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Chapter 1: Introduction

- 1.1** This options document has been produced by the City Council in order that it can seek your views on future directions for development in the District for the period until 2026. This document is an early stage in the preparation of a Core Strategy for the entire Canterbury District. Where it refers to the 'Canterbury District', it is referring to the Canterbury City, the coastal towns of Herne Bay and Whitstable, the rural settlements and the surrounding countryside.

The New Planning System

- 1.2** The Planning and Compulsory Purchase Act 2004 introduced new changes to the planning system. Central to this were significant changes to the development plan system, replacing the previous system of Local Plans with the **Local Development Framework**. Further amendments to the 2004 Act were introduced in 2008 and 2009.
- 1.3** A Local Development Framework is made up of a collection of Local Development Documents (LDDs), which will include the following:
- A Statement of Community Involvement;
 - A Core Strategy;
 - Area Action Plans (such as the Herne Bay AAP);
 - Other development plan documents (such as site allocations documents or development management policies);
 - A Proposals Map;
 - Supplementary Planning Documents.
- 1.4** The relationship between these documents is illustrated on figure 1. The documents in the blue shaded box at the bottom of the diagram are known as Development Plan Documents. These, together with the Regional Spatial Strategy (South East Plan), will make up the statutory development plan. Supplementary Planning Documents will cover particular issues in more detail.



Figure 1: The Canterbury Local Development Framework

- 1.5** The Canterbury District Local Development Framework will also include the Local Development Scheme (the timetable for document preparation) and the Annual Monitoring Report. Together these documents will set out how we plan for, and make decisions, about the future of our towns, villages and countryside. This will include allocating land for particular uses, such as housing or employment purposes and setting out development control policies that ensure important issues are considered when deciding if planning permission should be granted.
- 1.6** It is important to note, however, that the new planning system is spatial. This means that it is not just concerned with land use, but also responds to other policies and programmes (such as health and education), which influence the nature of places and how they function.
- 1.7** To date the following progress has been made on the Canterbury District Local Development Framework:
- (a) Herne Bay Area Action Plan: This document has been submitted to the Secretary of State and a final report is expected from the Inspector in February 2010.
- (b) Statement of Community Involvement (2007)
- (c) The following Supplementary Planning Documents:
- Outdoor lighting (2006)
 - Development contributions (2007)
 - Sustainable construction (2007)
 - Heritage, Archaeology and Conservation (2007)
 - Reculver Masterplan (2009)

- 1.8** The current Local Plan, adopted in 2006, remains an important part of the planning framework for the District. Most of its policies were 'saved' by the Secretary of State in 2009 and will continue to be used in determining planning applications until they are gradually replaced.
- 1.9** There are numerous other planning guidance documents, which influence planning decisions. These include the Council's Supplementary Planning Guidance documents (including the Riverside Strategy and Trees and Development), Parish Plans and Village Design Statements. Although Parish Plans and Village Design Statements can be prepared as SPD, they are normally adopted as a 'material consideration' for Development Control in this District.

Research and Evidence Base

- 1.10** The Council has also undertaken, or commissioned a range of research to guide the development of options and underpin the Core Strategy. Studies include;
- Kent Household Retail Survey (2007) and Supplementary Updates (2008 and 2009);
 - Employment Land Review (2009);
 - Strategic Housing Market Assessment (2009);
 - East Kent Gypsy & Traveller Accommodation Assessment (2007 - 2012);
 - CTRL Domestic Services Study (2007);
 - Viability advice on strategic development options (2008);
 - Review of the Open Space Strategy (2009).
 - Strategic Housing Land Availability Assessment (on-going)
 - Draft Landscape Character and Biodiversity Appraisal (2009)
- 1.11** The following studies are also in progress, and will inform the development of later stages of the Core Strategy:
- District Transport Assessment work;
 - Strategic Flood Risk Assessment;
 - Settlement hierarchy study/village services;
 - Air Quality Management review work;
 - Community Infrastructure study (building on work carried out by GVA Grimley for the Futures study);
 - Roadside Services review;
 - Renewable Energy allocations;
 - Commercial leisure assessment;
 - Health Impact Assessment.
 - Canterbury Retail and Leisure Strategy Study

The Core Strategy

1.12 This Core Strategy will provide the overall spatial strategy for the Canterbury District for the period until 2026. It will play a key role in delivering the vision and objectives identified in the Canterbury District Strategy, and will maximise the important role that this District will have in delivering the wider vision for East Kent in the Sustainable Community Strategy: “Lighting the Way to Success”. It is not a Local Plan, and will only set out the Strategic elements of the Local Development Framework. This will include identifying:

- the spatial vision for the District, explaining how this was arrived at and how the District should develop in the period until 2026.
- a series of objectives and broad strategy for achieving the vision;
- the general locations of where development should be focused, including the boundaries of strategically important sites;
- the key infrastructure needed to support that development;
- higher level Core Policies necessary to deliver the strategy and guide development control decision; and
- an implementation plan.

1.13 The process established for preparing the Canterbury District Core Strategy is set out in Figure 2.

Canterbury District Futures Study	Options Report (This Report) Jan 2010 – March 2010	Consultation on Options Report August 2010	Preferred Options Report April 2011	Proposed Submission August 2011
Submission Stage December 2011	Examination April 2012	Inspector’s Binding Report Anticipated May 2012	Adoption of Core Strategy	

Figure 2 - Core Strategy Timetable

- **Options Report:** This Options report examines the possible location of new homes, jobs and associated infrastructure – so that the necessary development can be made to be as sustainable as possible, with growth benefiting our existing communities whilst recognising what is special about the District. This document:
 - reports on a vision for the District;
 - proposes objectives for the District that assist with delivering this vision;
 - identifies strategic development options, and a possible narrower set of options for further testing;
 - identifies a set of core policies that assist with delivering the objectives.
- **Preferred Options Report:** This will contain a preferred option, which defines the preferred spatial arrangement for development in the District. Previous consultation responses on the Options Report and essential technical evidence and information will contribute to a decision on a proposed preferred option. It will include:
 - Refinement of the evidence base;
 - Identifying the general location of preferred option sites;
 - Providing a greater level of detail about development quantum and mix, etc.
 - Further development of Core Policy text.
- **Proposed Submission Draft Core Strategy:** The Council will publish a Proposed Submission Draft Core Strategy for public inspection. At this stage the Core Strategy will be complete and the consultation will be limited to issues of ‘soundness’ i.e: that is on issues relating to whether the strategy is ‘effective, justified, and consistent with national policy’.
- **Submission of the Core Strategy:** The draft Core Strategy will then be submitted to the Secretary of State for a public examination, together with any representations that have been received on it.
- **Public examination:** Following submission, the Planning Inspectorate will appoint an independent Inspector to carry out an examination into the soundness of the Plan, which may include a public element.
- **Inspector’s Report:** After the Examination is concluded, the Inspector (whose “recommendations” will be binding) will produce a Report into the Plan.
- **Adoption:** It is anticipated that the Core Strategy will be adopted in May 2012, although this is dependent on duration of the Examination and Inspector’s Report.

- **Review:** It is proposed to review progress every 4-5 years.

The Options Report

1.14 Through its Futures Study (described in more detail in Chapter 4), the Council has identified a vision for the District. This document builds on this in the following ways.

- A set of **objectives** for the District is proposed. These seek to ensure the Core Strategy implements the vision and are primarily influenced by: the East Kent Sustainable Community Strategy, the Canterbury District Strategy, a study of the issues that the District faces, the Local, Regional and National strategic policy background, and the Sustainability Objectives.
- It outlines what we know about the **development requirements** for the District, including the overall amount of housing and employment development we will be planning for.
- In the District **settlement strategy**, a settlement hierarchy is proposed which determines the scale of development that could be allowed in principle for housing, employment and retail services in the settlements in the District.
- It identifies a set of **strategic development options** for delivering the vision and objectives. Although the options are set out in the document as a series of discrete alternatives, in reality they act as a “menu”, from which a combination of options will be taken forward. It presents our **initial conclusions** about what **options** should be considered further and considers **other key development options** for the District, including options relating to Park and Ride provision at Canterbury and the provision of a marina at the coast.
- The Core Strategy needs to prepare a set of **Core Policies** that will assist in delivering the vision and objectives. At this stage it presents a set of proposed core policies that will be developed in more detail, as the core strategy is prepared.
- Finally the document sets out the key issues and principles for the development of an **implementation plan**.

Sustainability Appraisal and Habitats Regulations Assessment

1.15 The Core Strategy will be subject to a **Sustainability Appraisal** (that incorporates **Strategic Environmental Assessment**) at each stage of its preparation. This will assess the environmental, social, and economic performance of the emerging plan against a set of sustainability objectives.

1.16 It will also be necessary to scope out whether an Appropriate Assessment (AA) is required, as part of the **Habitats Regulations Assessment** process that protects sites that are important in a European context. It is necessary to assess the impacts of options in relation to the conservation objectives of European sites and to ascertain whether any would adversely affect the integrity of those sites.

Sustainable innovative and productive economy that delivers high levels of employment
1. To achieve a strong and stable economy which offers rewarding and well located employment opportunities to everyone.
2. To sustain vibrant rural and coastal communities.
Protect and enhance the physical and natural environment
3. To protect and improve the quality of inland and coastal waters.
4. Reduce road traffic and its impacts, promoting more sustainable modes of transport.
5. To protect and improve landscapes for both people and wildlife and to protect and maintain vulnerable assets (including built and historic).
6. To avoid damage to geological sites and improve biodiversity.
7. To reduce the causes and impacts of climate change, improve air quality and promote energy efficiency.
8. To reduce the risk of flooding and coastal erosion, which would be detrimental to the public well-being, the economy and the environment.
Just society that promotes social inclusion, sustainable communities and personal wellbeing
9. Share access to services and benefits of prosperity fairly and improve the wellbeing of everyone.
10. To revitalise town and rural centres and to promote sustainable living.
11. To encourage sustainable design and practice.
12. To make suitable housing available and affordable to everyone.
13. To improve the quality of life for those living and working in the District.
Use resources as efficiently as possible
14. To deliver more sustainable use of land in more sustainable location patterns
15. To ensure the prudent use of natural resources and the sustainable management of existing resources.
16. To reduce generation and disposal of waste, and achieve sustainable management of waste.

Table 1 - Sustainability Objectives

Consultation and Engagement

1.17 This document follows extensive public consultation on the issues that affect this District and the generation of a vision for the future. It seeks your views on a range of options for responding to the issues the District faces, and delivering the vision. We have produced a Consultation Statement to tell you what consultation we have carried out so far.

1.18 We have included consultation questions throughout the document, indicating the key areas to which we are seeking your contribution. There is, however, an opportunity to make general comments on the content of the document.

1.19 Consultation, however, will concentrate on the following:

Question 1: Key issues (Section 2)

Question 2: Core Strategy Objectives (Section 5)

Question 3: Development requirements (Section 6)

Question 4: Settlement Hierarchy (Section 7)

Questions 5 - 6 : Strategic Development Options (Section 8)

Questions 7 - 8: Other Key Development Options (Section 8)

Questions 9: Core Policies (Section 9)

Question 10 -Implementation (Section 10)

1.20 It should be noted that although the Council concludes its list of Strategic Development Options with identification of a set of development options for further consideration, this is just an initial conclusion. It is based on an assessment of our evidence to date, but will be amended in light of consultation responses, further developments in the evidence base, and ongoing research. The eventual preferred option might look quite different. You could even suggest another reasonable and realistic option or selection of options and the Council will consider this when preparing the Preferred Options Consultation document at the next stage.

1.21 The Council is in the process of collecting further information on a number of issues and this information will assist with the final selection of preferred options. Ongoing Sustainability Appraisal, Health Impact Assessment and Habitats Regulations Assessment will also consider the social, economic and environmental impacts of the Plan as it develops in order to inform and to help ensure the creation of sustainable communities and sustainable development.

This is your opportunity to tell the Council if it is looking at the right issues and options. The final selection of 'preferred options' will be informed by the feedback from the current participation, together with further research.

How you can get involved

1.22 A period of six weeks will now be given for people to make comments on this Core Strategy Options Report and the associated Sustainability Appraisal. This period will run from 21st January through to 5th March 2010.

The City Council is encouraging people to view documents and to comment on them on-line using our consultation web-site:

<http://canterbury-consult.limehouse.co.uk/portal>.

Key benefits of making representations on line include:

- Updating personal details instantly, such as change of address or email;
- Specify how you wish to be notified of any future updates or mailshots;
- It is possible to submit comments against specific parts of the document;
- It ensures that all the necessary information is provided for your representation to be processed;
- Electronic systems save paper;
- Ability to view other consultees' representations once they have been processed.

1.23 The documents can also be viewed during normal office hours at the following Council Offices and Public Libraries:

- Canterbury (Main office)
- Herne Bay Library
- Herne Bay (Divisional Office)
- Sturry Library
- Whitstable (Divisional Office)
- Swalecliffe Library
- Canterbury Library
- Whitstable Library
- Mobile Library

Or on-line at <http://canterbury-consult.limehouse.co.uk/portal>

1.24 Representations on the Options Report or the Sustainability Appraisal should be made on the official form. These are available from;

- the Planning Policy Website <http://www.canterbury.gov.uk/planningpolicy>
- the above libraries or Council offices; or
- on request from the Planning Policy Team (contact details below); or

Please ensure all comments are received by the Planning Policy Team by **5pm on Friday 5th March 2010**. Please note the Council may be unable to consider your representation if it is received after this date.

Planning Policy Team
Regeneration and Economic Development
Canterbury City Council
Military Road
Canterbury
Kent
CT1 1YW

Tel: **01227 862 199**

Fax: **01227 379 059**

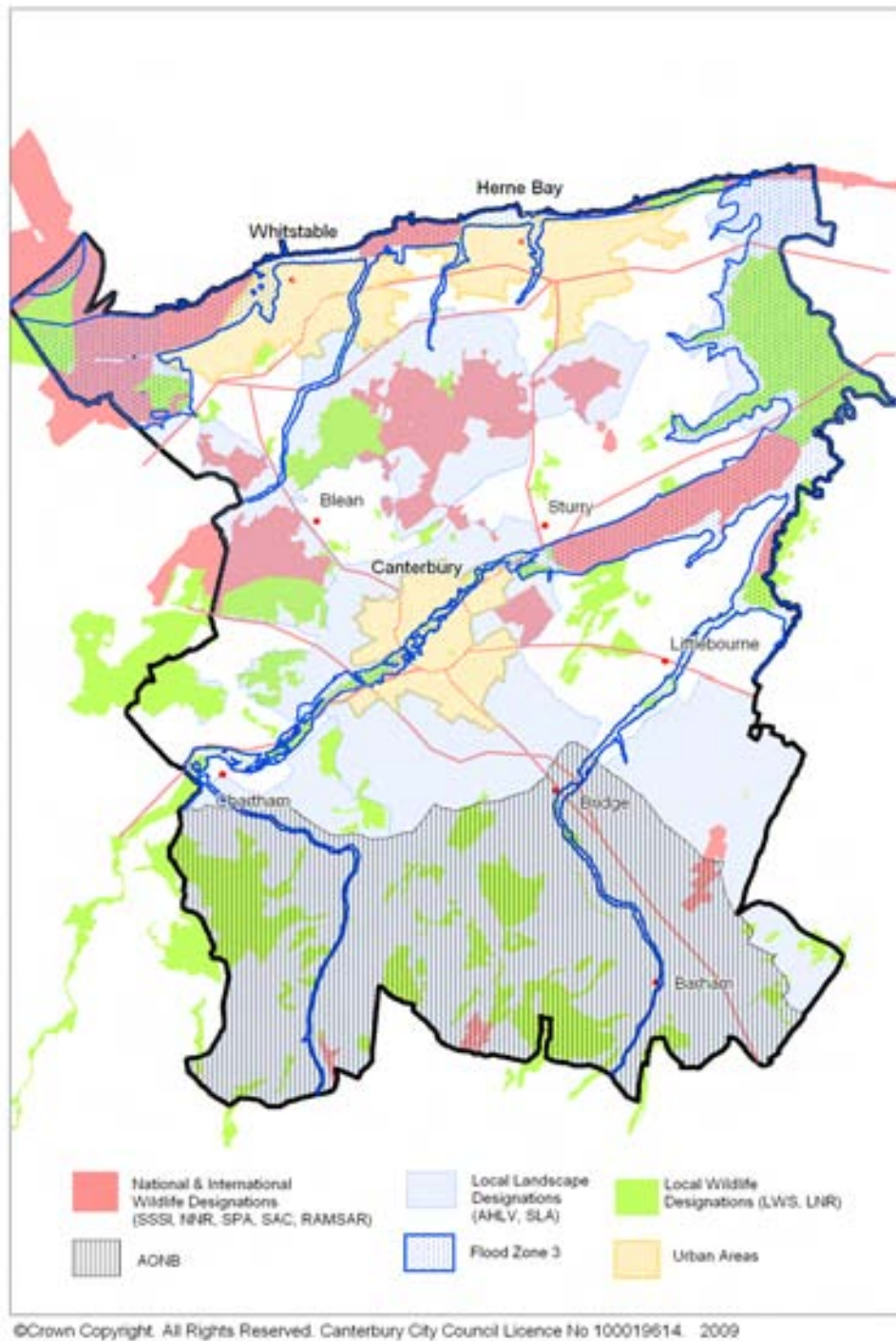
Email: planning.policy@canterbury.gov.uk

