



Shepway Core Strategy Local Plan



Folkestone
Hythe & Romney Marsh
Shepway District Council



www.shepway.gov.uk

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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'
- Policy SS6 'Spatial Strategy for Folkestone Seafront'
- Policy SS7 'Spatial Strategy for Shorncliffe Garrison, Folkestone'

Core Strategy Delivery

- Policy CSD1 'Balanced Neighbourhoods for Shepway'
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- Policy CSD3 'Rural and Tourism Development of Shepway'
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- 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 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.

1.1 About the Core Strategy

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 Shepway Core Strategy Local Plan was adopted as part of the statutory development plan for the district on 18 September 2013.

1.4 Future plans for specific purposes, topics or areas will all flow from, and help deliver, Core Strategy principles. For example, further land allocations and detailed requirements for most smaller developments will be documented in a subsequent Local Plan, in line with the overall course set by the Core Strategy.

1.5 A Community Infrastructure Levy (CIL) Charging Schedule will focus on the CIL financial arrangements for development to support infrastructure. These plans will be subject to their own evidence gathering, public participation and independent examination.

1.6 The Core Strategy will initially be supplemented by remaining detailed guidance in 'saved' policies from the Shepway District Local Plan Review 2006 (listed in Appendix 5).

Preparation of Shepway's Core Strategy

1.7 The Core Strategy 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'.

1.8 A final draft of the Core Strategy was published in July 2011. Following examination by Planning Inspector Michael Hetherington, and modifications put forward by the Council in October 2012, the plan was found 'sound' in May 2013. Housing supply information is complete and up to date at that point i.e. up to and including 2011/2012 (see Appendix 1).

1.9 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 commenced in 2008 and residents, businesses and other organisations have put forward substantial evidence throughout the process.

1.10 Information sources directly guiding the content of the Core Strategy include the following:

- *Views and ideas put forward by the public* at district-wide 'Issues & Alternative Options' (2008) and 'Preferred Options' (2009) 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 on topics including housing, commercial development and flood risk: see Appendix 6. Formal Sustainability Appraisal and Habitats Regulations Assessment (Appropriate Assessment) are also important and inform policy.
- *National Policy*, which is highly significant. Planning Policy Statements/Guidance were replaced by the National Planning Policy Framework (NPPF) which came into force in March 2012. Whilst the Core Strategy was developed in association with the Planning Policy Statements and the former South East Plan (2009), it has also been confirmed as consistent with new national policy.

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

- The Sustainable Community Strategy 2009 by East Kent LSP⁽¹⁾ and 'Sharing in Success' Community Plan by Shepway Community Partnership⁽²⁾.
- The Statement of Community Involvement (SCI) 2007, and other district planning policy documents such as Annual Monitoring Reports.

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

1.13 The planning system has recently gone through radical reform and there is uncertainty about the future of many public policies and strategies. Close regard has been paid to key principles featured in current policies; whilst changes may continue be made to the planning system, the Core Strategy benefits in any instance from the support of significant local evidence.

Timescale and Structure of the Document

1.14 The Core Strategy sets out a long-term vision for the district. The evidence base often covers the period to 2026 or beyond, with a base year of 2006. 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.

1.15 In many respects (such as outlining the vision for the district and applicable housing delivery requirements, where the Core Strategy 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 2006 up to the end of March 2031, to ensure a long-term framework is in place.

1.16 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.

1.17 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.

1 East Kent LSP (2009) East Kent Sustainable Community Strategy (See Appendix 6)

2 Shepway Community Partnership (2007) Sharing in Success A Community Plan for Shepway (See Appendix 6)

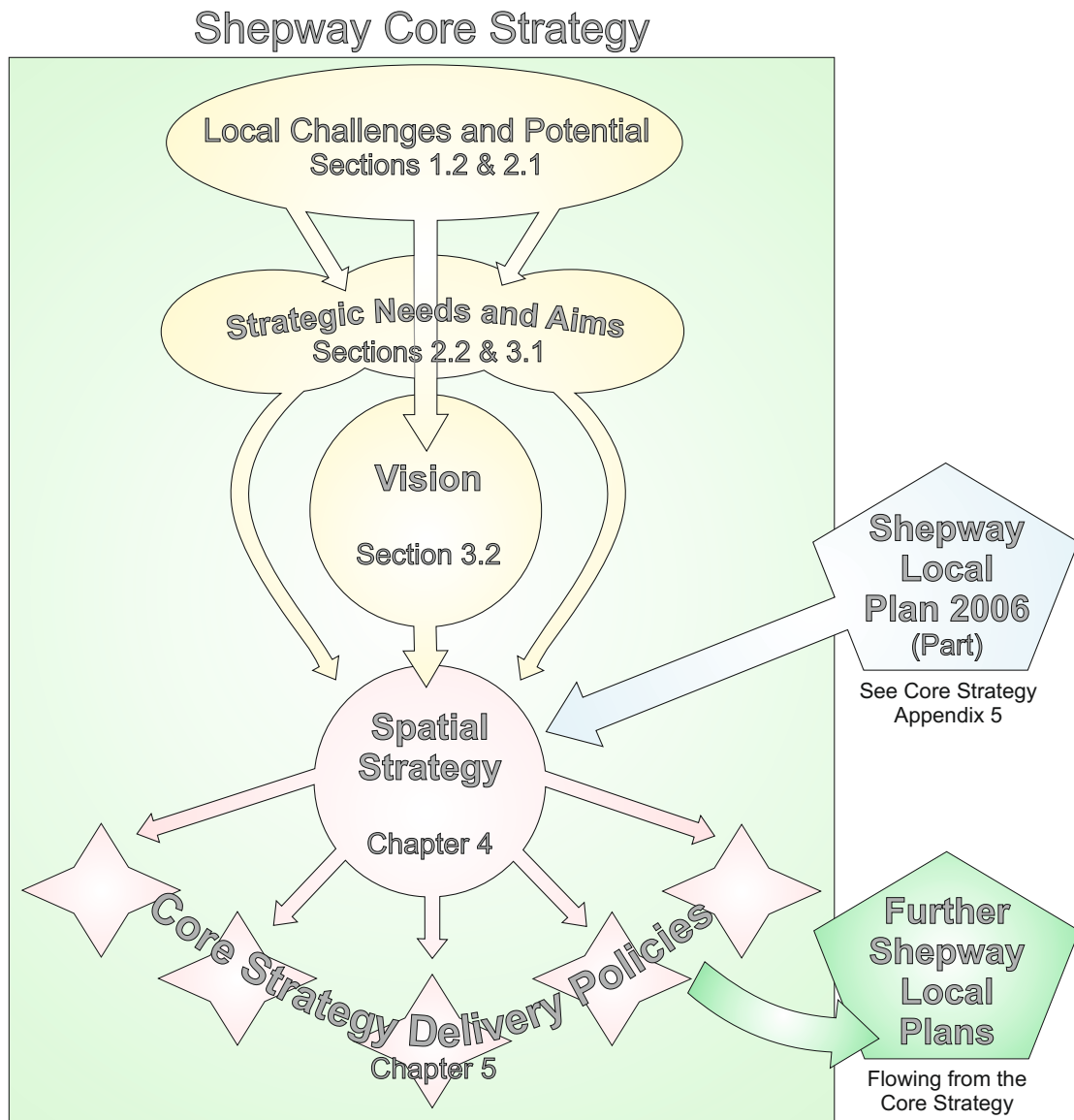


Figure 1.1 Structure of the Shepway Core Strategy

1.18 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.

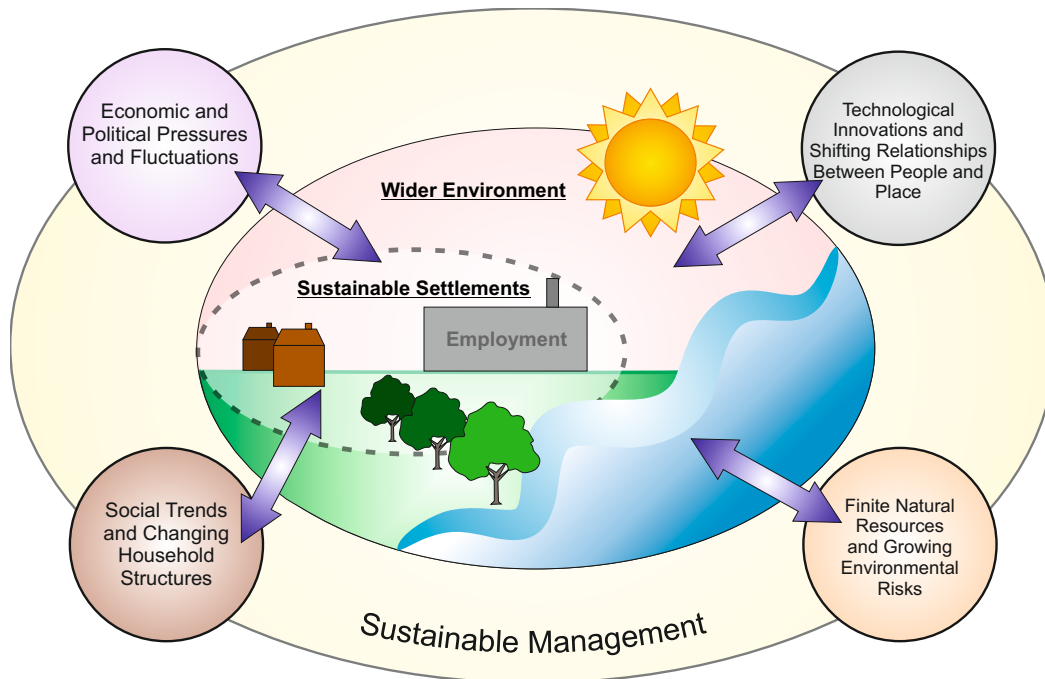
Structural Drivers of Change and Place Shaping Shepway

1.19 The Core Strategy 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.

1.20 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.

1.21 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

1.22 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'.

1.23 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.

1.24 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.

1.25 The Spatial Strategy of the Core Strategy (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

1.26 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.

1.27 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 108,000 population (2011 census).

1.28 Shepway has particularly contrasting rural landscapes and urban environments. The many parts of the district have a varied and often strong individual character. Shepway is an administrative area; regard should be had to its constituent elements that shape perceptions of the district. The preferred scale for considering strategic planning outcomes is 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.

1.29 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.

1.30 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. It includes a rural area near Hythe which lies outside the national landscape designation. This area is bound by Ashford Borough to the west and the AONB on the other sides.

1.31 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

1.32 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

1.33 Folkestone, in the east of the district, is the main town of Shepway with a population of approximately 43,000. 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 the country, across a range of factors.



Picture 1.1 Images of Folkestone

1.34 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.

1.35 Folkestone retains its advantageous position as a gateway to Europe through new 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. The largest single employer in Shepway is the growing financial services specialist SAGA, based in and around Folkestone, employing around 2,500 people at its offices in the town centre, and at Sandgate and Cheriton.

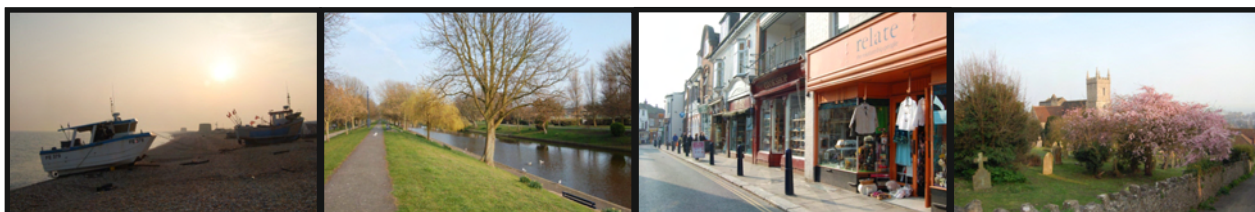
1.36 In central Folkestone recent developments include the Lower Leas Coastal Park which was completed in 2006 and Bouverie Place Shopping Centre in the town centre, which opened soon after. Moreover the historic heart of the town is reviving through the consolidation of land ownership and refurbishment for cultural uses, and the old town area is now recognised as Folkestone's Creative Quarter. Major artistic and cultural events have raised the town's profile, and the second Folkestone Triennial (summer 2011) attracted over 100,000 people to the town.

1.37 Visitors to and businesses in Folkestone now benefit from long-distance transport upgrades, most recently the arrival of the High Speed 1 rail services in December 2009, serving Folkestone Central and Folkestone West stations. In the mid nineteenth century the town and its hinterland benefited from the railways, and there are now opportunities again.

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>Highly performing grammar schools and improving education provision</i></p> <p><i>Some popular and accessible neighbourhoods, especially in West Folkestone</i></p>	<p><i>Many public places currently in need of better physical environments</i></p> <p><i>Poor connectivity within the town, key areas are not well linked</i></p> <p><i>Areas of socio-economic deprivation in the centre and north</i></p> <p><i>Poor-quality private housing in some parts of the town</i></p>

Table 1.1 Folkestone

1.38 The district's second settlement is Hythe, an attractive coastal town (population nearly 15,000). 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

1.39 The town spreads up the hillside in a pleasing array of little streets, containing many interesting medieval and Georgian buildings as well as a 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.

1.40 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.

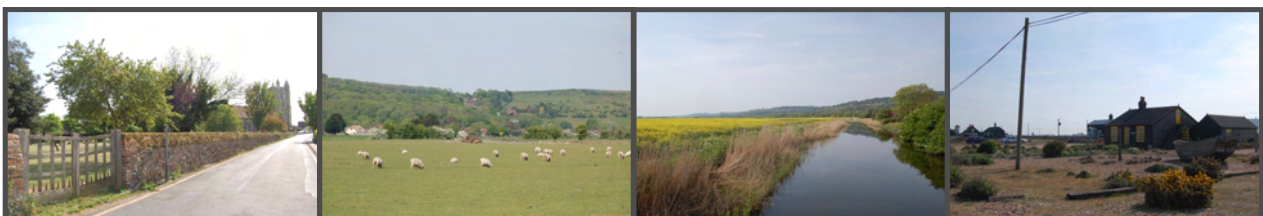
1.41 Hythe has a large proportion of single-person households, which may be attributable to over half its residents being retired. The town benefits from strong local communities with high civic interest and social activity. This provides a positive resource to strengthen the identity and character of 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>Problems accessing affordable housing</i></p> <p><i>Pockets of deprivation in West Hythe</i></p>

Table 1.2 Hythe

Romney Marsh Area

1.42 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.



Picture 1.3 Rural images of the the Romney Marsh area

1.43 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.

1.44 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. In addition, Mountfield Road Industrial Estate in New Romney is the main industrial site for Romney Marsh. The built form of the settlement now extends out towards a coastal strip of modern communities at Littlestone and Greatstone-on-Sea.

1.45 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.

1.46 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.



Picture 1.4 Coastal images of the Romney Marsh

1.47 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.

1.48 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 lanes follow the paths of old saltmarsh creeks.

1.49 The attractive towers and spires of churches dotted across Romney Marsh form historic landmarks within the landscape, with the recent 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>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</i></p> <p><i>Concerns over impact and effectiveness of the A259 route that forms a key link for and through coastal communities</i></p> <p><i>Limited 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>

Table 1.3 Romney Marsh

North Downs Area

1.50 The North Downs is characterised by its rolling topography, steep escarpments and attractive valleys covered by a mix of woodland and open areas of 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).



Picture 1.5 Images of the North Downs

1.51 In recent years Hawkinge has been the focus of major housing growth in the district. It has grown significantly from a small village with a historic Battle of Britain airfield into a rapidly expanded settlement. It is now by far the largest, but not most integrated, settlement in Shepway's North Downs.

1.52 Most of the North Downs villages are relatively prosperous including the attractive, traditional villages of Elham, Lyminge and Stelling Minnis. These larger settlements play an important role year-round to 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 and presence of surrounding towns and major transport connections have resulted in some of the highest house prices in East Kent.

1.53 The south west of this area is outside the AONB and is bisected by major transport infrastructure, severing many of its 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 – located near to the M20 junction 11 and rail stations – employment in towns within Shepway and outside.

1.54 The area is rich in history and places to visit, including castles at Westenhanger and Lympne, Folkestone Racecourse and the Port Lympne Wild Animal Park. Hythe provides the nearest town centre to this part of the North Downs, supplemented by Ashford's urban facilities 6km (approximately 4 miles) from the western edge of this area.

Strengths	Weaknesses
<p><i>Positive image and environment of Area of Outstanding Natural Beauty, and attractive villages</i></p> <p><i>Active village communities</i></p> <p><i>Reasonable rural transport links to range of urban centres, including within Shepway or at 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>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>Hawkinge in particular needs to develop a further sense of place and also improve integration into the surrounding rural fabric</i></p>

Table 1.4 North Downs Area

1.55 These descriptions suggest that whilst transport and accessibility varies, many localities in Shepway are attractive or include strong communities. Nevertheless, there are recurrent themes in relation to local deprivation, especially in terms of issues of access to decent housing and jobs.

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.

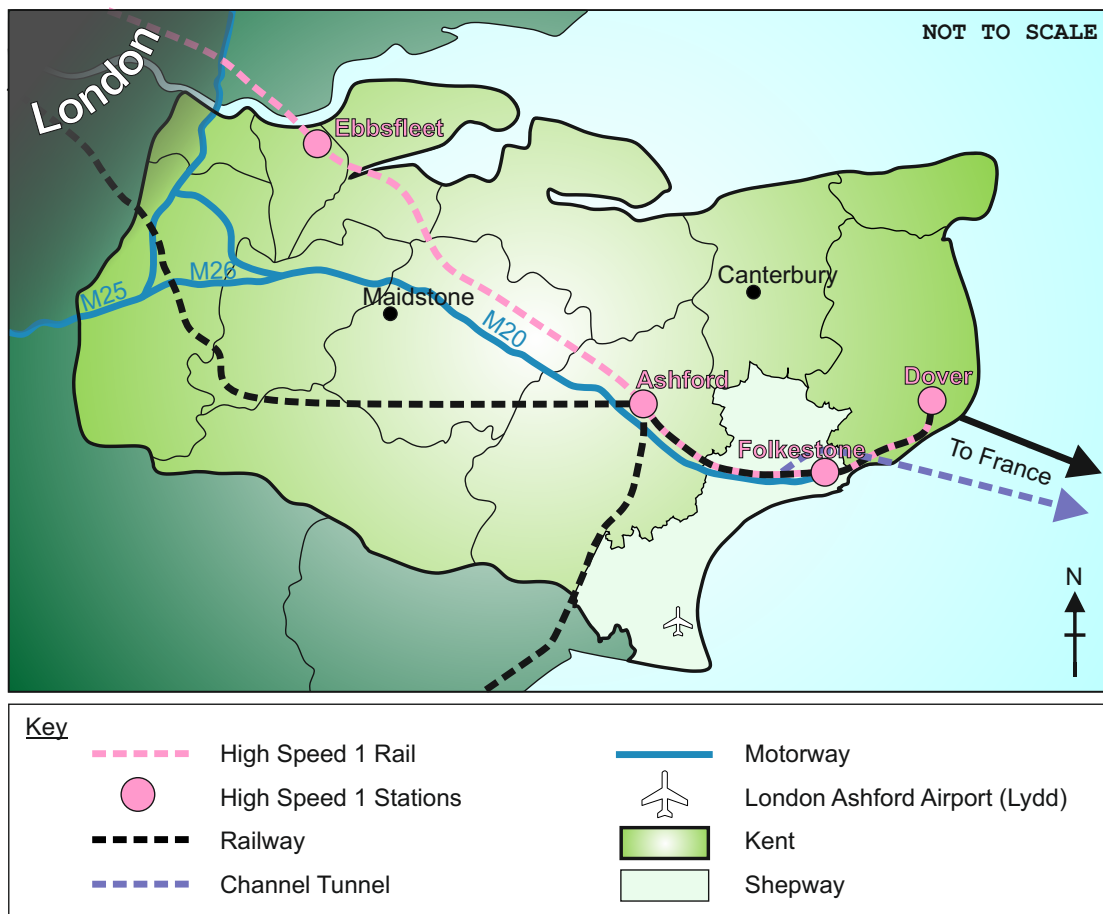


Figure 2.1 National and international connections

2.3 Shepway district is well connected to the national trunk road network via the M20. Most recently (December 2009) the introduction of 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.

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.

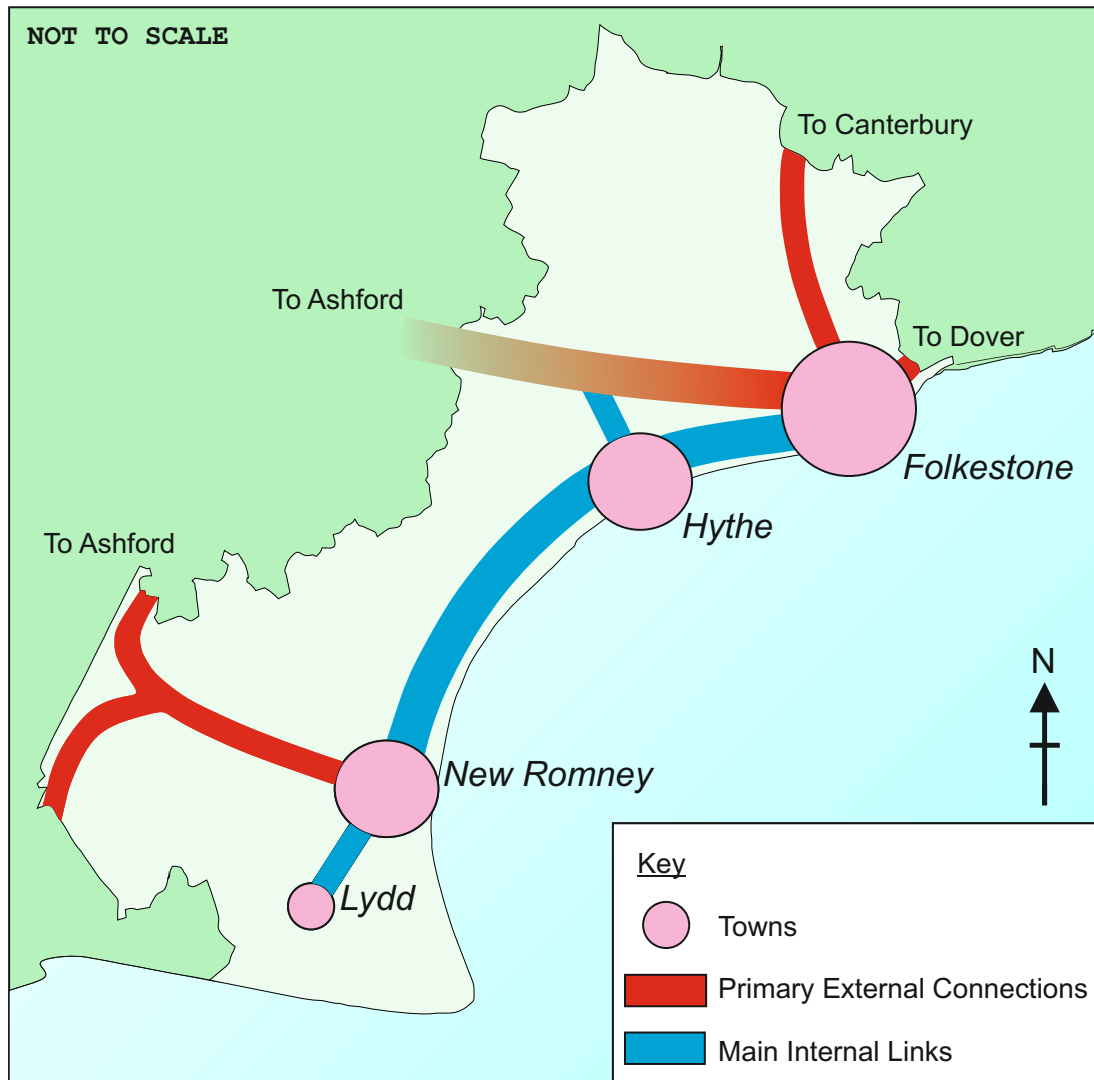


Figure 2.2 The towns and main links in Shepway

2.5 The east–west mainline rail route, along with the M20/A20, forms a defining central transport channel within the district. Folkestone (and to a lesser extent Hythe) 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

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.

Population and Health

2.7 The population of Shepway has increased by 8.6% in the last 10 years according to the census⁽¹⁾. There has been a notable decline in the average number of people in each household.

2.8 As seen in Figure 2.4⁽²⁾ below, with the projected population growth under this Core Strategy there is expected to be a very **significant ageing of Shepway's population** in the twenty years to 2026 (coloured bars at upper end of the chart).

1 KCC (2009) Ward Level Population Estimates SAE1/10 - November 2010

2 KCC (2010) Shepway District's Age Distribution: 8,000 dwelling scenario

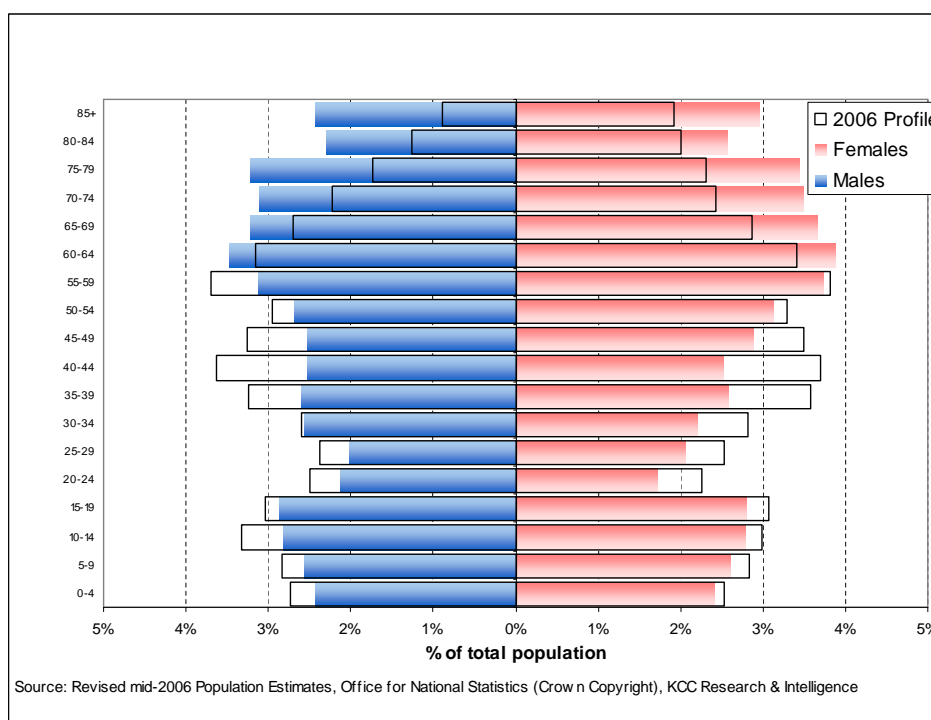


Figure 2.4 Current and future projected age groups of Shepway's population

2.9 The ageing of the population will have implications for the district's health and care requirements. The health of people in Shepway is similar to the England average, although there are great disparities amongst the local population as illustrated with life expectancy rates.

	All	Least Deprived Quintile	Most Deprived Quintile
Male	78.2 years	81.6 years	71.5 years
Female	82.5 years	84.3 years	78.5 years

Table 2.1 Life expectancy in Shepway

2.10 It can be seen from Table 2.1⁽³⁾ that the most deprived fifth of males in Shepway are expected, at birth, to live ten years less than the 'top' fifth.

2.11 Disparities also emerge within 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 in a simple sense relates to the formation of networks and trust between people, often based on them sharing similar objectives within neighbourhoods.

2.12 Exploratory examination of the concept by Kent County Council⁽⁴⁾, using available information, suggests that Shepway has both the lowest social capital (Central Folkestone) and 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 (2010) Shepway Health Profile

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

2.13 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.

Economy and Education

2.14 During the years 1998–2008 the **growth in employment in Shepway was much lower** than all adjoining districts with the exception of Dover. Shepway has experienced the implications of the trend of a move away from agriculture and manufacturing towards the service industry. However, primary and secondary industries remain very important to many communities away from the main urban area.

2.15 District-wide, the single greatest concentration of jobs is in the 'wholesale and retail' sector, although this has not grown, as shown in Figure 2.5 below:

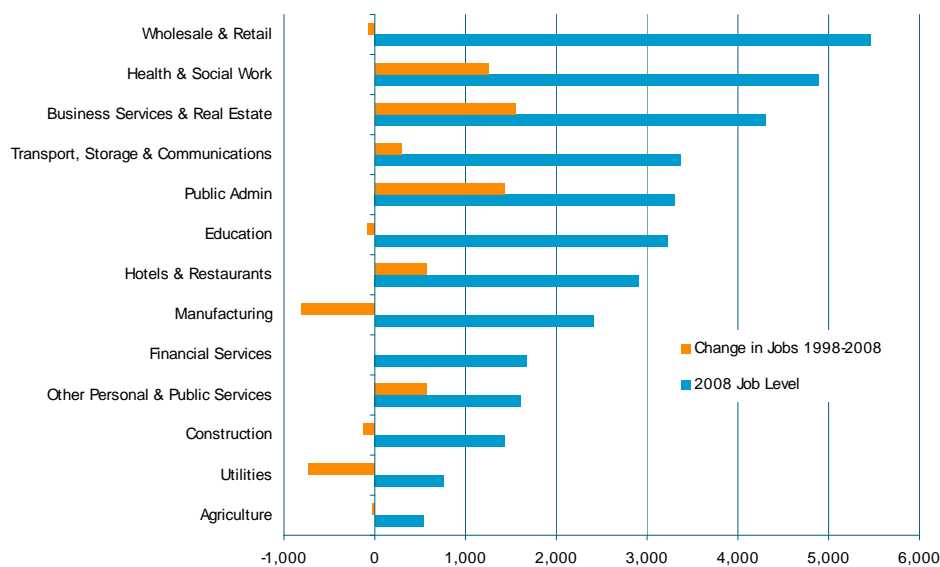


Figure 2.5 Jobs by sector in Shepway

2.16 It can be seen in Figure 2.5⁽⁵⁾ that most employment growth has been in other services such as business services/real estate sector or traditionally public sector areas of employment. Alongside the remaining traditional rural and coastal jobs, these jobs provide valuable employment but contribute to low wage levels in the district.

