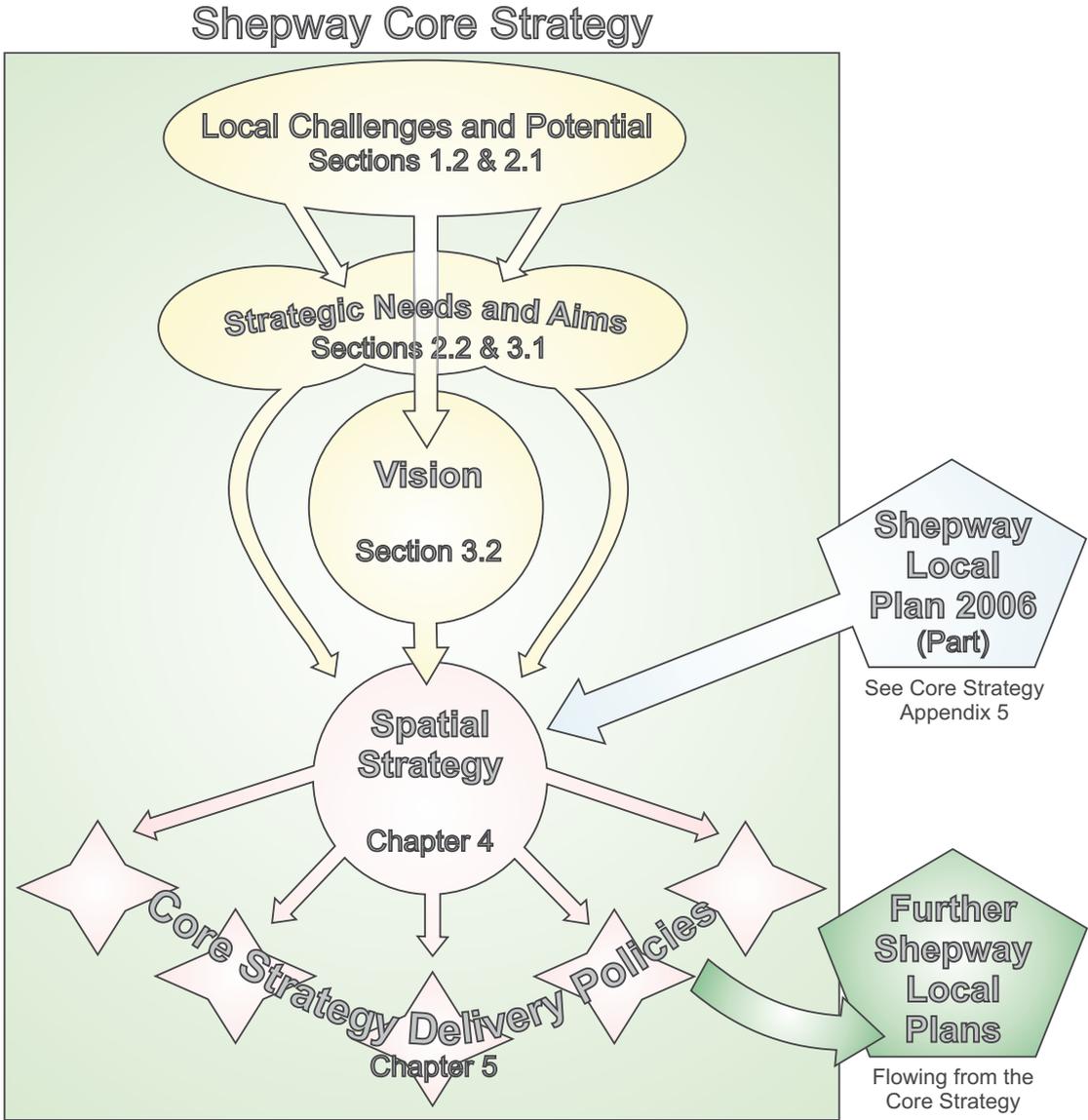


Figure 1.1 Structure of the Shepway Core Strategy [To be updated]

1.16 A summary illustration of proposals in Shepway is shown in the Key Diagram (Figure 4.1) in section 4.1. Other aspects are consistently highlighted in coloured panels throughout the document as follows:

Pink panels: Fundamental issues for the Local Plan brought together in three **Strategic Needs**.

Grey panel: The overall **Vision** for Shepway established in the Core Strategy.

Blue panels: Specific Core Strategy **policy** provisions for the district's planning decisions.

Green panels: References and data presented for further **information** and guidance.

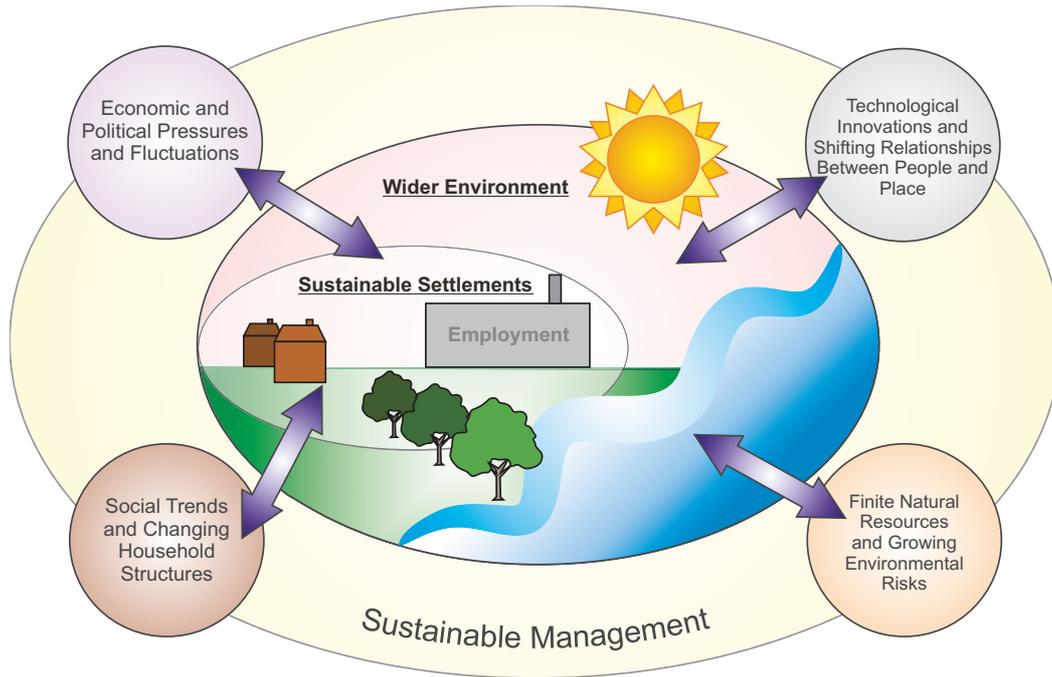
Structural Drivers of Change and Place Shaping Shepway

1.17 The Core Strategy **Review** will help guide the district through changing pressures. Some of these existing forces are readily apparent or widely recognised in Shepway, be it for action to regenerate towns such as Folkestone, or for protection of countryside assets. Yet to plan for the long-term, consideration is needed of the context for development in the district now and in the future.

1.18 Environmental, social and economic change is occurring with increasing rapidity. Places and communities will continue to face pressures, much of which is driven by major structural shifts impacting widely on places and settlements in different localities and regions. Whether positive or negative, many of the trends have origins in major national and global transitions.

1.19 The role of the Core Strategy is to formulate a consistent local response to these 'structural drivers' which provide a background to development, as depicted in Figure 1.2.

<ul style="list-style-type: none"> The ability of places to develop positively and significantly has been constricted by uncertainty. Reduced confidence and demand in the market has hit jobs, shops, and finance for new public and private services and infrastructure. The 'shock to the system' may lead to changes to business models and institutional structures e.g. Service delivery; with further knock-on ramifications emerging for places and how the population lives its life. 	<ul style="list-style-type: none"> Modern travel opens up increasing options for where many activities can be undertaken. However access to transport and information varies between people and specific places. Technology continues to revolutionise connections between people far apart. It is possible and increasingly likely for an individual's place of work, their wider family, the origin of goods bought, to be far removed from where he or she lives. The ability to instantly communicate with anyone in the world for social or business reasons impacts on everyday life and how places feel and function, in a range of ways that may be negative as well as positive.
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<ul style="list-style-type: none"> Life expectancy has increased across the nation, and will continue to increase further in the coming years. Along with relatively low birth levels, this means the average age of the population is steadily rising. The local demand for infrastructure will shift, for example changing demand for healthcare services and education. Social shifts are changing the prevalence of 'families' versus other types of households, with a growth in people living on their own. This is altering the relationship between the number of people in an area, the workforce and the level and type of housing. In summary natural change (deaths and births) together with the movement of people in relation to their homes, family and jobs (responding to the circumstances of their lives) can have profound implications for localities. 	<ul style="list-style-type: none"> A continuing transition towards more extreme weather events and permanent changes to the natural environment is expected with climate change. Although change can be seen as played out across the globe (and, on inspection, closer to home) there is increasing opportunity for local action to address challenges, including through an appropriate contribution by new development.
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Figure 1.2 Structural drivers and sustainable settlements [To be updated]

1.20 Due to the complex impact of these changes on Shepway, an active strategy for the future of localities is required. These influences are related to specific features of Shepway in devising a forward-looking approach in Chapter 2 'Strategic Issues'.

1.21 Planning is the leading mechanism to co-ordinate individual actions and investment in the local environment, economy and communities. This planning document addresses implications of change through a 'place-shaping' approach to the district. It concentrates on specific settlements and localities to deliver place-shaping to meet the district's needs. The most resilient strategy to manage change is to draw from Shepway's own characteristics and unique potential.

1.22 A guiding 'vision' for the future is set out in Chapter 3. Shepway District Council is keen to work with partners to allow places to develop sustainably and form a stronger sense of place, and the district's Local Plans should be a key part of planning by local agencies to deliver ambitions within Shepway.

1.23 The Spatial Strategy of the Core Strategy **Review** (Chapter 4) provides a long-term, integrated approach to this end. It includes the major cross-cutting policies, strategic allocations, the Shepway Key Diagram and an Overview of proposed features of change.

1.2 About Shepway

1.24 This sub-section provides a descriptive 'portrait' of the places that make up Shepway, their heritage and continuing evolution. Chapter 2 analyses the associated district-wide strategic issues.

1.25 Shepway is a coastal district in south eastern England and home to a diverse collection of towns, villages and environments. Chiefly rural in nature, the district is large and covers approximately 363 sq. km (140 sq. miles). Shepway stretches from the East Sussex border (near Rye) in the south west, across the low-lying Romney Marsh and through to Folkestone and the escarpment and the hills of the Kent Downs in the north. The settlements and districts of Ashford, Dover and Canterbury adjoin Shepway in eastern Kent. Folkestone is the primary town, accounting for just under half of Shepway's **111,200 population (2016 Mid-Year Population Estimates (Census based))**. **The district has excellent infrastructure and connections, by road (M20), by rail (high speed, eurostar and local lines) and by air (London Ashford Airport at Lydd). Shepway is also home to the channel tunnel at Folkestone (junction 12a of the M20) and is just a short distance from the UK's busiest ferry port at Dover. The district is therefore well placed to capitalise on this outstanding infrastructure by providing opportunities for business growth and inward investment in to the area.**

1.26 Shepway has particularly contrasting rural landscapes and urban environments. The many parts of the district have a varied and often strong individual character, **creating a whole that exhibits attractive countryside, a stunning coastline and a variety of towns and villages each with their own rich history**. Shepway is an administrative area; regard should be had to its constituent elements that shape perceptions of the district. **The adopted Core Strategy allocated both strategic sites and broad locations** around the level of individual settlements in Shepway to ensure a focus on place-shaping, **nevertheless three district character areas are identified in the Core Strategy to help interpret the sustainable development needs within a large and varied district, and in particular as a tool to more clearly articulate strategic proposals in context.**

1.27 Folkestone and Hythe form a physically continuous built-up area by virtue of the connecting coastal neighbourhoods of Sandgate and Seabrook, and this can be defined as the **Urban Area** for Shepway. The urban area is bound by the sea to the south and escarpment to the north.

1.28 The north of Shepway is predominantly but not exclusively Kent Downs Area of Outstanding Natural Beauty (AONB). This is termed the district's **North Downs** area, centred on traditional villages such as Elham and Lyminge, and encompassing the large settlement of Hawkinge **within the AONB**. It includes a **significant rural area near Hythe, encompassing the villages of Lympne and Sellindge** which lies outside the national landscape designation, **where the three character areas meet and includes the strategic infrastructure of the M20 motorway, Junction 11, HS1 rail and domestic services, including Westenhanger railway station**. This area is bound by Ashford Borough to the west and the AONB, **which wraps around to the north and east forming the Postling Vale, with the Hythe to Lympe escarpment to the south.**

1.29 The Urban Area extends almost to the district's eastern boundary with Dover, and west as far as Hythe. South and east of this is the distinctive area of countryside commonly known as **Romney Marsh**. Within this lie New Romney and Lydd, other coastal communities, small inland villages and the Dungeness peninsula.



Figure 1.3 The three district character areas

1.30 These terms are used in the Core Strategy to help describe a strategy that needs to reflect the diverse nature of localities included within the administrative area of Shepway. Although reflecting the make-up of Shepway's environment, for clarity their extent is organised around district ward boundaries as shown in Figure 1.3 above. The attributes of these areas are now considered.

The Urban Area

1.31 Folkestone, in the east of the district, is the main town of Shepway with a population of approximately 46,500. International trade, quarrying, farming, military activity, fishing (and smuggling) underpinned the local economy for many centuries, until the coming of the railway in the 1840s led to new prosperity for Folkestone as a highly fashionable sea-bathing resort. Especially in its inner western and coastline area (West End), the town retains much of its Victorian and Edwardian splendour and elegance including hotels and the mile-long Leas Promenade. However, many buildings have been lost as a result of the two World Wars and postwar redevelopment, and issues remain with the impact of sub-divided dwellings and the management and maintenance of some privately owned housing. Communities in inner and northern Folkestone now form some of the most deprived in Kent, across a range of factors.



Picture 1.1 Images of Folkestone

1.32 The town's location as a key coastal 'gateway' has meant that in times of international conflict it often had a high profile. Since its Victorian heyday, and particularly in the post-war twentieth century, its prominence gradually declined. Changes in the national economy hit the town's maritime and tourism industries, leading to an almost complete dissociation between local life, commerce and the sea.

1.33 Folkestone retains its advantageous position as a gateway to Europe through the investment in significant infrastructure. The Channel Tunnel Terminus at Cheriton allows direct rail-based connections from London and the rest of the country to continental Europe. The nearby Shearway Business Park lies at the end of the M20, and is a key part of Folkestone's varied stock of offices and industry, with further expansion to the west shortly to commence. Analysis of the District's business base underlines the significant concentration of business activity in Folkestone, with out-of-centre employment areas, in the most part strategically located in close proximity to the M20. The largest single private sector employer in Shepway is the growing financial services specialist SAGA, based in and around Folkestone and at Sandgate and Cheriton. However the town has seen growth in a number of other businesses, particularly within the media and digital sectors, within the town centre hub located around the Creative Quarter.

1.34 In central Folkestone developments include the Lower Leas Coastal Park which was completed in 2006 and Bouverie Place Shopping Centre in the town centre, which opened soon after are now established, with significant investment within the town in recent years transforming the Old High Street, Tontine Street and harbour area in to a cultural and leisure hub. Further investment within the town centre, including the provision of a multi-floor Urban Sports Park, to open in 2018, and the redevelopment of Folkestone Seafront over the coming years will further consolidate and raise the profile of the town as a place to live, work and visit both on the national and international stage. The Folkestone Triennial, a major artistic and cultural event has raised the town's profile and contributed to its regeneration and evolution, attracting hundreds of thousands of additional visitors to the town every three years.

1.35 The provision of High Speed Rail services to Folkestone in 2009 has opened up significant new opportunities for the town that continue to be capitalised on and can be further exploited in the coming years, particularly with investment in digital technologies allowing a more decentralised approach to work. In the mid nineteenth century the town and its hinterland benefited from the railways, and there are now opportunities again to further benefit from the infrastructure in place within Folkestone and beyond.

1.36 Within a short period of time since the adoption of the 2013 Core Strategy Folkestone has seen significant change, with further investment ongoing through the development of strategic sites and other planning permissions. Core Strategy Review Policies SS10: Spatial Strategy for Folkestone Seafront and SS11: Shorncliffe Garrison Strategy set out the policy requirements for the delivery of Folkestone Seafront and Shorncliffe Garrison, both of which now have planning permission, with Shorncliffe Garrison now contributing significantly to the housing needs of the district.

Strengths	Weaknesses
<p><i>Excellent road and rail links to London and the Continent</i></p> <p><i>Close proximity to coast and attractive countryside</i></p> <p><i>Resurgent Old Town (Creative Quarter)</i></p> <p><i>Significant cultural, leisure and sports offer</i></p> <p><i>Highly performing grammar schools and improving education provision</i></p> <p><i>Some popular and accessible neighbourhoods</i></p>	<p><i>Areas of socio-economic deprivation in the centre and east</i></p> <p><i>Poor-quality private housing in some parts of the town</i></p> <p><i>Limited opportunities for large scale expansion and development</i></p> <p><i>Ageing commercial and retail stock</i></p> <p><i>Limited evening economy and need to diversify and improve the town centre</i></p>

Table 1.1 Folkestone

1.37 The district's second settlement is Hythe, an attractive coastal town with a population of 14,516. The town has proved resilient over history and grown generally prosperous despite changes in its commercial function. It is situated behind a long stretch of beach, between Folkestone to the east, and Romney Marsh to the west.



Picture 1.2 Images of Hythe

1.38 The town spreads up the hillside in a pleasing array of streets, forming a distinctive high quality townscape, containing many interesting medieval and Georgian buildings as well as a prominent medieval church on the hill. In and around the town, military heritage includes the prominent Napoleonic Royal Military Canal, rural castles and Martello Towers along the coastline. The linear High Street is narrow but popular, with small-scale buildings running along the medieval east–west axis, hosting local shops. North–south interconnecting passages lead to the former harbour area south of the High Street and up the hillside to the north.

1.39 The town centre and seafront form the basis of the town's physical appeal, alongside some desirable residential neighbourhoods to the east, north, and on the coastline, with some of the highest house prices in Shepway. Hythe nevertheless also includes certain areas hosting essential functions, for example productive small industry, and military and despoilt land. Much of this is now concentrated in the western part of the town, which is the focus of the main postwar developments, and a 'pocket' of relative deprivation.

1.40 Hythe has a large proportion of single-person households, which may be attributable to over half its residents being retired. The town benefits from strong local communities with high civic interest and social activity. This provides a positive resource to strengthen the identity and character of the place further, and offers opportunities to support the town's historic environment.

Strengths	Weaknesses
<p><i>A well-liked historic town centre with a range of small retailers</i></p> <p><i>Attractive canal-side, coastal and countryside location, all within easy walking distance throughout the town</i></p> <p><i>Strong communities and existing sense of identity</i></p>	<p><i>Few major employers and a local workforce increasingly limited in scale</i></p> <p><i>Limited development opportunities for new strategic development</i></p> <p><i>Lack of connections to the strategic road and national rail network</i></p> <p><i>Problems accessing affordable housing</i></p> <p><i>Pockets of deprivation in West Hythe</i></p>

Table 1.2 Hythe

Romney Marsh Area

1.41 Romney Marsh is a unique environment reclaimed from the sea over many centuries. The wide expanses of rich agricultural land are crossed by a network of drainage channels and native hedgerows, with parts punctuated by small pockets of wooded scrub. The Marsh contains two small towns, some coastal resorts expanded by postwar development, and a scattering of small inland villages. The A259 and the Romney, Hythe

and Dymchurch Railway follow the coast south from the Urban Area through several Marsh settlements, with the A2070/A259 national route and Ashford branch-line railway to the west **with a stop within the district at Appledore**.



Picture 1.3 Rural images of the the Romney Marsh area

1.42 New Romney is a market town at the heart of the Romney Marsh. It lies approximately half way (14km or around 9 miles) between Hythe and the Sussex town of Rye. Like Hythe, New Romney is one of the Cinque Ports and, while originally a harbour town at the mouth of the River Rother, the historic centre no longer lies on the coast. The impressive Norman church St Nicholas once stood on the harbour side. New Romney's linear High Street also has several notable buildings, and still forms the main A259 coastal route.

1.43 The town serves the daily needs of the local communities and surrounding villages, for example with the only secondary school in southern Shepway, the Marsh Academy, **as well as supermarket provision and a range of services and facilities on the vibrant high street**. In addition, Mountfield Road Industrial Estate in New Romney is the main industrial site for Romney Marsh, **with significant opportunity for expansion to serve a more strategic role within the area**. The built form of the settlement now extends out towards a coastal strip of modern communities at Littlestone and Greatstone-on-Sea.

1.44 The special environment and habitats of Dungeness are a prominent part of Romney Marsh. Its famous landscape includes the light railway terminus, lighthouses and nuclear power stations (which have been a key Romney Marsh employer), and the popular visitor attraction of the RSPB Dungeness Nature Reserve.

1.45 The settlement of Lydd is a small town with a rich heritage: All Saints church, for instance, has been described as the 'Cathedral of the Marsh'. The airport north of the town is well established and has attracted significant investment proposals **with planning permission in place for the extension of the runway and expansion of terminal services**.



Picture 1.4 Coastal images of the Romney Marsh

1.46 Dymchurch and St Mary's Bay lie on the centre of Shepway's coastline and are popular visitor destinations in summer with extensive holiday parks and attractive sandy beaches.

1.47 The rural hinterland of Romney Marsh towns is home to a number of small villages and hamlets including Brenzett, Brookland, Burmarsh, Ivychurch and Newchurch. The area is strongly agricultural in character, with limited accessibility off the coastal route **as attractive** rural lanes follow the paths of old saltmarsh creeks.

1.48 The attractive towers and spires of churches dotted across Romney Marsh form historic landmarks within the landscape, with the construction of Little Cheyne Court windfarm making a dramatic addition to the area's skyline. With jobs at Dungeness Nuclear Power Stations in decline, there are very few large employers but some tourism enterprises are growing, benefiting from the distinctive character of the area.

Strengths	Weaknesses
<p><i>Unique natural environments, such as Dungeness, and the wildlife they support</i></p> <p><i>Coastal resorts which remain popular in season, especially for beaches and watersports</i></p> <p><i>Strong historic ties and sense of self-identity</i></p> <p><i>Appealing traditional inland settlements and distinctive landscape</i></p> <p><i>Nuclear industry, including knowledge and expertise</i></p> <p><i>New Romney as hub town for the Romney Marsh Area has employment and housing growth opportunities</i></p>	<p><i>Constraints on local ability to access suitable housing</i></p> <p><i>Rural deprivation in some towns and villages with a dispersed population isolated from available jobs and services</i></p> <p><i>Many settlements have few existing facilities or are very small, particularly of concern is access to health facilities</i></p> <p><i>Concerns over impact and effectiveness of the A259 route that forms a key link for and through coastal communities and limited access to rail services</i></p> <p><i>Limited large scale employment opportunities (seen as a peripheral location for investors)</i></p> <p><i>Severity of potential flood risk, were defences to be overwhelmed</i></p> <p><i>Recreational impact on sensitive ecological areas</i></p>

Table 1.3 Romney Marsh

North Downs Area

1.49 The North Downs is characterised by its rolling topography, steep escarpments and attractive valleys covered by a mix of woodland and open areas of plateau farmland. The significant aesthetic and ecological value of this area is recognised in the respect that much of it falls within the Kent Downs Area of Outstanding Natural Beauty (AONB). Road and bus routes provide links northwards towards Canterbury (including on the A260 or the Roman Stone Street), with the strategic corridor formed of the M20, A20 and domestic and international rail services cutting through the areas west to east, to the south of the North Downs AONB.



Picture 1.5 Images of the North Downs

1.50 From the 1990s onwards Hawkinge was a major focus of major housing growth in the district, upon high ground within the AONB. It has grown significantly from a small village with a historic Battle of Britain airfield into a rapidly expanded settlement, becoming a town in 2011. It is now by far the largest settlement in Shepway's North Downs, providing a vibrant community centre, two primary schools and local facilities within the High Street and towards the west of the town, where a supermarket and pub are located, as well as a local centre and care home. New employment opportunities are to be provided within this area, together with a retirement village that is currently under construction. Due to the close proximity to Folkestone, Hawkinge has provided housing growth to support the town, with Folkestone providing the majority of employment, secondary education and other service needs to support the town.

1.51 Most of the North Downs villages **within the AONB** are relatively prosperous including the attractive, traditional villages of Elham, Lyminge and the **dispersed community of Stelling Minnis**. These larger settlements play an important role year-round to **rural** residents in providing commercial services and some public facilities. Around these villages lie several small hamlets that are relatively inaccessible, but are integral to the appeal of the Downs area and community life. The attractive environment, **housing stock** and presence of surrounding towns and major transport connections have resulted in some of the highest house prices in East Kent.

1.52 The south west of this area is outside the AONB and is bisected by major transport infrastructure, which has severed communities such as Stanford. These new routes have partly superseded the former main coastal route from London, the Ashford Road (A20), but the historic coaching route's legacy is evident with ribbons of development, creating other linear or fragmented communities, most notably within Sellindge parish. This part of the district is popular for its villages, access to services and employment **opportunities** in towns within Shepway and outside; **the result of its** close proximity to strategic infrastructure located near to the M20 junction 11 and railway stations.

1.53 The area is rich in history and places to visit, including castles at Westenhanger and Lymyne and the Port Lymyne Wild Animal Park, **which has diversified in recent years to provide popular holiday experiences and accommodation within this well connected location**. Hythe provides the nearest town centre to this part of the North Downs, **with rail, strategic road and bus connections to both Folkestone and Ashford, with more limited connectivity to Canterbury**. As such there are limited facilities within the character area itself, with reliance on nearby towns for most day to day facilities, services, leisure and employment.

Strengths	Weaknesses
<p><i>Positive image and environment of Area of Outstanding Natural Beauty, and attractive rural villages</i></p> <p><i>Active village communities</i></p> <p><i>Reasonable rural transport links to range of urban centres, including within Shepway and to Canterbury, Ashford and Dover</i></p> <p><i>Villages with a reasonable level of facilities such as popular local primary schools and healthcare</i></p> <p><i>Significant strategic infrastructure in place with opportunity for enhancement</i></p> <p><i>Close proximity to Euro-tunnel terminus</i></p>	<p><i>Lack of affordable housing</i></p> <p><i>Some localities impacted by the presence of nearby urban environment and infrastructure routes</i></p> <p><i>Limited opportunities for development within existing villages within the AONB without harming character</i></p> <p><i>Lack of services within communities and character area to meet day to day needs.</i></p> <p><i>Limited employment opportunities within villages</i></p> <p><i>Lack of High Speed 1 connection to London at Westenhanger</i></p>

Table 1.4 North Downs Area

1.54 The descriptions of these three character areas - the Urban, Romney Marsh and North Downs Areas - suggest that whilst transport and accessibility varies, many localities in Shepway are attractive or include strong communities and there are significant strengths that can be built on and weaknesses that can be remedied. Nevertheless, there are recurrent themes in relation to local deprivation, especially in terms of access to decent housing and jobs whilst opportunities exist to capitalise on the strategic benefits of the district, in particular with regards to its location, its high quality coast and countryside character and the availability of high quality rail and road infrastructure with capacity for growth.

2 Strategic Issues

This section establishes the major local issues and development requirements for the Shepway Local Plans to address.

2.1 District Development Challenges and Potential

2.1 This sub-section looks at Shepway’s place in Kent and South East England, its connections and the district’s main defining features.

Transport Links

2.2 Following **major investment in transport networks**, the district is in a recognised gateway location between the UK and mainland Europe, with access to the continent via the Channel Tunnel. In addition, the neighbouring port at Dover (one of the world’s busiest ports) and London Ashford Airport at Lydd offer further international connections, as does the Eurostar Terminal at Ashford.

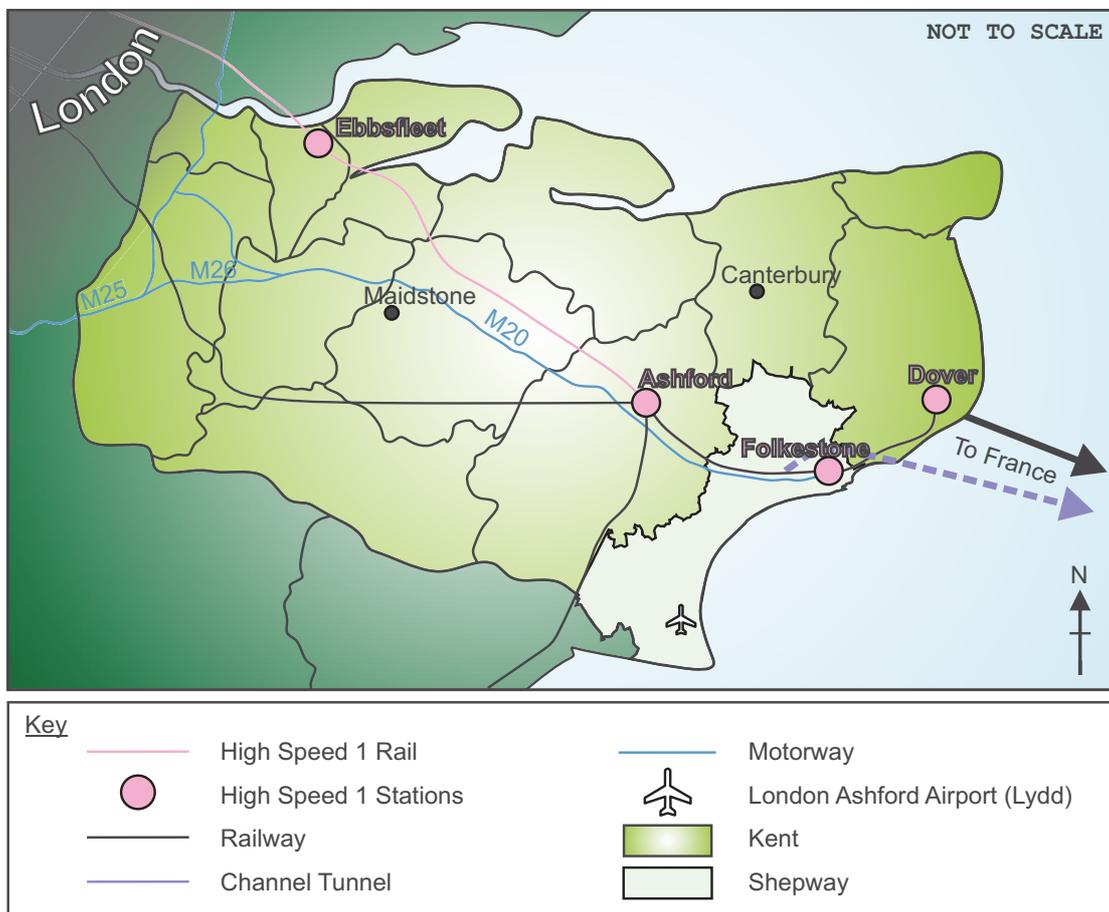


Figure 2.1 National and international connections

2.3 Shepway district is well connected to the national trunk road network via the M20. The High Speed 1 rail service to St Pancras has meant that Folkestone is now less than an hour away from Central London. These improvements have benefits elsewhere in Kent, most notably at Ebbsfleet and Ashford, along with the city of Canterbury; nevertheless Shepway is the best connected coastal district in East Kent, **with significant opportunity to extend the benefits that High Speed rail has brought to Folkestone to other locations in the district, through the provision of high speed services from Westenhangar.**

2.4 With these improved communications, functional connections with settlements outside but close to the district can be as important as the relationships between places within Shepway. This is clearly evident between the towns of Folkestone and Dover, only 15 km (10 miles) apart. Likewise some northern Shepway villages may have more functional links with Canterbury than Folkestone/Hythe, and Ashford influences places in western Shepway. Nevertheless, the district is relatively self-contained for many purposes with a clear axis of movement along the coast between the main towns, as shown in Figure 2.2 below.

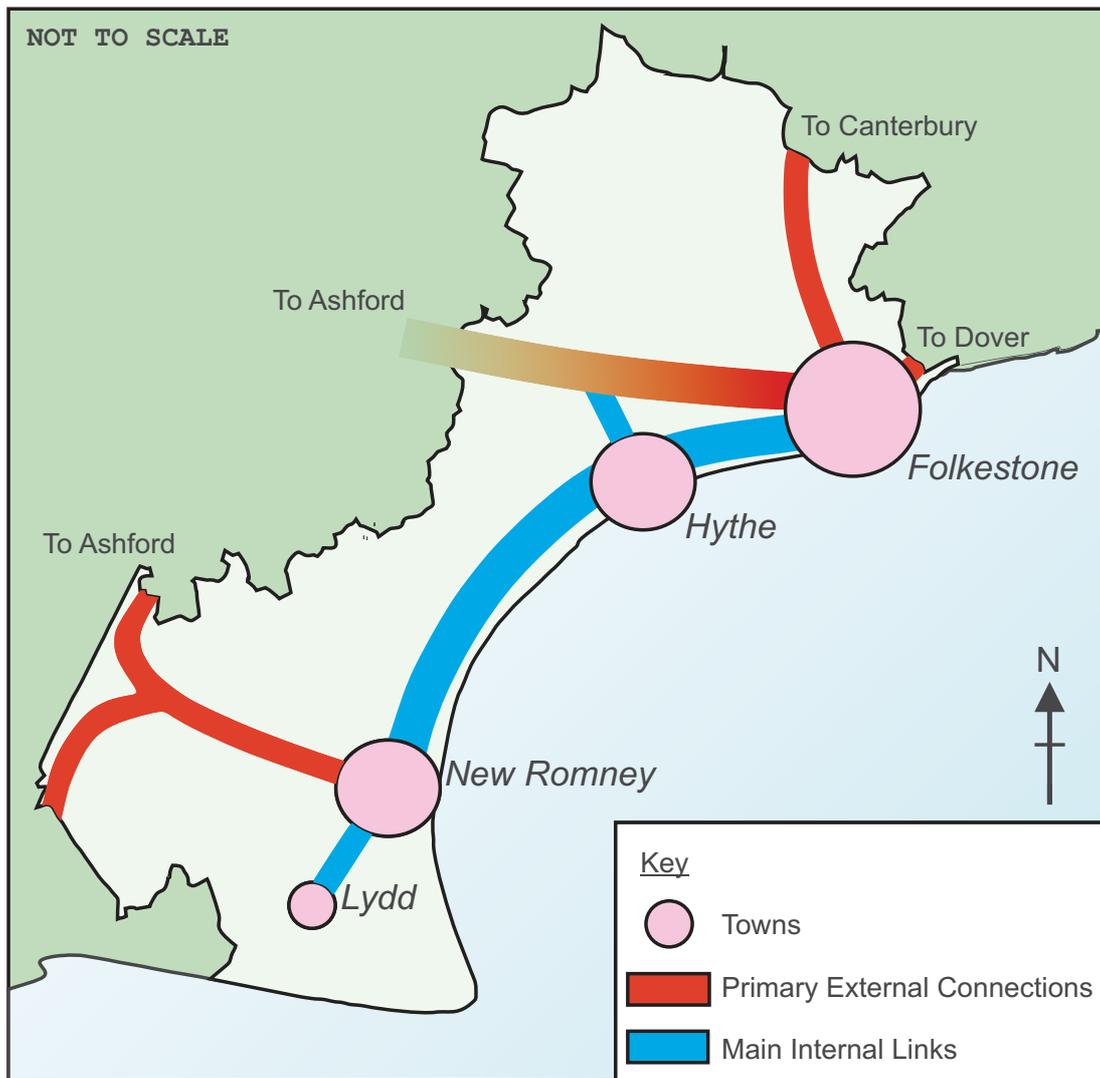


Figure 2.2 The towns and main links in Shepway [To be updated]

2.5 The east–west mainline rail route, along with the M20/A20, forms a defining central transport channel within the district. Folkestone is now very well served by rail and road links to the capital and growing towns in Kent. As shown in Figure 2.3 below, other main road and bus linkages out of the towns take the form of the A259 coastal route through a series of settlements towards Sussex, or roads northwards to Canterbury.

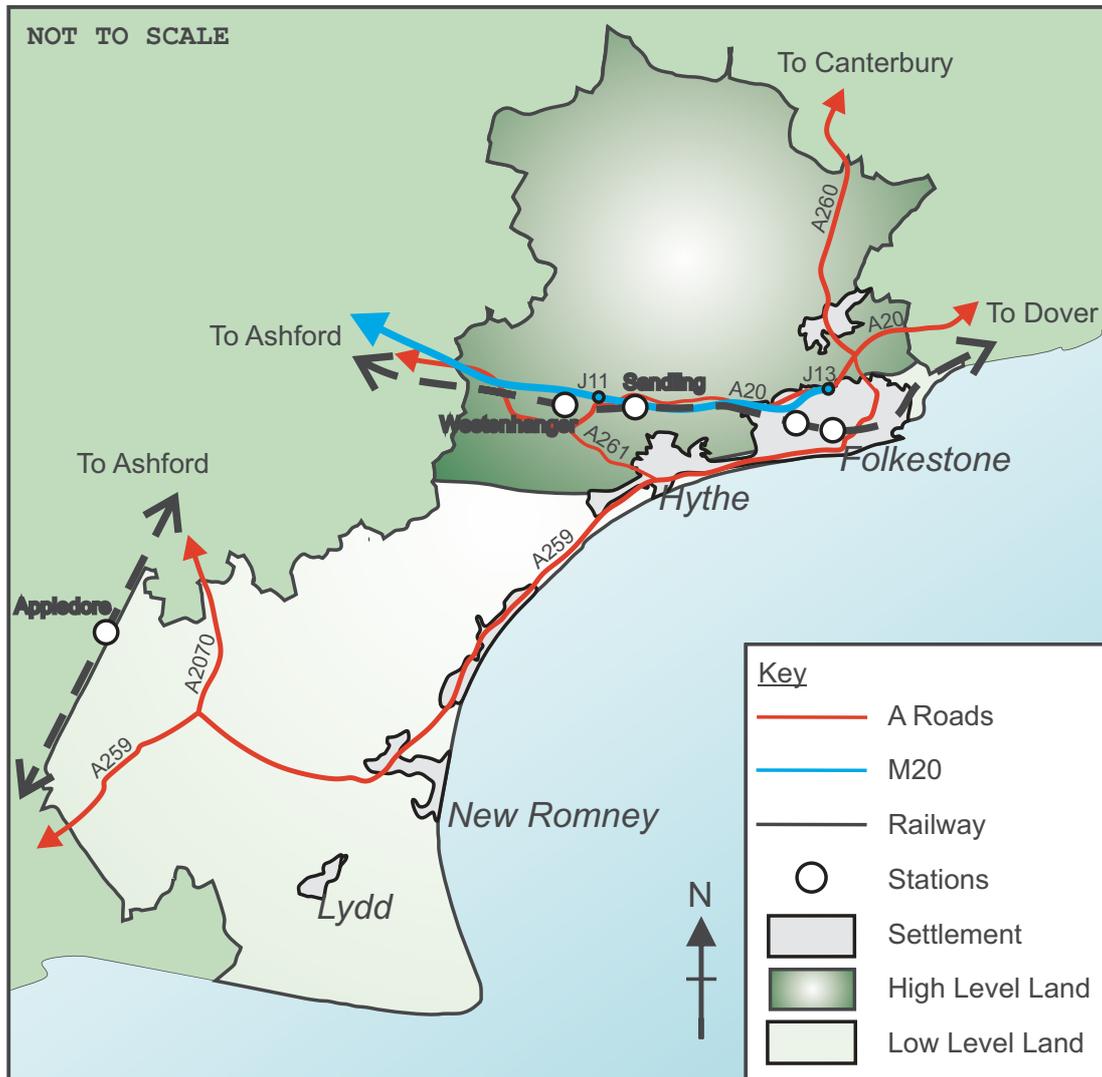


Figure 2.3 Physical features of Shepway [To be updated]

2.6 The main towns provide possible employment and higher-level services for the vast majority (but not all) of the district's villages. Rural areas in the northern and southern ends of the district are less well connected, and the population is often dependent on cars (or buses in some instances) for longer journeys to **Ashford, Canterbury and Folkestone**.

Population and Health

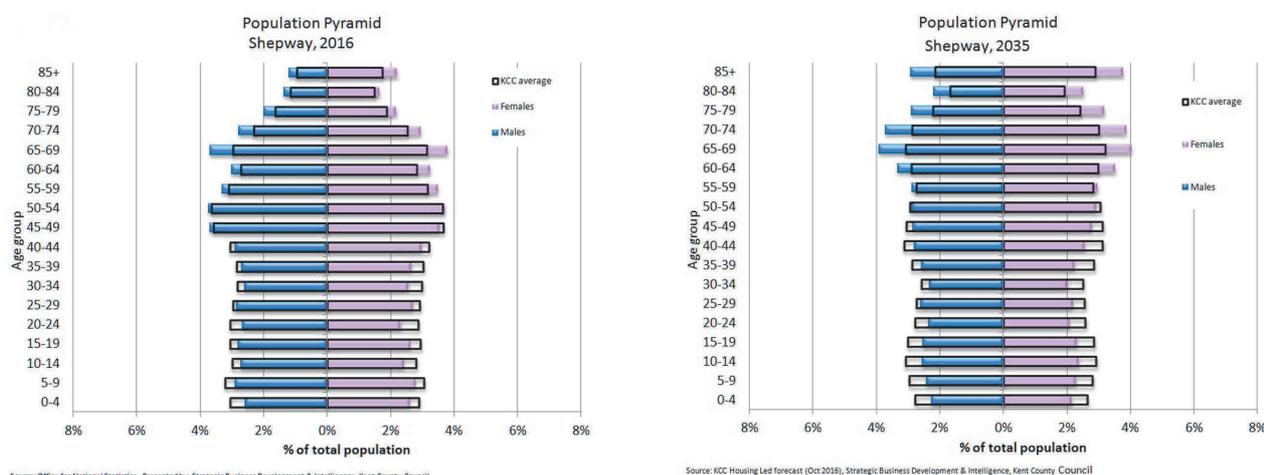
2.7 The population of Shepway has increased by **15.4 per cent** in the last fifteen years according to the mid-2016 population estimates. This rate of growth outpaces both the national and county averages ⁽¹⁾. Over this period natural change in the population has broadly balanced out and the growth in population can be mainly attributed to domestic migration, from other parts of the country, although international migration is also positive.

2.8 Projected population growth expects there to be a very significant ageing of Shepway's population over the course of the plan period to **2036/37** as illustrated in population pyramid in Figure 2.4 ⁽²⁾. **This means that the population is growing fastest for people aged 45-65, whereas the proportion of Shepway residents aged**

1 KCC (2017) Time series of Mid-Year Population Estimates 1996-2016, Business Intelligence, Research & Evaluation

2 KCC (2016)

20-44 has shrunk over the last 20 years; this could be attributed to the 'university effect' (young people moving away from the district to take up opportunities in further education), as well as the general shift of 'baby boomers' through the population pyramid. The proportion of Shepway residents aged under 19, or over 70 has remained broadly consistent over the last 20 years.



Picture 2.1 Current and future projected age groups of Shepway's Population

2.9 The ageing population will have implications for the district's health and care requirements. The health of people in Shepway is similar to the England average. It can be seen from Table 2.1⁽³⁾ that since 2010 the life expectancy of Shepway residents has increased. Positively, it also shows that the difference in life expectancy between the least- and most-deprived residents is narrowing; although the most-deprived fifth of males in Shepway are expected at birth to live approximately six and a half years less than those in the top fifth.

	Life Expectancy		Gap between least and most deprived quintiles	
	2010	2017	2010	2017
Male	78.2 years	79.2 years	10.1 years	6.7 years
Female	82.5 years	83.2 years	5.8 years	3.5 years

Table 2.1 Life Expectancy in Shepway

2.10 Disparities also emerge with the district's geography and neighbourhoods. Shepway includes some localities where the community is particularly active, and others where there is significantly less sense of community. One way of considering this is the concept of 'social capital' which describes the formation of networks and trust between people, often based on them sharing similar objectives within neighbourhoods.

2.11 Examination of the concept by Kent County Council⁽⁴⁾, using available information, suggests that Shepway has both the lowest social capital (Folkestone Central) and the highest social capital (some of the most rural wards) of all neighbourhoods in Kent, based on data relating to perceptions of trust, social inclusion and collective action. Strong social networks may help foster a sense of security in communities. Social capital is not necessarily always positive, but it emphasises the diverse nature of Shepway's communities as well as geography.

3 NHS (2017) Shepway Health Profile

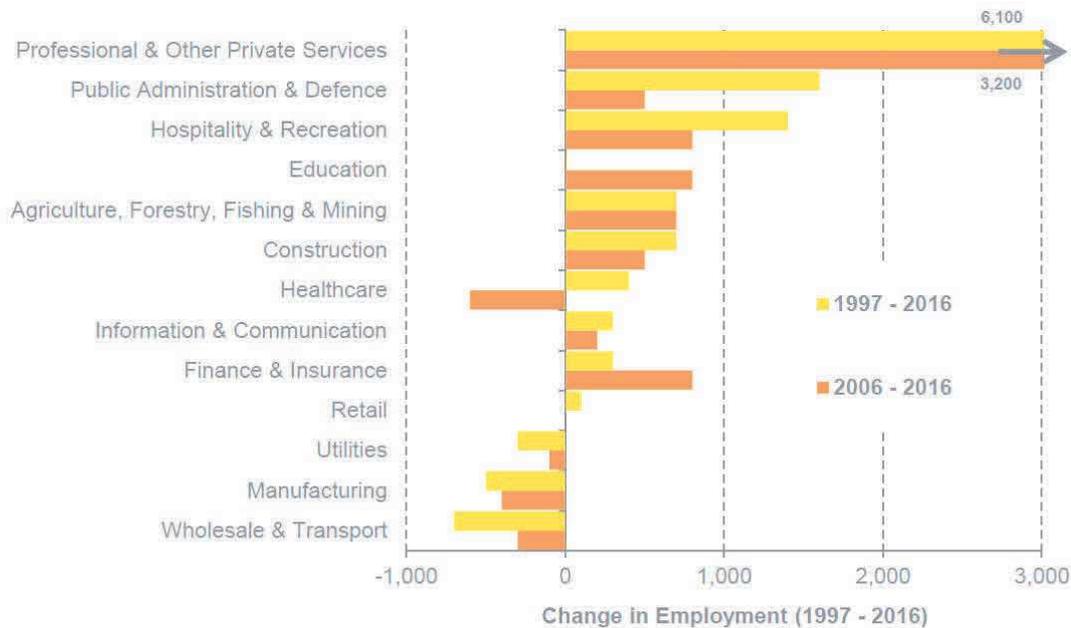
4 KCC (2009) Social Capital: What Is It and Can It Be Measured?