Chapter 2: Portrait of the District

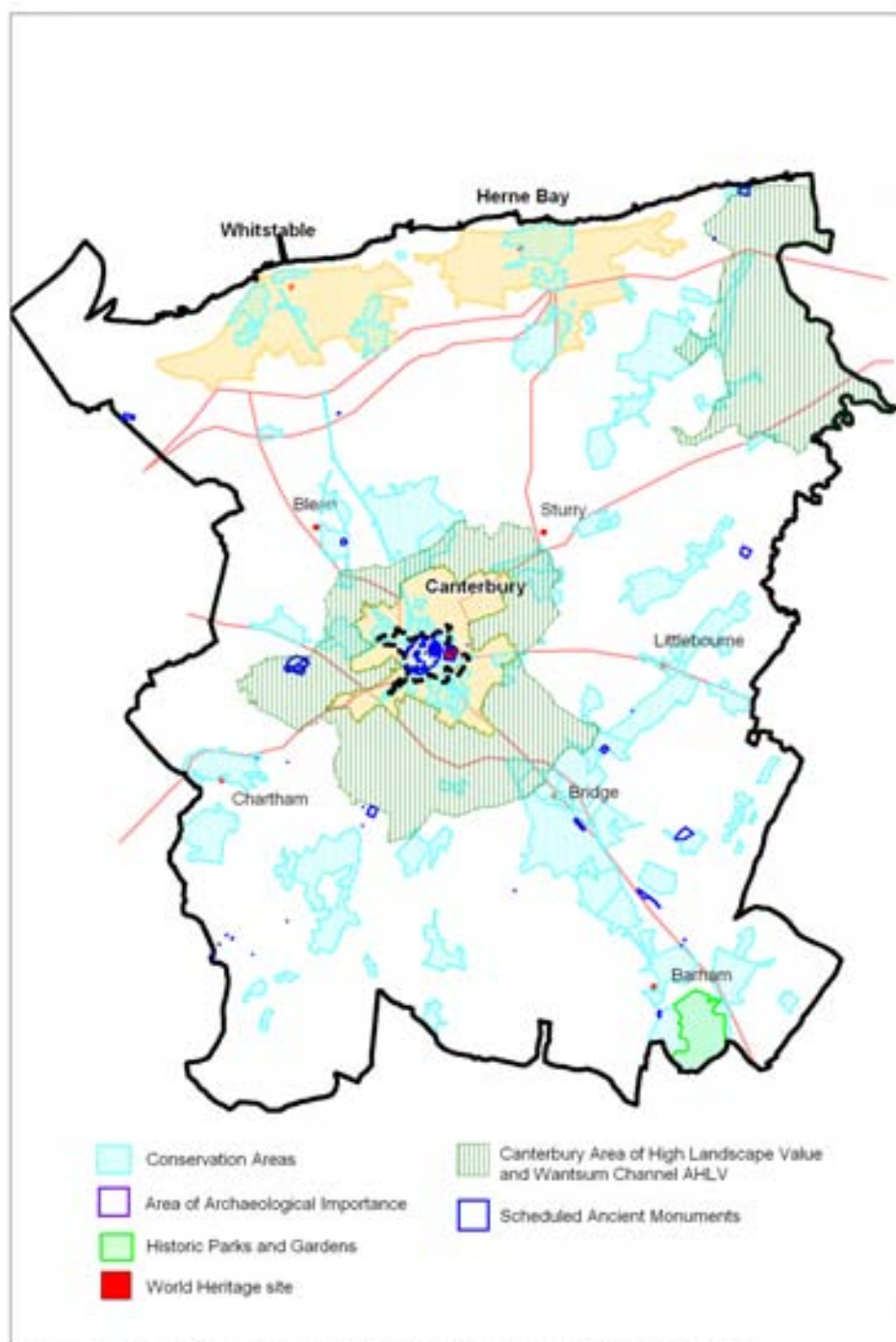
- 2.1** Canterbury is an historic city with a national and global reputation that outweighs its size in both geography and population. The wider Canterbury District also boasts assets of great potential, including the coastal towns of Whitstable and Herne Bay, numerous villages that are often of outstanding historic quality, and a varied and beautiful countryside.
- 2.2** The District is located in the East Kent sub-region, sharing boundaries with 5 other Local Authority areas: Ashford, Swale, Shepway, Dover and Thanet. Canterbury sits at the centre of this sub-region and its neighbours, primarily Thanet and Dover, are at the centre of significant regeneration activity, focused on the coastal towns and former Kent coalfield villages. Ashford has been identified as a major Growth Area and will be a focus of significant growth and investment.
- 2.3** **Canterbury** has been identified in the South East Plan as a Regional Hub. This reflects its role as a Primary Regional Centre, with a significant retail focus and an existing role as a population and service centre, as well as a focal point for higher and further education facilities. Canterbury City Centre is characterised by its historic character and its broad mix of uses in employment, retail, leisure, culture and tourism.
- 2.4** **Herne Bay** is a traditional Victorian seaside resort, with an attractive seafront and many historic buildings in a town centre with a diverse range of uses. It has suffered some economic decline of its town centre, partly due to a very high level of out-commuting and limited investment in the retail, business and leisure sectors. It is currently the subject of significant regeneration efforts and it is expected that an Area Action Plan will be adopted in spring 2010.
- 2.5** **Whitstable** is an attractive coastal town, with a lively independent retail sector. Its strong arts culture and maritime history contribute to a successful visitor economy. It retains a working harbour, has a distinctive character as a small Victorian fishing and sailing town, and has developed a reputation for arts and crafts. The desirability of the town has led to significant numbers of second homeowners.
- 2.6** The **rural area** of the District contains a great diversity of settlements, in terms of character, size and facilities. The main issues in these communities are varied, but are often related to affordability of housing, availability of public transport, retention of services and facilities and conservation of historic fabric. Some of the larger villages, such as Barham, Bridge, Blean, Chartham, Littlebourne and Sturry, have a reasonable range of facilities and local services.
- 2.7** The high quality landscape in the District is a distinctive and variable feature of the area. The south of the District is part of the Kent Downs Area of Outstanding Natural Beauty (AONB), and to the north of the City the landscape is dominated by the Blean

Complex, an extensive ancient woodland. Further north and east the landscape is dominated by grazing marsh, wetland and saltmarsh. As a result of this landscape quality, large areas of the District have also been identified as Special Landscape Areas (known as the North Kent Marshes, The North Downs and Blean Woods) and there are designated Areas of High Landscape Value, both around the City of Canterbury and the Wantsum Channel to the north east of the District (see Map 1).

- 2.8** The diverse landscape gives rise to a wide range of wildlife habitats. Within the Canterbury District there are four sites designated for their international wildlife importance (Special Protection Area (SPA), Special Area of Conservation (SAC) and / or Ramsar): Stodmarsh; Blean Woods; Thanet Coast and The Swale. These sites are also included in a list of 15 Sites of Special Scientific Interest (SSSI), and there are also numerous National Nature Reserves (NNR), Local Nature Reserves (LNR) and Local Wildlife Sites (LWS).
- 2.9** A large proportion of the District is covered by "best and most versatile" agricultural land (Grade 1 - Grade 3a). Running east to west across the District and to the south of the city are areas of Grade 1 and 2 agricultural land representing an extensive cereal belt on the North Downs dip slope and a belt of intensive orchards and hop gardens. North of the City and towards the coast the land is less intensively managed for agriculture, although there are further areas of Grade 1 and 2 land under cereal and field vegetable production to the east of Herne Bay.
- 2.10** Parts of the District are at risk from both river and coastal flooding. Whilst this bears a strong relationship to designated wildlife habitats in the District, it also affects large parts of our villages and urban areas due to historical attraction of population to rivers and coastal areas. There was significant widespread flooding in 2000 / 2001. As a result of climate change, rising sea levels and increasing frequency of extreme weather patterns, flood risk will become an increasingly important issue for this District.
- 2.11** The City of Canterbury has a unique and distinctive cultural heritage, supported by the recognition of the Cathedral, St. Augustine's Abbey and St. Martin's Church by UNESCO as a World Heritage Site in 1988 (see Map 2). There are a large number of listed buildings and Conservation Areas across the District and this heritage resource is a key element of quality of life and the success of the Canterbury District as a visitor destination. It is estimated that in 2008, a total of £214,654,000 was spent by visitors on their trip to the district (Cambridge Economic Impact Model 2008).



Map 1 : Constraints map.



Map 2: Heritage related designations

- 2.12** Canterbury City is a regionally important shopping centre. The recession has affected this sector, with the short term floorspace requirement significantly reduced, and long-term impacts on growth uncertain. The total retail floor space requirement in the medium to long-term depends on future expenditure growth rates.
- 2.13** The 2009 Retail Needs Assessment Update continues to forecast a potentially significant requirement for convenience floorspace in the District (primarily at Canterbury) as this has been less affected by changes to expenditure growth rates (Retail Need Assessment Study for the District of Canterbury 2009). Although retail in the City is regionally strong with a wide retail catchment (figure 3), it is expected that competition is increasing, particularly from Ashford, Maidstone, Bluewater and Westwood Cross.

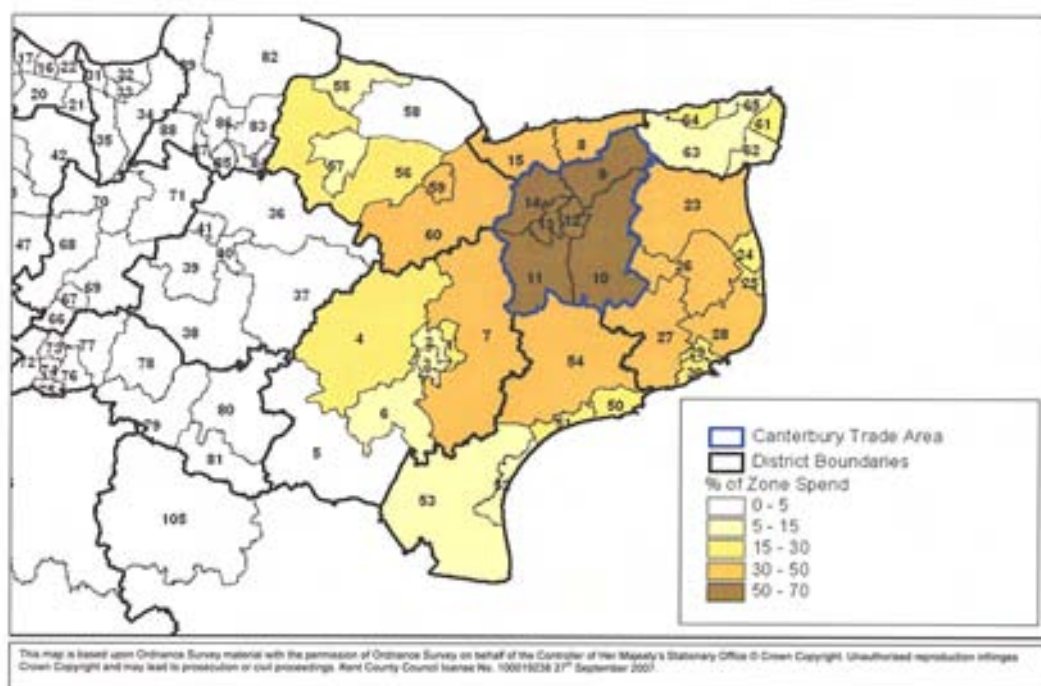
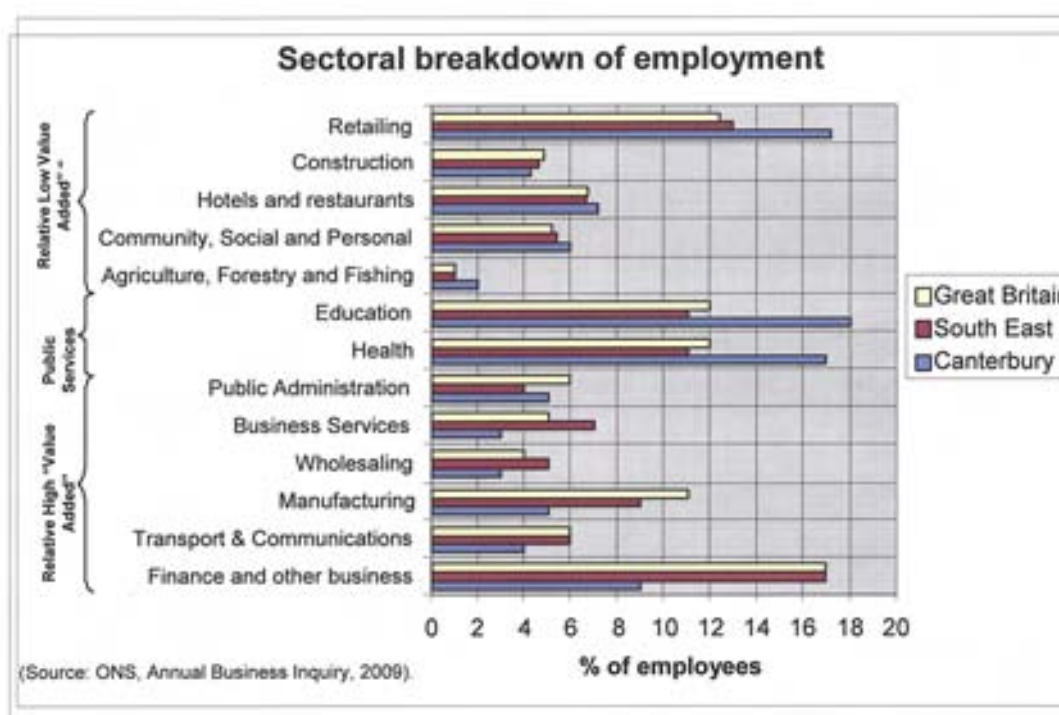


Figure 3: Core Comparison Trade Area: Canterbury

- 2.14** The District's education sector has grown significantly and now has three higher education institutions – the University of Kent, Canterbury Christ Church University, and the University for the Creative Arts. The Girne American University, focusing on business and tourism studies, has also recently been established in the City. Hadlow College (an agricultural college with both further and higher education courses) has a site in Canterbury and there is a further education institution, Canterbury College. This educational strength is recognized in the Regional Hub designation. While

there may be as many as 25,000 students in higher education in the Canterbury District, the Strategic Housing Market Assessment (ECOTEC 2009) identified that the number of full-time students sits at around 15,000, with 9,000 of these accommodated within the wider housing market and the remaining in bespoke student accommodation.

- 2.15** Although the Canterbury District has experienced significant employment growth over the last decades (in 1998 there were 53,629 jobs in the area while by 2007 this had climbed to 60,118), the key employment sectors tend to be in the low-waged, low-skilled sectors related to tourism and retail. In its own right, this is good for the District economy as this demonstrates strong retail and tourism sectors. However, Canterbury does not have any strength in other traditionally high value sectors, such as in financial and business services. Public sector employment (mainly in education and health) remains strong in the District. These sectors provide traditionally secure jobs for comparatively highly qualified people, but do not disguise the fact that there is a lack of higher-waged, higher-skilled jobs in the private sector available in Canterbury District. Indeed, the District is behind both county and regional averages in its levels of private sector knowledge-based employment, i.e. those parts of the private sector generally populated by highly skilled workers.