	Shepway	Kent	South East England
Jobseeker's Allowance claimants (May 2011)	3.9%	3.1%	2.3%
Gross Weekly Earnings (2010) Shepway by residence	£469.00	£538.80	£555.80

Table 2.2 Labour market attributes

2.17 Table 2.2⁽⁶⁾ 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.

2.18 Shepway has **severe areas of deprivation** compared with much of South East England. It is now ranked as the second most deprived of the 13 council areas in Kent (IMD 2010).

5 Nathaniel Lichfield & Partners (2011) Shepway Employment Land Review (See Appendix 6)

6 Office for National Statistics (2011) Nomis - Official Labour Market Statistics

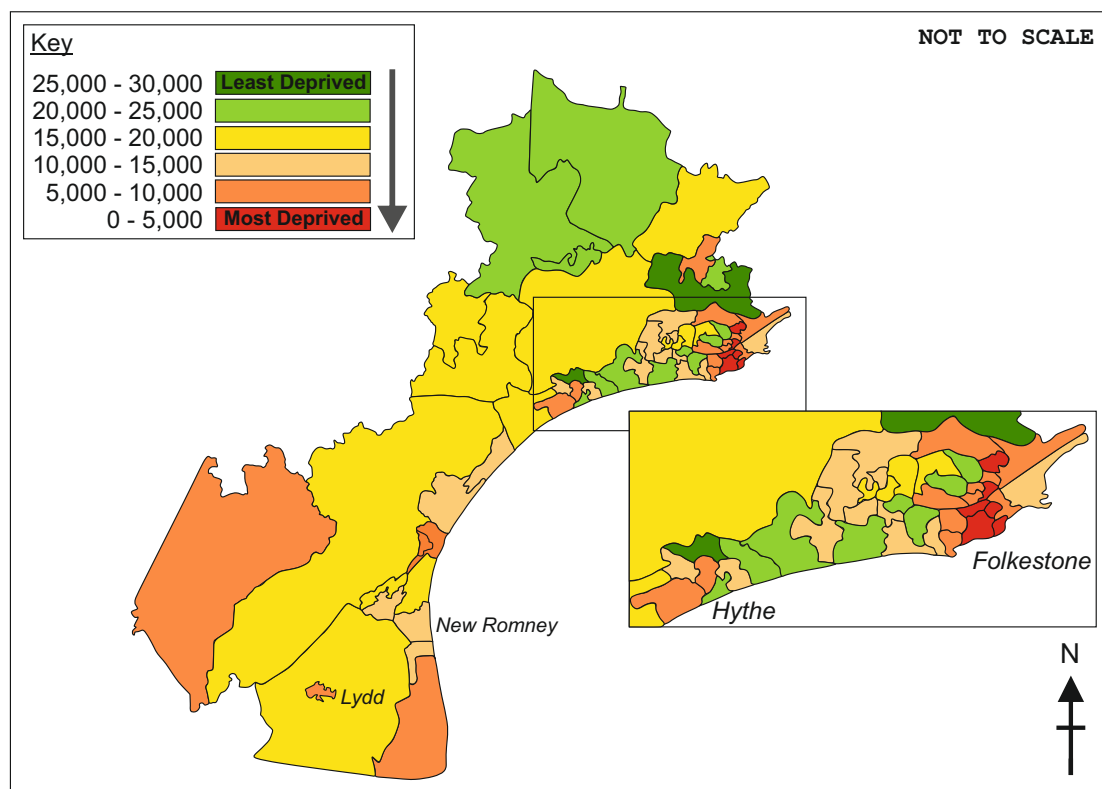


Figure 2.6 Indices of Multiple Deprivation in Shepway

2.19 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, especially within the wards of Folkestone East, Foord and Harvey Central. The inset shows urban deprivation is often in very close proximity to affluent areas.

2.20 The picture is also complex in rural areas. Many villages in northern Shepway are less deprived (Elham & 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.

2.21 In line with the issues highlighted in Figure 2.6 for southern Shepway, a national study⁽⁷⁾ 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.

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

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

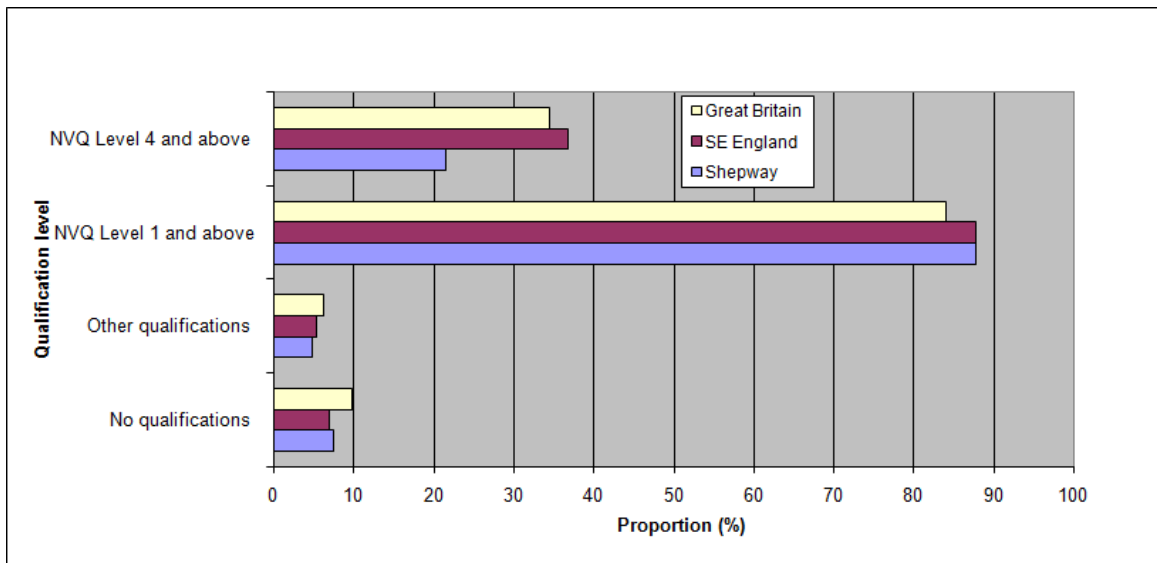


Figure 2.7 Qualifications held by Shepway residents (2012)

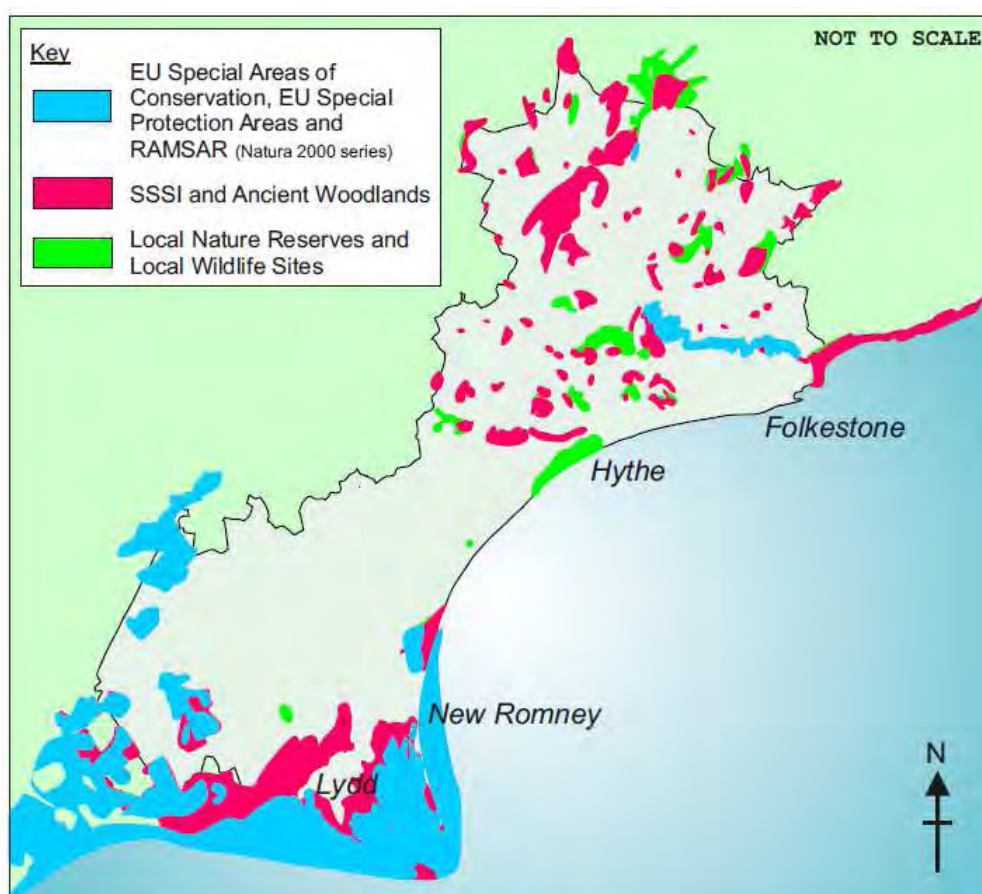
2.23 Figure 2.7⁽⁸⁾ illustrates that most Shepway residents hold qualifications, but there are fewer people with higher-level qualifications than average. In particular, the district has **a lower proportion of people holding NVQ4** level qualifications (degree equivalent) and above than in the region or Great Britain as a whole.

2.24 Further and higher education provision has been limited but is now changing. The opening of the University Centre Folkestone (UCF) means that for the first time degree courses are available within Shepway. Along with other measures, this may begin to address the established outflow of young adults from Shepway as they gain qualifications, and turn around socio-economic problems arising from a limited skills and economic base.

8 Office for National Statistics (2012) Annual Population Survey

Environment and Natural Assets

2.25 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

2.26 Figure 2.8⁽⁹⁾ 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.

2.27 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. The Lower Leas Coastal Park and the Royal Military Canal are recognised for their quality, both holding Green Flag awards.

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

2.28 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.

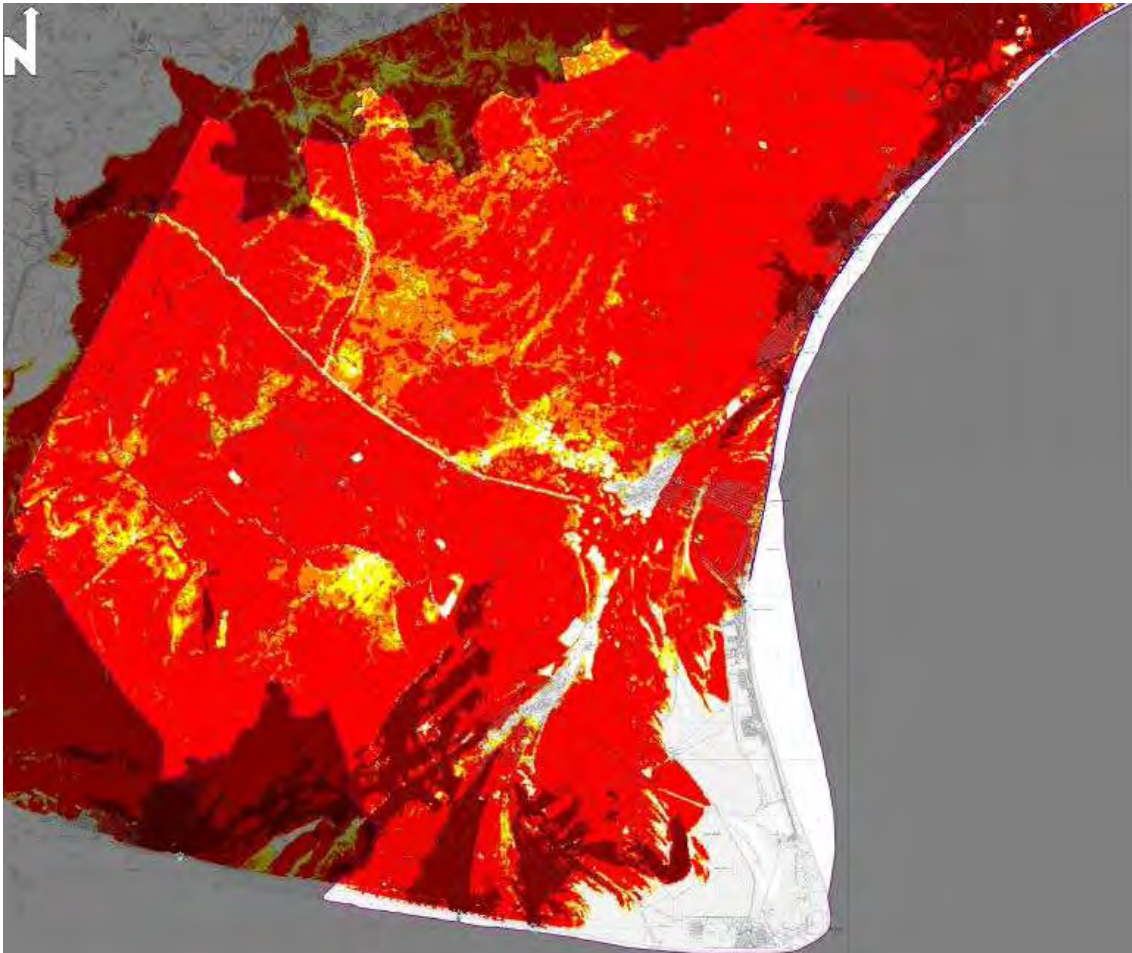






Figure 2.9 Extract from Shepway Strategic Flood Risk Assessment 2115 flood risk hazard map

	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

2.29 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.

2.30 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. There is also a pressing need to maintain the integrity of water quality and coastal environments as a whole.

2.31 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.

2.32 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

2.33 Sustainable development is central to the UK planning system. To achieve this in South East England, the following priorities have been set out: *achieving sustainable levels of resource use, conserving and enhancing the physical and natural environment, reducing greenhouse gas emissions, preparing for the impacts of climate change, and achieving safe and secure communities where everyone (including the most deprived) can have equal prospects of a better quality of life* (former South East Plan Policy CC1).

2.34 The Core Strategy 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.

2.35 Three 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).

2.36 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.

2.37 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, the suitability of the workforce to future business needs, resident wage and unemployment levels, and comparatively slow economic growth.

2.38 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.

2.39 The final 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 wellbeing and independence in old age; managing communities to increase shared feelings of identity, activism and cohesion; and promoting the collective enhancement of the quality and sustainability of places.

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.

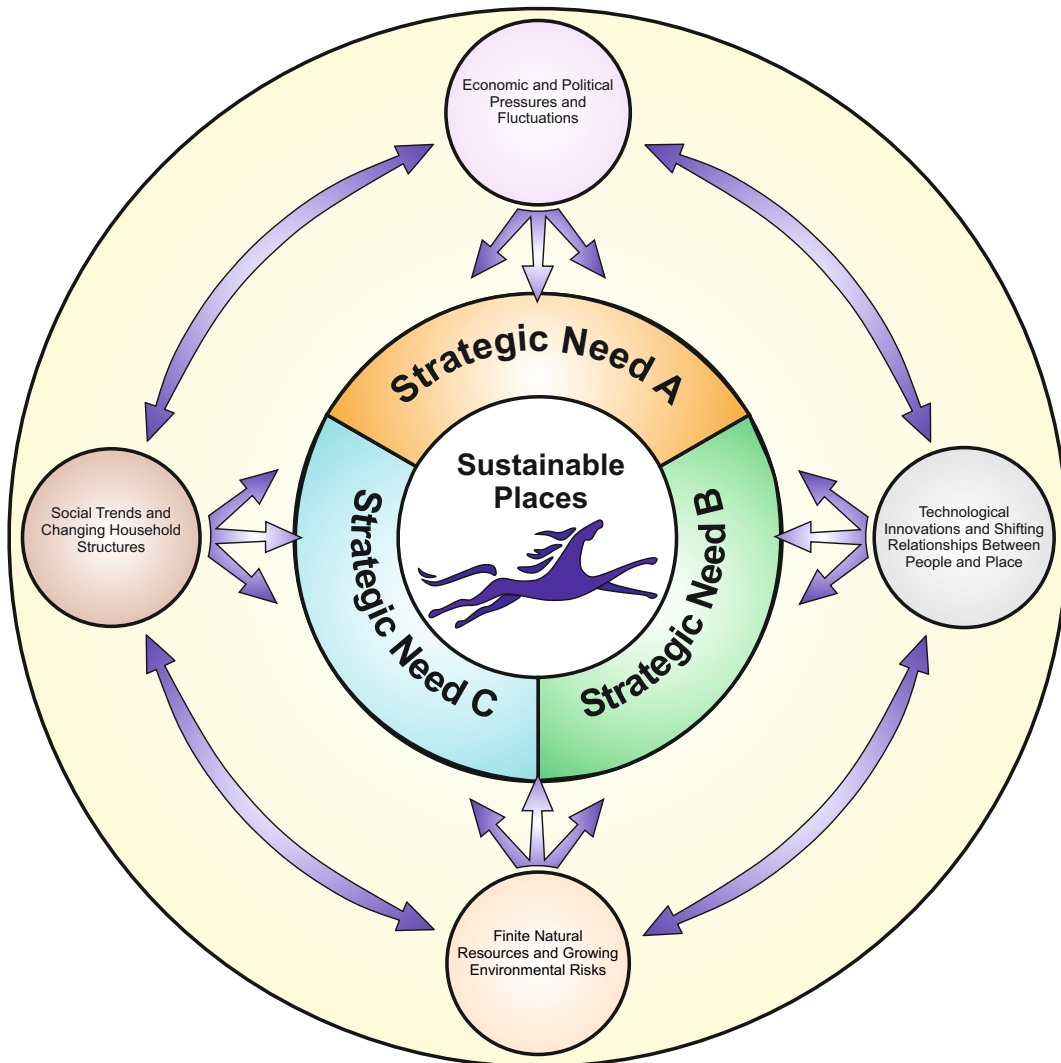


Figure 2.10 Strategic needs and structural drivers

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.
- Nevertheless, over the time period of this strategy growth is expected to prevail. 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, whilst more favourable national and international conditions can provide a framework – along with communications improvements – for an increase in local development confidence over the various stages of the economic cycle.
- 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 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.
- Infrastructure, building design and travel habits will have to be altered to reduce 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.
- 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. The 'typical household' will become much smaller because of older single-person households and other social changes. This means that in the absence of new housing the population will fall.
- The Core Strategy 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, for instance the internet. It does not follow, however, that travel demand or migration has been reduced (not least as the internet can stimulate whole new strands of economic activity). Additionally, journeys have become quicker and travel options wider, especially with Shepway's new links. 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 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.
- A growing reliance on virtual connections 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 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;
- 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.

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.

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 the population of settlements and their prosperity*
2. *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*
3. *Achieve real-term increases in gross incomes*
4. *Grow the proportion of residents with higher-level qualifications*
5. *Deliver a flexible supply of employment land in terms of location, size and type*
6. *Maximise the efficient use of infrastructure and secure further improvements, unlocking the development of priority sites, communities and areas*
7. *Provide housing of a quality and type suited to long-term economic development needs*
8. *Regenerate deprived neighbourhoods, including Central and Northern Folkestone and in pockets within Romney Marsh*
9. *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*
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. *Maintain cohesive neighbourhoods and encourage increased voluntary activity, the retention of viable local 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*
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 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 maintain essential rural services*
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*
9. *Consolidate communities that are hosting significant new developments including at Hawkinge and Hythe*

3.6 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

3.7 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 2031.

3.8 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.

3.9 The Sustainable Communities Strategy ⁽¹⁾ vision for East Kent seeks a blend of the best of coastal location, landscape, culture and heritage. It is in this context, and drawing from the district's Community Plan ⁽²⁾, the Shepway Core Strategy flows from the belief that all parts of the district can develop their own strengths, with the following result.

1 East Kent LSP (2009) East Kent Sustainable Community Strategy (See Appendix 6)

2 Shepway Community Partnership (2007) Sharing in Success: A Community Plan for Shepway (See Appendix 6)

Future Vision for Shepway

Shepway will flourish into a distinct area of *high-quality coastal towns and countryside*.

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 of high-quality coastal towns and 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; movement within the town will be easier and clearer for all modes of travel. 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 and 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 evening 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. The Military Estate at Shorncliffe will be consolidated and improved. The northern fringe of the town will be characterised by strong small/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 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) 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 Iychurch 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 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.

3.26 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. The area will benefit from improved technology encouraging more small/medium-sized rural enterprises, and with clusters of buildings converted to small offices, and increased homeworking. The economic self-containment of the area will be maintained despite being well placed for expanding towns in Kent such as Folkestone and Dover and the city of Canterbury.

3.27 Hawkinge will be 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.

3.28 Villages at the heart of the area 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. 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.

3.29 Villages set at the foot of the Downs between Hythe and Ashford (including Sellindge, Lypne and Stanford/Westenhanger) will have become better-served communities with expanded schools and healthcare. The strategic transport corridor running through this area will be managed to bring greater local advantages, with improved facilities at Westenhanger station, a better bus route and a solution for Operation Stack and the Newingreen junction. Community facilities will also feature new and improved open space, most notably the new village green providing a physical focal point for the active community of Sellindge. Lypne will have grown in line with locally determined needs for housing and open space, remaining a compact and attractively set village. Alongside new residential communities, local employment will increase both through new industry (drawn by greater accessibility) and expansion of appeal of tourist attractions of Port Lypne, Folkestone Racecourse and Westenhanger Castle.

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

3.31 The delivery of these aspirations requires a shift in the trajectory of development in Shepway, and accordingly the next chapter sets a demanding, but deliverable, spatial strategy to set a new path for places in Shepway, and to tackle strategic needs.

4 The Spatial Strategy for Shepway

This section is the heart of the Core Strategy, setting 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. The other part of the Spatial Strategy is the two strategic allocations.

4.1 District Spatial Strategy

4.1 Shepway's appeal is primarily based on its connectivity and wide variety of towns, villages and rural environments. 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 landscape character. Accordingly, Shepway's rural character needs 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 attributes will be highly influential to any Spatial Strategy for the future. Nevertheless, towns are the places where most people in Shepway live and work and strategy has to address the needs of these places and neighbourhoods, alongside villages and the rural context. The centre of Shepway is critical in respect of population and economic centres, and has been the focus of major transport upgrades in previous years.

4.3 Shepway's poor position in the Indices of Multiple Deprivation 2010, especially when contrasted to other areas in South East England, emphasises the need for a strong development strategy. The district needs to address the deep-seated and cross-cutting nature of social exclusion and relative poverty, promoting strong, vibrant and sustainable communities. Moreover, the district's declining performance – both relative to elsewhere in Kent and nationally – suggests substantial coordination is required to deliver locally appropriate sustainable development, and to tackle vulnerability to structural drivers (shocks and pressures). An overview of actions in response to Shepway's multiple strategic needs is presented below.

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

- **Develop Folkestone's centre, employment sites and deprived residential neighbourhoods, led by major opportunities on 'brownfield' land, and improved connectivity. See policies SS1, SS3, SS4, SS6, SS7 & 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. See policies SS2, SS3, SS4 & 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. See policies SS1, SS4, CSD3 & 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 & CSD5.**
- **Target construction of 400 dwellings per year (minimum 350) to 2026, with over two thirds on 'brownfield' land. See policies SS2 & SS3.**
- **Aim to deliver an average of approximately 1 hectare per year (to 2026) of office/industrial premises. See policies SS3, SS4, & CSD6-8.**
- **Accommodate new retail, leisure and an improved public environment at Folkestone, Hythe and New Romney town centres. See policies SS3, SS4 & CSD6-8.**
- **Secure resources from developers for new physical and social infrastructure through developer contributions/the Community Infrastructure Levy. See policy SS5.**
- **Provide public access to major new green infrastructure for Folkestone, Hythe and the district at Seabrook Valley and elsewhere. See policies SS7 & CSD4.**

4.4 Although some parts of Shepway's economy will always require, or thrive on, a location specifically within the district, many employers face challenges of international competitiveness and potential global restructuring. Within the context of East Kent and Ashford, Shepway District has seen lower levels of economic growth, lower levels of inward investment from outside Kent and higher rates of unemployment than most other districts (1998–2008). There is also now a focus on rebalancing the national economy and expanding our high-tech manufacturing base, allied with a general emphasis on forming policies to 'free up' enterprise. These need to be addressed based on Shepway's own points of competitive advantage.

4.5 A number of local building blocks need to be in place to unlock a brighter future for Shepway and to deliver regeneration, allowing communities to tackle deprivation. These include enhanced communications and transport links, the appropriate level and type of skills amongst residents that respond to the needs of both existing businesses and new investors, a good supply of employment land, a high quality housing stock, and an appropriate supply of local labour.

4.6 It is clear that progress has been made in a number of these areas, particularly since 2006. School provision has improved within the district, and a network of children's centres provides support from preschool age. New further and higher education facilities are also being planned.

4.7 Transport links to Shepway, both national and international, have improved greatly over the last 20 years and more recently with the introduction of High Speed 1 rail services (key principles of the local strategy for transport are set out further in SS5 later in this chapter). In the long term the quicker access to London and other parts of the UK will ensure that businesses and developers will see areas such as Shepway as less peripheral and commercially marginal locations.

4.8 This plan's strategy is tailored to maximise the prospect of employment opportunities being realised, complemented by identifying other major areas of potential, and addressing demographic factors such as migration. Collectively, alongside workforce development initiatives, this strategy will stimulate the local competitiveness necessary for the economy to be able to prosper; and for there to be investment, confidence and momentum for development to come forward to tackle deprivation in Shepway. Moreover the infrastructure upgrades and new services thereby secured will provide additional capacity for further development in subsequent decades, and the potential to achieve long-term transition.

4.9 These measures aim to revise the economic and social development trajectory of the district. The aim is to deliver more attractive places in which to live and work, with disadvantaged communities benefiting from raised economic and educational performance and high-quality neighbourhoods. The identified strategic needs collectively show a selective balance is required for the district's sustainable development, and for growth to realise full social capital and environmental potential.

4.10 In terms of the future district's population, the main issues centre on demographic changes. Development strategy has been formulated around options, and informed by modelling of potential population scenarios.

4.11 An ageing district population is closely related to economic performance, particularly due to the prospect of constricted labour supply undermining the viability and competitiveness of existing local businesses. Analysis showed that the scale of the workforce could not fully keep up with long-term labour demand projections, although the following Spatial Strategy targets to 2026 almost maintain labour supply ⁽¹⁾.

4.12 Moreover other economic implications of demographics have to be considered in examining an appropriate development level, most notably the implications of economic shrinkage due to potential decreases in the total population of Shepway with declining household size. These demographic forces could have a direct implication for aggregate demand for local retailing, personal services and some public sector facilities such as education.

4.13 Growth tailored to local needs can facilitate a less radical restructuring of the population in terms of community balance, vitality and age. Suitably targeted residential development can directly address local social needs and help stimulate more popular and mixed neighbourhoods. Additional housing can (subject to viability) be directed towards those without shelter or housing of sufficient quality, and to higher-skilled households and families providing several local economic benefits. Furthermore, with an appropriately supportive policy

1 SDC (2011) Development Requirements Report (See Appendix 6)

requirement, a greater volume of new homes increases the amount of specifically designed properties built to meet requirements for residents as they age, for vulnerable people where it is currently limited, and other sustainable features – notably environmentally friendly design.

4.14 Shepway is not alone in being faced with a contracting labour force, or a clear choice between either a decline in the size and economic activity of the district or accommodating significant growth. Nevertheless, the Core Strategy responds to specific requirements and strategic needs of the district itself, but with reference to expected changes in adjoining districts and eastern Kent.

4.15 Challenges to settlements from external pressures and structural change outlined in section 1.1 have no automatic or uniform response. Policy must reflect local priorities for the environment, infrastructure, community needs and economy in question. In some areas a significant restructuring of the age profile may be seen as appropriate, but in Shepway such an approach through non-intervention is considered unsuitable due to the specific impacts on quality of life and social exclusion. It is regarded that strategies wholly focused on restricting development do not fit the district's specific circumstances. Aside from economic development ramifications for deprived communities and business activity, a low growth strategy would deprive the district of investment. It could impact on transport and the public realm, reduce scope for upgrades in popular public places such as town centres and local parks, and risk not bringing into use previously developed 'brownfield' land, often of significant detriment to the vitality and character of urban areas. This scenario would prevent the development of (or substantially delay) specific opportunities to improve quality of life in various locations across Shepway, but most notably in Folkestone.

4.16 In the context of this and the identified strategic needs, a geographically selective strategy is necessary, backed by a focus on deliverable sustainable development opportunities. A fresh approach is adopted through a *spatial* strategy recognising specific urban (and rural) regeneration capacity, seeking to influence the nature of places and how they function. This approach is underpinned by the physical make-up of the district, its relatively dispersed communities, varied environment and external transport links. The resulting locational emphasis is considered consistent with principles reflected in adjoining districts; it can be seen as a clear evolution of policy that responds to the features found within Shepway that are identified as the primary spatial elements of the South East Plan⁽²⁾.