2.12 The challenge is to develop the district as a whole, utilising social resources in a way that all places and people across Shepway can share in. Increasingly interactions are of a digital nature, and ensuring high quality connectivity for all residents across the district is an essential requirement in facilitating improvements in social capital.

Economy and Education

2.13 During the years 1997 to 2016 the **growth in employment in Shepway was higher** than the growth recorded in Kent, the South East and the UK. The number of jobs in the district has grown by 13 per cent over the period 2006 to 2016, higher than the overall growth in Kent (8 per cent), the South East (8 per cent) and the UK (8 per cent) during this period⁽⁵⁾. However, primary and secondary industries remain very important to many communities away from the main urban area.

2.14 District-wide, the single greatest concentration of jobs is in the 'professional and other private services' sector, as shown in Figure 2.5 below:



Picture 2.5 Jobs by sector in Shepway

2.15 It can be seen in Figure 2.5⁽⁶⁾ that employment growth in the district between 1997 and 2016 was driven by professional and other private services, public administration and defence, hospitality and recreation and education. Shepway has experienced a stronger growth in finance and insurance over the period 2006 to 2016, as well as losses of employment in healthcare over this period contrasting with gains between 1997 and 2016. At the same time, employment losses were recorded in wholesale and transport, manufacturing and utilities. Around 67 per cent of the employment growth registered in the professional and other private services sector in Shepway during this period related to the administrative and supportive services sub-sector which provide valuable employment but contribute to low wage levels.

	Shepway	Kent	South East England
Jobseeker's Allowance claimants (November 2016)	1.6%	1.1%	0.7%

5 Lichfields (2017) Shepway Employment Land Review

6 Lichfields (2017) Shepway Employment Land Review

	Shepway	Kent	South East England
Gross Weekly Earnings (2016) Shepway by residence	£490.60	£553.30	£582.00

Table 2.2 Labour market attributes

2.16 Table 2.2⁽⁷⁾ shows earnings are below county and regional levels. Unemployment levels in Shepway are relatively high (above national averages) and the district has pockets of extensive unemployment.

2.17 Shepway has **severe areas of deprivation** compared with much of South East England. It is now ranked as the **third** most deprived of the 13 council areas in Kent (IMD 2015).

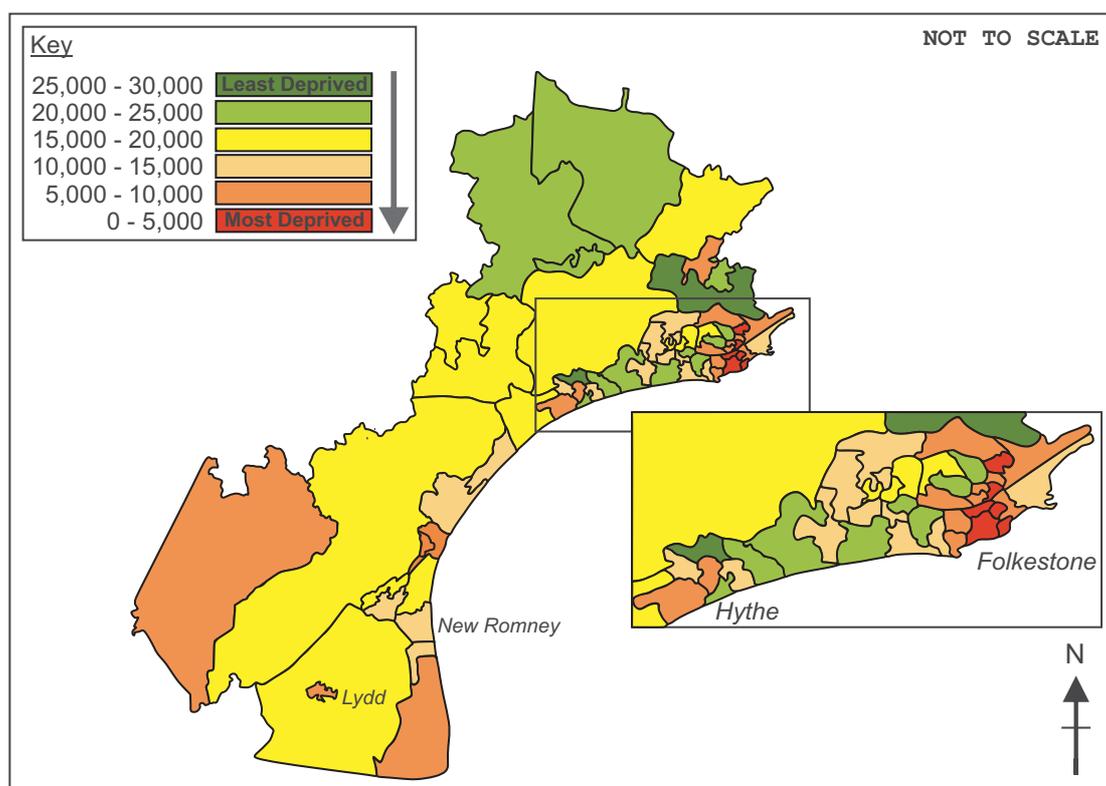


Figure 2.6 Indices of Multiple Deprivation in Shepway [To be updated]

2.18 Figure 2.6 shows several parts of the district where socio-economic disadvantage (red/orange coloured areas) have often been a long-standing issue. The largest cluster of deprivation (communities in the top third nationally – ranking 10,000 or above) is found in inner/northern Folkestone. The inset shows urban deprivation is often in very close proximity to affluent areas.

2.19 The picture is also complex in rural areas. Many villages in northern Shepway are less deprived (Elham and Stelling Minnis is the only Shepway ward to be shown wholly green in Figure 2.6). In the south west of the district, concentrations of rural deprivation are found in and around Lydd and small villages such as Brenzett.

2.20 In line with the issues highlighted in Figure 2.6 for southern Shepway, a national study⁽⁸⁾ confirms economic problems in St Mary's Bay/ Dymchurch. This indicates that multiple deprivation may primarily relate to worsening access to services and jobs, the local demographic make-up or isolation in some communities.

7 Office for National Statistics (2016) Nomis - Official Labour Market Statistics

8 DCLG (2011) England's Smaller Seaside Towns: A Benchmarking Study

2.21 With continuing deprivation, outcomes from the education system in terms of skills attainment have been of concern in several parts of Shepway.

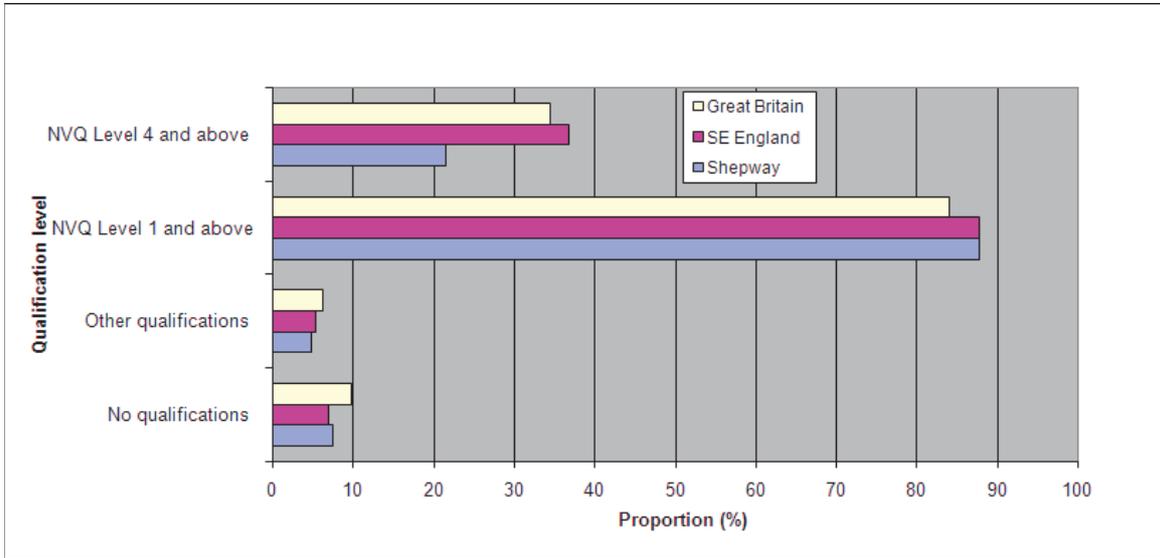


Figure 2.7 Qualifications held by Shepway residents (2012)

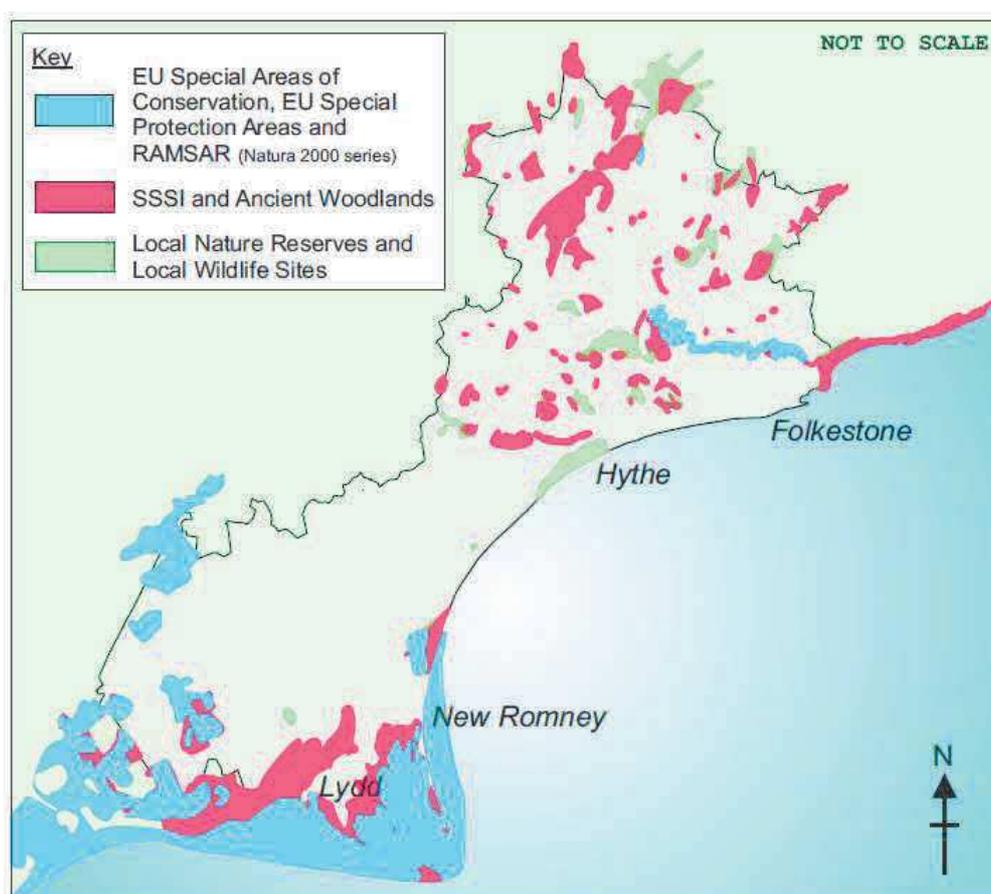
2.22 Figure 2.7⁽⁹⁾ illustrates that most Shepway residents hold qualifications, but there are fewer people with higher-level qualifications than average. In particular, the district has **a lower proportion of people holding NVQ4** level qualifications (degree equivalent) and above than in the region or Great Britain as a whole **and this may reflect the 'drain' in population as residents go elsewhere to study or for employment opportunities that require higher level qualifications.**

2.23 Further and higher education provision has **changed within the district and sector as a whole, with an increasing focus on skills and vocational qualifications.** Whilst Higher Education provision is not made within the district, significant provision is available nearby at both the University of Kent and Canterbury Christchurch University. With employment growth within key identified sectors a priority, together with significant investment in regeneration and housing within the district and enhanced connectivity (both physical and digital) there is opportunity to address the net outflow of young adults from Shepway by providing a well connected urban and rural environment that is attractive as a place to live and work.

9 Office for National Statistics (2012) Annual Population Survey

Environment and Natural Assets

2.24 The district features environments of great geodiversity and biodiversity. The largest single environmental designation is the AONB in northern and central Shepway. The Romney Marsh landscape is also highly notable, especially **Dungeness**, which is cherished for its shingle landscape and special habitats.



Picture 2.8 Nature conservation sites in Shepway [To be updated]

2.25 Figure 2.8⁽¹⁰⁾ shows current internationally designated habitats foremost (blue), and then other areas of land with an international designation for scientific interest or ancient woodlands (red). These cover large areas on the southern edge of the district, and several smaller sites in northern parts of the district. The remaining greenspaces shown have local significance and, lying closer to Shepway's Urban Area, are also valued by many.

2.26 These natural areas add to the appeal of Shepway, and are complemented by the many open spaces in and around the towns. There are **country** parks at the East Cliff and Folkestone Warren, New Romney Warren, Brockhill (Hythe) and Peene Quarry. Local quality of life now also benefits from improving sports pitches and parks such as at Three Hills Sports Ground, Cheriton Road, Folkestone, **whilst there is opportunity for further investment in both indoor and outdoor sports facilities across the district to meet the needs of the population.** The Lower Leas Coastal Park and the Royal Military Canal are recognised for their quality, both holding Green Flag awards.

10 Authoritative maps held by Natural England and others should be consulted.

2.27 The district's particularly **fragile relationship with its water environment** is becoming increasingly significant, especially with the impact of climate change. This is an important issue for the very low-lying land in Romney Marsh where flood risks and the maintenance of coastal defences have long been a concern, **with significant investment made in recent years at Dymchurch, and further investment planned within Lydd in the near future.**

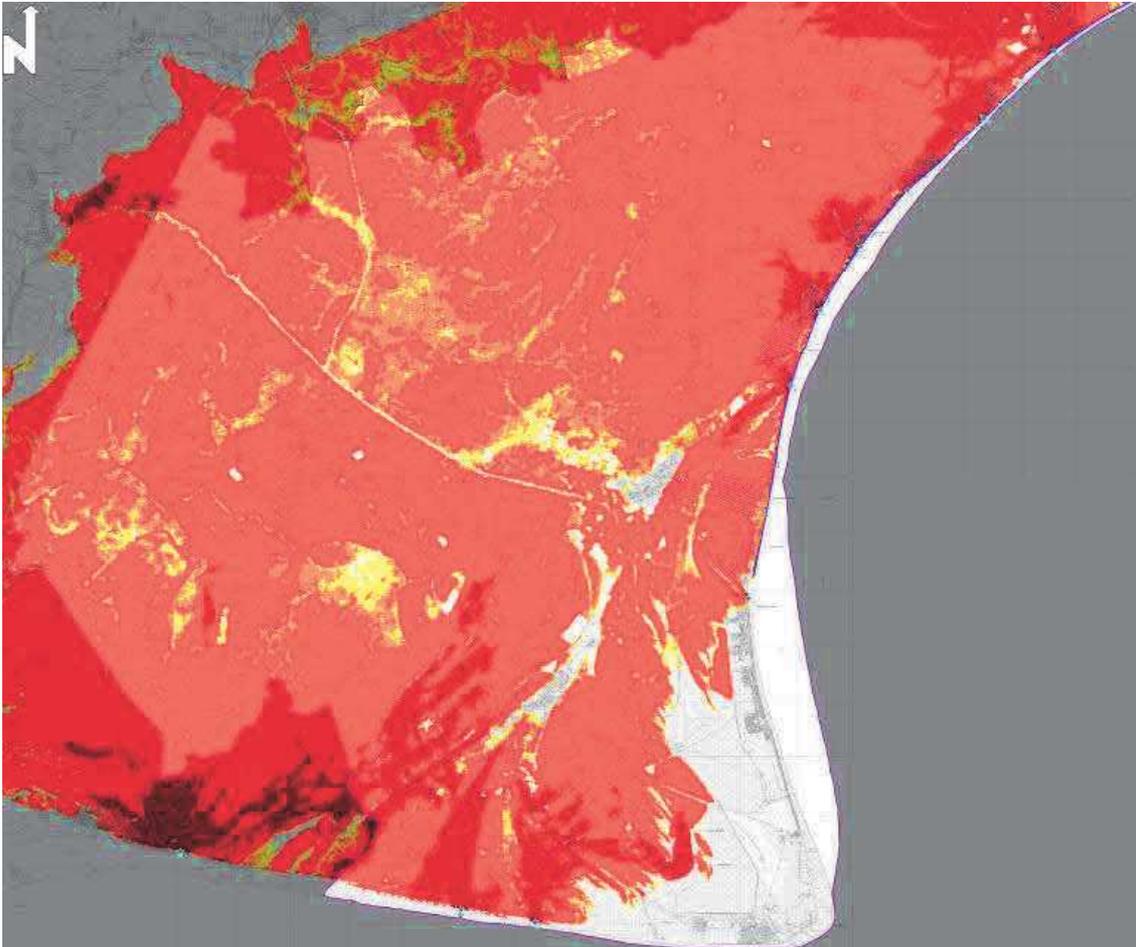


Figure 2.9 Extract from Shepway Strategic Flood Risk Assessment 2115 flood risk hazard map [To be updated]

	Hazard Rating (HR)	Degree of flood hazard	Description
	< 0.75	Low	Caution – shallow flowing water or deep standing water
	0.75 to 1.25	Moderate	Dangerous for some, i.e. children – deep or fast flowing water
	1.25 to 2.5	Significant	Dangerous for most people – deep fast flowing water
	> 2.5	Extreme	Dangerous for all – extreme danger with deep and fast flowing water

2.28 The specific nature and degree of flood hazards (modelled in Figure 2.9 for southern Shepway) varies significantly between locations, but all water-related issues are of growing importance across the district. **The Council has an up-to-date Strategic Flood Risk Assessment, completed in 2015 and will continue to update this as appropriate.**

2.29 The whole local hydrological cycle is of notable significance in Shepway. District water availability depends on relatively low local rainfall levels to maintain local aquifer stocks, **with the district classified as a water scarcity area**. There is also a pressing need to maintain the integrity of water quality and coastal environments as a whole.

2.30 Shepway's coastal location is a defining influence in a variety of ways: its extensive shoreline, marine habitats, the Marsh topography, and the built environment of communities founded on access to the sea. Moreover, several features found within Shepway reflect its historic importance for military purposes at ancient and more recent times in the nation's past.

2.31 As described in section 1.2, Shepway's natural and built heritage forms a potentially rich inheritance. A varied and often precious human history and natural environment can be found across much of Shepway, but is often hidden from the sight of visitors and residents, or only seen as fragile or disjointed fragments.

2.2 Strategic Needs for Sustainable Development

2.32 Sustainable development is central to the planning system. **The National Planning Policy Framework states "At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking."** It is also clear that **"to achieve sustainable development, economic, social and environmental gains should be sought jointly and simultaneously through the planning system"**.

2.33 The Core Strategy **Review** does not replicate a general requirement for sustainable development throughout, as it operates in a context where all planning processes are structured around delivering sustainable development. Evidence shows environmental, economic and social factors are all relevant to the long-term future of places in Shepway.

2.34 **Four** over-arching strategic needs have been brought together and are presented thematically to underpin planning policy in Shepway, and to conveniently express the nature of the challenges that the Core Strategy is seeking to address. These heavily draw from the identified Opportunities and Challenges (section 2.1), and relate to the issues within Shepway's places (section 1.2).

2.35 They are not mutually exclusive, and indeed with the relationships between them, a single planning response may form a multi-pronged action in terms of addressing strategic needs.

2.36 One clear strategic need is to break the chain of factors that result in persistent multiple deprivation and local economic weakness, as highlighted in paragraphs 2.14-2.22.

The challenge to improve employment, educational attainment and economic performance in Shepway: Strategic Need A.

This includes tackling the limited range of jobs and skills **by improving educational attainment, building on existing economic strengths by supporting key sectors, boosting productivity and supporting business growth and promoting further investment so as to improve residents' wages, address the district demographic profile** and reduce unemployment levels, and maximise opportunities for growth.

2.37 Another important strategic need is addressing growing threats to the substantial (but fragmented) natural and built environmental assets of the district, as outlined in paragraphs 2.25-2.32.

The challenge to enhance the management and maintenance of the rich natural and historic assets in Shepway: Strategic Need B.

This includes: addressing climate change strategically; the sensitivity of habitats and landscapes; precious water resources; and preventing undesirable coastal and countryside change (including growing flood risks); allied with further sustainable and positive management of the district's distinctive set of natural environments and historic features.

2.38 The third key strategic need relates to opportunities for people and places to improve quality of life where it is most needed, as established in paragraphs 2.9-2.13 and throughout section 1.2.

The challenge to improve the quality of life and sense of place, vibrancy and social mix in neighbourhoods, particularly where this minimises disparities in Shepway: Strategic Need C.

This includes responding to variations in living conditions, personal **health and** wellbeing and **improving opportunity for** independence in old age; managing communities to increase shared feelings of identity, **community** and cohesion; and promoting the collective enhancement of the quality and sustainability of places.

2.39 The final key strategic need is concerned with meeting future housing need given limited opportunities for development as identified in section 1.2

The challenge to plan for strategic development which fosters high quality placemaking with an emphasis on sustainable movement, buildings and green spaces: Strategic Need D.

This includes promoting strategic development following the principles of garden settlements, addressing climate change with the goal of creating new communities that are carbon neutral. Create opportunity to increase the level of economic activity in the district in existing and new sectors and raise standards of living across local communities, as well as encouraging healthier, more active lifestyles.

2.40 If these needs are addressed, places in Shepway could widely offer a rich quality of life, although to achieve this will require action in the context of the strong influence of structural drivers. The defining influence of these external factors can be illustrated as shown in Figure 2.10.

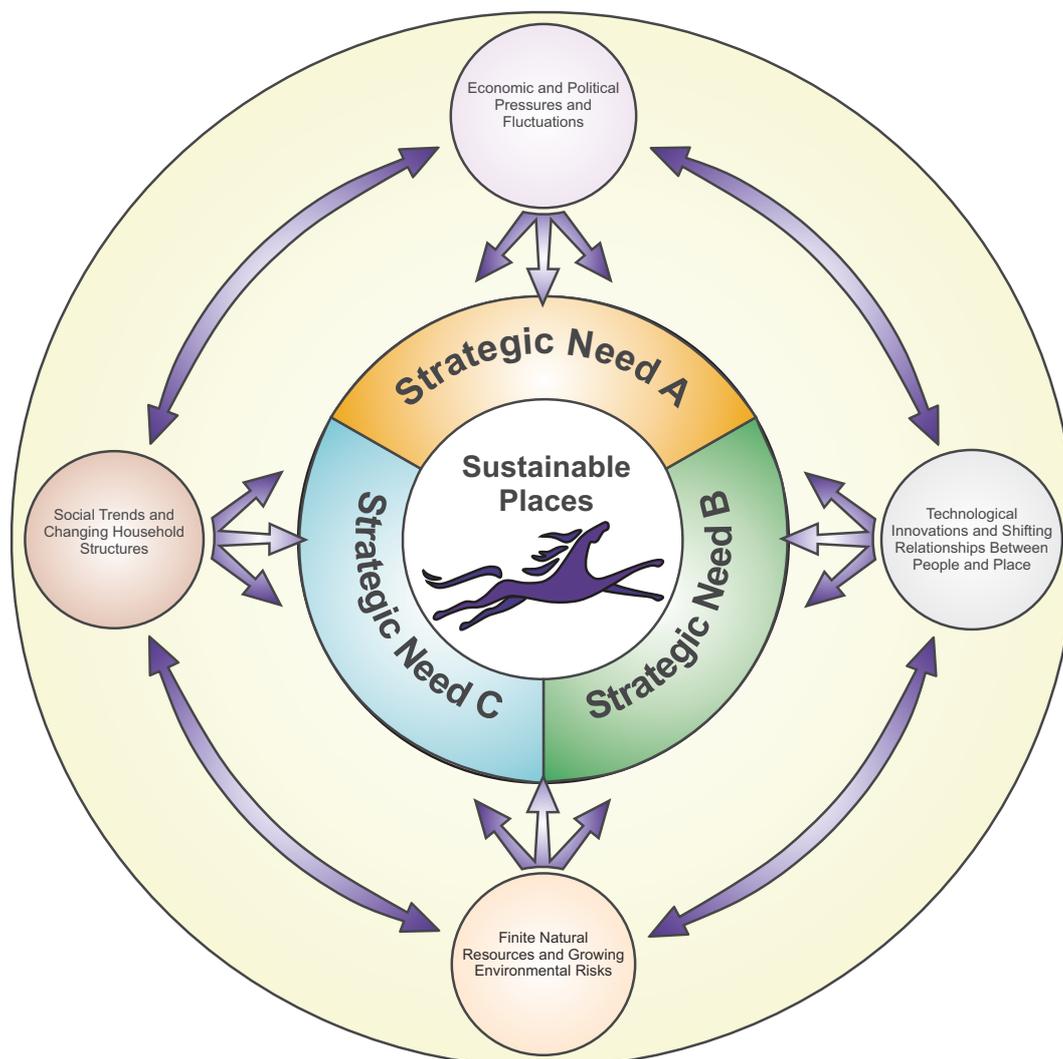


Figure 2.10 Strategic needs and structural drivers [To be updated]

2.41 Strategic needs are considered below against the drivers to identify how they can best be tackled through sustainable development options in Shepway. The following points can be established for strategic planning with reference to the structural drivers in section 1.1.

2.42 *Economic and political pressures and fluctuations:*

- Continuing restrictions on expenditure and potentially radical national policy changes show the wide-ranging development impacts of a structural shift such as a severe recession. It is unclear when growth and sufficient certainty will be fully re-established in the development industry;
- The unpredictable consequences to the economy of leaving the European Union, particularly in relation to the district's location at the gateway to Europe;
- Potential changes when the country eventually moves out of a low interest rate environment;
- Rapid changes in technology that are radically altering the way people communicate and companies do business;
- Nevertheless, over the time period of this strategy significant growth and change is expected, with the driving structural benefits of the district - its high quality landscape, townscape and location and connectivity - providing strong building blocks towards meeting strategic needs. The remaining businesses in Shepway's traditional economic sectors may have proved their resilience and may help to see the district through to

more stable conditions. Communications improvements can provide a framework for an increase in local development confidence over the various stages of the economic cycle; and

- In this context, deprived communities in the district are in particular need of a strategy to protect against risk and to continue to support standards of living in Shepway, maximising the sustainable use of collective human and physical resources in the district.

2.43 *Finite natural resources and growing environmental risks:*

- There is a clear connection between global environmental change and the future of Shepway's landscapes and habitats. Local strategy must take full account of the risks and need for co-ordinated interventions, in particular in transitional and coastal zones and sensitive **and designated** areas;
- The particular location and physical characteristics of Shepway mean strategy needs to help co-ordinate the planning effort required to address increased flood risk, potential constraints to drinking water availability, and a growing imperative for sensitive handling of special habitats; and
- Infrastructure, building design and travel habits will have to be altered to **minimise** carbon emissions and unnecessary water and energy usage in the district.

2.44 *Social trends and changing household structures:*

- This broad trend is allied with local circumstances through the way places tend to attract (or fail to serve) groups of people in the same stage of life. This means overall migration trends of people between places are not random but the particular environment is itself influential – as well as the economy within the area. Shepway already has a comparatively elderly population, and the appeal of the coast to retirees is well established **and not likely to diminish; however this appeal increasingly applies to wider ranging age groups who are able to work on an increasingly mobile basis;**
- Therefore a combination of national and local factors mean pressures are growing for Shepway's population base to become heavily middle or late aged over the time period of this strategy, **with evidence that affordability is limiting opportunity for younger people to be able to buy or rent a home of their own.** The 'typical household' will continue to become much smaller because of older single-person households and other social changes, **with a need for specialist housing to be provided that meets the needs of the elderly or provides opportunity for adaptation over the life of the occupants.** In the absence of in-migration the population will fall, even though an ageing population will require an increase stock of housing as people live longer. These combined needs - additional housing to serve the ageing population and to provide for in-migration to ensure the district retains a population of working age - have significant consequences for the local economy; and
- The Core Strategy **Review** can both provide opportunities to address the outcomes of trends, and also tackle the root causes behind trends. Both the amount and type of housing is influential, as is the strategy for community services and employment.

2.45 *Technological innovations and shifting relationships between people and place:*

- The need to travel for many activities has reduced with new ways of exchanging information, with an increased reliance on **digital forms of communication and technologies in all sectors. In future years growth in artificial intelligence and connectivity (the 'Internet of Things' or IoT) and automation will change the employment landscape beyond recognition.** It does not follow, however, that travel demand or migration has been reduced (not least as **digitisation** can stimulate whole new strands of economic activity). Additionally, journeys have become quicker and travel **options wider, opportunities the district needs to further capitalise on.** These communication channels have increased pressure on some traditional commercial areas and infrastructure by shifting demand and changing business/customer needs;
- Alongside boundaries becoming less restrictive, the distinctions between settlements **and nations** can feel as if they are disappearing. Nevertheless with this form of 'globalisation', continuing geographic distinctions can present an opportunity, as the character and environment of individual places and local history becomes more valued. If the need is for Shepway to become more competitive, then the Core Strategy must shape changes to make the best of the local distinctiveness within the district; and
- A growing reliance on virtual connections, **transport** and electronic communications can be balanced with a focus on public spaces where people meet, or other physical sites where groups continue to interact

together. These may be places such as parks, town centres, public transport stations and shared facilities at the heart of successful residential neighbourhoods.

2.46 The nature of risks is examined further in provisions for the implementation (see section 5.3) of the Core Strategy.

2.47 Structural drivers will also present greater or lesser challenges for other places in Kent or coastal districts in the South East of England: areas which may be in competition with Shepway.

2.48 Development will be sustainably delivered in the Core Strategy and in line with national policy as set out in the following policy.

Policy DSD

Delivering Sustainable Development

When considering development proposals Shepway District Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. It will always work proactively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Planning applications that accord with the policies in this plan (and, where relevant, with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise. Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the council will grant permission unless material considerations indicate otherwise – taking into account whether:

- Any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or
- Specific policies in that Framework indicate that development should be restricted.

Shepway District Council will implement the policies and proposals of the Core Strategy to meet milestones and seek to ensure that essential infrastructure to support regeneration is secured through Policy SS5 and by:

- a. Working with partner organisations on local plans delivery and in development management of planning applications;
- b. Producing further local plans with a focus on specific sites, delivery/funding arrangements and detailed planning policies;
- c. Preparing **Authority Monitoring Reports (AMRs)** to review the effectiveness of policies and the collection of resources for infrastructure projects;
- d. Undertaking pre-application discussions with developers and involving partner organisations where appropriate;
- e. Negotiating legal agreements and obligations as suitable, utilising other powers and non-planning capabilities; and
- f. Taking a corporate lead in place-shaping through aligning with Shepway District Council's own activities and internal strategies.

Shepway District Council will collaborate with partners on the sustainable development of the area in accordance with the statutory Duty to Co-operate **and in the preparation of joint Statements of Common Ground (should this be required).**

2.49 Provisions for Core Strategy implementation are set out in Section 5.3.

3 Aims and Vision for Shepway

This section sets out – through specific aims for the district, and a future vision of local places – the challenges established for the Core Strategy in Shepway.

3.1 District Planning Aims

3.1 The over-arching strategic needs explain the focal issues to be prioritised in the long-term sustainable development of the district. In order to address the needs fully, specific aims for the Local Plans are set out below. Shepway's planning policies will need to take forward or further develop individual aims into detailed objectives through topic- or area-specific plans flowing from the Core Strategy [Review](#).

3.2 These aims are tailored to Shepway's priorities and mostly can apply district-wide, although specific environments and places are highlighted where directly part of the Core Strategy.

Strategic Need A: The challenge to improve employment, educational attainment and economic performance in Shepway.

3.3 Aims arising from Strategic Need A:

1. *Increase prosperity across the local population;*
2. *Improve accessibility and transport infrastructure;*
3. *Enhance the viability/vitality and appeal of Town Centres, with Folkestone as a major commercial, cultural and tourism centre featuring upgraded connections and public realm;*
4. *Achieve real-term increases in gross incomes;*
5. *Grow the proportion of residents with higher-level qualifications, helping to create an 'innovation district' to provide a distinct employment offer that reflects changing patterns of work;*
6. *Deliver a flexible supply of 'super-connected' employment space in terms of location, size and type, particularly space that allows businesses to start-up and scale-up their operations;*
7. *Expand the range of jobs and the skills of the local workforce;*
8. *Maximise the efficient use of infrastructure and secure further improvements, unlocking the development of priority sites, communities and areas to develop business clusters and centres of excellence;*
9. *Provide housing of a quality and type suited to long-term economic development needs;*
10. *Regenerate deprived neighbourhoods, including Central and Northern Folkestone and in pockets within Romney Marsh; and*
11. *Expand cultural and creative activity in the district, with refurbished premises and spaces in Folkestone's old town forming a vibrant Creative Quarter.*

Strategic Need B: The challenge to enhance the management and maintenance of the rich natural and historic assets in Shepway.

3.4 Aims arising from Strategic Need B:

1. *Expand green infrastructure and enhance its connectivity, making a positive contribution to managing the impacts of climate change through adaptation and mitigation;*
2. *Minimise local carbon emissions, maintain air quality, control pollutants and promote sustainable waste management;*
3. *Protect and enhance habitats and species to sustain biodiversity, particularly where of international and national significance, including a focus on Dungeness and Folkestone Warren;*
4. *Manage sensitive landscapes shaping the character of the district, especially on the edge of settlements or within the Kent Downs AONB and its setting;*

5. *Increase the efficiency of water management to maintain local water resources and to improve the quality of watercourses and the sea;*
6. *Maintain the sense of openness and tranquillity of the countryside and undeveloped coast;*
7. *Manage Shepway's coast to ensure resilience to climate change processes, reducing the risk to life and property from flood hazards, and actively managing coastal environments for green infrastructure and sustainable recreational purposes;*
8. *Enhance the character and function of Shepway's historic towns and villages, and the management of historic assets/visitor attractions; and*
9. *Promote choice in means of transport through opportunities for walking and cycling and improved public transport networks and information.*

Strategic Need C: The challenge to improve the quality of life and sense of place, vibrancy and social mix in neighbourhoods, particularly where this minimises disparities in Shepway.

3.5 Aims arising from Strategic Need C:

1. *Create distinctive places and cohesive neighbourhoods and encourage increased voluntary activity, the provision of new community buildings and the retention of existing viable community buildings and civic interest in community development;*
2. *Ensure choice of good-quality residential accommodation is maximised within individual neighbourhoods and villages, with a mix of housing size, type and tenure, including opportunities for self- and custom-build homes;*
3. *Assist in meeting the essential needs of vulnerable local social groups and provide more properties that allow people to remain living independently;*
4. *Improve sports, recreational space, health care and other facilities and reduce relative disparities in the health of communities;*
5. *Increase access to services that are appropriate to the needs of the local population and improve and maintain essential rural services and infrastructure;*
6. *Improve the urban environment, including the usage and sense of security of key public spaces including major parks, town centres and public transport stations;*
7. *Reintegrate physically divided or highly linear villages and neighbourhoods through central social infrastructure or community development;*
8. *Improve Town Centre environments, facilities and communications for businesses and visitors in the Romney Marsh area; and*
9. *Consolidate communities that are hosting significant new developments.*

Strategic Need D: The challenge to plan for strategic development which fosters high quality place-making with an emphasis on sustainable movement, buildings and green spaces.

3.6 Aims arising from Strategic Need D:

1. *Ensure adequate land is identified to meet housing need over the plan period, with an aim to provide sufficient capacity beyond the plan period or headroom, should housing need increase;*
2. *Include a balanced mix of land uses, housing tenures, community facilities and strategic open spaces with long term stewardship and management arrangements established at an early stage;*
3. *Promote innovative and distinctive architecture whilst protecting and enhancing unique landscapes and heritage assets. Building construction should be characterised by longevity, smart energy solutions and environmentally adapted materials;*
4. *Healthier living to be encouraged by the generous provision of sports pitches, recreation facilities and land for locally grown produce;*
5. *Areas and facilities within new development must be accessible to all. This is facilitated by physical linkages such as public transport, walkways and cycle paths;*

6. *Housing options that meet the different and changing needs of young people, growing families and the elderly;*
7. *Public transport planning must be an integral aspect of strategic new development;*
8. *Green corridors within and connecting built-up areas should be emphasised in urban design, particularly to balance and enhance the built environment in high-density areas; and*
9. *Requiring a reduction in waste from new homes and businesses and achieving an increase in recycling rates significantly higher than is achieved in established towns in Kent.*

3.7 With the general alignment of strategic needs with many other organisations, these aims can also inform the plans and programmes of groups providing services and activities in the district.

3.2 Vision for Shepway

3.8 As shown in section 1.2 and elsewhere, the district's environments and improving accessibility mean as a whole it has significant potential. To capture this, all places across Shepway, can play a role; and for change to be delivered a positive vision of the future is set out. In its entirety, the vision is ambitious about what Shepway will be like to live in by **2037 and beyond**.

3.9 Any comprehensive vision based on full realisation of the opportunities in the district would target places producing – by one virtue or another – a high quality of life, probably approaching one of the best in the region. It is appropriate to generally aim high to maximise achievement; with the delivery of the major proposals, conditions, confidence and additional resources will be created, resulting in the innovation, pride and neighbourhood activism required to deliver this future. **For such growth to be 'smart' it must adopt these principles, making the most of hard infrastructure, digital technologies and data to improve citizen engagement and social capital to make the district a more liveable, resilient and inclusive place for residents.**

Future Vision for Shepway

Shepway will flourish into a distinct area of high-quality towns, including a new garden settlement complemented by the contrasting strengths and distinctiveness of attractive countryside and coastal places.

This will occur through planning for a smart, self-confident, secure and low-carbon district, and through enhancing the district's many diverse and special environments.

3.10 With this vision, the diverse parts of Shepway should develop, moving towards a future - **including a high-quality garden settlement**, coastal towns and **attractive** countryside - as follows.

- **Urban Area Future:**

3.11 Major economic opportunities will have been realised, especially through High Speed 1 rail services as the bedrock of an improved low-carbon transport system. Folkestone will be well connected to major European cities, **with an increasing focus on digital connectivity**; movement within the town will be easier and clearer for all modes of travel, **with an improved public realm and pedestrian experience within a mixed use town centre**. Key urban facilities such as the Central rail station and town centre will be clearly linked to each other and onwards to the natural attractions of the coast and countryside, with a wide choice of modes (foot, bicycle, bus and car). The town will be established at the heart of East Kent's economic and cultural life, with a rejuvenated Seafront supporting a town centre vibrant with new offices, **facilities** and **improved** public open spaces. Folkestone will be a recognised and popular 'events town', with cultural and artistic festivals. The town will have strong sense of economic viability with new investors alongside existing major employers, upgrading the fabric of the town by improvements to buildings and an expanded range of shops and offices.

3.12 Residents and workers will have an enhanced choice of independent shops, arts workshops and galleries, and cafés and restaurants, bringing new life to small shop units and historic streets; these will be supported by high-quality visitor attractions and accommodation. Greater flows of pedestrians and residents in the day and

improved evening attractions will lead to reduced anti-social behaviour and crime. The heart of the town will be evident by increased space and activity devoted to shoppers, diners and visitors. It will hold appeal in its own right to people from elsewhere in the region, the country, and the continental mainland.

3.13 The town will be family friendly, benefiting from competitively priced housing, improved schools, accessible sports and recreational facilities, easy access to the countryside and new medical facilities. Sports, open spaces and the coastline will benefit from major upgrades across Folkestone.

3.14 Through a combination of increased market confidence, public sector assistance and an active voluntary sector, central and north Folkestone's range of housing, employment opportunities and community services will match the rest of the urban area. Regeneration will be apparent in the improved urban environment spreading out from inner Folkestone.

3.15 West Folkestone and Sandgate will still be accessible and strongly desirable seaside communities – with their character maintained and enhanced – for residents and commercial investors. Cheriton will be a well-connected and growing community, with increased choice of housing and prosperity, acting as a centre for local services, well connected to Folkestone West station. The Military Estate at Shorncliffe will be consolidated and improved, sitting alongside substantial new housing-led development that improves connectivity and provides improved open space, recreational and sports and community facilities to the community. The northern fringe of the town will be characterised by strong small and medium enterprises and educational facilities, operating from state-of-the-art premises and contributing to a diverse local economy including local industries recognisable today.

3.16 Hythe will continue to be an attractive hub for Shepway residents and visitors, with a niche of small shops and traders in the attractive, vibrant and pedestrian-friendly High Street environment. The town will benefit from new sports facilities, more attractions and leisure facilities at the sea and by the Royal Military Canal. Hythe will be prominent in the sub-region as an appealing tourism base, with better graded accommodation. Accessibility will have improved, especially to Sandling station, and for pedestrians to the west of town centre and its surrounds.

3.17 West Hythe will be transformed into a community well integrated within the landscape and town. It will contribute to pressing needs in central/southern Shepway for affordable housing and new local services, sports and jobs, having attracted new families and people of working age to Hythe. Flood risks will be reduced through enhanced defences.

3.18 Seabrook, Horn Street and other small, high-quality neighbourhoods will continue to thrive and prosper as distinctive, characterful places where the town meets country, and with essential services maintained and strengthened.

- **Romney Marsh Area Future:**

3.19 Opportunities for work and investment, and awareness of the Marsh's outstanding natural environment, will be considerably expanded. The countryside and towns of Romney Marsh will be as distinct and immediately recognisable as they are today, with readily apparent local opportunities for the future alongside a clear sense of history.

3.20 Natural assets, coastal habitats and key infrastructure will show greater adaptability to climate change. The special coastal ecology and wildlife sites – especially at Dungeness – will continue to be a special haven for rare species and actively managed to ensure sustainability. The flat topography of the Marsh will continue to provide an alluring environment for cyclists, and those interested in our history and rural life. These features will form a central part of the appeal of Shepway to visitors. Agricultural practices and land management will not be intrusive but will be central to continuing the heritage of the Marsh and its economic diversification, with a focus in tourism on environmentally friendly trips and greater emphasis on local produce.

3.21 New Romney will have evolved and expanded to be recognised as a prominent centre for the Romney Marsh area. The town will play a vibrant role serving the whole of the area through expanded health, education and retail facilities, new business space, an improved town centre, and additional family housing. Day-to-day

life for Marsh residents will be improved through people being able to access well-paid employment, improved infrastructure and transport, and essential services. Travel to any other services, large offices and urban facilities will be more convenient and focus on Hythe (including the former Nickolls Quarry), **Ashford** and Folkestone. Smart and focused improvements will have improved the efficiency for all transport modes (car, bus, cycling and pedestrians) using the A259 route, and will have delivered more efficient and attractive coastal travel through to New Romney and Lydd.

3.22 The availability of a wider range of jobs and services will be underpinned by the growth of sectors such as tourism and energy, through new developments and small firms. This economic transition, tackling underlying rural deprivation, will have been made possible by the impact of new communications and technology, and training up a better-qualified workforce. Technology will enable better access to information for a range of business and social purposes, including about convenient transport options when travelling to work, shops, school and healthcare, or when visiting the area.

3.23 Lydd and St Mary's Bay will have upgraded their appeal and local services to become highly popular to visitors and as places to live, and with flood risks safely managed. The economy in Lydd town will be boosted, capitalising on its historic centre, including by an expansion at Lydd Ranges of defence employment and training, and through residential and commercial investment on key approaches. Dymchurch will continue to be the primary coastal tourist resort for the Marsh, with visitors particularly benefiting from accessibility and environmental improvements.

3.24 The villages of the Marsh, including Brookland and smaller settlements such as Ivychurch and Burmarsh, will continue to be attractive rural communities, attracting new visitors and residents and retaining existing community facilities, addressing problems of isolation and exclusion.

- **North Downs Area Future:**

3.25 As identified by the Growth Options Study (see Section 4), there is an opportunity and environmental capacity for strategic level development in this area in the form of a new garden settlement to meet the increased housing needs of the district.

3.26 The new settlement will be a landscape-led, growing garden town, which respects the setting of the Kent Downs Area of Outstanding Natural Beauty (AONB) by including strategic landscaping and lower density development in those parts of the town that are more visible from the North Downs ridge. It will deliver low carbon homes and increased resource optimisation, including the aim to be water-neutral. It will provide opportunities to achieve health benefits through walkable neighbourhoods and the construction of homes to meet the changing needs of occupants. There will be a range of character areas and housing tenures, as well as self-build and custom-build homes - that will be delivered by a range of providers. It will provide a range of employment opportunities, maximising the potential of location, infrastructure and opportunities to deliver new forms of employment to the district. The settlement will be an attractive place that is aesthetically, culturally and environmentally rich and stimulating, centred around an attractive park forming an enhanced setting to Westenhanger Castle. It will have a range of multi-functional green and blue spaces (rivers, streams and water bodies) linked in a network (known as 'green and blue infrastructure') that will enhance local biodiversity.

3.27 Existing villages within this area will consolidate their place as some of the most popular and relatively accessible rural communities in East Kent, with the maintenance of a quality natural setting befitting the Kent Downs AONB and its surrounds. The hills, valleys and woodlands will be an increased attraction, and along with strategic transport links, holding wide appeal to new residents, employers and visitors. Environmental quality will be respected and appreciated, with management, protection and enhancement of prominent natural assets such as the Saxon shoreline and special habitat of the escarpment to Etchinghill. The whole Downs landscape will, alongside access to other attractions and connections in Kent, be managed sensitively to form an attractive low-impact base for visitors, home-grown businesses and a wide range of tourists.

3.28 The area will still be characterised by a broad range of well-served rural communities. Rural issues such as housing affordability and access to healthcare and youth facilities will have been met through development tailored to local needs and improved public transport, with significant improvements in public transport connectivity from the area to London, Ashford, Folkestone, Dover and Canterbury. The area will benefit from improved technology encouraging more small- and medium-sized rural enterprises, and with clusters of buildings converted to small offices, and increased homeworking. Significant numbers of jobs will be created within the garden town, which will provide employment opportunities of benefit to nearby towns and the wider area.