Sectoral breakdown of employment

- 2.16** This high level of public sector employment may contribute to the Canterbury District being perhaps less sensitive to recession than the south east generally, tending to perform adequately in difficult economic times but not so well in strong economic times. The current national recession has had some impact on the area with unemployment rising to 2.5% in October 2009. However, this remains lower than Kent, the southeast region and national levels.
- 2.17** Canterbury District has a slightly older age profile than the Kent average, with 21% of the District's residents aged over 65 in 2008 (mid year estimate). Canterbury District also has much higher proportion of people aged 16 to 34 with over 29% of the area's population. This is significantly higher than 23% for Kent as a whole, reflecting the District's large student population, and is most prominent in the 20 – 24 age group. ⁽¹⁾

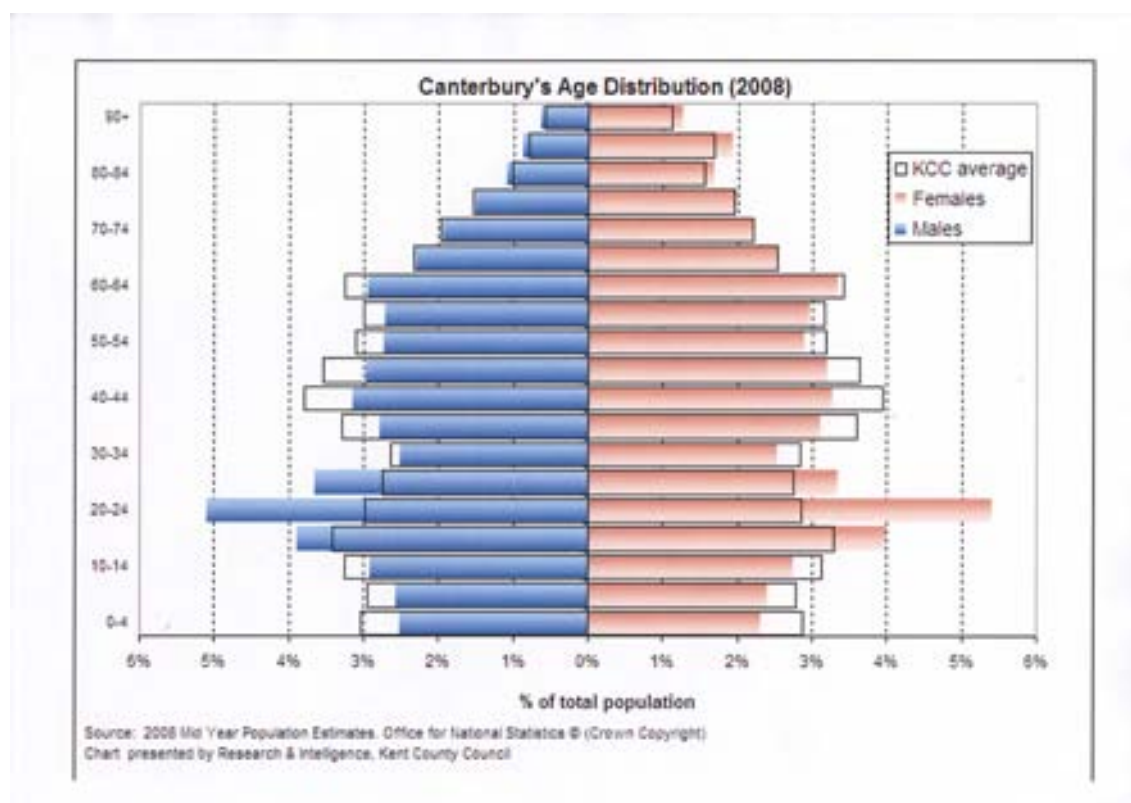


Figure 5: 2008 Mid Year Population Estimates by 5-year Group and Gender – Canterbury

- 2.18** The Strategic Housing Market Assessment (SHMA) for the East Kent Sub-Region (2009) has identified a 5 separate local housing market areas within the District. The housing market in the District is generally strong, reflected by higher than average

1 KCC (2009) 2008 Mid year population estimates by 5 year age group and gender

house prices in the 'Greater Canterbury', 'Whitstable' and East Kent Rural (North and South) Housing Market Areas and average house prices in Herne Bay. Increasing house prices have had significant implications for affordability, with an average house price (at the time of the 2009 SHMA study) being almost 7 times more than the average income for the District.

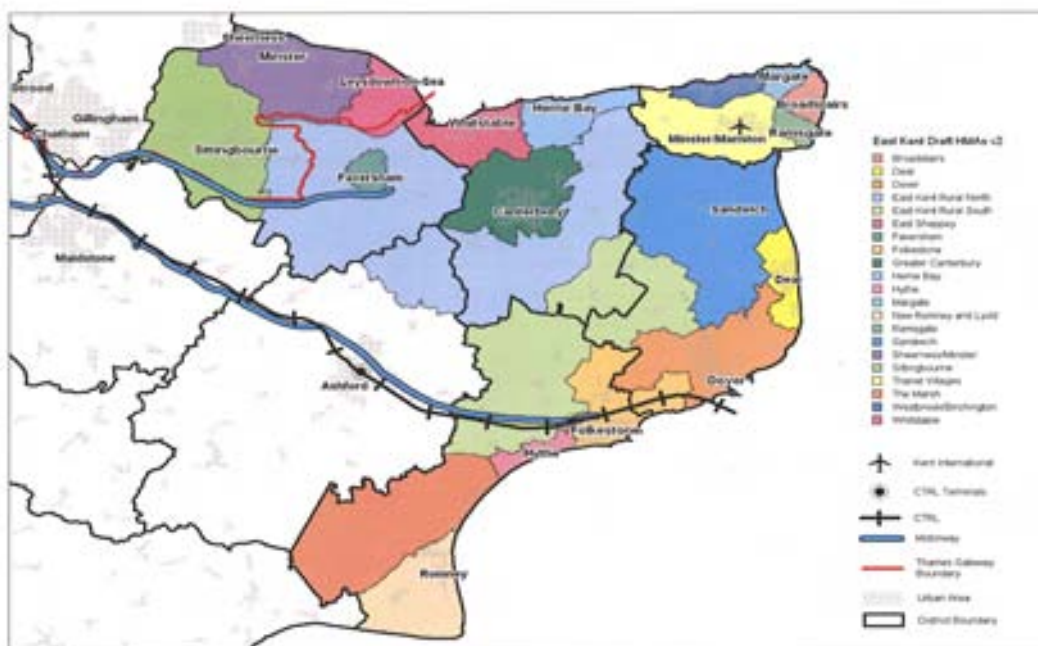


Figure 6: East Kent Housing Market Areas (SHMA 2009)

- 2.19** Affordability of housing is a significant issue in the District, partly as a result of the influence of Canterbury, which draws a significant proportion of its economically active population from a wide area, the pressure of the student housing rental market, and the second home market in Whitstable. This issue is likely to get worse due to increases in population size, changes in population structure, ambitious plans for economic development and regeneration in Herne Bay and Canterbury, low availability of land in the rural areas and potential impacts of the high speed rail link to London.
- 2.20** Also the District's housing stock does not offer sufficient choice to meet current need in terms of type, size and quality. There is a recognised need for family homes in this District, particularly if the District wishes to attract a young economically active population (Canterbury Futures Study: Spatial Implications of Potential Outcomes 2006).

2.21 The English Indices of Deprivation 2007 (ID 2007) ⁽²⁾ are the Government's official measure of multiple deprivation at small area level. ID 2007 brings together 37 different indicators that cover specific aspects or dimensions of deprivation: Income, Employment, Health and Disability, Education, Skills and Training, Barriers to Housing and Services, Living Environment and Crime. Overall Canterbury is identified as being the seventh most deprived of the 12 Kent Districts. This figure, however, disguises the fact that a number of wards in the District are within the 20% most socio-economically deprived wards in England, including Heron Ward in Herne Bay and Gorrell Ward in Whitstable. In addition, there are parts of numerous wards in the District which have significant areas with socio-economic deprivation issues, and which are not identified by ward level indices of multiple deprivation.

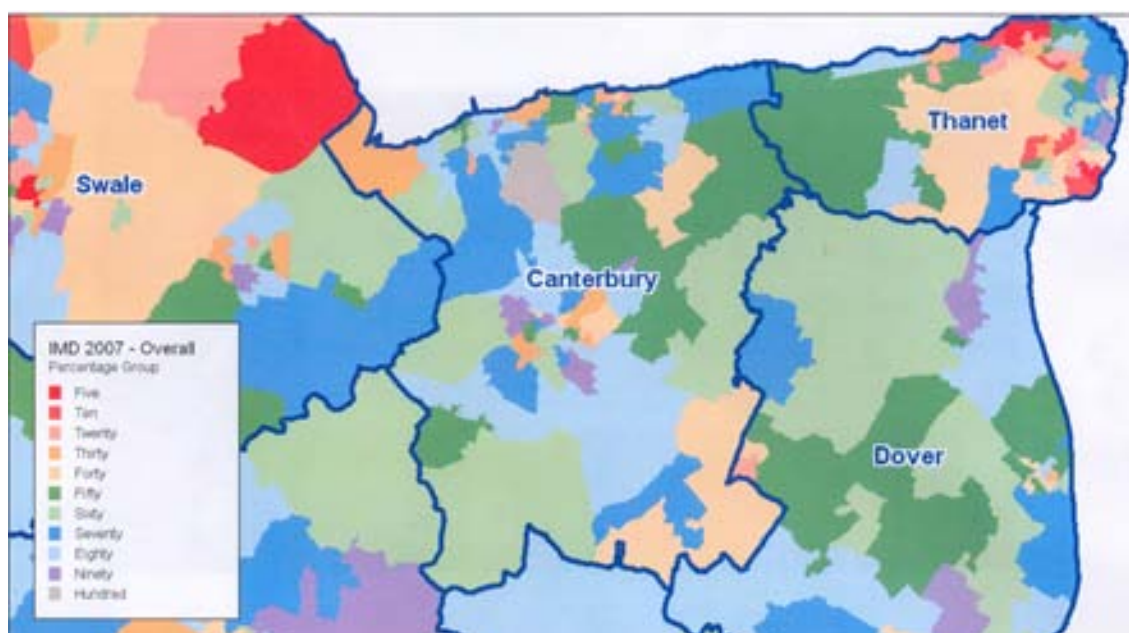


Figure 7: Indices of multiple deprivation in the East Kent sub-region 2007 (SHMA 2009)

Rail services are set to dramatically change when the District becomes served by the new high-speed services to London. This is likely to stimulate investor interest in the District and may well increase in the housing market. ⁽³⁾

- 2 The Index of Multiple Deprivation 2007 combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each ward. The colours and percentage groups listed in the key refer to a ranking of the scores. A ward within the 30 percentage group is within the 30% most socio-economically deprived wards in England
- 3 MVA Consultancy (2008) High Speed Rail in Kent: Part 1 – Results from Stage 1 Work increase pressure on the housing market.

- 2.22** Canterbury, Herne Bay and Whitstable are served by rail services to London, Dover, east to the Thanet Towns and west to Ashford and Faversham. Bus services between Canterbury, Herne Bay and Whitstable are also considered good, and are served by a Quality Bus Partnership. The road network around the area is generally good. Nevertheless there are pockets of population ill served by public transport.
- 2.23** However, major transport issues for the District, and in particular Canterbury, relate to access into Canterbury from other major roads, and worsening traffic congestion with associated air quality problems on the Canterbury Ring Road and radial routes.



Figure 8: East Kent key transport routes

- 2.24** Transport, both locally and nationally, is a key generator of greenhouse gas emissions. The control and reduction of carbon emissions, including that created by transport, is a significant issue for the district, with the UK setting a legally binding target for the reduction in CO₂ emissions by 26% by 2020 (compared with 1990 levels) in the Climate Change Act 2008. Carbon footprint is a measure of the total amount of

carbon dioxide emissions that are directly and indirectly caused by human activity. The carbon footprint for the Canterbury District illustrated clearly shows that housing and transport are significant sources of CO₂ emissions.⁽⁴⁾

- 2.25** Stockholm Environment Institute (SEI)⁽⁵⁾ carbon footprint illustrations as overleaf, link carbon dioxide emissions associated with the domestic energy we use and the way we travel as well as what we eat and what we buy and use. This method is different to the national local authority area indicator 186, which documents the carbon dioxide emissions of local authority areas. The SEI carbon footprint illustration, however, further helps to relate climate change to local needs and priorities.

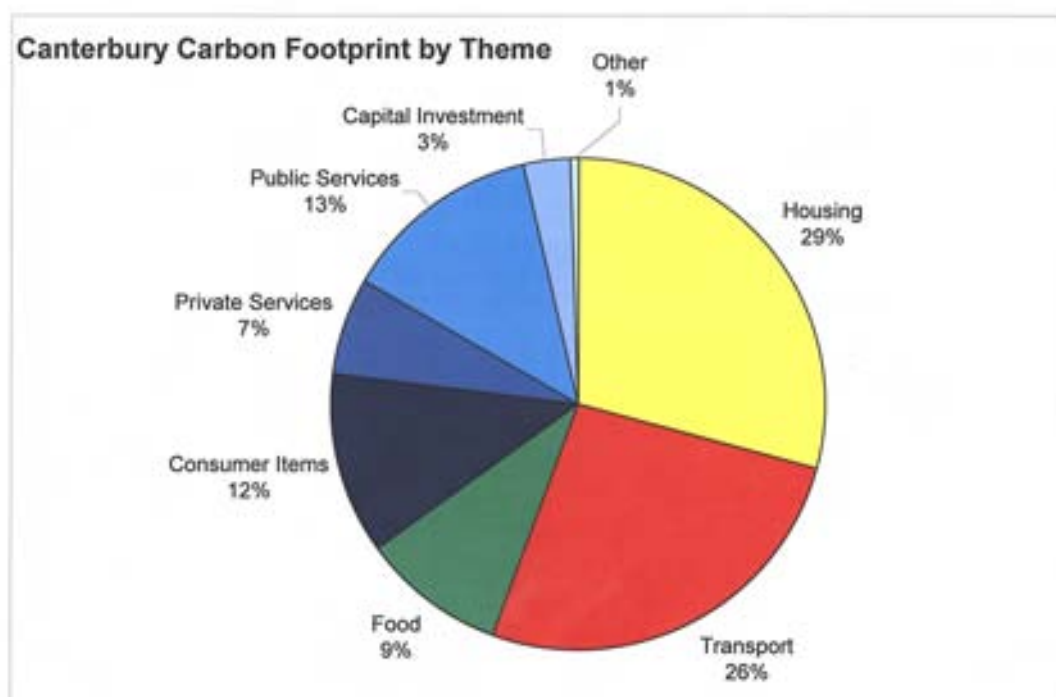


Figure 9: Canterbury carbon footprint by theme (SEI 2008)

4 MVA Consultancy (2008) High Speed Rail in Kent: Part 1 – Results from Stage 1 Work
 5 REAP v2 Experimental release: 15-10-08. Published by SEI 2008. Available at <http://www.resource-accounting.org.uk/downloads>

Key Sources of Information

- Evidence Base Studies set out at section 1.5
- Canterbury District Futures Study (2006)
- Sustainability Appraisal Scoping report (ENTEC, 2010)
- Local Economy and Tourism Strategy (CCC 2008 - 2012)
- Strategic Housing Market Assessment (2009)
- Footprint results for local authorities (SEI, 2008)
- Retail Need Assessment Study for the District of Canterbury 2009
- UK Climate Projections 2009 (UKCP 2009)

Consultation Question 1

Are there any other key issues that you believe are essential to describe the Canterbury District as it is today?

* Refer back to section 1.22 for further information on how you can make your comments.

Chapter 3: Strategic Policy Background

- 3.1** The LDF will form the spatial expression of the East Kent Sustainable Community Strategy and the Canterbury District Strategy. It must, however, conform to, and avoid duplicating, national policy statements and regional policies. It is a legal requirement that the Core Strategy is consistent with the South East Plan, which provides planning guidance at the regional level.
- 3.2** National planning guidance set out the planning policies of Government in the form of a series of Planning Policy Statements (PPS), which are gradually replacing Planning Policy Guidance Notes.⁽⁶⁾
- 3.3** These include statements on a wide range of subject areas, including 'Delivering Sustainable Development' (PPS1) and 'Local Spatial Planning' (PPS12). There is a notable and growing emphasis on sustainable development and climate change in Planning Policy Statements. Of note, the Planning and Compulsory Purchase Act 2004 (amended 2008) places a requirement on Local Planning Authorities to "exercise the function with the objective of contributing to the achievement of sustainable development". Relating to climate change, a Supplement to PPS1 on Climate Change sets out how planning can contribute to adapting to and reducing its impact.
- 3.4** Planning Policy Statements/Guidance Notes cover a broad range of policy areas, such as housing, town centres, economic development and biodiversity, and the Council has had regard to these in the preparation of this Core Strategy.