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

2 SDC (2011) Strategic Distributions Report (See Appendix 6)

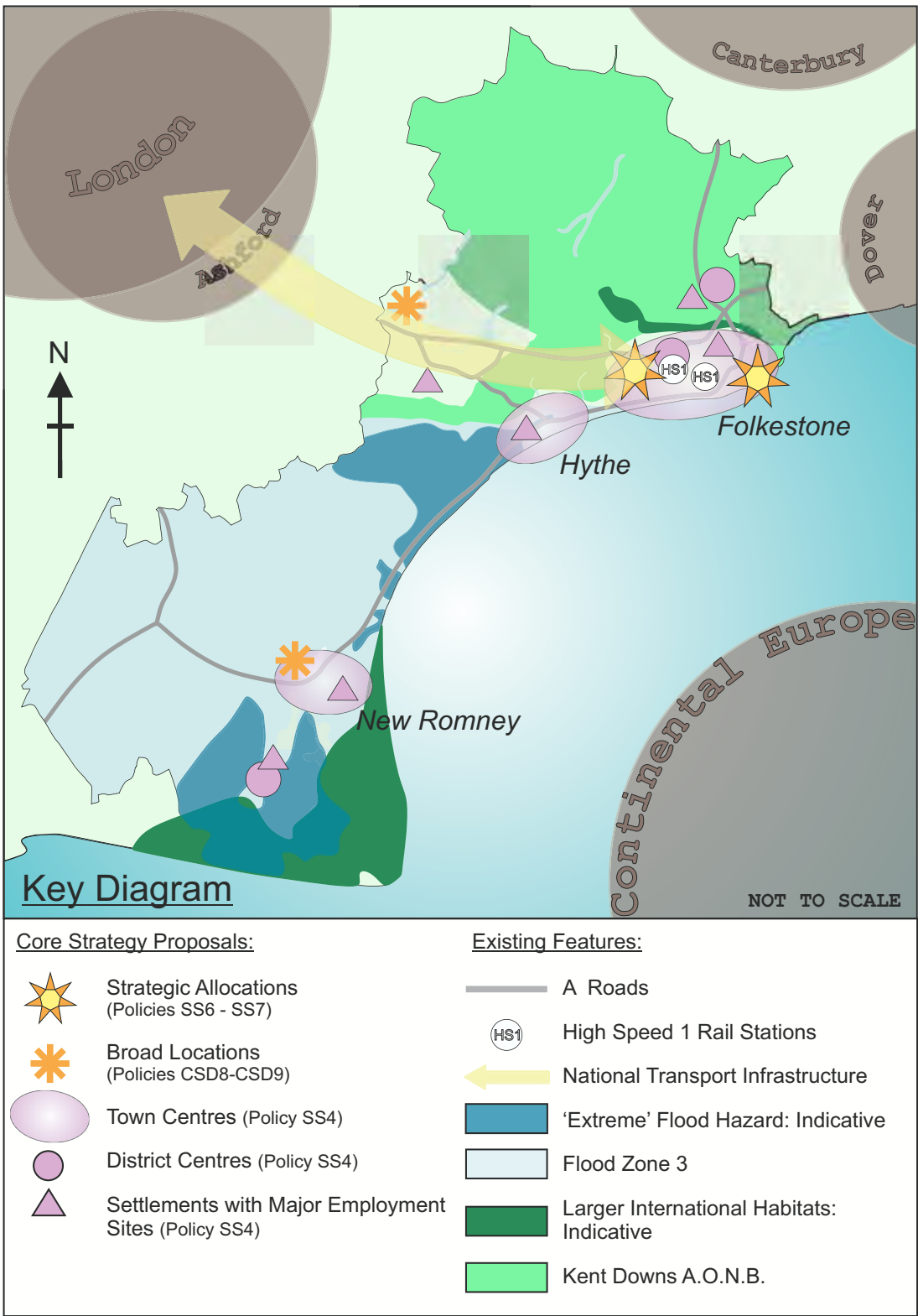


Figure 4.1 The Key Diagram

4.18 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 with priority given to previously developed land in the Urban Area. Accordingly, the majority of Shepway's commercial floorspace and the majority of the Urban Area's housing development will take place in Folkestone, to enhance its role as a sub-regional centre.

Development to meet strategic needs will be led through strategically allocated developments at Folkestone Seafront and Shorncliffe Garrison, Folkestone, and the delivery of strategic mixed-use development at Hythe.

Additional development should be focused on the most sustainable towns and villages as set out in policy SS3. Development 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/ coastal location is essential (policy CSD3).

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

- The future spatial priority for new development in the Urban (Folkestone and Hythe) Area 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.
- 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.
- The future spatial priority for new development in the North Downs area is on accommodating development outside of the AONB and without material impact on its setting; 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 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, and rural centres including Sellindge, can meet priority needs. Within other identified settlements, development as agreed by the local community in formal plans will be encouraged where well related in scale and location to the Settlement Hierarchy, and in line with Shepway Local Plan aims.

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.

4.19 SS1 primarily addresses Core Strategy aims under the following Strategic Needs: A, B & C.

4.20 The long-term potential of Shepway for significant sustainable development is focused on a range of development opportunities, starting within the Urban Area. Shepway's existing population, jobs, shops and higher-order public facilities are predominantly found 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.

4.21 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 coastal 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.

4.22 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.

4.23 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 multifunctional green infrastructure in proximity to the bulk of the district's population. As set out in later policies, current 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.

4.24 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 Shorncliffe Garrison. These developments now provide the most feasible means to secure major new community services in Shepway for all residents.

4.25 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 existing proposals for major mixed-use development at Nickolls Quarry.

4.26 The main area of future change in the North Downs Area is expected to be outside of the AONB. The protection of open countryside, recognising its intrinsic character and beauty, in policy SS1 (and policies such as CSD3 and CSD4) will be significant to sustainable development in this Shepway character area. Westenhanger mainline railway station plus regular rural bus services provide a valuable public transport connection to nearby towns and sustainable access to the cluster of employment and visitor attractions in the Lympe and Stanford area. Opportunities may exist in other villages, although new development should be 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; at Hawkinge some specific sites remain available for various uses including employment, community services, housing and tourism.

4.27 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 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.

4.28 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 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

4.29 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.

4.30 Demographic modelling shows new homes (over 200 p.a. to 2026) are required to meet the changing needs of the existing population of Shepway as they form new households in the future. However, to address strategic needs a more outward-looking perspective is required to ensure delivery of sufficient sustainable development, in particular recognising the factors that make the district (and its key places) competitive against other locations in South East England.

4.31 Examining competition between places and drawing from key evidence (Employment Land Review ⁽³⁾ and the SHMA ⁽⁴⁾), the following strategic features⁽⁵⁾ are pivotal to the ability to deliver regeneration in Shepway:

- Improved communications will open up the district's economy, which has been relatively self-contained.
- Low costs to individuals (e.g. houses) are also a main point of advantage to Shepway in competing with places elsewhere which are also a one-hour journey from London, allied with other quality-of-life factors such as an attractive environment and good educational provision.
- Low costs of employment (business accommodation, wages, and by association, housing) are significant to the retention of business in Shepway.

4.32 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 Shepway District Council's work 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.

4.33 The former South East Plan featured a minimum housing target for the district of an average of 290 dwellings per annum to 2026. This is lower than the rate of delivery achieved in Shepway, which has been in the order of 300 to 500 dwellings a year for most years between 1990 and 2006. Local evidence in the SHMA and SHLAA ⁽⁶⁾ also suggested that future housing needs, and potentially, land availability were greater than identified in the South East Plan. Higher growth options were accordingly tested on the basis of addressing issues relating to economic competitiveness, pockets of deprivation and social exclusion, and the need for regeneration in some built environments. Given environmental constraints in much of Shepway, a general approach of maximising developable opportunities across the district is not feasible. Very high growth levels (for instance around 600 dwellings p.a. or more) are seen as unlikely to be sustainable over an extended long-term period, especially as the additional element of land take would be almost exclusively greenfield.

4.34 The future of local labour supply and economic activity has been closely examined through housing growth options. The extent of projected demographic changes mean it is not realistic to simply focus on fully maintaining the existing scale of the workforce (let alone matching expected future labour demand). To achieve 'smart growth', quantitative labour supply must be allied with qualitative measures of training and skills investment, to better utilise human resources within the district. Skills attainment in the district is, on the whole, still lower than the national average. This is a further underlying constraint on the long-term growth of the district's economy, and a prerequisite to address through social infrastructure investment if local entrepreneurs are to be able to find suitable employees.

3 Nathaniel Lichfield & Partners (2011) Shepway Employment Land Review (See Appendix 6)

4 Ecotec (2009) Strategic Housing Market Assessment of East Kent (See Appendix 6)

5 SDC (2011) Development Requirements Report (See Appendix 6)

6 SDC (2011) Strategic Housing Land Availability Assessment Update and Ecotec (2009) Strategic Housing Market Assessment of East Kent (See Appendix 6)

4.35 The Employment Land Review⁽⁷⁾ shows a range of existing business premises and locations, with recent progress having been made on bringing forward sites including Shearway in Folkestone, and Link Park at Lympe. In order to plan for the future, it is essential that Shepway retains a good supply of available employment space across the district, and tries to encourage development in areas of the district where there is a shortage of supply, e.g. for modern small/medium-sized office accommodation in the urban area.

4.36 To achieve this, and in response to competition from growing commercial floorspace at Ashford and Dover, a supportive commercial environment is necessary to bring forward sufficient new employment premises. Demand is sustained in the spatial strategy both by competing for investment using the advantages of recent infrastructure improvements, and by planning sufficient accommodation (residential and commercial) to maintain affordability for existing industry and key local employers. As is the case for residential development, the majority of employment provision will be in the central area of Shepway.

4.37 The management of housing delivery over time is shown in the housing trajectory (Appendix 1) and section 5.3. This illustrates how the Core Strategy provides a long-term supply at an appropriate level as required by national policy and to meet the economic and social challenges of the district.

4.38 The housing trajectory shows that there is expected to be an increase in dwelling delivery rates up to approximately 2,500 dwellings in the five year period after plan adoption (2013/14– 2017/18). This period shows a relatively high level of delivery reflecting both the build out of housing sites in the planning system prior to the Core Strategy, and the development pipeline introduced by this plan (broken down on a year-by-year basis in Figures 6.1 and 6.2 in Appendix 1). It is underpinned by a pool of specific potential locations capable of accommodating five dwellings or more identified in the SHLAA⁽⁸⁾. There is an allowance in the later part of the plan period for unidentified 'windfall' sites totalling 75 dwellings per year.

4.39 Setting a housing delivery framework beyond the minimum period under national policy addresses the long-term but fundamental nature of demographic needs in order to sustain growth. It ensures housing supply is guided for a period in excess of 15 years after 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 a limited number of sites of strategic priority (policies SS6-SS7).

4.40 Given the nature of Shepway's strategic needs, it is appropriate with identified opportunities in the District Spatial Strategy (SS1) to seek a good rate of housing delivery by 2026, at which time the transformation of Shepway's economic development can be confirmed. This target will give momentum to the transformation of the district's economy and deprived neighbourhoods. Although clearly related to national economic performance, it is set in order to maximise prospects of early growth in Shepway and kick start a virtuous development cycle of confidence and reinvestment in the district.

4.41 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.

7 Nathaniel Lichfield & Partners (2011) Shepway Employment Land Review (See Appendix 6)

8 SDC (2011) Strategic Housing Land Availability Assessment Update (See Appendix 6)

Policy SS2

Housing and the Economy Growth Strategy

The core long-term objective is to ensure the delivery of a *minimum* of 350 dwellings (Class C3) per annum on average until 2030/31 (inclusive from 2006/7). This is an achievable rate and can address strategic needs. To promote sustainable development and prioritise urban regeneration, a target is set for at least 65% of dwellings to be provided on previously developed ('brownfield') land by the end of 2030/31.

To support housing delivery, a target is set to provide for approximately 8,000 dwellings by the end of 2025/26. This equates to an initial target average delivery of 400 dwellings per annum. This trajectory is set out to provide impetus to the transformation of the district's economy sought in the district spatial strategy, and to promote a good rate of delivery of new employment land and infrastructure.

Allied to this rate of housing delivery, business activity and the provision of jobs will be facilitated through supporting 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).

A balance of development will be secured, as follows:

Use	Target amount of additional development 2006/7 to 2025/26 (inclusive)	Delivery over plan period
Housing (Class C3)	Target approximately 8,000 (minimum 7,000) dwellings	<i>How/when:</i> In accordance with provisions set out in this policy, a rolling requirement is set that deliverable land for 1,750 dwellings and a sufficient buffer be continuously identified for the forthcoming five-year period. Completions total 1,621 dwellings in first six years of plan period.
Industrial, warehousing and offices (B classes)	Approximately 20ha gross	<i>How/when:</i> Target to be monitored and to inform Allocations plan document. Approximately 7 ha B-class employment land, and 28,000 sqm of A1 retail have been achieved in the first four years of the plan period.
Goods retailing (Class A1)	Approximately 35,000sqm gross	

Table 4.1

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

4.42 SS2 primarily addresses Core Strategy aims under the following Strategic Need: A.

4.43 Figure 6.2 in Appendix 1 shows the make-up of the housing requirement to 2030/31 in terms of current status of land. Due to the scale of strategic allocations (see policies SS6-7) and need for phasing with infrastructure, they will play a long-term role in maintaining housing supply (Table 4.2 below, row 2).

Source ⁽¹⁾	Contribution (net dwellings) ⁽²⁾
1. Delivered in first years of plan period (2006/07 to 2011/12)	1,600
2. Delivery through allocated development sites (see policies SS6-7 and saved Local Plan provisions, Appendix 5)	3,300
3. 'Windfall' sites	1,000
4. Delivery (minimum) through further Local Plan provisions and planning permissions	2,900
<i>Total 2006/07 –2030/31 (minimum)</i>	<i>>8,800</i>

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

1. SDC (2012) Modifications Technical Note
2. Rounded to the nearest hundred.

4.44 The broad locations identified in policies CSD8 and CSD9, potential neighbourhood plan-led development, and other non-strategic sites from the SHLAA⁽⁹⁾, may be appropriate to provide residential development in the mid/ late 2020s and beyond. This is represented as a minimum level in Table 4.2 row 4; confirmation through further allocations would depend on further research, public consultation and examination.

4.45 From dwellings already completed, and identified potential housing locations in the Core Strategy, the following features of the 8,750+ dwellings to 2030/31 should guide future planning:

- **At least c. 7,500 dwellings will be on previously developed ('brownfield') land.**
- **Approximately 2,000–2,500 dwellings will be affordable housing (see CSD1).**
- **Approximately 6,500–7,000 dwellings will be in the Urban Area.**

4.46 With the development of strategic allocations, and other urban regeneration opportunities in the district it is appropriate for Shepway to seek to exceed a previously developed 'brownfield' land target of 65% of dwellings. As shown in Appendix 1 Figure 6.3, approximately two-thirds or more of dwellings will be on previously developed 'brownfield' land (PDL). This chart also shows the overall rate of delivery against targets on a cumulative basis.

4.47 A period to 2026 has commonly been used for recent strategic planning and demographic modelling. The aim of delivering 8,000 dwellings between 2006 and 2026 would result in a rate of house building in line with trends of recent decades albeit resulting in a lesser population growth (7%, averaging 0.4% p.a. to 2026). It is expected to lead to a more manageable change in the social balance and labour supply and only limited decrease in the size of the labour force (-3%) with a more moderate decline in average household size to 2.03⁽¹⁰⁾. Shepway already has the smallest average household size in Kent and growth as set out above will help counter this trend.

4.48 Continuing the now well-established trend, net in-migration will remain significant in the district (compared to births and deaths). However, to meet objectives this will require housing and development policy to support a move away from in-migration of predominantly older age groups. Traditional coastal retirees will still be attracted but alongside other social groups and types of households, ensuring the district has a vibrant mix of occupants and workforce.

4.49 A relatively rapid uplift in the provision of new dwellings is expected under the housing trajectory, compared with other major uses. This strategy reflects the shifting relationship between local employment and housing levels with demographic change, the range of deliverable Shepway sites already in the planning system,

9 SDC (2011) Strategic Housing Land Availability Assessment Update (See Appendix 6)

10 SDC (2011) Development Requirements Report (See Appendix 6)

and underlying commercial confidence in residential development. The construction of significant new offices and industrial premises may require a period of economic stability or growth, and a more dynamic growth trajectory. In the shorter term, delivery of employment development may require a flexible approach to land-use; however, it is expected that business demand will increase in later years⁽¹¹⁾.

4.50 Commuting levels are very modest in Shepway with 70% of the applicable population in 2001 both working and living within the district. The proportion of Shepway residents working in London is less than other comparably located districts, for example Canterbury. However, the capacity of the strategic transport routes serving the main urban area has increased significantly, and offers the opportunity of a sustainable transformation in Shepway's economic performance.

4.51 The underpinning feature of additional development is expected to be the long-term inward flow of investment and people of working age or with higher-level skills, enabled by communications upgrades, particularly to London. This will be complemented by an increased range of employment opportunities and an enhanced educational offer encouraging the retention of existing residents.

4.52 High Speed 1 rail is a crucial element in delivering the long-term economic strategy of the district. This, along with population growth can increase wealth within the local economy, which will help to support local business and services. Over the later part of the plan period this overall increase in local economic activity and the local skills base should help to create the conditions for further investment within the area (performance in both housing and employment delivery will be regularly monitored, see section 5.3).

4.53 The Employment Land Review⁽¹²⁾ summarises the labour market implications of High Speed 1 as follows:

4.54 *"Overall, it is likely that faster rail links in combination with Folkestone's relatively low house prices will attract new population, including some higher skilled workers. Initially, many of these workers may out-commute to jobs elsewhere, but there is potential in the longer term for some to relocate or set up local businesses within Shepway. This should contribute to encouraging indigenous business growth within the District."*

4.55 Shepway has a wide range of existing business premises and locations, with recent progress having been made on bringing forward large sites (including Shearway Business Park in Folkestone, and Link Park at Lympe). These have been brought forward by maintaining a plentiful supply of potential office/industrial land to aid development delivery, especially to provide a good choice of smaller/ medium-sized modern office units in the urban area. These premises will allow start-up firms and local company expansions to complement inward investment, realising growth from Shepway's points of comparative advantage. Planning positively for commercial and employment needs requires that a sufficiently flexible framework is set to ensure suitable development is delivered, without losing viable land to other uses on the basis of shorter-term profit pressures.

4.56 Previously developed 'brownfield' land provides many of the most important and feasible office/industrial development opportunities in and around Shepway's urban economies⁽¹³⁾. Intervention to ensure a positive market framework is required to promote the delivery of this land, especially former heavy industrial sites compared to less complex – and often less sustainable/essential – sites nearby.

4.57 Most of the 20ha of premises planned as a long-term supply⁽¹⁴⁾ have yet to be built (although this is not due to a lack of suitable sites from a planning perspective). The quantity of greenfield and brownfield land 'in the planning pipeline' is significant, and, subject to a positive framework for its delivery, can allow a focus on major qualitative economic development issues.

4.58 Housing policy can contribute directly to securing employment, with the approach to the type of dwellings important (CSD1&2). The size and design of housing should tackle the requirement for family/working age accommodation and needs to allow independent living for older people. As identified, further lower-cost housing is critical to meet housing needs and this should include a mix of tenures to support low-income households.

11 Nathaniel Lichfield & Partners (2011) Shepway Employment Land Review (See Appendix 6)

12 Nathaniel Lichfield & Partners (2011) Shepway Employment Land Review (See Appendix 6), paragraph 6.37

13 DTZ (2011) Shepway District Local Brownfield Strategy (See Appendix 6)

14 Derived from approximately 14ha of additional need to 2026 via the Nathaniel Lichfield & Partners (2011) Shepway Employment Land Review (See Appendix 6), plus approximately 6ha completed in the first years of the plan period.

4.3 Place Shaping and Sustainable Settlements Strategy

4.59 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.

4.60 Development is channelled to existing settlements in Shepway not only to help protect the district's open countryside, but also to shape distinctive and coherent places. 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⁽¹⁵⁾.

4.61 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)	
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, Stanford/Westenhanger

15 SDC (2011) Strategic Distributions Report (See Appendix 6)

Status and Strategic Role	Urban Area	Romney Marsh Area	North Downs Area
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, Burmarsh	Stelling Minnis, Densole, Etchinghill

Table 4.3 Shepway Settlement Hierarchy

4.62 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.

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

4.64 Focusing attention on these existing places underpins not only the protection of Shepway's open countryside, 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.

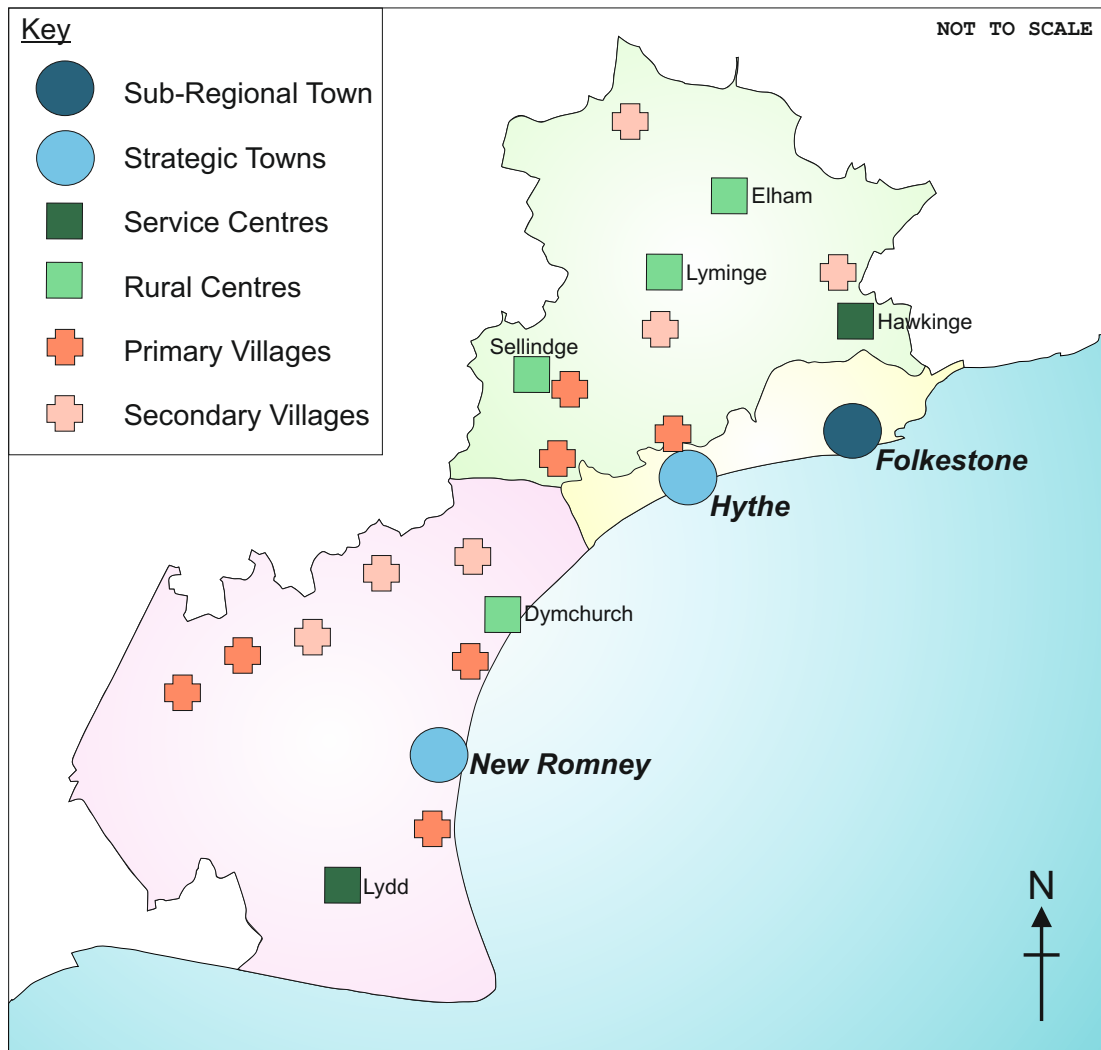


Figure 4.2 Shepway Settlement Hierarchy

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:** These 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. 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 Development 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.

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 SFRA⁽¹⁶⁾ 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.

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, 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

16 Herrington Consulting (2009) Shepway Strategic Flood Risk Assessment (See Appendix 6)

(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 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/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.

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 ⁽¹⁷⁾; 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 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 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 car dominated; the needs of pedestrians and cyclists should be placed at the heart of all design concepts and addressed in the Design & Access Statements of planning applications. Recognised standards of design achievement are encouraged, for example Gold level in the national Building for Life standards.

4.82 Positive proposals have emerged from local communities in the district, including to support the sense of place in Sellindge (see policy CSD9). Several significant places in Shepway have taken steps towards drawing up formal Neighbourhood Development Plans that could be highly influential in shaping the future of the area. These proposals should accord with the Core Strategy and assist the delivery of its aims. Further 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 usage in the district, and this is primarily addressed in policy CSD5.

17 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 including energy efficiency and water-saving features (see CSD5), and should seek to meet recognised sustainable construction standards. The refurbishment of existing building stock will be encouraged and should, where possible, incorporate sustainable design/construction techniques to improve environmental performance.

4.86 Specific standards can measure and illustrate the design, environmental performance, flexibility and overall quality of new development. For instance, since the start of the plan period most new residential schemes (including all public funded affordable housing) in Shepway have achieved Code for Sustainable Homes standards level 3 or above. Whether built to high Code for Sustainable Homes levels, using other standards, or in compliance with policy requirements of Building Regulations and planning, consideration must be given to ensuring that all development contributes to securing high standards of sustainable development.

4.87 Designs should seek to increase the use of natural lighting, heating and ventilation. During the build out stage there are also opportunities for increased recycling of construction and demolition waste and procurement of low-impact materials.

4.88 The council will continue to keep under review sustainable design requirements in relation to national policy and local needs – including the Code for Sustainable Homes — 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.

4.89 Shepway District Local Plan Review saved policies hereby deleted: BE11, U6, SC2, SC3, CO2.

4.4 Priority Centres of Activity Strategy

4.90 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.

4.91 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.

4.92 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.

4.93 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.

4.94 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.

4.95 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⁽¹⁸⁾.

4.96 The place-shaping/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.

4.97 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.

4.98 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)⁽¹⁹⁾.

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
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	
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

4.99 Retail frontage at the heart of Folkestone, Cheriton, Hythe and New Romney was recognised in the Shepway Local Plan Review. These centres serve a large proportion of the district's population but research⁽²⁰⁾ shows Shepway loses some shopping expenditure of residents in the face of competing places (especially from Canterbury and Ashford).⁽²¹⁾

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

19 The current geographic extent of identified economic sites and centres is shown on the Policies Map (currently depicting saved policies E1, E2 and S3 to S7 from the 2006 Shepway District Local Plan Review).

20 KCC (2010) Retail Need Assessment Study Update (See Appendix 6)

21 Most of the currently identified strategic retail need in the district for 2006-2026 has been accounted for by floorspace in recent developments in and around Folkestone and Hythe town centres: KCC (2010) Retail Need Assessment Study Update (See Appendix 6). Nevertheless the issues raised in long-term planning by the dynamic nature of the retail market is recognised and should be evaluated in line with national policy.

4.100 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 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.

4.101 Figure 4.3 illustrates the range of locations driving the district's economic development.⁽²²⁾

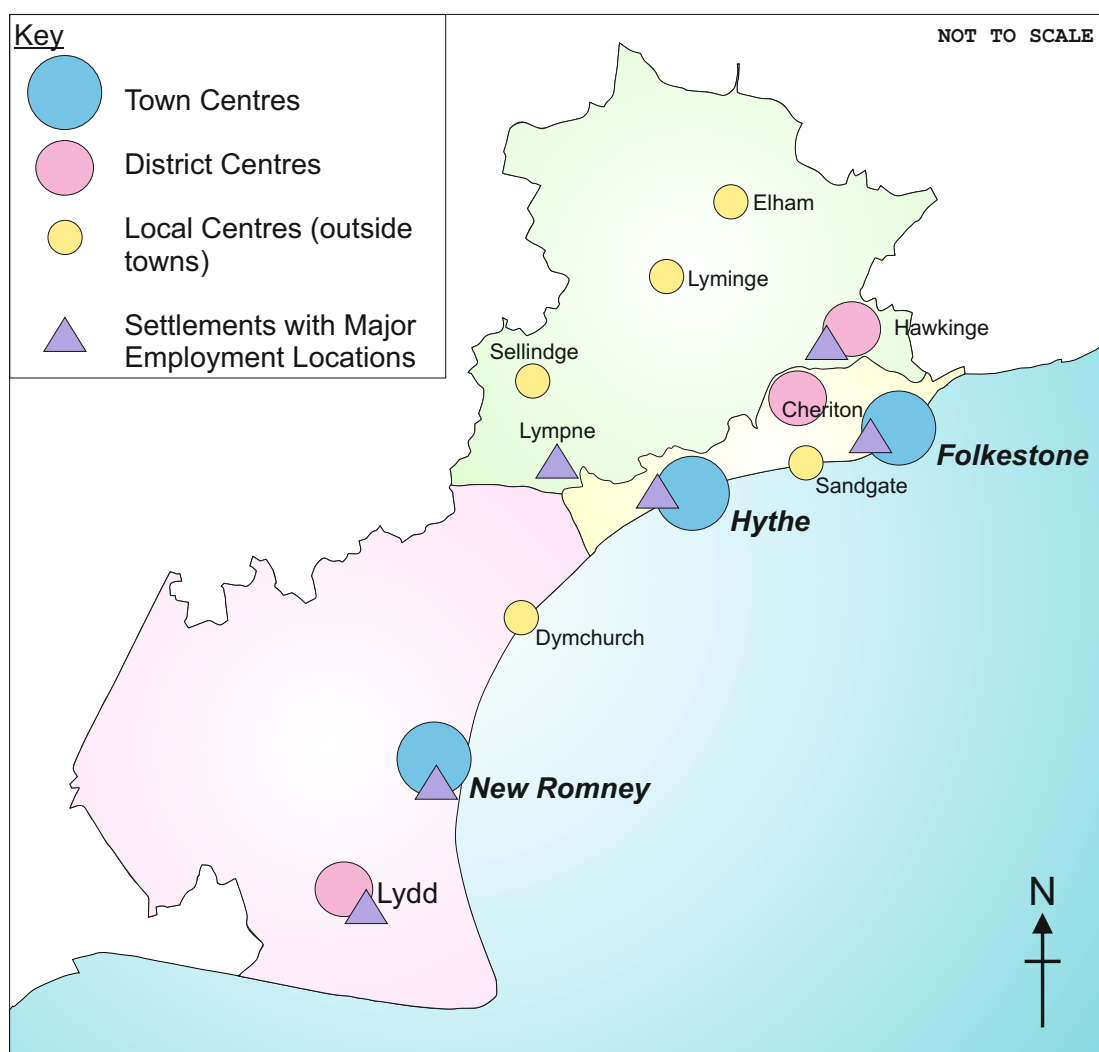


Figure 4.3 Priority Centres of Activity Network

4.102 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. In support, labour supply is managed in this spatial strategy to maintain and attract business.

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

4.103 In terms of existing local perceptions and confidence, a business survey undertaken for the Core Strategy⁽²³⁾ highlighted needs to plan to retain existing industrial/office-based enterprises. The majority of Shepway businesses have long-term expansion plans, and most of these thought they would have to move premises in order to do so. Over three-quarters of businesses would wish to remain in Shepway if they were to relocate. There is a need to renew and expand Shepway's Priority Centres of Activity.

4.104 Development should not only take the form of new industrial land; the Employment Land Review identified other, more qualitative, important business needs. Existing industrial sites require investment in line with this; industrial and warehousing-based business forms a critical part of the local economy. New start-up business space and modern offices will also be required over the plan period.