3.29 Sellindge will have grown to the south and east, consolidated around a central core of expanded and new facilities and open space at its heart, creating a compact, social village. It will be well-connected to the adjoining garden town, with improved connectivity to Ashford, Folkestone and beyond through improved walking, cycling, bus and rail routes.

3.30 Hawkinge will continue its growth as an important centre within Shepway. It will be a family-friendly place, providing attractive walking and cycling routes to its improved shops, new care facilities and jobs, and well managed community facilities and open space. The consolidation of the village as a maturing community will mean greater integration, blending into the landscape and an established identity as a key settlement for the district.

3.31 Villages at the heart of the AONB such as Lyminge and Elham will remain highly attractive places to live and visit, with a strong range of local facilities serving the surrounding countryside. Lyminge will be recognised for its very good range of shops, public services, and where some sensitive small-scale developments have improved access to rural housing. Elham will be a key centre for the expanded visitor economy in the North Downs AONB. Villages such as Stelling Minnis, and hamlets in the Elham Valley and the countryside surrounding Stone Street, will continue to be 'quiet gems' of the Kentish countryside, with local schools and other essential services maintained, benefiting from the economic possibilities of electronic communications, whilst nestled in a landscape overseen with pride and care.

3.32 Outside the AONB, the provision of a garden town will capitalise on existing infrastructure to open up opportunities for wider communities in the area, whilst also ensuring that villages such as Lympe and those within the AONB retain their distinct character. Communities will have become better-served with expanded schools, employment, leisure and recreational activities and healthcare, with significant access to new housing to meet the changing needs of the district's residents. The strategic transport corridor running through this area will be managed to bring greater local advantages, with the provision of a significantly improved station and High Speed 1 services at Westenhanger acting as a local transport hub to the North Downs area and beyond to Hythe and the Marsh. The government has previously identified land to the west of Stanford as a potential lorry holding area, however the suitability of such a proposal, or alternative proposals that may come forward are unknown at the present time, but may inform the next version of this Core Strategy Review. The area has significant appeal to tourists, at an important international gateway. This location will be capitalised on, with the provision of new tourist facilities to support existing attractions such as Port Lympe Reserve and as a central point to visit the Romney Marsh, Folkestone, North Downs AONB and Canterbury, in particular with an opportunity to capitalise on visits from those arriving from or departing to Europe.

3.33 Key local themes of this narrative are addressed for each character area in section 5.2.

3.34 The delivery of these aspirations requires a shift in the trajectory of development in Shepway with the creation of a new garden town. Accordingly the next chapter sets a demanding, but deliverable, spatial strategy for Shepway, tackling strategic needs and ensuring the district continues to meet its housing and employment needs over the plan period to 2037 and beyond.

4 The Spatial Strategy for Shepway

The objectives and vision of the spatial strategy have been revised from those presented within the adopted Core Strategy (2013) to reflect the updated evidence base. The revised strategy reflects wider needs to capitalise on existing strategic infrastructure. New infrastructure will be delivered alongside employment and housing development to deliver sustainable development and generate opportunities for job growth across the district to 2037 and beyond, within identified landscape capacity. Accordingly, this chapter sets out proposals for the long-term development of Shepway (policies labelled 'SS'). The main element of the Spatial Strategy is a set of overarching provisions. A number of strategic policies then follow for a new garden settlement (SS6-SS9), Folkestone Seafront (SS10) and Shorncliffe Garrison, Folkestone (SS11).

4.1 District Spatial Strategy

Introduction

4.1 Shepway's appeal is primarily based on its connectivity and wide variety of towns, villages and **high quality environments of coast and countryside**. The heart of the North Downs and Romney Marsh areas are AONB or Grade 1 classified agricultural land (respectively), both of which have a rich and diverse **influence on the landscape character**. Accordingly, **Shepway's highest quality rural landscapes** need to be maintained as a key part of its attractiveness. Allied to this is the historic influence of the coast on the evolution of settlements and on current perceptions of the district.

4.2 Maintaining positive rural and coastal **distinctiveness are key attributes that shape the Spatial Strategy for the future development needs of the district**. Nevertheless, towns are the places where most people in Shepway live and work and the strategy has to address the needs of these places and neighbourhoods, alongside villages and the rural context.

4.3 Folkestone is the largest settlement in the district and represents the main hub for economic and business activity in Shepway. Broadly, the district can be characterised as having three distinct economic and market sub-areas:

- Folkestone and Hythe;
- Romney Marsh; and
- The North Downs.

Population Change

4.4 The population of Shepway district based on the mid-year estimate in 2016 stands at 111,200 residents. Shepway (along with Dover and Thanet) has an older age profile than the other Kent local authority areas and, as such, Shepway district is subject to a higher annual rate of deaths to births, which resulted in a negative natural change. However, overall between mid-2015 to mid-2016 Shepway was one of four of Kent's local authorities subject to a population increase which can be attributed to migration alone.

4.5 The majority of people who moved into Kent in the year ending June 2016 came from London. 24,800 people, equivalent to 45.9 per cent of all in-migrants, came from the capital. In contrast, of all the people leaving Kent, 24.3 per cent (11,200 people) moved to London. The result was a net gain of 13,600 people from London to Kent. This trend is expected to continue as improved digital connectivity allows for more diverse patterns of work, whilst high speed rail makes the district more attractive for those who still regularly commute to London.

4.6 The matrix drawn from the Migration Indices bulletin provides data on the origin and destination of internal migrants to and from Kent local authority areas from mid-2015 to mid-2016. This shows that during the 12-month period some 500 people moved from Shepway to London, with 1,100 people moving from London to Shepway, a net balance of 600 internal migrants (residents) to Shepway district. Overall, the trend of net migration into Shepway (from all areas) between 2003/04 and 2015/16 has ranged between 200 (2008/09) and 1,300 per annum (2015/16), although the annual net in-migration was relatively stable at between 400 and 800 net additional migrants per annum between 2005/06 and 2013/14.

Housing Need

4.7 There is an acknowledged national shortage of housing, not only in Shepway but in the South East of England generally and providing more homes is now a high priority for both the Council and the government, which has set an ambitious national target of 300,000 new homes per year.

4.8 Shepway's 2013 Core Strategy plans is delivering a minimum of 8,750 new homes from 2006 to 2031. The Places and Policies Local Plan, currently being finalised, will be submitted to the Planning Inspectorate in early 2018. The Places and Policies Local Plan provides for additional development to meet the 2013 Core Strategy housing land supply requirement between 2006 and 2031 amounting to a district housing total of 8,750 units through the proposed allocation of 1,623 dwelling units with an estimated potential windfall of 975 dwelling units, meeting the adopted plan requirement of 350 homes per year, with a target of 400 planned for delivery.

4.9 The Council's Strategic Housing Market Assessment (SHMA) (PBA, March 2017) has determined that the Objectively Assessed Need for the district now stands at **633 new homes per annum, 14,559 homes between 2014 and 2037**. This figure is based on an established and robust methodology that meets the requirements of the National Planning Policy Framework and the National Planning Practice Guidance, however this will be applied from the commencement of the plan period in 2018/19, rather than backdated retrospectively.

4.10 This figure compares to a proposed **minimum** annual figure of 490 new dwellings per annum based on the government's proposed methodology for calculating housing requirements.⁽¹⁾ However, the government's proposed draft methodology applies a 40 per cent cap on existing local plan numbers where a plan has been adopted in the last five years (which applies to Shepway district following adoption of the Core Strategy in 2013). Under the proposed methodology, the uncapped need would give rise to an annual target of 722 new dwellings, with 490 being the capped requirement of 350 homes per annum plus an additional 40 per cent, rather than the actual housing need identified within the proposed draft methodology.

4.11 The government methodology has been subject to recent consultation, and there is therefore scope for the housing targets to be modified. The government consultation makes it clear (paragraph 46) that *"we want to make sure that we give proper support to those ambitious authorities who want to deliver more homes. To facilitate this we propose to amend planning guidance so that where a plan is based on an assessment of local need in excess of that which the standard method would provide, Planning Inspectors are advised to work on the assumption that the approach is sound unless there are compelling reasons to indicate otherwise. We also look to use the Housing Infrastructure Fund to support local planning authorities to step up their plans for growth, releasing more land for housing and getting homes built at pace and scale."*

4.12 Given the above, the principal message to emerge from the Council's demographic work on its Strategic Housing Market Assessment is that the district's annual housing target will increase substantially when compared with the 2013 Core Strategy requirement for a minimum of 350 new dwellings a year to at least 633 homes per year. It is clear from this that the district's future housing requirement will not be met unless ambitious new growth initiatives are brought forward, at pace. Whilst the government's draft capped figure is below the 633 identified in the SHMA, this would increase quickly over the plan period - with an uncapped need of 722 already identified in the consultation. It is therefore clear that the district needs to plan actively for significant growth to ensure housing need is met over the plan period.

4.13 The time is right, therefore, for the Council to consider a strategic response to provide significant medium- and long-term housing growth in the district. The Places and Policies Local Plan sets out the district's framework for growth to 2031; it is the role and purpose of this Core Strategy Review to define the district's growth strategy to 2037 and identify potential for the growth objectives beyond 2037 to be broadly defined.

Meeting the Housing Need

4.14 The potential for providing significant housing growth in Shepway is limited due to the statutory designation of the Kent Downs Area of Outstanding Natural Beauty and the high flood risk affecting much of Romney Marsh. Proportionately, the majority of housing growth in Shepway district over the past decade has been met within

1 'Planning for the right homes in the right places: consultation proposals', DCLG, September 2017. Consultation closed on 9 November 2017.

the urban areas of Folkestone and Hythe and at Hawkinge. Work undertaken between 2015 and 2017 in preparing the Places and Policies Local Plan concluded that the opportunities to accommodate further strategic level growth in areas of historical growth - our existing towns and villages is extremely limited.

4.15 Having defined the principal spatial challenges in meeting future housing need, in October 2016 consultants AECOM were commissioned to develop a Strategic Growth Options Study for Shepway district, alongside a high-level landscape appraisal, as part of the early work to inform the Core Strategy Review. The context for the Growth Options Study comprised a new calculation of Shepway's emerging Objectively Assessed Housing Need (OAHN) arising from the Strategic Housing Market Assessment (SHMA) (PBA, March 2017) carried out jointly with Dover District Council. The SHMA identifies that significantly more homes are needed across Shepway in coming years than planned for within the adopted Core Strategy. In order to constitute sustainable development, these homes will require appropriate supporting infrastructure, including new employment opportunities. As such, this Core Strategy Review is being undertaken to help ensure that the district's future housing need can be met within Shepway and that the accompanying jobs and infrastructure can also be successfully delivered.

4.16 Strategic growth also enables greater social mobility and provides labour for local employers, helping businesses to expand, which in turn benefits the wider local economy. The delivery of new housing at the right scale enables a critical mass to be reached, providing a sufficient number of people to sustain services, facilities and employment. (This is dealt with further in Chapter 5: Strategic Allocations.)

Employment in Shepway District and Indices of Multiple Deprivation

4.17 Shepway district has moved down in the Indices of Multiple Deprivation rankings based on data published in 2015, which indicates that levels of deprivation have reduced between 2010 and 2015 relative to other local authorities in England. Shepway district now ranks as the third most deprived authority in Kent (of 12). Notwithstanding recent improvement, Shepway's relatively poor position in the Indices of Multiple Deprivation, especially when contrasted with other areas in South East England, emphasises the need for an ambitious development strategy that ensures the district and its residents can prosper.

4.18 Reflecting the National Planning Policy Framework and Planning Practice Guidance, the policy approach set out in the Core Strategy Review is to positively support the employment needs of Shepway so that the economy is not unduly constrained, but also to recognise the problems around limited land supply and the competing pressure on available development sites from other uses (non B use classes).

4.19 Outside the central commercial hub in Folkestone and Hythe, other parts of the district can be characterised as being mostly rural in nature, with more limited opportunities for new economic development. As drawn from the Shepway Employment Land Review (July 2017), Shepway supported around 48,200 jobs in 2016, which represented an employment growth of 27 per cent over the period from 1997. This employment growth was materially higher than the growth recorded in Kent (22 per cent), the South East (19 per cent) and the UK (19 per cent). The number of jobs in the district in 2006 (the base year of the 2013 Shepway Core Strategy Local Plan) was in the region of 42,600 jobs, meaning growth in Shepway over the period 2006 to 2016 was equivalent to 13 per cent. This level of growth was also higher than in Kent (8 per cent), the South East (8 per cent) and the UK (8 per cent) during this period.

4.20 An over-representation of lower value employment sectors in the district (such as public administration and defence, agriculture, forestry and fishing, and utilities) has contributed to the Shepway economy being less productive compared to the regional and national average. The lower value employment base in Shepway aligns with a less-skilled resident workforce capturing lower levels of earnings compared to other parts of Kent, while the existing employment mix in the local economy is likely to have contributed to a proportion of the resident workforce choosing to commute outside the district for their employment.

4.21 In this context, one of the key drawbacks of Shepway as a business location is a shortage of skilled labour to support the requirements of local businesses. Other identified weaknesses include a lack of good quality flexible commercial space that meets modern occupier needs and, outside Folkestone, employment allocations that do not maximise access to the strategic road network in the district at junctions 11, 12 and 13. These drawbacks have contributed to the district being highly self-contained in terms of local businesses operating in mostly local markets, with few inward investments being attracted to Shepway.

4.22 These identified weaknesses of Shepway as a business location have reduced the ability of the district to compete with other more established commercial centres in the sub-region, such as Ashford, Canterbury and Dover, particularly in terms of capturing 'footloose' occupiers. In contrast to this, one of the main strengths of Shepway as a business location relates to its lower business and rental costs compared to other locations in Kent and the wider South East, which makes the district a cost-competitive location for occupiers. However, the lower rental values in Shepway also have the opposite effect on speculative developments due to viability concerns that future rental yields will not support the delivery costs the much needed new stock.

4.23 Overall, these recent trends in the Shepway economy have had a significant effect on how the commercial property market in the district has performed. The long-term trends for the district suggest a gradual decline in office space and an increase in industrial space since 2000. These long-term trends are in contrast to recent employment trends which indicate growth in office jobs and a decline in industrial jobs. This divergence is likely to reflect more efficient use of the existing office space in the district, as well as the delivery of some new industrial space in the district that supports fewer jobs in industrial sectors (for example, the trend towards automation reduces the number of jobs previously supported by industrial space). As such, the trends between delivery of space and jobs are not linear and the changing nature of work and increasing efficiencies may require an increase in floorspace for more advanced methods of manufacturing, with more flexible office space provided to support co-working or space that can be expanded as businesses grow.

4.24 The Council has identified a number of actions to boost the local economy in terms of growth sectors and to increase local job opportunities, including increasing the supply and quality of employment land. A more active programme of intervention in the market is likely to address some of the barriers to commercial development (for example, site infrastructure and viability) and also stimulate greater levels of market demand as business growth increases. Alongside this, proposals for strategic development, including a new garden settlement, provide a major opportunity to create a new focus for expanding existing sectors and new forms of economic growth within the district.

Overview of key features of change proposed in the Spatial Strategy, and associated major proposals for delivery:

- The creation of a major new settlement based on garden city principles in the North Downs Area. *See policies SS6, SS7, SS8 and SS9.*
- Develop Folkestone's centre, employment sites and deprived residential neighbourhoods to improve connectivity, vibrancy and activity led by major opportunities on 'brownfield' land at Folkestone seafront and Shorncliffe Garrison, as well as employment sites, with opportunities to consolidate and improve the existing housing, commercial and retail stock. *See policies SS1, SS3, SS4, SS10, SS11 and CSD6.*
- Focus major new development in Hythe on regenerating the west/south of the town, and maintain the character and vitality of the town centre, *improving opportunities for sport, recreation and leisure.* *See policies SS2, SS3, SS4 and CSD7.*
- Regenerate Romney Marsh through a positive approach to sustainable economic development and infrastructure opportunities, and through increasing the strategic role of New Romney town in serving the area, *as the key service, health, education and employment hub for the Marsh.* *See policies SS1, SS4, CSD3 and CSD8.*
- Improve precious habitats, critical landscapes and efficiency of natural resource use (including water) in Shepway, and manage carbon emissions and flood risks in response to climate change. *See policies SS1, SS3, CSD4 and CSD5.*
- Target construction of 633 dwellings per year to 2036/37 *in accordance with an agreed housing trajectory.* *See policies SS2 and SS3*
- Accommodate new retail, leisure and an improved public environment at Folkestone, Hythe and New Romney town centres. *See policies SS3, SS4 and CSD6-8.*
- Secure resources from developers for new physical and social infrastructure through developer contributions, including the Community Infrastructure Levy. *See policy SS5.*
- Provide public access to major new green infrastructure for Folkestone, Hythe and the district at Seabrook Valley, *Folkestone seafront* and elsewhere. *See policies SS11 and CSD4.*

4.25 Primary provisions of the Core Strategy are set out in Figure 4.1, Shepway's Key Diagram.

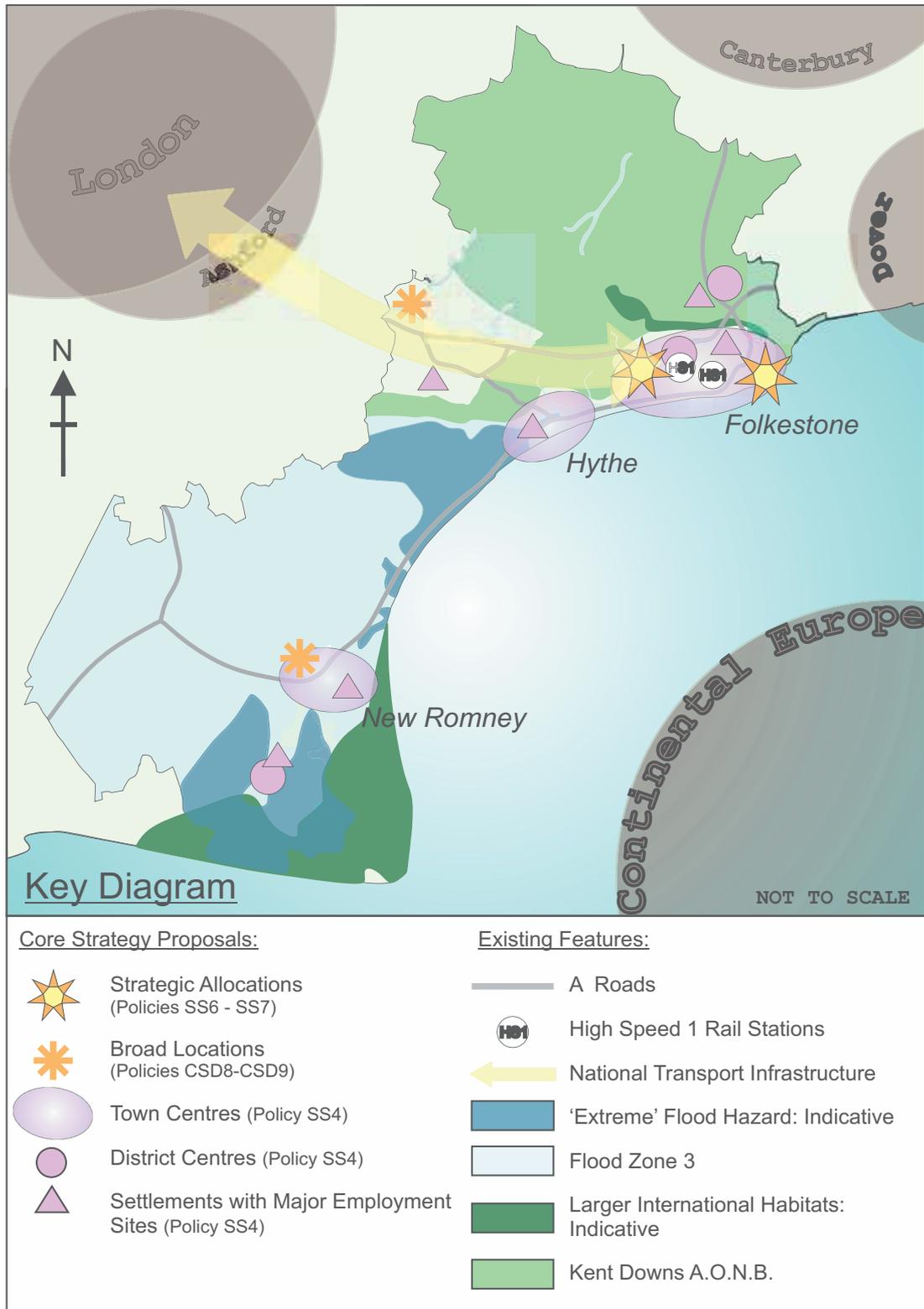


Figure 4.1 The Key Diagram [To be updated]

4.26 The Spatial Strategy is informed by a particularly wide range of studies documented throughout the Core Strategy and the understanding of places as portrayed in sections 1.2 and 3.2 of this Strategy.

Policy SS1

District Spatial Strategy

Major new development will be delivered through the creation of a sustainable landscape-led settlement based on garden city principles in the North Downs Area, in accordance with policies SS6-SS9 and through growth in Sellindge (policy CSD9), maximising opportunities arising from the location, access to London and continental Europe and strategic infrastructure.

Elsewhere in the district, priority will continue to be given to previously developed land in the Urban Area in Folkestone, for the development of commercial floorspace and housing, to enhance the town's role as a sub-regional centre, with opportunity for increased densities within the town centre and maximisation of employment opportunities at key locations.

Development in the Urban Area will be led through strategically allocated developments at Folkestone Seafront (policy SS10) and Shorncliffe Garrison, Folkestone (policy SS11), and the delivery of strategic mixed-use development at Hythe (policy CSD7).

Remaining development needs should be focused on the most sustainable towns and villages as set out in policy SS3. Development outside the new settlement and identified centres in the open countryside and on the coast (defined as anywhere outside of settlements within Table 4.3 Shepway Settlement Hierarchy) will only be allowed exceptionally, where a rural or coastal location is essential (policy CSD3).

This is supported by the following strategic priorities for the three character areas of the district:

- **Urban Area** - The future spatial priority for new development in the Urban Area (Folkestone and Hythe) is on promoting the development of vacant previously developed land, central Folkestone and the north of the town, and other locations within walking distance of Folkestone Central railway station; securing new accessible public green space, plus regenerating western Hythe.
- **Romney Marsh Area** -The future spatial priority for new development in the Romney Marsh Area is on accommodating development at the towns of New Romney and Lydd, and at sustainable villages; improving communications; protecting and enhancing the coast and the many special habitats and landscapes, especially at Dungeness; and avoiding further co-joining of settlements and localities at the most acute risk to life and property from tidal flooding.
- **North Downs Area** -The future spatial priority for new development in the North Downs area is on the creation of a landscape-led sustainable new settlement based on garden city principles outside the Kent Downs Area of Outstanding Natural Beauty (AONB) boundary and without material impact on its setting; the expansion of Sellindge; consolidating Hawkinge's growth; and sensitively meeting the needs of communities within the AONB at better-served settlements.

The strategic growth of New Romney is also supported through policy CSD8 to allow the market town to fulfill its potential to sustainably provide for the bulk of the housing, community infrastructure and commercial needs of the Romney Marsh Area. Development will also be planned at other identified settlements in line with the Settlement Hierarchy sufficient to ensure the achievement of growth requirements. In particular, development which helps to maintain and support the local role of the market town of Lydd can meet priority needs. Within other identified settlements, development as agreed by the local community in neighbourhood plans will be encouraged where well-related in scale and location to the Settlement Hierarchy, and in line with the strategic policies of the Shepway Core Strategy and Places and Policies Local Plan.

In all locations throughout Shepway, development should be designed to directly contribute to the sense of place and sustainable design as set out in policy SS3.

4.27 SS1 primarily addresses Core Strategy aims under the following Strategic Needs: A, B, C and D.

North Downs Area

4.28 The long-term potential of Shepway for significant sustainable development is focused on a range of development opportunities that maximise existing strategic infrastructure where landscape capacity exists, focused on the creation of a sustainable new garden settlement in the North Downs Area. This will be a major, long-term growth opportunity, developed on garden settlement principles during and beyond the plan period of the Core Strategy Review. Policies SS6-SS9 set out rigorous design requirements and ambitious environmental and sustainability targets that the new settlement must meet to ensure its potential is delivered.

4.29 Further opportunities for growth exist in Sellindge (policy CSD9) to consolidate the village around a central core. At other settlements in the North Downs Area further strategic growth is not proposed within this plan. Small- and medium-sized allocations are identified within the Places and Policies Local Plan to provide for development well-integrated within the heart of settlements and local community activity, to protect the countryside and AONB and to enhance their sense of place. Elsewhere in the North Downs/AONB development will be limited.

Urban Area

4.30 Currently Shepway's existing population, jobs, shops and higher-order public facilities are predominantly located in Folkestone and Hythe. The major transport connections which are now a feature of the district (including High Speed 1 services), the Channel Tunnel terminus and the M20/ A20, open up central and northern Folkestone and north/west and central Hythe as accessible locations for investment, less than one hour from central London.

4.31 These characteristics when considered as a whole, and set alongside the overall attractiveness and competitiveness of locating or living in Shepway, have the potential for transforming the economic performance of the district. This will be driven by a economy that offers appeal to external investors and employers of a critical mass and choice of premises, markets, supporting facilities and working/living environments, all well-served by regional, national and international transport connections.

4.32 A tight network of homes, jobs, shops and services all in close proximity to public transport nodes, allied with sustainable construction techniques, will make a significant contribution to cutting Shepway's average carbon emissions. Similarly, avoiding the main tidal flood risk zone will ensure risks from sea level rise are minimised.

4.33 In and around Folkestone and Hythe the character and quality of the natural environment also varies significantly, but includes part of the AONB and other valuable features. This is an asset as there are opportunities for a range of targeted improvements, not only housing and jobs, but also developing networks of connected multi-functional green and blue infrastructure in proximity to the bulk of the district's population. As set out in later policies, former military training land at Seabrook Valley is well placed to both Folkestone and Hythe, the AONB, and can be a catalyst for improved management of the urban/rural fringe.

4.34 Maintaining the environmental quality and vitality of places in rural Shepway must be allied with the delivery of substantial regeneration of towns in the district. The Spatial Strategy therefore prioritises substantial opportunities in central Folkestone (including the Seafront and other central sites near High Speed 1 railway stations) and at Shornccliffe Garrison. Alongside the creation of a new garden settlement and growth at Sellindge, these developments provide the most feasible means to secure major new community services in Shepway.

4.35 As one of the most attractive towns in the county, Hythe can play an appropriate complementary role, led by its attractive town centre and the implementation of remaining proposals for major housing led mixed-use development at the former Nickolls Quarry Martello Lakes development.

Romney Marsh Area

4.36 The Romney Marsh Area has its own particular strategic development needs. These should be addressed in the context of widespread potential flood risk and infrastructure availability. Rural transport is a priority, especially along the coastal route to benefit from services in and around Folkestone and Hythe (for example development at **the former** Nickolls Quarry). Its coast and distinctive environmental features need to be protected, most notably at Dungeness. To this end, the Spatial Strategy seeks to focus new development at New Romney to serve both the town and the wider area, complemented by actions to address regeneration needs at Lydd. At better-served Romney Marsh villages, there may be potential for some sensitive modest development to create more sustainable village clusters. **Opportunities also exist for employment development through the expansion of Lydd Airport, the further development of the Mountfield Road Industrial Estate and through investment within the nuclear and tourism industries.**

4.37 Change is also inevitable in places outside of these towns and villages, but the spatial strategy seeks active environmental management of the countryside for green infrastructure and sustainable agricultural, coastal and tourism purposes, and to restrict unnecessary and inappropriate **development** proposals. Countryside protection will also allow a focus on local community, rural business, affordable housing, and other activities where a countryside location is essential. Specific criteria are set out in other Core Strategy policies including CSD3 and CSD4.

4.2 Housing and the Economy Growth Strategy

4.38 The level, balance and timing of development in the Spatial Strategy is a primary determinant of whether places in Shepway change appropriately, and as to whether strategic needs are addressed. The following policy SS2 establishes the quantity of development in Shepway for key sectors.

4.39 The Core Strategy Review is being undertaken at a time when Government policy on assessing housing need is likely to change significantly.

4.40 Local authorities currently assess housing need for their housing market areas locally by producing studies known as Strategic Housing Market Assessments (SHMAs). The Council recently undertook a SHMA for Shepway, working in partnership with Dover District Council. ⁽²⁾ Shepway's SHMA assesses housing need in the district by considering a range of factors including:

- Demographic evidence (such as births, deaths, migration into and out of the area and the rate at which new households are likely to form);
- The numbers of homes delivered in the past;
- House prices and the housing market; and
- Likely future economic growth.

4.41 The Department for Communities and Local Government (DCLG) has recently undertaken consultation on a new method for calculating housing need. 'Planning for the right homes in the right places: consultation proposals', DCLG, September 2017. This proposes replacing local assessments of need with a simplified national formula. Household formation rates would be used for each local authority area, with an uplift to take into account housing affordability (the ratio between median house prices and median earnings within each area). These measures are updated annually or biannually by the Office for National Statistics (ONS).

4.42 The consultation proposes that a 'cap' could be introduced where a local planning authority has a recently adopted plan, which could limit any increase to 40 per cent of the current figure, as a **minimum** requirement. If it is applied the cap would operate at each review of the plan (to be undertaken at least every five years), meaning that housing need would step up at each review until the full 'uncapped' need would be reached.

4.43 The consultation closed on 9 November 2017 and the Government is currently considering the consultation responses. The Government has stated that final changes to the method for calculating housing need will be set out in revisions to the National Planning Policy Framework (NPPF) and Planning Practice Guidance (PPG) in spring 2018.

2 Strategic Housing Market Assessment, Peter Brett Associates, March 2017

Core Strategy Review - approach to housing need

Given the government's methodology is in draft, and the consultation makes clear in paragraph 46 that a local assessment of housing need can be used, the Council considers it prudent to plan for the locally identified need in the Strategic Housing Market Assessment, as an overall plan requirement. For Shepway this equates to:

- **633 new homes a year** over the period 2018/19 to 2036/37 (19 years); or
- **12,030 additional homes in total.**

Depending on the progress of the new methodology during plan preparation the 'capped' figure set out in the recent consultation, may form the **minimum baseline for the first 5 years of the plan period, to support the transition to higher housing completion numbers.** This equates to a **minimum of 490 new homes a year** over the period 2018/19 to 2022/23.

The Regulation 19 submission plan will be supported by a housing delivery trajectory that demonstrates how housing need will be met over the plan period.

However it should be noted that:

- **Should the Government's final approach differ from the proposed method put forward in the recent consultation, the Council will revise the Core Strategy Review at the next consultation stage** (planned for late 2018); and
- **The Council will in any case update the Core Strategy Review at the next consultation stage with the latest housing supply figures** (homes recently built, under construction, with planning permission and allocated in plans); this will mean that the housing development provided for in the plan will change from that shown in this document.

4.44 In order to maintain existing commercial activity and attract new businesses and enterprise, it is considered essential that sufficient new development is permitted so as to inject new investment into Shepway, increase levels of economic activity and ensure that there is an affordable, varied and flexible workforce. Development through the planning system will be complemented by other public policy measures delivering regeneration, for example working with partners in tackling the under-utilisation of some properties, or retraining to improve the skills of the local workforce, led by Kent County Council and others.

4.45 The 2013 Core Strategy set out under 'Strategic Need A' that one of the key aims is *"to deliver a flexible supply of employment land in terms of location, size and type"*. 2013 Core Strategy policy SS2 specifically identified a target of approximately 20ha (gross) to be delivered between 2006/07 and 2025/26 inclusive.

4.46 Since the adoption of the Core Strategy, the 2017 Employment Land Review (Lichfields) has reviewed the future requirements for office and industrial employment uses to 2026. The updated ELR considered three scenarios: Labour Demand; Past Completion Rates; and Labour Supply. The table below sets out the demand of the three scenarios.

	1. Labour Demand	2. Past Completion Rates	3. Labour Supply
OFFICES			
Requirements	18,690	-14,600	18,650
Current Supply (Allocations and permissions)	50,825		
Surplus/Shortage	+32,135	+65,425	+32,175

	1. Labour Demand	2. Past Completion Rates	3. Labour Supply
INDUSTRIAL			
Requirements	-5,000	15,540	-5,100
Current Supply (Allocations and permissions)	97,745		
Surplus/Shortage	+102,745	+82,205	+102,845

Table 4.1 Demand/Supply Balance for Office and Industrial Space in Shepway (sqm) 2016 - 2026

4.47 Regarding the existing supply, the ELR finds that generally the range of employment sites show good activity and low vacancy rates. In particular, a low level of vacancy was evident among industrial sites, demonstrating that much of the current industrial stock is meeting a need in the market. This includes good occupancy at lower quality sites, with high demand at the lower end of the rental market. Overall, occupancy levels in the office market appear to be lower than the industrial market.

4.48 Looking forward, the ELR concludes that, based on the current supply of employment space from extant planning permissions and allocated sites, there is a sufficient supply of employment space to meet the estimated office and industrial requirements under all three future growth scenarios over the period 2016 to 2026, and also beyond to 2031. The ELR raises concerns, however, that the location of strategic employment allocations does not maximise opportunities for delivery, particularly around key motorway junctions and transport hubs.

4.49 There are some considerations - particularly around the balance of limited supply in Folkestone which exhibits the strongest demand and the rest of the district and the quality of available employment sites - that mean that the situation will need to be closely monitored to see if further intervention, beyond the protection and allocation of land through planning policy, is necessary. The ELR particularly recommends the regular assessment of sites and the preparation of an employment land trajectory through the Council's Authority Monitoring Report (AMR).

4.50 The Council is also completing an Employment Opportunities Study (Lichfields, 2017) which examines the employment opportunities and growth sectors that could be harnessed through the creation of a new garden settlement in the North Downs Area (policies SS6-SS9). The delivery of a Garden Town will provide significant opportunity for innovative forms of employment growth, that are 'super connected' and which could form a cluster of excellence around Junction 11 of the M20 and Westenhanger station. Masterplanning of the garden settlement will need to reflect the findings of the study, so as to ensure the settlement maximises employment opportunities within both existing and emerging key sectors, as well as providing for interim uses that support the growing garden town. The Council will monitor the need for employment land through future updates of the AMR and Employment Opportunities Study; any further change to the employment strategy will be addressed through the next iteration of the Core Strategy Review.

4.51 Setting a housing delivery framework to 2036/37 in this Core Strategy Review ensures housing supply is guided for a period in excess of 15 years after the adoption. With these provisions throughout the Core Strategy, land can be managed through monitoring to ensure sufficient and continuous supply for future decades, although it is only appropriate for this document to allocate sites of strategic priority (policies SS6-SS11) and broad locations for growth, with additional expansion of Sellindge proposed in policy CSD9.

4.52 Given the nature of Shepway's strategic needs, it is appropriate with identified opportunities in the District Spatial Strategy (SS1) to provide an overall rate of housing delivery of 633 dwellings per annum over the plan period, with a lower figure as a minimum requirement for the first five years of the plan to support the implementation of the garden town in its early years ahead of more significant delivery. The phasing of new homes will be set out within a detailed housing trajectory as this plan progresses to Regulation 19 submission. The overall requirement will give momentum to the transformation of the district's economy and the creation of a new garden settlement. Although clearly related to national economic performance, this requirement is set in order to ensure the housing needs of the district are met, based on a sound assessment of local housing

need. The lower figure for the first five years of the plan, replicating the proposed capped figure within the government consultation, will ensure there is an appropriate period to allow for the initial phases of the garden settlement to be delivered, with the majority of housing development provided from other strategic sites, sites with planning permission and allocations in the Places and Policies Local Plan during the earlier years of the plan.

4.53 A positive approach is set to increase opportunities to meet selected housing and employment needs, and to reduce the projected decline in the working population and younger age groups.

Policy SS2

Housing and the Economy Growth Strategy

The core long-term **requirement** is to **deliver 633 dwellings (Class C3) a year on average from 2018/19 to 2036/37**, a total requirement of **12,030 new homes** over the plan period. This will be achieved by major strategic growth in the district including the delivery of a new garden town.

During the first five years of the plan following submission a **minimum** requirement will be set of **490 new homes a year on average from 2018/19 to 2022/23** to allow for transition to the housing requirement, to be set out within a housing trajectory for the plan period.

Allied to this rate of housing delivery, business activity and the provision of jobs will be facilitated through **supporting employment opportunities in the garden settlement, existing** town centres, the protection of sufficient employment land across the district, allocations and concerted efforts to deliver rural regeneration (especially in south and west Shepway).

Provisions to ensure the effective implementation of this policy are detailed in section 5.3.

4.54 SS2 primarily addresses Core Strategy aims under the following Strategic Need: A, C and D.

4.55 Figure 6.2 in Appendix 1 shows the make-up of the housing requirement to **2036/37** in terms of current status of land. Due to the scale of strategic allocations (see policies SS6-SS11) and need for phasing with infrastructure, they will play a long-term role in maintaining housing supply.

Source	Contribution (net dwellings) ⁽¹⁾
1. Delivery through the allocated garden settlement over the plan period 2018/19 to 2036/7 ⁽²⁾	5,500
2. Delivery through the further expansion of Sellindge ⁽³⁾	350
3. Delivery through allocated development sites (remaining Core Strategy Policy CSD8 and Places and Policies Local Plan allocations) without planning permission ⁽⁴⁾	1,400
4. 'Windfall' sites - allowance of 50 units per annum for 17 years ⁽⁵⁾	850
5. Delivery (minimum) through extant planning permissions and sites under construction ⁽⁶⁾	4,100
Total 2018/19 –2036/37 (minimum)	12,200

Table 4.2 How the housing minimum requirement will be delivered through the plan period

1. Rounded to the nearest fifty.
2. Core Strategy Review Policies SS6-SS9.

3. Core Strategy Review Policy CSD9.
4. 10 per cent deducted from total to account for non-delivery of sites.
5. Windfall development accounts for the housing delivery arising from small sites of 1 to 4 dwellings. Evidence from the years 2007/08 to 2016/17 indicates an average of 62 dwellings from windfall development per annum. 50 dwellings has been used as a conservative estimate of long-term delivery. Early years have been discounted to avoid double counting with existing planning permissions.
6. 10 per cent deducted from sites where construction has not started to take account of non-delivery.

4.56 Table 4.2 shows the different components of the housing land supply over the Core Strategy Review plan period, including from allocations in the Places and Policies Local Plan, existing planning permissions, 'windfall' delivery (small sites of 1 to 4 dwellings) and the strategic allocations in this plan. A cautious approach has been taken, with deductions made for the possible non-delivery of sites (where planning permissions lapse, sites are developed for fewer homes than anticipated or some homes are completed beyond the plan period) and a conservative estimate has been made for windfall development. Even with this approach it is estimated that approximately 12,200 new homes would be delivered over the plan period, exceeding the requirement of 12,030 set in Policy SS2: Housing and the Economic Growth Strategy.

4.57 Housing policy can contribute directly to securing employment, with the approach to the type of dwellings important (CSD1 and CSD2). The size and design of housing should tackle the requirement for family and working age accommodation and needs to allow independent living for older people. Further lower-cost housing is critical to meet housing needs and this should include a mix of tenures to support low-income households.

4.3 Place Shaping and Sustainable Settlements Strategy

4.58 The following policy sets out key local principles for the location and design of planning proposals in Shepway, so that these strategic issues are considered collectively at an early stage and as a result are sensitive to individual needs of places.

4.59 Development is channelled to existing settlements in Shepway and the **new garden settlement in the North Downs Area** not only to help protect the district's **specially designated** countryside, but also to shape distinctive and coherent places **and maximise infrastructure potential**. The long-term role of many settlements, especially larger ones, should also reflect current and future provision in towns and villages nearby and in adjoining districts.

4.60 The following Settlement Hierarchy provides a strategic framework to accommodate place-shaping change, to clarify places not regarded as countryside, to guide regeneration priorities and to co-ordinate development locational decisions overall:

Status and Strategic Role	Urban Area	Romney Marsh Area	North Downs Area
The Sub-Regional Town: <i>To accommodate substantial residential, commercial and social development. To provide improved (inter-) national transport links, and a good choice of employment, retail, cultural/leisure and public services for the whole of Shepway, adjoining districts and visitors</i>	Folkestone		
Strategic Towns for Shepway: <i>To accommodate significant development – in so far as consistent with maintaining historic character – appropriate to the needs of their wider hinterlands in Shepway, and maintaining the viability of their local transport hubs, Town Centres and higher-order tourism, employment and public services.</i>	Hythe	New Romney Town (incorporating Littlestone-on-Sea)	New garden settlement (North Downs Area)

Status and Strategic Role	Urban Area	Romney Marsh Area	North Downs Area
Service Centres for Shepway: <i>To accommodate development appropriate to Shepway and their own needs, in order to grow and consolidate their position as District Centres serving the local hinterland with shops, employment and public services.</i>		Lydd Town	Hawkinge
Rural Centres: <i>To develop – consistent with enhancing the natural and historic environment – in a manner that supports their role as integrated tourist and local centres providing shops and services for a significant number of residents, visitors, and also for other villages in the North Downs or Romney Marsh.</i>		Dymchurch	Elham, Lyminge, Sellindge
Primary Villages: <i>To contribute to strategic aims and local needs; and as settlements with the potential to grow and serve residents, visitors and neighbourhoods in the locality with rural business and community facilities.</i>		St Mary's Bay, Greatstone-on-Sea, Brookland, Brenzett	Lympne, Saltwood,
Secondary Villages: <i>To continue to provide crucial rural facilities to visitors and their own residents and workforce, in line with local needs, their environment, and role as relatively small country settlements.</i>		Ivychurch, Newchurch, Burmarsch	Stelling Minnis, Densole, Etchinghill Stanford

Table 4.3 Shepway Settlement Hierarchy

4.61 This Settlement Hierarchy provides a framework for the planning system to concentrate development in selected locations across Shepway, and can maximise efficient use of existing infrastructure and support business and community facilities. It will also provide capacity to deliver land and resources targeted for strategic needs. The Settlement Hierarchy should be used throughout planning, investment and infrastructure development processes. **It includes the proposed new garden settlement in the North Downs Area.**

4.62 To maintain the character and integrity of the countryside, and protect small rural places, the extent of **existing and proposed** settlements is defined through boundaries separating settlements from open countryside.

4.63 Focusing attention on these places underpins not only the protection of Shepway's open countryside **particularly that covered by strategic constraints**, but also seeks the achievement of sustainable places. A complementary mix of uses within a locality minimises the length of journeys to services and employment, and other regular trips, and increases the proportion of people who can travel healthily by walking or cycling. Alongside more efficient use of energy in buildings and generation, minimising the number and duration of car trips necessary is a vital part of reducing carbon emissions and the local contribution to climate change. Figure 4.2 and Table 4.3 identify the Settlement Hierarchy of the district, demonstrating that communities are recognised and supported across the constituent parts of Shepway, including essential higher-order settlements in the Romney Marsh and North Downs Areas.

4.64 [To

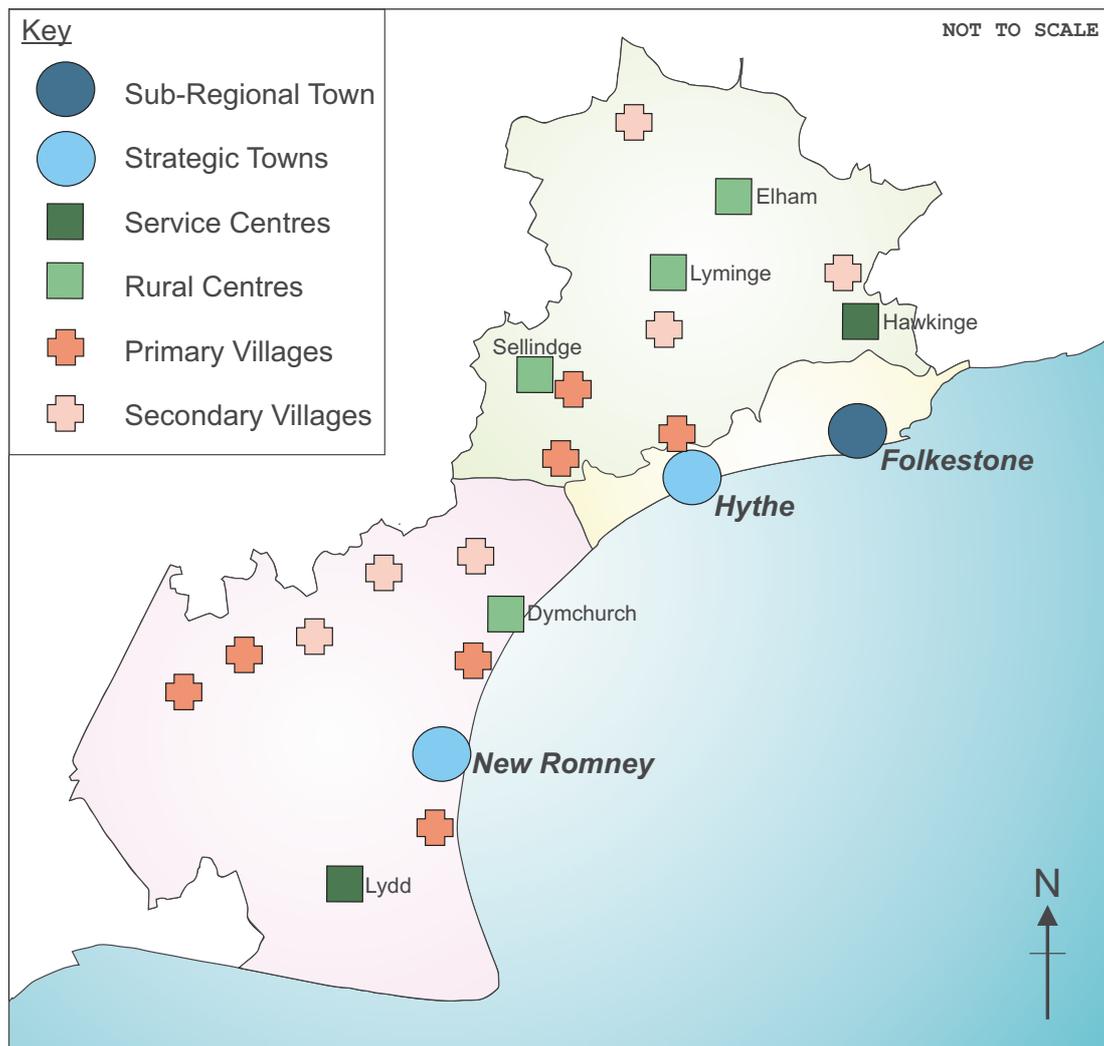


Figure 4.2 Shepway Settlement Hierarchy [To be updated]

4.65 Many of the larger settlements (plus some distinct neighbourhoods within towns) benefit from recognised centres where a sense of place and economic vibrancy is particularly strong compared with more peripheral areas or communities. Their economic role is supported in SS4.