The Regional and Sub Regional Context

South East Plan

- 3.5** The South East Plan (adopted in 2009) sets out a range of key policies for the Canterbury District.
- 3.6** Canterbury City is identified as a Regional Hub (Policy SP2). This is to recognise Canterbury's role as a "primary regional centre", as a population and service centre; and an important centre for culture, history and tourism, and is classified as a 'tourism' hotspot. The SE Plan also states (Policy SP2) that Regional Hubs are an appropriate focus for new development, relating to their role and function and indicates that the City of Canterbury should be the main focus for the strategic housing requirement. Canterbury is also identified as part of the strategic network of town centres (Policy TC1).

6 A full set of these can be viewed on the Communities and Local Government Website: <http://www.communities.gov.uk/planningandbuilding/planning/planningpolicyguidance/planningpolicystatements/>

- 3.7** Policy SP3 states that there should be a clear focus for development on existing urban areas, and that Local Planning Authorities (LPAs) should concentrate development within or adjacent to the urban areas. LPAs should also seek to achieve and maintain sustainable development (Policy CC1).
- 3.8** Policy H1 sets the housing requirement for Canterbury District at 10,200 for the period to 2026. The Panel Report following the South East Plan Examination indicated clearly that the majority of new housing should be "focussed on Canterbury itself", to support the knowledge economy and reinforce the Regional Hub. Policy SP2 confirms this approach. The residual requirement for housing during the Plan period, taking into account the current identified supply of housing land through Local Plan allocations and planning permissions, is in the region of 4,000 units, mostly towards the latter part of the Plan, beyond 2016. This position is set out in more detail under the Development Requirements section of this document.
- 3.9** The SEP sets no strategic requirement in relation to employment land, expecting local planning authorities to identify employment land requirements through Employment Land Reviews for Local Development Frameworks (Policy RE3). Policy RE2 states that "the development of nationally and regionally important sectors and clusters will be supported through collaborative working between local authorities, local strategic and economic partnerships, SEEDA and the business community".
- 3.10** Policy C3 re-affirms the current policy position in relation to Areas of Outstanding Natural Beauty, stating that high priority will be given to conservation and enhancement of natural beauty in the region's AONBs and that planning decisions should have regard to their setting.
- 3.11** Policy NRM3 identifies Broad Oak as one of several strategic new water resource options that may be required to become operational during the Plan period (2026). It states that local development documents should allocate and safeguard sites identified for the reservoir schemes.
- 3.12** Policy TSR1 states that opportunities will be sought to diversify the economic base of the region's coastal resorts, while consolidating and upgrading tourism facilities in ways which promote higher value activity, reduce seasonality and support urban regeneration. This fits with the Council's current work in preparing an Area Action Plan for Herne Bay, and taking forward various regeneration projects for the town.
- 3.13** Policies TSR1 and TSR7 (see below) both seek to encourage new and upgraded tourism facilities that would diversify the local tourism offer, potentially increase the range of visitor events and extend the length of the tourist season through the year.
- 3.14** Policy TSR7 identifies priority areas for tourism, including the south east "coastal strip" – seeking complementary approaches to the development and management of tourism so as to upgrade facilities, promote diversity, reduce seasonality and

improve access, whilst retaining and enhancing the natural character of the area and having regard to issues of capacity and environmental sensitivity. This includes making use of the attraction of Canterbury to encourage longer stays through linked trips to surrounding areas.

- 3.15** The South East Plan also includes sub-regional strategies, which set out some of the key issues facing each of the sub-regions and indicates the scale and general location of development envisaged. The Canterbury District is located centrally within the East Kent and Ashford sub-region, which includes the districts of Thanet, Dover, Canterbury and Shepway, and parts of Swale and Ashford. The sub-region therefore includes the Growth Area of Ashford, coastal towns and the former Kent coalfield. The **East Kent Sub Regional Strategy** (2009) seeks to provide a co-ordinated strategy for the districts of East Kent. However, it is vital that the East Kent Core Strategies complement each other in terms of spatial strategy.
- 3.16** Despite the role of the area as the gateway to Europe, many of its former economic strengths (including seaside tourism, fishing and coal mining) have declined and as a result this sub-region now includes some of the least economically buoyant areas in the South East. The area does, however, have a great many strengths, including its position relative to Europe, its attractive coastline, important and extensive wildlife habitats, rich culture and heritage, the educational strength of Canterbury, beautiful landscapes and improving transport connections.
- 3.17** The South East Plan identifies that the key challenges faced by this sub-region are how to:
- concentrate development and successfully spread the benefits of Ashford's growth across the wider sub-region;
 - ensure that each area makes a positive and distinctive contribution to the future success of the sub-region;
 - promote further growth at Dover;
 - develop Canterbury's role as an historic centre of learning and commerce with strong links between university research and business, and promote housing growth to provide balanced and sustainable mixed communities;
 - regenerate other urban areas and coastal towns whilst respecting important environmental constraints;
 - deliver a sufficient supply of housing to meet the needs of the future population and support its economic regeneration and growth;
 - maximise the benefits of international and domestic links provided by Channel Tunnel Rail Link (CTRL);
 - protect and enhance the environment, heritage and quality of life across the sub-region.

3.18 Policy EKA1 indicates that Canterbury should develop links between university research and business, and continue as a commercial and cultural centre of international historic importance.

The East Kent Sustainable Community Strategy

3.19 The East Kent Local Strategic Partnership, which covers the districts of Canterbury, Dover, Thanet and Shepway, produced a single Sustainable Community Strategy for the area.

3.20 This identifies the challenges for East Kent. It lists a disproportionate number of deprived localities, health inequalities, a fear of crime, and relatively low levels of educational attainment and economic prosperity. There are also issues relating to housing affordability, areas of poor housing conditions, short stay and low spend in the area by tourists, and issues of congestion on its roads.

3.21 Although Canterbury City perhaps experiences many of these challenges less severely than some of the coastal towns it is key to delivering the East Kent Vision:

“By 2030, East Kent will have blended the best of its coastal location, landscape, culture and heritage to build a lasting beacon of success for the benefit of all its communities. It will take pride in:

- **Educational excellence that supports ambition, achievement and skills, for the workplace and beyond;**
- **Economic enterprise that is confident, resilient and with the support of local higher and further education institutions, innovative enough to seize opportunities presented by new markets and emerging technology;**
- **Fairer, stronger and healthier communities, in resurgent coastal towns, enjoying high quality homes and an enviable quality of life;**
- **A high quality, integrated transport network, with reduced congestion and pollution, offering a wide choice of accessible transport for all sections of the community;**
- **A distinctive profile as a visitor destination, with a wealth of cultural treasures, sustaining a thriving tourist economy;**
- **The priceless asset of its unique natural environment and a commitment to protect it for future generations.”**

3.22 The East Kent SCS suggests that the following are key to East Kent’s future:

- encouraging a knowledge-based economy;
- promoting innovation and enterprise;

- developing the area as a visitor destination;
- and securing reinvigorated sustainable communities.

3.23 It is important for the East Kent LDF Core Strategies to support the objectives of the East Kent Sustainable Community Strategy. The LDF will play a key role in delivering many of the key outcomes in this Sustainable Community Strategy.

3.24 Other Relevant Regional and Sub-Regional Strategies include the following:

- Regional Economic Strategy (2006 – 2016)
- Local Transport Plan for Kent (2006 – 2011)
- Vision for Kent (2006)

The Local Context

3.25 Given the broad scope of the Core Strategy, it is essential that it is fully integrated with other plans and strategies produced by the City Council and its partners. The Local Strategic Partnership (LSP) identified that the most effective way to do this was to undertake a futures study that would help identify the preferred direction for the District and would form a common base for key Council and other strategies.

3.26 In 2006-07, the **Canterbury Futures Study** was commissioned by the LSP. It involved strong partnership between key stakeholders, and was led by Experian Business Strategies and the Future Foundation. The conclusion of the study, discussed further in the following section, has informed the development of four key strategies (the Sustainable Community Strategy, the Canterbury District Strategy, the Council's Corporate Plan, and the Local Development Framework Core Strategy). The relationships between these strategies are set out in Figure 10.

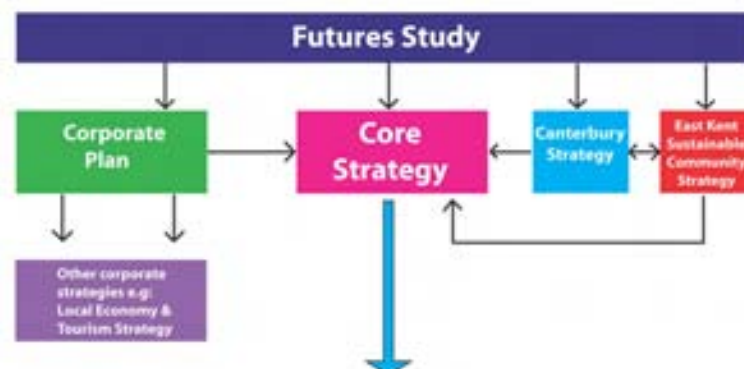


Figure 10: Relationships between key strategies

The Canterbury District Strategy

3.27 The Canterbury District Strategy (adopted in 2009) was prepared by the Canterbury Partnership, the membership of which ranges from local businesses to voluntary groups. It sets out the vision for the District (based on the Canterbury Futures Study) and is a local reflection of the East Kent Sustainable Community Strategy (SCS). It further consolidates the outcomes of the futures study (developing the Knowledge Economy, the Experience Economy and the Green Economy) and develops a fourth outcome, titled 'Creating Sustainable Communities'.

The Corporate Plan

3.28 The Corporate Plan sets out the Council's ambitions and prioritises its actions. The actions of the Council are grouped into the following themes: 'reputation'; 'focusing on people'; 'creating a quality District'; 'encouraging innovation and enterprise'; 'promoting participation in culture, leisure and play by all'; 'promoting and providing environmental leadership and improving accessibility', and 'links and connectivity', and will be important to the implementation (or facilitating implementation) of the Core Strategy. A shared vision is therefore important.

The Core Strategy will contribute to the delivery of the spatial elements of the 'Canterbury District Strategy', the 'East Kent Sustainable Community Strategy' and the 'Corporate Plan'. The Futures study informed the projects and measures incorporated in the Corporate Plan and Canterbury District Strategy, and has been a key theme of early work on the LDF Core Strategy. In many ways the Futures Study was a logical and direct extension of the policy position set out in the Canterbury District Local Plan First Review, adopted in 2006.

The Canterbury District Local Plan (2006)

3.29 In 2006 Canterbury City Council adopted a new Local Plan, which contains policies and proposals to guide decisions in the District. Amongst other objectives, the Local Plan seeks to:

- encourage the diversification of the local economy, including in the rural areas;
- protect the best of the built and natural environment;
- identify key regeneration areas for development;
- identify land for sufficient housing and workplaces to meet the needs of the area; and
- encourage a high quality of new development.

3.30 Although the Local Plan will be incrementally replaced by the Local Development Framework, the majority of the policies have been “saved” by the Secretary of State in 2009. Consequently the Local Plan remains an important element of the planning framework for the District.

Other Local Strategies include the following:

- The Canterbury District Transport Action Plan (2004)
- Walking and Cycling Strategy (2003)
- The Local Economy & Tourism Strategy (2008 – 2012)
- Housing Strategy (2005 – 2010)
- The Corporate Plan (2008 –2012)
- The Safer Canterbury District Partnership Plan (2009 – 2012)
- Draft Air Quality Action Plan (2009)
- Open Space Strategy (2009)
- Canterbury City Council Environment Policy (2009)
- Sustainable Construction Supplementary Planning Document (2007)

Chapter 4: The Future for the District

Canterbury District Futures Study

- 4.1** Our District could be said to be at a crossroads and a window of opportunity exists to shape the District in a direction preferred by stakeholders. The Futures Study was carried out to help the Council and its partners develop a long-term vision and strategy, which would inform the Community Strategy for the area, the Council's own Corporate Plan and the Local Development Framework (LDF) Core Strategy.
- 4.2** Experian Business Strategies, the Future Foundation and GVA Grimley were appointed to undertake the study in 2006-07 with the aim of identifying possible outcomes for the Canterbury District over the next 20 years by assessing global, national and local trends and influences to arrive at a preferred vision for our District. The final report titled "Canterbury Futures Study: At a Crossroads", was published in 2006.
- 4.3** Subsequently, this work has been developed and refined with partners. The Vision set out in Chapter 5 has been developed from the conclusions from this study, and this is already influencing the development of other Council and partner strategies.
- 4.4** The research involved:
- Analysis of past and current data exploring population, economy, education, health and wellbeing, community, deprivation, transport, culture and heritage and transport;
 - Assessment of influences(global, national, local);
 - Production of 20 year forecasts;
 - In-depth consultation with stakeholders including a stakeholder conference, and a subsequent series of workshops.
- 4.5** From this research, the study concluded that the District's population structure will change significantly over the next 20 years, as the proportion of older people increases, increasing the pressure on health services. The District's working population is forecast to slow meaning growth in employment will also slow and the structure of economy is likely to remain relatively low-value. The conclusion from stakeholders to this was that 'doing nothing is not an option'.

- 4.6** The Futures study proposed 5 alternative scenarios for the future based on interventions that the Council, together with its partners, could make. From these 5 scenarios, and based on a range of evidence, local knowledge and consultations, **stakeholders favoured 3 preferred outcomes: developing the experience economy, knowledge economy and green economy.**⁽⁷⁾
- 4.7** The strategic vision set out as the basis for the Core Strategy has been developed from these three outcomes. The vision recognises that there needs to be more sustained effort to create a higher-value local economy with high-paid jobs by improving the District's retail and cultural experience and building more business service activities. Green and sustainable principles must underpin this development to ensure the protection of the District's environment, which is in fact a key asset in attracting higher value jobs and higher spending visitors.
- 4.8** To help to realise the strategic vision, the Core Strategy needs to make available appropriate land for necessary development and create the right conditions in terms of:
- Conditions for business – to start them up, attract and retain them;
 - Conditions for visitors – to encourage them to visit, to stay and to spend;
 - Conditions for residents – to improve quality of life whilst retaining our heritage and natural assets.
- 4.9** The key outcome of the Futures work was that the best strategy for the District to pursue would be to work to the area's strengths by reinforcing the "Canterbury experience" (the visitor economy and a strong mix of retail, leisure, culture and heritage), and to make the best use of the area's existing resources, such as the strong education base, by supporting and encouraging the development of the knowledge economy. This twin-track approach would be underpinned by a strong commitment to high environmental standards and supporting local goods and services.

Knowledge Economy

- 4.10** The "*knowledge economy*" refers to economic activity that relies upon academic, technical or commercial knowledge of a high order. Economic activities within the "*knowledge economy*" are widely regarded as being crucial to future economic competitiveness in the country. These activities typically require skilled and qualified workers, provide above average earnings and give high added-value. Broadly, they include knowledge-based services (ICT, telecommunications, finance, business services, research and development, creative industries and higher education) and

7 Consultation was a key element in the preparation of The Futures Work and its outcomes. This is summarised in the Consultation Statement: Regulation 25 (2010) and in the document titled 'Canterbury Futures Study: At a Crossroads' (2006).

high-tech manufacturing (e.g. production of computers and other higher electronics, high-tech engineering, pharmaceuticals and new environmental technologies). The Innovation Centre at the university of Kent at Canterbury is a good example of a facility aimed at supporting knowledge economy activities.

Canterbury Experience

- 4.11** The “Experience Economy” is a relatively recent mass phenomenon, broadly defined as using money to enjoy experiences, rather than purchasing goods. This would cover a range of activities, including cultural, tourism, heritage, leisure and “spiritual” experiences and this is seen as applicable to the whole District, but with very different characteristics. In the Canterbury City context, this would encompass a range of experiences, such as eating out and shopping; theatre; concerts, visiting the Cathedral and World Heritage Site, leisure and sports activities; and so on. A total of 503,000 overnight trips and 2,800,000 day trips in total were spent in Canterbury in 2008 (Cambridge Economic Impact Model 2008).
- 4.12** With retail provision around Kent splintering to more local centres, the Canterbury Experience would seek to broaden the experience of visitors to Canterbury City beyond retail to these other elements in a more proactive way, seeking to improve both the quality of facilities and the visitor experience and customer care, and draw income from higher and extended spending on such activities. Whitstable, Herne Bay and the rural areas are a key part of the ‘experience economy’ and this broader experience of visitors. An important theme of the Canterbury Experience, therefore, must be to draw visitors towards other parts of the District to enjoy the huge varieties of experiences on offer, including the town centres of the coastal towns, a working harbour at Whitstable and a varied and beautiful countryside.