4.105 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.

23 Nathaniel Lichfield & Partners (2011) Shepway Employment Land Review (See Appendix 6)

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.

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⁽²⁴⁾;
- 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 development land before considering 'greenfield' sites.

4.109 *Town Centres:* will feature boundaries with Primary and Secondary Frontages, potentially alongside business investment zones of mixed-use sites delivering new offices/ specific start up business space. 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 will provide for the retail needs of the district as set out in policy SS2 by applying the Priority Centres of Activity Network and national policy.

4.110 *District and Local Centres:* will feature designated frontages, with particular regard to viability and the shopping and service needs of communities. 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.

4.112 Shepway District Local Plan Review saved policies hereby deleted: E8, S2.

4.5 District Infrastructure Planning Strategy

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

4.114 One of the primary tasks of the Core Strategy is to co-ordinate the delivery of new or upgraded infrastructure alongside development. Infrastructure can be defined as economic, social or environmental measures that provide critical or necessary support for the proper 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.

4.115 At present 'Section 106' legal obligations and agreements with planning permissions may secure funding towards part or all of new infrastructure. These developer contributions are subject to tests set out in Circular 05/05. Agreements are individually negotiated and commonly cover matters such as on-site works, affordable housing, transport upgrades and contributions to social and community infrastructure. The majority of contributions collected in Shepway such as for education, adult social services and youth and community facilities are currently passed to Kent County Council as the leading public service provider in these areas.

24 Nathaniel Lichfield & Partners (2011) Shepway Employment Land Review (See Appendix 6)

4.116 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.

4.117 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.

4.118 The funding arrangements for helping to deliver new infrastructure are changing. The existing arrangement for collecting contributions via section 106 agreements and obligations is being scaled back⁽²⁵⁾. The Government proposes that the funding previously delivered by the section 106 process will largely be replaced by the Community Infrastructure Levy (CIL).

4.119 Regulations and primary legislation in the form of the Localism Act allow local planning authorities to develop and adopt a CIL charging schedule that contributes finance toward the provision of new infrastructure. The council proposes developing a charging schedule soon after the adoption of the Core Strategy. The charging schedule would potentially be applicable to new development over 100 sq metres gross internal floorspace or for development that includes the creation of a dwelling. The rate of the levy might vary for different parts of the district and for different uses of development depending on prevailing local economic, social and environmental circumstances. When planning permission is granted a liability notice would also be issued setting out the levy due for payment when development is commenced, the payment procedure and the possible consequences of not following the procedure.

4.120 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 INTERREG. The dialogue between Shepway and the key public sector regeneration and housing body, the Homes & Communities Agency, is guided in East Kent⁽²⁶⁾ by agreed priority infrastructure themes for regeneration in East Kent as follows: *Strategic road improvements* (and improving accessibility to strategic sea and air ports), *optimising the benefits of High Speed 1* rail by ensuring integration with other modes of transport, *fast broadband*, *managing resources supporting development* (including water, energy and waste infrastructure) and provision of *community cultural and health facilities*. Infrastructure needs in Shepway are not restricted to these topics and also reflect the specific environmental and social characteristics found within the district.

4.121 The Core Strategy contains at Appendix 2 an outline of the critical and necessary infrastructure needed to support the Spatial Strategy. 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, whilst addressing the immediate and priority requirements flowing from the Spatial Strategy.

4.122 Infrastructure planning as set out in the Core Strategy and future CIL requirements provide – along with the development plan's growth as a whole – additional certainty for other strategies and programmes to utilise. For instance, pre-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.

25 For any one specific infrastructure item, there will be 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 will not be used.

26 EKLS (2011) East Kent Local Investment Plan 2011 – 2026 Part A, p. 21 (See Appendix 6)

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) will be introduced to ensure that resources are in place sufficient to meet the infrastructure needs of the district in line with the growth provisions of this strategy. CIL will apply 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 via specific legal agreements will 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), and in all instances prior to the introduction of CIL in Shepway, on the basis of this policy.

CIL and developer contributions will be used to secure resources contributing towards essential infrastructure needs. Potential infrastructure requirements of this Core Strategy are identified in Appendix 2. 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.

4.123 SS5 primarily addresses Core Strategy aims under the following Strategic Needs: A, B & C.

4.124 Critical infrastructure for the Core Strategy as identified and defined for this strategy (Table 6.1, Appendix 2) includes:

- measures to improve a choice of travel options and minimise the environmental impact of transport, including investment in High Speed 1 rail stations and key highway/ junction upgrades;
- upgrading flood defences and maintaining coastal engineering;
- the provision of social/community facilities (including schools) and green infrastructure required for the development of strategic sites, or major sites with planning permission.

4.125 These potential major upgrades, most notably in the strategic allocations (SS6–SS7), are illustrated below in Figure 4.4.

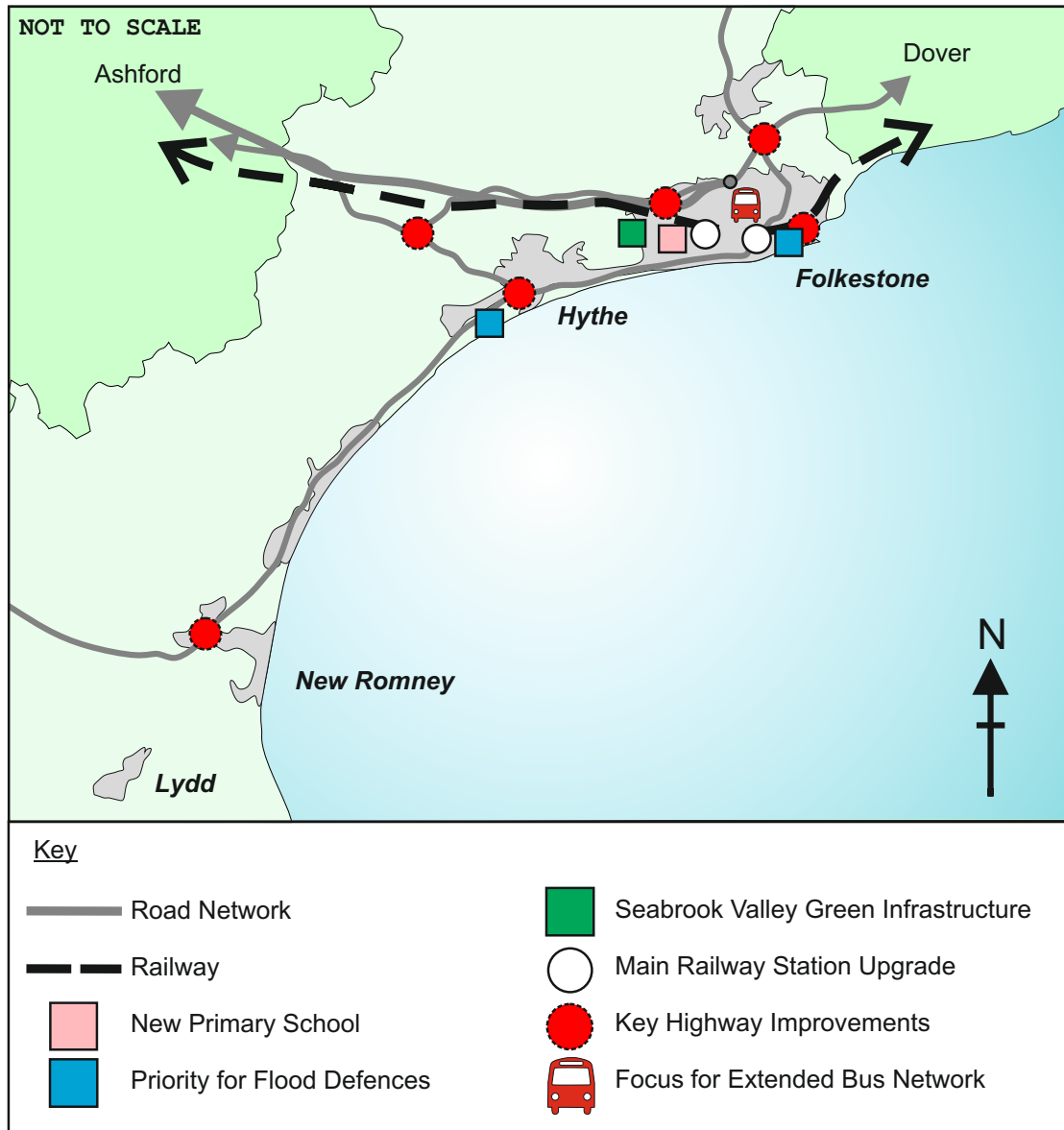


Figure 4.4 Identified infrastructure upgrades

4.126 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).

4.127 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.

4.128 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, most notably along the coastal route to the Romney Marsh from the Urban Area. Accordingly, in implementing the travel infrastructure priorities featured here and in Appendix 2, a spatial focus is advantageous, potentially on the M20 corridor and its connections by a variety of modes to Romney Marsh.

4.129 Following comprehensive review and discussion in the evidence base⁽²⁷⁾, 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.

Key aims of the Shepway Transport Strategy⁽²⁸⁾

Smarter Choices - to inform those who travel of the choice that is available.

Highways - to review the operation of selected junctions and links, road safety and the feasibility 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.

Walking and Cycling - to promote a safer environment for walking within centres and enhanced legibility for visitors and to provide routes which are suitable for different cycle user groups.

Bus - to provide an enhanced bus network which builds on the existing five key corridors and promotes accessibility.

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 balance supply and demand of parking, with a potential focus on managing provision to support the viability of town centres.

4.130 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 within settlements is supported through attractive and secure developments and urban environments (policy SS3).

4.131 Virtual communications are now particularly important to development, especially in rural areas. It is expected that the further expansion of information technology in Shepway will be market-led. However, local co-ordination may offer benefits, such as the funding recently (2011) secured for communities in western and southern Shepway. This will address areas of market failure in fast Broadband provision.

4.132 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⁽²⁹⁾ and will seek to implement the recommendations of the Shoreline Management Plan, the Folkestone to Cliff End Flood and Erosion Management Strategy⁽³⁰⁾ and the provisions of the Pitt Review.

4.133 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 growing flood risks in Shepway.

27 URS/Scott Wilson (2011) Shepway Transport Strategy (See Appendix 6)

28 URS/Scott Wilson (2011) Shepway Transport Strategy (See Appendix 6)

29 Herrington Consulting (2009) Shepway Strategic Flood Risk Assessment (See Appendix 6)

30 EA (2010) Folkestone to Cliff End Flood and Erosion Management Strategy Approved Strategy Update

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

4.135 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.

4.136 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 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.

4.137 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.

4.138 Shepway District Local Plan Review saved policies hereby deleted: U1a, SC1, SC5.

4.6 Strategic Allocations

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

Folkestone Seafront

- **The Site:**

4.140 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.

4.141 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:**

4.142 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.

4.143 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/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/from the town centre.

4.144 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.

4.145 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

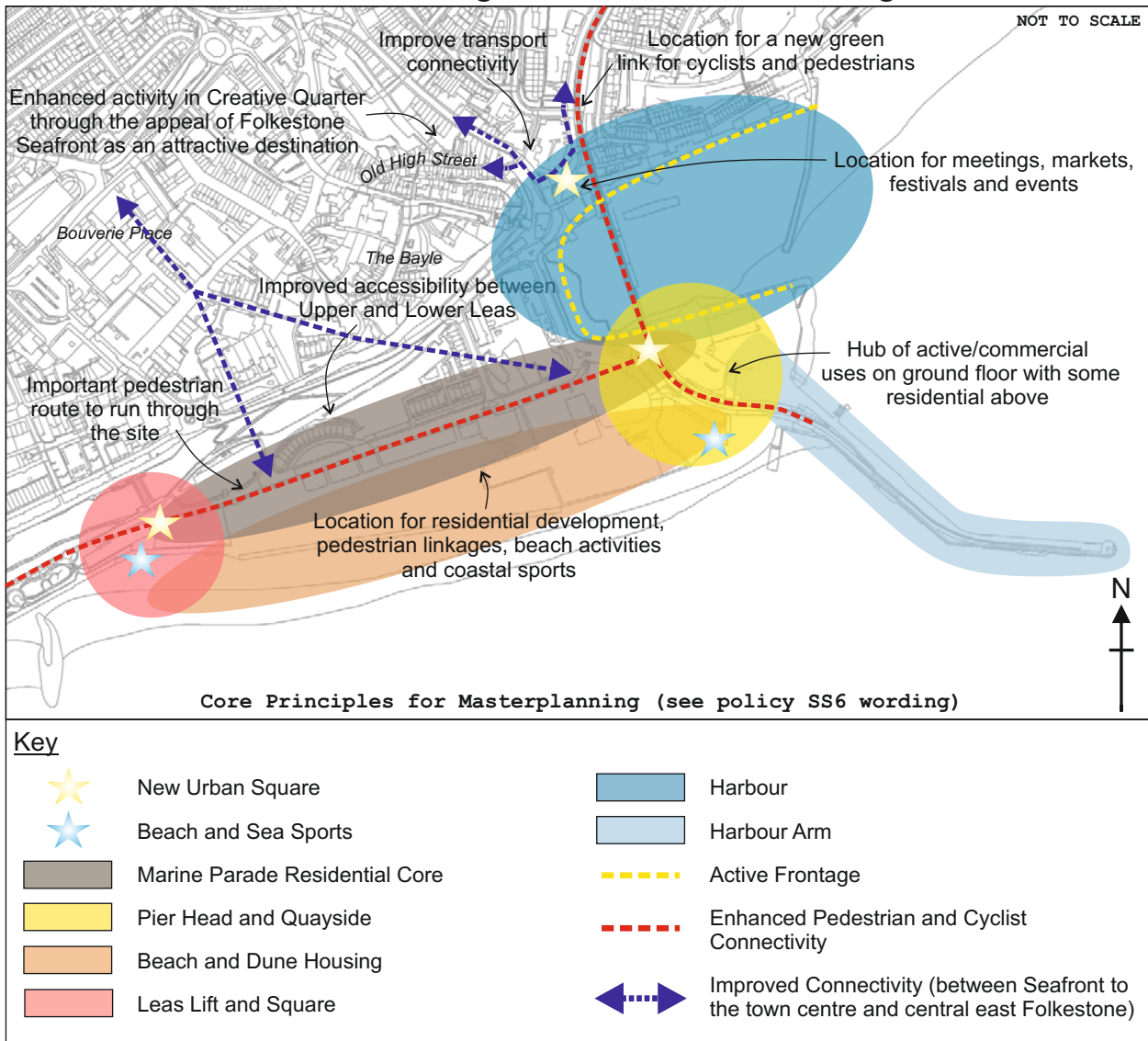


Figure 4.5 Folkestone Seafront Strategic Site and Surroundings

4.146 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/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.

4.147 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.

4.148 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).

4.149 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.

4.150 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/low carbon energy generation, local needs for grey water recycling/sustainable urban drainage systems, and buildings promoting communities with adaptable and healthy lifestyles.

Policy SS6

Spatial Strategy for Folkestone Seafront

Folkestone Seafront 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 seafront 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 Seafront, 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 Seafront 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 InnerHarbourBridge.
- 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% 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.

4.151 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).

4.152 Shepway District Local Plan Review saved policies hereby deleted: FTC4-8, FTC10.

Shorncliffe Garrison, Folkestone

- ***The Site:***

4.153 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.

4.154 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 rail 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.

4.155 The Ministry of Defence has recently 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). This found that significant improvements are needed to the Military Estate within the district to meet the MoD's needs, whilst much of the land in the garrison comprises old, inefficient and underutilised buildings that are not suitable for modern defence purposes.

4.156 In total the area to be 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.

4.157 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.

4.158 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, has been 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:***

4.159 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.

4.160 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.

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

Shorncliffe Garrison, Folkestone, Strategic Site

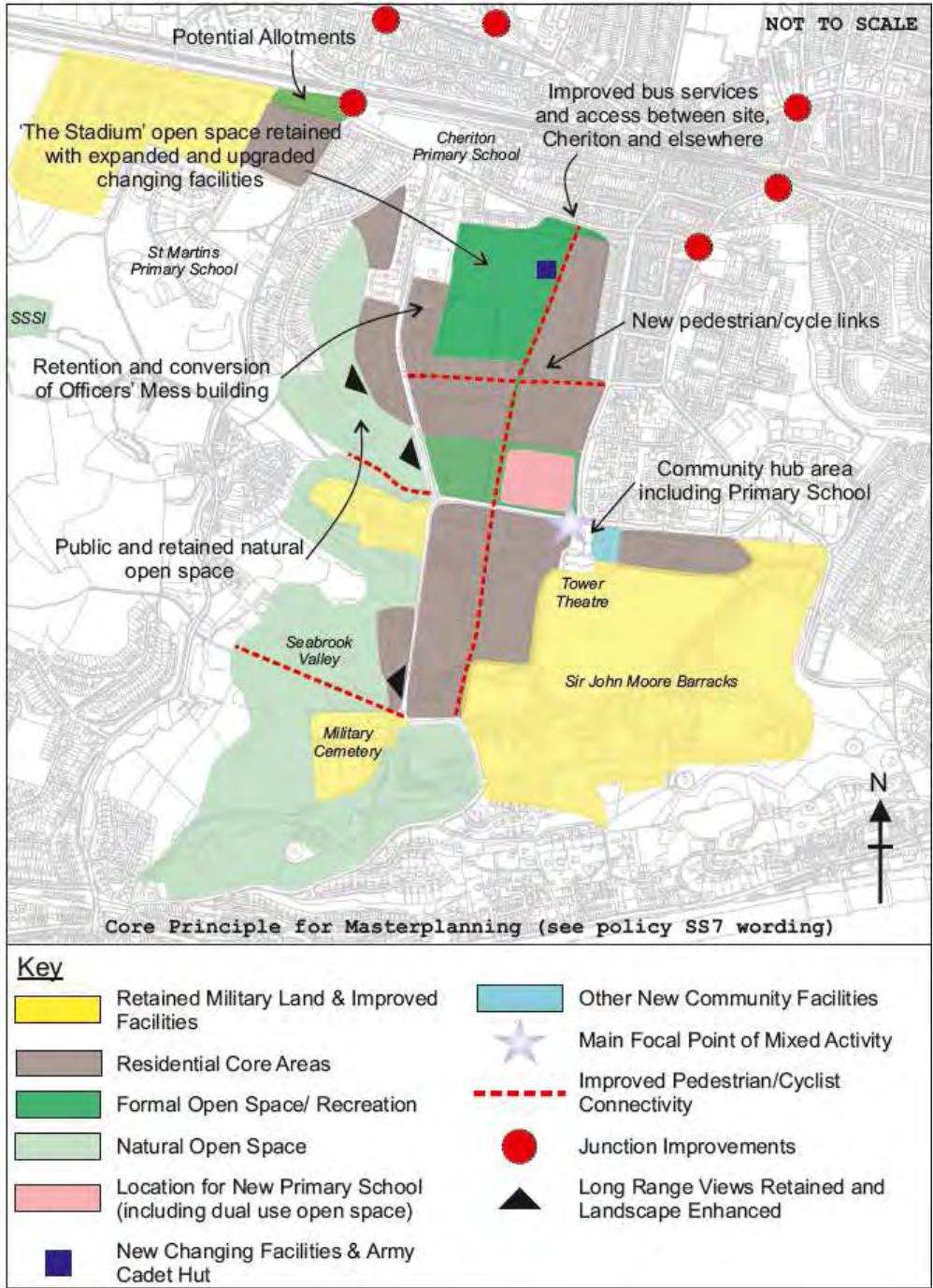


Figure 4.6 Shorncliffe Garrison Strategic Site

4.162 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.

4.163 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.

4.164 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.

4.165 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 rail station are a priority.

4.166 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.

4.167 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⁽³¹⁾ and rented tenures).

4.168 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 via the proposals.

4.169 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/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 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).

4.170 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/medical centre or similar adjacent to the Tower Theatre, linking in with the existing community facilities serving the wider area.

4.171 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

31 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 SS7

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%).
- j. 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.

- 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.

4.172 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).

4.173 Shepway District Local Plan Review saved policies hereby deleted: HO3.

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 of East Kent, Economic Viability Assessment*.

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 SS2/3). In regard to affordable housing it is important opportunities are utilised to provide additional housing as it is shown that affordable housing (affordable rented and intermediate tenures) totalling approximately 1,300 households per annum is needed within the district, far beyond that which can be delivered even if all new housing units built were affordable tenures⁽¹⁾. 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.

1 Ecotec (2009) Strategic Housing Market Assessment of East Kent (See Appendix 6)

5.4 Between 2000 and 2010 the district had one of the lowest levels of provision of additional affordable housing in the county. In the first four years of the plan period delivery rates improved (around 300 new affordable dwellings completed). An approximate average of 100 affordable homes per year is considered achievable over the whole plan period, primarily through developer funded provision under the following policy. 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 via strategic site development (SS6-7).

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 9 dwellings (net gain) should provide at least one affordable dwelling on-site, subject to viability.
- Development proposing (or land capable of accommodating) 10 to 14 dwellings (net gain) 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) should provide 30% affordable dwellings on-site, subject to viability.

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) where it has been demonstrated that there is a requirement in terms of local need.

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.

5.5 As a strategic policy, a proportion of 30% affordable housing within private developments has been demonstrated to be generally viable, with provision of up to 20% pursued on smaller sites, as set out above. The Shepway Viability Study of new housing recommended that it is feasible and necessary for smaller sites to make a contribution towards meeting affordable housing needs (and this may include the sites under five dwellings if viable, where a commuted payment would be acceptable). Full account will be taken of viability issues in achieving this target where a site-specific viability assessment is provided with individual planning applications.

5.6 In the shorter term, it is intended that the additional provisions of the Shepway Affordable Housing SPD (2008) will remain in place as a useful starting point. It includes details on calculating the contribution, administration, and the aim (para. 6.3) of around 40% of affordable housing provision to be in intermediate forms (including shared equity) and 60% affordable rented. It is expected that to ensure the delivery of mixed

and sustainable communities, 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.

5.7 It is inappropriate to specify the exact tenure mix within affordable housing products in the Core Strategy. Guiding principles of a wide mix of tenures in private development proposals are set out above, and need to be examined in the context of local needs and the circumstances of individual sites.

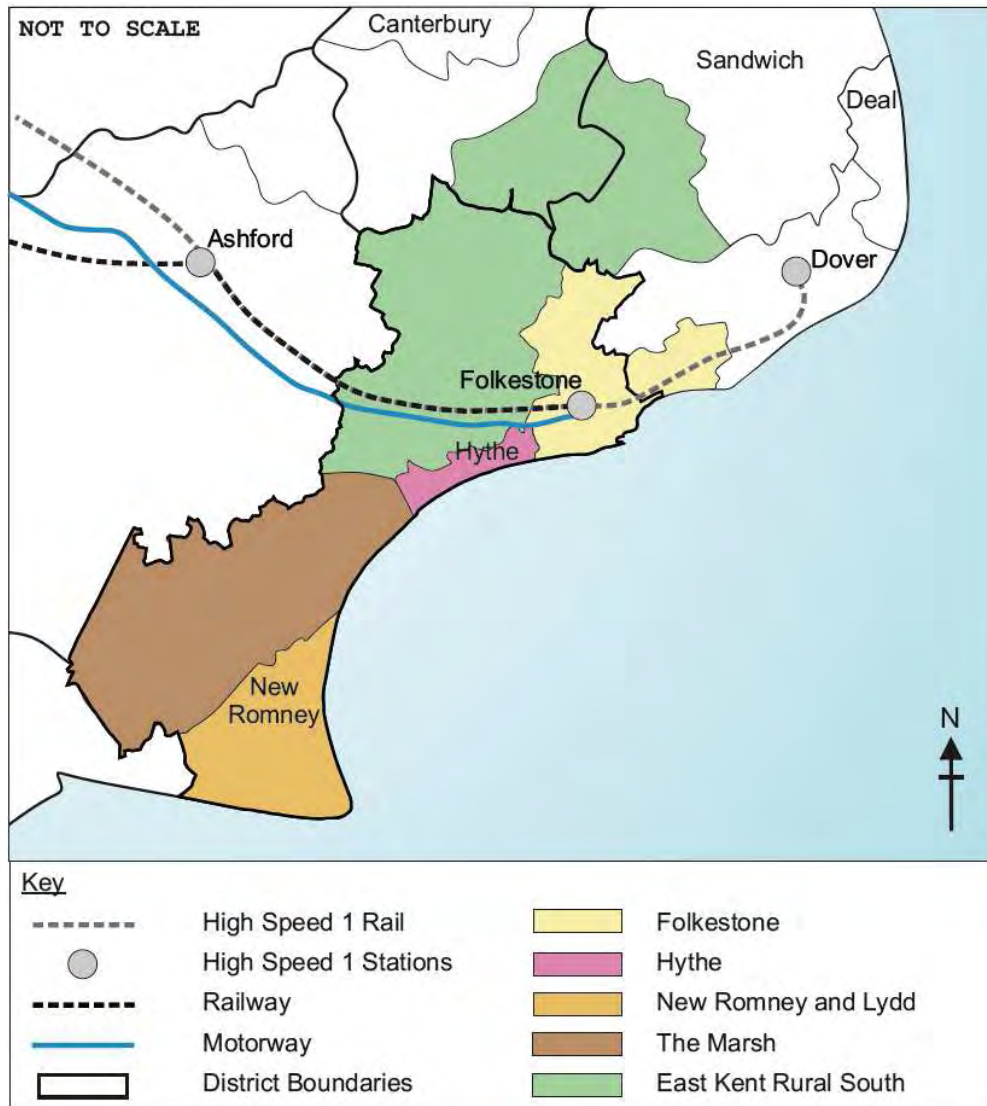


Figure 5.1 Local Housing Market Areas

5.8 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⁽²⁾.

5.9 Shepway District Local Plan Review saved policies hereby deleted: HO4.

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 of East Kent, Development Requirements Report, East Kent Gypsy and Traveller Accommodation Assessment*.

5.10 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. Demographic work shows the number of residents over 85 by 2026 is set to double, but that is not the result of the specific growth scenario in the Spatial Strategy.

5.11 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.

5.12 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.

² Detailed criteria on the implementation of this approach exists in Shepway District Local Plan Review saved policy HO6.

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 at least half of new homes by 2026 will be three bedroom (or larger) dwellings. 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.

All developments of 10 dwellings (Class C3) or more should include 20% of market dwellings meeting Lifetime Homes standards, unless demonstrated to be unfeasible in design or viability terms.

Residential accommodation providing an element of care will only 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 based on evidence of local need, including appropriate provision for Gypsies, Travellers and Travelling Showpeople. Policies will be included in Local Plans to provide criteria and make allocations for Traveller sites in line with national policy.

5.13 Flowing from an examination of demographics and housing need, the East Kent SHMA⁽³⁾ recommended that the local planning system should aim for the number of smaller new dwellings (categorised as one or two bedrooms) to be matched with the number of larger new dwellings (50% with 3 bedrooms or over) being built.

5.14 The Spatial Strategy requires a mix of housing size to be provided, and consistent with an emphasis on ensuring sufficient choice of family housing, the loss/conversion of existing large houses is unlikely to be in line with the Spatial Strategy. 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.

5.15 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.)

5.16 Accordingly the SHMA⁽⁴⁾ recommended a policy requirement for new homes to be built to the Lifetime Homes standard, so they are designed with the growing proportion of older residents specifically in mind. This allows independence and quality of life as people can carry on living in their own homes; additionally it provides

3 Ecotec (2009) Strategic Housing Market Assessment of East Kent (See Appendix 6)

4 Ecotec (2009) Strategic Housing Market Assessment of East Kent (See Appendix 6)

higher-quality and attractive houses with a wide general appeal. The stock of affordable housing in Shepway is currently well related to the needs of older people, and it is appropriate for the choice of market housing to become more aligned to this need.

5.17 Similarly proposals that feature a mix of residential development including dwellings that comply with national Wheelchair Housing standards will be welcomed, as included (for example) in the legal agreement underpinning the outline planning permission at Nickolls Quarry, Hythe. 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.

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).

5.20 In 2012 the government introduced new national policy guidance for Planning for Traveller Sites with the objective of ensuring fair and equal treatment for Travellers. The guidance proposes to align Traveller site policy more closely with that of planning policy for housing, and give local planning authorities the power to set their own targets for pitch/plot provision based on robust evidence of local need in the light of historical demand. Information for Shepway is currently contained in the Gypsies and Travellers Accommodation Assessment for East Kent which identified a possible need for three accommodation pitches for Gypsy and Traveller households in the district between 2007 and 2017⁽⁵⁾. The assessment did not identify a need for households from a Travelling Show Person background.

5.21 Shepway District Local Plan Review saved policies hereby deleted: HO11, HO14.

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.*

5.22 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.

5.23 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.

5.24 Like most of Kent and many rural areas, the Shepway economy is reliant on the employment generated by small firms – with nearly 85% employing fewer than 10 people – and the district's economy is also fragmented in terms of sectors (see job levels in Figure 2.5); but diversity brings its own resilience and a range of opportunities that need to be seized.

5 De Montfort University (2007) East Kent Gypsy and Traveller Accommodation Assessment (See Appendix 6)

5.25 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/ the M20 corridor, but competitive advantages accrue in 'access dependent' sectors elsewhere (for example tourism).

5.26 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.

5.27 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.

5.28 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.