4.66 Given the importance of defined settlements and the proportionate approach to future needs behind the hierarchy, it may be particularly appropriate for it to be used for targeting new social, community and green infrastructure improvements. This ensures not only that the population density in the walkable catchment of facilities supports the viability of services, but also, for those who have to travel further, that there is much more likely to be a practical choice of transport modes (see policy SS5). Nevertheless, planning must reflect the predominantly rural nature of Shepway, and provision could explore options to meet the collective needs of more isolated communities through focusing on locations best placed within clusters of sustainable villages.

4.67 The district-wide coverage in the Settlement Hierarchy will underpin planning decisions in Shepway, help implement the Core Strategy, and guide future plan-making, with the following implications:

- *Strategic Towns:* Existing important and well-served settlements are expected – along with Folkestone as the Sub-Regional Town to be suitable for expansion from their current built limits. There will be a new garden settlement within the North Downs Area, designed to garden settlement principles (policies

SS6-SS9). The District Spatial Strategy in SS1 is for managed growth of these settlements sufficient to meet strategic needs and subject to environmental impact. Major growth will predominantly be delivered through specific development allocations.

- *Service Centres for Shepway:* These key settlements have played a significant role in the district's development and include some significant opportunities, but they should be delivered without a substantial expansion of the outer extent of their built environment.
- *Rural Centres and Primary Villages:* These are larger or better-served rural settlements within their character area, and as a group of locations there may be potential – subject to further examination of environmental impact – for modest expansion from their current built limits to meet rural development needs. There is a particular contrast in size between the largest and smallest settlements in these categories, so any growth should be proportionately limited in scale and well related to the existing built environment and infrastructure. Neighbourhood plans are particularly encouraged in these locations to define locally preferable positive development (although decisions are at the full discretion of the local community).

4.68 As part of this approach to encouraging positive change, the Strategy supports development which enhances a sense of place of communities and locations throughout Shepway. This place-shaping entails facilitating development where the quality of life and the physical environment is lower, and only encouraging development in locations of high townscape, strategic landscape, established historic or biodiversity value, where it reinforces or contributes to local character and sustainability. **The strategic approach to growth taken in this plan is underpinned by a district-wide study that ensures the approach to site selection facilitates sustainable development, capitalises on existing infrastructure investment and protects the highest value and designated landscapes.**

4.69 Alongside a focus on the distinctiveness of individual places, the objective for the district as a whole is a higher-quality environment and a more complete range of services to residents and visitors. Development needs to ensure public and private services are maintained or expanded, and the prosperity and vibrancy of neighbourhoods is furthered and apparent in their physical and social environments.

4.70 The place-shaping of developments requires consideration of the wider character of the area as well as reference to the immediate locality or neighbourhood. This applies to strategic features of Shepway, such as the Kent Downs AONB, where the specific design advice should be applied to protect the landscape. The principle also incorporates the coastal setting, watercourses and topography of Shepway that result in widespread areas of potential flood risk. Responding to this risk is a vital part of planning development in Shepway, especially taking into account the potential implications of climate change and sea level rise.

4.71 Close attention will be paid to minimising hazards and flood risks in line with national policy. It is critical that, where possible, development needs to be sequentially steered away from those areas identified as facing greatest hazards in the Shepway **Strategic Flood Risk Assessment (SFRA)**⁽³⁾ should a tidal flooding event occur, allied with a high priority placed on upgrading flood defence infrastructure (see SS5).

4.72 Residential development within Flood Zones 2 and 3 will be necessary to support the sustainable growth of the district, subject to the principles of the spatial strategy, CSD5 and national policy. Developments at risk of flooding must consider alternative locations that may minimise risk (the sequential approach). If within the Romney Marsh, the Urban Area, or the North Downs Area, there are locations that are in a Flood Zone of lesser risk and could provide a similar development, then the presumption should be that the development should be refused. If no suitable site outside of Flood Zone 2 or 3 is available, then consideration should be given to minimising hazards to life and property utilising Shepway's SFRA. This identifies and grades large parts of the central and western Romney Marsh area where flood hazards exist, but the threat posed in a flooding event is less than extreme.

3 **Herrington Consulting (2015) Shepway Strategic Flood Risk Assessment (See Appendix 6)**

4.73 Given local characteristics, and the frequency of developments involving dwellings, specific provisions are set out in policy SS3 below drawing from the Shepway SFRA in relation to proposals such as replacement dwellings. Moreover, for safety reasons it is unlikely that single-storey dwellings are appropriate in areas of flood risk. Similarly, particularly close attention will be necessitated for 'high vulnerability' proposals in flood zones, including caravans and mobile homes used for permanent residential purposes.

4.74 This plan has considered and made provision for strategic district-wide development opportunities by applying national policy, **within an independent, district-wide study to identify land suitable for strategic scale development**, and the strategy includes policies guiding proposals in selected locations. However, other new major proposals could potentially emerge after the adoption of this plan. If the nature of such proposals (including development scale, uses or form) addresses strategic district needs (or wider) – and not purely local issues arising from within the applicable Shepway character area – then these developments should be considered on a district-wide flood risk basis and in full satisfaction of national policy.

4.75 To promote sustainable, secure and vital places, development will be promoted in policy SS3 by the guiding locational principles of protection of cherished and vital uses/places, the avoidance of hazards, and the designing-in of adaptation, operating in the context of sustainable development options within the three character areas of Shepway. This will be delivered through an insistence on high-quality and sustainable design; by protection of the countryside and natural and historic environments; the application of a sequential approach for developments at risk of flooding or at risk of impacting adversely on viability; and the efficient mixed use of land that is well related to settlements, previously developed, or well served by a choice of transport modes.

4.76 The location and design influences of development should be considered at the outset to integrate with settlements, ensure more efficient use of natural resources and management of risks, and reflect the community and future occupiers. The best way to address these issues is for developments to be planned with close regard to their contribution to the place in question from all environmental, social and economic perspectives.

Policy SS3

Place-Shaping and Sustainable Settlements Strategy

Development within Shepway is directed towards existing sustainable settlements and a **new sustainable garden settlement south of the M20 near Westenhanger to protect the open countryside and the coastline, in accordance with policy SS1. Change in settlements will be managed to occur in a form that contributes to their role within the Settlement Hierarchy (Table 4.3) and local place-shaping objectives, to promote the creation of sustainable, vibrant and distinct communities.**

The principle of development is likely to be acceptable on previously developed land, within defined settlements, provided it is not of high environmental value. All development must also meet the following requirements:

- a. The proposed use, scale and impact of development should be proportionate and consistent with the settlement's status and its identified strategic role (see Table 4.3) within the district.
- b. Consideration of alternative options within the appropriate area should be evident, with a sequential approach taken as required for applicable uses set out in national policy, for example to inform decisions against clause (c) below on flood risk. In considering appropriate site options, proposals should identify locational alternatives with regard to addressing the need for sustainable growth applicable to the Romney Marsh Area, or Urban Area or North Downs Area.
- c. For development located within zones identified by the Environment Agency as being at risk from flooding, or at risk of wave over-topping in immediate proximity to the coastline (within 30 metres of the crest of the sea wall or equivalent), site-specific evidence will be required in the form of a detailed flood risk assessment. This will need to demonstrate that the proposal is safe and meets with the sequential approach within the applicable character area of Shepway of the three identified, and (if required) exception tests set out in national policy. It will utilise the Shepway Strategic Flood Risk Assessment (SFRA) and provide further information. Development should also meet the following criteria as applicable:
 - i) no residential development, other than replacement dwellings, should take place within areas identified at "extreme risk" as shown on the SFRA 2115 climate change hazard maps; or
 - ii) all applications for replacement dwellings, should, via detailed design and the incorporation of flood resilient construction measures, reduce the risk to life of occupants and seek provisions to improve flood risk management.
 - iii) Strategic scale development proposals should be sequentially justified against district-wide site alternatives.
- d. A design-led and sustainable access approach should be taken to density and layout, ensuring development is suited to the locality and its needs, and transport infrastructure (particularly walking/cycling). Efficient use should be made of central land in town centres or in easy walking distance of rail and bus stations, with appropriate redevelopment of complementary uses above ground floor retail, leisure or other active uses, to directly support the vitality of centres.
- e. Proposals should be designed to contribute to local place-shaping and sustainable development by:
 - i) respecting and enhancing key historic features of conservation interest; and
 - ii) through appropriate sustainable construction measures, including water efficiency and a proportion of energy from renewable and low carbon sources on new-build development.
- f. Development must address social and economic needs in the neighbourhood and not result in the loss of community, voluntary or social facilities (unless it has been demonstrated that there is no longer a need or alternative social/community facilities are made available in a suitable location).

4.77 SS3 primarily addresses Core Strategy aims under the following Strategic Needs: A, B,C and D.

4.78 Towns and villages in Shepway will be planned for through a positive approach to sustainable development that accords with the settlement's strategic role and enhances its local sense of place. Infrastructure requirements (see policy SS5) should be planned in early. Particular emphasis will be placed on distinctive design that responds to the local character of the surrounding environment while still being innovative and delivering sustainable buildings in which people of all ages and mobility can live and work.

4.79 Development must respect and enhance the character of historic and/or coastal settlements and landscapes in line with national policy ⁽⁴⁾; and in all instances innovative design processes shall be used to create a high-quality built environment and green infrastructure uses (see CSD4) which actively promote security, a local sense of place and community and achievement of Core Strategy aims.

4.80 Moreover, there are an increasing range of mechanisms available to local communities to plan for their own enhanced sense of place, parallel to district-wide planning. Shepway District Council will support initiatives, especially where they directly help deliver Core Strategy Review aims, or where there is a good prospect of the community successfully adopting and overseeing the implementation of plans for sustainable development.

4.81 The Kent Design Supplementary Planning Document (SPD) offers a useful framework for building a local sense of place into design, alongside examination of best practice examples of the importance of layout and settlement cores, the pattern of streets, housing types, and parking management. The public realm of developments should be 'people friendly' in that they are not dominated by the car; the needs of pedestrians and cyclists should be placed at the heart of all design concepts and addressed in the Design and Access Statements of planning applications. The Places and Policies Local Plan sets out detailed design policy, including reference to national standards, such as those within Building for Life 12 that when followed will ensure good design can be achieved. The new garden settlement will achieve the highest quality of design, landscape and townscape, providing local distinctiveness and character that draws from the surrounding countryside, vernacular and heritage. This approach is explored further in the Council's document 'A Charter for Otterpool Park.'

4.82 Positive proposals have emerged from local communities in the district, including to support the sense of place in Sellindge, which is proposed to be further extended within this plan (see policy CSD9). Neighbourhood plans and other community-led development would be welcomed by Shepway District Council, and the Settlement Hierarchy (Table 4.3 and paragraph 4.67) provides guidance for rural settlements where it is considered likely to be particularly suitable. In other circumstances, alternative local documents such as a Village Design Statement or a planning-related element of the Parish Plan may be applicable. Provided the requirements for Supplementary Planning Documents are followed, and proposals align with sustainable development aims in the Shepway Local Plans, these may be adopted by the District Council and become one of the significant material considerations in the determination of planning applications.

4.83 Development should address the social needs of occupiers and neighbourhoods, contributing to vibrant and mixed places, and should contribute to the provision or direct support of necessary community facilities in line with SS5. It is appropriate for the planning system to promote a sense of place by protecting facilities that are cherished and needed within the neighbourhood. The long-term needs of future occupiers should be addressed in development design features, enabling flexible use and adaptation to reflect the changing lifestyles and needs of occupants (see policy CSD2) and including protection of residential amenity and a sense of security.

4.84 It is also increasingly critical that new buildings perform more efficiently in terms of their natural resource use. It is not the purpose of planning policy to duplicate the provision of Building Regulations. These provide a national minimum level of performance on some aspects of sustainable construction, including water, and current and future energy efficiency levels. In line with national policy, Local Plans can – on the basis of local evidence – provide a framework for improved design requirements in relation to the most critical local needs. In Shepway, the most substantial body of evidence available relates to the major sensitivities around water and energy usage in the district, and this is primarily addressed in policy CSD5 and the Places and Policies Local Plan, whilst policy supporting the delivery of the garden settlement provides site-specific requirements to ensure delivery of an exemplar project over its lifetime.

4 See also key historic features of interest shown in Figure 5.2 (section 5.2).

4.85 New-build development must include appropriate sustainability measures, **seeking to maximise energy efficiency and reduce water consumption (see policy CSD5 and the Places and Policies Local Plan), and should seek to deliver the highest viable standards of construction.** The refurbishment of existing building stock will be encouraged and should, where possible, incorporate sustainable design and construction techniques to improve environmental performance.

4.86 Designs should seek to increase the use of natural lighting, heating and ventilation **and take a fabric-first approach to reducing energy demand.** During the build-out stage there are also opportunities for increased recycling of construction and demolition waste, **the preservation of soil** and procurement of low-impact **and locally-sourced native species** and materials.

4.87 The council will continue to keep under review sustainable design requirements in relation to national policy and local needs and ensure over the plan period that new development is built to locally appropriate standards having regard to best practice, Core Strategy aims and supporting local and national policy. **The garden town will achieve the highest possible standards for energy and water efficiency, with an aspiration that the development will achieve water and carbon neutrality.**

4.4 Priority Centres of Activity Strategy

4.88 The following policy sets out an over-arching approach to critical places at the heart of individual settlements or those central to future prosperity, such as town centres. An integrated approach to economic clusters promotes active local places in Shepway as sought under place-shaping.

4.89 Economic development and prosperous and strong neighbourhoods are essential in Shepway, not least to help overcome problems in deprived communities. Drawing from across the district's assets and points of competitive advantage is the most robust long-term method to attract investment and support existing business and start-up enterprises; functions often seek convenient attractive locations in or around town centres, or to cluster with other concentrations of economic activity in settlements. These mixed activity places have a positive role in relation to complementing and joining together neighbourhoods, offering vibrancy and a range of job opportunities.

4.90 Locations with retail centres, shopping streets, mixed inner urban areas, business parks and industrial estates and other areas with economic and social vitality at their core, are therefore identified as potential priority centres of activity for Shepway and its regeneration.

4.91 Town and village centres play a critical role in anchoring the character and economy of localities in the district. Many of these focal points have remained resilient to change over long time periods, providing a locally distinct sense of history alongside meeting current economic and community needs. Although Folkestone's town centre has shifted slightly inland over time, most of Shepway's towns have retained their central focal point despite the decreasing functional importance of maritime activity and the growing influence of railways and roads over the form of settlements.

4.92 There has been general growth in a variety of activities in locations on the edge of towns, and perhaps less of a range of trade in central areas, with growing competition from new services such as shopping on-line. Similarly industrial functions face particular competition and challenges to remain viable. These established business locations require clear spatial management as other land use proposals (sometimes commanding higher monetary returns) have led to pressures on the healthy performance of some clusters, with the potential for them to be wholly undermined.

4.93 Town and local centres still retain a strong practical and symbolic significance. This is largely due to their proximity to many residents, provision of public transport, cultural and community services, public spaces and features of historic interest. Where distinctive and attractive, these features of 'authentic places' are often particularly valued by visitors although external awareness of the appeal of some of Shepway's market towns is perhaps currently limited⁽⁵⁾.

5 Addressed in various Core Strategy Delivery policies on individual/ rural places.

4.94 The place-shaping and community-building significance of town and local centres is allied with benefits of minimising dependence on the private car to access shops and services. Accordingly, their vitality and viability is supported in national policy. Clusters of industry also shape many places in Shepway by providing affordable premises, jobs in a convenient location for the current workforce and practical services supporting other businesses and residents.

4.95 Moreover, as concentrations of activity and interest, these areas are where people meet face-to-face (by accident or arrangement). This is particularly likely in many of Shepway's centres originally built to a modest human scale, or which have evolved on a simple layout such as a linear high street. At a different scale similar principles can apply to smaller centres within individual neighbourhoods or villages, underpinning quality of life and essential service provision and these should also be recognised and supported.

4.96 To guide planning, investment and place-shaping, the general distribution of settlements with major employment sites and economic (retail) centres across the district is outlined below (Table 4.4)⁽⁶⁾.

Location and Development Purpose	Urban Area	Romney Marsh Area	North Downs Area
Major Employment Sites: <i>To protect existing and provide further industrial (B-class and similar sui generis uses) premises suitable to the needs of Shepway's businesses and inward investors.</i>	Sites in Folkestone and Hythe	Site at New Romney, sites in Lydd	Site at Lympe, site at Hawkinge, sites within New Garden Settlement
Town Centres: <i>To accommodate the majority of Shepway's identified needs for retail, office and leisure uses through new development to improve their vitality, public realm, mix of uses, and daytime and evening economy.</i>	Folkestone (main town centre for Shepway) and Hythe	New Romney	New Garden settlement
District Centres: <i>To accommodate appropriate development to maintain their mix of uses and improve their vitality, viability and public realm.</i>	Cheriton	Lydd	Hawkinge
Local Centres: <i>To protect crucial services and accommodate development that maintains their viability for residents and visitors.</i>	Sandgate village, other neighbourhood parades	Dymchurch	Lyminge, Elham, Sellindge

Table 4.4 Priority Centres of Activity Network

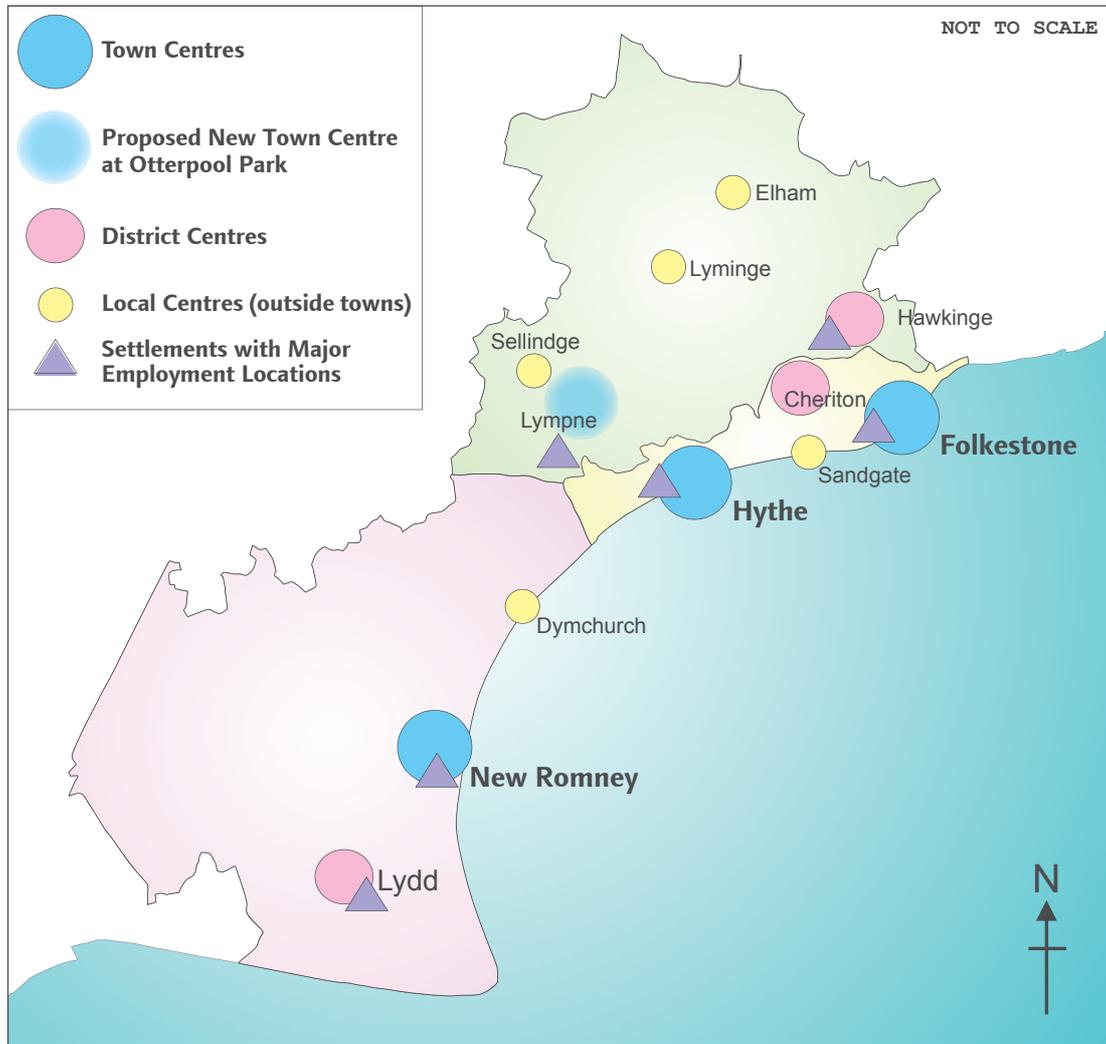
4.97 Retail **centres** at the heart of Folkestone, Cheriton, Hythe and New Romney serve a large proportion of the district's population but Shepway loses some shopping expenditure of residents in the face of competing places (especially from Canterbury and Ashford). **The new garden settlement will help to retain local spend lost to other centres, whilst at the same time being of a scale that would not compete with the larger retail centres of Folkestone, Canterbury, Ashford and Dover and, more locally, Hythe.**

4.98 Cheriton and Sandgate amongst places in the Urban Area, Lydd and Dymchurch in the Romney Marsh, and Hawkinge, Lyminge, Elham and Sellindge in the North Downs all contain a range of services vital for the district's residents, and often tourists. The degree of choice of shops and services varies, often reflecting population density and accessibility, most notably in the Urban Area (the lengthy active frontages of Cheriton contrasting with much smaller but still locally important parades). Nevertheless these centres all offer vital local

6 The current geographic extent of identified economic sites and centres is shown on the Policies Map.

facilities for day-to-day life – such as Post Offices or local healthcare, contribute to their sense of place and minimise the need to travel. These centres, and larger concentrations of service provision, are appropriate for development where it maintains and enhances their role.

4.99 Figure 4.3 illustrates the range of locations driving the district's economic development.⁽⁷⁾



Picture 4.1 Priority Centres of Activity Network

4.100 In addition to maintaining the district's employees, entrepreneurs and visitors, with High Speed 1 the prospects for business formation in target creative industries, financial/business services and other services are positive into the long term. Along with the provision of suitable new premises for these growth sectors, appropriate protection is afforded to Shepway's resilient local industry, with the objective of building on a diverse economic base.

4.101 The Council's Economic Development Strategy (2015) seeks to boost the local economy and job opportunities through a number of actions including increasing the supply and quality of employment land within the district by identifying and bringing forward appropriate sites for commercial development, particularly around the district's three junctions with the M20 motorway.

7 Locations and number of Major Employment Sites relative to centre of settlements is only illustrative.

4.102 This strategy is supported by the Employment Land Review (2017) which identifies weaknesses of the local economy as including a lack of good quality commercial space that meets modern occupier needs and an absence of strategic road access to much of the district outside Folkestone. These drawbacks have contributed to the district being highly self-contained in terms of local businesses operating in mostly local markets, with few inward investments attracted to the Shepway economy. There is a need to renew and expand Shepway's Priority Centres of Activity.

4.103 The new garden settlement will provide an opportunity to deliver a step change within the economic growth trajectory of Shepway district by providing a new focus for well-located strategic employment development. The Otterpool Park Garden Town Employment Opportunities Study (2017) identifies a range of potential growth sectors that could be targeted to drive employment growth with including advanced manufacturing, a business park, an element of hybrid employment space and dispersed workspace hubs in local centres. These represent types of provision that are, largely, absent from Shepway's current employment land portfolio and will significantly widen the market appeal of the district for inward investment from other parts of Kent and further afield.

4.104 However, development should not only take the form of new employment land; the Employment Land Review identified other, more qualitative, important business needs. Existing industrial sites require investment with industrial and warehousing-based businesses forming a critical part of the district's local economy. New start-up business space and modern offices will also be required over the plan period.

4.105 Furthermore, attracting and maintaining office and modern business uses – in particular to Folkestone and Hythe — is strategically significant in stimulating growth, and providing additional expenditure to support local retailers. A positive approach to employment-led mixed-use development may facilitate delivery of further economic development sites or objectives. Similarly there is potential to enrich the appeal of the district's larger centres by extending the hours of activity into the evening through new leisure-based enterprises.

Policy SS4

Priority Centres of Activity Strategy

In focal points for maintaining and developing jobs and services, as represented by the Priority Centres of Activity, development will be encouraged where it complies with national policy and contributes to continued centre viability. Major commercial development, including A and B-class uses, should be located in accordance with the Priority Centres of Activity network as shown on the Policies Map and should reinforce the role of the centre. Development in Priority Centres of Activity will be allowed where it does not result in a net loss of on-site B-Class uses, and it does not in any way jeopardise the identified commercial purpose of areas set out in the Priority Centres of Activity network (see Table 4.4).

Strategic objectives will be delivered through the following principles:

- a. A 'town centre first' policy will operate for applicable uses in line with national policy. Potential town centre activities or those creating significant transport demand, including retail, leisure and major office uses, should be located sequentially, looking firstly at locations within town centres, then on the edge of centres, and only then out of centre; and with regard to their impact on the vitality and viability of the defined town, district and local centres.
- b. For other employment-generating (non-town centre) activities, investment should alternatively be directed to designated Major Employment Sites. If suitable sites are shown to be unavailable and unfeasible within any Priority Centre of Activity, development for employment-generating uses may only be acceptable in accordance with policies SS1, SS3 and CSD3 and where demonstrated to be in locations suffering longstanding deprivation (and subject to directly contributing to local workforce up-skilling, sustainable transport provisions and an acceptable environmental impact on the locality).

To deliver commercial regeneration objectives, mixed-use development on employment land may be acceptable in line with the above principles where appropriate new B-class premises are provided, the proposals provide a net gain of suitable local job opportunities, and where it can also be demonstrated that a following criterion is also satisfied:

- At appropriate older Major Employment Sites, it directly delivers a range of small new and replacement industrial premises more appropriate to local needs; or
- In and on the edge of Town Centres, it provides a significant quantum of small incubation premises/offices designed to meet the needs of indigenous start-up businesses.

All development in Town and District Centres should contribute to a mix of active ground floor uses, with predominantly retail goods (A1) frontage shopping retained at the core of centres. Elsewhere in Town Centres an appropriate mix of offices (A2/B1), cultural, community and voluntary facilities, and other shop uses will be permitted; with a limited increase in the proportion of restaurants (A3) where shown to be adding to the choice, vitality, tourist appeal and evening economy of Town Centres.

4.106 SS4 primarily addresses Core Strategy aims under the following Strategic Needs: A, C and D.

4.107 The above policy, and Priority Centres of Activity network, will guide plan-making and the implementation of strategy, and seek to maintain a balance of uses within places and across the district; managing land use changes in line with national policy. Detailed provisions for particular Priority Centres of Activity should be reviewed in a subsequent Local Plan document as follows, with any adopted changes to the extent of designations shown on the Shepway Policies Map.

4.108 Major Employment Sites: boundaries and sites will be considered with regard to quantitative needs (SS2), national policy, and:

- Their existing or realistic future commercial quality and attractiveness as defined primarily by assessment/criteria in the Shepway Employment Land Review⁽⁸⁾;
- The need to maintain a sufficient supply of affordable premises for local industry, and to address the employment needs of deprived communities in the vicinity of the site; and
- The desirability of access by a choice of travel modes and of promoting the reuse of previously-developed land before considering 'greenfield' sites.

4.109 Town Centres: Primary Shopping Frontages have been designated in Folkestone and other town centres within the district on the Policies Map. The purpose of Primary Shopping Frontages is to prevent the loss of retail uses in the main shopping streets of the town centres. (Secondary Shopping Frontages have also been designated within Folkestone Town Centre to support the primary area, providing a wide range of shops, services and restaurants as well as space where more specialist and individual shops can locate to). Folkestone Town Centre is the most sustainable and viable location for major retail, leisure and office development across Shepway, capable of accommodating substantial commercial growth in line with SS2 and CSD6. The Core Strategy Review will provide for the retail needs of the district by applying the Priority Centres of Activity Network and national policy.

4.110 District and Local Centres: District and Local Centres are designated on the Policies Map to safeguard the viability and the shopping and service needs of communities in smaller centres. The prospects of delivering development in Sellindge will be reviewed before confirming whether to designate it a Local Centre. Neighbourhood parades in the Urban Area will be protected in line with local evidence.

4.111 In town, district and local centres development should also foster a sense of vibrancy and place through a mix of public, private and voluntary facilities in accordance with SS3. These services support visitors to Shepway, as well as local businesses and residents, complementing the tourist attractions and rural appeal of the district (policy CSD3). Modest and necessary expansion of existing business sites in sustainable locations outside of the Priority Centres of Activity may accord with plan aims, but should be dealt with in accordance with national and local policy.

4.5 District Infrastructure Planning Strategy

4.112 This policy, along with Appendix 2, sets out the Core Strategy Review approach to overseeing the delivery of significant infrastructure. Key principles of major infrastructure topics such as transport are outlined.

4.113 One of the primary tasks of the Core Strategy Review is to co-ordinate the delivery of new or upgraded infrastructure alongside development, particularly in planning for the delivery of a new garden town. Infrastructure can be defined as economic, social or environmental measures that provide critical or necessary support for the sustainable functioning of communities of all sizes. Shepway has benefited from some significant infrastructure upgrades including national and international transport connections, major flood defence works, improvements to utility networks, and investment in new educational facilities. This has occurred – and will continue to do so – through a variety of organisations, legal measures and funding sources.

4.114 Before 2016 Section 106 legal obligations and agreements with planning permissions were the principal means to secure funding towards part or all of new infrastructure within the district. These developer contributions are subject to tests set out in Planning Practice Guidance and the 2010 Community Infrastructure Levy Regulations. Agreements were individually negotiated and commonly covered matters such as on-site works, affordable housing, transport upgrades and contributions to social and community infrastructure. Up to the present time, the majority of contributions collected in Shepway such as for education, adult social services and youth and community facilities have been passed to Kent County Council as the leading public service provider in these areas.

8 Lichfields (2017)

4.115 It is important that infrastructure is used efficiently, and development must be designed to minimise impacts on essential facilities and systems. It is not always necessary to provide new infrastructure, if demand can be managed or additional capacity can be created. Nevertheless new development will create demand for new social and community facilities and physical infrastructure upgrades at certain locations under the Spatial Strategy.

4.116 Not all new infrastructure will be funded through development, although it is likely that the proportion directly financed by central government will fall. The positive Spatial Strategy set out will ensure that a significant element of the new infrastructure required will be derived from development contributions, either in terms of direct on- and off-site investment by developers or by pooled contributions arising from a number of development projects

4.117 However the funding arrangements for helping to deliver new infrastructure have changed since the 2013 Core Strategy was adopted. The previous arrangement for collecting contributions through section 106 agreements and obligations has been scaled back⁽⁹⁾. In place of this, the Council has developed a Community Infrastructure Levy (CIL) Charging Schedule for the district. CIL is a flat-rate levy, with charges based on the size, type and location of new development, as a set charge per square metre of new floorspace. CIL charges for the district came into effect on 1 August 2016. The CIL charge is in addition to any site-specific planning obligations required to mitigate the direct impacts of a development. More information on CIL can be found on the CIL pages of the Council's website. The different types of infrastructure to be funded from CIL and from site-specific planning obligations are set out in the Council's Regulation 123 List (June 2016).

4.118 When planning permission is granted a liability notice is issued setting out the levy due for payment when development is commenced, the payment procedure and the possible consequences of not following the procedure.

4.119 As well as developer finance through section 106 and CIL, the council will consider funding for infrastructure through other sources, such as partnership agreements with statutory agencies, central government grant allocations and bidding mechanisms such as the Housing Infrastructure Fund (HIF).

4.120 The Core Strategy Review contains at Appendix 2 an outline of the critical and necessary infrastructure needed to support the Spatial Strategy, summarising more detailed information set out in the Infrastructure Delivery Plan. All projects highlighted are important, yet with the pressing need for an infrastructure strategy, critical infrastructure is outlined in order to assist with the delivery of the Core Strategy and to provide initial guidance for planning and investment decisions. The policy below allows more detailed and financially specific provisions to be made through CIL, while addressing the immediate and priority requirements flowing from the Spatial Strategy and Strategic Allocations.

4.121 Infrastructure planning as set out in the Core Strategy and CIL requirements provide – along with the development plan's growth as a whole – additional certainty for other strategies and programmes to utilise. For instance, the early identification of a project enables forward planning by infrastructure funding bodies and utility companies, and can be used to support bids to regulators and other organisations. This maximises the opportunities for delivering complementary sources of finance and will help ensure the Core Strategy delivers its strategic objectives, with infrastructure provided when needed.

9 For any one specific infrastructure item, there is a maximum of five contributions possible from section 106 agreements and obligations, so for infrastructure needs that arise from developments over a wide area, section 106 contributions are not being used.

Policy SS5

District Infrastructure Planning

Development should provide, contribute to or otherwise address Shepway's current and future infrastructure needs. Infrastructure that is necessary to support development must exist already, or a reliable mechanism must be available to ensure that it will be provided at the time it is needed.

The Community Infrastructure Levy (CIL) **has been** introduced to ensure that, **alongside Section 106 contributions**, resources are in place sufficient to meet the infrastructure needs of the district in line with the growth provisions of this strategy. CIL **applies** to all qualifying forms of development across Shepway, and a meaningful proportion of levy revenues raised in each neighbourhood will be used to deliver infrastructure within that neighbourhood. Developer contributions **through** specific legal agreements will **continue to** be negotiated taking appropriate account of the development's viability for required local infrastructure (including facilities essential for development to take place or to mitigate the immediate impact of development).

CIL and developer contributions will be used to secure resources contributing towards essential infrastructure needs. Potential infrastructure requirements of this Core Strategy **Review** are identified in Appendix 2 **and the Council's Infrastructure Delivery Plan**. Planning permissions will only be granted where suitable developer contributions are secured or are accompanied by a CIL liability notice, and where:

- a. the design of a development aims to reduce unnecessary or unsustainable demands on physical and social/community infrastructure, and environmental or utility network capacity;
- b. development does not jeopardise current or planned physical infrastructure;
- c. the location, design or management of development provides a choice of means of transport and allows sustainable travel patterns, for pedestrians, cyclists and/or public transport. All major trip-generating uses will provide Travel Plans.

Developments must reflect the principle that infrastructure should be used more efficiently, or demand managed more effectively, before the need to increase capacity or deliver new infrastructure is created.

4.122 SS5 primarily addresses Core Strategy aims under the following Strategic Needs: A, B, C **and D**.

4.123 Critical infrastructure for the Core Strategy **Review** is identified and defined for this strategy in **Appendix 2 (Table 6.1)**.

4.124 These potential major upgrades, most notably in the strategic allocations (SS6–**SS11**), are illustrated below in Figure 4.4.

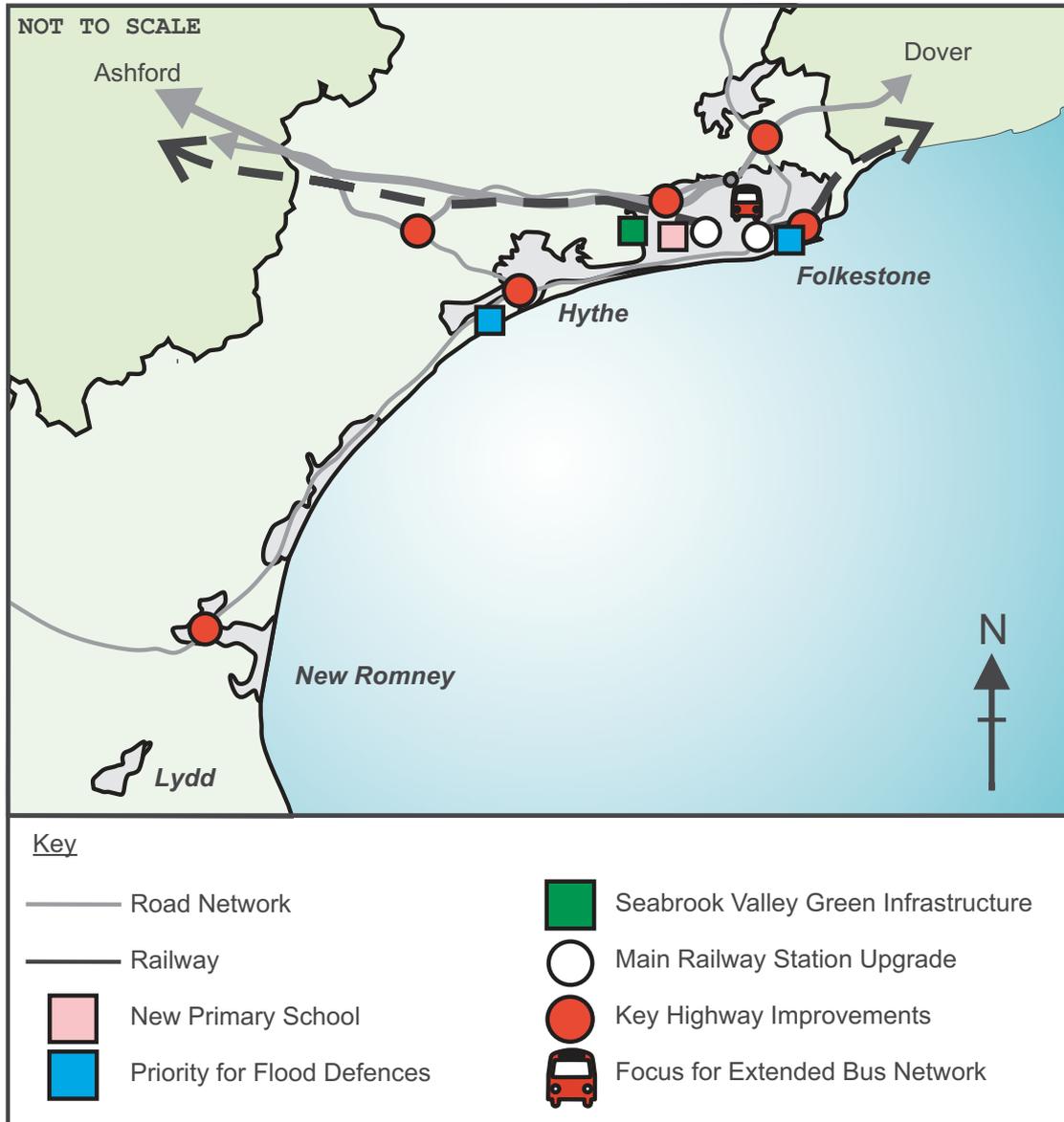


Figure 4.4 Identified infrastructure upgrades [To be updated]

4.125 Further supporting infrastructure needs, including for the public realm of town centres, are also outlined in Appendix 2. Additional to directly supporting Spatial Strategy delivery, infrastructure planning could assist in meeting statutory development and environmental requirements, for example green infrastructure provisions necessary under the Habitats Regulations Assessment regime (see policy CSD4).

4.126 Communication networks are at the heart of Shepway's future growth. In relation to transport, the district is fortunate to have benefited from major investment in the transport infrastructure connecting Shepway nationally and internationally. The Core Strategy Review seeks to ensure this investment is fully utilised and where required improved to ensure strategic needs are met. **In particular infrastructure improvements will be required to the strategic and local road network and Westenhanger Station, which will require substantial upgrades to form a transport hub providing High Speed 1 services to the proposed garden town and surrounding area.**

4.127 To fully benefit from this economically, and to address social inclusion and environmental objectives, a focus is now needed on the linkages that serve the interchanges and allow movement from strategic infrastructure to and from local residents and businesses. **This applies across Shepway, with significant**

opportunity to improve connectivity to railway stations and between settlements within the district and beyond. Accordingly, in implementing the travel infrastructure priorities featured here and in Appendix 2, a spatial focus is advantageous, potentially on the M20 corridor, through rail and more integrated travel solutions that improve connectivity both within and beyond the boundaries of the district.

4.128 Following comprehensive review and discussion in the evidence base⁽¹⁰⁾, it is clear that providing an increased choice of means of travel is integral to long-term development, the district's travel needs, and moving towards a low-carbon and inclusive economy. Further aims established in Shepway's Transport Strategy are summarised below. (This is currently being updated for the Core Strategy Review.)

Key aims of the Shepway Transport Strategy⁽¹¹⁾

Smarter Choices - to inform those who travel of the choice that is available, including the provision of digital real-time information through mobile technology.

Highways - to review the operation of selected junctions and links, road safety and the continued opportunity of replacing and improving the one-way system in Folkestone with a two-way system that improves connectivity and access. In addition, to consider the use of intelligent transport systems and (so far as the M20 and A20 are concerned) to participate in any review carried out by the Highway Authority and the Highway Agency on "Operation Stack".

Rail - to provide better access to, and integration with, the rail stations, especially those benefiting from High Speed 1 services. In addition the enhancement of existing railway station facilities at Westenhanger to provide a transport hub for High Speed 1 services serving the new garden town and hinterland.

Walking and Cycling - to promote a safer environment for walking and cycling within and between centres and enhanced legibility for visitors and to provide routes which are suitable for different cycle user groups. To promote and achieve the high use of walking and cycling as modes of travel for shorter journeys.

Ports and Airports - to promote connections to existing ports and airports within and outside the district, such as by new rail and coach services, and to support improved access to London Ashford (Lydd) Airport subject to no adverse environmental consequences.

Parking - to address the demand for parking as part of a balanced strategy for sustainable movement, with a potential focus on managing parking provision to support the viability of town centres. To consider emerging technologies, including provision for electric vehicle and bus charging and the potential for autonomous and semi-autonomous vehicles over the plan period.

4.129 The Spatial Strategy focuses on places that reduce demand to travel, particularly by car. Nevertheless it is particularly important that the approach of maximising walking and cycling within settlements is supported through attractive and secure developments and urban environments (policy SS3).

4.130 A key infrastructure requirement is the provision of broadband technology. This sector is undergoing major changes and the Government, through its broadband agency Broadband Delivery UK (BDUK) is supporting investment to:

- Provide superfast broadband coverage to 90 per cent of the UK by early 2016 and 95 per cent by December 2017;
- Provide access to basic broadband (2Mbps) for all from December 2015; and
- Explore options to provide superfast coverage to the hardest to reach parts of the UK.

10 AECOM (2017) Shepway Transport Strategy (See Appendix 6)

11 URS/Scott Wilson (2011) Shepway Transport Strategy (See Appendix 6) (Currently being updated.)

4.131 The availability, reliability and speed of broadband provision is now a key consideration for house buyers and many view it as essential as the standard utilities. Similarly, it is also a key concern for the business sector, whilst the future provision of 5G technology will further revolutionise how mobile devices are used.

4.132 In light of changing work patterns, the increase in remote office working, and the need for local businesses to maintain an online presence, the Council is keen to ensure new developments, and existing settlements, are serviced to provide the fastest available broadband speeds. Policy E8 of the Places and Policies Local Plan seeks the provision of Fibre to the Premises (FTTP) as part of new developments. Within this Core Strategy Review proposals for a new garden settlement in the North Downs Area offer the opportunity to create a 'smart town', making the best use of new technology while allowing flexibility for future upgrades; requirements are set out in Policy SS9.

4.133 Given Shepway's characteristics, maintaining investment in new coastal defences is essential, albeit costly. The upgrading and improvements of flood defence and coastal engineering will be informed by the conclusions of the Strategic Flood Risk Assessment⁽¹²⁾ and will seek to implement the recommendations of the Shoreline Management Plan, the Folkestone to Cliff End Flood and Erosion Management Strategy⁽¹³⁾.

4.134 It is clear that the scale of works required will necessitate drawing funding from a range of local and national sources. A partnership approach between the Environment Agency, Shepway District Council and landowners will be required to deliver the long-term framework for delivery of essential defences in the context of significant flood risks in some areas of Shepway.

4.135 In relation to many other aspects of physical infrastructure, the planning system will ensure landowners and developers work with utility companies and that the provision of sufficient essential services is maintained.

4.136 Social and community uses are essential to create successful places as recognised under policy SS3. The priority for other new infrastructure funding, such as social and community facilities and educational buildings, will be that which is critical or necessary for the allocated strategic sites and other major developments that are central to implementing the growth strategy of the plan. Shepway District Council will work closely with county and national agencies, using the provisions of the Spatial Strategy to best manage the implications of local changes on community infrastructure.

4.137 Further, higher and adult education facilities are limited in number in Shepway. As addressed in many spatial policies in this plan, it is critical that development helps facilitate investment and improvements in the local education system. The positive Spatial Strategy will help ensure that there is no major decline in the volume of families and young children in Shepway (and contributions are appropriate to secure new primary and secondary school facilities). Opportunities for focused development to ensure their continued feasibility, attraction to local people, and relevance of skill provision to workforce needs, will be welcome and contributions sought as appropriate.

4.138 Planning for minerals and waste infrastructure is led by Kent County Council. The principles of efficient and sustainable infrastructure used in SS5 would benefit minerals and waste planning. The Core Strategy seeks that any applicable Shepway new development should be designed to encourage minimisation of waste production and promote sustainable waste management, whilst opportunities may exist in the district to explore opportunities for waste to energy production.

4.6 Strategic Allocations

4.139 This section sets out strategic allocations for the district. The allocations are:

- New Garden Settlement in the North Downs Area (Policies SS6-SS9);
- Folkestone Seafront (Policy SS10); and
- Shorncliffe Garrison (Policy SS11).

12 Herrington Consulting (July 2015) Shepway Strategic Flood Risk Assessment (See Appendix 6)

13 Environment Agency (February 2015) Folkestone to Cliff End Flood and Erosion Management Strategy

4.140 Although permission has been granted on both the Folkestone Seafront and Shorncliffe Garrison sites, and development is underway at Shorncliffe Garrison, policies SS10 and SS11 are included unchanged from the 2013 Core Strategy to guide the remaining phases of the developments.

Background

As set out in Section 4.2: Housing and the Economy Growth Strategy, there is a need to plan for significantly more homes than was identified in the 2013 Core Strategy. Although the exact scale of new homes is not yet confirmed, and will not be finalised until the publication of the new National Planning Policy Framework in early 2018, this draft of the Core Strategy Review has been prepared on the basis that the Council will plan for an overall requirement of **633 new homes a year** over the period 2018/19 to 2036/37, a total of approximately **12,030 new homes in the district**.