Green Economy

- 4.13** The consultation on the Futures work indicated that stakeholders wanted to develop a strategy for the District that was underpinned by a strong environmental policy; such as sustainable building practices, use of renewable energy and green travel. This may also include education and promotion of environmental issues to encourage a more environmentally responsible way of living and working.
- 4.14** However, there are a number of trends that would suggest that there are economic, as well as social and environmental benefits, associated with the development of a “green economy”. Although closely linked to construction, agriculture and services (such as eco-tourism), a green economy would be substantially driven and delivered by a successful environmentally-oriented knowledge-based and high-tech economy. Human creativity and generation of knowledge will be essential to sustainability, and meeting future human and environmental needs.

- 4.15** A green economy would also encourage local business that is resource efficient and socially and environmentally responsible. It would encourage healthy living, enhance well-being, support green infrastructure and promote public transport.
- 4.16** The Council therefore believes that, in this context, the “green economy” has several strands:
- protection of the best of the natural and built environment;
 - encouragement of high environmental standards in new building, and a sustainable pattern of new development;
 - support for green tourism, local produce and farmers’ markets;
 - encouragement of businesses in the environmental technologies sector (linked to support for knowledge-based business).
- 4.17** This links in with the development of the Council’s Environment Policy, which was approved by the Council in July 2009. The Environment Policy reviews the Council’s achievements to date, and sets out some challenges for the future based on a number of key themes – *minimising waste and recycling; tackling pollution; reducing travel and sustainable transport; reducing use of energy and natural resources; natural and built environment and adapting to changing climatic conditions* – most of which link directly into spatial planning policy through the Core Strategy. The Environment Policy is a key element in seeking to achieve some strands of the “green economy”.

Sustainable Communities

- 4.18** The Council’s Corporate Plan (2008) and Canterbury District Strategy (2009) also set an objective to seek to develop sustainable communities in the District. The Department for Communities and Local Government define ‘sustainable communities’ as follows:

“Sustainable Communities are places where people want to live and work now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment and contribute to a high quality of life. They are safe and inclusive, well planned, built and run and offer quality of opportunities and good services for all. For communities to be sustainable, they must offer: decent homes at prices people can afford, good public transport, schools, hospitals, shops and a clean, safe environment. People also need open public space where they can relax and have the ability to have a say on the way their neighbourhood is run.”

Impact of Climate Change

- 4.19** Climate Change is expected to present major challenges for the future, with 2009 climate projections (UKCP09) suggesting that the climate might change in the following ways:

- All areas of the UK get warmer, with the warming greater in summer than in winter;
- There is little change in the amount of precipitation (rain, hail, snow etc) that falls annually, but it is likely that more of it will fall in the winter, with drier summers, for much of the UK.
- Sea levels are rising, with the impact greater in the south of the UK than in the north.

4.20 The Canterbury District is vulnerable to these changes and a number of issues will need to form a significant part in the formulation of this core strategy. These include:

- Increases in the risk of both coastal and river flooding and run off could damage property, and heritage;
- Reductions in rainfall and increasing temperatures will exacerbate existing problems of water supply, coupled with increasing demand and reduced water quality;
- Species and habitats may migrate or be lost due to changing weather conditions;
- Increased coastal erosion may mean beaches and coastal defences may need to be more regularly maintained to protect settlements and coastal habitats may be lost or fragmented;
- A decrease in soil moisture content, increased risk of storms and damage by pests may have significant impacts on agriculture and forestry;
- An increasing frequency of heat waves and reductions in air quality could have an impact on health and well-being. Economic and social impacts are likely to affect the most vulnerable in society first;
- Fierce storms and floods, such as those that brought chaos to parts of the UK in October 2000, are likely to become more frequent in the future.

4.21 The White Paper titled 'The UK Carbon Transition Plan: National Strategy for Climate Change and Energy' was published in 2009. It includes the following commitments:

- By 2020 there should be 18% carbon emission cuts on 2008 levels;
- By 2020 the UK should produce 30% of its energy from renewables.

4.22 The White Paper sets out the transition plan to 2020 for transforming the power sector, homes and workplaces, transport, farming and waste management.

4.23 The UK Renewable Energy Strategy, also published in 2009, shows how to achieve a goal of 15% of energy from renewables by 2020. This is up from around 5.5% nationally today. As a result of these and previous publications and initiatives, including the South East Plan, it is clear that Kent and the Canterbury District will have to make more reaching commitments on renewables delivery. In particular, the Core Strategy must seek to ensure that renewable energy is secured as part of the essential infrastructure associated with new development

Impact of Recession

- 4.24** The Council is very aware that the current economic conditions are likely to have some impact on the achievement of the Core Strategy objectives, at least in the short term.
- 4.25** Current analysis suggests that the UK economy is likely to emerge from recession sometime in 2010, although the after-effects are likely to last longer, and the recovery slow and protracted. In general terms in the South East, the current prognosis is that we may see slow building of economic growth from 2010, with unequal distribution across UK, with some job creation but unemployment still remaining high. Western parts of the South East region will grow quickly although areas like Kent will grow in line with other parts of the country due to the inherent structural weaknesses in its economy. Locally, new employment growth will also be restrained by the demography of the District while prospects for new inward investment remain subdued due to investors' risk-averse attitude to locations geographically peripheral from London.
- 4.26** One of the main reasons for developing the strategic vision for the area through the Futures work was to try to position the Canterbury District economically for the longer-term, making the area more robust and resilient through the economic cycle.
- 4.27** The Core Strategy sets out objectives for the period until at least 2026, and the Council considers that the overall strategy and objectives for the District remain valid. However, the Council will keep under review the changing economic circumstances as the Core Strategy progresses.

Chapter 5: Strategic Vision for the District

The Vision

- 5.1 This vision has been developed alongside the Canterbury District Strategy, the East Kent Sustainable Community Strategy and the South East Plan.

Our Vision for 2030...

Through focused, well-planned and environmentally sustainable growth, by 2030 the Canterbury District will be defined by a dynamic strong economy and distinctive cultural and visitor experience from which our communities will prosper.

We will harness the unique range of assets the District has – three distinctive urban areas, a strong international brand, thriving Universities, a diverse natural environment, a European Gateway – making the District *the beating heart of East Kent*.

Our District's diversity is our strength and by 2030 we envisage that:

Canterbury will be a cosmopolitan world heritage city for all ages with a strong knowledge economy, a diverse retail sector and national cultural reputation;

Herne Bay will be a vibrant seaside town that our community are proud of and are happy to share with others, offering good quality jobs, housing and transport links and a strong leisure and entertainment sector;

Whitstable will be a thriving coastal town – proud of its unique character, heritage and active leisure coastline;

Our rural areas will be characterised by the distinctiveness of village life, where there are well-designed homes and jobs for local people within our outstanding natural environment supporting a diverse agricultural sector and its produce.

Core Objectives

- 5.2 In order to deliver this vision and address the issues affecting the City in a focused and measurable way, a set of District objectives have been developed. They have undergone sustainability appraisal to ensure they are consistent with sustainability

objectives. These objectives also have strong links with the objectives of the Council's own Corporate Plan and other Council strategies; the Canterbury District Strategy and the East Kent Sustainable Community Strategy.

Knowledge Economy Objectives

Objective 1

Build on Canterbury's role as a Regional Hub by bringing new inward investment into the District, increasing the prosperity of local communities and acting as a catalyst to enable East Kent to contribute more to the South East England economy.

Objective 2

Continue to diversify the District's economic base and promote opportunities for the development of both existing firms and new enterprises. Development of knowledge-based businesses (e.g. environmental technologies, research and development) as well as cultural and creative industries will be actively encouraged.

Objective 3

Continue to support the District's educational institutions. This should promote the provision of educational facilities that contribute to the local knowledge economy. Initiatives between the education and private sectors, which assist in converting knowledge into high value economic activity, will also be encouraged.

Experience Economy Objectives

Objective 4

To ensure that development recognises and safeguards the distinctive character of Canterbury, Herne Bay and Whitstable, the villages and countryside with social and environmental dimensions being considered alongside visual and functional concerns.

Objective 5

To encourage and facilitate the development and improvement of the tourism offer in the District (including green tourism in the rural area), maximising its contribution to regeneration and employment and ensuring the District as a whole benefits from cultural enhancement.

Objective 6

Continued enhancement of the role and function of the City Centre as a distinctive regional cultural and retail centre.

Objective 7

Enhance the quality and range of sporting facilities and commercial leisure provision across the District to support attraction of visitors, improve the wellbeing of residents and support regeneration at Whitstable, Herne Bay and Canterbury.

Objective 8

Support the implementation of the Herne Bay Area Action Plan, improving the vibrancy and attractiveness of the town as a tourist destination, and the creation of a thriving and commercially successful town centre.

Green Economy Objectives

Objective 9

To protect and enhance the District's agricultural land, coastlines, landscapes, biodiversity and geological interest:

Objective 10

All development should be designed and located so that it is resilient to future changes in climate (including increases in flood risk) and contributes to reducing and mitigating its effects.

Objective 11

Ensure sustainable construction and design across all new development and support and encourage businesses that make affordable environmental technologies and products available to the development industry.

Objective 12

To sensitively address the specific needs for employment, housing, community facilities and access to transport in the villages and rural area

Objective 13

To prioritise protection and enhancement of the heritage assets of the District and ensure that development delivers real benefits for the historic environment.

Sustainable Communities Objectives

Objective 14

Reducing the need of residents, visitors and commuters to travel by car by locating development in accessible locations and providing practical and attractive alternatives to car use.

Objective 15

Ensuring that development contributes towards infrastructure provision to reduce congestion and improve air quality.

Objective 16

Ensure that improved rail services to London contributes to the overall vision and strategy, and to the implementation of the key objectives of the Core Strategy.

Objective 17

New housing should match the housing market need profile of the area and to include provision for affordable housing at levels consistent with viability and which reflect the types and sizes of affordable housing required.

Objective 18

Deliver sufficient pitches to meet the allocation requirement for Gypsies and Travellers.

Objective 19

To protect and enhance the existing open space and green infrastructure network to ensure that there is a range of environmental and recreational assets that meet the needs of communities, natural habitats and species and contribute towards the development of sustainable living environments.

Objective 20

Facilitate community involvement, support the development of the voluntary and community sector and encourage sustainable, inclusive and healthy communities through protecting, enhancing and improving access to, good quality community facilities (such as schools, shops and post offices) and a safe environment.

Objective 21

Major new developments should promote links with adjoining communities and ensure the need for health, education and other community facilities arising from development should be met as they occur.

Infrastructure

Objective 22

Development will be phased so that the infrastructure necessary to support it will be in place when required. This will require early and continuous liaison with the infrastructure providers.

Objective 23

To work with adjoining local authorities, service and infrastructure providers and development industry to facilitate the timely provision of services and infrastructure necessary to meet the needs of existing and future development.

Consultation Question 2

Do you agree that the range of Objectives are correct?

If you don't agree, what other Objectives or changes to existing Objectives would you suggest?

* Refer back to section 1.22 for further information on how you can make your comments.

Chapter 6: Development Requirements

6.1 Completion of this Core Strategy is not the starting point in the development of the vision and strategy for the area. The Council and other stakeholders are currently working to the Canterbury District Local Plan and numerous significant projects have been completed or are underway. Consideration of objectives and options for the future of the District must take these into account.

- The introduction of high speed rail services between Canterbury and London;
- Redevelopment of the Beaney Institute and Marlowe Theatre in Canterbury and the new Christ Church Concert Hall;
- Significant business development with the construction of a Business Innovation Centre at the University of Kent at Canterbury, and completion of the Lakesview Business Park at Hersden;
- Continued development and expansion of education institutions in the City, with Canterbury College and UKC expanding on site and Canterbury Christ Church University expand onto a new site at Rhodaus Town.
- In Herne Bay, the Council has recently prepared an Area Action Plan designed to revitalise the town centre, which includes new retail and community facilities.
- In Whitstable, the Horsebridge centre is operating, work on Whitstable Castle is underway and the Council is considering development options for the Harbour area.

6.2 The development of the strategic vision for the District through the Futures work, and subsequent additional work and consultation with key stakeholders, has identified some development implications for the area. Much of this fed into the South East Plan process, and is reflected in the requirements set out in the South East Plan, adopted in 2009.

Spatial Development Implications of the Futures Study and Strategic Vision

6.3 The work on the preferred vision of the district through the Futures work began to identify some key development implications for different areas of the district:

Canterbury

6.4 The Vision: *Canterbury will be a cosmopolitan world heritage city for all ages with a strong knowledge economy, a diverse retail sector and national cultural reputation.*

Spatial Implications:

- Approximately 5000 new houses (including family housing) to be built primarily at, or near, Canterbury – important to achieve a high quality of mixed-use

- complementary developments, with well-designed “eco”-homes, good accessibility to facilities, green spaces;
- support diversification of the economy (knowledge-based business and environmental technologies) with provision of new office/research accommodation;
- possible identification of additional general employment land;
- possible identification of additional space/premises for creative and cultural industries (primarily within existing urban fabric);
- support for academic and student accommodation, and development of the FHE establishments, within existing boundaries wherever possible (some land already identified at UoK);
- improved visitor offer in terms both of accommodation and attractions;
- boost heritage/retail/leisure/culture role, particularly of City centre (including improvements to Marlowe Theatre);
- City Centre environmental enhancements and management, to support enhanced City Centre role;
- deal with consequences/impacts of CTRL Domestic Services proposals;
- recognition of Regional Hub role, and resolution of A2 junction improvements;
- transport a key issue to be resolved;
- improvements to social infrastructure (schools, medical facilities, youth and wider community, sports facilities, etc);
- protection of City’s environmental and heritage assets as a fundamental part of the “Canterbury experience”, and encouragement of quality architecture in new development.

Herne Bay

- 6.5** The Vision: *Herne Bay will be a vibrant seaside town that our community is proud of and is happy to share with others, offering good quality jobs, housing and transport links and a strong leisure and entertainment sector.*
- 6.6** The objectives for the centre of Herne Bay are set out in the draft Herne Bay Area Action Plan:
- To deliver the redevelopment of key opportunity sites as catalysts for the regeneration of Herne Bay;
 - To create a thriving and commercially successful town centre for the benefit of the town’s residents and visitors;
 - To provide improved recreational, leisure and community facilities in the town centre for residents and visitors;
 - To enhance Herne Bay’s Conservation Area and streetscapes through design and comprehensive high-quality public realm improvements;

- To create an attractive sense of place with clear pedestrian and cycle routes linking the seafront shopping streets and park;
- To complete the national cycle route that runs along the town's seafront and an extension to the High School;
- To revive the town's Memorial Park with an attractive range of facilities and high-quality landscaping;
- To protect current overall levels of weekday parking facilities, to investigate increasing parking availability on Saturdays and to improve vehicular movement through the town;
- To improve the vibrancy and attractiveness of Herne Bay as a seaside tourist destination; and
- To protect the integrity of nearby European designated offshore marine sites

Spatial Implications:

- support objectives set out in the draft Herne Bay Area Action Plan to regenerate the town centre, such as the Central Development Area;
- potential additional housing and new employment sites in suitable locations, specifically to support, and broaden, Area Action Plan objectives;
- support for visitor economy;
- improvements to highway network;
- improved retail offer to boost town centre;
- possible leisure development;
- improvements to seafront;
- improvements to social infrastructure (schools, medical facilities, youth and wide community facilities, etc).

Whitstable

6.7 The Vision: *Whitstable will be a thriving coastal town – proud of its unique character, heritage and active leisure coastline.*

Spatial Implications:

- retain a local-scale approach to development;
- make provision for needs of knowledge-based businesses and local visitor economy;
- modest levels of housing provision on "opportunity sites";
- service provision related to scale of Whitstable;
- leisure, culture and visitor role in "experience" economy;
- possible opportunities for artist facilities; and
- future use of Harbour.

Rural areas

6.8 The Vision: *Our rural areas will be characterised by the distinctiveness of village life, where there are well-designed homes and jobs for local people within our outstanding natural environment supporting a diverse agricultural sector and its produce.*

Spatial Implications:

- encourage provision of local services (commercial and community);
- restrict new housing development to that needed to meet specifically identified local needs;
- protection of countryside for its own sake;
- protection of the countryside for visitors and residents;
- seek to encourage small-scale local businesses, particularly home-working and high-tech business not dependent on travel;
- support small-scale visitor accommodation in appropriate locations (especially re-use of redundant buildings);
- support for renewable energy schemes.