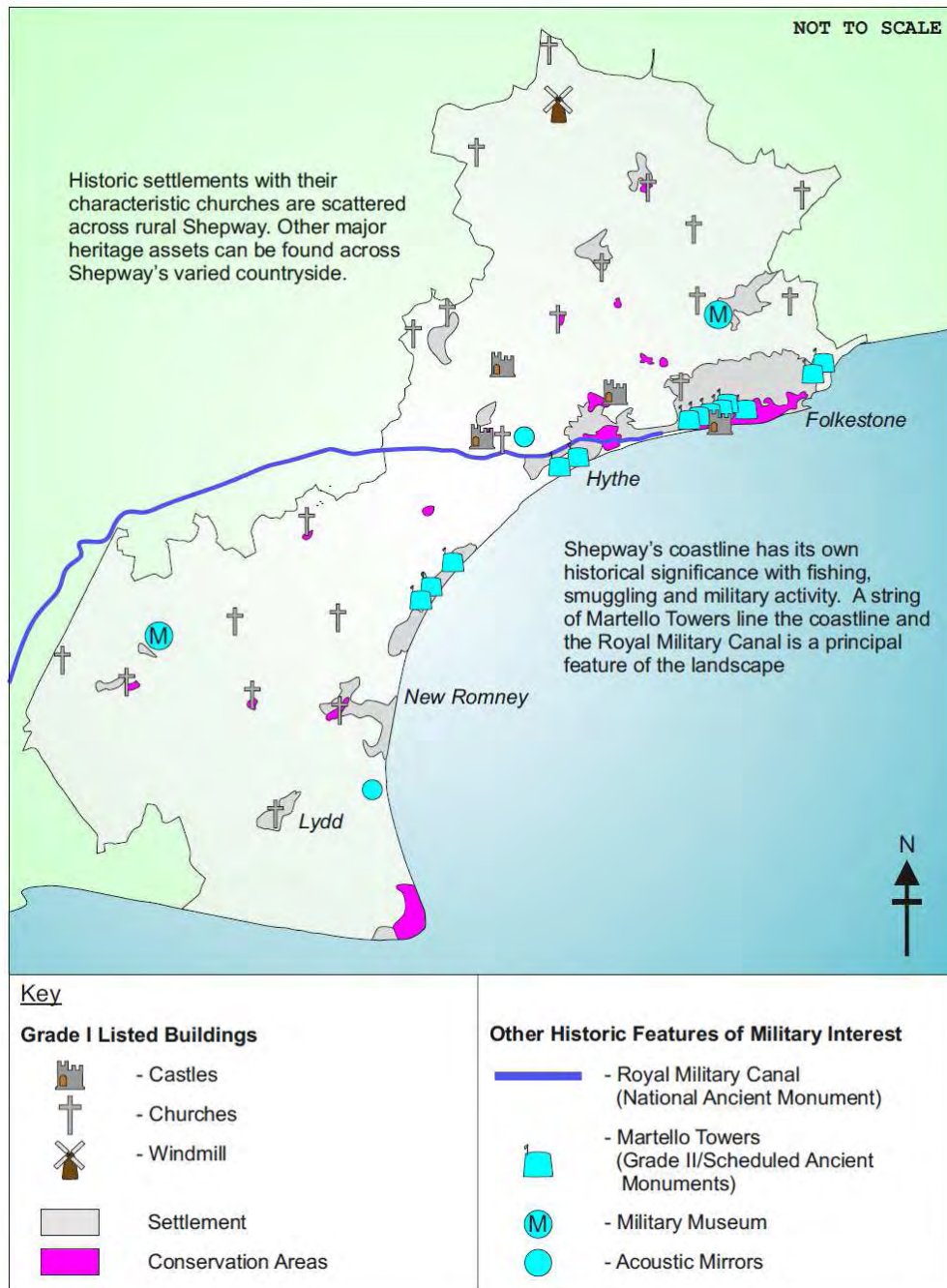


Figure 5.2 Features of the rural and coastal built environment

5.29 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 artefacts. 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.

5.30 This will be complemented by 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 second Folkestone Triennial (2011), can draw 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 6/7 and SS6.

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:

- a. affordable housing (rural exceptions as per CSD1, or allocated sites)
- b. agriculture, forestry or equine development
- c. sustainable rural diversification, and tourism enterprises as set out below
- d. local public/essential services and community facilities in line with policies SS3/4
- e. replacement buildings (on a like for like basis)
- f. conversions of buildings that contribute to the character of their location
- g. sustainable rural transport improvements
- h. 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/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 Folkestone Racecourse, Westenhanger Castle and Port Lympne Wild Animal Park, 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 (e.g. 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 ("villages") 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/conversion of buildings can also be more resource efficient and sustainable than new build development.

5.34 Shepway District Local Plan Review saved policies hereby deleted: TM1, TM3.

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, Open Spaces: Sports & Recreation Report.*

5.35 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.

5.36 The following definition⁽⁶⁾ 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”.*

5.37 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 adaption; parallel with Spatial Strategy measures to reduce Shepway's carbon emissions such as through more sustainable modes and patterns of travel.

5.38 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.

5.39 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 multifunctional 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.

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

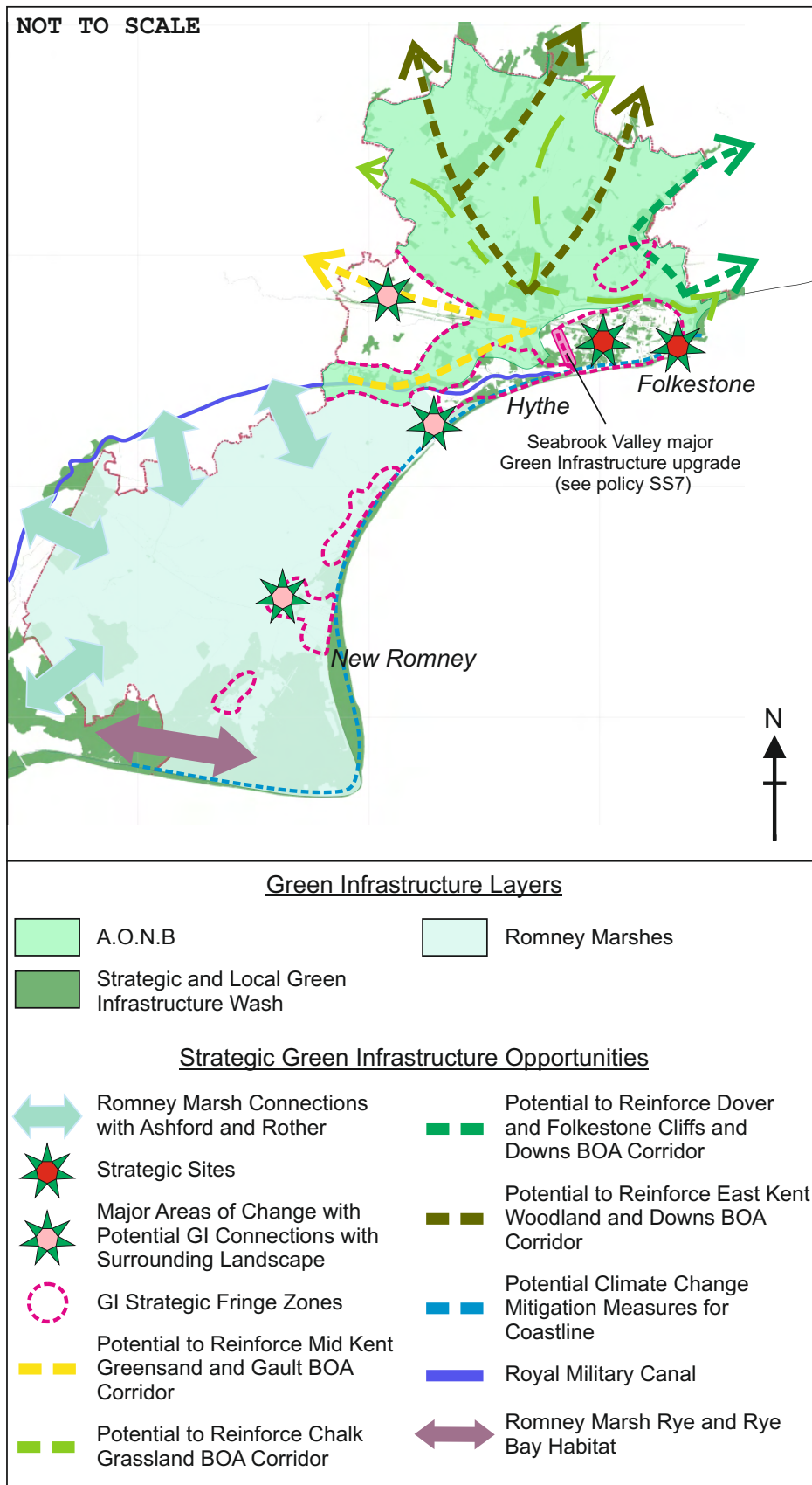


Figure 5.3 Green Infrastructure Network

5.40 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.

5.41 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.

5.42 The international Natura 2000 series sites in Shepway (shown in blue in Figure 2.8) are protected by the Habitats Regulations. Following assessment⁽⁷⁾ of the Core Strategy's compliance with these Regulations, Shepway District Council has committed to work 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.

5.43 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, RSPB, the Environment Agency, landowners and neighbouring authorities, the council will also explore new opportunities to develop a formal sustainable access strategy needed for the area – which it is envisaged would 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.

5.44 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.

5.45 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)⁽⁸⁾ habitats and geological sites and Local Wildlife Sites).

5.46 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 multifunctional and cross-boundary nature.

5.47 In short, 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 continuous development of a holistic and joined-up 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).

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

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

5.48 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 multifunctional 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.

5.49 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 (SSSI 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 BAP 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 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 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 a 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.

5.50 The Kent Downs 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.

5.51 Shepway District Local Plan Review saved policies identified several other notable landscapes, for example those significant to the setting of the Kent Downs, and the Romney Marsh. 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.

5.52 '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⁽⁹⁾

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.

A Sustainable Access strategy for Dungeness will need to 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).

5.53 GI features – including parks, play spaces and sports pitches⁽¹⁰⁾ – 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.

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

10 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.

5.54 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 (SS7); 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.

5.55 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.

5.56 Traditionally this has been considered in terms of landscaping, and the principles of Local Plan Review policy CO24 will remain relevant, but the urban/rural fringe is better not considered in isolation but in multifunctional 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.

5.57 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 SS7).

5.58 Shepway District Local Plan Review saved policies hereby deleted: LR2, LR6, LR14, CO7, CO8, CO9, CO10, CO12.

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*.

5.59 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.

5.60 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.

5.61 The Water Framework Directive⁽¹¹⁾ presents a serious challenge to deliver sufficient upgrades in the quality of waterbodies (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.

11 And the consequent EA (2009) South East River Basin Management Plan

5.62 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.

5.63 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.

5.64 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.

5.65 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 Urban 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.

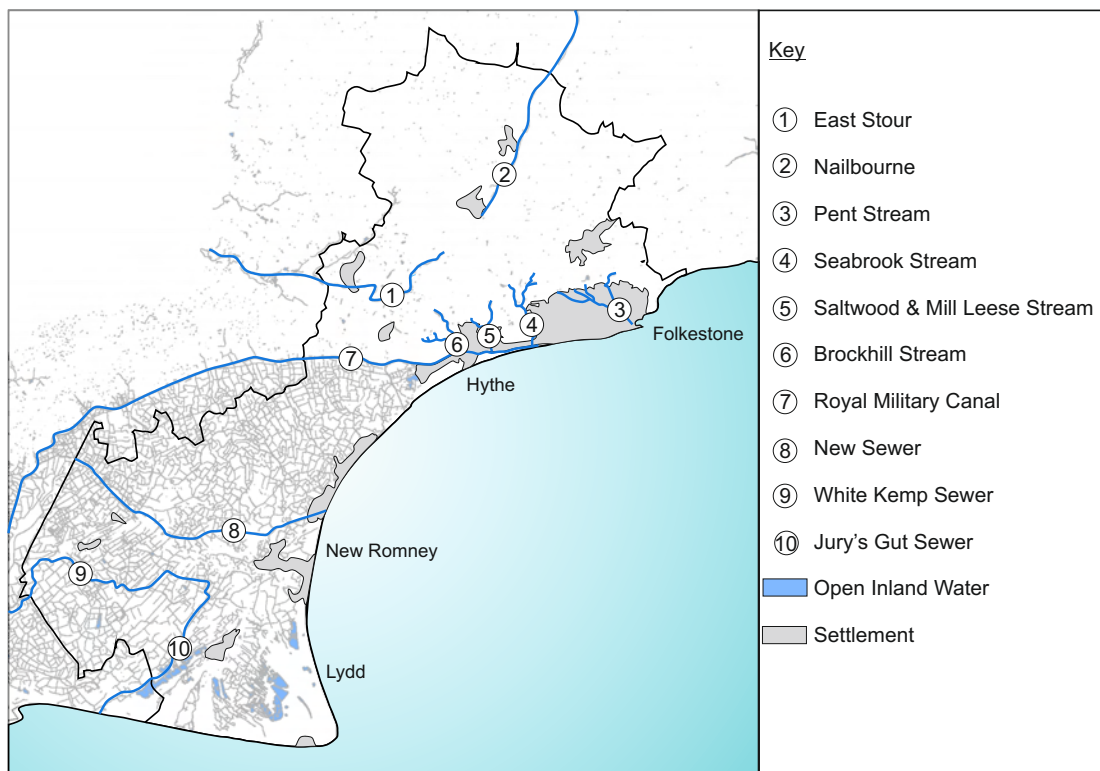


Figure 5.4 Watercourses of Shepway

5.66 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⁽¹²⁾ 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.

5.67 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⁽¹³⁾ has considered the implications of the Spatial Strategy on the Water Resources Management Plan⁽¹⁴⁾ and found that the two are consistent but that it is appropriate for local planning policy to directly support efforts to significantly reduce average domestic consumption. Most new residential planning permissions in recent years in Shepway require Code for Sustainable Homes standards, predominantly at level 3. This level (and Code level 4) has a mandatory requirement for design features to enable a maximum consumption of 105 litres of water per person per day. Therefore this forms a feasible general minimum level of water efficiency.

5.68 Proposals that achieve the water-related elements of good design standards and indeed exceed this policy will be encouraged in Shepway. The strategic viability of significant improvements in the water efficiency has been confirmed for residential developments⁽¹⁵⁾. However this should not restrict the exploration of all practical water efficiency measures in new development for other uses such as industry achieving other national sustainable development standards (or alternatively retro-fitting features in conversions).

5.69 This will complement the demand management measures being undertaken in the district for all users, and support wider environmental management in the district (including CSD4). Encouraging the more efficient use of water through rainwater harvesting or its re-use as 'grey water' relieves pressure on water resources but also potentially decreases discharges. These opportunities can all, in turn, contribute to the mitigation measures against climate change.

12 Veolia Water Southeast (2009) Final Water Resources Management Plan Main Report

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

14 Veolia Water Southeast (2009) Final Water Resources Management Plan Main Report

15 Adams Integra (2011) Economic Viability Assessment (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 of 105 litres per person per day, or less.
- b. 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 and water management features. 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).

5.70 Policy CSD5 highlights that the objectives of efficient water management and measures such as SUDS are allied in Shepway with a requirement to strike a sustainable balance in long-term coastal management and planning decisions.

5.71 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.

5.72 Capacity in the sewerage system is finite and the spare capacity available (headroom) varies from location to location. If Southern Water identifies that 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. The council will consider applying appropriate planning conditions when granting planning permission.

5.73 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⁽¹⁶⁾. Effective pollution prevention measures are required in areas of high groundwater (in consultation with the Environment Agency and Natural England).

16 Featured in the Shepway District Local Plan Review, including policy U4.

5.74 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.

5.75 Coastal areas face issues of specific economic development pressures and opportunities, and risks from changing physical conditions⁽¹⁷⁾. 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.

5.76 This applies both to impacts from the possible overall growth of recreational pressures (see Appropriate Assessment provisions for Dungeness⁽¹⁸⁾, policy CSD4) and developments in the immediate vicinity. The strategy's green infrastructure approach offers principles for integrated management.

5.77 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 FRA will be required due to overtopping 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/setback development in order to allow maintenance/ 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 multifunctional 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).

5.78 Shepway District Local Plan Review saved policies hereby deleted: U9.

5.2 Areas of Strategic Change

5.79 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.

5.80 This area comprises the Folkestone and Hythe wards of Shepway (65,700 of the district's population in the 2011 census). The Spatial Strategy plans for this area approximately 75%⁽¹⁹⁾ of new residential development in the district, and states that it will feature the bulk of commercial development. 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).

5.81 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).

17 Halcrow for South East Coastal Group (2007) South Foreland to Beachy Head Shoreline Management Plan and The Environment Agency (2010) Folkestone to Cliff End Flood and Erosion Management Strategy

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

19 To the nearest 5%. SDC (2012) Modifications Technical Note (See Appendix 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 SS6
<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 SS7 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

5.82 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.

5.83 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⁽²⁰⁾, public realm upgrades could include improvements to the beach area and the upgrading of existing and provision of new facilities.

5.84 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, repair to pavement, seating, green space and cycle storage). It may be appropriate under policy SS5 for developments to contribute to project identification and delivery.

5.85 There are evident economic and community development opportunities across the towns. Although Folkestone town centre will act 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. The improving coastal recreation and cultural offer of the Urban Area complements the rural tourism attractions encouraged under policies SS8 and CSD3.

20 URS/Scott Wilson (2011) Transport Strategy (See Appendix 6)

5.86 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.

5.87 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.

5.88 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.

5.89 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.

5.90 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, enhancements to Folkestone Sports Centre, and improvements in central Hythe will significantly contribute to quality of life and health and recreation objectives.

5.91 The location of major new sports and leisure facilities or pitches in the Urban Area can best serve demand across Shepway. The delivery of major developments at Nickolls Quarry, Hythe, Folkestone Seafront and Shorncliffe Garrison will all provide significant new investment in water sports and team sports pitches. More localised coastal access and recreation opportunities should be managed in accordance with policies CSD4/5. Investment in other sports should continue through a variety of sources; and similar opportunities may exist in Shepway's smaller urban parks.

5.92 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.

5.93 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.

- **Central Folkestone:**

5.94 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 fails to fully utilise its coastal location for both residents and visitors.

5.95 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.

5.96 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/rails stations.

Central Folkestone Urban Design and Movement: Summary Points⁽²¹⁾

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.

5.97 Inward investment will be sought within the town's retail/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.

21 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 SS6 (Folkestone Seafront allocation).

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

5.98 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.

5.99 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/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⁽²²⁾ for employment

22 Allocated in the Shepway District Local Plan Review (saved policy FTC3).

and residential use. Other sites for a mix of uses (including education opportunities) have been identified through planning application processes and other methods. Core Strategy research⁽²³⁾ highlights residential-led opportunities in the *Central/West Development Arc* and the existing concentration of office uses in/around the Castle Hill Avenue area provides potential for expanding the cluster to meet Shepway's strategic employment needs (policies SS2 and SS4).

5.100 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 train station or elsewhere.

5.101 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).

5.102 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/creativity. At the western end of the arc, beyond the Seafront site, lies Shepway's very high-quality Coastal Park.

5.103 Investment by the Creative Foundation in refurbishing the built environment has delivered significant improvements along the Old High Street and Tontine Street, which will be supported in future⁽²⁴⁾. 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.

23 Nathaniel Lichfield & Partners (2011) Employment Land Review Update; SDC (2011) Strategic Housing Land Availability Assessment Update (See Appendix 6)

24 At Payers Park, to deliver regeneration in line with CSD6 it was not considered appropriate to retain the prescriptive allocation.

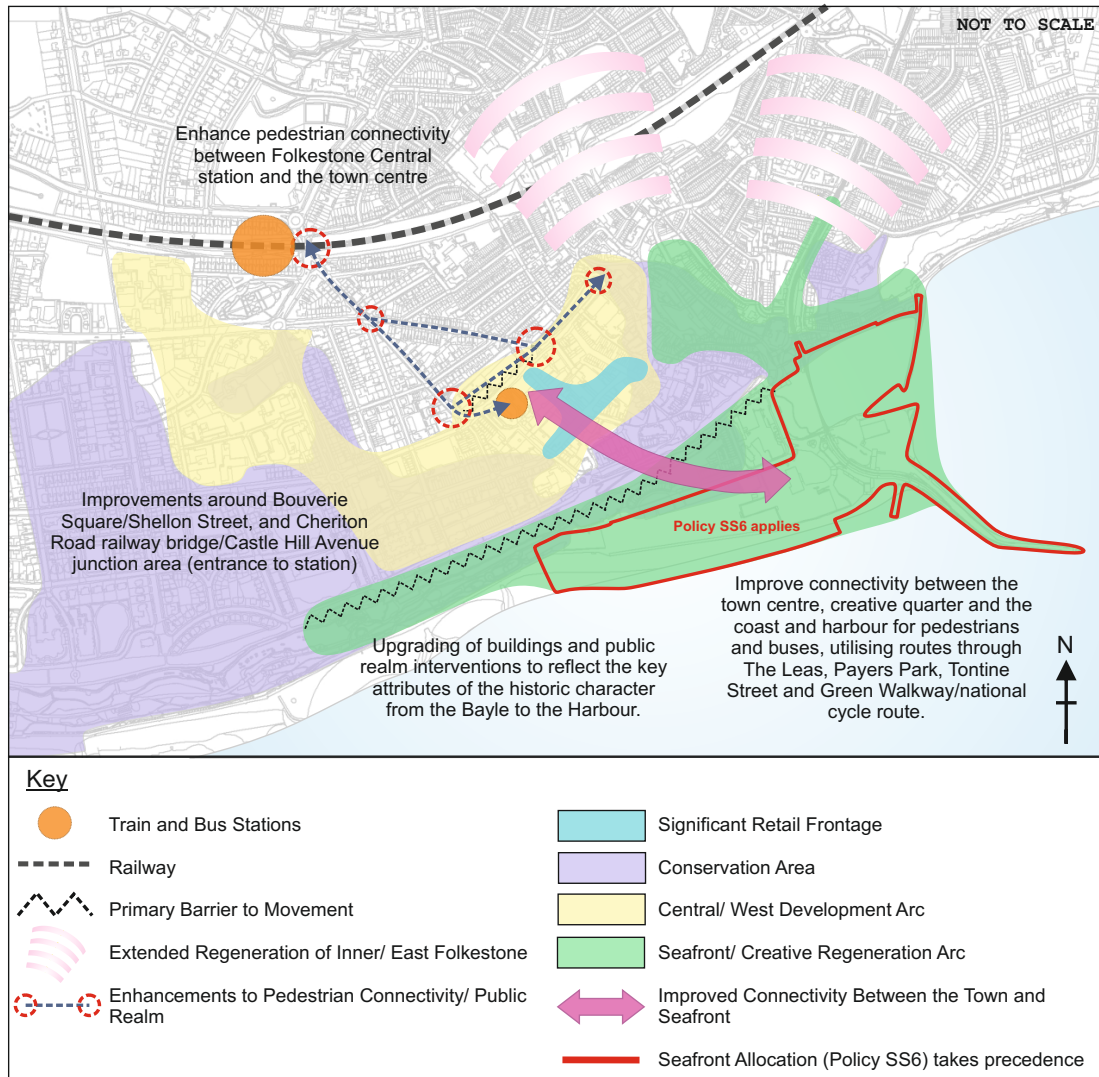


Figure 5.5 Central Folkestone strategy

5.104 In line with objectives set out in policy SS6, 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/pedestrian routes and deprived urban communities to the north.

5.105 Shepway District Local Plan Review saved policies hereby deleted: LR15, FTC2.

- **Hythe:**

5.106 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.

5.107 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.

5.108 Strategic development at Hythe is consistent with its demographic characteristics, housing need and good accessibility and range of services (policy SS3/4). The primary area of change is expected to the west of the town, where there is outline permission⁽²⁵⁾ for a mixed-use development 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.

5.109 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.

5.110 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.

5.111 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.

25 Allocated under Shepway District Local Plan Review saved policies HO2 and E2.



Figure 5.6 Hythe Strategy

5.112 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.*

5.113 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.

5.114 The Romney Marsh Area accounted for 22,200 of the district's population in the 2011 census. Evidence suggests land exists for approximately 10% of new Shepway dwellings developed by 2030/31⁽²⁶⁾ to be located in this area in accordance with the plan's Spatial Strategy. 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.

5.115 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.

5.116 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. 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).

5.117 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.

5.118 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).

5.119 As well as tourism/ 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.

26 To the nearest 5%. SDC (2012) Modifications Technical Note (See Appendix 6)

5.120 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.

5.121 The Marsh has developed a particular dependency on the nuclear sector as a mainstay of the economy and local communities. With the current decommissioning of A Station and the eventual decommissioning of B Station there is concern over further loss of skilled employment in Romney Marsh. Reflecting these important issues, Shepway District Council has taken a positive approach toward the potential for a Dungeness C station and has made representations to the Government setting out the substantial benefits that a new generation power station would bring to the local and regional economy. While recognising the 'Natura 2000' habitats status of land in the area, the council has expressed its willingness to work with Natural England and other stakeholders, with the aim of identifying a solution that provides suitable mitigation and compensation as necessary to overcome the Government's concerns relating to habitats and species⁽²⁷⁾.

5.122 There is uncertainty at present that an energy company will take forward plans to build a Dungeness C station or that any such plans would be supported by the Government. In any event, this form of strategic development will be considered through national processes outside of the Shepway Local Plans, using National Policy as the primary basis for decisions. However, Shepway's long-term strategic needs and Spatial Strategy as set out in this document are relevant considerations should firm proposals come forward for a new power station in due course.

5.123 The expansion of London Ashford International Airport at Lydd has been regarded by Shepway District Council as an important development opportunity for Romney Marsh, with the potential to increase connectivity to southern Shepway and beyond, and to provide direct and indirect employment benefits. In line with saved policy TR15 of the Shepway District Local Plan Review, the District Council resolved in 2010 to positively support applications to lengthen its runway and build a new passenger terminal, as it was considered the benefits were significant and the specific proposals complied with the requirements of the Habitats Regulations.

5.124 Following this resolution, the applications were 'called-in' and approved by the Secretary of State after Public Inquiry. Although the grant of planning permission and the implementation of the expansion of the airport will provide welcome additional jobs in the local community, housing and regeneration needs should continue to be addressed as set out in the Core Strategy's policies.

5.125 The implications of uncertainty about the power station and major developments 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 Local Plans. This could take the form of a future Core Strategy review.

5.126 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 (see paragraph 4.157). The Spatial Strategy supports enhanced connectivity, and growth through a series of small/ 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 and CSD4/5, 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.

27 Discussed in DECC (2011) Response to the Consultation on the Revised Draft NPS Energy Infrastructure

• **New Romney:**

5.127 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.

5.128 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.

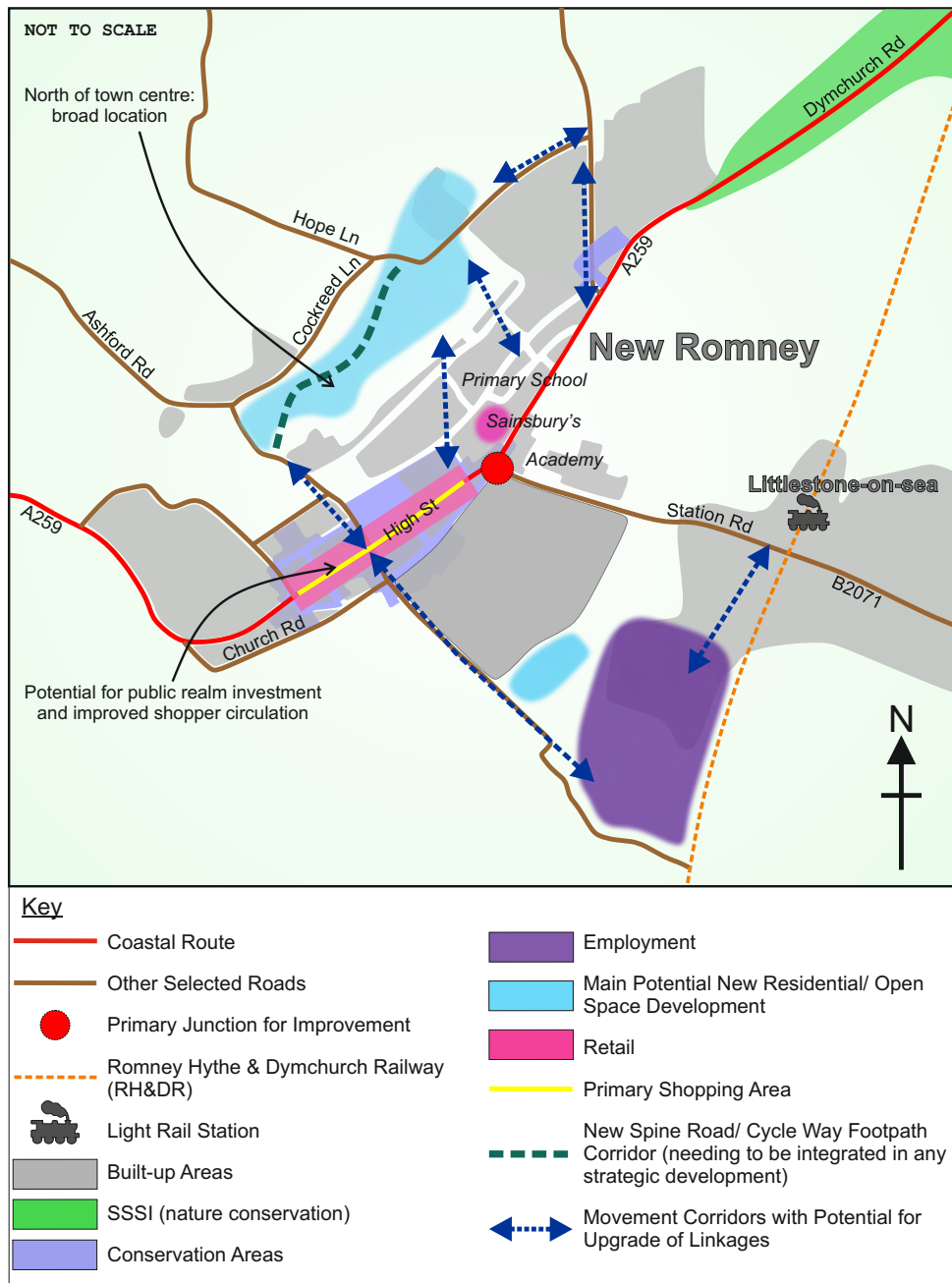


Figure 5.7 New Romney Strategy

5.129 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.

5.130 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 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.

5.131 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, including policies CSD1 and CSD2 on affordable housing and residential mix.

5.132 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⁽²⁸⁾.

5.133 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.

5.134 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.

5.135 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).

5.136 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.

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

5.137 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).

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

5.138 The Spatial Strategy in the North Downs seeks development of 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.

5.139 The North Downs Area accounted for 19,800 of the district's population in the 2011 census. Evidence suggests land exists for approximately 15%⁽²⁹⁾ of new Shepway dwellings developed by 2030/31 to be located in this area in accordance with the plan's Spatial Strategy. The North Downs also contains several Priority Centres of Activity (e.g. Local Centres/ potential Major Employment Sites) and tourist facilities with significant growth potential in line with SS4 and CSD3.