New Garden Settlement

Shepway District Growth Options Study (2016-17)

4.141 The Council identified the need for significant growth following the conclusions of the Strategic Housing Market Assessment (SHMA) - an average of 633 new homes a year.⁽¹⁴⁾ Alongside this, the Council commissioned consultants AECOM to undertake a Growth Options Study for the district to assess whether and if so, how, this growth could be accommodated.

4.142 The Growth Options Study is divided into two parts, and is supported by a district-wide High Level Landscape Appraisal. The findings of the study are outlined below.

High Level Options Report

4.143 The purpose of the High Level Options Report⁽¹⁵⁾ was to assess the potential for strategic growth across the district (defined in the study as sites with the capacity to deliver 250 homes or more).

4.144 Strategic constraints were mapped, including the Kent Downs Area of Outstanding Natural Beauty (AONB) and the functional flood plain. The study identified 14 spatial planning principles drawn from Government policy, as set out in the National Planning Policy Framework (NPPF).

4.145 The [High Level Options Report](#) divided the district into six character areas, based on the three general character areas identified in the Core Strategy⁽¹⁶⁾ as follows:

The Urban Area	Romney Marsh Area	North Downs Area
1. Folkestone and surrounding area	3. Romney Marsh and Walland Marsh	5. Sellindge and surrounding area
2. Hythe and surrounding area	4. Lydd, New Romney and Dungeness	6. Kent Downs

Table 4.5 Growth Options Study Character Areas

4.146 Each character area was assessed against 10 criteria drawn from the spatial planning principles. These criteria were:

1. Environmental constraints - including statutory and non-statutory designations, flood risk and agricultural land;
2. Transport and accessibility;
3. Geo-environmental considerations - including contaminated land and hydro-geology;
4. Infrastructure capacity and potential;
5. Landscape and topography;
6. Heritage;
7. Housing demand - including house prices, viability and affordability;
8. Regeneration potential - including an assessment of Indices of Multiple Deprivation;
9. Economic development potential - including opportunities for employment growth; and
10. Spatial constraints and opportunities - including the need to avoid settlements coalescing.

4.147 The consideration of landscape and topography was informed by the [Shepway District High Level Landscape Appraisal](#)⁽¹⁷⁾ a comprehensive study of landscape character and the capacity for change across the district. A number of different spatial distributions to growth were then developed and assessed with stakeholders and partner organisations.

14 Shepway Strategic Housing Market Assessment, Part One - Objectively Assessed Need, Peter Brett Associates, March 2017

15 Shepway District Growth Options Study - High Level Options Report, AECOM, December 2016

16 See Core Strategy Review, Section 1.2: About Shepway

17 Shepway District High Level Landscape Appraisal, AECOM, February 2016

4.148 Through this process of analysis and testing with specialists, the study concluded that the areas of Folkestone, Hythe, Romney Marsh and Walland Marsh, Lydd, New Romney and Dungeness and the Kent Downs were not suited for housing growth of a strategic nature, although smaller developments may be appropriate and will continue to be delivered through the Places and Policies Local Plan.

4.149 The Phase One study concluded that **Sellindge and surrounding area** was the most free from strategic constraints, although some constraints were present, notably proximity to the Kent Downs AONB, ecological constraints, heritage, the presence of villages and grade 2 agricultural land. This area then formed the basis for more detailed study in the Phase Two Report.

Phase Two Report

4.150 The purpose of the [Phase Two Report](#)⁽¹⁸⁾ was to take the findings of the High Level Options Report and assess the potential of Sellindge and the surrounding area to accommodate strategic growth. This report added detail and site-specific evidence to define boundaries that have then been used to inform planning policies in this draft Core Strategy Review.

4.151 Four areas of land were defined within the **Sellindge and surrounding area** location identified as having potential in the broad appraisal:

- Area A: North and East of Sellindge;
- Area B: South of the M20;
- Area C: South and West of Sellindge; and
- Area D: East of Stone Hill.

4.152 In a similar process to the High Level Options Report, these four areas were tested against eight criteria drawn from national planning policy:

1. Agricultural land quality;
2. Transport and accessibility;
3. Landscape;
4. Infrastructure;
5. Heritage;
6. Regeneration potential;
7. Economic development potential; and
8. Spatial opportunities and constraints.

4.153 The Phase Two report finds that within the study area, there are around 235 hectares of land considered suitable for residential development and appropriate supporting uses, and a further 258 hectares of land also considered suitable for residential development, subject to appropriate mitigation. This gives a total of 493 hectares of land that has been identified as having some kind of potential for new residential and supporting land uses.

4.154 The report further concludes that:

"... options should build in the necessity of achieving sustainability through concentrating development into a critical mass. This would help minimise the risk of fragmented development dispersed across a wider area or a 'suburban' model of development lacking appropriate supporting facilities and services alongside housing. Providing development as a critical mass will conversely provide more scope and opportunity to attract employment uses of a meaningful size and to provide strategic-scale open space, playing fields, schools and the other relatively large-scale land uses and infrastructure that any community needs to promote social cohesion and sustainability."

(19)

18 Shepway Growth Options Study - Phase Two Report, AECOM, April 2017

19 Section 3.1

4.155 Although undertaken independently, the Growth Options Study gives support to the Council's Expression of Interest prepared in response to the Locally-Led Garden Villages, Towns & Cities Prospectus issued by the Department for Communities and Local Government in March 2016 - 'Otterpool Park - A Garden Town of the Future' (June 2016).

A Charter for Otterpool Park

4.156 Following this initial work, the Council prepared 'A Charter for Otterpool Park' (November 2017). Although the Charter does not form planning policy, it sets out the Council's aspirations for the new settlement and was the subject of stakeholder consultation before being finalised.

4.157 The Charter has been developed from the three themes of sustainability: environmental, social and economic sustainability. The Foreword summarises these themes and is given in the box below.

Charter for Otterpool Park

Otterpool Park will be a new growing settlement, planned from the outset on garden settlement principles, that responds to its unique setting close to the Kent Downs Area of Outstanding Natural Beauty (AONB). The town will enhance the natural environment with carefully designed homes and gardens, generous parks and an abundance of trees, woodlands and natural habitats.

The garden town will have a distinctive townscape, outstanding local landscape, its very own heritage and access to a diverse coastline. There will be an emphasis on quality landscaping, open space and recreation that supports healthy lifestyles and an inclusive community.

It will be a community built on sustainability with a wide range of mixed tenure homes and jobs for all age groups that are within easy walking, cycling and commuting distance.

The masterplanning of Otterpool Park will be a beacon of best practice that embraces new technologies and designs to achieve a low carbon, low waste and low water usage environment.

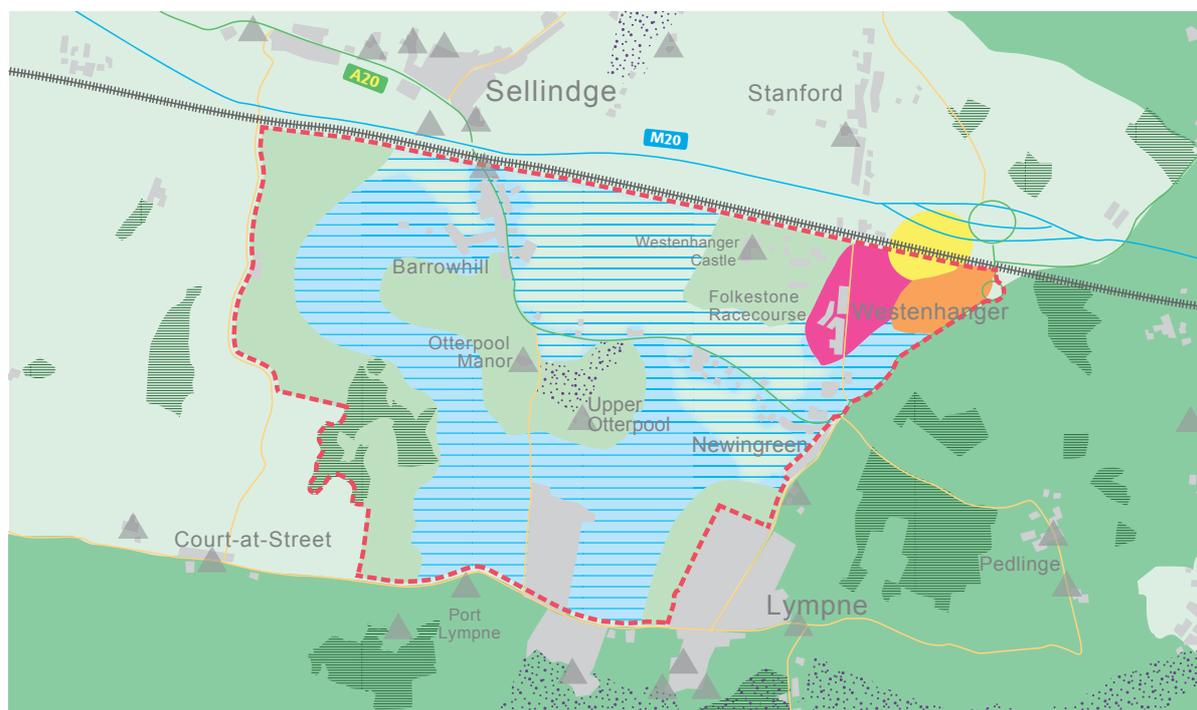
Community involvement and participation in the planning of Otterpool Park has been encouraged from the outset. Land value will be captured so as to provide long-term funding for the stewardship of community assets.

4.158 From this evidence and initial work four policies have been developed to guide new strategic scale development in the North Downs Area:

- SS6: New Garden Settlement - Development Requirements;
- SS7: New Garden Settlement - Place Shaping Principles;
- SS8: New Garden Settlement - Sustainability and Healthy New Town Principles; and
- SS9: New Garden Settlement - Infrastructure, Delivery and Management.

New Garden Settlement - Development Requirements

4.159 As set out above, the development of a new garden settlement provides the opportunity to meet the district's housing needs on a strategic scale, within and beyond the plan period of this Core Strategy Review. An indicative strategy for Policy SS6 is shown below, based on the evidence work outlined in the preceding sections.



Policy SS6 - Garden Settlement North Downs - Indicative Strategy



Picture 4.2 Garden Settlement North Downs - Indicative Strategy

4.160 The strategic allocation also provides a unique opportunity for local self-build and custom-builders on a large scale. ('Self-build' is the practice of aspiring homeowners creating their own homes. Self-builders' inputs may vary from undertaking the building work themselves to contracting out some or all of the work to an architect or building package company. Consequently the term 'custom housebuilding' is also commonly used.) Custom and self-build housing can bring a level of innovation, diversity and choice not found in conventional housing developments, providing opportunity for small- and medium-sized enterprises through construction and the local supply chain. The garden settlement will place self-build and custom-build housing as a central element of housing delivery.

4.161 The Council will explore whether a community-led homes fund can be established to enable local people, and groups of people working together, to build innovative forms of housing to meet their individual needs. In allocating sites for custom-build and self-build homes, priority will be given to people on the Council's self-build register, which may include a local connection test.

4.162 The Council is completing an Employment Opportunities Study for Otterpool Park (Lichfields, 2017) that will inform the provision of employment space, the types of businesses that could be attracted to the town and the potential numbers of jobs that will be created. Potential target sectors include:

- Green construction;
- Environmental goods and services;
- Advanced manufacturing;
- Creative digital media and business; and
- Professional and financial services.

4.163 The scale of the garden settlement offers the opportunity to create a vibrant local economy, supporting the sustainability of the town, growing new businesses and supporting local suppliers, as well as serving the wider district. To promote this, the Council will provide skills development and apprenticeships, working with local businesses and the construction industry. The garden settlement can offer a unique selling point to businesses, by promoting and delivering innovation, fostering new, emerging and growing sectors well-connected to outstanding infrastructure, the coast and countryside.

Policy SS6

New Garden Settlement - Development Requirements

Land is allocated within the North Downs area for a new garden settlement as shown on the Policies Map.

The settlement will be developed on garden town principles and will have a distinctive townscape and outstanding accessible landscape. It will be planned to be sustainable, providing new homes with a broad mix of tenures, employment opportunities and community facilities within easy walking and cycling distance. It will be a landscape-led development with an emphasis on woodland planting, open space and recreation that supports healthy living and encourages interaction between residents. Environmentally the settlement will be a beacon of best practice, making best use of new technologies, and will be designed to achieve a low carbon, low waste and low water usage development with an aspiration for water and carbon neutrality.

Outline planning permission will be granted for a comprehensive proposal that is supported by a masterplan prepared by the site promoters. The masterplan shall be prepared in partnership and in consultation with the local planning authority, stakeholders, partner organisations, local people and interest groups and include a detailed phasing and delivery strategy.

(1) New homes

- a. The settlement shall provide for a minimum of 5,500 new homes in a phased manner within this plan period (to 2036/37) with potential for future growth to provide a total of 8000-10,000 homes (subject to detailed masterplanning) within the site allocation area beyond the plan period;
- b. The mix of tenure and sizes of new homes shall be in accordance with Policies CSD1 and CSD2 and evidence in the Strategic Housing Market Assessment, Parts 1 and 2 (PBA, December 2016 and March 2017) and shall include build for rent provision to meet identified need. A minimum of 22 per cent of all dwellings should be provided as affordable homes;
- c. All homes shall meet the adopted Nationally Described Space Standards in accordance with Policy HB3 of the Places and Policies Local Plan (or any revision to that policy);
- d. The initial phase of development shall provide homes in neighbourhoods located in and around the town centre (Policy SS7(2)), well-connected to the centre by a walking, cycling and public transport network. Close to the town centre there shall be a higher proportion of smaller residential units serving all age groups;
- e. The town centre shall be supported by an early lower density neighbourhood that has good connectivity to the town centre by public transport, cycling and walking;
- f. Additional neighbourhoods will be masterplanned in future phases in accordance with Policy SS7(3). All neighbourhoods will be expected to provide a mix of home typologies, with plots provided for custom-build and self-build development in accordance with Policy SS6(2);
- g. A minimum of 10 per cent of homes in each substantial phase shall be built to meet the needs of the elderly, from active retired people to those requiring intensive nursing care, including specialist C2 provision. All such homes shall be built to meet [M4\(3\) Category 3: Wheelchair User Dwellings](#) standards as set out in Building Regulations; and
- h. The remaining 90 per cent homes shall be built to meet [M4\(2\) Category 2: Accessible and Adaptable Dwellings](#) as set out in Building Regulations. Homes should be designed to be flexible to respond to the changing needs of families.

(2) Self-build and custom-build homes

- a. At least 10 per cent of all dwellings shall be provided as self-build or custom-build plots, with each substantial phase contributing a proportion of self-build and custom-build housing;
- b. Innovative self-build and custom-build designs will be encouraged that are flexible and incorporate new technologies, particularly those that achieve carbon and water neutrality; and

- c. Self-build and custom-build housing will not be required to be uniform in scale, plot width or materials. Design requirements will be established by:
 - i. Planning policy and a design code approach setting out principles of place-making and sustainability; and
 - ii. A 'plot passport' scheme introduced alongside a Local Development Order (should a substantial self-build phase be pursued) or alternative approval mechanism, allowing plot purchasers to submit an application to the Council for assessment of compliance against the code.

(3) Employment development

- a. A challenging target will be set for the number of jobs that will be created across the private, public and voluntary sectors: the aspiration shall be for **one job per dwelling**. The settlement's location near the gateway to Europe (Channel Tunnel) will provide the opportunity to provide employment and town centre uses that complement those at other locations including Folkestone town centre, Hythe and other growth areas across East Kent;
- b. The masterplan shall provide business space suitable to accommodate growing sectors operating in regional, national and international markets with a capacity to contribute to employment and GVA growth, as identified in the Employment Opportunities Study;
- c. Employment space should be delivered alongside infrastructure and new homes so that job opportunities are available when the first phases of housing are occupied. Interim business uses will be encouraged on suitable sites as successive phases are developed;
- d. An innovation centre or business hub shall be included in the first phase of development to support business start-ups and provide space for growing businesses; and
- e. Details of interim and meanwhile uses which support the delivery of the garden town itself or the growth of future employment sectors shall form part of the implementation strategy in support of the outline planning application.

(4) Community and educational facilities

- a. Community facilities shall be provided at each phase of development in accordance with the neighbourhood principles set out in Policy SS7(3);
- b. A health centre shall be provided in the early phases of development, in partnership with local Clinical Commissioning Groups and the Kent Health and Wellbeing Board, drawing from exemplar facilities elsewhere. The centre shall be designed to deliver an integrated service for patients - including a cluster of general practitioners, a wide range of diagnostic services and primary care treatment - to minimise the requirement for secondary care treatment at local hospitals. The centre should be located on an accessible site close to other community services; and
- c. Secondary, primary and nursery school facilities shall be provided to meet projected needs in accordance with the forecast requirements of the Local Education Authority and shall be delivered in partnership with appropriate providers. It is expected that four 2 forms of entry (2FE) primary schools and at least one secondary school will be required within the settlement, together with additional off-site investment in local secondary schools. There should be a maximum walking distance of 800 metres/10 minutes from every home to the nearest primary school, with an aspiration that homes are within a 400 metre/5 minute walking distance.

New Garden Settlement - Place Shaping Principles

4.164 The new garden settlement will demonstrate a landscape-led approach to development that respects topography and views. The development will enhance existing woodland, green spaces, ponds, rivers and streams (often termed 'green' and 'blue infrastructure'). Generous structural landscaping should be provided that includes advanced planting for future phases. The masterplan for the settlement will be supported by a green and blue infrastructure strategy which should enhance the area's natural features whilst providing high levels of accessibility and enjoyment for those who live in the area.

4.165 Landscape-led place-making and the design and layout of the town (its 'townscape') will be key to the success of the settlement. Each neighbourhood should have a distinctive character with different densities of development. The masterplan should show the relationship of different land uses, the height and massing of buildings, the legibility of streets and how the development will make use of high quality materials that are sensitive to, and sit comfortably alongside, the local environment. There is existing design guidance that can be drawn on, including the [Kent Design Guide](#) (Kent Design Initiative) and the [Kent Downs Area of Outstanding Natural Beauty Landscape Design Handbook](#) (Kent Downs AONB Unit), but the development will need to be informed by detailed design codes drawn up with the participation of the local community. The area's heritage assets, in particular Westenhanger Castle and its setting, can make a significant contribution to the character of the new settlement, that can help attract future residents, businesses and visitors and create a strong sense of place from the outset.

4.166 At the heart of the development will be a vibrant high street that will meet the needs of residents, workers and visitors with attractive cultural, community, shopping and leisure facilities, as well as event space and meeting spaces to foster community cohesion. This will need to be carefully planned to avoid any detrimental impacts on nearby town centres such as Folkestone, Hythe, Ashford and Dover or shops and facilities in nearby villages, yet meet the everyday needs of the settlement and nearby communities. Each neighbourhood in the garden settlement will also need to be supported by educational, recreational and community facilities.

4.167 The settlement presents a major opportunity to secure a high speed rail service between Westenhanger and London St Pancras at the earliest opportunity. The Council is pursuing this with train operating companies, infrastructure providers and stakeholders. A transport hub should be provided, located at the station, allowing easy transfer between walking, cycling, bus and train journeys. The train station upgrade and hub will potentially deliver:

- Lengthening of the existing platforms;
- New and refurbished station buildings with improved customer facilities;
- A new footbridge between platforms; and
- Car parking provision to meet the needs of Otterpool Park and nearby villages.

Ways of integrating the station improvements with other land uses and facilities should also be explored.

4.168 An innovative approach must be taken from the outset so as to maximise walking, cycling and the health and wellbeing of residents. This and other travel plan requirements, including the setting of targets, monitoring and the use of technology and incentives, will require detailed consideration and must support the emerging masterplan, with opportunity for revisions and amendments as the development is delivered.

Policy SS7

New Garden Settlement - Place Shaping Principles

(1) A landscape-led approach

- a. Proposals shall demonstrate a landscape-led approach that respects topography and views, guided by a Landscape and Visual Impact Assessment; and
- b. A green and blue infrastructure strategy shall be developed that enhances existing green and blue infrastructure assets in accordance with Policy CSD4. Additionally the strategy shall deliver:
 - i. Advanced woodland planting and habitat creation using native species to benefit later phases of development, particularly from prominent locations visible from the Kent Downs Area of Outstanding Natural Beauty, and to avoid as far as possible temporary loss of biodiversity value when construction begins. Woodland planting and habitat creation, shall also be designed to prevent the coalescence of the new settlement with Lympne and to separate neighbourhoods within the settlement itself;
 - ii. Clear net biodiversity gains through the planting of native species and the creation of green and blue ecological corridors to improve species' ability to move through the environment in response to predicted climate change, and to prevent isolation of significant populations of species. The strategy shall enhance nearby ancient woodlands, Local Wildlife Sites, Otterpool Quarry Site of Special Scientific Interest and other sensitive ecological features, including the existing pond at the former Folkestone Racecourse;
 - iii. A new country park, easily accessible from the town centre and beyond and supported by and linked to other areas of strategic open space, that enhances the historic landscape setting of Westenhanger Castle;
 - iv. Playing fields and sports provision, play areas, informal open spaces, allotments and woodland located to maximise use and meet the sporting, leisure and recreational needs of the garden settlement;
 - v. Publicly accessible, well-managed and high quality open spaces, which are linked to the open countryside and adjoining settlements. This shall be informed by an access strategy that balances demands for public access with ecological and landscape protection, taking into account the impacts of increased access on the Kent Downs AONB and Folkestone to Etchinghill Escarpment Special Area of Conservation and other protected areas; and
 - vi. Sustainable drainage systems (SuDS) to maximise landscape and biodiversity value and to prevent downstream flooding of the East Stour River, developed as part of an integrated water management solution.

(2) A vibrant town centre

- a. A town centre shall be created, of higher density housing and town centre uses, in a vibrant high street to act as a focal point to the settlement, providing for a mix of employment opportunities at the heart of the garden settlement. The high street shall be planned so that it is within easy walking distance of the station and located within an area of higher density housing to increase its vitality and viability. Higher density mixed-use development with several storeys of residential use above commercial premises will be appropriate in the high street and town centre;
- b. Food shopping (convenience retail) shall be provided within the town centre to allow choice and variety as well as reducing the need to travel for day-to-day needs. A range of other shopping floorspace (comparison retail) shall also be provided to create a vibrant town centre, alongside a mix of town centre uses. An impact assessment shall be undertaken to demonstrate that there would be no detrimental impacts on the vitality and viability of nearby local village centres and other town centres including Folkestone, Hythe, Dover and Ashford; and
- c. Street level frontages in the centre shall be active frontages that open up to public spaces to promote activity throughout the day and into the evening. Indoor and outdoor eating and drinking places and an adaptable town square shall be provided, designed to accommodate outdoor markets and public events.

(3) Village neighbourhoods

- a. The town centre shall be closely integrated with village neighbourhoods, reflecting garden town principles, easily accessible by walking and cycling links to the town centre and each other;
- b. Neighbourhoods and the town centre shall be connected by a legible network of active streets, footways, cycle ways and open spaces;
- c. Each neighbourhood centre will include a primary school, pre-school nursery, food (convenience) shopping, open space, recreational and community facilities in the first phase of its development; and
- d. Each neighbourhood shall be designed to have its own distinctive identity, to create a special character within the unique setting of the Kent Downs.

(4) A high quality townscape

- a. Neighbourhoods, buildings and spaces within the settlement shall be planned to create a unique and distinctive character, taking advantage of long-range and local views to create interest and drawing on the historic character and grain of the area;
- b. Design codes shall be drawn up to guide all phases of development with the participation of the local community. The codes should establish the parameters for achieving the highest standards of urban design, architecture and landscaping;
- c. A high quality palette of building materials will be used throughout, drawing on a thorough understanding of local distinctiveness, landscape and palette and tone. Building materials, landscaping and design should be of a consistently high quality regardless of tenure;
- d. Modern methods of construction will be encouraged where high standards of design, durability and sustainability can be demonstrated; and
- e. External lighting should be designed to support the aims of the [Kent Downs Management Plan](#) on Dark Skies and the Institution of Lighting Professionals (ILP) Guidance Notes for the Reduction of Light Pollution, to ensure the impact of lighting is minimised and that the most efficient technology is used.

(5) Enhanced heritage assets

- a. A heritage strategy shall be agreed that identifies how the development will enhance local heritage assets and their setting, including the Grade I listed Scheduled Ancient Monument of Westenhanger Castle (and its associated barns), the Grade II listed Otterpool Manor Farm and Upper Otterpool and any other designated or non-designated heritage assets identified. The application shall be supported by a detailed heritage strategy, setting out how the long term, viable use of heritage assets will be established and where necessary providing mechanisms for their integration into the development;
- b. The heritage strategy should include an initial archaeological assessment to guide archaeological works and this should be kept under active review. The provision of public art should be an integral part of the heritage strategy;
- c. Westenhanger Castle and its setting shall become a focal point for the new settlement that informs its character. The development shall provide an enhanced setting for the Castle, including generous public open space through the delivery of a new park, and shall protect key historic views. Proposals shall explore the opportunity to recreate the historic southern approach to the Castle and provide mechanisms for its integration with the development;
- d. Other archaeological and heritage assets will be evaluated, protected and, where possible, enhanced. Proposals must include an appropriate description of the significance of any heritage assets that may be affected, including the contribution of their setting; and
- e. Proposals should explore the potential for:
 - i. Renovating the existing buildings and barns at Westenhanger Castle to improve the setting of the building and provide space for businesses, leisure and craft industries; and
 - ii. Enhancing other heritage assets both within and outside the allocation boundary such as the setting of Lympne Castle and the Lympne Conservation Area where appropriate.

(6) Sustainable access and movement

- a. The development shall be underpinned by a movement strategy which prioritises walking, cycling and access to public transport and demonstrates how this priority has informed the design of the new settlement. All homes shall be within 800 metres/10 minutes walk of a local neighbourhood centre with an aspiration that all homes are within 400 metres/5 minutes walk of such facilities;
- b. Development shall incorporate smart infrastructure to provide real-time and mobile-enabled public transport information in accordance with smart town principles (Policy SS9 (2));
- c. The capacity of M20 Junction 11 shall be upgraded and other key junctions on the road network will be redesigned and improved in partnership with Highways England and Kent County Council;
- d. A permeable network of tree-lined streets, lanes, pathways, bridleways, cycleways and spaces will be created that provides connections between neighbourhoods, the town centre, employment opportunities and public transport facilities. Footpaths, cycleways and bridleways should link to existing public rights of way, nearby villages and the wider countryside, including the North Downs Way and the Sustrans national cycle route network, taking account of the findings of the access strategy (Policy SS7 (1)) on sensitive habitats;
- e. Road infrastructure should be designed for a low speed environment, with priority given to pedestrians and cyclists through the use of shared space in ultra low speed environments and dedicated cycle routes and separate pedestrian walkways where appropriate. The use of grade separations, roundabouts, highway furniture and highway signage should be minimised;
- f. A parking strategy shall be developed that balances the necessity of car ownership with the need to avoid car parking that dominates the street scene to the detriment of local amenity. The parking strategy shall deliver well-designed and accessibly located cycle parking facilities within the town and neighbourhood centres, at Westenhanger Station and transport hub, as well as at employment developments;
- g. Westenhanger Station shall be upgraded at the earliest opportunity to provide a high speed service ready integrated transport hub, in partnership with Network Rail, the rail operator and Kent County Council, which gives priority to pedestrians, cyclists, bus and train users. The Council will continue to work with Network Rail to introduce high-speed rail services from Westenhanger to central London, subject to discussions with stakeholders; and
- h. The existing bus network that serves the surrounding towns and villages will be upgraded and new services provided as an integral element of the transport hub and settlement. All new homes shall be within a five minute walk of a bus stop.

New Garden Settlement - Sustainability Principles

4.169 There is the potential for the garden settlement to become a beacon of best practice for environmental sustainability, embracing new technologies to achieve a low carbon, low waste and low water environment, with an aspiration for carbon, water and waste neutrality to be further explored and investigated as masterplanning and policy develops.

4.170 A fundamental requirement will be the need to plan for the supply of water and control water usage, as the district is an area of 'severe water stress'.

4.171 The sustainability of the town will be driven by an energy strategy that will set out how the lowest possible carbon targets will be achieved, in both the short- and long-term, making best use of renewable energy on- and off-site. As technology is rapidly evolving, the strategy will need to demonstrate how buildings can be designed to be adaptable with the potential to incorporate new technologies, such as battery energy storage creating individual or decentralised energy networks. The strategy will show how the use of energy efficient technologies will result in significantly lower energy use than the national average.

4.172 The Council will work closely with local Clinical Commissioning Groups and the Kent Health and Wellbeing Board to develop a healthy new town programme that delivers high levels of public health for new residents of the settlement, using the principles set out in Policy SS8. Neighbourhoods will be planned to foster community development and promote healthy living by encouraging people to be active. Providing spaces for

local food growing, such as allotments and community orchards, is one way that health can be promoted. A scheme could be developed that encourages produce grown on allotments and in orchards to be sold in local shops or at a market, to promote healthy living, encourage community interaction and reduce 'food miles.' Such a project provides opportunity for local producers, beyond the new settlement to benefit through direct sale and provision to the community.

Policy SS8

New Garden Settlement - Sustainability and Healthy New Town Principles

(1) A sustainable new town

- a. Development shall be guided by an energy strategy. The strategy shall demonstrate how best practice in energy conservation and generation will be achieved at both the micro- and macro-level in homes and commercial buildings. The strategy shall include the potential for a site-wide heat and power network and decentralised energy networks;
- b. All new build housing shall be built to water efficiency standards that exceed the current building regulations so as to achieve a maximum use of 90 litres per person per day (including external water use). The development shall be informed by a Water Cycle Strategy which includes detail of:
 - i. Water efficiency, and demand management measures to be implemented so as to minimise water use across the allocation and for individual units and maximise the recycling and reuse of water resources with the aim of achieving water neutrality across the settlement, utilising integrated water management solutions;
 - ii. Water quality, how it will be protected and improved, and how the development complies with the Water Framework Directive;
 - iii. Surface water management measures to avoid increasing flood risk through the use of Sustainable Drainage Systems (SuDS); and
 - iv. Water services infrastructure requirements and their delivery, having regard to Policy CSD5 and the Environment Agency's guidance on Water Cycle Studies;
- c. For non-residential development, development shall achieve BREEAM 'Outstanding' standard including addressing maximum water efficiencies under the mandatory water credits;
- d. The energy strategy shall demonstrate how the development takes a fabric-first approach, makes the maximum use of passive solar gain, as well as energy generation from the latest technologies in and on buildings and structures. All community buildings shall seek to meet zero carbon standards as exemplars, with an aspiration for the development to achieve carbon neutrality;
- e. The energy strategy shall demonstrate how the settlement will meet the Government's commitment to ban all new petrol and diesel cars and vans by 2040 and include measures from the outset for all properties to have ready access to slow, fast and rapid electric charging points; with integration of technologies into work places, community buildings, car parks and infrastructure to facilitate the transition to electric vehicles and provide appropriate charging facilities for electric bus provision at the transport hub;
- f. The application shall be accompanied by a site-wide waste strategy that demonstrate how a significant reduction in household waste and an increase in recycling rates will be delivered in comparison with the average across the county. Internal and external storage for recycling and waste shall be provided for all homes and businesses;
- g. Construction and landforming of the settlement shall be soil neutral to avoid any importing or exporting of earth; and
- h. Proposals shall set out measures for the remediation of contaminated land. The assessment of contaminated land should be phased, starting with a Phase 1 Investigation (or Desk Study) the results of which will determine the requirement for a Phase 2 Investigation (intrusive investigation), which will in turn determine any requirement for a Remediation Strategy and Verification Report.

(2) A healthy new town

- a. Proposals shall be informed by the aim of creating a vibrant, happy place to live by promoting physical activity and more active lifestyles for all age groups, facilitating community cohesion, events and integration. Preventative health care measures shall include:
 - i. The provision of high quality public open spaces that are easily accessible for all age groups;

- ii. The design of streets and spaces shall encourage community outdoor activities including play and meeting places and the provision of tactile public art, with homes orientated to encourage informal overlooking. Provision should be made for elderly people through the careful consideration of access, mobility, facilities, shelter and seating, with opportunity given for intergenerational activity; and
- iii. Sustainable access and transport shall be promoted in accordance with Policy SS7 (6);
- c. Allotments and community orchards for local food growing shall be provided on fertile land with safe and convenient access from all residential neighbourhoods; and
- d. In lower density areas generous gardens should be provided as part of an appropriate mix of housing, alongside high quality communal spaces. In higher density areas where larger gardens are not feasible, new homes should have access to an allotment or community orchard within 800m (10 minutes' walk).

New Garden Settlement - Infrastructure, Delivery and Management

4.173 The creation of a new garden settlement within the North Downs Area will be a long-term initiative, lasting 20 to 30 years and delivered through a phased approach. Initial development will focus on new housing in and around a town centre (Policy SS7(2)) and additional village neighbourhoods will grow around this core.

4.174 The scale of the new settlement creates economies that can be used to deliver critical infrastructure at the earliest opportunity and throughout the town's development. The uplift in land value that would be created by the granting of planning permission will be appropriately captured to provide:

- The highest quality townscape and landscape;
- High standards of energy and water efficiency;
- Early investment in infrastructure; and
- A sustainable funding stream for the management and maintenance of the community facilities and public realm over the long-term.

New garden settlement and the Community Infrastructure Levy

In order to capture the uplift in land value created by the new settlement, the garden settlement will be excluded from the application of the Community Infrastructure Levy (CIL). This will maximise the funding that can be secured through Section 106 and Section 278 legal agreements, to deliver the infrastructure and community facilities set out in Policies SS6-SS9 at the right stage of the phasing of the development. The Council will amend its Community Infrastructure Levy Charging Schedule to implement this approach.

The opportunity for Housing Infrastructure Fund (HIF) funding will be pursued. If achieved, this may provide opportunity for a tariff based approach to Section 106 payments to enable the delivery of strategic infrastructure at the earliest opportunity.

4.175 The garden settlement will be designed as a 'smart town' to ensure infrastructure and services are made more efficient through the use of digital and telecommunications technology, for the benefit of residents and businesses. Where feasible, the latest high speed internet technology should be rolled out to the neighbouring communities of Lympe, Postling, Stanford, Westenhanger and Barrow Hill, with 5G connectivity also explored as an early opportunity for innovation. This technology also offers opportunities to improve health, for example by providing elderly people with information links between their homes and the health centre and also allowing the monitoring and collecting of data associated with the functioning of the town's infrastructure, energy and water usage.

4.176 Arrangements will be put in place for the long-term maintenance and management of this infrastructure, through the creation of a Community Trust or elected local body. Although the exact model will need to be agreed, any organisational structure must ensure that the settlement has an active community that can manage

its own assets, with local people shaping the future of the town. The Trust or body must be capable of generating a sustainable income so that its future can be secured; increases in land value will be captured to provide funding for stewardship and maintenance of the community's assets.

4.177 A key objective will be to develop a network of local volunteers. A community development programme should allow for governance arrangements to change as the town grows, with the potential for the creation of a Town Council or similar representative body. Businesses will also be active in the new community, helping to generate a spirit of entrepreneurship to secure the economic success of the town.

Policy SS9

New Garden Settlement - Infrastructure, Delivery and Management

(1) Delivery of infrastructure

- a. The settlement should be self-sufficient with regards to the provision of education, health, community, transport and other infrastructure, where necessary allowing for the expansion and improvement of nearby facilities such as secondary education;
- b. Critical infrastructure, such as primary education, should be provided in the first phases of development to support investment and community development. The provision of infrastructure should be phased in a way that does not disadvantage early residents or neighbouring communities through placing pressure on existing infrastructure in the local area;
- c. The nearby communities of Lypne, Barrow Hill, Sellindge, Westenhanger, Saltwood, Stanford and Postling should have appropriate access to and benefit from the infrastructure provided. If it is appropriate for infrastructure to be shared with existing communities then this shall be decided through local consultation as part of the masterplanning process; and
- d. Infrastructure provision will be secured or funded through Section 106 and Section 278 legal agreements to ensure it is delivered at the appropriate phase of the development.

(2) A smart town

- a. All homes, business, community and town centre buildings and public spaces shall be enabled for ultra-fast fibre-optic broadband provided to premises (FTTP). Broadband speeds shall be reviewed at periodic intervals to provide the highest standards of connectivity. Periodic reviews of the masterplan shall demonstrate how the latest information technology will be incorporated into each phase of development;
- b. New dwellings shall provide adaptable space suitable for home working and other buildings, including shops, cafes, commercial buildings and community facilities, shall provide facilities for working on the move;
- c. Data analysis and smart monitoring of water and energy use and waste generation shall be available all new homes, business and community buildings. Aggregated and comparative data shall be accessible to allow households to compare usage against the average for the development; and
- d. Ducting for fibre-optic and other cabling, energy and other service infrastructure shall be provided in multi-service corridors outside the public highway that are easily accessible to statutory undertakers to avoid unnecessary highway works and surface repairs.

(3) Long-term management and governance

- a. Infrastructure, the urban realm, open spaces and facilities shall be designed to take into account long-term management and maintenance requirements;
- b. A strategy for the long-term stewardship of the settlement shall be developed. This shall include the creation of a Community Trust or new elected body;
- c. The infrastructure that will need to be managed and maintained by the Trust or elected body may include:
 - i. Strategic and local open spaces;
 - ii. Sports pitches;
 - iii. Leisure facilities;
 - iv. Community buildings;
 - v. Public squares and spaces;
 - vi. Sustainable drainage systems (SuDS); and
 - vii. Allotments, community orchards and woodlands; and

- d. Requirements to ensure the quality of all open space and physical assets on handover to the Trust or elected body will be set out in a Section 106 legal agreement.

Folkestone Strategic Allocations

4.178 The Core Strategy's two site allocations at Folkestone make up this sub-section of the plan.

Folkestone Seafront

Planning permission for Folkestone Seafront (12/0897/SH) was granted in 30 January 2015. At the time of writing, the site is in the pre-development stage, with a Section 73 application for amendments to the masterplan under consideration. Policy SS10: Spatial Strategy for Folkestone Seafront is retained unaltered from the 2013 Core Strategy⁽²⁰⁾ to guide future phases of development. Should development progress substantially this policy may be deleted from the submission draft of the Core Strategy Review.

The Site

4.179 Vacant land at Folkestone's Seafront and Harbour – including the former port area – lies in close proximity to the town centre. On the main route between these areas of potential is the Creative Quarter (which will develop further in parallel to the Seafront in line with policy CSD6). At its western end, the Seafront meets the rejuvenated Coastal Park, and the site is highly prominent from the Leas part of the town centre lying on the cliff-top above.

4.180 The redevelopment of Folkestone Seafront provides a unique opportunity for the town to reconnect with the coast and reinvent and invigorate itself as a place to live, work and visit for the twenty-first century. It can provide new facilities and a design providing a contemporary sense of place, but also drawing on strong historic maritime connotations. The Harbour, built from 1807 onwards, is grade II listed in part. From the mid-nineteenth century it benefited from a direct connection to the national rail network, and the area played an important military role during times of war in the first half of the twentieth century. The decline of British seaside mass tourism, and then the closure of ferry services in 2000, have left a large under-used area which has lost its sense of vitality and purpose and currently benefits little from its prominent coastal location.

The Proposal

4.181 Although most of the land is cleared, there is a collection of listed buildings and the Folkestone Leas and Bayle Conservation Area in and around the site. It is essential that the redevelopment of the harbour and seafront adopts sound urban design principles, recognising the strategic importance of the site, its history and key role in the town's future. It is considered that the overriding principles developed for the current landowner applied in this policy do this by allowing for a variety of uses, complementing Folkestone town centre and creating a meaningful and successful place in its own right.

4.182 The site is suitable for mixed-use development, focused around distinct character areas and comprising of beach and high-quality residential uses, allied with significant active or commercial uses to provide a destination with clear vibrancy. It is important that recreational and open space uses, and leisure (potentially including food and drink) premises utilise the site's waterside location. Infrastructure upgrades will need to be provided in the immediate vicinity to improve connection from the Seafront site to the heart of the town centre lying above. Adjoining land to the north of the site will need to be addressed to ensure integration and ease of movement to and from the town centre.

4.183 The Harbour frontage provides a special waterside environment to attract new commercial investors, or those who do not currently favour Folkestone town centre. This would introduce new forms of activity to the area (complementing recent restaurant developments), extending the appeal of Folkestone and – allied with stimulating a local housing market uplift – acting as a catalyst of regeneration for the area.

20 This policy is numbered SS6 in the 2013 Core Strategy

4.184 Key aspects of the current proposals are shown illustratively in Figure 4.5 below, and should be used to inform further master planning of the development. The exact extent of land allocated is shown in Map 6.1 in Appendix 4. Reference should also be made to policy CSD6's provisions for regeneration in the Creative Quarter, and the interrelationship with central Folkestone.

Folkestone Seafront Strategic Site and Surroundings

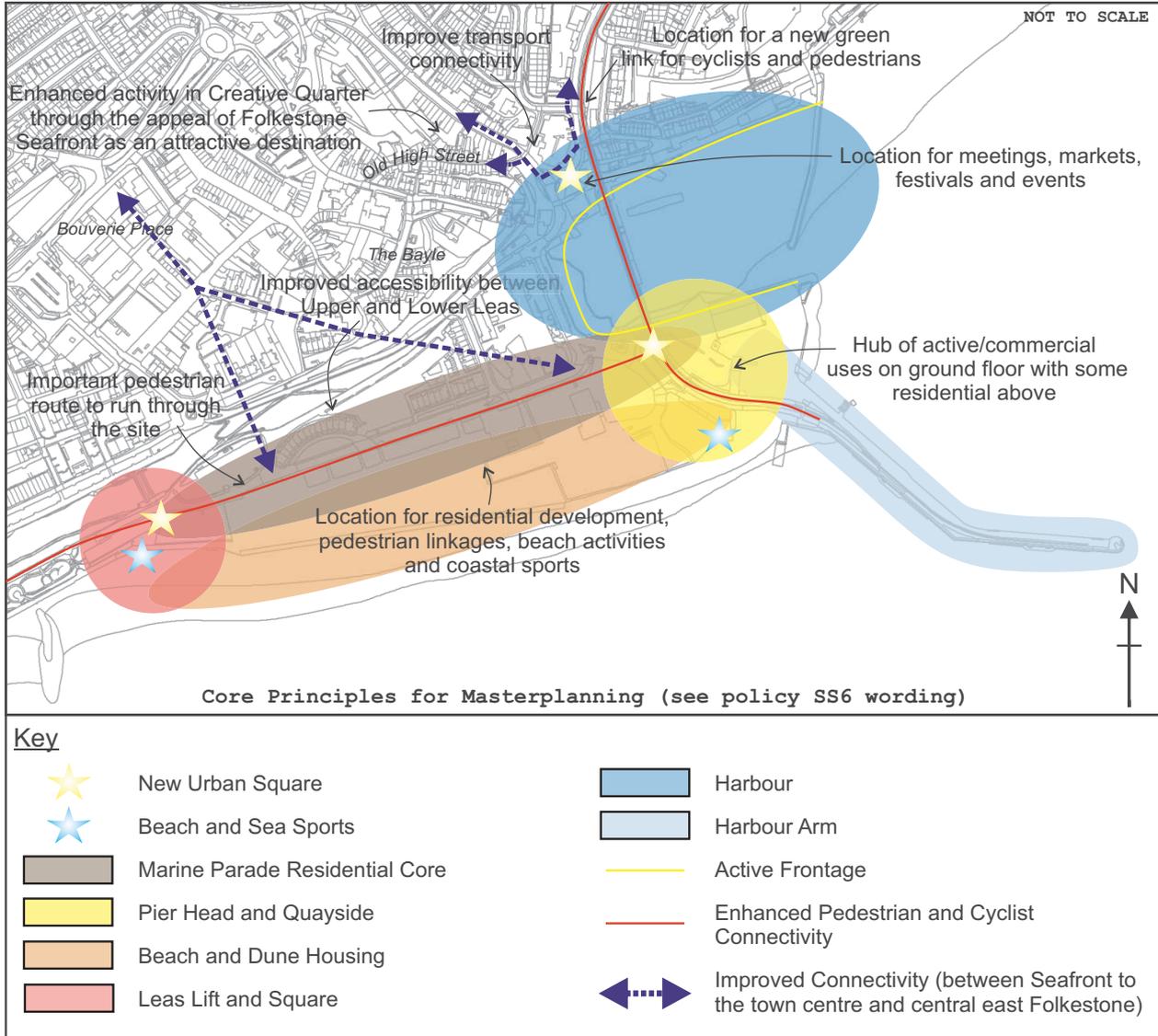


Figure 4.5 Folkestone Seafront Strategic Site and Surroundings

4.185 Local partners should work together to further improve connectivity between the seafront and town centre. The area at the entrance to the Harbour and Creative Quarter forms a natural meeting point and should develop its role as a public open space, with a focus on substantial environmental upgrades. It also forms a node in terms of transport access, requiring a partnership approach between district and county councils and the developer to deliver movement enhancements (see Appendix 2 and Policy SS5). Sympathetic highway improvements (including the public realm, and along Tontine Street/Tram Road for bus access) will be necessary, in addition to the proposed green link.

4.186 South of the Harbour lies the Pier Head and Quayside Quarter where more intense development and a greater mix of uses can be located. Together with high-quality beach and the Harbour, the Pier Head and Quayside should provide a cluster of uses and activities identifying the locality as a destination to visit in its own right, providing a mixture of retail, restaurants, bars, offices and residential units, in a historic maritime environment.

4.187 This will be supported by connections from the Harbour area to East Folkestone, together with a re-imagined, attractive Marine Parade featuring beach-side houses alongside existing listed buildings, forming an appealing channel of pedestrian and cycle movement (linking to the Coastal Park).

4.188 The creative theme to development in the area (CSD6) will be able to draw from both the existing coastal environment and the rich history of the site as a defining place of activity in Folkestone; for instance through design features, public art and displays. Redevelopment of the site must both conserve and enhance the character and setting of the wider conservation area and listed buildings. The marine environment also offers opportunities for significant biodiversity enhancement. All these aspects should be addressed through proposals based on high-quality design and architecture complementing a mix of active uses, providing the appeal and vibrancy of a flagship coastal destination and visitor attraction for central Folkestone.

4.189 The development lends itself to the promotion of standards of sustainable construction that are higher than current national requirements. This may include high levels of energy efficiency, decentralised and low carbon energy generation, local needs for grey water recycling and sustainable drainage systems (SuDS) and buildings promoting communities with adaptable and healthy lifestyles.