6.9 Other key issues that have subsequently been identified include:

- protection of the best and most versatile agricultural land, where possible;
- support for appropriate rural housing to meet local needs.

District-wide issues

6.10 The Core Strategy will need to determine the appropriate settlement hierarchy for the District. To an extent, this will be determined by the South East Plan and other policy documents, but the role of different settlements will need to be identified.

Spatial implications:

- moving towards sustainable communities;
- support for green economy; and
- local needs housing.

6.11 Development of the “green economy” would involve:

- adoption of the “Canterbury standard” for eco-standard housing and other development;
- encouraging and assisting growth of markets for resource efficient and environmentally beneficial products and services;

- supporting the growth of green businesses (eg: environmental technologies) in the District;
- encouraging existing businesses and communities to adopt environmentally friendly practices and consumption.

6.12 The Council has also recently adopted a new Environment Policy, which will help take forward the commitment to the environment expressed in the Council's vision for the area.

Future Pressures and Development Requirements

Housing:

Evidence Base Sources: Canterbury Futures Study 2006; South East Plan 2009; KCC Strategic Planning and Research & Intelligence Team; Strategic Housing Land Availability Initial Assessment 2010; Strategic Housing Market Assessment 2009; East Kent Gypsy & Traveller Accommodation Assessment (2007); Housing Information Audit 2009.

6.13 The adopted South East Plan sets a target of 10,200 dwellings for the period to 2026. The latest Housing Information Audit (2009) of planning consents and development completions indicates there is an existing supply of housing land to meet strategic requirements to 2016. However, beyond 2016, there is a residential requirement for just over 4,000 dwellings across the District. The South East Plan continues to place an emphasis on the best use of land, and establishes a target to achieve 60% of new housing on previously developed land.

6.14 This quantity of new housing is needed not only to address the identified housing needs of local people (identified in local housing market and needs studies), but also to seek to meet the requirements of the South East Plan; and to support the economic aspirations for the District, established through the Futures Study and subsequent work with local stakeholders. It should be noted, however, that managed accommodation specifically designed for students does not count towards housing requirements.

6.15 The strategic vision for the area, and the Panel Report into the draft South East Plan, indicate that a significant proportion of that housing should be located at Canterbury to support the economic aspirations for the area, to meet identified housing needs, and to reflect the City's Regional Hub status in the South East Plan (Policy SP2).

Canterbury District Residual Housing Requirement (Based on Housing Information Audit 2009)	
Housing Requirement 2006 to 2026 (South East Plan)	10,200
Housing completions 2006/09	2,887
Residual housing requirement 2009/26	7,313
Local Plan Allocations	1,173
Planning Permissions (net)	2,124
Total Identified Outstanding Supply	3,297
Balance	4,016

Table 2 Canterbury District Housing Requirement (to 2026)

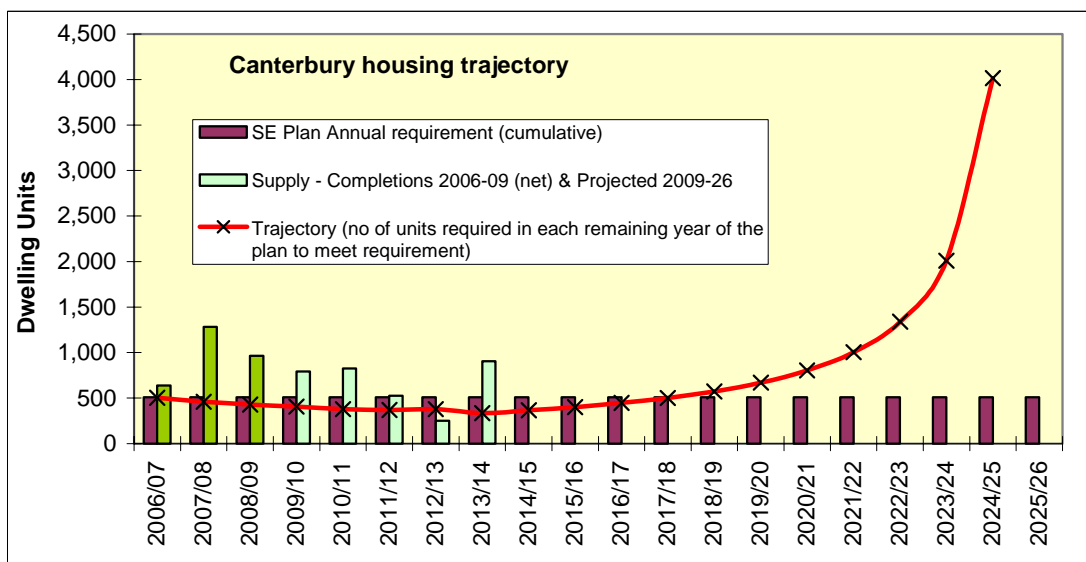


Figure 11: Canterbury District Housing Trajectory

Strategic Housing Land Availability Assessment

- 6.16** The Council is carrying out a Strategic Housing Land Availability Assessment (SHLAA) in accordance with the relevant Government guidance and the Kent SHLAA Protocol agreed with the Government Office for the South East.
- 6.17** The Council has completed an initial assessment of the sites submitted under the SHLAA process, and is proposing to eliminate a number of sites that it believes do not meet the criteria set out in the guidance and protocol. However, a significant number of sites remain in the SHLAA for further testing of development options. The strategic development options are set out in more detail later.

Strategic Housing Market Assessment for East Kent

- 6.18** A Strategic Housing Market Assessment for East Kent, prepared by Ecotec on behalf of the East Kent district councils, was carried out in 2008-9 to support the development of LDF Core Strategies and district housing strategy work.
- 6.19** It identifies the 5 local housing market areas in the District – Canterbury; Whitstable; Herne Bay and East Kent Rural (north and South) – each with different housing market characteristics and housing needs.
- 6.20** The key findings of the Study were as follows:
- “Greater Canterbury” and Whitstable should be 40%, subject to viability testing;
 - the overall target for affordable housing provision in the rest of the District should be 35%, subject to viability testing;
 - 70% of affordable housing social rented, 30% intermediate tenures
 - prioritise family housing – 70% houses, 30% flats;
 - maximise potential of existing housing;
 - more rural housing to meet identified local needs;
 - balance needs of ageing population and younger households;
 - more new homes to Lifetime Standards:

- 100% of affordable housing: 20% market housing
- Majority 2+ bedrooms

Gypsy, Traveller & Travelling Showpeople accommodation provision

- 6.21** A partial review of the South East Plan is considering the need for Gypsy, Traveller and Travelling Showpeople site accommodation. Based on the preferred option consulted on by the Government Office for the South East, it is anticipated that the requirement for Canterbury District will be about 30 pitches for the period to 2016.

- 6.22** Although the Core Strategy will set out the overall pitch numbers required over the South East Plan period, detailed site allocations will be considered through a separate Gypsy, Traveller & Travelling Showpeople DPD in due course.
- 6.23** This Core Strategy will set out the overall accommodation requirements for Gypsy, Traveller and Travelling Showpeople, once established through the partial review of the South East Plan. However, discussions have been taking place to see whether there is scope for specific sites to be identified through the preparation of a joint development plan document (DPD) with the other East Kent districts. No formal decision has yet been made.

Economic Development & Employment Land

Evidence Base Sources: Experian Business Strategies; Kent County Council Research & Intelligence Team (EFM Model); CCC Local Economy Team; Employment Land Review 2009 (Savills, CCC); South East Plan 2009

- 6.24** Planning Policy Statement 4 sets out a range of factors to be considered in developing policies related to economic development. These include the need to ensure sufficient land and sites to meet existing and future business needs; making provisions for rural, as well as urban-based, businesses; and for town centres to play an active role in meeting business needs.
- 6.25** The South East Plan does not contain any requirements for the provision for employment land, but states (Policy RE3) that, in planning for the location, quantity and nature of employment land and premise, a flexible supply of land to meet the varying needs of the economic sectors needs to be facilitated. The Plan also indicates that local authorities will undertake employment land reviews in consultation with business interests, which will include reviewing all extant allocations of employment land for their suitability to meet future needs.
- 6.26** SEP Policy RE5 seeks to encourage the principles of “smart growth” in economic development. Canterbury’s Regional Hub status means that the City should act as a “focus for new investment in economic activity” within the East Kent sub-region.
- 6.27** The SEP also indicates an interim job number of 50,000 for East Kent over the Plan period, the principal location for which will be Ashford.
- 6.28** The Kent & Medway Structure Plan (adopted in 2006, but not extended) contained a requirement for an additional requirement for 10ha at Herne Bay for the period to 2016. This requirement needs to be reviewed in the light of the latest evidence.
- 6.29** The Council is carrying out an Employment Land Review that consists of three elements:

- a market and planning appraisal of existing sites, with some consideration of potential additional sites – other potential sites are likely to be identified directly through the Strategic Housing Land Availability Assessment;
 - an assessment of future employment projections, in conjunction with Kent County Council, and taking into account the potential implications of the Futures Study; and
 - an assessment of the demand profile of local businesses, seeking to ensure that known needs and plans can be facilitated (including potential requirements for non-Class B business uses).
- 6.30** In 2008, Savills carried out a market appraisal of the sites currently allocated in the adopted Local Plan. The conclusion of the study was that all the existing sites were suitable from a market perspective, although it is clear that bringing forward allocated employment sites is often not straightforward, and that some of the sites are constrained by infrastructure problems.
- 6.31** Projections by KCC, GVA Grimley and Experian indicate that, in common with many other places in the South East the District workforce would, without interventions, start to decline towards the end of the Core Strategy period. However, the strategy for the District is to actively pursue with partners the potential for broadening the economic base.
- 6.32** Work by GVA Grimley (2006), carried out alongside the development of the Futures work, indicates a need to increase the overall level of office space beyond the current projections to support the development of the knowledge economy. Early EFM statistics suggest that the District workforce rose by approximately 7000 (67,301) between 2001 and 2006, but will only rise by a further 2,600 to 2026 (69,984).
- 6.33** The Core Strategy also needs to recognise and respond to commuting patterns and changes in employment patterns, such as levels of home-working and self-employed people.
- 6.34** Experian/GVA Grimley work for Futures study suggests that developing the knowledge economy would require an increase of 63,000sqm (gross) office floorspace with a concurrent decrease in traditional industrial floorspace of some 17%. Smaller amounts of office floorspace would be required to assist with the Canterbury Experience and Green Economy, but even with some impact from London “fast link” commuting patterns, it is estimated that an additional 13,000sqm (gross) would be required.

- 6.35** However, KCC (using EFM data) have calculated that by 2026, there will be a workplace-based workforce shortage of approximately 5,000 people. This is consistent with the pattern across most of Kent. To some extent, this is likely to be offset by in-commuting from other Kent districts, in particular Ashford, where it is estimated that there will be a comparable workforce surplus over the same period.
- 6.36** Job growth is a critical issue for the District. However this is only one of a range of factors that should be considered in determining business development requirements and the spatial issues arising (e.g. sites and premises such as level of floorspace). Other factors to consider in this context might include:
- The way we are seeking to re-structure/adjust our local economic base (via knowledge based jobs). The types of locations and premises required by modern expanding businesses may not be offered by existing business locations leading to requirements for new locations;
 - Higher residential values may encourage the relocation of businesses from some traditional locations;
 - Changes in out-commuting as well as increased in-commuting/ in-migration—this may adjust the workforce level depending on the findings of the 2011 census;
 - There may be an increased national drive in the form of new initiatives/incentives to up-skill existing older workers as well as local programmes that retain increased numbers of younger skilled workers (graduates).
- 6.37** Based on enquiries to the Council’s Local Economy team and other research, the Council believes that there is a heightened need to meet the requirements of non-Class B uses, and also to recognise the more fluid business floorspace requirements of the Higher Education sector.
- 6.38** On the basis of the study work to date, the Council considers that, at least, the level of employment land currently identified in the Canterbury District Local Plan needs to be maintained, and in addition, 10ha of land to meet the needs of non-Class B uses. The Council also considers that there needs to be a flexible approach to delivering employment floorspace, rather than necessarily relying on large business sites.
- 6.39** It is proposed that this provision could take place in two main ways - focus on existing concentrations of business provision; and allocations within, or close to, new housing areas, to create mixed-use communities.

Universities & Colleges

Evidence Base Sources: University of Kent Estates Strategy; Canterbury Christ Church University Estates Strategy; Canterbury 4 Business

- 6.40** The Council is keen to ensure that the academic and social needs of the Universities and Colleges are met through a combination of Local Plan “saved” policies and new provision in the LDF Core Strategy. The Council has been working closely with the Universities and Colleges in Canterbury to that end.
- 6.41** Some specific needs have been identified. The University of Kent has indicated in its Estates Strategy (2009) that there is a need for an additional 38,000 sqm of academic floorspace, and 500 student residential units. The Canterbury District Local Plan currently identifies some 7ha of land on a range of sites (within the Campus) for a variety of uses.
- 6.42** Canterbury Christ Church University (CCCU) have recently completed the building of new office and education space at Augustine House in Rhodaus Town, and the forward strategy of the University is to be a city centre university. Their estates strategy is to use opportunities to focus their activity along a broad axis from Wincheap to the Parham Road area, developing additional teaching, office and student accommodation in that area to create a “ribbon campus” at the edge of the city centre.
- 6.43** CCCU have indicated that their development needs over the next 5-10 years include the provision of some 13,400 sqm of academic/social space on the North Holmes Road site and a total of 450 student residential units (a net increase of 300 units) in other locations in the City, in proximity to the various University sites.
- 6.44** A new University, the Girne American University, has recently opened in the centre of Canterbury on the former Kentish Gazette site. The University has a focus on business and tourism studies.

Retail capacity

Evidence Base Sources: KCC Research & Intelligence – Kent Household Retail Study and Retail Need Assessment for the District of Canterbury 2009; DTZ; Plantech

- 6.45** In 2009, the Council received an updated retail study, which sought to assess the potential effect of the recession on retail growth and development. The 2009 Study indicates that while retail growth projections remain uncertain and variable, there will inevitably be some impact from the recession. However, figures produced based on scenarios produced by Experian suggest a modest rise in overall retail capacity in the short term (some 20,000sqm up to 2016).
- 6.46** To inform the next stage of Core Strategy development, the Council has commissioned a detailed study in relation to the future of Canterbury as a sub-regional shopping centre in the context of its designation as a Regional Hub, and the development of Core Strategies and retail provision elsewhere in Kent.

Community Facilities

Evidence Base Sources: KCC (Service Provider Statements); Kent & Canterbury Hospital Estates Strategy; PCT

6.47 Kent County Council has produced a report on Community Infrastructure Provision (March 2009), which identifies the expected needs of different social and community groups for which KCC has some responsibility. The KCC report suggests the following requirements for the period of the Core Strategy:

- No new schools are indicated, but there is a need to rebuild /improve existing schools. KCC suggest that this could be possibly funded by “enabling development”;
- Use of school premises beyond normal school hours, to provide a wide range of services;
- Day facilities for older people;
- “Drop-in” facilities for people with learning disabilities;
- Measures to support independent living (electronic and other measures);
- Changing/toileting facilities for vulnerable groups provided in public locations; and
- Care venues for those with dementia.

6.48 The Council is also undertaking, in partnership with the Primary Care Trust, a Health Impact Assessment of the Core Strategy, which may help to identify other necessary community facilities.

Hospitals

6.49 Discussions with the Kent & Canterbury Hospital indicate that there are proposals for significant new and improved facilities at the Canterbury site. These are largely to be contained within the existing site. However, it will be necessary to develop a travel plan for the site, to address existing and potential traffic and car parking issues.

6.50 The Hospital would also like to safeguard land for possible future hospital development to allow the continuing improvement and extension of health services provision.

GP/Medical Centre requirements

6.51 The Council is in detailed discussions with the relevant Primary Care Trusts and the NHS to seek to establish what the long-term local medical requirements are for the area. Because of changes in the way that health services are delivered, this may need a new approach in the LDF. The issue will need to be addressed in more detail at the Preferred Option stage of the Core Strategy.

Open Space

- 6.52** The Council has recently adopted a new Open Space Strategy (2009). The 2004 Open Space Strategy, based on the guidance in PPG17, identified a deficiency of outdoor playing space within the District. The Council has produced a Development Contributions Supplementary Planning Document, which sets out the open space standards to be used to calculate open space requirements/developer contributions in relation to new developments.
- 6.53** The new Open Space Strategy builds on the work in the 2004 Strategy, by refining some of the known open space requirements, and making more detailed proposals for site management and the collection and use of development contributions.