5.140 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.

5.141 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.

5.142 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.

5.143 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, may now require the greatest intervention to ensure sustainable development of the district. Sellindge, Lympe and Stanford are located in close proximity to highway and rail infrastructure but may benefit from additional local facilities, especially those that help foster the coherence of individual communities.

5.144 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 Lympe (and Hawkinge) should be secured under policy SS4, to provide accessible premises for distribution, manufacturing and other industry.

5.145 The accessibility of the area and lack of major flooding and immediate landscape constraints attract development interest. The cumulative impact on communities and existing infrastructure should be considered alongside countryside protection principles set out in SS1.

5.146 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 Lympe in the southwest. Saltwood, in Tolsford ward, is another attractive neighbourhood within the North Downs area (although its built-up area now merges with Hythe).

29 To the nearest 5%. SDC (2012) Modifications Technical Note (See Appendix 6)

5.147 The settlement of HAWKINGE has seen considerable growth. However, some previously identified sites remain undeveloped. 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.

5.148 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.

5.149 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).

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

5.151 LYMPNE 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 major visitor attractions, lies the Lympe Industrial Estate, and LinkPark (awaiting full implementation as a serviced employment site). Alongside the importance of this industrial land in the district (SS4) lies one other developable potential site⁽³⁰⁾ within Lympe Parish.

5.152 Limitations in existing infrastructure⁽³¹⁾ 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.

5.153 Shepway District Council welcomes a positive neighbourhood-led approach to the future development of Lympe and supports principles established through the Parish Plan process. Community involvement in planning to date could be built upon through the formulation of a Neighbourhood Development Plan to set a framework for the delivery of the future residential, community and other needs of the village. Any Neighbourhood Development Plan should also be based on a clear assessment of local needs, and demonstrate that proposals are deliverable and viable, taking into account costs of identified community and other infrastructure, and should meet other policy objectives of the Core Strategy such as the delivery of affordable housing as applicable.

- **Sellindge:**

5.154 The village of Sellindge is a Rural Centre in the west of Shepway. Development in the area therefore has a strategic district-wide context, but the specific proposals within the village originate from local aspirations.

5.155 While Sellindge is a socially active community it could be argued that – at present – a strong sense of place may be harder to find than elsewhere in the countryside. This is in spite of the parish having one of the greatest range of facilities in rural Shepway. It may be attributable to its physical form, whereby a series of neighbourhoods are identifiable within the parish, mostly at locations along or just off the busy Ashford Road (A20).

5.156 The Barrowhill area to the south is severed from the rest of Sellindge by railway and motorway bridges. As a result, the main unifying feature of Sellindge's environment is the A20, which becomes particularly busy at times of restrictions on the M20 (including heavy goods vehicle congestion requiring 'Operation Stack' to be

30 Identified for consideration in the SDC (2011) Strategic Housing Land Availability Assessment Update (See Appendix 6)

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

enforced) and is often subject to fast vehicular movements through the village. There is no central public open space or main cluster of facilities on the road. The lack of a central village core has been investigated through independent consultants, appointed under national Rural Masterplanning Funding, working in collaboration with the local community.

5.157 Sellindge presents an opportunity for the local community to see development that reflects their own priorities for how the village will change. Following the Rural Masterplanning⁽³²⁾ project, the priority of a central village green (on former common land) has been confirmed, alongside other measures to reduce the impact of the A20, and provide additional community facilities. Accordingly, a broad location is identified for growth to meet community-led objectives as established in the specific conclusions of the Rural Masterplanning Fund project.

Policy CSD9

Sellindge Strategy

Land in the centre of Sellindge forms a broad location for development to deliver a central village green/common, a more pedestrian/cycle-friendly Ashford Road, and other community facilities, financially enabled by limited residential development.

Any major residential-led development in Sellindge parish should meet all the following criteria:

- a. Proposals must be properly masterplanned (following extensive community engagement) and the full area included in a single outline application.
- b. 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.
- c. Total residential development will not exceed approximately 250 dwellings (Class C3), with around 30% affordable housing subject to viability.
- d. Development should provide timely delivery of a village green/common south of the A20 that:
 - i. is of at least 1.5–2 ha in size, or greater,
 - ii. provides a range of facilities 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,
 - iv. provides new habitats for priority nature conservation species.
- e. Development should deliver a more pedestrian/cycle-friendly 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.
- f. Proposals must include satisfactory arrangements for timely delivery of necessary local community facilities including a primary school extension; and also potentially allotments and administrative accommodation for the parish council.
- g. Development should contribute to improvements in the local wastewater infrastructure and other utilities as required.

32 Urban Initiatives for SDC and HCA (2011) Sellindge Masterplan Final Report (See Appendix 6)

5.158 One illustrative output from this study is reproduced below as an indication of a potential way a limited level of 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.



Figure 5.8 Sellindge Strategy

5.159 In the context of strong development pressures, the identification of a broad location allows the opportunity to ensure the objectives of the Rural Masterplanning⁽³³⁾ project (and also specific Aim C7 and others of this plan) are delivered and that infrastructure upgrades can be delivered. No specific parcel(s) of land are allocated in this policy, there being 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 that route so that pedestrian/cycle movements are encouraged and vehicular drivers discern they are travelling through the heart of Sellindge. All future development in the parish must also be planned in line with capacity of essential infrastructure such as education and wastewater connections. Contributions to enhancing local play space and biodiversity should also be considered.

5.160 Should these objectives not be met other 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). Subject to the delivery of change in central Sellindge, it may be appropriate to review the settlement/countryside status of more outlying neighbourhoods at Barrow Hill and Stone Hill⁽³⁴⁾.

5.161 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.

5.3 Implementation

5.162 Significant consideration has been given to delivery of Core Strategy policies. Provisions made to this end are outlined here (and supporting criteria included in Appendix 3). Specific milestones and approaches to housing, infrastructure and economic development delivery are set out.

5.163 Milestones can be identified to provide an overview of progress in the successful implementation of primary elements of the Spatial Strategy.

Period (ending March 31 of year)	Critical infrastructure (references as per Appendix 2 list)	Housing delivery (definitive requirement in policy SS2) and potential key infrastructure dependencies	Industrial/ office delivery
By 2016	1. South of Hawkinge - A20/A260 junction 2. Cheriton High Street - A20/Spur junction 3. Newingreen - A20/A261/Stone Street junction(s) 6. Folkestone Seafront priority connections, including Tram Road 7. Folkestone Central Railway Station access upgrades 8. Folkestone West Railway Station 11. Seabrook/Shorncliffe GI 13. Folkestone Seafront flood defences	Minimum 3,500 net additional dwelling completions since 2006/7 <i>Main direct infrastructure dependencies with Strategic Sites:</i> <ul style="list-style-type: none"> • Transport (projects 1-3, 6) • Flood defences (project 15) 	10 ha
By 2021	9. Bus network (Folkestone expansion) 12. Hythe Ranges flood defences	Minimum 5,250 net additional dwelling completions since 2006/7	15 Ha

34 There will be opportunities to tighten or remove settlement boundaries in future Local Plans (land would then consequently be regarded as open countryside for the purposes of SS1).

Period (ending March 31 of year)	Critical infrastructure (references as per Appendix 2 list)	Housing delivery (definitive requirement in policy SS2) and potential key infrastructure dependencies	Industrial/ office delivery
By 2026	4. Scanlon's Bridge, Hythe - A259/A261 junctions 5. New Romney - A259/B2071/ Church Road junction 10. Completion of Shorncliffe Primary School	Target 8,000 (minimum 7,000) net additional dwelling completions since 2006/7 <i>Main direct infrastructure dependencies with Strategic Sites:</i> • <i>Primary school (project 10)</i>	20 Ha
By 2031	TBC	Minimum 8,750 net additional dwelling completions since 2006/7	TBC

Table 5.2 Major Milestones

5.164 This table is a simplified presentation of actions in the Spatial Strategy, and draws heavily from the infrastructure and housing details of Appendices 1 and 2. Key means of delivery are set out in the following policy.

5.165 Shepway District Council will need to work with partner organisations in a variety of innovative ways if the Core Strategy's vision is to be achieved, as many of the strategic proposals cut across several areas of responsibility/interest. The council will have a number of key partners. For example, the Environment Agency will assist in environmental stewardship of the district through involvement in flood risk assessment and other matters. In addition, landowners and developers will be important partners in the regeneration of Shepway, for example in the Creative Quarter. Much of the land identified in Shepway is held by various private landowners and their commitment and active involvement is required to implement this strategy. Similarly, the Ministry of Defence will be 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 use of 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. Nevertheless the plan has been formulated to respond to local needs, and within this context assumptions under the Spatial Strategy may be regarded as relatively conservative in several key aspects:

- No major new district-wide infrastructure is required to unlock all the strategic sites or the widespread rejuvenation of Folkestone, for example new transport routes (infrastructure capacity means investment in Shepway is through a collection of projects as featured in Appendix 2). Instead, more selective supporting interventions are appropriate.
- Within the national economic cycle, the housing delivery rates proposed have previously been achieved within the district.
- The expected level of in-migration expected is less than historic trends for Shepway.

5.168 Nevertheless, in the context of change and 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:

- Managing down 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).

5.169 The management out – or reduction – of risks in the Core Strategy 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. Accordingly, a perspective on the 'structural' risks to implementation of key aspects of the Core Strategy is provided below.

5.170 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 in Appendix 3, but the outcomes of this provide indications of the scope for addressing sustainable development needs and for utilising the specific place-based features of Shepway.

5.171 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).

Event applicable to plan delivery	Core Strategy risk	Indicators (see Appendix 3)	Contingencies
<i>1. Confidence in the local housing market decreases and house sales remain limited in volume over an extended period</i>	Strategic sites: Possibly significant outcomes of delay in development delivery, or extended period of uncertainty	Measures of applicable aims under Strategic Needs A & C, and Table 5.1	<ul style="list-style-type: none"> • Options to revise/review through Local Plan documents • Other public sector housing intervention e.g. affordable housing/infrastructure support working with the HCA and others
	Social and community infrastructure: Outcome of lack of renewal of network of services due to limited supplementary resources	Measures of applicable aims under Strategic Need C	<ul style="list-style-type: none"> • Use Spatial Strategy to prioritise upgrade of services utilising public and voluntary sector resources in partnership with KCC • Increase demand management through public policy, possibly including Local Plans
<i>2. Development of premises for local office/industrial purposes remains highly constrained over the whole plan period</i>	Priority Centres of Activity: Possibility of outcome that residential and community development eventually becomes too far ahead of delivery of additional local business	Measures of applicable aims under Strategic Need A and Table 5.1	<ul style="list-style-type: none"> • Greater public sector intervention to support delivery seeking support of LEP and delivery, partners such as East Kent Spatial Development Company • Calibrate priorities within the district, through further examination of the balance within character areas, and local and national causes of the constraint

Event applicable to plan delivery	Core Strategy risk	Indicators (see Appendix 3)	Contingencies
3. <i>A serious emergency incident occurs with major local environmental implications</i>	Strategic sites (and housing supply generally): Possible changes to local conditions, national policy, planning procedure outcomes may reduce development site options	Measures of applicable aims under Strategic Needs B & C	<ul style="list-style-type: none"> • Use Spatial Strategy to guide wider public sector intervention in the area as part of recovery programme • There is limited immediate control over this macro-risk but it could potentially warrant a Core Strategy review, depending on the extent to which it is district-wide and not readily ameliorated
	Transport infrastructure: The utility of (or priority attached to) certain modes/routes, or communications between localities, may change	Measures of applicable aims under Strategic Needs B & A	<ul style="list-style-type: none"> • Use Local Plans to guide review of transport planning through LTP, service operators and DfT
4. <i>Place-competition to capitalise on High Speed 1 proves unexpectedly intense (substantial decline in interest in moving to live/work Shepway from outside of the sub-region)</i>	See events 1 and 2: practical implications are likely to be manifested in challenges in bringing forward development	Measures of applicable aims under Strategic Need C	<ul style="list-style-type: none"> • Actions also as 1 and 2 • Minimised in the plan by focus on (sub-) regional working in its preparation, and content: on place-specifics and maintaining comparative advantage. Planning policy opportunities will exist to supplement these policies
5. <i>Place-competition for creative/tourism industries intensifies substantially (significant decline in demand to live/work in Shepway for these purposes)</i>	Strategic sites: Possible challenges to delivering successful development, particularly in ensuring spin-off benefits for deprived urban areas	Measures of applicable aims under Strategic Need A	<ul style="list-style-type: none"> • Explore other forms of central refurbishment and renewal appropriate for coastal communities, and deploy alternative regeneration mechanisms consistent with Local Plans in dialogue with the HCA, with education/skills partners e.g. KCC • Minimised in plan by focus on (sub) regional working in its preparation, and content: supporting policy in the area and commitment to developing the area and sector. Local Plan opportunities will exist to supplement these policies

Table 5.3 Overview risks concepts and contingency

5.172 Table 5.3 above outlines potential major risks, and specific implications for the Core Strategy. Contingency options and sets of indicators that may be used to measure effectiveness are noted.

5.173 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). 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

5.174 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. The primary housing land policy (SS2) is expressed as a minimum - and at the realistic average level of 350pa - and provisions are made to ensure delivery is not unnecessarily delayed (policies SS5–SS7). The housing trajectory (Figure 6.1, Appendix 1) demonstrates a good residual of specific developable housing land throughout the 2020s.

5.175 Housing contingency actions are set out below, along with circumstances for further Local Plans work and other actions. This addresses both an appropriate balanced level of housing delivery, and impact in terms of previously developed ('brownfield') land use for housing.

5.176 Further provisions will include the allocation of sites in an additional Local Plan document in line with policies SS1, SS2 and SS3. This plan will firstly consider broad locations within this Core Strategy (policies CSD8 and CSD9) and – if justified by significant unexpected circumstances – review Strategic Sites identified in SS6–7. 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.

5.177 Subject to sufficient infrastructure and suitable site capacity, the achievement of approximately 400 dwellings per year on average to 2030/31 (10,000 dwellings from 2006/7) would accord with SS1 and SS2 and key plan aims. Latter years of Table 6.3 (Appendix 1) show land has not been fully identified this far in advance. This is primarily due to economic and environmental uncertainties, and the need to ensure a continued focus on urban regeneration over undeveloped (greenfield) land use. Nevertheless, potential exists for this to be delivered through small/ medium sites if appropriate sites can be confirmed in the preparation of a further Local Plan in line with Core Strategy aims, if market interest exists, and as shown to be suitable in formal Sustainability Appraisal.

5.178 Although specific land has been identified through the SHLAA⁽³⁵⁾, it is possible as a contingency that alongside making allocations for the delivery of these sites, other provisions will need to be made to maintain a healthy supply of housing land to 2030/31. These options are set out below and in Appendix 3, with appropriate triggers.

5.179 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 will be material to the determination of planning applications. This could bring forward new sources of housing if required.
- Non-planning-system interventions, for example as featured in Table 5.3 above.
- Alternatively, other sources of supply may emerge. These could be from new sources of supply due to changes to the planning regime (including possible new permitted development rights or Neighbourhood Plans). These are outside the direct control of planning policy but should be considered in the context of monitoring and plan review of housing completions.

35 SDC (2011) Strategic Housing Land Availability Assessment Update (See Appendix 6)

5.180 'Windfall' sites (not previously identified) have historically provided a significant minority of Shepway's housing land supply. There is no need to rely on these sources for most of Shepway's Core Strategy land supply, but it is recognised sites of fewer than five new dwellings have not been identified in the SHLAA⁽³⁶⁾.

5.181 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).

5.182 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, Table 6.3).

Strategy for Infrastructure and Economic Development Implementation

5.183 The period to 2026 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.

5.184 Regular monitoring of employment land should continue given its significance to strategy, dependence on the national economy and potential for losses to other uses (which may be exacerbated by proposed changes to the national planning system). 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.

5.185 It is expected that employment land provisions will be examined in a further Local Plan (see policy SS4). District-wide delivery should also be reviewed (as a minimum, in the AMRs of the milestone years above). Potential interventions are highlighted in Table 5.3 above.

5.186 In relation to major new retail floorspace, the SS2 floorspace target guides long-term planning by stakeholders, although for Local Plan purposes it is unclear that there is a quantitative need identified for the shorter term. The appropriate proportion of this target may be used in allocations for the relevant period (if a review of need is not required) in applying SS4 to town centres and elsewhere.

5.187 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.

5.188 Infrastructure provision should be coordinated using the Core Strategy to inform investment decisions, and through management of development in line with policy SS5 (SS6–SS7 as applicable) to ensure sufficient capacity and timely servicing of development. The milestones in Table 5.2 provide a basic framework for implementation of critical infrastructure as required by the plan, and are supported by further details in Appendix 6.2. CIL will have its own regime of assessment and annual reporting (expected to be included in AMRs).

6 Appendices

6.1 Appendix 1: Housing Trajectories

6.1 Figure 6.1 illustrates phased housing delivery over the course of the Plan period. It shows the delivery required per annum to meet the minimum Plan requirement set out in policy SS2.

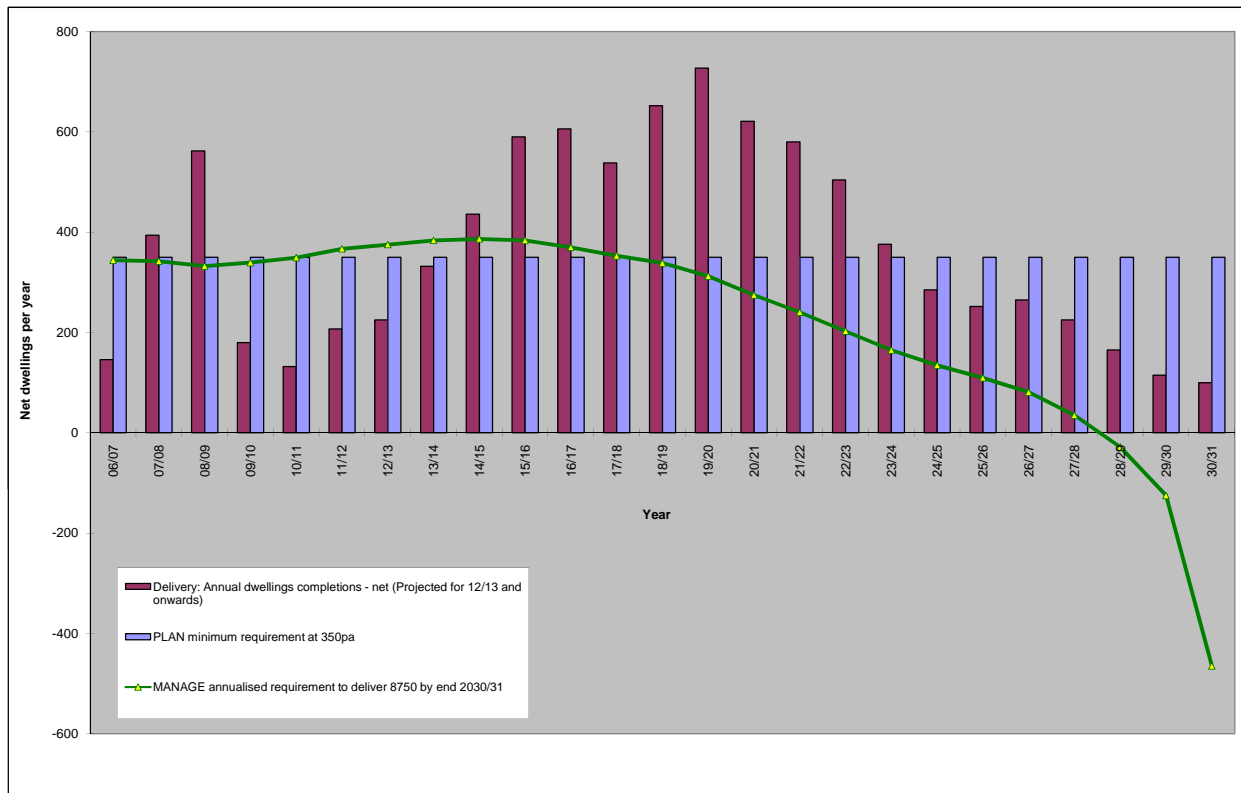


Figure 6.1 Core Strategy Housing Trajectory 2006-2031

6.2 The second graph (Figure 6.2) is provided as supplementary information, reflecting the information contained in Table 4.1 of the main document on the make-up of the 'Delivery' shown above.

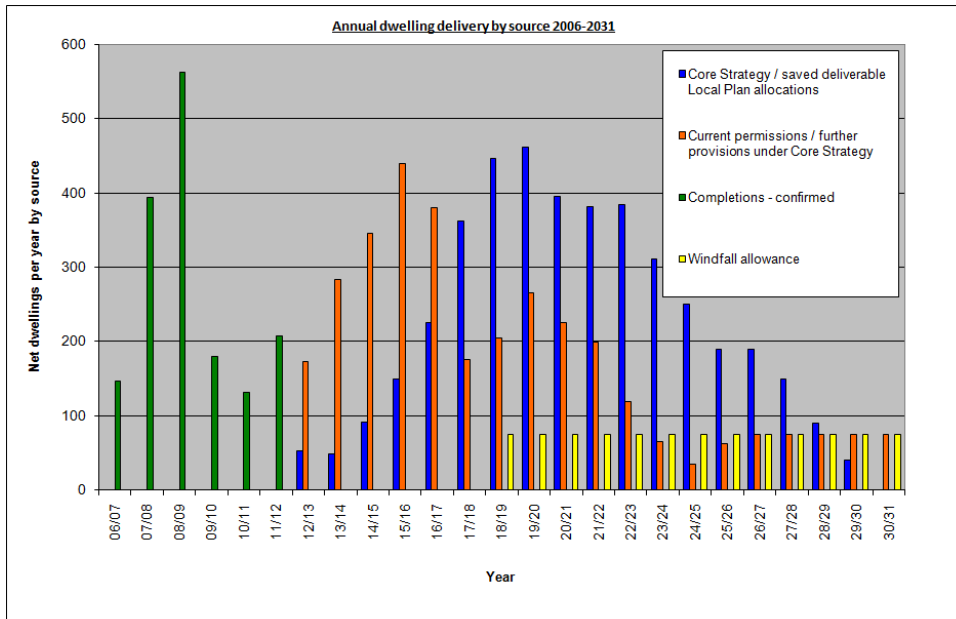


Figure 6.2 Annual Dwelling Delivery by Source 2006–2031

6.3 The third graph (Figure 6.3) provides a cumulative representation of the housing delivery requirements, including a previously developed (brownfield) land trajectory. The top two lines show the long-term requirements of 350 dwellings per year (minimum) and the target to hit 400 dwellings per year to 2026/27 are met (exceeded) by Delivery (Cumulative).

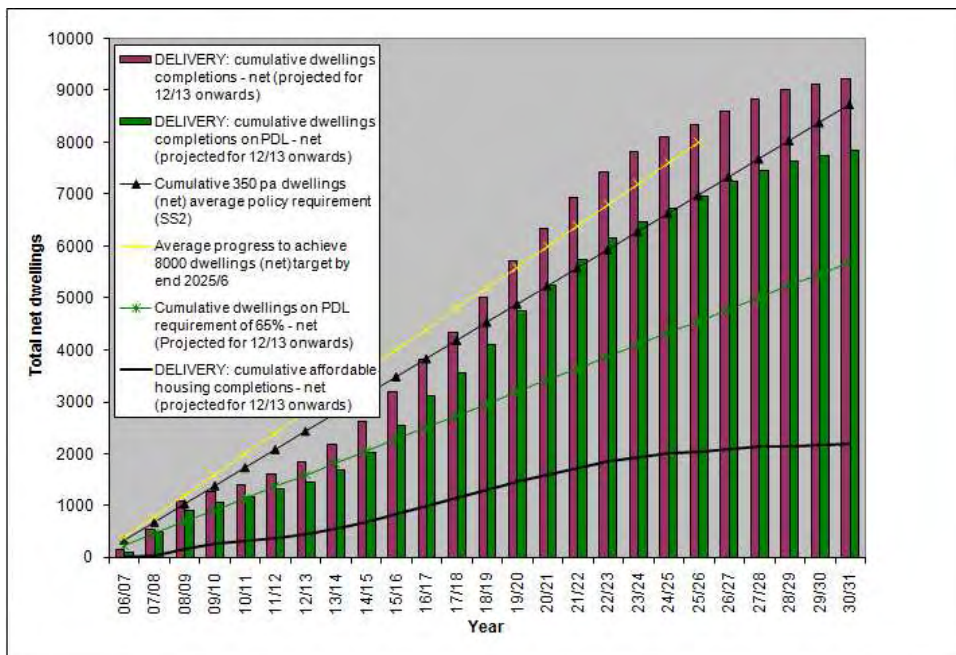


Figure 6.3 Cumulative Housing Trajectory 2006–2031

6.2 Appendix 2: Infrastructure Projects

6.4 This appendix compiles specific potential infrastructure projects, supporting policies SS5 and CSD4. It does not aim to be exhaustive of possible projects.

6.5 It has been accepted that a distinction can be made in infrastructure projects in terms of where there is a specific relationship with plans or greater certainty in the short to medium term⁽¹⁾. Applying this principle, it is considered here that critical infrastructure is generally that on which the whole Spatial Strategy is dependent in a direct or immediate way, i.e. expected in strategic sites, involves life or property in whole towns, or will be delivered in the shorter term (within the first five years as a guideline). There should be greater clarity over such projects, in particular funding and the rate of development.

6.6 The Shepway Transport Strategy⁽²⁾ includes its own proposed prioritisation. Its 'high priority' schemes, and junctions shown by transport modelling as at capacity (now or through strategic sites in the future) are featured in Table 6.1, with further information based on Core Strategy development needs.

Topic	Project ref. & Location	Details	Broad timing	Cost and main funding sources	Lead Partners	Further information	
Transport	1. South of Hawkinge A20/A260 junction	Upgrades to improve vehicular capacity, safety, ease of use, and cycle and pedestrian movement	By 2016	Landowners, £ -TBC	Landowners, Highway Authority and SDC	URS/Scott Wilson (2011) Shepway Transport Strategy	
	2. Cheriton High Street A20/Spur junction			Landowner Shorncliffe, Other potential development landowners £ c.600K			Strategic Sites: SS6- SS7 Planning permissions: Y/10/0739& 0740/SH
	3. Newingreen - A20/A261/Stone Street junction(s)			Landowner Nickolls Quarry, Other potential development landowners £ - TBC			
	4. Scanlon's Bridge, Hythe - A259/A261 junctions		2021-2026	Landowner Nickolls Quarry, Sainsbury's £ -TBC			
	5. New Romney - A259/B2071/ Church Road junction			To be considered by landowners as part of the masterplanning exercise for the			

1 The Planning Inspectorate (2009) Examining Development Plan Documents: Learning from Experience

2 URS/Scott Wilson (2011) Shepway Transport Strategy (See Appendix 6)

				broad location at New Romney (CSD8)		
	6. Folkestone Seafront priority connections, including Tram Road	Upgrades to improve vehicular, cycle and pedestrian movement	By 2016	Landowners Seafront £ -TBC		
	7. Folkestone Central Railway Station	Upgrade to facilities, pedestrian accessibility and public realm, improvements, and production of station Travel Plan (including parking at Folkestone West)	By 2016	CIL, LTP and other potential developments £ -TBC	Shepway Stations Partnership	URS/Scott Wilson (2011)Shepway Transport Strategy
	8. Folkestone West Railway Station					
	9. Bus network	Support to introduce an expanded network, particularly growing but less well served fringes of Folkestone, and Hawkinge, and linking to shopping and Central and West railway stations	By 2021	Landowners at Shorncliffe and Folkestone Seafront £ c.300K	Stagecoach and KCC	
Education	10. Shorncliffe	Provision of new 2-form-entry primary school on strategic site	2016-2026	Shorncliffe landowner, CIL £ c.8M	KCC and SDC	Strategic Site: SS7
Green Infrastructure	11. Seabrook/ Shorncliffe	Provision of a public access open space/nature conservation facility with enhanced management and public facilities	2016	Shorncliffe landowner £ -TBC	SDC/ Shorncliffe landowner/ White Cliffs Countryside Project	Strategic Site: SS7 CSD4 policy
Flood defences	12. Hythe Ranges	Reinforcement of defences including construction of rock revetment	By 2021	EA, CIL £ c.40M ('whole life' current estimate)	EA, SDC, DEFRA, MoD	Environment Agency (2010) Folkestone to Cliff End Flood and Erosion Management Strategy

	13. Folkestone Seafront	Reinforcement of defences and beach	By 2016	Landowner Seafront £ -TBC	Landowner Seafront and EA	Strategic Site: SS6
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Table 6.1 Strategically 'Critical' Infrastructure: see also Figure 4.4 (SS5)

6.7 Other 'non-critical' projects are outlined below as important, potentially 'necessary' infrastructure to the strategy. Progress in delivering the CIL Charging Schedule should be verified before applying information in these tables.