Policy SS10

Spatial Strategy for Folkestone Seafont

Folkestone Seafont is allocated for mixed-use development, providing up to 1,000 homes, in the region of 10,000 sqm of floorspace comprising small shops and retail services (A use classes), offices (class B1) and other community and leisure (C1, D1, D2 and sui generis) uses; together with beach sports and sea sport facilities and with associated and improved on- and off-site community and physical infrastructure.

Planning permission will only be granted where:

- a. Proposals clearly support the delivery of planned incremental redevelopment for a distinctive, unique and high-quality seafont environment, with a mix of uses providing vitality for the whole site and Folkestone.
- b. The proposals directly contribute to the regeneration of Folkestone by reconnecting the town centre to the Seafont, and enhancing the attractiveness of Folkestone and its appeal as a cultural and visitor destination, complementary to the Creative Quarter and existing traditional maritime activities.
- c. Development is appropriately phased to ensure benefits can be fully realised, with infrastructure improvements delivered at appropriate stages to ensure on-and off-site facilities are available to create a sense of place and community and to manage environmental improvements in relation to infrastructure capacity.
- d. Sufficient contributions are made to highways, public transport and parking arrangements so as to provide sustainable connectivity between the Seafont development, the town centre and central and eastern Folkestone, including improved pedestrian, cycle and bus links and according with SS5.
- e. Appropriate financial contributions are provided to meet additional school pupil places generated by the development.
- f. Design is of very high quality, preserving the setting of the key heritage assets and archaeological features of the site, sympathetic to the landscape and coastal character of the area including the retention of the Inner Harbour Bridge.
- g. The layout is planned to achieve sufficient ground floor active/commercial uses in and around the Harbour and at the Pier Head Quarter to ensure a sense of vitality can be maintained, fully utilising the setting, and also featuring a central avenue and a range of open and enjoyable coastal environments.
- h. Development delivers 300 affordable housing dwellings for central Folkestone, subject to viability (or if the total residential quantum is less than 1,000 units, a 30 per cent contribution).
- i. Residential buildings achieve a minimum water efficiency of 90litres/person/day, plus Code for Sustainable Homes level 3 or higher. All development must be designed and constructed to achieve high standards of environmental performance, and buildings should be designed to allow convenient waste recycling.
- j. All development is located within the site in accordance with national policy on the degree of flood risk and compatibility of specific use and, where necessary, includes design measures to mitigate flood risk.
- k. Development proposals include an appropriate recreational access strategy to ensure additional impacts to Natura 2000 site(s) are acceptably mitigated against, in accordance with policy CSD4.

Any detailed planning application submitted in relation to any of the site will only be granted if it is supported by and consistent with either:

- A masterplan for the whole site produced in line with this policy, or
- An outline/detailed planning application for the whole site that provides satisfactory masterplanning in line with this policy, including phasing proposals and necessary viability assessments.

Masterplanning for the site should accord with the core principles shown in Figure 4.5.

4.190 For the avoidance of doubt, any planning application should comply with other applicable elements of Core Strategy policy, including the provision of Lifetime Homes within the mix of residential development (CSD2), and flood risk management (SS3).

Shorncliffe Garrison, Folkestone

Planning permission for Shorncliffe Garrison, Folkestone (14/0300/SH) was granted in 17 December 2015. At the time of writing, development is progressing on site, with Reserved Matters approval in place for phase 2 of the development. Policy SS11: Spatial Strategy for Shorncliffe Garrison, Folkestone is retained unaltered from the 2013 Core Strategy⁽²¹⁾ to guide the remaining phases of development. Should development be completed on the site, this policy may be deleted from the submission draft of the Core Strategy Review.

The Site

4.191 The Shorncliffe area, in west Folkestone, is part of the district's rich military heritage. The military presence here dates back to the early nineteenth Century. Along with the Shorncliffe Redoubt, Martello Towers and the Royal Military Canal, the garrison formed part of the key fortifications built in anticipation of invasion by Napoleon following the French revolution and has since remained an important training area for the British Army, used alongside Hythe and Lydd Ranges.

4.192 Military land take in the area has changed periodically, with land historically released for expansion of the community of Cheriton, which is centred around its district shopping centre north of the railway. Folkestone West High Speed 1 railway station and M20 junction 12 are in close proximity to the Cheriton area. Although integrated within Cheriton, topography in particular distinguishes Shorncliffe from the coastal communities of Sandgate and Seabrook to the south, further military land in the Seabrook Valley (including the small settlement of Horn Street) and open countryside to the west. The site is therefore located within a transitional area between the town and less built-up land, currently dominated by utilitarian military uses.

4.193 The Ministry of Defence (MoD) concluded a review of its land holdings and operational requirements within the area (which now include providing for further married quarters accommodation for service personnel) which found that significant improvements were needed to the Military Estate within the district to meet the MoD's needs, whilst much of the land in the garrison comprised old, inefficient and underutilised buildings that were not suitable for modern defence purposes.

4.194 In total the area released by the MoD comprises over 70 hectares, over half of which forms open space such as the "back door training area" to the west within the Seabrook Valley, Shorncliffe Redoubt and sports pitches such as "The Stadium". The remaining area provides predominantly previously developed 'brownfield' land with potential for a new neighbourhood. This includes the current Risborough and Burgoyne Barracks and part of St Martin's Plain on the western edge of Cheriton.

4.195 Folkestone is constrained to the north and east by key elements of the green infrastructure network, and to the south by the sea. The logic of an urban extension in this location has therefore been long-established. A land consolidation project by the MoD has commenced to make this area available for redevelopment whilst upgrading its presence at Shorncliffe and in Shepway. Release of superfluous sites for redevelopment raises public sector funds for investment in high-quality modern accommodation at Shorncliffe and elsewhere in Shepway (notably Lydd Training Camp). A significant military presence will be retained at Shorncliffe on the Sir John Moores barracks land in the south east of the site and at St Martin's Plain.

4.196 The MoD has worked closely with the council in ensuring that land brought forward for redevelopment is in a managed and comprehensive form. An indicative masterplan document, including technical appendices in relation to transport, utilities and environmental conditions, was prepared for the MoD to underpin this strategic allocation. The conceptual diagram below (Figure 4.6) broadly reflects the indicative masterplan, which forms a key element of the evidence base underpinning this policy.

The Proposal

21 This policy is numbered SS7 in the 2013 Core Strategy

4.197 The scale and location of available land at Shorncliffe offers an important opportunity for providing high-quality family housing contributing to and benefiting from existing and upgraded services and infrastructure (including Cheriton High Street and High Speed 1 rail services). Developing an enhanced public realm and open space provision in the locality can benefit the surrounding community as a whole.

4.198 There is excellent potential to provide a primarily residential development which can integrate well with the existing residential area, increasing local housing choice and services. Additionally it can support improved sports facilities, unlock new public greenspace, and improve access and bus services in west Folkestone and Cheriton. The development is planned mindful that a suitable critical mass of development is necessary for the provision of significant new community and public services to be feasible.

4.199 Key aspects of the current proposals are shown illustratively in Figure 4.6 below and should be used to inform further **phases** of the development. The exact extent of land allocated is shown in Map 6.2 in Appendix 4.

Shorncliffe Garrison, Folkestone, Strategic Site

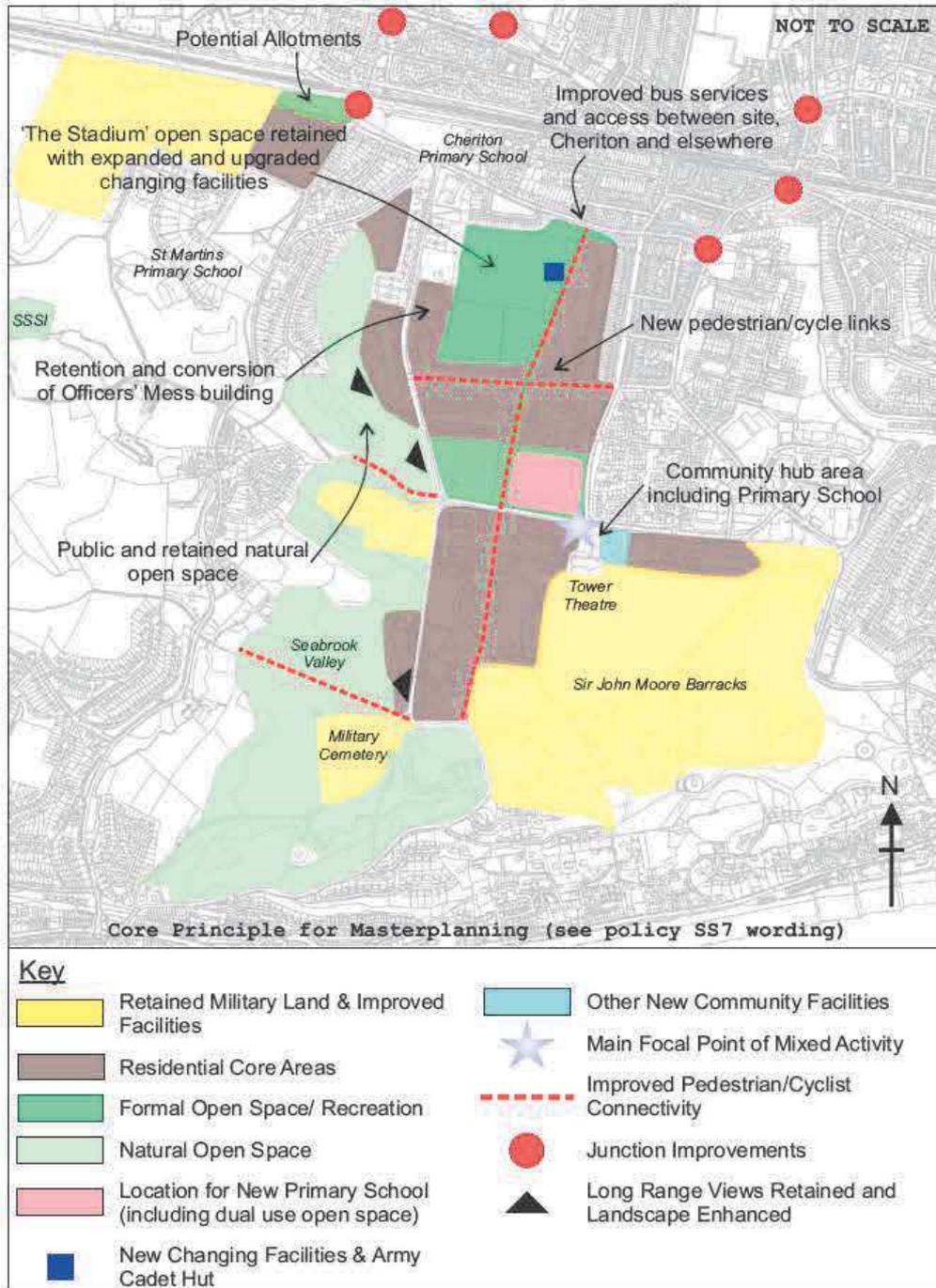


Figure 4.6 Shorncliffe Garrison Strategic Site

4.200 Development should be laid out so as to form a legible street network, drawing on the scale and pattern of development in nearby Victorian streets. The development should contribute to the sense of place and Kent Design objectives (policy CC3 of the SPD) and enhance connectivity and legibility from north to south and east to west, improving access for pedestrians, cyclists and the management of vehicular traffic.

4.201 Whilst the buildings on the barracks are not listed, there is scope for the retention and conversion of the Officers' Mess (Risborough Barracks) Pond Hill Road, and the MoD library North Road, as well as key features within the site such as the prominent entrance pillars on Royal Military Avenue. Listed buildings and other heritage assets are found in close proximity, and the history of the area should shape the future. Further investigation may reveal opportunities for confirmation of, and improvements to, features of military interest for visitors.

4.202 The site is well placed in the district, with motorway and high speed rail services nearby. The provision of day-to-day services on site (such as the primary school) will limit overall traffic generation for key activities. However in line with policy SS5, close attention is needed to the package of upgrades and contributions necessary to offset travel impacts generated by new residents, especially connections to strategic transport routes. A list of junction improvements, including tackling the existing limitations of Horn Street railway bridge and critical upgrades on Cheriton High Street (notably the highway near the M20 junction approach, where it may be appropriate for other developments to contribute) are outlined in Appendix 2.

4.203 Pedestrian and cycle access routes underpin layout proposals and linkages to the new community hub, and towards the heart of Cheriton. There is potential scope for a substantial expansion to the local bus network. With a developer contribution and other support measures an expansion of services in early phases can be delivered, and with the prospect of an increased choice of destinations within the Urban Area for Cheriton and Shorncliffe residents. Improvements to integrated bus and cycle links with Folkestone West High Speed 1 railway station are a priority.

4.204 The site should lead to the delivery of high-quality well-designed dwellings in the district. Sustainability features should in particular seek to achieve very high levels of water efficiency and address the social needs of the district.

4.205 The site will make an important contribution to meeting the housing needs of western Folkestone. In accordance with Core Strategy policies, a significant proportion of homes will be designed to be flexible to the needs of residents as they age, and affordable homes will also be provided (intermediate⁽²²⁾ and rented tenures).

4.206 The proposals will provide increased public open space in the Shorncliffe/Seabrook/Horn Street area. Nevertheless, any changes will be governed by a protective open space strategy, including national policy and Shepway's green infrastructure approach. In particular, many existing sports pitches play an important recreational and open space amenity role for existing residents, especially at The Stadium, that can be enhanced through the proposals.

4.207 The steeply sloping training land in the Seabrook Valley will be released from military purposes and under these proposals will be better used for its green infrastructure (conservation and landscape) functions, subject to arranging improved public management of the land. Improvements to the Seabrook Valley are very important to deliver the overall green infrastructure strategy in Shepway (policy CSD4). Particular attention should be paid to specific opportunities for biodiversity enhancement, with potential functional connections to the [Site of Special Scientific Interest \(SSSI\)](#) to the west of Seabrook Valley, and facilitating accessible use of the new public open space (consistent with nature conservation objectives). There may also be scope for enhancements contributing to the achievement of Water Framework Directive objectives (see CSD5).

4.208 The redevelopment of the barracks shall include a replacement army cadet centre and changing rooms facility at The Stadium. A central community hub will be delivered though making land available and possible contributions to a new primary school, plus a health and medical centre or similar adjacent to the Tower Theatre, linking in with the existing community facilities serving the wider area.

4.209 The strategic allocation involves land disposal to fund further public investment in the district and on-site. Development delivery must be flexible in terms of the MoD's operational requirements. An appropriate phasing arrangement will need to be secured to enable development to proceed successfully but for infrastructure

22 There is the opportunity for the MoD to provide married quarters for qualifying soldiers serving in local regiments, as part of the 'intermediate' element of the mix of housing, subject to there being a mechanism to ensure these houses can be returned to the district's general stock of affordable housing in the longer term if no longer required by the MoD.

to be delivered in a timely manner in relation to new housing. Specific proposals should relate to whole development parcels of land, or for smaller areas should demonstrate that they do not risk prejudicing the implementation of future proposals within the allocation.

Policy SS11

Spatial Strategy for Shorncliffe Garrison, Folkestone

The Shorncliffe Garrison complex is allocated for a predominantly residential development of around 1,000 dwellings to 2026 (up to 1,200 by 2031) and an improved military establishment, together with a hub of new community facilities, associated enhancements to sports and green infrastructure, and on- and off-site travel infrastructure upgrades.

Planning permission will also only be granted where:

- a. Residential development is shown to be part of a comprehensive approach to modernisation and consolidation of military land within Shepway.
- b. Development is appropriately phased to ensure benefits can be fully realised, with infrastructure improvements delivered at appropriate stages to ensure on- and off-site facilities are available to create a sense of place and community and to manage environmental impacts in relation to infrastructure capacity.
- c. Significant transport improvements are delivered including appropriate contributions for critical junction upgrades, and other highway improvements, and a contribution is made to improved and extended bus services and further sustainable travel measures for walking and cycling (including connections to Cheriton High Street and Folkestone West railway station) in accordance with policy SS5.
- d. The proposal includes on-site provision of appropriate community infrastructure including land and possible contributions towards a new primary school (up to two-form entry) and health/care facility (and/or delivery of a community/public facility of equal social value).
- e. The proposal incorporates high-quality green infrastructure at the design stage, with sports and public open space usable for active recreation retained in line with national policy, and improved changing facilities provided at 'The Stadium'.
- f. Land at Seabrook Valley as shown in Figure 4.6 is released from military use for public and natural open space purposes, and a management strategy is in place to enhance biodiversity and to increase accessibility to the countryside where appropriate. Development proposals shall include an appropriate recreational access strategy to ensure additional impacts to Natura 2000 site(s) are acceptably mitigated against, in accordance with policy CSD4.
- g. The design and layout of development should form a legible network of streets, drawing on the scale and pattern of surrounding development so as to enhance connectivity from east to west with a strong new south to north pedestrian/cycle axis, through the site. Townscape, heritage and archaeological analysis should be undertaken prior to the demolition of any buildings. This should ensure good place-making through the retention of important features, including heritage assets and reference to former uses on the site.
- h. Development design integrates fully and sensitively with the existing residential neighbourhoods of Cheriton and with the Seabrook Valley landscape.
- i. Development delivers 360 affordable housing dwellings for the Urban Area subject to viability (or if the total residential quantum is less than 1,200 units, 30 per cent).
- j. Residential buildings achieve a minimum water efficiency of 90 litres/person/day, plus Code for Sustainable Homes level 3 or higher. All development must be designed and constructed to achieve high standards of environmental performance, and buildings should be designed to allow convenient waste recycling.

- k. A programme is agreed for the satisfactory remediation of the land.

Any detailed planning application submitted in relation to any of the site will only be granted if it is supported by and consistent with either:

- A satisfactory masterplan for the whole site produced in line with this policy, or
- An outline/detailed planning application for the whole site that provides satisfactory masterplanning in line with this policy, including phasing proposals and necessary viability assessments.

Masterplanning for the site should accord with the core principles shown in Figure 4.6.

4.210 For the avoidance of doubt, any planning application should comply with other applicable elements of Core Strategy policy, including on the provision of Lifetime Homes and family dwellings within the mix of residential development (CSD2).

5 Core Strategy Delivery

This section covers a range of chapters focusing on ensuring effective delivery of the whole Core Strategy: policies labelled 'CSD'. Apart from the last part devoted to implementation arrangements, it focuses on more thematic or area-based policies which may often be of direct relevance to individual planning applications.

5.1 Core Policies for Planning

Balanced Neighbourhoods for Shepway

- Primary aims: A1, A7, A8, C2, C5 (see section 3.1).
- Main local evidence base studies (Appendix 6): *Sustainability Appraisal, Strategic Housing Market Assessment (PBA, March 2017)*

5.1 The policy covers one of the key influences over the social balance found in neighbourhoods: the tenure mix of housing. Popular settlements are those that not only appeal in terms of having a distinctive identity, high-quality environment and good infrastructure, but where there is an acceptable balanced make-up of the community. Neighbourhoods are made up of a mix of people and to this end, and in terms of addressing significant district-wide needs for housing, every place should include a range of accommodation if feasible.

5.2 In addition to the residential element of future development in this plan, housing priorities for the district as set out in the council's Housing Strategy are to provide high-quality affordable homes to meet local needs, improve the condition of the housing stock, support vulnerable people and make the best use of the existing housing stock.

5.3 Many of these issues are addressed through the approach set out in the Spatial Strategy (policies SS2 and SS3). In regard to affordable housing it is important opportunities are utilised to provide additional housing **in a variety of different tenures**. There is a growing range of housing tenures available – especially in the 'intermediate' categories of affordable housing – to meet individual and development circumstances. Alongside affordable rented, the definition of affordable housing can include shared equity products (within the intermediate category) which allow the prospect of occupiers 'staircasing up' to full ownership.

5.4 All new developments with a residential element should address the significant affordable housing needs in Shepway, including the numerous smaller sites in the district which form a considerable proportion of the housing supply. This policy is complemented by substantial new provision to be delivered **through a strategic allocation for a new garden settlement in the North Downs Area and other strategic sites, some of which have planning permission or are under construction (see policies SS6-SS11)**.

5.5 Since the adoption of the Core Strategy in 2013, the government has introduced legislation that limits the requirement to provide affordable homes to developments of 11 or more dwellings or, when in Areas of Outstanding Natural Beauty, five dwellings or more. Given this, the Core Strategy Review amends policy CSD1 to take account of this change.

5.6 The Strategic Housing Market Assessment (SHMA) Part 2 - Objectively Assessed Need for Housing (PBA, December 2016) indicates that 139 new affordable homes are required a year in Shepway.⁽¹⁾ Of these affordable homes, the SHMA indicates that 70 per cent should be affordable rent/social rent and 30 per cent should be shared equity.

5.7 Historically affordable housing delivery as part of market housing developments has been relatively low in the district, with 178 affordable homes delivered by Section 106 agreement over the period 2012/13 to 2017/18 (around 30 affordable homes a year). However, 303 additional affordable homes have been delivered over this period by other means (around 50 affordable homes a year), including direct provision by Shepway

1 SHMA Part 2, paragraph 5.29

District Council and registered affordable housing providers. Given the strategic development allocated in this Core Strategy Review it is anticipated that the numbers of affordable homes delivered through market housing developments will increase significantly.

Affordable housing delivery

Over the Core Strategy Review plan period (2018/19 to 2036/37) 139 affordable dwellings a year equates to approximately 2,640 affordable dwellings in total. 139 affordable homes a year represents approximately 22 per cent of the overall housing delivery requirement of 633 new homes a year. Affordable housing contributions have therefore been set at a minimum of 22 per cent of all new sites in the Core Strategy Review, subject to viability; for those allocations with planning permission (for example Policies SS10 and SS11) requirements are unchanged from the 2013 Core Strategy.

Provision at 22 per cent is considered to be realistic and deliverable; this will be assessed further through viability assessment of the plan. If, over the course of implementing the Core Strategy Review, monitoring identifies that targets are not being met this will be reviewed as part of a future review of the plan.

Policy CSD1

Balanced Neighbourhoods for Shepway

Development resulting in new housing (class C3) will be allowed in line with policy SS3 (optimising distinctiveness, appeal, sustainability and accessibility of places in Shepway) where it contributes to the creation of balanced and popular neighbourhoods through high-quality design proposals which address identified affordable housing needs.

All housing development should, subject to viability, include a broad range of tenures (incorporating market housing for sale, shared equity and other forms of intermediate housing, and affordable rented) wherever practicable. This requirement includes the following:

- Development proposing (or land capable of accommodating) 5 to 10 dwellings (net gain) **within the Kent Downs Area of Outstanding Natural Beauty** should provide at least one affordable dwelling on-site, subject to viability.
- Development proposing (or land capable of accommodating) 11 to 14 dwellings (net gain) **at any location within the district** should provide at least two affordable dwellings on-site, subject to viability.
- Development proposing (or land of 0.5ha or more in size) 15 or more dwellings (net gain) **at any location within the district** should provide 22 per cent affordable dwellings on-site, subject to viability.

For development proposing 15 or more dwellings, as a starting point approximately 30 per cent of the affordable housing provision shall be shared equity and 70 per cent affordable rent/ social rent. For sites under this threshold, the proportion of affordable housing tenures will be negotiated on a site-by-site basis.

Provision should be made on-site (unless off-site provision through a financial contribution of broadly equivalent value can be robustly justified).

Affordable housing developments will be allowed at sustainable rural settlements as an exception to policies of rural development restraint (policy SS1 **and policy HB6 of the Places and Policies Local Plan**) where it has been demonstrated that there is a requirement in terms of local need **and a suitable site**.

Provision of affordable housing within individual sites and settlements should not be concentrated in one location, and must be designed to integrate in function and appearance with private housing and existing properties.

5.8 Full account will be taken of viability issues in achieving **these** target where a site-specific viability assessment is provided with individual planning applications.

5.9 It is expected that to ensure the delivery of mixed and sustainable communities, **affordable housing** provision will be made on-site, especially on medium-scale and larger developments. Should this be shown to be impractical on a specific site, then an equivalent financial contribution will be required. This will be monitored and reviewed.

5.10 The tenure mix within affordable housing products **is set out in policy CSD1 to guide larger developments, based on evidence in the Council's Strategic Housing Market Assessment (PBA, 2016-17). For smaller developments these proportions may not be achievable, and the type of tenure will be negotiated** in the context of local needs and the circumstances of individual sites.

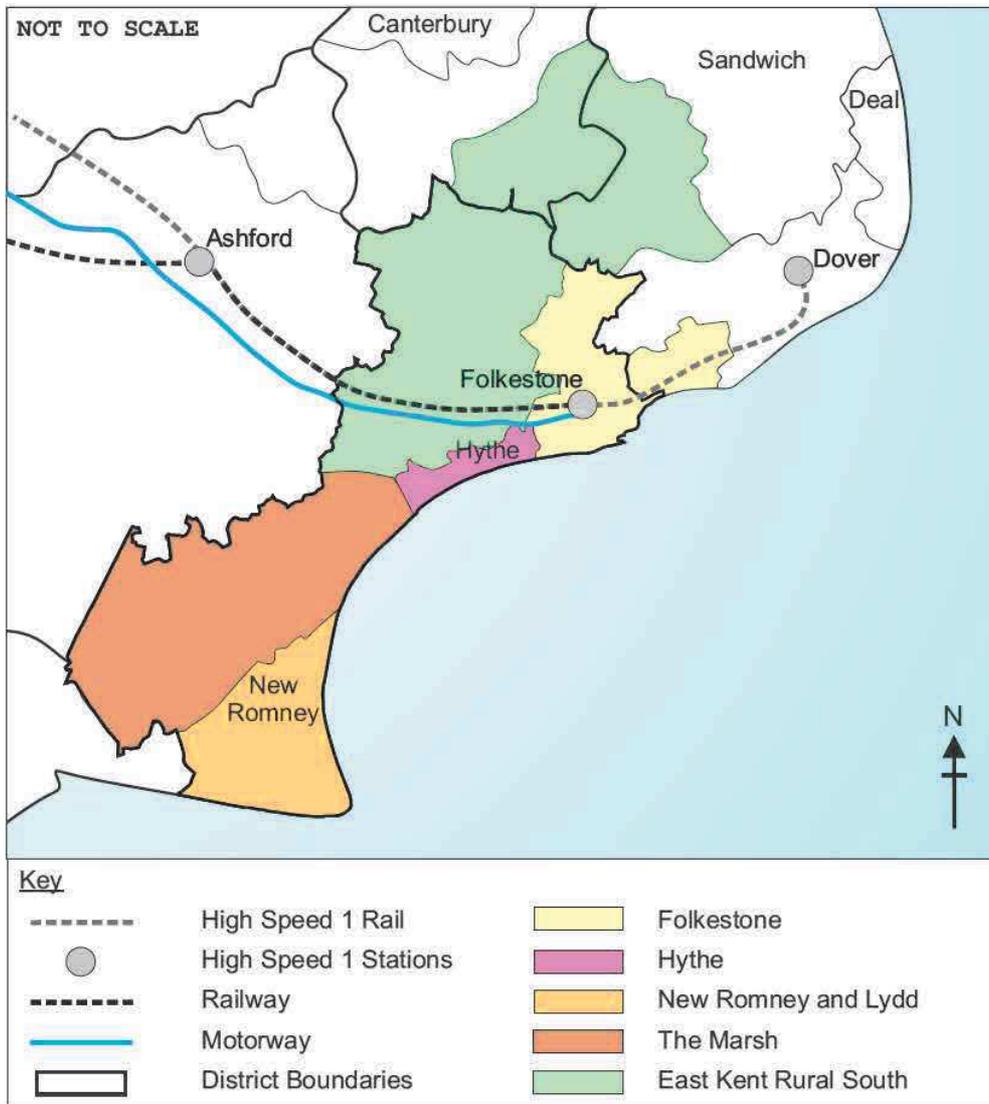


Figure 5.1 Local Housing Market Areas

5.11 Local housing markets across East Kent cut across administrative boundaries, varying significantly as shown in Figure 5.1. However, nearly all non-urban housing areas face particularly acute problems of access to local housing, especially in north Shepway. To meet specifically rural housing needs, and addressing the often significantly more expensive nature of Shepway's rural local housing markets, an 'exceptions' approach to rural affordable housing will be important as set out in national policy and *Places and Policies Local Plan Policy HB6: Local Housing Needs in Rural Areas*.

District Residential Needs

- Primary aims: A1, A4, A8, C2, C3, C5 (see section 3.1).
- Main local evidence base studies (Appendix 6): *Sustainability Appraisal, Strategic Housing Market Assessment (PBA, 2016-17); Gypsy and Traveller Accommodation Assessment (Arc4, forthcoming)*

5.12 This policy covers a range of other strategic needs in the mix of residential development. Local planning authorities are required under national policy to plan for a mix of housing on the basis of the needs of different types of household, having regard to current and future demographic trends and the accommodation requirements of specific groups. Shepway has an increasingly ageing population and a trend towards people living in smaller households (see [Section 2.1: District Development Challenges and Potential](#)).

5.13 To plan for a sustainable community in line with strategic needs, an appropriate housing mix is required within the district, meeting the needs of existing residents while also attracting new households. It is particularly important to appeal to families and key employees contributing to a mixed population structure within the district.

5.14 A more balanced social make-up in the district will support economic objectives and public services for all the community; but developments must also be designed in recognition of ongoing demographic pressures. Good residential development should respond to local needs for the right type of housing, and decently designed and sized accommodation provides the flexibility for a variety of living, resting, caring and working functions to take place within the home.

Policy CSD2

District Residential Needs

Residential development and new accommodation should be designed and located in line with the Spatial Strategy's approach to managing demographic and labour market changes in Shepway and meeting the specific requirements of vulnerable or excluded groups existing with the district.

Housing supply will also be managed with an objective that **provision should meet the following targets for new homes across the plan period:**

- Owner-occupied - 55 per cent of new homes;
- Private rented - 23 per cent of new homes;
- Shared ownership - 7 per cent of new homes; and
- Social rented/affordable rent - 15 per cent of new homes.

Within these tenures the supply of homes will be managed and monitored to meet the following proportions in terms of sizes of new dwellings:

Tenure	One bed	Two bed	Three bed	Four bed +
Owner-occupied	5%	28.5%	39%	27.5%
Private rented	20%	32%	31%	17%
Shared ownership	22%	29%	28%	21%
Social rent/affordable rent	24%	16%	36%	24%

Table 5.1

Development should maintain the vitality and mix of activity in the local economy and neighbourhoods, or alternatively accommodation should directly contribute to meeting the long-term flexible living or care requirements of residents.

Specialist units for older people (Class C3(b)) will be delivered through strategic allocations as part of a new garden settlement in the North Downs Area (Policies SS6-SS9) and expansion at Sellindge (Policy CSD9).

Residential accommodation providing an element of care will be permitted in line with the above and where:

- a. It does not lead to an over-concentration of socially vulnerable people in a neighbourhood, and
- b. It makes a suitable contribution as necessary to the community and sustainable transport infrastructure needs associated with residents, and
- c. It is shown to be designed to provide a high quality of care.

The accommodation needs of specific groups will be addressed **on suitable sites** based on evidence of local need, including appropriate provision for Gypsies, Travellers and Travelling Showpeople.

5.15 The Spatial Strategy requires a mix of housing size to be provided, **as set out in Policy CSD2**. In all individual planning decisions consideration should be given to the particular circumstances of the development including specific design and viability factors applicable to the site.

5.16 The very elderly or other vulnerable people (including those with significant care needs) should be enabled to remain in their own homes wherever suitable and possible, as an alternative option to residing in traditional institutional accommodation. The adaptation of existing housing stock to enable independent living is supported. Given Shepway's demographic profile it is furthermore essential to build in to new houses flexibility for the future, enabling them to meet the lifelong needs of their occupants. (In turn this can reduce unnecessary demands on healthcare resources, although it may still be appropriate for developers to make a contribution towards needs that directly arise from new development in line with SS5.)

5.17 Proposals that feature a mix of residential development including dwellings that **meet M4(3) Category 3: Wheelchair User Dwellings standards as set out in Building Regulations** will be welcomed. Kent County Council estimates that people with physical disabilities will be the most sizeable group of Adult Social Services clients arising from planned residential development. **All accommodation designed to meet the needs of the elderly shall meet the above standard and include suitable, accessible storage for mobility scooters.**

5.18 Alongside independent living support, new facilities that provide care for the elderly and other vulnerable groups may be required. In particular, large developments may provide an opportunity to construct facilities to contribute to more sustainable communities, additional to new affordable housing and general market dwellings (Class C3).

5.19 Development for care facilities should be integrated within neighbourhoods across the district, with close consideration to a design and location appropriate to the needs of occupants. This relates to both the adequacy of services in the vicinity, and planning proposals to allow modern and effective care provision (both internally and through features for prospective residents such as a suitable garden area on-site).

Planning for travellers' sites

In August 2015 the Government introduced new guidance, 'Planning policy for traveller sites' which contains a revised definition of the term 'gypsies and travellers'. The Council is currently completing a new Gypsy and Traveller Accommodation Assessment (GTAA), to reflect the new definition, working in partnership with the other Kent local planning authorities and consultancy Arc⁴.⁽²⁾ Findings from the assessment will inform policy and site allocations in the next iteration of the Core Strategy Review.

Rural and Tourism Development of Shepway

- Primary aims: A1, A2, A3, A8, B6, B7, B8, C5, C8 (see section 3.1).
- Main local evidence base studies (Appendix 6): *Sustainability Appraisal, Shepway Rural Services Study, Employment Land Review.*

5.20 This policy provides a district-wide approach to economic and social regeneration, complementing Spatial Strategy policies through addressing needs of small settlements, businesses and the countryside. In line with national policy a positive framework needs to be provided for more scattered functions and places, small business and rural needs, capitalising on a strong sense of place and a rich heritage offer. This must occur in accordance with the countryside protection and sympathetic design and landscaping provisions of the Spatial Strategy.

5.21 Appropriate flexibility is needed for genuinely rural uses – including the exceptional rural housing need situation (CSD1) in areas outside of settlements – where the countryside protection principle established in SS1 would otherwise substantially constrict specifically rural development, **and the detail of this may be brought forward through policies in neighbourhood plans.** (In addition, Places and Policies Local Plan policies E6: Farm Diversification and E7: Reuse of Rural Buildings contain further guidance on this issue.)

2 The new GTAA will supersede the East Kent Gypsy, Traveller and Travelling Showpeople Accommodation Assessment, (University of Salford, April 2014).

5.22 Like most of Kent and many rural areas, the Shepway economy is reliant on the employment generated by small firms, but diversity brings its own resilience and a range of opportunities that need to be seized.

5.23 Improved communications, particularly electronically, can improve the competitive offer of rural East Kent economies. Rural Shepway has particular infrastructure and communication needs (many recognised within Appendix 2), particularly to address regeneration requirements in places like Romney Marsh. More immediate benefits to business from upgrades such as High Speed 1 rail are most likely to be felt in Folkestone and the M20 corridor, but competitive advantages accrue in 'access dependent' sectors elsewhere (for example tourism).

5.24 Improved connectivity will be important, through maximising the integration of transport modes throughout the district to give a real choice of modes, reinforcing coastal travel routes, and the promotion of rural cycling and walking as healthy activities in their own right.

5.25 Many of Shepway's enterprises, especially smaller ones, are found in Shepway's villages and countryside. In particular, tourism-related activities have traditionally been important in places along Shepway's coast, trading on the distinctive nature of individual places. Tourism activities (visiting an area for leisure, business or family reasons) by their nature present challenges to co-ordinate between sectors and the mix of attractions and accommodation across a wide area. Overnight stays by visitors in Shepway need to increase to maximise value to the local economy.

5.26 The district still retains traditional tourism infrastructure, especially in coastal areas – for instance beach resorts, the Romney Hythe and Dymchurch Railway – as well as accommodation such as caravan and camping parks on the Romney Marsh.

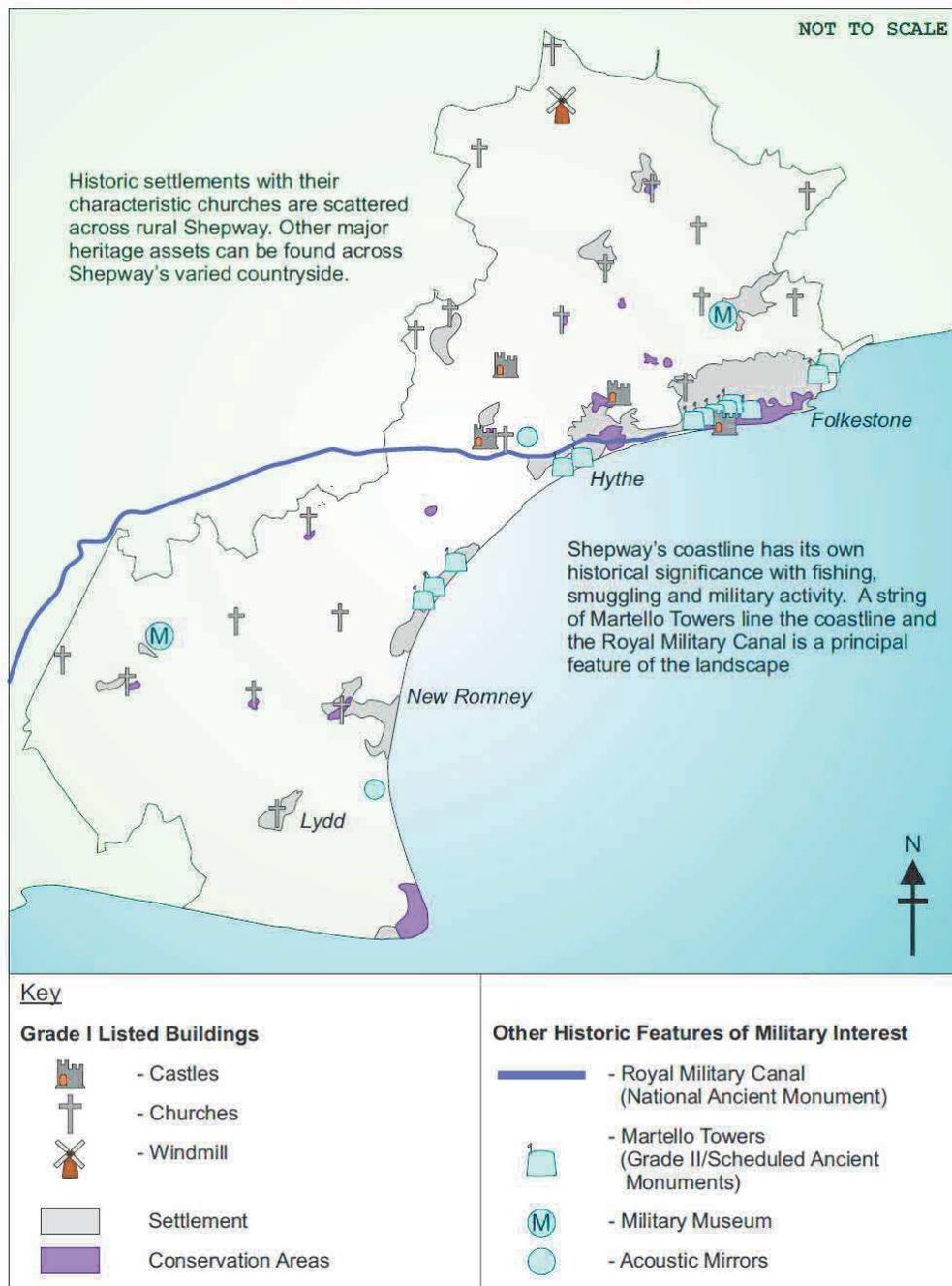


Figure 5.2 Features of the rural and coastal built environment

5.27 Figure 5.2 shows that although clusters exist on the coast, key features of Shepway's attractive historic environment are also found across the North Downs and Romney Marsh, especially through built environment and military **artifacts**. The latter may form a local point of competitive advantage given increasing interest in Shepway's role as a frontier in times of national conflict.

5.28 The Shepway Heritage Strategy identifies the positive role heritage can play in the district's future, including:

- Acting as a catalyst for economic and social regeneration;

- Encouraging tourism and visitors; and
- Contributing to improved public health and wellbeing.

5.29 However, while proposals affecting heritage assets will be considered positively, some assets are worthy of conservation for their significance alone and some may be incapable of re-use or being made viable. Places and Policies Local Plan policy HE1: Heritage Assets supports proposals that provide, where possible, a viable use that assists in social and economic regeneration and ensures the long term protection, conservation and, where appropriate, the enhancement of heritage assets in line with Government legislation.

5.30 This approach will be complemented by the restoration and enhancement of historic military landmarks within towns, and the upgrade of cultural attractions in Shepway's Urban Area. Events in and around the town centres, such as the third Folkestone Triennial (2017), are drawing new visitors to Shepway. Improvements to the public realm and the retail, leisure and cultural mix of centres, and maintaining sufficient accommodation will underpin tourism in the Urban Area in line with policies CSD 6, CSD 7 and SS 10.

Policy CSD3

Rural and Tourism Development of Shepway

Proposals for new development in locations outside of the Settlement Hierarchy may only be allowed if a rural or coastal location is essential, and to meet green infrastructure requirements. Development in these locations will only be acceptable in principle if forming a site for:

- affordable housing (rural exceptions in accordance with CSD1, or allocated sites)
- agriculture, forestry or equine development
- sustainable rural diversification, and tourism enterprises as set out below
- local public or essential services and community facilities in line with policies SS3/4
- replacement buildings (on a like-for-like basis)
- conversions of buildings that contribute to the character of their location
- sustainable rural transport improvements
- essential flood defences or strategic coastal recreation.

To underpin the sustainable development of the countryside, the loss of facilities in the centre of any village will be resisted unless appropriately demonstrated to be unviable, and rural economic diversification will be supported, especially through the re-use or refurbishment of redundant rural buildings.

Tourist, recreation and rural economic uses will be appropriately protected and new development allowed within defined settlements in the Settlement Network. Where sites are unavailable within settlements – and development is proportionate in scale/impact and also accessible by a choice of means of transport – it may also be acceptable on the edge of Strategic Towns and Service Centres, and failing that, Rural Centres and Primary Villages.

Rural economic development must be consistent with green infrastructure (GI) and coastal and water environment principles.

5.31 Rural parts of Shepway offer a range of attractions from Stelling Minnis in the AONB through to Dungeness at the southern tip of the district. Shepway's high-quality natural environment can be the basis of further appeal through growing 'footloose' enterprises, existing tourist accommodation, and opportunities for new small-scale high-quality accommodation and marketing of local food, drink, craft and natural produce. The North Downs offers particular opportunities for investment in existing tourist facilities, including Westenhanger and Lympne Castles, through the development of a new garden settlement (see policies SS6-SS9) and at, or adjoining, Port Lympne Reserve, subject to sympathetic consideration of the natural and historic attributes of rural Shepway that underpin the district's appeal.

5.32 As a rural district with places of particular interest to visitors specifically because of their unique environments (for example, Dungeness), rural and coastal development must be appropriately managed. Planning for rural areas should therefore sympathetically utilise and enrich, rather than contribute to undermining, the character of the countryside and its intrinsic beauty and qualities. Therefore this policy should be read in parallel with national policy and environmental and coastal policy, particularly with green infrastructure provisions (CSD4) and Habitats Regulations Assessment findings on recreational uses and impact. In a district like Shepway, the scope of this policy is wide. In the countryside, rural services and infrastructure for residents and visitors alike may be found in a range of locations and serve far afield. It is an important principle that the stock of rural economic or social uses should be managed for the benefit of the countryside as a whole. National policy requires that services and facilities found within settlements should be retained and protected.

5.33 There is a particular sensitivity around new buildings and structures in the countryside. This is especially so in landscapes such as the AONB or where not within or adjoining villages. Existing building(s) that contribute to the character and appearance of the local area by virtue of their historic traditional or vernacular form and are in sound structural condition should be retained and re-used. Buildings should be converted without requiring substantial alteration, extension or rebuilding, and proposed works must not detract from the character of the building(s) or their setting. Re-use and conversion of buildings can also be more resource efficient and sustainable than new build development.

Green Infrastructure of Natural Networks, Open Spaces and Recreation

- Primary aims: B1, B3, B4, B6, B7, C4 (see section 3.1).
- Main local evidence base studies (Appendix 6): *Sustainability Appraisal, Habitats Regulations Assessment (sites other than Dungeness complex), Habitats Regulations Assessment (Dungeness SAC, Dungeness to Pett Level SPA), Shepway Green Infrastructure Report, Shepway Open Space Strategy (2017), Shepway Play Area Review (2017), Shepway Play Area Strategy (2017)*.

5.34 This policy covers Shepway's varied and extensive green and open spaces. To enable a strategic approach a 'green infrastructure' (GI) perspective is used. It complements the fundamental objectives of countryside protection and urban regeneration; and the policy's GI principles can also apply to the district's water features and coast.

5.35 The following definition⁽³⁾ is suitable: *"For the purposes of spatial planning the term Green Infrastructure relates to active planning and management of sub-regional networks of multi-functional open space. These networks should be managed and designed to support biodiversity and wider quality of life, particularly in areas undergoing large scale change"*.

5.36 Climate change is a major issue that will affect land use and development particularly around the coast. The GI approach offers land management and site-specific opportunities to co-ordinate local mitigation and adaptation; parallel with Spatial Strategy measures to reduce Shepway's carbon emissions such as through more sustainable modes and patterns of travel.

5.37 Climate change and associated flood risks are one example whereby GI provisions should be read in close conjunction with the following policy (CSD5) on water and the coastline.

5.38 Natural and open spaces, including inland aquatic environments, enhance Shepway's character and the quality of its towns and villages. These spaces and their varied functions are far from being mutually exclusive, and this multi-functional dimension has underpinned the concept of planning for an integrated 'green infrastructure'. For example, forests can produce fuel, define a landscape, hold recreational value, play a positive role in biodiversity and contribute to combating climate change.