Infrastructure requirements

Evidence Base Sources: Jacobs/KCC VISUM Transport Model for Canterbury; Highways Agency advice; Southern Water Services; South East Water; PowerGen

- 6.54** A significant amount of work has been done to try to understand the detailed infrastructure requirements to serve any new development in the area, and initial findings are set out below. However, additional information will be required in relation to other utilities – energy, water supply, etc. This will help to inform the development of later stages of the Core Strategy, particularly in relation to the preparation of an implementation plan (see Section 10) to accompany the Core Strategy, and a possible Community Infrastructure Levy scheme.

Transport

- 6.55** The Council's District Transport Action Plan identifies a range of transport measures which are seen as necessary if Canterbury is to continue to function efficiently as a commercial centre. This is given added importance with the designation of a Canterbury as a Regional Hub, where the South East Plan states that Hubs will not only be a focus for development, but also "a focus for investment in multi-modal transport infrastructure both within and between hubs, supported by initiatives to re-balance travel patterns through behavioural change".
- 6.56** The Council considers therefore that, as a minimum, the following transport measures are required - completion of the A2 junctions at Harbledown, Wincheap and Bridge to improve accessibility to, and movement around, Canterbury; increase level of Park & Ride provision around Canterbury; public transport and walking/cycling improvements; and increased traffic demand and intelligent traffic management measures.

- 6.57** However, to meet the development needs of the District, additional transport measures may need to be tested through the VISUM transport modelling, and through the testing of strategic development options. The Council's intention is that new development will not simply be located where it creates the least stress on the transport network, but that it will actively contribute to the proper functioning of the local transport network.
- 6.58** The VISUM model is in the process of development, and it is anticipated that the base model (ie the model that establishes a baseline for current development and transport patterns) will be ready for testing of future development options shortly.

Sewerage

- 6.59** There is a known sewerage capacity issue in parts of Canterbury, and this is a recurrent theme in dealing with development proposals in the City. Any significant development that occurs in Canterbury will need to make provision for improved sewerage capacity. The Council is currently in discussions with Southern Water Services regarding the sewerage impacts of new development, and to establish what additional infrastructure may be required during the period of the Core Strategy.

Renewable Energy

- 6.60** The South East Plan recognises, that the South East is likely to experience growing levels of renewable energy development as a result of issues such as increasing capital grants and increasingly demanding carbon reduction targets. The SEP sets sub-regional targets for land-based renewable energy. As such, the Council believes it is necessary to undertake an assessment of local potential, which will enable the Council to further consider its contribution to meeting these targets.
- 6.61** The Council is therefore commissioning specialist advice in relation to integrating renewable energy use into the wider development strategy. There are two elements to such a study – potential energy generation from a range of other locations and sources (primarily macro-generation schemes such as wind-farms; wave energy schemes and bio-mass); and energy generation directly related to new development (primarily micro-generation).

Water Supply – Broad Oak

- 6.62** The South East Plan (Policy NRM3) indicates that sites for new resources, including Broad Oak, should be allocated and safeguarded through LDFs, and it will therefore be necessary to safeguard the site from other forms of development for the foreseeable future.

- 6.63** South East Water have submitted their Water Resource Management Plan, which sets out proposals for meeting water supply needs in the South East over the next 20 years. In August 2009 Defra announced that there will be an Examination into aspects of the WRMP in the near future.
- 6.64** The Canterbury District Local Plan 2006 sets out the Council's current policy position in relation to the provision of water supply resources; in particular, the proposal for a new reservoir at Broad Oak. This recognises that there are numerous options for securing adequate water supply and environmental protection within the District, which include: increasing the yield of existing resources by removing distribution, treatment and other constraints; further progress with leakage control; demand management; recycling; innovative solutions; water transfer; desalination; and reservoirs.
- 6.65** The Council recognises that major development options, such as a reservoir at Broad Oak, that may be proposed for water supply purposes may have significant implications for the environment and potentially, for nearby communities. It is expected that in advance of preparing development schemes for such developments, the scope and timescale of environmental assessment and/or assessment of impact on communities should be agreed with the City Council and other relevant bodies. Negative impacts might include impacts on traffic, the wider landscape and existing wildlife sites, but there might also be positive impacts for leisure and new habitat creation.
- 6.66** Other information that may be required includes justification of need, location and choice of water supply options. This process will inform the content of any informal environmental impact assessment and ensure that the Council has the information it requires to assess the proposal at the planning application stage

Consultation Question 3

Development requirements:

1. Do you think this document captures the broad development requirements for the District?
2. If not, what would you add to/remove from the suggested requirements?

Chapter 7: District Settlement Strategy

Government Guidance and Strategic Policy

- 7.1** Planning Policy Statement 1 states that planning should facilitate and promote sustainable and inclusive patterns of urban and rural development. Development should support existing communities and contribute to the creation of safe, sustainable, liveable and mixed communities with good access to jobs and key services for all members of the community.
- 7.2** Development plans should contribute to global sustainability by addressing the causes and potential impacts of climate change through policies which reduce energy use, reduce emissions (for example, by encouraging patterns of development which reduce the need to travel by private car, or reduce the impact of moving freight), promote the development of renewable energy resources, and take climate change impacts into account in the location and design of development.
- 7.3** PPS3 emphasises the need to create sustainable mixed communities in urban and rural areas. LDDs should set out strategy for planned growth and set out criteria to be used for identifying broad locations as well as specific sites for development.
- 7.4** PPS7 advises that, in rural areas, new development should be located in or near to local service centres, be well served by public transport and enable opportunities for access by cycling and walking. These centres should be identified in the development plan as the preferred location for such development.
- 7.5** The South East Plan indicates that the focus for new development should be at Canterbury as a result of its regional hub status and to support the growth of the knowledge economy in the City.

Key Issues for Development Options

- 7.6** The basis for discussion of the options is that the Council, in line with Government guidance, wishes to promote sustainable mixed-use communities, not just housing 'extensions' to existing settlements.
- 7.7** This means that the strategic development areas selected through the Core Strategy process should be capable of helping to create genuinely mixed-use communities - including opportunities for homes, workplaces, leisure and recreation, local shopping, education, health facilities and other facilities which allow people to use their local centres without day-to-day dependency on other centres. This should also help to reduce dependency on the car, and reduce congestion and air pollution.

7.8 The preference for the location of new development is informed by the approach as set out in the Strategic Development Options. Primarily a sequential approach to the location of new development is good practice.

- *Previously developed land in the urban areas*– for the 2006 adopted local plan an urban capacity study was undertaken of the three main urban areas. This was a thorough and comprehensive study that identified potential sites for housing, the majority of these sites became allocations in the adopted plan. As a result it is likely that there will be limited opportunity for extensive re-use of previously developed land for housing and mixed-use development.

Other suitable / unconstrained land within urban areas (not necessarily previously developed land).

- Urban extensions – where there is good access to jobs, shops, services and community facilities, public transport and other alternative modes of transport.
- Large well served villages – there are some villages within the District which have relatively good access to services, facilities and public transport. These tend to be the larger villages. In effect these can act as small rural service centres serving other smaller surrounding settlements. There would be a preference for the use of previously developed land within these villages.
- Smaller villages and other settlements – these tend to be less well served by services and facilities and as a result tend not to be favoured locations for development except in exceptional circumstances e.g. where there is an identified local need for affordable housing. In these areas, there would be a preference for the use of previously developed land and for housing that meets an identified local need (e.g. affordable housing for local people on what are known as “exception” sites).
- Development in the wider countryside - there is a general policy presumption against development in the wider countryside in all but a few circumstances e.g. related to the needs to agriculture or forestry.

Futures work

7.9 The futures work identified a need for development to be focussed on Canterbury to support the development of the knowledge economy and the “Canterbury experience”, providing key worker housing and essential commercial development opportunities.

Spatial Issues

- Focus on Canterbury arising from Futures work and South East Plan
- Herne Bay and Whitstable - addressing particular needs of these areas, proportionate to the scale of the settlements.
- Larger villages and rural areas – smaller-scale development, possibly associated with meeting identified local needs.

Settlement Hierarchy

7.10 Government guidance and the South East Plan set the broad strategy for different levels of urban settlements, but historically the settlement hierarchy has been well-established through successive Structure Plans prepared for Kent.

City of Canterbury	Identified as Regional Hub in South East Plan; commercial, tourism and retail centre for the sub-region
Whitstable, Herne Bay	Main urban centres at the coast
Larger, well-served villages around Canterbury	Barham; Blean; Bridge; Chartham; Sturry; Littlebourne
Other villages	Adisham; Bekesbourne; Bishopsbourne; Bossingham; Broad Oak; Chartham Hatch; Derringstone; Fordwich; Harbledown; Hersden; Hoath; Ickham; Kingston; Lower Hardres; Patrixbourne; Petham; Rough Common; Shalmsford Street; Stodmarsh; Tyler Hill; Upper Harbledown; Upstreet; Waltham; Westbere; Wickhambreaux; Womenswold; Woolage Green; Woolage Village; Yorkletts

Table 3: Settlement Hierarchy

Consultation Question 4

Do you agree with the settlement hierarchy identified on Table 3?

Chapter 8: Strategic Development Options

Options - Introduction

- 8.1** One of the key roles for the Core Strategy is the identification and testing of strategic development options. Government guidance (PPS12) indicates that local planning authorities should consider and evaluate “realistic” and reasonable” alternatives in developing the most appropriate development strategy for their areas. In evaluating the options, the Council has regard to a wide range of evidence and specific studies, such as
- The outcomes from the Canterbury District Futures Study;
 - The provisions of the South East Plan;
 - The Sustainability Appraisal work; and ⁽⁸⁾
 - The market viability advice provided by DTZ.
- 8.2** At the outset, a series of development options was identified that could be reasonably considered as potentially meeting the District’s development requirements. These options were partially generated taking into account the sites submitted to the Council for consideration under the Strategic Housing Land Availability Assessment (SHLAA) process. However, the purpose of the options assessment is to consider a range of strategic options for the Core Strategy, that would contribute to the creation of sustainable, mixed-use communities within the District, providing homes, workplaces, leisure and recreation, local shopping, education, health facilities and other social and community infrastructure (such as adult education and social care).
- 8.3** At the last Local Plan Inquiry, the Inspector made a number of recommendations about different development sites, and the options assessment process has to review his findings and recommendations.
- 8.4** Amongst the other aims of this process is the desire to create new communities designed to a high quality, with a good range of local services to reduce day-to-day dependence on the main urban centres and private car travel, good open space networks, community facilities and opportunities for employment.
- 8.5** The development requirements for the District were set out in the section 6 of this document. **The options identified in this section represent a “menu” of options**, to seek to distinguish the advantages and disadvantages of different approaches to meeting development needs. It is likely, however, that a combination of the options will provide the most appropriate strategy for development.

8 *An assessment of the options has been assisted by sustainability appraisal, which assesses objectives against and range of environmental, social and economic objectives. Further information is set out at Section 1 of this report.*

8.6 The options selected for assessment, and tested through different means, were as follows:

- **Option 1** - Infill in the City Centre (this could deliver approx. 1000 units, and is applicable to all options);
- **Option 2** - Within the wider urban areas of Canterbury and coastal towns (this is likely to deliver approx 1500 units, together with Option 1, and is applicable to all options);
- **Option 3** - Canterbury - urban extensions
 - a. Dispersal
 - b. Single site
 - c. Extension(s) supplemented by development at Herne Bay
- **Option 4** - Herne Bay and Whitstable - urban extensions;
- **Option 5** - Larger, well-served villages around Canterbury (possible extended village option);
- **Option 6** - Dispersed across District (urban areas and villages);
- **Option 7** - New (free-standing) settlement.

8.7 A “traffic light” system is used to provide a general picture of how each of the various development options fits with Government, regional and local planning policy and other planning factors (such as environmental or infrastructure constraints). The key below indicates how the Council has carried out its initial assessment of the various strategic options, taking into account the evidence mentioned above. These are intended to give a broad overview of the issues involved with each development option.

	Indicates that the option is acceptable in principle, although there may still be issues that need to be resolved
	Indicates that the option may be acceptable, subject to significant issues being resolved
	Indicates that there are fundamental problems which in all likelihood cannot be resolved

8.8 An assessment of strategic options, without reference to particular sites, is unable to consider benefits or impacts of development in site specific detail. It is at the next stage, when the Council is considering a preferred option and the potential sites associated with it, that the assessment will consider specific site related issues, such as habitats and wildlife, flood risk and heritage. This also applies to the Habitats Regulation Assessment process. It is not until more specific site locations are identified that an assessment of the likely significant effects of development, on sites of European significance for their species or habitat interest, can be known.

Options 1 and 2: City Centre Infill and development in the wider urban areas of Canterbury, Herne Bay and Whitstable

8.9 Options 1 and 2 seek to continue pursuing the Council's preference for development on previously developed urban sites. This was a successful strategy of the Canterbury District Local Plan and major urban sites have been developed, including The Tannery, Kingsmead, Barton Mill and Telephone House. This is also supported by Government guidance and **it is expected that any option finally selected will incorporate options 1 and 2**, thereby incorporating a urban 'brownfield' element to housing supply. This, however, will not provide sufficient land for the level of development required. Possible future brownfield sites include redevelopment of the Wincheap Industrial Park and Phase 2 of the Kingsmead Regeneration Area development.

Strengths

- Reduce pressure on greenfield land;
- Supports urban regeneration;
- Potential benefit to existing communities;
- Improves urban environment;
- Potential for higher density development and thereby a reduced land-take;
- Supports existing facilities in the urban area;
- Traffic / congestion impacts potentially limited.

Weaknesses

- Would not fully meet South East Plan housing targets;
- Impact on existing infrastructure (eg: sewerage infrastructure);
- Potential impact on Conservation Areas and the World Heritage Site at Canterbury;
- Increasing urban density and less likelihood of providing family housing;
- Unlikely to deliver other necessary development, such as employment land;
- Certain parts of the urban areas are subject to significant risk from flooding.

Sustainability Appraisal Conclusions

8.10 Option 1 and 2, infilling, score well against most of the sustainability objectives. Using the available land within the District's urban centres would be a sustainable form of growth for a reasonable proportion of the District's development targets. Careful planning would be needed to avoid adverse effects against environmental effects particularly flood risk, water quality and air quality. There are also

opportunities for enhancement through the promotion of green infrastructure and traffic changes. Protection of natural areas and open space will be required to ensure there is a positive effect against biodiversity.

Initial Option Assessment

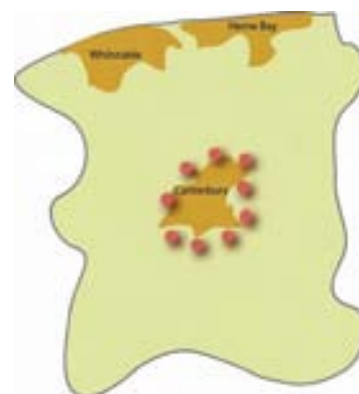
Fit with Government guidance	Fit with Regional Spatial Strategy	Fit with Futures work and vision for the area	Fit with SA work	Fit with key environmental constraints	Transport	Deliverability

Option 3a: Canterbury urban extension (dispersal)

The focus of this option is that the proposed urban expansion is dispersed through a number of sites around Canterbury.

Strengths

- Good possibility of meeting South East Plan housing requirements;
- Individual sites smaller, and therefore less impact on individual urban edge communities;
- Potential to integrate smaller urban edge developments into existing communities and urban structure;
- Capacity to build homes at lower densities on a greenfield site, with potential for provision of family housing;
- Will support existing local services where available.



Weaknesses

- Mainly relies on the development of greenfield land;
- Smaller developments less likely to be able to deliver large infrastructure requirements generated by development;
- Unlikely that infrastructure would be provided in advance of development;
- Potential to inhibit urban regeneration in the City;
- May be too small to support services within the development;
- Does not deliver coastal investment;
- Some areas may be at risk of flooding;

- Smaller developments are less likely to support mixed use development;
- Smaller developments are less likely to assist delivery of transport infrastructure needs.