Topic	Details	Broad timing	Lead partners	Further information
Employment	Access to key sites: physical servicing and training programmes for deprived communities in the neighbourhood	TBC	Landowners, HCA, East Kent Spatial Development Co., Kent Investment Fund	Nathaniel Lichfield & Partners (2011) Employment Land Review; URS/Scott Wilson (2012) Sustainability Appraisal
Biodiversity and natural resources	Management and Implementation e.g. Habitats (AA measures for Dungeness), popular natural areas (e.g. Folkestone Warren) and water course quality (WFD)	TBC	NE, EA KWT, KCC, other voluntary body sectors	URS/Scott Wilson (2012) Habitat Regulations Assessment for Dungeness SDC (2011) Water Cycle Report SDC (2011) Green Infrastructure Report
Transport	Horn Street railway bridges: vehicular safety and pedestrian environment scheme	By 2016	Shorncliffe landowner, KCC, SDC	URS/Scott Wilson (2011) Shepway Transport Strategy, Shorncliffe site: SS7
	B2063 Risborough Lane/ Church Road junction upgrade			
	B2063 Risborough Lane/ Shorncliffe Road junction upgrade	2016-2021		
	Cheriton High Street/ Horn Street junction improvements			
	A20 Cheriton High Street/ B2063 Risborough Lane junction improvements			

Topic	Details	Broad timing	Lead partners	Further information
	Pedestrian/Cycle path improvements from Shorncliffe site to Cheriton High Street and Seabrook Valley	By 2021		
	Cheriton Road crossroads (A20/ A2034) junction improvements	By 2026	KCC, SDC	URS/Scott Wilson (2011) Shepway Transport Strategy.
	Hammonds Corner west of New Romney A259/ B2075 junction improvement	TBC	London Ashford Airport Lydd landowner, KCC	DCLG and DoT decision notices ref: APP/L2250/V/10/2131934 & APP/L2250/V/10/2131936
	Grace Hill system/ Tontine Street (A260/ A259/ A2033) junctions	2021-2026	KCC, SDC, Seafront landowner, other developments	URS/Scott Wilson (2011) Shepway Transport Strategy Seafront site: SS6
	Traffic calming at Sellindge including A20/Swan Lane area	2021-2026	KCC, SDC, broad location landowners	Urban Initiatives for SDC & HCA (2011) Sellindge Rural Masterplan Final Report
	Increase sustainable usage of Westenhanger station through better local linkages, and improved cycle and car parking	2021-2026	Shepway Stations Partnership, Racecourse landowner	URS/Scott Wilson (2011) Shepway Transport Strategy
	Integrate rail and bus travel and improve existing parking provision at Sandling and Appledore stations, and further linkages to Hythe and Romney Marsh respectively	By 2026	Shepway Stations Partnership, Ashford BC, Stagecoach	URS/Scott Wilson (2011) Shepway Transport Strategy Hythe policy: CSD7
	Promote cycle network, cycle safety awareness and parking at destinations	By 2026	Sustrans / KCC, SDC and Shepway Cycling Forum	URS/Scott Wilson (2011) Shepway Transport Strategy, Shepway Cycling Plan
	Review and enhance bus routes in rural corridors. To provide an enhanced bus	By 2021	Quality Bus Partnership	URS/Scott Wilson (2011) Shepway Transport Strategy

Topic	Details	Broad timing	Lead partners	Further information
	network which builds on the existing five key corridors and promotes accessibility			
	To inform those who travel of the choice that is available. Improve ease of access to bus service information, e.g. real-time information, travel plans for businesses, health facilities and service providers	By 2016	Quality Bus Partnership, NHS, KCC	URS/Scott Wilson (2011) Shepway Transport Strategy
	Improve bus services, provide new shelters, and improve pedestrian environment in Hawkinge	By 2016	Quality Bus Partnership, Stagecoach, KCC	URS/Scott Wilson (2011) Shepway Transport Strategy
	Manage on-street parking and encourage better utilisation of car parks in town centres through enhancements/and promotional information	By 2016	KCC and SDC	URS/Scott Wilson (2011) Shepway Transport Strategy; Jacobs (2011) Folkestone Town Centre Spatial Strategy; Folkestone central policy: CSD6
	Promote awareness of modes and transport integration between Romney Marsh and the Urban Areas along Shepway's coastal routes. Better use of A259, Hastings–Dover bus, RHD light rail, long distance cycle route: starting with New Romney to Hythe Town Centre section	2016-2021	KCC and SDC, Stagecoach, RHD light railway, Landowners at Nickolls Quarry and New Romney	URS/Scott Wilson (2011) Shepway Transport Strategy New Romney policy: CSD8
	Improve use of Romney, Hythe & Dymchurch (RHD) light railway: starting with a new halt to connect Nickolls Quarry	2016-2021	SDC and Landowner at Nickolls Quarry	Planning permission Y06/1079/SH Hythe policy: CSD7
	Participate in seeking solutions to 'Operation Stack' issues in Kent	2021-2026	KCC and SDC, Highways Agency, Kent Police, Ashford BC	KCC (2010) Growth Without Gridlock

Topic	Details	Broad timing	Lead partners	Further information
Flood defences and coastal engineering	Reinforcement of defences at Lydd Ranges including groynes, bank reinforcement and beach nourishment	2021-2026	EA, SDC, DEFRA, MoD	Environment Agency (2010) Folkestone to Cliff End Flood & Erosion Management Strategy
	Romney Sands beach nourishment to hold the line			
Public realm	Folkestone improvements, including connections between the Central railway station - town centre - Creative Quarter/ Seafront, and potentially public art	By 2026	KCC, SDC and Folkestone Town Council, Seafront landowner, Creative Foundation	Jacobs (2011) Folkestone Town Centre Spatial Strategy Folkestone central policy: CSD6
	Hythe Town Centre improvements	By 2016	SDC and Hythe Town Council	Planning application Y09/0627/SH (Sainsbury's) Policy CSD7
	New Romney High Street (A259) potential upgrades e.g. to aid pedestrian circulation and historic sense of place	2021-2026	KCC, SDC and New Romney Town Council, broad location landowners	Policy CSD8
	Sandgate High Street (A259) potential upgrades e.g. to aid viability of local centre and offset impact of traffic	2016-21	KCC, SDC and Sandgate Parish Council	URS/Scott Wilson (2011) Shepway Transport Strategy; Sandgate Parish Plan, Policy SS4
	Cheriton High Street potential upgrades e.g. environmental improvements capitalising on improved pedestrian movement at key junction upgrades	By 2026	KCC, SDC and Folkestone Town Council	URS/Scott Wilson (2011) Shepway Transport Strategy Policy SS4
	Sellindge village green	2021-2026	SDC and KCC, broad location landowners	Urban Initiatives for SDC & HCA (2011) Sellindge Rural Masterplan Final Report Policy CSD9

Topic	Details	Broad timing	Lead partners	Further information
Sports and playspace	New changing facilities and potential pitch upgrades, Shorncliffe	By 2016	SDC, Romney Marsh Countryside Project, Shorncliffe landowner	Shorncliffe site: SS7
	High quality beach and water sports for Folkestone and Hythe	By 2021	Seafront and Nickolls Quarry landowners	Strategic Site: SS6 Planning permission: Y06/1079/SH (Nickolls Quarry)
	Cheriton Road Sports Ground, new cricket and hockey pitches, pavilion and other facilities	By 2016	SDC and De Haan Charitable Trust	Planning application Y10/0075/SH
	Upgrade other key open spaces/ sports pitches currently suffering from poor quality provision e.g. playspace at Sir John Moore Avenue, Hythe, parks in Foord, Folkestone	By 2021	SDC and town/parish councils	SDC (2011) Open spaces: Sports & Recreation Report
	Replacement for Hythe Swimming Pool, subject to feasibility	By 2026	SDC, Hythe Town Council, Nickolls Quarry landowner	Planning permission: Y06/1079/SH
Education	Increased capacity for primary schools at Brenzett, Palmarsh, Greatstone Sellindge, and in the Urban Area (including Palmarsh, and relocation of school at Seabrook)	By 2026	KCC	Kent County Council
	Higher/adult education qualitative upgrades in provision and targeted training programmes	By 2026	KCC, DfE, K College and secondary schools	Partners including Kent County Council
Health and social services	Shorncliffe branch health/care centre	By 2026	NHS, Shorncliffe landowner, KCC	Shorncliffe site: SS7
	Improvement/ reprovision of surgeries in central Folkestone	By 2026	NHS	NHS Eastern and Coastal Kent PCT

Topic	Details	Broad timing	Lead partners	Further information
	Adult changing facilities and respite care	2016-2021	KCC, Nickolls Quarry landowner	Planning permission: Y06/1079/SH
	Contributions towards needs for Adult Social Services arising from development, including approx. 200 new clients with disabilities or other support needs by 2026 (estimated to be approximately half 'Older People' clients)	Ongoing to 2026	KCC and SDC, potential development landowners.	Kent Adult Social Services
Community Safety	Contribution towards security of new neighbourhoods and areas of change, e.g. community safety infrastructure /Emergency Services (including police /fire)	Ongoing to 2026	Kent Police/ Fire & Rescue	Association of Chief Police Officers Strategic Growth Toolkit
Communication, information and support networks	Improve rural fast broadband accessibility	2016	KCC and SDC	Shepway Broadband Strategy
	New Romney Library/Community Facility	2021-2026	KCC/ landowners	Policy CSD8
Local neighbourhood facilities	To be determined e.g. options such as youth facilities, allotments for the Urban Area	By 2026	KCC, SDC and town/parish councils	Policies CSD4, SS2 SDC (2011) Green Infrastructure Report
Wastewater	Provision of new wastewater mains connection from the southeast to Sellindge Wastewater Treatment Works	By 2021	Southern Water and landowners	SDC (2011) Water Cycle Report

Table 6.2 Strategically 'Necessary' Infrastructure

- **Current green infrastructure identified in CSD4**

6.8 For the purposes of accurately recording the nature of the greenspace within the district and to enable it to be developed effectively it is important to be able to categorise the many greenspaces throughout Shepway.

6.9 Green infrastructure (GI) includes: parks and gardens, natural and semi-natural urban greenspaces, green corridors, outdoor sports facilities, amenity greenspace (most commonly, but not exclusively, in housing areas), provision for children and teenagers, allotments, cemeteries and churchyards, accessible countryside in urban fringe areas e.g. Seabrook Valley, river and canal corridors and green roofs and walls.

6.10 At a sub-regional level the landscape types or patterns of landscape correlate with those beyond Shepway's boundaries. This has been recognised through joint working within East Kent. A sub-regional working group has produced a comprehensive study of green infrastructure within the area.

6.11 Sub-regional work in East Kent distilled GI elements into the following groupings, which forms a basis for more detailed work:

- **Biodiversity** ('Simplified' East Kent GI Generic): Local Wildlife Sites, SSSI, Local Nature Reserves, National Nature Reserve, Ancient Woodlands, Woodland Trust, (Proposed) Special Protection Areas, (Proposed) Special Area for Conservation, (Proposed) Ramsar, RSPB Reserves, Wildlife Trust Reserves, Forestry Commission, Open Access Land, Registered Commons and Greens, Local Landscape Areas, Other natural & semi-natural urban & rural greenspace (*GI types identified in the South East Green Infrastructure Framework based on PPG17 typology*).
- **Linear Features** ('Simplified' East Kent GI Generic): Green Corridors, Rivers and Canal Corridors: Major Water Courses (*GI types identified in the South East Green Infrastructure Framework based on PPG17 typology*).
- **Civic Amenity** ('Simplified' East Kent GI Generic): Outdoor Sports Facilities, Amenity Greenspace, Provision for children & teenagers, Allotments, Community gardens, City farms, Cemeteries and churchyards, Parks & Gardens (*GI types identified in the South East Green Infrastructure Framework based on PPG17 typology*).

6.12 Shepway is largely rural and is widely recognised for the quality of its landscape both from an ecological and aesthetic perspective. Significant character areas are listed below:

- **Kent Downs Area of Outstanding Natural Beauty** – this rich and diverse landscape is formed from a variety of landscape elements including chalk escarpments, secluded dry valleys, networks and lanes, and historic hedgerows and ancient woodlands.
- **Romney Marsh** - this is essentially a sparsely populated wetland area that takes up approximately 55% of the district's landmass. It comprises arable land for crops and meadows and pastures for grazing; it is famous for the Romney Marsh breed of sheep. The flat open terrain is subdivided by a complex network of ditches and drains with their associated wetland vegetation, hedgerows and pockets of woodland and scrub.
- **Dungeness** – a shingle cusped foreland, one of the largest expanses of shingle in the world, which is of international significance in terms of its landform and the plant and invertebrate communities that exist there, as well as its extensive bird populations
- **Townscapes** – the district's largest urban area is Folkestone and Hythe. Generally these towns have a strong internal network of green infrastructure resulting from the open nature of the built environment. There are, however, pockets where a denser urban grain precludes significant amounts of greenspace, generally associated with inner housing areas, particular eastern Folkestone. However, even in these locations access to greenspace is not impossible as the towns are contained by open, mainly agricultural land that provides various opportunities for recreation.
- Also of note is the **Seabrook Valley**, characterised by a green wedge that effectively separates Folkestone from Hythe, addressed in SS7. Many of the other settlements within the district run along the coast over the Romney Marsh. These not only benefit from their open coastal aspect, but also from the surrounding greenspace that is Romney Marsh. Hawkinge and the villages scattered through northern Shepway benefit from the rich landscape of the Kent Downs Area of Outstanding Natural Beauty.

6.3 Appendix 3: Monitoring and Risk

6.13 This appendix, flowing from section 5.3, sets out how the Core Strategy may be evaluated as part of an ongoing process of planning, monitoring and reviewing to cover risks and deliver sustainable development. It firstly sets out specific indicators to inform plan implementation, then considers factors influencing delivery.

6.14 To enable the council to know whether the Core Strategy policies and programmes for infrastructure are achieving their objectives and targets, and whether the policies need to be reviewed, policies and 'on the ground' delivery of development needs to be monitored.

6.15 As set out in the Implementation section, there are particular national provisions for annual monitoring of housing land supply (five-year developable sites) under national policy. This will be detailed in the AMR, alongside addressing key milestones in Table 5.2.

6.16 There are also needs for a framework of actions (contingencies) in relation to other housing supply factors, including managing unexpectedly high levels of delivery and undeveloped (greenfield) land need. This should be considered in the AMR (and a justification and future programme specified) for the Core Strategy milestones as set out below in Table 6.3.

Action	Low housing delivery		High housing delivery		Low PDL housing utilisation	
	Trigger	Action	Trigger	Action	Trigger	Action
2016	(Dealt with via 5-year supply)		Delivery since 2006/7 over 5,000 dwellings	Investigate causes, prospects that trend could continue, and relate to impact as shown under indicators	Under 45% of housing delivery since 2006/7 is on PDL	Investigate causes, prospects that trend could continue, and relate to impact as shown under indicators
2021	Delivery since 2006/7 under 3,675 dwellings	Consider further Allocations through Local Plans	Delivery since 2006/7 over 7,500 dwellings	Investigate causes, prospects that trend to continue, and relate to impact as shown under indicators. Use to consider review of existing Allocations through Local Plans		Investigate causes, prospects that trend to continue, and relate to impact as shown under indicators. Use to consider review of existing Allocations through Local Plans
2026	Delivery since 2006/7 under 4,900 dwellings	Consider early review of Core Strategy	Delivery since 2006/7 over 10,000 dwellings	Use to consider review of existing Allocations through Local Plans		Consider early review of Core Strategy
2031	Review of whole Core Strategy necessary					

Table 6.3 Housing implementation strategy for contingencies

6.17 The central aims around these aspects of planned delivery are shown in Appendix 1, Figure 6.3. The trigger levels above are based on an approximately 30% variance (350 dwellings per annum, 65% of housing on previously developed 'brownfield' land).

6.18 The AMR will be the primary means of monitoring. Every year, it will address the indicators below (subject to data availability). Where key policies and targets are not being met or implementation is delayed or is having unintended effects, reasons will be provided in the AMRs along with any appropriate actions to redress the matter.

Aim	Measurement(s)	Target
A1. Increase the population of settlements and their prosperity	- National Census - NOMIS economic activity rates	0.4%pa growth in district Population 100,300 (2006)
A2. 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	- Town Centre Vacancy Rates (SDC annual survey)	Vacancy rates by frontage not to exceed 10%; currently: Folkestone (Primary) 5% Hythe 8% New Romney 2%
A3. Achieve real terms increases in gross incomes	- Earnings by residence (real terms)	In 2010 average gross weekly pay of Shepway residents was £480.80, whilst South East average was £547.80. Shepway gross weekly pay to increase by £3.35 pa to close that gap in plan period
A4. Grow the proportion of residents with higher-level qualifications	- NVQ4+ qualifications	In 2009 27% of people in Shepway and 33% of people in the South East have NVQ level 4 or higher. Shepway proportion to grow by 0.3% pa to close that gap in plan period
A5. Deliver a flexible supply of employment land in terms of location, size and type	- Commercial Information Audit (KCC)	Average 1ha per annum increase in B-class developments, and review progress at Shearway (Folkestone), Link Park (Lympe), and Mountfield Road (New Romney)
A6. Maximise the efficient use of infrastructure and secure further improvements unlocking the development of priority sites, communities and areas	- Commercial Information Audit - Industrial Land Survey	Review progress towards appropriate milestones in Table 5.2
A7. Provide housing of a quality and type suited to long-term economic development needs	- Housing Flows Reconciliation Form	Affordable Housing cumulative provision in excess of 100 dwellings per year over plan period
A8. Regenerate deprived neighbourhoods, including Central and Northern Folkestone and in pockets within Romney Marsh	- Index of Multiple Deprivation	Improve relative position of relevant IMD neighbourhoods in Folkestone East, Foord, Harbour & Harvey Central, Lydd ward and the westernmost part of Romney Marsh ward

Aim	Measurement(s)	Target
A9. Expand cultural and creative activity in the district, with refurbished premises and spaces in Folkestone's old town forming a vibrant Creative Quarter visitor attraction	- Creative Quarter refurbishment	Refurbished properties (permissions including external alterations) in Seafront/Creative Arc (policy CSD6) to average at least one a year

Table 6.4 Aims arising from Strategic Need A

Aim	Measurement	Target
B1. Expand green infrastructure and enhance its connectivity, making a positive contribution to managing the impacts of climate change through adaptation and mitigation	- Designated wildlife sites	To achieve continuous positive gains in designated wildlife sites: number and total area (additional ha.)
B2. Minimise local carbon emissions, maintain air quality, control pollutants and promote sustainable waste management	- Dept. of Energy and Climate Change carbon emission figures - New sustainable waste handling facilities	Continuous relative improvements in Shepway's emissions performance Development of new low-carbon waste handling centres
B3. Protect and enhance habitats and species to sustain biodiversity, particularly where of international and national significance including a focus on Dungeness and Folkestone Warren	- Status of SSSI land - Status of Dungeness/Folkestone Warren	No net increase and progress towards nil land units in 'unfavourable/declining' condition Improve status of units at Dungeness/Folkestone Warren
B4. Manage sensitive landscapes shaping the character of the district, especially on the edge of settlements or within the Kent Downs AONB and its setting	-Kent AONB Unit (2004) Kent Downs AONB Management Plan actions	On track for full implementation of district applicable Management Plan actions by end of plan period (proportion completed)
B5. Increase the efficiency of water management to maintain local water resources and to improve the quality of watercourses and the sea	- Environment Agency water quality data; ground, surface and sea	Performance guidelines set by Water Framework and Bathing Directives
B6. Maintain the sense of openness and tranquillity of the countryside and undeveloped coast	- Development outside of settlement boundaries	No planning permissions for new build residential development other than in line with specific Core Strategy provisions e.g. Rural exceptions (CSD1)
B7. Manage Shepway's coast to ensure resilience to climate change processes, reducing the risk to life and property from flood hazards, and	- Implementation of the Folkestone to Cliff End Flood and Erosion Management Strategy	Review progress in implementation of flood defence actions in Table 6.1

Aim	Measurement	Target
actively managing coastal environments for green infrastructure and sustainable recreational purposes		
B8. Enhance the character and function of Shepway's historic towns and villages, and the management of historic assets/visitor attractions	- Conservation Area Appraisals	Adoption of reviews to all conservation area boundaries
B9. Promote choice in means of transport through opportunities for walking and cycling and improved public transport networks and information	- Expand bus routes	Increase in number of routes with a 7-day a week service

Table 6.5 Aims arising from Strategic Need B

Aim	Measurement	Target
C1. Maintain cohesive neighbourhoods and encourage increased voluntary activity, retention of viable local community buildings and civic interest in community development	- Community buildings - Adoption of community plans inc Neighbourhood Development Plans	No net loss of community buildings. Average of at least one community plan a year
C2. Ensure choice of high-quality residential accommodation is maximised within individual neighbourhoods and villages, with a mix of housing size, type and tenure	- Housing Flows Reconciliation Form	50% of completions over the period of the plan to consist of 3 (or more) bedroom dwellings
C3. Assist in meeting the essential needs of vulnerable local social groups and provide more properties that allow people to remain living independently	- Lifetime Homes completions	In excess of 20% of completions over plan period to be of Lifetime Homes standard
C4. Improve sports facilities and reduce relative disparities in the health of communities	- Improvements to district sports facilities	Delivery of improvements to existing sports grounds and development of major new sports facilities in the urban area
C5. Increase access to services that are appropriate to the needs of the local population and maintain essential rural services	- Additional school and GP premises	No net loss of school and GP premises per year
C6. Improve the urban environment, including the usage and sense of security of key public spaces including major parks, town centres and public transport stations	- Co-ordinated major physical improvement programmes to parks, railway stations or public realm	Average of at least one major improvement programme completed per year over plan period

Aim	Measurement	Target
C7. Reintegrate physically divided or highly linear villages and neighbourhoods through central social infrastructure or community development	- New locally led public open space, community buildings, pedestrian/ cycle upgrades, or public services	Average of at least one major new facility completed per year over plan period
C8. Improve Town Centre environments, facilities and communications for businesses and visitors in the Romney Marsh area	- Interventions to address market failure in fast broadband for isolated communities - Major town centre physical improvement programme	Average of at least one major new facility completed every third year over plan period in Romney Marsh
C9. Consolidate communities that are hosting significant new developments including at Hawkinge and Hythe	- Community facility, public services or new build retail/employment premises to develop in parallel with residential development	Average of at least one new community/commercial planning permission per 'major' residential permission over the plan period

Table 6.6 Aims arising from Strategic Need C

6.19 In relation to addressing future challenges, external and internal sources of risk and change identified in 1.1 and 2.2 have been examined against each other in Table 6.7.

Structural Drivers	Summary of risk implications by Shepway Strategic Need
1. Economic and political pressures and fluctuations	<p>Strategic Need A Structural risk summary: <i>The depth and breadth of associated challenges is readily apparent when looking across structural drivers for this issue, as avenues for addressing local weaknesses are restricted on a range of fronts in terms of delivery resources. This highlights the importance of recognising the impact of communication links on places and the need for active place-shaping: providing a uniquely district-specific response to this challenge and new economic practices.</i></p> <p>Strategic Need B Structural risk summary: <i>This expresses the directness of the relationship between this local challenge to global context. The implications of wide social and economic/policy changes in this sphere are not yet clear. Evaluation does indicate again the opportunity arising from a greater premium on a sense of place, in particular environmental features that are valued for their broad contribution towards what people regard as attractive places. This may be contingent on robust management arrangements.</i></p> <p>Strategic Need C Structural risk summary: <i>This shows that whilst the constraints of uncertainty and withheld public/private resources may not necessarily be overcome, and support services may be challenged, new/softer opportunities may remain applicable. In particular, whilst organising local actions may be discouraged if change is more rapid, the end prospect of an increased resource and social capital from empowerment of neighbourhoods may result in individuals, such as retired people, working together to bring forward non-material resources of their own which may be captured positively.</i></p>
2. Finite natural resources and growing environmental risks	
3. Social trends and changing household structures	
4. Technological innovations and shifting relationships between people and place	

Table 6.7 External and internal risk perspectives

6.20 Looking at structural drivers across Needs, it is apparent that economic and environmental context may be strongly applicable to risks locally and must be closely monitored across Shepway, whereas the local scope of social and technological aspects may be more positive (if identified potential can be realised).

6.21 This can inform evaluation of more specific or immediate risks. The following Table 6.8 uses this theme to identify possible specific risk events to overall delivery. The likelihood and sustainable development 'criticality' (rating seriousness) is considered in order to focus on the most prominent risks, so that they can be related back to key elements of the Spatial Strategy.

Event applicable to plan delivery	Relative likelihood of event	Relative seriousness to local aims
The national economy seriously under-performs over the majority of the plan period (no net GDP rise)	Low	Medium
Confidence in the local housing market decreases and house sales remain limited in volume over an extended period	Low	High
Development of premises for local office/industrial purposes remains highly constrained over the whole plan period	High	Medium
A serious emergency incident occurs with major local environmental implications	Low	High
Developments in Folkestone fail to deliver resources to reach a critical mass necessary to provide transformative public realm upgrades	Medium	Medium
Place-competition to capitalise on High Speed 1 proves unexpectedly intense (substantial decline in interest in moving to live/work Shepway from outside of the sub-region)	Low	High
Place-competition for creative industries intensifies substantially (significant decline in demand to live/work in Shepway for these purposes)	High	Medium

Table 6.8 Identifying 'high' risks

6.22 The implications of these and associated contingency measures are addressed in section 5.3 for 'high' risks.

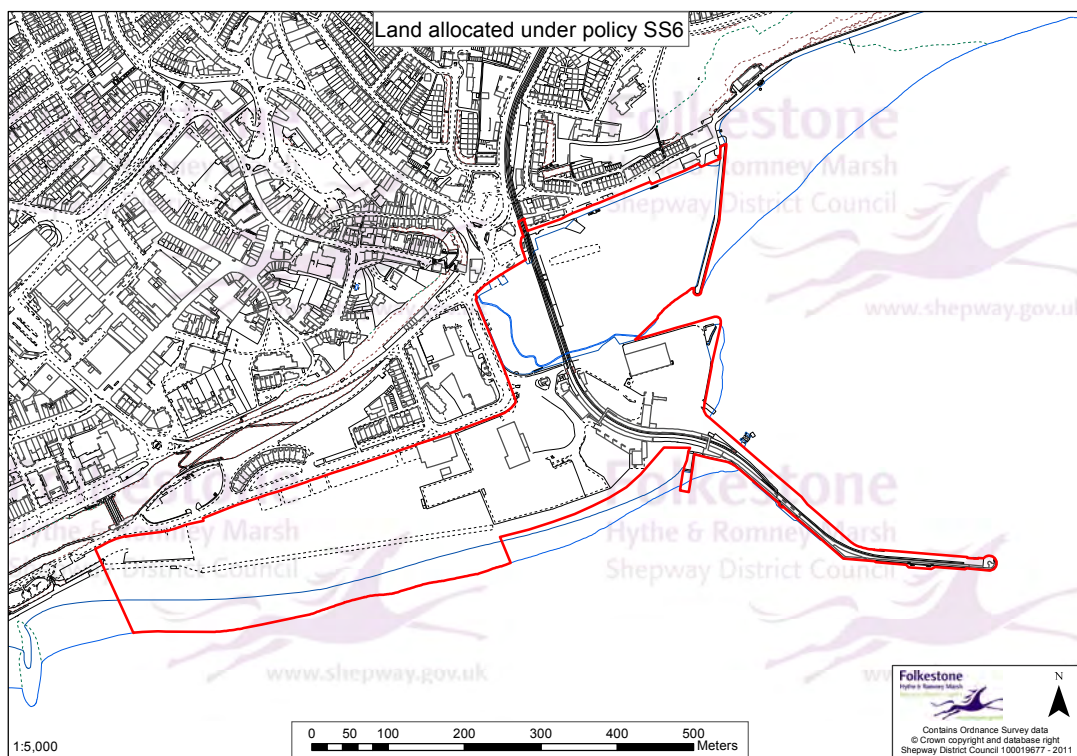
6.4 Appendix 4: Proposed Changes to Policies Map

Flood Mapping

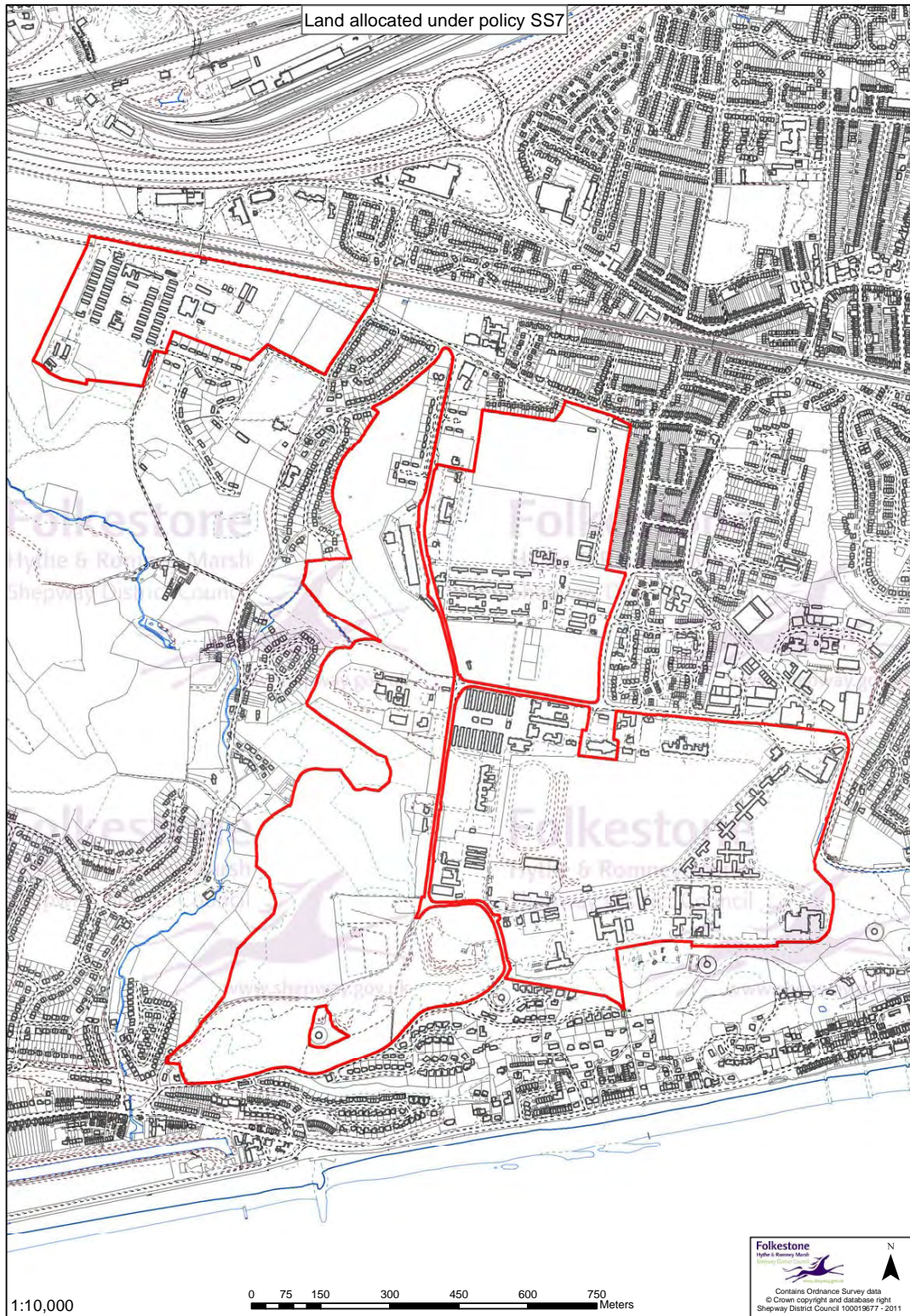
6.23 Flood mapping data is updated regularly by the Environment Agency. Its information should be directly consulted, alongside the council's online mapping system, including Shepway SFRA flood risk mapping (www.shepway.gov.uk).