3 Land Use Consultants (2009) South East Green Infrastructure Framework from Policy into Practice

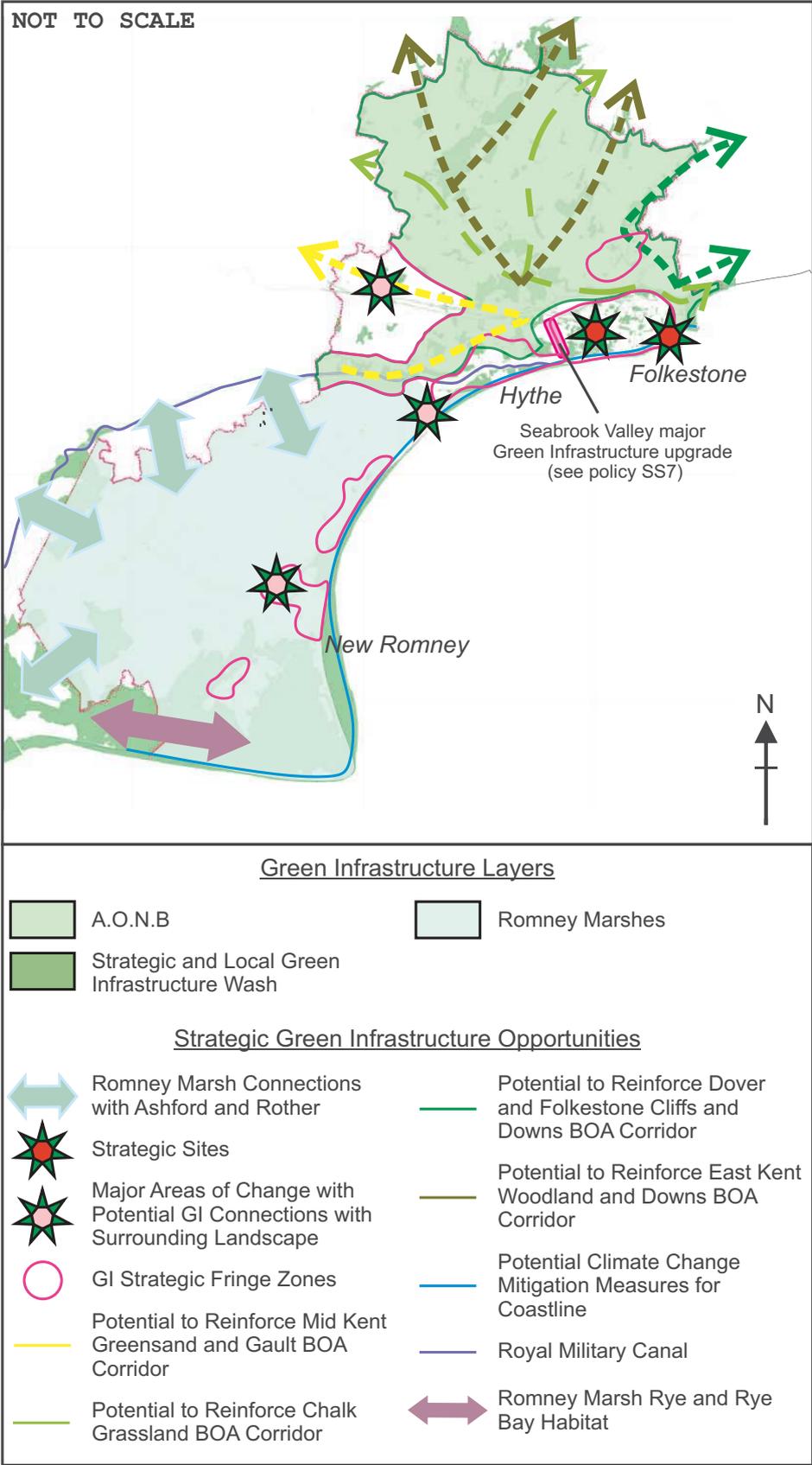


Figure 5.3 Green Infrastructure Network [To be updated]

5.39 It does not hold however that in all instances all facets of GI are necessarily equally sustainable or suitable on GI land; this is contingent on the nature of the asset. Some sites have a recognised primary function and may be sensitive to other functional uses and warrant strong protection for that sole purpose, and their future sustainable management should be based on a precautionary principle.

5.40 Notable within Shepway is a range of internationally protected habitats, including the Dungeness/Romney Marsh complex, with the UK's largest shingle structure at Dungeness (demonstrating the most diverse and extensive examples of stable vegetated shingle in Europe) and the grassland sites at Folkestone to Etchinghill Escarpment, and Park Gate Down.

5.41 The international Natura 2000 series sites in Shepway (shown in blue in Figure 2.8) are protected by the Habitats Regulations. Following assessment⁽⁴⁾ of the 2013 Core Strategy's compliance with these Regulations, Shepway District Council is working with partners and to take actions towards ensuring the integrity of international habitats (areas outside the boundaries of international sites where these support the species for which an international site has been selected will also be protected). Key principles in this regard are set out below for Dungeness.

5.42 As a funder of the Romney Marsh Countryside Partnership, Shepway District Council has long supported work to sustainably manage tourism and recreation at Dungeness and will continue to do so. By working with stakeholders including Natural England, the Royal Society for the Protection of Birds (RSPB), the Environment Agency, landowners and neighbouring authorities, the Council is developing a sustainable access strategy for the area – which may include proposals to support sustainable visiting and to monitor impacts on the Dungeness Natura 2000 series sites. Given the breadth of its membership and its cross-boundary geographical scope, the Romney Marshes Living Landscape project, or a similar grouping, would appear to offer a good vehicle to achieve such a strategy.

5.43 With regard to the internationally important calcareous grassland, improved GI management and evidence gathering, including site monitoring, is specifically recognised as a necessary part of the future sustainable development of Shepway and is highlighted in Appendix 2. This applies district-wide. As at Dungeness, Shepway District Council has long supported work to sustainably manage the Downs in Shepway and will continue to do so through working with partners including the White Cliffs Countryside Partnership, Natural England and the Kent Downs AONB Unit, to explore new opportunities to monitor impacts and manage the Folkestone–Etchinghill international habitat.

5.44 After internationally designated sites, protection and enhancement will apply to green infrastructure district-wide, but guided through recognising a hierarchy of sites such as national SSSIs, and then sub-national designations (for example Kent Biodiversity Action Plan (BAP)⁽⁵⁾ habitats and geological sites and Local Wildlife Sites).

5.45 Other areas of strategic opportunity for biodiversity improvements exist in Shepway and will be addressed through green infrastructure strategy, with action complementing ongoing management of development by the planning system. At the local level, specific Biodiversity Opportunity Areas (BOAs) are shown on Figure 5.3 to inform protection, and increase connectivity and the delivery of habitat creation. Some linear features, including other habitats and the coastal environments and watercourses (notably the Royal Military Canal) are also of major significance due to their multi-functional and cross-boundary nature. The multi-functional nature of green infrastructure also encompasses other more local open spaces and play areas, and a network of these spaces is identified in the Shepway Open Space Strategy, Shepway Play Area Review and Shepway Play Area Strategy.⁽⁶⁾ These documents assess the quantity, accessibility, quality and value of the district's open and play spaces and contain recommendations for their conservation and enhancement to meet future needs.

4 URS/Scott Wilson (2012) Habitat Regulations Assessment for Dungeness & URS/Scott Wilson (2012) Habitat Regulations Assessment for sites other than Dungeness (See Appendix 6)

5 Kent BAP Steering Group (1997) Kent Biodiversity Action Plan (BAP)

6 Shepway Open Space Strategy, LUC, 2017; Shepway Play Area Review, LUC, 2017; Shepway Play Area Strategy, LUC, 2017

5.46 In short, **using this evidence** Shepway District Council will coordinate efforts to secure opportunities to conserve, enhance and restore biodiversity and geological diversity and to increase provision of, and sustainably managed access to, green infrastructure within the district. This policy will support a programme of action on critical sites in Shepway between partners from across administrative boundaries. To verify this, green infrastructure, in particular the condition of key sites and the implications of developments, will be a focus of increased monitoring (see Appendix 3).

5.47 The district's coastal environment is clearly a defining factor of Shepway's green infrastructure, as acknowledged in this plan's place-shaping objectives and Figure 5.3. In addition to marine-related habitats, the coast provides outdoor recreation for residents and visitors. The general multi-functional principle of green infrastructure needs careful consideration in this respect, as development of these functions may not be mutually complementary. However a tailored green infrastructure approach recognises that the varied nature of the coast (indeed all water assets as covered in policy CSD5) can manage stretches of coastline sustainably. A positive and integrated approach can relieve potential pressures on sensitive elements of green infrastructure, through absorbing and managing activities such as coastal recreation in places best served for that purpose, enabling enhanced protection of other key natural environments.

5.48 It is particularly important for GI that development is consistent with coastal management plans. Proposals must not adversely affect dynamic coastal processes and should avoid unnecessarily exacerbating 'coastal squeeze' impacts as recognised in the Habitat Regulations Assessment and elsewhere.

Policy CSD4

Green Infrastructure of Natural Networks, Open Spaces and Recreation

Improvements in green infrastructure (GI) assets in the district will be actively encouraged as will an increase in the quantity of GI delivered by Shepway District Council working with partners and developers in and around the sub-region, including through pursuing opportunities to achieve net gains in biodiversity, and positive management of areas of high landscape quality or high coastal/recreational potential.

Green infrastructure will be protected and enhanced and the loss of GI uses will not be allowed, other than where demonstrated to be in full accordance with national policy, or a significant quantitative or qualitative net GI benefit is realised or it is clearly demonstrated that the aims of this strategy are furthered and outweigh its impact on GI. Moreover:

- a. Development must avoid a net loss of biodiversity.
- b. The highest level of protection in accordance with statutory requirements will be given to protecting the integrity of sites of international nature conservation importance.
- c. A high level of protection will be given to nationally designated sites (Sites of Special Scientific Interest and Ancient Woodland) where development will avoid any significant impact.
- d. Appropriate and proportionate protection will be given to habitats that support higher-level designations, and sub-national and locally designated wildlife/geological sites (including Kent Biodiversity Action Plan habitats, and other sites of nature conservation interest).
- e. Planning decisions will have close regard to the need for conservation and enhancement of natural beauty in the **Kent Downs Area of Outstanding Natural Beauty** (AONB) and its setting, which will take priority over other planning considerations. Elsewhere development must not jeopardise the protection and enhancement of the distinctive and diverse local landscapes in Shepway (especially where these support the setting of the AONB), and must reflect the need for attractive and high-quality open spaces throughout the district.

Shepway's GI network shown in Figure 5.3 **and identified in supporting evidence**, and other strategic open space, will be managed with a focus on:

- Adapting to and managing climate change effects.
- Protecting and enhancing biodiversity and access to nature, particularly in green corridors and other GI Strategic Opportunities in Figure 5.3, with appropriate management of public access (including **the Sustainable Access Strategy for Dungeness** and together with a strategic approach to the international sites as detailed above); and also avoiding development which results in significant fragmentation or isolation of natural habitats.
- Identifying opportunities to expand the GI functions of greenspaces and their contribution to a positive sense of place (including enhancements to public open spaces and outdoor sports facilities).
- Tackling network and qualitative deficiencies in the most accessible, or ecologically or visually important GI elements, including improving the GI strategic fringe zones in Figure 5.3 through landscape improvements or developing corridors with the potential to better link greenspaces and settlements.

5.49 The Kent Downs **Area of Outstanding Natural Beauty** (AONB) is the largest countryside designation in Shepway. The Kent Downs AONB Landscape Design Handbook is used for development management purposes and can continue to inform development decisions in order that they best contribute to GI and AONB objectives. Landscapes outside the AONB should primarily be managed through the above green infrastructure policy and national policy, as landscapes district-wide can play an important role in supporting the varied character of places in Shepway.

5.50 'Natura 2000' series habitats benefit from specific protection under the Habitats Regulations (Appropriate Assessment), but spatial planning for GI purposes can still offer benefits through setting out positive and integrated management provisions. These district-wide features, along with the GI assets of central Shepway, suggest priorities in approaching the delivery of network improvements.

Appropriate Assessment Key Findings: Dungeness⁽⁷⁾

The Appropriate Assessment of Dungeness for the Core Strategy has highlighted a range of issues in relation to the Natura 2000 series habitats. Some aspects of management through the planning system will primarily take place in more detailed planning policy documents, or directly through planning applications (e.g. supporting ecological studies must have regard to the supporting habitats not designated but still associated with protected habitats, especially in Romney Marsh; if such land is lost then – if significant – alternative provision may need to be secured).

The specific proposals of the Spatial Strategy avoid substantial impacts on ecologically sensitive land, but Appropriate Assessment has identified that indirect implications through potential increases in recreational pressure must be addressed, especially for Dungeness's Natura 2000 series habitats. Any plans, programmes or approaches introduced to promote greater tourism or watersports usage (either in relation to tourism and policy CSD3 or any other initiative) of these sites will:

- Be required to undertake Habitats Regulations Assessment, to protect the integrity of the habitats (this applies to planning policy proposals in any instance and can include other measures, for example planning for new paths, cycle routes, visitor facilities etc).
- Be required to follow an agreed formal Sustainable Access strategy (implementation must not commence prior to the strategy) including considering provisions for improving sustainable access to/from the Dungeness area.

The Sustainable Access strategy for Dungeness will identify resources, oversee the update of surveys of visitor usage and activity, and decide on appropriate management interventions (which may include increased wardening, surveillance, education and further targeted controls on public access). To this end, the potential need for management resources as part of green infrastructure delivery is recognised within Appendix 2 (Infrastructure projects).

5.51 GI features – including parks, play spaces and sports pitches⁽⁸⁾ – in population centres are also highly valued for their accessibility and contribution to local neighbourhoods, despite covering a less extensive area. There are a large amount of facilities such as outdoor sports grounds, parks and playspace providing for the district's population, although their quality varies substantially. Improvements to provision should be conceived in relation to the opportunities to maximise overall green infrastructure through complementary functions, for example the promotion of wildlife on the perimeter of sports fields.

7 URS/Scott Wilson (2012) Habitat Regulations Assessment for Dungeness (See Appendix 6)

8 Private domestic spaces, such as gardens, often not normally regarded as part of the GI network, may play a key role in underpinning urban biodiversity. There is now a framework under national policy and the district's Spatial Strategy to focus new development elsewhere, including using previously developed land more efficiently.

5.52 Folkestone and Hythe now have some high-quality major open spaces including the new Coastal Park, and improvements to various play spaces have been delivered in neighbourhoods across the district. Working with partners, most notably the De Haan Charitable Trust, a package of improvements in west Folkestone has been agreed centred on the Three Hills Sports Ground, Cheriton Road, in close proximity to a number of the town's secondary schools. The challenge is to ensure further progress, including at Shorncliffe (SS11); the delivery of new sports and play facilities elsewhere within the district; and that national policy continues to be addressed in the implementation of this policy.

5.53 As the concept of GI addresses the integration of open spaces, places and natural networks to help their management for environmental and human needs, one potential area of significance is land in and around the edge of population concentrations. This 'urban fringe' is a logical place of interest given its role as a zone between where most people live their life and the large GI features often found within the open countryside. Urban fringe issues are often most prominent where development has been most significant (such as Hawkinge in Shepway). 'Strategic Fringe Zones' in Figure 5.3 show current areas of GI interest in this respect, and potential future focal locations are also shown.

5.54 Traditionally this has been considered in terms of landscaping but the urban/rural fringe is better not considered in isolation but in multi-functional terms. Similarly a spatial approach can also focus on corridors that may function as a key link for biodiversity and residents between urban areas and larger expanses of green infrastructure.

5.55 In and around urban areas, development should be planned to deliver multiple GI benefits, involving provision and upgrading of public parks, remedying of deficiencies in sports provision, provision of play spaces in deprived areas and encouragement for the provision of allotments. An example of potential improvements to GI that could be delivered under the Core Strategy is the Seabrook Valley (see policy SS11).

Water and Coastal Environmental Management in Shepway

- Primary aims: B1, B3, B4, B5, B6, B7, C4 (see section 3.1).
- Main local evidence base studies (Appendix 6): *Sustainability Appraisal, Water Cycle Report, Strategic Flood Risk Assessment*.

5.56 The policy covers a range of issues relating to water, supplementing SS3 which focuses on strategic flood risk by addressing flooding, water and coastal issues.

5.57 The populous South East England already suffers incidents of water stress and low rainfall. This will be further exacerbated with climate change and more extreme weather events intensifying summer drought or flooding in the winter period. Given Shepway's natural characteristics it is covered by a special Water Scarcity Status (formally designated in 2006) and moreover it should be recognised that the careful management of the water cycle as a whole is critical to ensure reliable supply and protection of the district's key environmental features.

5.58 The Water Framework Directive⁽⁹⁾ presents a serious challenge to deliver sufficient upgrades in the quality of water bodies (including groundwater) in a relatively rapid timescale, and one where local planning decisions can assist. The protection of water quality and quantity in Shepway falls under the jurisdiction of a number of bodies: notably the Environment Agency, Kent County Council, Shepway District Council, and water companies.

5.59 Shepway's coastal location means that it is susceptible to maritime flooding and therefore requires significant flood defences. However, coastal land contributes positively to Shepway's ecology and natural networks while, more accessible coastal environments are subject to both developmental and recreational pressures. Consequently, an integrated and strategic approach to the water cycle and coastal environments is required.

9 And the Environment Agency's (December 2015) South East River Basin District: River Basin Management Plan

5.60 The district's hydrology presents a contrast between the river basins of the Stour in the north and Rother in the south, as shown in Figure 5.4. The chalk and greensand geology underneath the rolling countryside in the north of the district provides for the district's principal aquifers, a vital asset for the district. In the south, Romney Marsh has a dense network of drainage channels and the Royal Military Canal, and some particularly sensitive ecological attributes.

5.61 Climate change will increase the risk of flooding from all sources. The key requirements in relation to major flooding risks and the location of development within the district are included in policy SS3. In particular, all development at risk of flooding should be subject to a site-specific flood risk assessment (appropriate to the scale and type of development), and developers will be required to contribute to mitigation and/or relief measures which will reduce the overall risk of flooding.

5.62 In addition, developers should strive to reduce the risk of flooding from surface water and foul water and its contribution to fluvial flooding, reducing the amount of water discharged to foul water drainage. The Flooding and Water Management Act (2010) requires developers to consider Sustainable Drainage Systems (SuDS), and this should include provisions in proposals to confirm long-term management arrangements for features. In all instances developers should aim to reduce the rate of water runoff from sites.

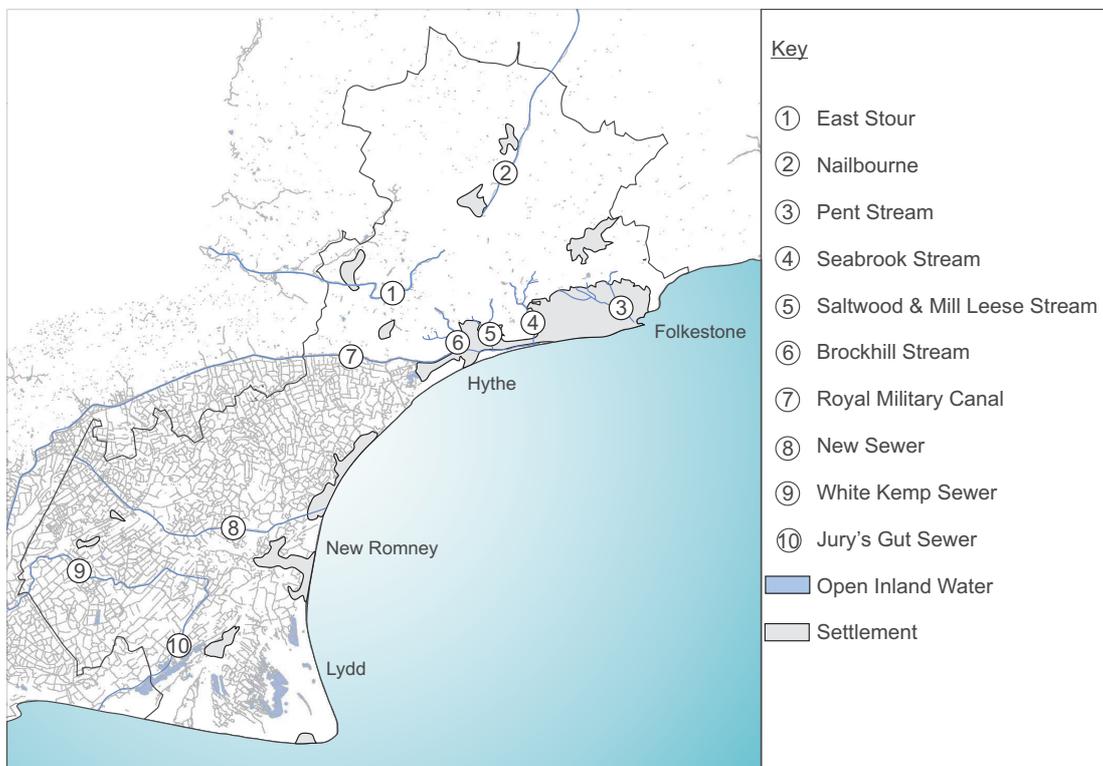


Figure 5.4 Watercourses of Shepway

5.63 In terms of supply, Affinity Water currently serves all the major centres of population in Shepway, including the strategic sites and broad locations of the Core Strategy. The local Water Resources Management Plan⁽¹⁰⁾ sets out how a positive supply/demand balance will be maintained. The company has investigated the way in which it can encourage its customers to use water more efficiently through measures including leakage reduction and a tariff-based system of demand management charges.

10 Affinity Water (June 2014) 'Our Plan for Customers and Communities' Final Water Resources Management Plan 2015-2020

5.64 As Shepway falls within a designated Water Scarcity Status Area, water efficiency measures are appropriate in new development and supported by the Environment Agency. The Shepway Water Cycle Report⁽¹¹⁾ is currently being updated and the update will assess the implications of the Spatial Strategy on water resources; as part of this, the local planning policy will support efforts to significantly reduce average domestic consumption.

5.65 Most new residential planning permissions in recent years in Shepway have required Code for Sustainable Homes standards, predominantly at what was level 3. This level (and Code level 4) required design features to enable a maximum consumption of 105 litres of water per person per day. Since the adoption of the 2013 Core Strategy, there have been significant changes to the planning and Building Regulations systems relating to energy efficiency and low carbon development. Following the Housing Standards Review, the Code for Sustainable Homes was withdrawn (effective from 26 March 2015). As a result of this, local planning authorities can no longer stipulate compliance with Code levels or require Code assessments in planning policy. In place of this, the Government introduced a number of changes to Building Regulations standards, along with some new standards. These included for water (Part G), a new optional standard (110 litres per person per day) for water stressed areas that has been added to the baseline standard of Part G (125 litres per person per day).

5.66 The Council requires that all new development meets the new optional standard. Proposals that achieve the water-related elements of good design standards and exceed the optional standard will be encouraged in Shepway, and will be required for the new Garden Settlement to ensure it fully endorses principles at the heart of the garden city movement, with an aim that water neutrality is achieved. For non-residential developments, the Building Research Establishment's Environmental Assessment Method (BREEAM) is the most commonly accepted assessment tool by which to judge and require increased sustainability standards. In relation to water, non-residential developments will be expected to reach a minimum of the BREEAM 'Outstanding' standard.

5.67 These standards will support wider environmental management measures being undertaken in the district (including through CSD4). Encouraging the more efficient use of water through fully integrated water management practices that significantly reduce pressure on water resources and also decrease discharges. These opportunities can all, in turn, contribute to the mitigation measures against climate change.

11 SDC (2011) Water Cycle Report (See Appendix 6)

Policy CSD5

Water and Coastal Environmental Management in Shepway

Development should contribute to sustainable water resource management which maintains or improves the quality and quantity of surface and ground water bodies, and where applicable, the quality of the coastal environment and bathing waters.

This will be achieved by protecting or enhancing natural water reserves through sustainable design and construction, managing development in relation to wastewater infrastructure, and promoting long-term resilience to climatic pressures on the coast and water systems. Proposals must be designed to contribute to the maintenance of a sustainable supply of water resources in the district; the achievement of water management plans for the district; and the maintenance of coastal ecological habitats (through seeking to avoid the inhibition of natural coastal processes).

Development will be permitted where the following criteria are met:

- a. All developments should incorporate water efficiency measures appropriate to the scale and nature of the use proposed. Planning applications for the construction of new dwellings should include specific design features and demonstrate a maximum level of usage to **meet the higher water efficiency standard under Regulation 36(3) of the Building Regulations so as to achieve a maximum use of 110 litres per person per day (including external water use). Proposals should demonstrate that water efficiency and water re-use measures have been maximised and should seek to significantly exceed this standard.**
- b. **For non-residential development, the development achieves BREEAM 'outstanding' standard addressing maximum water efficiencies under the mandatory water credits, where technically feasible and viable; and**
- c. New buildings and dwellings must be delivered in line with wastewater capacity, and designed so as to ensure that peak rate and surface water runoff from the site is not increased above the existing surface water runoff rate, incorporating appropriate sustainable drainage **systems(SuDS)** and water management features, **with full consideration given to integration of water management.** The quality of water passed on to watercourses and the sea must be maintained or improved, and flood risk must not be increased by developments within the district.

Water reserves and the coastal environment will be maintained and enhanced through Shepway District Council working with partners to manage development and upgrade water infrastructure and quality, and through green infrastructure provisions (policy CSD4).

5.68 Policy CSD5 highlights that the objectives of efficient water management and measures such as **Sustainable Drainage Systems** (SuDS) are allied in Shepway with a requirement to strike a sustainable balance in long-term coastal management and planning decisions.

5.69 When planning new development and growth it is important to consider both local and strategic wastewater infrastructure. Local infrastructure generally comprises local sewers which are funded by the development whereas strategic infrastructure encompasses trunk sewers, pumping stations and wastewater treatment works and is normally funded by the water company. Specific construction features (such as separate and adoptable quality foul and surface water sewers) are important to new developments.

5.70 Capacity in the sewerage system is finite and the spare capacity available (headroom) varies from location to location. If there is insufficient capacity in the sewerage system to accommodate the increased volumes of flow arising from a new development, the development will need to connect off-site to the nearest point of adequate capacity **or provide for appropriate on-site solutions**. The council will consider applying appropriate planning conditions when granting planning permission.

5.71 Shepway obtains most of its water supply from groundwater sources. Water resources must be maintained, and the need remains for ground source protection zones to be protected. Effective pollution prevention measures are required in areas of high groundwater (in consultation with the Environment Agency and Natural England).

5.72 New developments should explore options other than a reliance on tank storage, for example the incorporation of open water storage and conveyance (including swales and wetlands) as a positive feature of the layout of developments.

5.73 Coastal areas face issues of specific economic development pressures and opportunities, and risks from changing physical conditions⁽¹²⁾. Beaches along the central and eastern stretches of Shepway's extensive coastline have played important functions for leisure and fishing purposes. Elsewhere, there are a number of prominent coastal areas (in addition to Dungeness), for example the Dover–Folkestone Heritage Coast, facing this recognised need for flexible management balancing the requirements of conservation and access.

5.74 This applies both to impacts from the possible overall growth of recreational pressures (see Appropriate Assessment provisions for Dungeness⁽¹³⁾, policy CSD4) and developments in the immediate vicinity. The strategy's green infrastructure approach offers principles for integrated management.

5.75 Coastal defences provide essential security for many parts of Shepway. In terms of flood risk and development proposals on the coast, under policy SS3, a site-specific **flood risk assessment (FRA)** will be required due to over-topping risks in developments in the immediate vicinity of the coast. Policy CSD5 sets out that development should be designed to avoid adverse impact on coastal habitats and allow species adaptivity ('coastal squeeze'), and to maintain the integrity of existing defences (including with sufficient access or setback development in order to allow maintenance and improvement of the defences). Core Strategy policy may also necessitate that developments address strategic requirements for strengthening of the district's green infrastructure network by contributing to multi-functional natural resources through such measures as the improvement of water courses, coastal environmental management, or flood prevention; developer contributions to this end will be explored where appropriate (in line with SS5).

5.2 Areas of Strategic Change

5.76 Provisions for Core Strategy delivery in places of change are presented around the three district character areas introduced and mapped in section 1.2.

The Urban Area

Primary area aims : A2, A8, A9, B3, B7, C6, C9 (see Chapter 3, including Future Vision).

Main local evidence base studies (Appendix 6): SHLAA Update, Shepway Employment Land Review and Folkestone Town Centre Spatial Strategy.

5.77 This area comprises the Folkestone and Hythe wards of Shepway (65,700 of the district's population in the 2011 census). The Urban Area includes centres and facilities to provide much of the district's cultural, educational, health and sporting needs (policy SS3 and policy SS4).

12 Halcrow for South East Coastal Group (2007) South Foreland to Beachy Head Shoreline Management Plan and The Environment Agency (February 2015) Folkestone to Cliff End Flood and Erosion Management Strategy

13 URS/Scott Wilson (2012) Habitat Regulations Assessment for Dungeness (See Appendix 6)

5.78 To provide an overview of spatial issues within the whole area, the following table highlights parts of Shepway's towns as priority communities for regeneration, building on the Spatial Strategy (also note the deprivation map Figure 2.6).

Community	Necessity and rationale	See also
<i>Central Folkestone</i>	Reasserting its role as an appealing, well-connected, sub-regional centre for commerce, culture, tourism and a high-quality coastal living environment. Framework set for charitable and private sectors working in partnership, to secure spatial and sectoral spin offs to other parts of the town.	Policy CSD6 below, and policy SS10
<i>Northern/ Eastern Folkestone</i>	Regenerating its quality and choice of housing and associated community and local services, expanding local employment and reducing deprivation and disparities within the town. Public sector-led neighbourhood regeneration to be increasingly complemented by market-led investment in area.	Policy SS4
<i>Cheriton</i>	Improving its appeal by enhancing community service provision, choice of housing and connectivity to Folkestone West Station. Maintain local shops and improve Cheriton High Street. Led by a mix of national/local public sector investment and private development.	Policies SS11 and SS4
<i>Western Hythe</i>	Expanding its role as a community at the heart of Shepway providing a wider choice of housing, commercial and local services for the town and district, primarily through private sector development.	Policy CSD7 below

Table 5.1 Priority areas for regeneration

5.79 In the attractive and popular environments of Hythe and West Folkestone the focus will be on further action to maintain sense of their local place in line with policy SS3. The accessibility and relative appeal to commercial investment means there are clear opportunities in some for development of under-used or previously developed land. Development should preserve and enhance the built form and retain important open spaces that characterise the area. Urban environments with a variety of uses, natural surveillance and high pedestrian flows can also promote security and minimise anti-social behaviour.

5.80 For instance at Sandgate, the local centre is recognised in policy SS4 and the potential for development to contribute to the upgrade of the High Street noted in Appendix 2 (Table 6.2). Sandgate hosts the major office headquarters of SAGA, which is an important employer for the wider district. Shepway District Council will support Sandgate Parish Council in achieving local plans for sustainable development in line with strategic needs. As well as the need to address traffic-related issues identified in the Shepway Transport Strategy⁽¹⁴⁾, public realm upgrades could include improvements to the beach area and the upgrading of existing and provision of new facilities.

5.81 Cheriton High Street is also identified in SS4 as a Priority Centre of Activity, and serves a wide community. It provides a wide range of services and a number of independent stores; however, its long length means it is a disjointed high street. With local travel and junction upgrades there could be opportunities for public realm improvements (for example, co-ordinated signage, lighting, repairs to pavements, seating, green space and cycle storage). It may be appropriate under policy SS5 for developments to contribute to project identification and delivery.

5.82 There are evident economic and community development opportunities across the towns. Although Folkestone town centre acts as the major catalyst for transformation, it is also appropriate under the Spatial Strategy (policy SS4) to focus on securing further employment development, especially in the north and east of Folkestone and in and west of Hythe town centre, **with the new garden town proposed by this plan providing opportunity for transformational employment provision within the district.** The improving coastal recreation and cultural offer of the Urban Area complements the rural tourism attractions encouraged under policies **SS10** and **CSD3**.

5.83 There are opportunities to tackle deprivation in the towns through significant job creation and negotiating training and re-skilling programmes, potentially as part of developer contributions. This should also be related to investment in the complete education offer of Folkestone and Hythe, which must be maintained; in partnership with Kent County Council and other public and voluntary sector organisations; to ensure that the right skill base is available to potential employers. **Housing and employment growth at the new garden town will provide significant opportunity to attract and retain residents of a working age within the district, assisting new and existing companies in retaining and recruiting an appropriately skilled workforce.**

5.84 Improvements to the physical learning environment can raise standards, behaviour and performance. This will be an important element of tackling deprivation, not least as all but one of Shepway's state secondary schools are within the urban area. Upgrades to the school building stock and improvements to the layout of educational sites will be supported, particularly where arrangements are included for additional community use of premises and sporting facilities. **Civic buildings, including education provision at the garden town, shall be of the highest design standard and environmental performance, so as to engender a sense of place and 'set the bar' at the highest level for private sector buildings.**

5.85 In relation to secondary and special education, there is a particular need to support investment in the fabric of school buildings and supporting facilities such as suitable and accessible playing fields. Enhancement of further and higher education provision is also important in Folkestone and Hythe - **recent provision at 'The Beacon' in Folkestone has been delivered by Kent County Council, with a requirement for further secondary school and special education provision at the new garden town expected.**

5.86 The provisions of policy CSD4 are pertinent, particularly for improving access to sports and green spaces within and on the edge of the towns. In line with policy SS5, developer contributions will be sought for upgrades to the open spaces and sports provision of Folkestone and Hythe where a need is generated by the development. Some smaller and medium-sized parks and play spaces in and around this area also have identified needs for improvement. **The Council has recently completed evidence studies in regard to Open and Play Space, whilst further evidence is being compiled in regard to playing pitch and sports facilities need over the plan period.**

5.87 The Core Strategy supports and seeks to directly contribute to plans to substantially improve the quality of sport provision in Folkestone and Hythe. A significant programme of upgrading of sports facilities is in preparation by Shepway District Council, town councils and voluntary/charitable groups. The implementation and completion of plans for major new facilities at Cheriton Road Sports Ground, **as delivered at the new Three Hills facility, the new urban sports park in Folkestone due to open in 2018,** enhancements to Folkestone Sports Centre (ongoing), and improvements in central Hythe (through the provision of a replacement swimming pool and leisure centre) will significantly contribute to quality of life and health and recreation objectives. **Further investment is likely to be required elsewhere in the district over the plan period, including at the new garden town and Sellindge. If a deficit in provision is identified elsewhere within the emerging evidence this will be reported within later versions of this plan and will inform future revisions of the policies.**

5.88 The location of major new sports and leisure facilities or pitches in the Urban Area can best serve demand across Shepway, **albeit the provision of a substantial new garden settlement will generate need, as well as provide opportunity for provision that serves the surrounding area.** The delivery of major developments at **the former** Nickolls Quarry, Hythe, Folkestone Seafront and Shorncliffe Garrison will all provide significant new investment in water sports and team sports pitches, **with further provision to be delivered through Section 106 agreement at allocations within this plan.** More localised coastal access and recreation opportunities should be managed in accordance with policies CSD4 and CSD5. Investment in other sports should continue through a variety of sources; similar opportunities may exist in Shepway's smaller urban parks.

5.89 Biodiversity, nature conservation objectives and other less formal open spaces are important both within and adjacent to large towns. Therefore development should where appropriate contribute to enhancing these aspects of green infrastructure (policy CSD4). This approach also improves the visual integration of the urban area's built extent into the surrounding countryside and coast. **The new garden town must be truly landscape-led, and should include advanced structural landscaping, with woodland planting, to assist integration of the settlement within the surrounding countryside and setting of the AONB.**

5.90 Shepway District Council will work with town and parish councils to seek the provision of additional allotment spaces to address any long-term deficiencies in availability in the Urban Area, **as well as elsewhere in the district, as identified by the recent evidence base supporting this plan.**

- **Central Folkestone:**

5.91 The arrival of the railways and the rise of tourism defined the nature of much of Folkestone's historic growth. The town now benefits from good transport links, and retains a significant stock of hotel accommodation, but **has failed** to fully utilise its coastal location for both residents and visitors **in more recent years, particularly in East Folkestone. Investment in the 'creative quarter' and Folkestone seafront has seen an increase in visitors to the town, with recent investment in hotels in the town further supporting a resurgence in its role as a cultural and tourist destination.**

5.92 **Further** new development in central Folkestone should support the town's expansion and sub-regional role, helping to provide or directly facilitate enhancements to infrastructure, major services and job opportunities.

5.93 The physical form of inner Folkestone presents a varied environment and contrasting opportunities, as outlined in the following summary box. Areas notable for their appealing built form and greenery, such as Folkestone's West End, adjoin the core of the town centre. However, the highway network within Folkestone is complex, with numerous one-way streets and a ring road system that encloses the commercial heart. The topography of the town has also impeded its growth and regeneration, adding vertical distance to places in close physical proximity. It has poor pedestrian connectivity between the Harbour, the Seafront, the Leas, the Town Centre and the bus and railway stations, **with recent changes to the circulatory system seeking to improve connectivity and reduce journey times for public transport. Further investment in restoring historic cliff paths is proposed, whilst investment in the restoration of the historic and Grade II* listed Leas Lift should be a priority over the plan period.**

Central Folkestone Urban Design and Movement: Summary Points⁽¹⁵⁾

Identified strengths:

- There are good rail connections, with Folkestone Central Station within walking distance from the town centre and nearby access to the Channel Tunnel providing links to France and continental Europe.
- Grand Victorian architecture, imposing buildings and the abundance of intricate detailing, grid-like development pattern and tree-lined avenues promote strength of character, especially in the town's West End.
- The coastal setting of The Leas offers quality public open space with impressive views. The historic core of The Old High Street, Harbour and The Bayle are picturesque, with the Stade on the Harbour adding historic charm.

Identified weaknesses:

- The one-way system/ring road complicate movement and access, and vehicular routes provide physical barriers for pedestrians at Middelburg Square, Bouverie Square and Foresters Way.
- Folkestone Central Station lies north of the railway line and its location is particularly inconspicuous. Similarly, the link between the station and the town centre is unclear both for pedestrians and vehicle travellers.
- New development has not always respected the character and the setting of traditional buildings, being sometimes inappropriate in terms of style, scale and materials. Insensitive alterations and extensions, the removal of traditional features and front gardens to accommodate car parking have led to deterioration in building quality in places.
- Inappropriate usage and signage also degrade visual quality, but it is physical deterioration and vacancy which degrades the built environment most of all.

5.94 Inward investment will be sought within the town's retail and commercial core, the Creative Quarter and Seafront to develop their own sense of place and specific role. Development in these locations should provide regenerative benefits through enhancing the cultural and commercial appeal and social vibrancy; and provide property market impetus for the wider town. Proposals should be considered in the context of a strategic requirement for delivering public realm upgrades.

15 Jacobs (2011) Folkestone Town Centre Spatial Strategy (See Appendix 6)

Policy CSD6

Central Folkestone Strategy

New development in central Folkestone should deliver investment in commercial, cultural and educational uses and contribute to public realm improvements that enhance the physical environment/sense of security, and improve connectivity both to and within the Town Centre, in line with policies SS4 and SS5.

Figure 5.5 identifies zones within the town where there are sets of linked opportunities: two spatial 'arcs' where Folkestone can develop to maximise its potential. Between these lies the heart of the historic Bayle and Leas Conservation Area, a place which should be the focus of preservation and enhancements.

Within the *Central/West Development Arc* there are opportunities for mixed-use development providing major new office and retail businesses or other services that will contribute to the wider regeneration of the district and East Kent. Some residential development may be supported, provided it delivers genuinely mixed use development or it enables the full commercial potential of the area to be realised. Furthermore:

- New development should be of very high-quality design that contributes to and improves the existing character and townscape of the area.
- It is appropriate for development to support delivery of public realm and transport improvements within and to the north of the arc.
- Development will need where appropriate to detail the delivery of measures, or contribute to improvements in, skills/training in nearby deprived areas.

The *Seafront/Creative Quarter Regeneration Arc* provides major opportunities for development to contribute to strategic needs and to upgrade the fabric of the town, drawing from its past and potential sense of place:

- Further development by the charitable sector and others through conversion and re-use of derelict land promoting cultural, educational uses, visitor attractions, and other small-scale active uses will be encouraged.
- Within this arc development must maximise wider benefits to the Town Centre through improved connectivity and transport links and providing uses that attract pedestrian footfall, and proposals within the boundary set out in Appendix 4 must be in accordance with policy **SS10** (Folkestone Seafront).

Across these arcs, and within central or deprived places in the town, development bringing investment for schools, new education and training provision and workforce development measures that increase the skills attainment of local people in priority economic sectors will be acceptable.

5.95 This policy supports Spatial Strategy and thematic policies elsewhere in the Core Strategy, which must apply in the first instance before considering the additional local guidance of this delivery policy.

5.96 The *Central/West Development Arc* is a focus for strategic commercial development. Its environment varies from the high-quality (western) area around Castle Hill Avenue, through to the existing town centre. Developments on and near Castle Hill Avenue benefit from easy walking access to Folkestone Central station and the Leas sea views, and may be the most appealing part of Shepway to attract high-quality businesses and office development. This will need to respect the conservation area and high-quality townscape and streetscene that characterises the West End of Folkestone, and should contribute towards the public realm upgrades necessary in and around Folkestone Central station. This arc includes the Ingles Manor site for employment and residential use. Other sites for a mix of uses (including education opportunities) have been identified through planning application processes and other methods. **There are** residential-led opportunities

in the *Central/West Development Arc* and the existing concentration of office uses in and around the Castle Hill Avenue area provides potential for expanding the cluster to meet Shepway's strategic employment needs (policies SS2 and SS4).

5.97 In the town centre, there are several under-used or unappealing spaces and streets. On the central Sandgate Road several buildings are tired in appearance or detrimental to the townscape. Development within the town centre should be in line with policy SS4 and contribute to major public realm improvements within the core retail area, addressing physical severances in the streetscape at Bouverie Place/Shellons Street, by the Central railway station and elsewhere.

5.98 Folkestone's retail core and historic heart is divided from the sea, primarily by a major change in levels and the highway network engineered to serve the former port area. This is most noticeable where the two arcs meet and in the space between them, where lies the historic and tranquil neighbourhood centred on the Bayle overlooking the Seafront, with close connections to Folkestone's old town (Creative Quarter area).

5.99 For opportunities in the *Seafront/Creative Regeneration Arc* to fully materialise a series of measures are necessary to reintegrate Folkestone's maritime environment into the town, and accordingly proposals should proportionately contribute to overcoming the severance in movement. The regeneration of this arc should provide new services and accommodation complementary to the town centre and seize opportunities to articulate Folkestone's history and contemporary vibrancy and creativity. At the western end of the arc, beyond the Seafront site, lies Shepway's very high-quality Coastal Park.

5.100 Investment by the Creative Foundation in refurbishing the built environment has delivered significant improvements along the Old High Street and Tontine Street. The Creative Quarter now hosts major arts and entertainment events, and includes further, higher and adult education uses. The maximisation of the potential of the University Centre Folkestone in the Creative Quarter is needed, especially in drawing students from the surrounding deprived neighbourhoods.

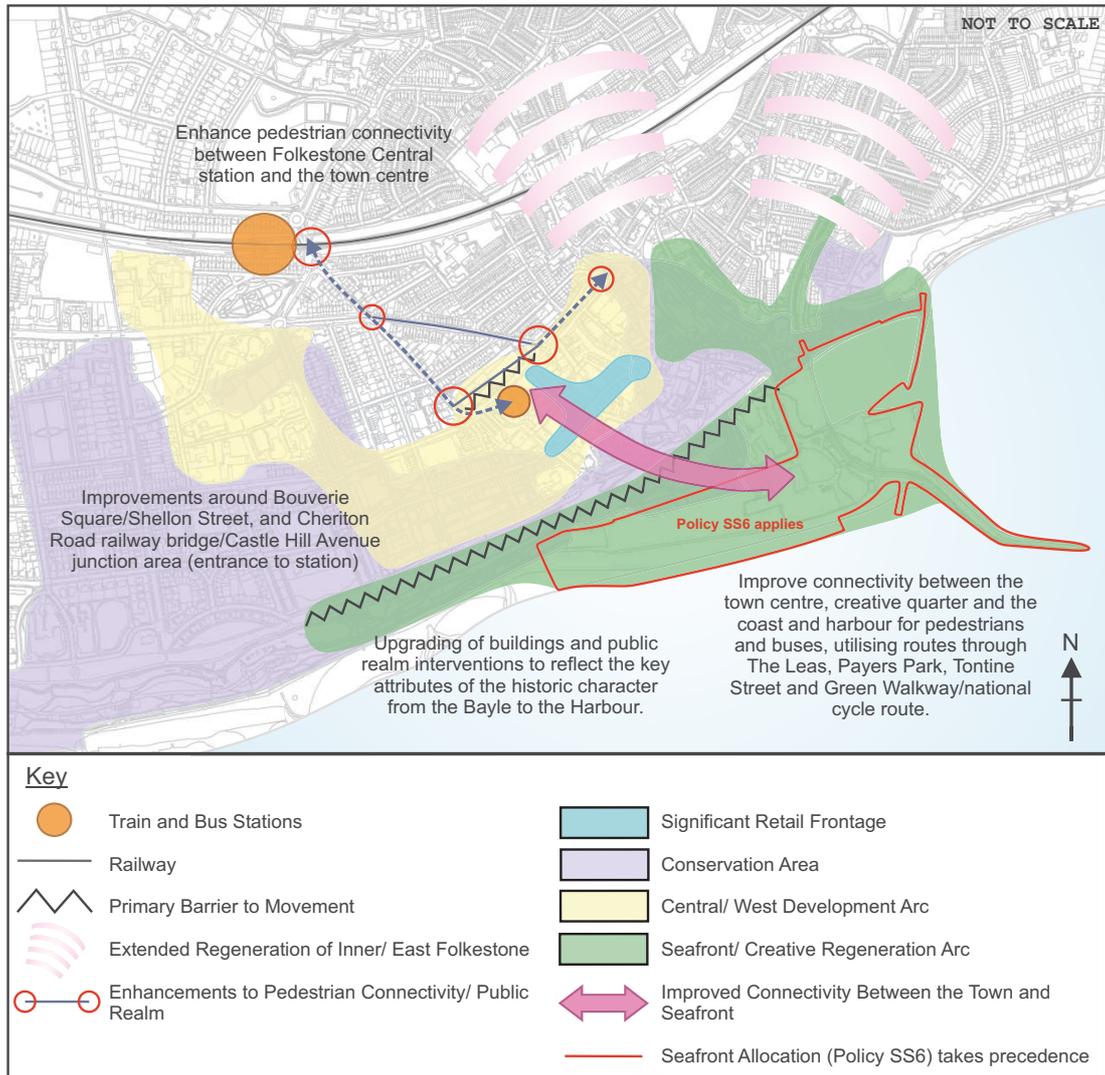


Figure 5.5 Central Folkestone strategy [To be updated]

5.101 In line with objectives set out in policy **SS10**, the vacant previously developed land at Folkestone Seafront presents a major opportunity to boost the connectivity to the sea and visitor attractions, and provide additional pedestrian footfall to the Town Centre and Creative Quarter. Close attention should be paid to the integration of the Seafront site with the Town Centre, cycle and pedestrian routes and deprived urban communities to the north.

- **Hythe:**

5.102 Growth in Hythe must be appropriate to meeting needs whilst preserving and enhancing its special character (see policy **SS3**). As a Strategic Town for Shepway and recognised Town Centre for the district, Hythe will continue to play a prominent role in Shepway as an attractive town to live, work and visit. Figure 5.6 accordingly depicts some specific identified development potential.

Policy CSD7

Hythe Strategy

Hythe should develop as the high-quality residential, business, service, retail and tourist centre for central Shepway in line with the vision in paragraph 3.16. New development should respect the historic character of the town and the established grain of the settlement in line with the place-shaping principles set out in policy SS3.

Development should contribute to the priorities for investment in the town which include:

- a. Attracting additional employment to the town, especially in the town centre or in deprived urban communities in west Hythe, including by sustaining demand and labour supply in the local population.
- b. Upgrading the stock of business accommodation and the environment of employment areas, and regenerating the appearance and sense of security of west Hythe.
- c. Developing new/expanded primary and secondary schools to improve educational attainment, and where appropriate, the delivery of improvements in skills/training in nearby deprived areas.
- d. Expanding and upgrading of tourism accommodation and visitor and leisure attractions.
- e. Investing in strategic flood defences to protect residents and the Hythe Ranges.
- f. Delivering public realm improvements in the High Street and town centre:
 - i. improving the setting of historic buildings and the Royal Military Canal,
 - ii. increasing the ability of shoppers, visitors and residents to access and circulate along the main retail frontage
- g. Aiming for a convenient, flexible and integrated public transport system, with improvements to services to the west and north of the town, better linking in the town centre and coastal bus routes to railway stations or development in western Hythe.

5.103 This policy supports Spatial Strategy and thematic policies elsewhere in the Core Strategy, which must apply in the first instance before considering the additional local guidance of this delivery policy.

5.104 Strategic development at Hythe is consistent with its demographic characteristics, housing need and good accessibility and range of services (policies SS3 and SS4). The primary area of change is to the west of the town, where a mixed-use development **is underway** including 1,050 dwellings, employment and a new halt on the light railway, at the former Nickolls Quarry. There is also the potential for significant green infrastructure facilities, including water-based recreation.

5.105 Approved developments in the west of the town and on the seafront will provide new facilities and accommodation to ensure the continued viability of the town centre, and protection of its historic core. Future major or mixed-use developments should contribute to these ends and the principles above.

5.106 Investment in affordable housing, schools, healthcare and premises for voluntary activities can help support the strong communities of Hythe. In particular, following the construction of the Sports Pavilion there are opportunities for the further renewal of sports facilities for the benefit of Hythe and the surrounding area.

5.107 Existing employment sites within the town play an important role and should be retained for such purposes, where possible being upgraded to provide higher-quality accommodation or linked in to surrounding deprived communities, in line with SS4.

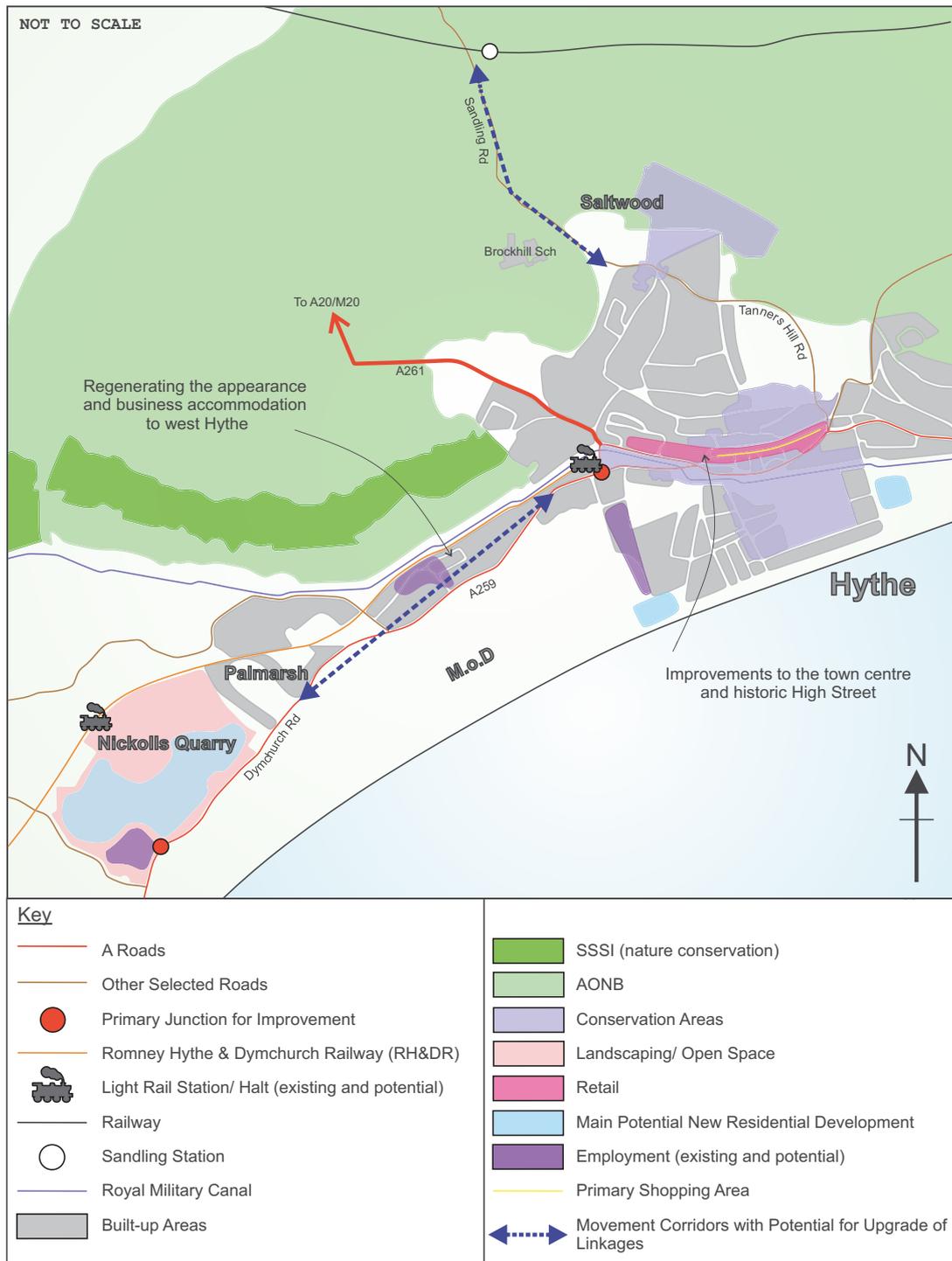


Figure 5.6 Hythe Strategy

5.108 Several physical infrastructure projects are highlighted in Appendix 2. These include the critical needs for long-term and potentially costly investment in flood defences and junction improvements at the A259/A261 Scanlon's Bridge junction. Transport improvements in this area and in the western parts of the town can have several benefits including overall connectivity from south Shepway to the urban area, further improvements for pedestrians and cyclists along Dymchurch Road (to ensure integration within the town and the Nickolls Quarry site) and public realm upgrades encouraging shoppers to walk between the new Sainsbury's superstore and the heart of the town centre.

The Romney Marsh Area

Primary Area Aims: A1, B3, B6, B7, C8 (see Chapter 3 including Future Vision).

Main local evidence base studies (Appendix 6): *Shepway Rural Services Study, SHLAA Update, Shepway Employment Land Review and Land at New Romney LDF Core Strategy Policy Advice.*

5.109 The Spatial Strategy in this area seeks regeneration to help settlements to assert their role in defining the Romney Marsh as a unique place to visit, live and work, supporting improved communications and respecting its natural environments, achieving additional employment and housing opportunities.

5.110 The Romney Marsh Area accounted for 22,200 of the district's population in the 2011 census. Although strategic growth will be concentrated at New Romney, all identified settlements in Policy SS3, including Lydd and villages such as Dymchurch, Brookland and Brenzett, which have retained a range of services may play a proportionate role in addressing development needs and rural social exclusion issues.

5.111 The Marsh's coast and beaches provide a well-established attraction to visitors; and the area's unique environment offers opportunities – with suitable management arrangements – to increase visitor expenditure and to promote sustainable development to increase local employment. To this end connectivity (through transport accessibility, travel information and electronic media), town and village centres, visitor accommodation, and long-term maintenance of key visitor sites will all need to improve, particularly to maximise benefits from growth elsewhere in Shepway. Investment in this key infrastructure will help encourage more visits and especially those focused on enjoyment of the natural environment, local produce, walking, cycling and the light railway.

5.112 Romney Marsh is one of Shepway's priority areas for investment. As part of this local regeneration, Shepway District Council is implementing a shared socio-economic action plan for the area, working with local partners including other councils and nuclear power bodies (see paragraph 5.117 below). A suitable long-term development strategy is essential given the impact of its isolation on economic performance (low skills, small workforce, pockets of rural deprivation).

5.113 In all larger and otherwise suitable cases training and environmental improvements will be sought as part of the development package to ensure that wider benefits are captured that will provide long-term support for local communities. This is important given the more self-contained labour market in south Shepway and the need to encourage a wider range of employment opportunities.

5.114 Existing concentrations of industrial and warehousing activity will be protected as required under policy SS4 so as to provide affordable premises for smaller-scale manufacturing, distribution and other industry. Any major investment in the Romney Marsh area should prioritise using the best of its assets sustainably and reinvigorating the rural small business economy (CSD3), with significant opportunity in place for investment and job creation at Mountfield Road Industrial Estate.

5.115 As well as tourism and recreation (subject to appropriate management in line with policy CSD4), land-based enterprises (including agriculture and equestrianism) and potentially environmental technologies may be appropriate at locations where environmental impact and risks are minimised. The rural economy should continue to diversify, with new forms of bio-fuels and food production supported alongside traditional sustainable agriculture.

5.116 The cherished habitats, landscape, historic settlements and activities that define the area will need careful management to ensure a sustainable future. Under green infrastructure objectives (CSD4), opportunities should be seized for habitat creation to foster targeted wildlife gains. All new development will be subject to meeting environmental and flood risk requirements, and planned with reference to sewage and water infrastructure availability.

5.117 The nuclear power stations at Dungeness have been central to the Marsh's economy for many years contributing some £50 million to the local economy annually. They employ some 1,200 people, many of whom live on the Marsh and further away in Shepway, Ashford and Rother districts. The decommissioning of the

power stations will have a big impact on the area's economy. Decommissioning of the Magnox 'A' site is underway with the site planned to enter care and maintenance in 2027. EDF Energy's 'B' station is now expected to cease generation in 2028, following which a lengthy process of decommissioning would ensue. In response to this, and supported by Magnox and the Nuclear Decommissioning Authority, Shepway District and Kent County Council produced a socio-economic action plan for Romney Marsh to ensure the area has a sustainable economic future and remains a great place to live. This led to the formation of the [Romney Marsh Partnership](#) in 2012 to lead the delivery of the Romney Marsh Socio-Economic Action Plan, an economic strategy to tackle the negative impacts of nuclear decommissioning. In the case of the Dungeness sites, the potential for employment creation through alternative nuclear generated power and ancillary uses relating to the nuclear or other industries will be kept under review.

5.118 Lydd Airport has been a significant feature for more than 50 years and, by 2019, is expected to have implemented planning consent for extended runways and a new terminal building, to allow passenger flights using aircraft the size of Boeing 737 or Airbus 319, thereby creating up to 200 more jobs locally.

5.119 The implications of uncertainty about the power station, as well as the economic impact of the expansion of the airport will be closely monitored, and if proven in due course to give rise to substantial unexpected implications for the strategic future of southern Shepway, consideration will be given to amending the Core Strategy as part of a future review.

5.120 LYDD and the Dungeness peninsula offer distinct rural and coastal attractions in the south of Shepway. Lydd is a traditional, small, country town with the potential to offer increasing appeal as a community and destination with a strong sense of place and heritage. Rural deprivation is particularly found in and around the historic town (and Lydd-on-Sea). This will be tackled through supporting existing industrial sectors and tourist facilities (including small local firms and services, and continued minerals extraction); and an expansion of defence employment, expenditure and training in the area. The Spatial Strategy supports enhanced connectivity, and growth through a series of small and medium-scale residential-led development opportunities and a choice of employment sites (policies SS3 and SS4). The delivery of sympathetic developments will help maintain Lydd as a town and base for the wider rural area and the special coastal landscapes in the locality. In line with policies SS5, CSD4 and CSD5, these should be phased in line with the delivery of utility network upgrades, particularly to protect the green infrastructure and water environment in the area.

• **New Romney:**

5.121 As the primary strategic centre for Romney Marsh, New Romney town should develop a critical mass of businesses and services, underpinned by an expanded residential and tourism base. Change needs to respect the strong historic character of the town as reflected in its built environment and lead to an integrated form, particularly with more appealing pedestrian routes along and towards the High Street.

5.122 Specific infrastructure projects are highlighted in Appendix 2, including the critical junction improvements at the A259/B2071 junction. The long-term future of community service facilities such as the library, healthcare and premises for voluntary activities should be secured through growth.

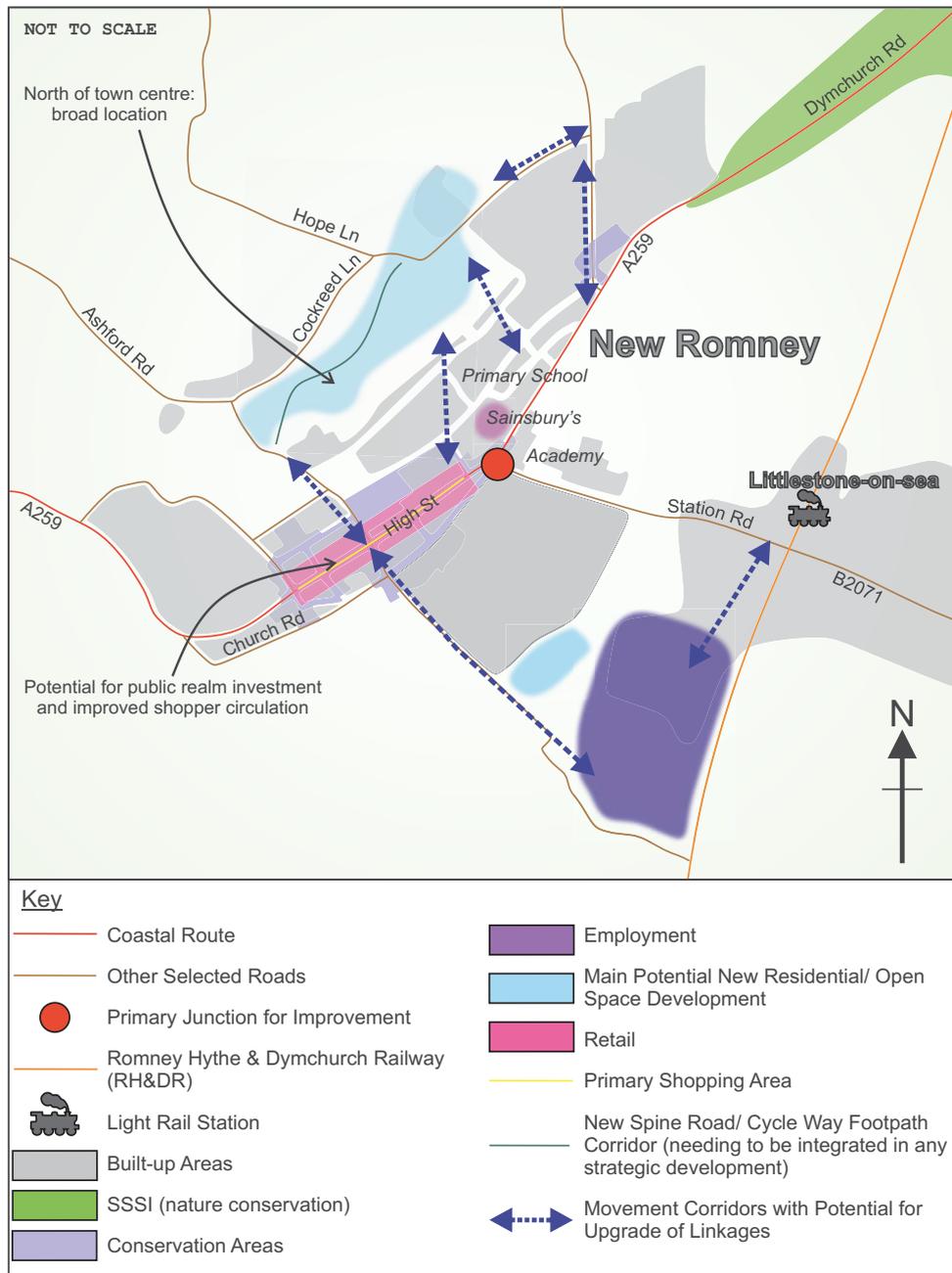


Figure 5.7 New Romney Strategy [To be updated]

5.123 Land north/northwest of the town centre, highlighted in Figure 5.7, is identified as a broad location for residential-led development to respond to identified issues of regeneration needs and limited development opportunities within Romney Marsh. It offers a location close to the town centre and relatively free from tidal flood risks. The priority is that the development is comprehensive to maximise associated benefits, and that it delivers high-quality and sustainable design for local residents. The development must be planned and designed as a whole to ensure the sense of place of New Romney is maintained and enhanced in line with policy SS3.

5.124 The council recognises the existence of different land interests within the broad location at present and encourages co-operation in order to deliver an attractive and holistic scheme that will enhance housing design and choice in the local economy, providing a sustainable community and green infrastructure in line with CSD4.

Policy CSD8

New Romney Strategy

New Romney should develop as the residential, business, service, retail and tourist centre for the Romney Marsh in line with the vision in paragraph 3.21. New development should respect the historic character of the town and the established grain of the settlement in line with the place-shaping principles set out in policy SS3.

The future development of the town should seek to support the retention of existing businesses and the attraction of new employment opportunities through the provision of an adequate supply of employment land to meet future need and through the provision of a sufficient level of new residential development to maintain an adequate labour supply.

The strategy for New Romney therefore supports the following:

- The enhancement of New Romney as a key market town and service centre for Romney Marsh, providing a range of services and attractions for local residents and tourists.
- The provision of further employment at an expanded Mountfield Road Industrial Estate, with better vehicular and pedestrian linkages to the town centre.
- A broad location for residential development to the north of the town centre.

Development of the broad location should meet the following criteria:

- a. The development as a whole should provide around 300 dwellings (Class C3) and a range and size of residential accommodation, including 30% affordable housing, subject to viability.
- b. Pedestrian/cyclist linkages southwards to the town centre should be improved and prioritised from the central area of the development, in preference to linkages around the periphery of the site.
- c. Land proposed for residential development must have a sufficient level of internal connection through providing a new movement link through the site, appropriately designed to 20mph, and/or through a cycleway/footpath to provide a secure and attractive green corridor.
- d. Proposals should incorporate as necessary a minimum of 0.7ha of land for the upgrade of St Nicholas' Primary School playing facilities on a consolidated area.
- e. Archaeological constraints need to be examined and associated mitigation will be required to be provided at an early stage, in order to inform the masterplan, development strategy and quantum of development.
- f. Flooding and surface water attenuation for the overall site should be concentrated in the lowest areas of the site, recommendations of the Shepway [Strategic Flood Risk Assessment](#) (SFRA) must be followed, and measures should also provide visual and nature conservation enhancement for the benefit of the site and local community.
- g. Appropriate off-site mitigation measures must be identified, including to ameliorate highway impacts and manage drainage demands.

Any planning application for the broad location should be preceded by, and consistent with, a single masterplan, addressing these objectives and produced in consultation with the local community, the district councils and key stakeholders.

Development of the broad location must aim to integrate with the physical environment, including addressing the natural boundary which is currently defined by Cockreed Lane, as well as neighbouring previously developed land to the north east of Cockreed Lane. In addition, if the objectives of this policy cannot be met within the scope of this area, consideration may be given to land to the southwest of Ashford Road, subject to further discussions and any environmental or other constraints being addressed.

Development at the town should consolidate and improve the market town/ service centre function of New Romney through contributing as relevant to the public realm and other priorities for investment in the High Street in line with SS5 including:

- Providing additional crossing points in the High Street to increase the ability of shoppers and visitors to circulate along the retail frontage.
- Improving the setting of historic buildings and minimising the environmental impact of through traffic within the High Street.
- Contributing towards community facilities required to serve the needs of the town.

Development will need where appropriate to detail the delivery of measures, or contribute to improvements, in skills/ training in Romney Marsh area.

5.125 The broad location identified is the most suitable to meet the long-term needs of the area. Any development should meet all of the other policy requirements of this Core Strategy.

5.126 A comprehensive masterplan can deliver: new and attractive housing; a new spine road or cycleway/footpath corridor; consistent frontage to Cockreed Lane's south side; and a mix of housing character areas⁽¹⁶⁾.

5.127 Family housing is required in the main but the masterplan needs to deliver tenure and market choice through a range of detached, semi-detached and terraced housing. The council considers that these could predominantly involve a mix of two- and three-storey dwellings, located with reference to surrounding uses and land characteristics. The integration of town extension into the rural landscape of the Romney Marshes is important, particularly at its north-west boundary, and should be informed by a landscape assessment.

5.128 This approach to development will ensure that the site and its housing can engage positively with both the existing urban area and the rural scene beyond. Associated with the opportunities offered by the new spine road or cycleway/footpath corridor and the need for drainage and landscape solutions, different design approaches can be accommodated, creating for the site its own distinct character.

5.129 The development should support new and/or improved facilities in New Romney, particularly through enhancing connections south of the development. Contributions to enhancements of the High Street/Ashford Road or town centre community facilities are likely to be warranted, and should be considered as part of the masterplan process, which must also investigate solutions to the requirement to upgrade the junction with Littlestone Road (A259/B2071).

5.130 Kent County Council has indicated a need to retain 0.7 hectares of its landholding as open space and supporting facilities for the purposes of the primary school. New small-scale toilet facilities and storage, plus natural surveillance from new housing, could be included to improve operation of the playing field.

5.131 Romney Marsh has a sensitive hydrology. It is appropriate for the development to set high standards for water-saving measures (meeting or surpassing policy CSD5). The design will need to meet the requirements of a Flood Risk Assessment and explore options for an appropriate layout, design, ground levels and construction techniques to minimise flood risk, with land reserved for surface water attenuation (and potentially contributing to local ecology).

16 URS/Scott Wilson (2011) Land at New Romney LDF Core Strategy Policy Advice (See Appendix 6)

The North Downs Area

Primary area aims: B4, B6, B8, C7, C9 (see Chapter 3 including Future Vision).

Main local evidence base studies (Appendix 6): Shepway Rural Services Study, SHLAA Update, Shepway Employment Land Review and Sellindge Masterplan Final Report, [Shepway High Level Growth Options](#), [Shepway Growth Options Level Two Report](#).

5.132 The Spatial Strategy in the North Downs Area seeks development of a sustainable settlement based on garden settlement principles, in accordance with policies SS6-SS9 and strategic growth in Sellindge (policy CSD9).

5.133 The Spatial Strategy also seeks to create a hierarchy of sustainable, integrated and well-served villages that will meet housing, employment and social needs; and to secure sustainable management of the environment, recognising opportunities and the context of infrastructure and nearby towns.

5.134 The North Downs Area accounted for 19,800 of the district's population in the 2011 census. The North Downs also contains several Priority Centres of Activity (e.g. Local Centres and potential Major Employment Sites) and tourist facilities with significant growth potential in line with SS4 and CSD3.

5.135 Much of the North Downs is recognised as an area of high landscape value through its designation as an Area of Outstanding Natural Beauty (AONB). National planning policy directs large scale-development away from such areas, which include the villages of Lyminge and Elham and smaller settlements.

5.136 Many North Downs villages have evidence of high 'social capital' with active parish councils and strong local communities, and Shepway District Council will support positive sustainable development initiatives that arise with widespread neighbourhood support. Opportunities will be present at a local level to address demographic changes, housing affordability and other matters challenging rural communities.

5.137 In accordance with the strategic aims of the Core Strategy, development should enhance the identity and profile of settlements and environments in this rural area through expanded local public open space and village services, additional employment, and contributing to the identified housing growth need of Shepway.

5.138 Most major development in this area over the last two decades has been directed to previously developed 'brownfield' land at Hawkinge (within the AONB). The southwest of the North Downs, outside of the AONB and flood zone 3, offers significant opportunity for intervention to create a new garden settlement, and further growth to the village of Sellindge. Sellindge, Lymyne and Stanford are all located in close proximity to significant high quality highway and rail infrastructure, and there are opportunities for these communities to benefit from additional facilities, especially those that help foster the coherence of individual communities and reduce the need to travel further afield to access services.

5.139 In line with CSD3, key tourist attractions and visitor facilities will be supported and can potentially be intensified subject to impact. Allied to this, additional jobs at Lymyne (and Hawkinge) should be secured under policy SS4, to provide accessible premises for distribution, manufacturing and other industry, whilst significant employment opportunities will exist within the proposed garden town, serving the wider community.

5.140 The accessibility of the area and lack of major flooding and immediate landscape constraints offer opportunities for strategic-scale development. The cumulative impact on communities and existing infrastructure has been considered in developing proposals for this area (as part of Policies SS6-SS9 and CSD9) and this is outlined further in paragraphs 4.137 to 4.152 of this plan.

5.141 In contrast, the AONB landscape and villages such as Elham and Stelling Minnis bring in and serve visitors in their own right, additional to major attractions such as Port Lymyne in the southwest. Saltwood is another attractive neighbourhood within the North Downs area (although its built-up area now merges with Hythe).

5.142 The settlement of Hawkinge has seen considerable growth, through allocations within the Kent Structure Plan at the end of the twentieth century. Through the Places and Policies Local Plan, three sites have been identified for residential development to meet local need. The strategic priority is – in accordance with the vision and its Service Centre status – on consolidating the settlement through local services and improving the utilisation of community facilities, allied with expanding the availability of employment and effective transport options. Pedestrian movement should be enhanced, especially in moving between these locations. It is not proposed to further extend the settlement into the designated open countryside of the Kent Downs AONB.

5.143 Lyminge in the AONB is the largest settlement after Hawkinge in the North Downs and offers a good range of local services. It is one of the designated Rural Centres found in the area, and is therefore considered an important element of the future strategy for the wider area.

5.144 Any development within the villages of the area should be designed sensitively to protect the landscape or actively improve the sense of place of the village. Some smaller hamlets previously regarded as not forming part of the open countryside are not featured as settlements in policy SS3 to protect from inappropriate scale development. Similarly, several significant green infrastructure opportunities exist in the North Downs, with a fringe zone in the south and east where there is a close juxtaposition between urban environments and the AONB (and other landscapes), and the Folkestone to Etchinghill escarpment (designated as an international status habitat).

5.145 The remainder of this section examines villages where there have been community-led proposals considering growth options.

5.146 Lympe is identified as a Primary Village and is mainly centred around the Roman road of Stone Street. The AONB overlooking Romney Marsh is found immediately to the south. To the west of the village, near a major visitor attraction, lies the Lympe Industrial Estate, and LinkPark (awaiting full implementation as a serviced employment site).

5.147 Limitations in existing infrastructure⁽¹⁷⁾ and community facilities are recognised. In line with this plan's place-shaping agenda, change in the village should be balanced so that jobs, housing, necessary physical infrastructure and community facilities are phased together. Policy proposals for the new garden town seek to ensure the local distinctiveness of Lympe is retained as a self-contained village settlement, whilst delivering improved facilities and services nearby to residents of the village.

- **Sellindge:**

5.148 The village of Sellindge is a Rural Centre in the west of Shepway. It has a wide range of facilities and services including a GP surgery (The Surgery, Sellindge), primary school (Sellindge Primary School), village shop with integrated Post Office, village hall, residents' association, sports and social club, farm shop and a public house.

5.149 Sellindge is, however, dispersed in character, consisting of a series of neighbourhoods located along, or just off, the busy Ashford road (A20). The Barrowhill area to the south is severed from the rest of Sellindge by motorway and railway bridges. This has led to a poor sense of place in the settlement with no central core, public open space or main cluster of facilities.

5.150 The lack of a central core was investigated through independent consultants, appointed under national Rural Masterplanning Funding, working in collaboration with the local community.

5.151 The results of this were reflected in the Sellindge Strategy in the 2013 Core Strategy Local Plan. The Strategy set out a policy to create a new village green with 250 additional homes. Proposals within the village, therefore, originated from local aspirations. A planning application has since been granted.

17 Including strategic transport and wastewater connections as noted in Appendix 2.

5.152 For the Review of the Core Strategy, the Shepway Growth Options Study has indicated that there are still opportunities in the settlement to meet the growth required in the district until 2037. The Phase 2 study, together with further work undertaken has indicated that, due to landscape and heritage constraints, additional development should be located to the east and south west of the main settlement.⁽¹⁸⁾

5.153 The study and further work have indicated that development of up to 600 dwellings in Sellindge (including the 250 previously identified) could be accommodated but this would need to be supported by expanded and new facilities and infrastructure, as many are now at capacity.

5.154 As of early 2017, there is no spare capacity for further development at either the doctor's surgery or school, and land with potential for the future expansion of the school is in separate ownership. The existing permission granted for 250 homes includes a requirement for land and funding to increase the primary school from 0.5 to 1 forms of entry, however further capacity will be required to accommodate the additional growth proposed. Given this, any proposals would have to be able to provide land and funding for the expansion of the primary school to 2 forms of entry (2FE). Additionally, new or expanded health care will be required; however it may be that this can be delivered as part of a new facility within the nearby garden town.

5.155 With regard to infrastructure, the Growth Options Study highlights that there will be impacts on the B2068 and A20 and these should be considered as part of development proposals and the policy formation process. Furthermore, there are no cycleways in this area, especially to the Westenhanger Station to the east of Sellindge, with opportunity for footpath upgrades to be required to deliver safe access to rail services from the village.

5.156 Sellindge does not fall within the AONB, but it is within its setting. Any new development, particularly at the scale proposed in policy CSD9, may give rise to some adverse landscape and visual effects for which mitigation will be required. Through the use of landscaping on the rural edge and through the siting, type and design of new buildings, development should be able to be assimilated into the landscape and limit any detrimental effect on the setting of the AONB.

5.157 Landscaping would also be important to the east of Sellindge, due to open farm land to the east. The boundary should be heavily landscaped in this location, with planting provided to avoid amenity impacts on new residents in this part of Sellindge and the coalescence of Sellindge and Stanford. Gibbins Brook forms another clear spatial boundary on the eastern edge of this land, but as a Site of Special Scientific Interest (SSSI), impacts on the Brook should be minimised and funding provided for its enhancement and protection.

5.158 The Growth Options Study has indicated that small scale employment uses could be provided. However these should be located on the eastern side of Sellindge, given its closer proximity to junction 11 of the M20, Westenhanger railway station and Folkestone service station. Employment provision should complement the village character and could provide for a variety of small scale units, for support services and small-scale offices, that contribute positively to the village and avoid the need for large delivery vehicles to access the development.

5.159 There is the potential for the allocation to embrace new technologies to achieve a low carbon, low waste and low water environment, with an aspiration for carbon, water and waste neutrality to be further explored and investigated.

18 Section 4.6: Strategic Allocations outlines the aim and methodology of the Growth Options Study.

Policy CSD9

Sellindge Strategy

Land to the south and north east of Ashford Road in Sellindge forms a broad location for development to create an improved village centre with a mix of uses, a village green/common, pedestrian and cycle enhancements to Ashford Road and other community facilities together with new residential development of up to 600 dwellings.

Proposals must be comprehensively masterplanned (following extensive community engagement) that considers the full area in two phases which demonstrate that each would not prejudice the other.

1. The **first phase** (land located in the centre of Sellindge) of any major residential-led development in Sellindge parish should meet all the following criteria:

- a. Development must ensure the delivery of a core area (bulk of identified land south of the A20) in parallel with/advance of any development to the west, north or east of it;
- b. Total residential development shall not exceed approximately 250 dwellings (Classes C2 and C3), with approximately 22 per cent affordable housing subject to viability;
- c. Development should provide timely delivery of a village green/common south of the A20 that:
 - i. Is of at least 1.5–2ha in size, or greater;
 - ii. Provides a range of facilities (including allotments) and type of landscaping identified through consultation with local residents and complementing the existing facilities located at the sports club;
 - iii. Is of the highest quality and incorporates robust and durable lighting and furniture; and
 - iv. Provides new habitats for priority nature conservation species;
- d. Proposals must include satisfactory arrangements for the timely delivery of necessary local community facilities including:
 - i. A primary school extension to 1 form of entry (1FE);
 - ii. The expansion of the Doctor's surgery; and
 - iii. Administrative accommodation for the Parish Council.

2. The **second phase** (land to the west and east of phase 1) for any residential-led development should meet all the following criteria:

- a. The residential development element shall not commence until the school, doctors surgery and Parish Council administrative accommodation to be provided by phase 1 are under construction with a programmed completion date;
- b. Total residential development within phase 2 will not exceed 350 dwellings (Classes C2 and C3) with 22 per cent affordable housing subject to viability and a minimum of 10 per cent of dwellings designed to meet the needs of the ageing population;
- c. A minimum of 10 per cent of dwellings to be self-build or custom-build;
- d. Development shall be designed to minimise water usage, as required by the emerging Water Cycle Study. Total water use per dwelling shall not exceed 90 litres per person per day (including external water use);
- e. Energy efficiency standards are agreed with the local planning authority that meet or exceed prevailing best practice;
- f. Proposals must include satisfactory arrangements for the timely delivery of necessary local community facilities including:
 - i. Provision of land and funding to upgrade Sellindge Primary school to 2 forms of entry (2FE);
 - ii. Provision of new or upgraded sports grounds, open and play space or upgraded facilities in the village;

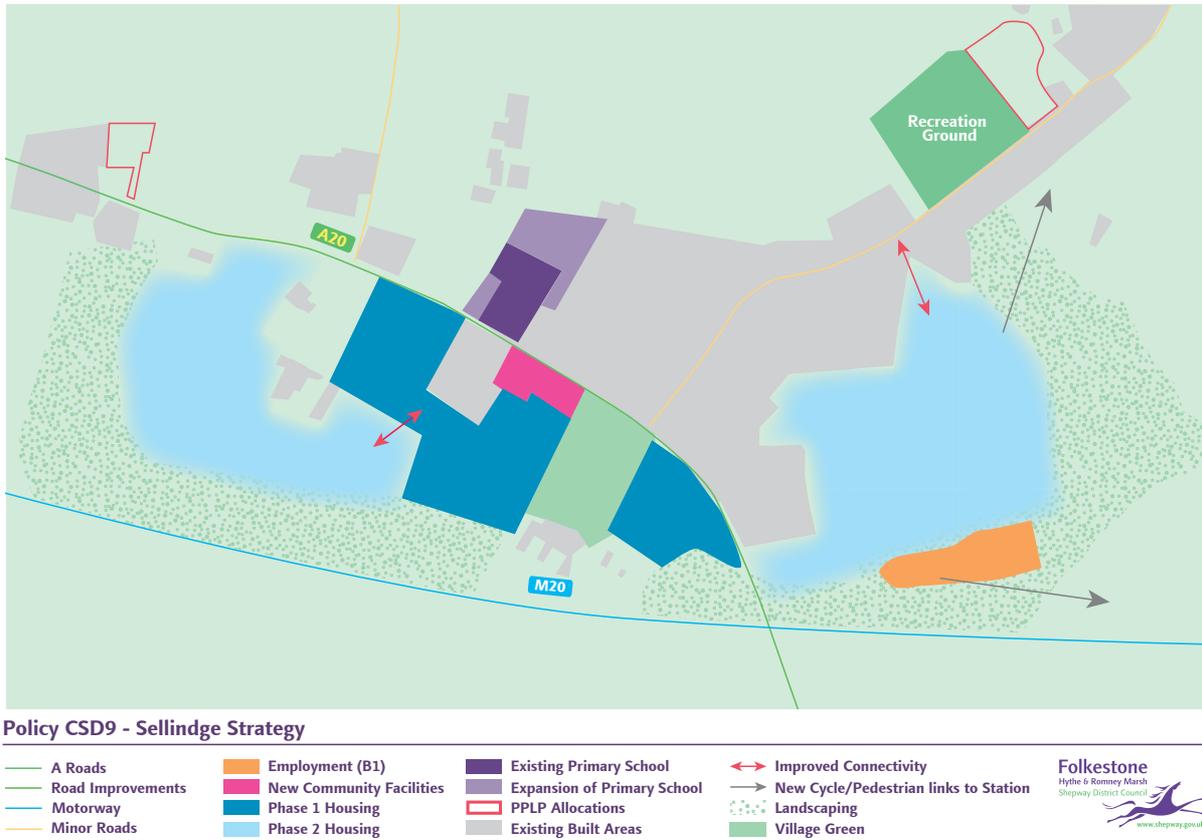
- iii. Provision of new nursery facilities;
- iv. Provision of a replacement village hall, to a specification to meet local need;
- v. Provision of new allotment facilities; and
- vi. Contributions to the upgrading of local medical facilities to meet the needs of the development;

- f. Appropriate landscaping, including woodland planting, shall be provided on the rural edge of the development, particularly on the eastern development site. All landscaping shall be planted at an early stage of the development and provide new habitats for priority nature conservation species;
- g. The eastern development area will provide improved pedestrian and cycle access along the northern boundary (Public Right of Way HE273); and
- h. Approximately 1,000sqm of business (B1 Class) floorspace shall be provided, achieving BREEAM 'outstanding' rating.

3. Both phases of the development shall:

- a. Deliver pedestrian and cycle enhancements to the A20 through (as a minimum) informal traffic-calming features at key locations, and perceived narrowing of the carriageway outside Sellindge primary school and associated highways improvement. Phase 2 shall extend the highways improvement area to be delivered by phase 1;
- b. Contribute to the provision of a safe, surfaced cycle and pedestrian access to Westenhanger Station from Sellindge through the upgrade of existing bridleways and public rights of way (HE271A and HE274); and
- c. Contribute to improvements in the local wastewater infrastructure and other utilities as required to meet the needs of the development.

5.160 An indicative strategy for Sellindge is set out below as an indication of a potential way residential development can meet needs for central facilities in a broad location focused near the junction with Swan Lane. Figure 5.8 is indicative only; proposals should be developed collectively by landowners with further community input to accord with the criteria of CSD9.



Picture 5.8 Sellindge Strategy

5.161 In the context of strong development pressures, the identification of a broad location with two phases allows the opportunity to ensure the objectives of the Rural Masterplanning⁽¹⁹⁾ project (and also specific Aim C7 and others of this plan) and infrastructure upgrades can be delivered. There is a need to ensure a comprehensive and deliverable proposal emerges that fully satisfies the key outcomes of the Rural Masterplanning Fund project, namely providing:

- A sense of place through the village green/common south of the Ashford Road (A20);
- A suitable residential mix including affordable housing; and
- Significant improvements to the A20 so that pedestrian/cycle movements are encouraged and vehicular drivers discern they are travelling through the heart of Sellindge.

5.162 Should these objectives not be met, major residential development will not be supported, as this opportunity is centred on addressing local community needs (speculative proposals in other locations associated with a piecemeal pattern of development can be resisted under policy SS1).

5.163 This positive policy, along with the policies of countryside protection, will co-ordinate change in central Sellindge and ensure that inappropriate proposals that harm the village or fail to maximise opportunities for community infrastructure can be resisted.

19 Urban Initiatives (2011) Sellindge Rural Masterplan Final Report (See Appendix 6)

5.3 Implementation

5.164 Significant consideration has been given to delivery of Core Strategy policies. Provisions made to this end are outlined in Appendix 3, **which sets out** specific milestones and approaches to housing, infrastructure and economic development delivery.

5.165 Shepway District Council **is working** with partner organisations in a variety of innovative ways **to ensure that the** Core Strategy **Review's** vision is achieved, as many of the strategic proposals cut across several areas of responsibility and interest. The council **has** a number of key partners. For example, the Environment Agency assists in **the** environmental stewardship of the district through involvement in flood risk assessment and other matters. In addition, landowners and developers **are** important partners in the regeneration of Shepway, for example in the Creative Quarter. Much of the land identified in Shepway **through the allocations in this Review** is held by various private landowners, and their commitment and active involvement is required to implement this strategy. Similarly, the Ministry of Defence **is** a key partner at Shorncliffe, Lydd and elsewhere in Shepway.

5.166 The council will also consider, when appropriate alternatives have been exhausted and necessary to this Core Strategy, the option of using its compulsory purchase powers to implement proposals and enable land to be developed, redeveloped or improved to help deliver regeneration. The council will usually try to negotiate with the owner, but if the owner refuses to sell, the council can start the process that will allow it to buy the land or property. Later in the process, the council offers free pre-application advice for all developments.

Plan Implementation Management

5.167 A less positive framework for regeneration of Shepway or commitment to deliver the vision would offer fewer risks. In the context of **the strategic** change **identified in this plan**, intensified competition between places and past performance, consideration of future risks and contingencies is warranted. There are risks to the delivery of any plan, but these can be limited by early consideration of the nature of risk, and by responding with a combination of:

- **Reducing** risk within core plan formulation (where controllable and consistent with plan aims), and
- Setting a framework to enable the monitoring of the impact of risks – through examination of plan delivery performance, then identifying fall-back actions (contingencies).

5.168 The reduction of risks in the Core Strategy **Review** has been approached through a philosophy of addressing risk sources in the formulation of the document. Central to this is the identification of structural drivers facing this (and any such) plan, as outlined in section 1.1. The structural drivers facing the district (and many other coastal areas in southern England) can be reconciled with the identified Shepway's Strategic Needs to provide a local delivery context. The full assessment is provided in Appendix 3.

5.169 There are risks directly associated with putting forward specific major change proposals, and key future possible events are considered against the risk events with a 'high' seriousness or likelihood (established in Appendix 3).

5.170 Monitoring as a whole is a critical part of risk management. This will be based around annual examination of indicators in line with plan aims (specified in Appendix 3) **through the Authority Monitoring Report (AMR) and other means**. These indicators can be supplemented by periodic examination of plan performance as a whole, using a framework derived from the milestones set out in the plan.

Strategy for Housing Implementation

5.171 A housing implementation strategy is required. The Spatial Strategy builds in flexibility by providing a framework with options to ensure a suitable long-term supply of housing. Specific sites are available in excess of the period required in national policy **(15 years) by identifying growth options to 2036/37**. The primary housing land policy (SS2) is expressed at an average level of **633 new dwellings a year** - and provisions are made to ensure delivery is not unnecessarily delayed (policies SS5–SS11). The housing trajectory (Figure 6.1, Appendix 1) demonstrates a good residual of specific developable housing land throughout the **plan period**.

5.172 Housing contingency actions are set out below, along with circumstances for further work and other actions; these address an appropriate balanced level of housing delivery.

5.173 Further provisions include **the allocation of small- and medium-sized sites in the Places and Policies Local Plan** in line with policies SS1, SS2 and SS3. As set out in the Spatial Strategy, development on sustainable sites elsewhere within or adjoining settlements will be considered where well-related in scale and location to the role of settlement set out in hierarchy; where appropriate social, community and physical infrastructure exists or is provided; development contributes to sustainable transport objectives; and where adverse impacts are minimised.

5.174 Although specific land has been identified through **the Core Strategy Review and Places and Policies Local Plan**, it is possible as a contingency that other provisions will need to be made to maintain a healthy supply of housing land to **2036/37**. These options are set out below and in Appendix 3, with appropriate triggers.

5.175 As shown above there is an element of reasonable allowance for contingency within the policy, but further potential actions are identified to ensure successful housing implementation:

- In line with national policy, a local housing land shortfall identified in the five-year supply **or housing deliver test** will be material to the determination of planning applications. This could bring forward new sources of housing if required;
- Non-planning interventions, for example **other public sector housing or regeneration initiatives; and**
- Alternatively, other sources of supply may emerge. These could be from new sources of supply (including **through** Neighbourhood Plans). These are outside the direct control of the **local planning authority** but should be considered in the context of monitoring and plan review of housing completions.

5.176 'Windfall' sites (not previously identified) have historically provided a significant minority of Shepway's housing land supply, **and a cautious estimate of 50 dwellings a year has been included in the housing land supply (see Table 4.2)**. There is no need to rely on these sources for most of Shepway's Core Strategy Review land supply, but it is recognised **that** sites of fewer than five new dwellings have provided **an average of 62 dwellings a year over the period 2007/08 to 2016/17**.

5.177 A positive and active strategy, supported by the monitoring and implementation framework, should allow housing supply needs to be addressed, alongside the introduction of the requirements of policies for better-quality developments and places (including SS3 and CSD1).

5.178 Ongoing monitoring in every AMR should be complemented by periodic review of overall delivery milestones as a key part of housing implementation strategy (Appendix 3).

Strategy for Infrastructure and Economic Development Implementation

5.179 The period to **2036/37** is likely to extend beyond a single economic cycle and provides sufficient forward planning for most organisations. Policy SS2 accepts commercial development needs will be subject to monitoring and sites reviewed consistent with the need to meet the aims of this Core Strategy.

5.180 Regular monitoring of employment land should continue given its significance to strategy, dependence on the national economy and potential for losses to other uses. Monitoring should consider the delivery of new industrial/office facilities (including qualitative improvements) at major employment sites in the Urban Area and rural locations, illustrating take-up of a range of key opportunities.

5.181 Employment land provisions will be reviewed (as a minimum, in AMRs **throughout the plan period and in future updates to the Employment Land Review**). Potential interventions **include greater public sector intervention to support delivery**.

5.182 Ongoing monitoring of retail provision should be guided by national policy and focus on available indicators on the health of designated centres, plus highlighting the delivery of any major new retail developments. This should include frontage mix and vacancy monitoring in AMRs, supported by regular checks of wider vitality.

5.183 Infrastructure provision should be coordinated using the Core Strategy to inform investment decisions, and through management of development in line with policy SS5 (SS6–SS11 as applicable) to ensure sufficient capacity and timely servicing of development. This is supported by further detail in Appendix 6.2. The **Community Infrastructure Levy** (CIL) has its own regime of assessment and annual reporting.