Allocations

6.24 The following two maps show a formal 'red line' boundary confirming the exact applicability of the strategic allocations contained within chapter 4. These, along with the delineation of the district character areas shown in Figure 5.3, are the Core Strategy additions to the Shepway Policies Map.



Map 6.1 Allocation of Folkestone Seafront (Core Strategy Policy SS6) on the Shepway Policies Map

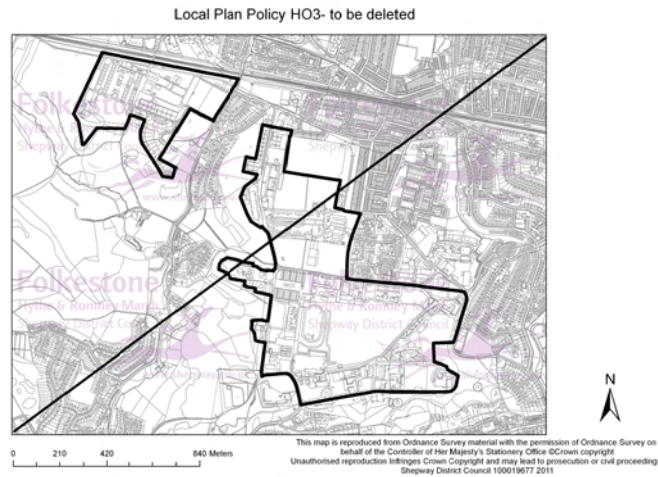


Map 6.2 Allocation of Shorncliffe Garrison (Core Strategy Policy SS7) on the Shepway Policies Map

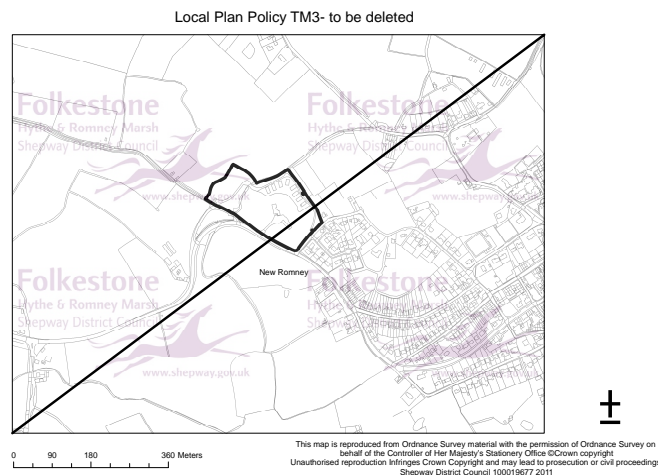
Shepway District Local Plan Review (2006) Saved Policy Allocations Removed:

6.25 The following sites were allocated or shown on the Shepway Proposals Map but have been de-allocated and no longer apply.

6.26 Please also note that other policies featured in the 2006 Proposals Map may already have been deleted as part of the process of 'saving' policies by the Secretary of State in 2009. The current situation (reflecting allocations from policies that are now already non-applicable) can be seen via the map on www.shepway.gov.uk.

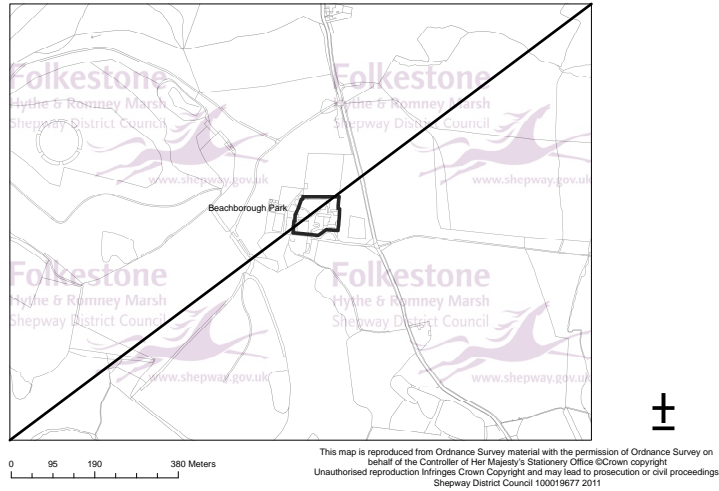


Map 6.3



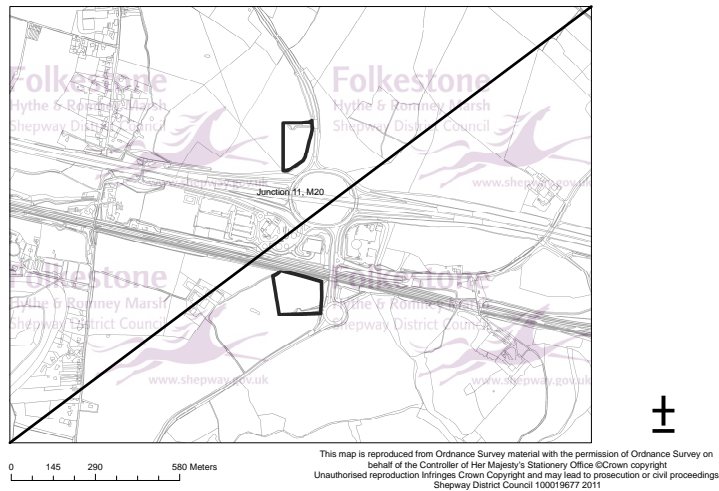
Map 6.4

Local Plan Policy TM3- to be deleted



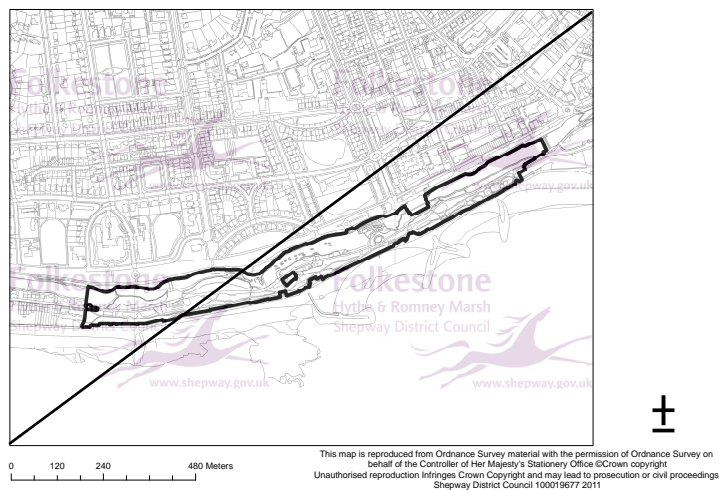
Map 6.5

Local Plan Policy TM3- to be deleted



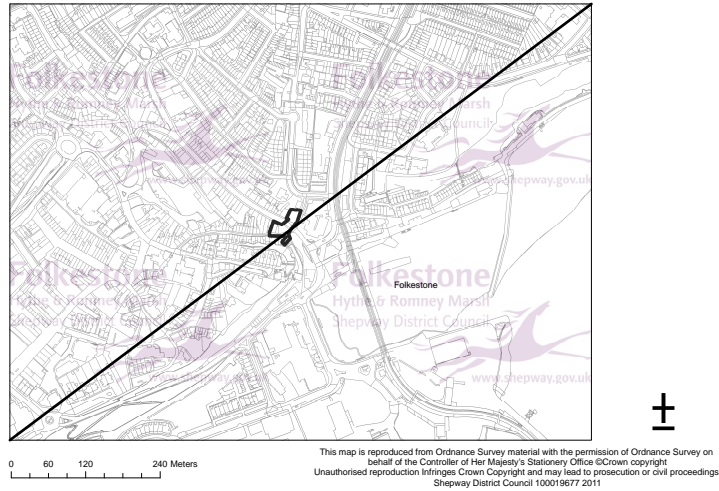
Map 6.6

Local Plan Policy LR6- to be deleted



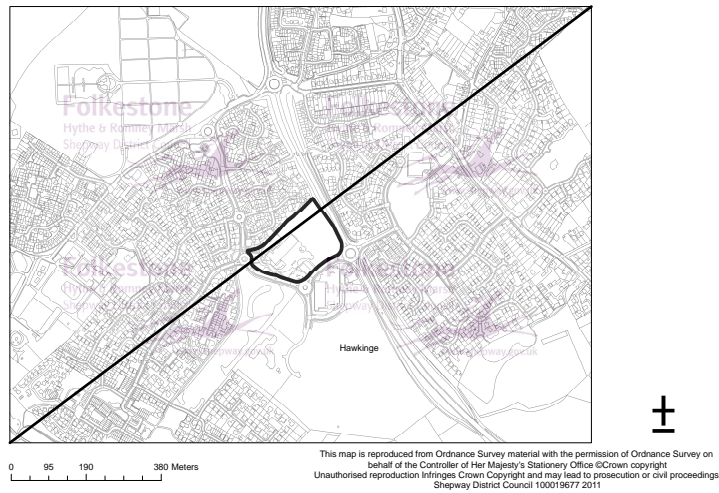
Map 6.7

Local Plan Policy LR15- to be deleted



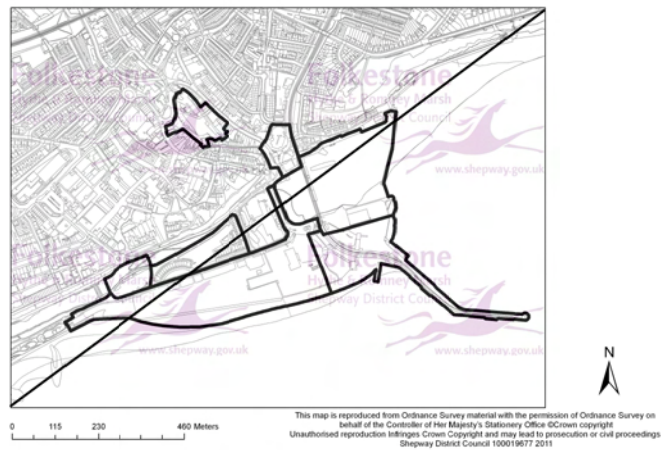
Map 6.8

Local Plan Policy SC5- to be deleted



Map 6.9

Local Plan Policy FTC4/5/6/7/8/10- to be deleted



Map 6.10

6.5 Appendix 5: Local Policies Supporting the Core Strategy

6.27 Shepway District Local Plan Review 'saved' policies that are deleted following the introduction of the Core Strategy are listed against relevant replacement policies earlier in the document. The following appendix lists the other local policies that may continue to apply in the shorter term.

Remaining Local Plan policies primarily relating to Spatial Strategy policies (Policies SS1–SS7 and DSD)

- SD1- Sustainable Development.
- HO1- New Residential Development [& Appendix 2], HO2- New Site Allocations and Phasing of Land Supply, HO7- Loss of Residential Accommodation, HO15- Plain Road Folkestone.
- E1- Established Employment Sites, E2- New Employment Opportunities, E4- Loss of Land for Industrial Warehousing or Office Purpose, E6a- Promotion & Protection of Small Businesses.
- S3- Primary Shopping Area, S4- Secondary Shopping Area, S5- Hythe Town Centre Shopping Area, S6- New Romney Shopping Area, S7- Local Shopping Areas.
- BE1- Building Design, Layout and Special Needs Access, BE2- Public Art, BE3- New Conservation Areas, BE4- Conservation Areas Management, BE5- Listed Buildings, BE6- Other Buildings of Special Character, BE8- Building Alterations & Extensions, BE9- Shopfronts [& Appendix 5], BE12- Areas of Special Character.
- U10- Waste Disposal & Recycling, U10a- Contaminated Land, U11- Telecommunications, U13- Overhead Cables, U14- Planning for Renewable Energy Sources, U15- Light Pollution.
- SC4- Education, SC7- Seapoint Centre, Seabrook.
- TR2- Public Transport, TR3- Public Transport, TR4- Channel Tunnel Rail Link- Extension of High Speed Facilities to Folkestone, TR5- Cycling, TR6- Walking, TR8- Major Highway Proposals, TR9- Roadside Services, TR10- Westenhanger Motorway Service Area, TR11- Access to the Highway Network, TR12- Car Parking, TR13- Travel Plans, TR14- Parking Strategy- Folkestone, TR15- Lydd Airport.
- CO1- Development in the Countryside, CO4- Landscape: Special Area, CO5- Landscape: Local Areas [& Appendix 8a], CO6- Heritage Coast & Undeveloped Coast, CO11- Nature Conservation: Biodiversity Protection, CO13- Nature Conservation: Water CO14- Dungeness, CO16- Agriculture: Diversification, CO18- Agriculture: Buildings, CO19- Re-use & Adaptation of Rural Buildings, CO20- Replacement Dwellings in the Countryside, CO21- Replacement Dwellings in the Countryside, CO22- Horse Keeping, CO23- Farm Shops, CO24- Strategic Landscaping at Key Development Opportunities, CO25- Common Lands & Village Greens.

Remaining Local Plan policies primarily relating to Core Strategy Delivery policies (Policies CSD1–CSD6)

6.28 CSD1: *Balanced Neighbourhoods for Shepway-*

- HO6- Criteria for Local Housing Needs in Rural Areas.

6.29 CSD2: *District Residential Needs-*

- HO8- Criteria for Sub-division, HO9- Subdivision and Parking, HO10- Houses in Multiple Occupation, HO13- Criteria for Special Needs Annexes.

6.30 CSD3: *Rural and Tourism Development of Shepway-*

- S8- Local centre, village shops & rural pubs,
- TM2- Visitor Accommodation (and applicable parts of the Protection of Tourism SPG), TM4- Self Catering Accommodation on New Static/Chalets, TM5- Self Catering Accommodation on Camping Sites, TM7- Specific Development Sites- Sands Motel, St Mary's Bay, TM8- Specific Development Sites- Princes Parade, Hythe, TM9- Specific Development Sites- Battle of Britain museum, Hawkinge.
- LR5- Folkestone Racecourse.

6.31 CSD4: *Green Infrastructure of Natural Networks, Open Spaces and Recreation-*

- LR1- Provision & protection of sports facilities, LR3- Formal Sport & Recreation in the Countryside, LR4- Cheriton Road Sports Ground/ Folkestone Sports Centre, LR7- Coastal Leisure & Recreation: Range Road and elsewhere, LR8- Public Rights of Way, LR9- Protection & Provision of Open Space, LR10- Equipped Play Areas [& Appendix 9], LR11- Allotments, LR12- Protection of School Playing Fields, BE13- Urban Open Space, BE14- Communal Gardens, BE16- Landscape & Amenity: New Development, BE17- Landscape & Amenity: Tree Preservation Orders, BE18- Historic Parks & Gardens, BE19- Land Instability.

6.32 CSD5: Water and Coastal Environmental Management in Shepway-

- U1- Sewage & Wastewater Disposal: Small Developments, U2- Sewage & Wastewater Disposal: Larger Developments, U3- Sewage & Wastewater Disposal: Tanks, U4- Protection of Ground & Surface Water Resources.

6.33 CSD6: Central Folkestone Strategy-

- FTC3- Ingles Manor/ Jointon Roads, FTC9- Hotel Burstin, FTC11- The Stade.

6.34 Post Core Strategy, these policies will be withdrawn or replaced at a later date by a subsequent Local Plan.

Supplementary Planning Documents (SPD)

6.35 The following SPDs have been adopted: *Affordable Housing, Kent Design Guide 2005/06, The Sandgate Village Design Statement, The Old Gas Works Ship Street Folkestone, Hawkinge West, Seapoint Centre, Link Park Lympne*. No Core Strategy proposals are considered in conflict with the key provisions of these policies.

6.6 Appendix 6: Glossary of Terms and Technical Studies

- **Terms:**

Adoption - the formal decision to approve the final version of the document, at the end of all the preparation stages, bringing it into effect.

Affordable Housing - housing available at a significant discount below the market value, provided to specified eligible households whose needs are not met by the market. It includes social rented and intermediate housing (such as shared equity products, low cost homes for sale and intermediate rent). See national policy.

Amenity - a general term used to describe the tangible and intangible benefits or features associated with a property or location, that contribute to its character, comfort, convenience or attractiveness.

Authorities Monitoring Report (AMR) - a document produced by the local planning authority providing an analysis over the period of the performance of planning policies and reporting on progress made in producing up-to-date planning policy. Previously known as Annual Monitoring Report.

AONB - Area of Outstanding National Beauty, a national designation applying in Shepway in the Kent Downs AONB.

Appropriate Assessment - See *Habitats Regulations Assessment*

Biodiversity - the variety of plants and animals and other living things in a particular area or region. It encompasses habitat diversity, species diversity and genetic diversity.

BOA - Biodiversity Opportunity Area.

Building for Life - the national standard for well-designed homes and neighbourhoods. A Building for Life assessment scores the design quality of planned or completed housing developments against 20 criteria.

Broad Location - general locations for growth formally indicated on the Key Diagram; includes sites for major development where technical or infrastructure information does not currently allow the exact extent of land to be confirmed. Does not constitute a formal (Strategic) Allocation; planning permission is still required to deliver development.

Brownfield Land (also known as Previously Developed Land) - land which is or was occupied by a permanent structure. A full definition is given in national policy.

Code for Sustainable Homes (CfSH / CSH) - national standard designed to measure the sustainability of new homes against nine design categories including energy and water. Homes are rated on six levels between one (1*) and six stars (6*) with the higher ratings representing increased levels of sustainability.

Community Infrastructure - facilities available for use by all the community, such as church or village halls, doctor's surgeries and hospitals. Community facilities could also include children's playgrounds and sports facilities.

Community Infrastructure Levy (CIL) - a new legal provision allowing a charge to be made by local authorities on development in their area, based on floorspace. The specific levy amount is set in the authority's Charging Schedule, once it is adopted.

Conservation Area - an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance, formally designated.

Core Strategy - sets out the long-term vision for the district's development, the spatial objectives and strategic policies to deliver that vision. It will be Shepway's primary *Local Plan* document.

Department for Communities and Local Government (DCLG) - the central government department that is responsible for policy on local government, housing and urban regeneration.

Development Plan - statutory document(s) (*Local Plans*) drawn up by local planning authorities following public consultation and independent examination, containing policies for *sustainable development* that by law form the starting point for deciding planning application.

Environment Agency (EA) - Government agency concerned mainly with rivers, flooding and pollution.

Examination (in Public/ EiP) - a form of independent public inquiry into the soundness of a submitted Local Plan document which is chaired by an inspector appointed by the Secretary of State. After the examination has ended the inspector produces a report with recommendations which are binding on the council.

Facilities - public or private premises that are used for, or help to provide, services and infrastructure for visiting members or the public

Greenfield Land - land which has not been developed before, and is not defined as previously developed 'brownfield' land.

Green Infrastructure - a network of protected sites, nature reserves, green spaces, waterways and greenway linkages (including parks, sports grounds, cemeteries, school grounds, allotments, commons, historic parks and gardens and woodland). It offers opportunities for a number of functions, including recreation and wildlife as well as landscape enhancement. See Appendix 2 and CSD4.

Gypsy and Traveller Sites - sites either for settled occupation, temporary stopping places or transit sites for people of nomadic habit of life, such as Gypsies and Travellers.

Habitats Regulations Assessment (including Appropriate Assessment) - a legal requirement examining the potential impacts of policies and proposals on the nature conservation integrity of Natura 2000 Series sites.

Index of Multiple Deprivation - combines a number of indicators chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England.

Infrastructure - a collective term which relates to all forms of essential services like electricity, water and road and rail provision, including social/community facilities.

Internationally designated habitats - see *Natura 2000 Series Sites*.

Kent County Council (KCC) - countywide local authority responsible for a range of strategic functions and services such as highways (non-trunk routes), minerals and waste planning, and education and social care.

Key Diagram - a diagram to show the general location of key elements of the Core Strategy. This includes for example, the broad locations for development in the district.

Lifetime Homes - homes which are built to an agreed set of national standards that make housing more functional for everyone including families, disabled people and older people. They also include future-proofing features that enable cheaper, simpler adaptations to be made when needed.

Local Housing Market Area (LHMA) - geographical areas within East Kent defined in the SHMA by economic household demand and preferences. Housing markets do not respect administrative boundaries and may comprise smaller, more local sub markets and neighbourhoods.

Local Plan(s) - a phrase reintroduced in national policy (replacing 'Local Development Documents/Frameworks (LDFs)'). It describes the document(s) adopted by Local Planning Authorities as the statutory development plan for the area - containing the policies that make up the legal starting point for deciding planning applications.

Low Carbon Development - a development which achieves an annual reduction in net carbon emissions of 50% or more from energy use on site e.g. by reducing energy demand through passive design and energy efficient technology and supplying energy from renewable sources.

Major Employment Sites - a Core Strategy term indicating general places where land is/ will be allocated for industrial, warehousing or office uses. See policy SS4.

Mixed use development - development for a variety of uses on a single site.

National Policy - central government planning policy, primarily in the form of the 2012 National Planning Policy Framework (NPPF); formerly made up of Planning Policy Statements or Guidance notes.

Natura 2000 series sites - internationally designated sites of nature conservation (including current - and in effect, proposed - Special Areas of Conservation/Special Protection) subject to Habitats Regulations Assessment.

Natural England (NE) - Government agency concerned with the natural environment, including biodiversity and the countryside.

North Downs (District Character Area) - a part of Shepway used for descriptive purposes constituting the district's wards of North Downs East, North Downs West, Tolsford, Lymgne & Stanford, and Elham & Stelling Minnis.

(Open) Countryside - rural and coastal areas defined as land lying outside the settlement boundaries shown on the Policies Map.

Place-shaping - the ways in which local government and its partners can create safe, attractive, vibrant communities where people want to live and work.

Planning Inspectorate (PINS) - an agency of central government which provides independent adjudication on planning issues.

Policies Map - a statutory map of a local planning authority accompanying its *Local Plans*, and defining the spatial extent of relevant policies in it. Formerly known as the Proposals Map.

Preferred Options - this is a key non-statutory phase of public participation undertaken in 2009 for Shepway's Core Strategy.

Previously Developed Land - see *Brownfield Land*.

Priority Centres of Activity (PCAs) - a term used in the Core Strategy for locations central to people, place or prosperity incorporating town, district and local (village/ neighbourhood) centres and Major Employment Sites. See policy SS4.

Public Realm - the space between and within buildings that is publicly accessible including streets, squares, forecourts, parks and open spaces.

Registered Social Landlord (RSL) - Government-funded, not-for-profit organisations that provide affordable housing. They including housing associations, trusts and co-operatives.

Renewable Energy - energy derived from a source that is continually replenished such as wind, wave, solar, hydroelectric and energy from plant material, but not fossil fuels or nuclear energy.

Romney Marsh (District Character Area) - a part of Shepway used for descriptive purposes constituting the district's wards of Romney Marsh, Dymchurch & St Mary's, New Romney Town, New Romney Coast and Lydd.

Sequential Approach - an approach to planning decisions which may require certain sites or locations to be fully considered for development before the consideration moves on to other sites or locations. The approach could apply to issues such as retail development, or the use of land at risk from flooding.

Settlement Hierarchy - settlements are categorised into a hierarchy based on the range of facilities, services and employment opportunities available, plus the ability to access other higher-ranking settlements by public transport. See policy SS3.

Shepway District Council (SDC) - local planning authority preparing the Core Strategy.

Shepway District Local Plan Review (2006) - adopted by the council on 16 March 2006. As set out in the Planning and Compulsory Purchase Act 2004, the council made a request to central government to continue to use (most) specific policies. These policies 'saved' in 2009 and not deleted by the Core Strategy remain part of the Development Plan and will remain saved until they are replaced by specific policies in a new adopted Local Plan document.

Site of Specific Scientific Interest (SSSI) - a conservation designation for the protection of an area because of the value of its flora and fauna or its geological interest.

Social Capital - defined by advocate Robert Putnam (1993) as the networks, norms and trust among people who share similar objectives; classified as a geographical concept whereby the relationships of people are shaped by the areas in which they live.

South East Plan (the former Regional Spatial Strategy applicable to Shepway). Published by the DCLG in 2009, providing statutory planning policies for a region. Previously part of the Statutory Development Plan alongside local Development Plan Documents. It was partially revoked in 2013.

Spatial Planning - this concept brings together policies for the development and use of land with other policies and strategies which too have ramifications for the nature of places and how they operate.

Strategic Flood Risk Assessment (SFRA) - required under national policy and providing an analysis of the main sources of flood risk to the district, together with a detailed means of appraising development allocations and existing planning policies against the risks posed by coastal flooding over the coming century.

Strategic Housing Land Availability Assessment (SHLAA) - required under national policy, providing an assessment of the scale of potential housing land opportunities over a 15 (or more) year period. It cannot allocate or grant planning permissions but does lead to a pool of possible key future housing sites to inform future Local Plans through further public consultation and additional evidence gathering.

Strategic Housing Market Assessment (SHMA) - required under national policy, providing an understanding of how housing markets operate within a given area, showing housing need and demand. Produced for the East Kent Housing Market Partnership (including Canterbury, Dover, Swale and Thanet Councils and organisations from other sectors).

Strategic (Site) Allocation - a site central to achievement of the strategy, where the principle and main features of development are established through a formal designation (allocation) of a specific parcel(s) of land. Planning permission is still required to deliver development.

Statement of Community Involvement (SCI) - sets out the council's approach to how and when it will consult with the community in the preparation of planning documents and making decisions on planning applications.

Submission stage - the stage at which a planning policy document is sent to the Secretary of State as a prelude to its examination, having previously been published for public inspection and formal representations.

Supplementary Planning Document (SPD) - provide further explanation or elaboration of policies contained in Local Plans. May take the form of design guides, area or site development briefs, masterplan or issue-based documents.

Sustainability Appraisal (SA) - a legal requirement examining the social, economic and environmental impacts of policies and proposals.

Sustainable Development - usually referred to as "development which meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland, 1987).

Sustainable Transport - management of transport for Sustainable Development purposes. Can be travel management measures or any form of transport, including all alternatives to the private car, especially low-carbon travel modes. Often relates to travel by bus or train but also includes walking and cycling.

Sustainable Urban Drainage System (SUDS) - sequence of water management practices and facilities designed to drain surface water in a manner that will provide a more sustainable approach than what has been the conventional practice of routing run-off through a pipe to a watercourse.

The Urban Area (District Character Area) - a part of Shepway used for descriptive purposes constituting all Folkestone and Hythe wards.

Viability - a viable development is one where there is no financial reason for it not to proceed, where there is the correct relationship between gross development value (GDV - the amount a developer receives on completion or sale of a scheme) and development costs (e.g. build costs). An unviable scheme is one where a poor relationship exists between GDV and development costs so that profitability and land value are not sufficient enough for a development to proceed.

Water Framework Directive - more formally the Directive 2000/60/EC of the European Parliament and the Council of 23 October 2000, which established a policy framework for action on water quality.

Windfall Site - a previously developed site which has not been specifically identified as available through the development plan process, but which unexpectedly becomes available for development. A windfall dwelling is a dwelling which is delivered from such a site.

Zero Carbon Development - a development that after taking account of emissions from space heating, ventilation, hot water and fixed lighting, expected energy use from appliances, and exports and imports of energy from the development to and from centralised energy networks, will have net zero carbon emissions over the course of a year.

- **Core Strategy Technical Studies:**

Title	Produced By	Date
Housing		
Strategic Housing Land Availability Assessment Update	Shepway District Council	July 2011
Modifications 2012 Technical Note: Windfalls, Housing Supply & Policy Update	Shepway District Council	Sep' 2012
Economic Viability Assessment of housing	Adams Integra	Feb' 2011
Strategic Housing Market Assessment of East Kent	Ecotec for East Kent Strategic Housing Partnership	2009
East Kent Gypsy and Traveller Accommodation Assessment Report (2007-2012)	De Montfort University, Leicester for Canterbury City Council and Dover, Shepway and Thanet District Councils	Jun' 2007
Employment & Town Centres		
Shepway Employment Land Review	Nathaniel Lichfield and Partners	Jan' 2011
Retail Need Assessment Study - 2010 Update	Kent County Council	Jul' 2010
Folkestone Town Centre Spatial Strategy	Jacobs for Kent County Council	Mar' 2011
Transport		
Shepway Transport Strategy	URS / Scott Wilson	Feb' 2011

Title	Produced By	Date
Environment		
Rother and Shepway Core Strategies Habitat Regulations Assessment (Dungeness SAC; Dungeness to Pett Level SPA and SPA extension; and Dungeness, Romney Marsh and Rye Bay proposed Ramsar site) Final Report following Publication Stage consultation	URS / Scott Wilson <i>for</i> SDC and Rother District Council	Jan' 2012
Sustainability Appraisal (SA) of the Shepway Core Strategy	URS / Scott Wilson	Oct' 2012
Water Cycle Report	Shepway District Council	May 2011
Strategic Flood Risk Assessment	Herrington Consulting	Jun' 2009
Shepway District Local Brownfield Strategy	DTZ <i>for</i> SDC and HCA	Mar' 2011
Shepway Green Infrastructure Report	Shepway District Council	Jul' 2011
Open Spaces: Sports & Recreation Report	Shepway District Council	Jul' 2011
Broad Locations		
Land at New Romney LDF Core Strategy Policy Advice	URS / Scott Wilson	Aug' 2011
Sellindge Masterplan Final Report	Urban Initiatives <i>for</i> SDC and HCA	Mar' 2011
Other		
East Kent Sustainable Community Strategy	East Kent Local Strategic Partnership <i>for</i> Canterbury City and Dover, Shepway and Thanet District Councils.	2009
Sharing in Success A Community Plan for Shepway	Shepway Community Partnership	Mar' 2007
Shepway Rural Services Study	Shepway District Council	2011
East Kent Local Investment Plan 2011 – 2026 Part A: Strategic Context & Management Arrangements	East Kent Local Strategic Partnership <i>for</i> Canterbury City and Dover, Shepway and Thanet District Councils.	Spring 2011
Development Requirements Report, Cabinet Appendix 1	Shepway District Council	Apr' 2011
Strategic Distributions Report, Cabinet Appendix 2	Shepway District Council	Apr' 2011

Table 6.9 Core Strategy Technical Studies