Sustainability Appraisal Conclusions

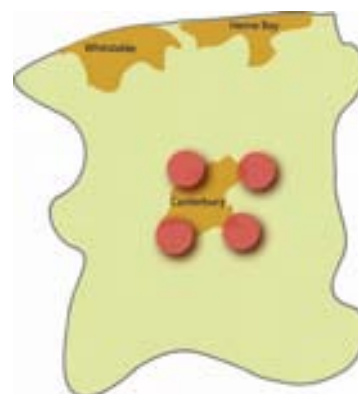
8.11 The development of a dispersed set of urban extension sites around Canterbury could result in piecemeal development with a number of sites too far from the centres amenities for local residents to fully use them. This could exacerbate the congestion issues within Canterbury and could lead to minor effects on local air quality along specific transport routes. It may be appropriate to bring forward some of the dispersed sites but it is felt that an approach which would score more strongly against sustainable urban design objectives is a larger extension.

Initial Option Assessment

Fit with Government guidance	Fit with Regional Spatial Strategy	Fit with Futures work and vision for the area	Fit with SA work	Fit with key environmental constraints	Transport	Deliver-ability
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Option 3b: Canterbury urban extension (single site)

8.12 Option 3b looks to promote the development around a single large site, although it assumes an urban contribution. The large site is indicative and would constitute a large development on the outskirts of Canterbury. It is likely all of the District's land use allocations would be concentrated in this single site option.



Strengths

- Good possibility of meeting SEP housing requirement;
- Capacity to build homes at lower densities with potential for provision of family housing;
- Supports existing facilities in the urban area;
- Larger development more likely to deliver large infrastructure requirements generated by development.
- Potential for positive economic impacts on City centre;

- Potential to assist delivery of transport infrastructure needs at Canterbury (e.g. A2 slips);
- Potential to assist delivery of wider economic objectives (e.g. Little Barton Farm, knowledge economy);
- Ease of delivery via land assembly etc;
- Infrastructure more likely to be provided in advance of development;
- A large development is more likely to be able to support on-site services.

Weaknesses

- Mainly relies on development of greenfield land;
- A large development is more challenging to integrate into existing communities and urban structure;
- Individual sites larger and therefore more likely to have an impact upon existing urban edge communities;
- Potential to inhibit urban regeneration in the City;
- Some areas may be at risk of flooding;
- Does not deliver coastal investment.

Sustainability Appraisal Conclusions

8.13 A larger extension (Option 3b) would bring the benefits of more focused development around a new local centre with good links to the existing settlements (especially if located close to existing transport corridors). It could be master planned in a holistic manner to reduce the need to use private vehicles and to promote easy access to services, jobs and facilities. However, there are intrinsic sustainability weaknesses with this approach, particularly in terms of the environmental objectives such as landscape, biodiversity, flood risk and land use. Some of these effects could be designed out, for example enhancement of the green infrastructure and avoiding locating the development where it could impact sensitive wildlife designations. Similarly the location of the development will influence the score of this option against the sustainability objectives. The indicative areas identified to the south of Canterbury are likely to score better against biodiversity and transport objectives than those sites to the north.

Initial Option Assessment

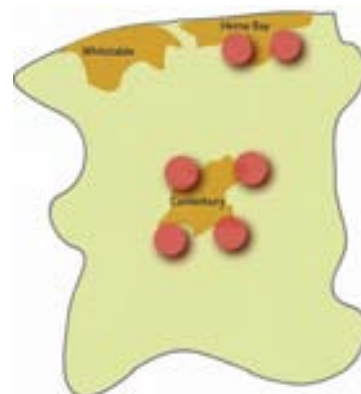
Fit with Government guidance	Fit with Regional Spatial Strategy	Fit with Futures work and vision for the area	Fit with SA work	Fit with key environmental constraints	Transport	Deliver-ability
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Option 3c: Canterbury urban extension (supplemented by development at Herne Bay)

8.14 This option focuses on the development of two large sites around Canterbury and some southward development of Herne Bay. It may also include a contribution of land from the urban areas.

Strengths

- In line with outcomes of Futures work;
- Good possibility of meeting South East Plan housing requirements;
- Capacity to build homes at lower densities with potential for provision of family housing;
- Potential for positive economic impacts on city/town centres;
- Potential to assist delivery of transport infrastructure needs at Canterbury (e.g. A2 slips) and Herne Bay (e.g. Herne by-pass);
- Potential to assist delivery of wider economic objectives (e.g. Little Barton Farm, knowledge economy)
- Ease of delivery via land assembly etc;
- Supports existing facilities in the urban area;
- Larger development more likely to deliver large infrastructure requirements;
- Infrastructure more likely to be provided in advance of development;
- A large development is more likely to be able to support on-site services;
- Would support Herne Bay town centre regeneration and economic development in wider Herne Bay.



Weaknesses

- Mainly relies on development of greenfield land;
- A large development is more challenging to integrate into existing communities and urban structure;
- Individual sites larger and therefore more likely to have an impact upon existing urban edge communities;
- Potential to inhibit urban regeneration in the City;
- Development to the south of Herne Bay constrained by the area of flood risk at Plenty Brook, although this has been significantly reduced by the installation of new lagoons to the south of Herne Bay.

Sustainability Appraisal Conclusions

8.15 Depending on their size, two urban extensions at Canterbury supplemented by development at Herne Bay (Option 3c) could score well against the sustainability objectives if the extensions are big enough to support local centres and efficient public transport links. However, the same negatives as with a larger extension apply particularly with regard to the natural environment. In addition, smaller developments may offer fewer opportunities to pursue sustainable urban design solutions.

Initial Option Assessment

Fit with Government guidance	Fit with Regional Spatial Strategy	Fit with Futures Work and vision for the area	Fit with SA work	Fit with key Environmental constraints	Transport	Deliverability
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Option 4: Herne Bay and Whitstable - urban extensions

8.16 This option looks to concentrate development around the two coastal towns of Whitstable and Herne Bay with some localised areas of infilling concentrated around the urban fringe, including the area of land between the two urban areas.



Strengths

- Good possibility of meeting South East Plan housing requirement in numerical terms;
- Capacity to build homes at lower densities with potential provision of family housing;
- Would support existing facilities in the coastal urban areas;
- Coastal infrastructure requirement may be less significant;
- Would support coastal regeneration

Weaknesses

- Does not meet the outcomes of the Futures Work or the objectives of the South East Plan regarding Canterbury as a regional hub;
- Mainly relies on development of greenfield land;
- Would have an impact upon existing urban edge communities;

- Smaller developments less likely to be able to deliver large infrastructure requirements generated by development, although infrastructure constraints may be less at the coast;
- Less likely that infrastructure would be provided in advance of development;
- Developments may be too small to support services within the development;
- Some areas at risk of flooding.

Sustainability Appraisal Conclusions

8.17 The development of areas around Whitstable and Herne Bay to the extent described in Option 4 scored negatively against a number of SA Objectives; particularly the indicative development of the area to the west of Whitstable. It is recommended that if sections of this option are brought forward, this site is omitted or clearly designed to avoid effects on biodiversity.

Initial Option Assessment

Fit with Government guidance	Fit with Regional Spatial Strategy	Fit with Futures work and vision for the area	Fit with SA work	Fit with key Environmental constraints	Transport	Deliverability
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Option 5: Larger, well-serviced villages around Canterbury

8.18 This option will concentrate on the larger well-serviced villages across the District. The indicative map for this option shows six locations in rural Canterbury District. These villages have good transport links, which could be utilised in the concentration of development on these villages. This option could also result in the selection of one well-connected village as the focus for development. For this option, it is possible that not all of the indicated locations will be brought forward with larger focused village developments preferred.



8.19 The Inspector's Report into the current Canterbury District Local Plan recommended that any housing shortfall be met by a sizeable extension at Broad Oak village. The inspector did not support Hersden as a location for development, partly because of the distance to Canterbury, and also because of the significant level of development already allocated to Hersden.

Strengths

- Good possibility of meeting South East Plan housing requirements;

- Capacity to build homes at lower densities with potential for provision of family housing;
- New housing could give some support to existing village services.

Weaknesses

- May have an impact on existing village communities in the vicinity of development;
- Mainly relies on development of greenfield land;
- Could create additional transport problems if extensions too large;
- The well-services villages have areas at risk of river or surface-water flooding;
- Impact on existing urban infrastructure due to in-commuting;
- Smaller developments, not linked to urban areas, are unlikely to deliver infrastructure requirements;
- Infrastructure less likely to be provided in advance of development;
- Would not contribute to urban regeneration.

Sustainability Appraisal Conclusions

8.20 There is limited potential to develop some of the better served villages across the District. This could have a number of positive effects if carried out at the appropriate scale consistent with the capacity of the villages services and infrastructure. Small scale, focussed development could be undertaken to help encourage provision of services without changing the character of rural Canterbury rather than a single large development.

8.21 Whilst this option would strengthen local rural services centres, it is not expected that it would deliver the concentrations of development to establish highly sustainable urban patterns. Higher order economic activity and higher education are also likely to remain in the centre of Canterbury, as are existing business parks, increasing commuting from new settlements. Commuting to the centre of Canterbury would have detrimental effects on congestion and air quality.

Initial Option Assessment

Fit with Government guidance	Fit with Regional Spatial Strategy	Fit with Futures work and vision for the area	Fit with SA work	Fit with key Environmental constraints	Transport	Deliverability

Option 6: Development dispersed across the district

8.22 This option is similar to option 5 but looks to spread development across the District amongst a number of villages and urban areas to try to reduce the impact of more concentrated development. In contrast to option 5, where there is an intention to concentrate development on a limited number of well connected villages, option 6 looks to spread the areas of development more widely and evenly across the District.



Strengths

- Potential for meeting South East Plan housing requirement;
- Capacity to build low densities with potential provision of family housing;
- Developments smaller, with a more limited impact on existing communities.

Weaknesses

- Development less strategic in nature and therefore more difficult to ensure delivery of South East Plan objectives regarding Canterbury as a regional hub;
- Impact on existing urban infrastructure due to in-commuting;
- Mainly relies on development of greenfield land;
- Smaller development less likely to deliver infrastructure requirements;
- Infrastructure unlikely to be provided in advance of developments;
- Unsustainable pattern of development;
- Would not contribute to urban regeneration;
- Smaller developments less likely to have significant benefits for village services.

Sustainability Appraisal Conclusions

8.23 There is limited potential to develop some of the better served villages across the District. This could have a number of positive effects if carried out at the appropriate scale consistent with the capacity of the villages services and infrastructure. Small scale, focussed development could be undertaken to help encourage provision of services without changing the character of rural Canterbury rather than a single large development.

8.24 Whilst this option would strengthen local rural services centres, it is not expected that it would deliver the concentrations of development to establish highly sustainable urban patterns. Higher order economic activity and higher education

are also likely to remain in the centre of Canterbury, as are existing business parks, increasing commuting from new settlements. Commuting to the centre of Canterbury would have detrimental effects on congestion and air quality.

Initial Option Assessment

Fit with Government guidance	Fit with Regional Spatial Strategy	Fit with Futures work and vision for the area	Fit with SA work	Fit with key Environmental constraints	Transport	Deliverability
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Option 7: New Settlement

- 8.25** No specific location for a new settlement has been identified. However, it is considered that there are no appropriate locations in the Canterbury District due to the historically dense pattern of settlement in East Kent and the nature and extent of environmental sensitivity in the countryside areas. Map 1 and 2 of this document illustrate the significant number of development constraints in this District.
- 8.26** This was broadly the conclusion of evidence base work carried out by the East Kent local planning authorities in relation to the preparation of an East Kent & Ashford Sub-Regional Strategy within the framework of the South East Plan.
- 8.27** However, it should be noted that if an appropriate location could have been identified, the DTZ viability work indicated that such an option would be likely to generate sufficient residual value to deliver the necessary infrastructure requirements associated with the new development.

Sustainability Appraisal Conclusions

- 8.28** The development of a new settlement would have a number of positive sustainability effects, particularly against sustainable design objectives. However, the lack of transport links and the effects on the rural environment make the sustainability of such a scheme questionable, when considered against the sustainability objectives. There are a number of uncertainties associated with this option particularly in relation to the effect on the economy, employment and transport. It is likely that there would be significant negative effects against the rural economy, landscape, land use and biodiversity and geology. As no sites have been identified in relation to this scheme it is unclear if this is a realistic option to pursue.

Initial Options Assessment

Fit with Government guidance	Fit with Regional Spatial Strategy	Fit with Futures work and vision for the area	Fit with SA work	Fit with key environmental constraints	Transport	Deliverability
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Consultation Question 5

Do you agree with the strengths and weaknesses associated with each option?

Other Options

8.29 At an early stage, some consideration was also given as to whether the development requirements for the District could better be met elsewhere in East Kent, thus serving Canterbury, but outside the District boundaries. However, this approach is not considered appropriate, for a number of reasons:

- Such an approach would not be consistent with the findings of the Canterbury District Futures Study, which clearly identifies a need for additional housing at Canterbury, to support the strategic vision for the area;
- It would not be in line with the South East Plan, which identifies Canterbury as a Regional Hub;
- It would not contribute to essential infrastructure for the City and District; and
- There is an inability to coordinate delivery in adjoining areas outside of our jurisdiction.

Assessment To Date

8.30 A number of key studies have been undertaken, including the Landscape & Biodiversity Assessment (prepared by Jacobs) and the Strategic Housing Market Assessment (a joint study with the other East Kent authorities). The Strategic Housing Land Availability Assessment provides for a review of existing allocated housing sites and an assessment of new sites (for housing and mixed-use development) put forward for consideration by landowners, agents and developers. This will be supplemented by other studies as they come forward, notably the District transport assessment and any viability assessment of the SHLAA sites.

8.31 However, two key pieces of work have already been undertaken to inform strategic development choices – a Sustainability Appraisal (carried out by Entec) and a high-level viability study (DTZ). These are particularly important for different reasons. The Sustainability Appraisal (SA) is a statutory part of the Core Strategy process, and the Council has to show at each stage of the process how it has responded to the findings of SA work. The viability work is important because the Core Strategy has to be accompanied by an implementation plan that the Council can reasonably demonstrate is deliverable within the period of the Strategy.

- 8.32** The Sustainability Appraisal work concludes that the benefits of Options 1 and 2 are clear with existing facilities and infrastructure used to support a proportion of the Districts housing allocation. For other options specific elements came forward as being more positive than others. These were:
- Limited expansion in well served rural villages;
 - Utilisation of the sustainable urban design advantages of a larger urban extension(s), particularly on the southern side of Canterbury; and
 - Limited development around the coastal towns.
- 8.33** The SA therefore recommends that an eventual preferred option should seek to take the most sustainable elements of the options forward, perhaps concentrating on Options 1 and Option 2, supplemented by minor growth at well serviced villages (Option 5) and a larger, well designed urban extension to the south of Canterbury (Option 3b).
- 8.34** If the several larger developments (as suggested in Option 3c) is brought forward, it is suggested that this is done ensuring that the developments are of sufficient size to support good facilities and public transport. It is anticipated that if this was done it would be instead of Option 3b, as the housing numbers are unlikely to support several large developments on the outskirts of Canterbury and Herne Bay.
- 8.35** As a result the Sustainability Appraisal report recommends that options 1, 2, 3b, 3c, 5 are considered in more detail, although of course the final preferred option is likely to be a combination of more than one of the options assessed.
- 8.36** As part of the SA work, a Habitat Regulations Assessment is required. The HRA report concluded that, due to the fact that the proposed development options are currently high level and lacking in detail, none of the options can be fully ruled out of having an adverse effect on a European or Ramsar site (either alone or acting in combination).
- 8.37** However, an initial assessment indicates that, due to allocation boundaries, Options 4, 5 and 6 are classed as red (i.e. likely to have a significant effect on a European or Ramsar site). However, if the allocation boundaries can be altered to exclude the designated sites, these options could be reclassified as amber.
- 8.38** The remaining options are all considered to be amber. To avoid them having an adverse impact on the integrity of a European or Ramsar site (either alone or acting in combination) further investigations are required into likely significant effects as these options are developed.
- 8.39** In the Inspector's Report into the 1998 Local Plan, the Inspector expressed the view that the south-east quadrant of Canterbury city was a sensible option to pursue in relation to higher education provision. Her reasons were that the land between

Nackington Lane and New Dover Road had the topographical benefit of relative containment in the landscape. She also found benefits in the transport links in the south-east quadrant, in proximity to the nearby park and ride and its potential as a transport node. This may have some relevance to housing development to the south of the City.

- 8.40** The Viability Assessment work considered the same range of strategic development options.
- 8.41** In summary, the report concluded that those options considered likely to have the potential to generate relatively higher residual values, and therefore potentially higher contributions to abnormal infrastructure costs are as follows:
- **Adjoining Urban Area (1 site)**(Option 3b above) – on the basis of potential uplift in land values, benefits from economies of scale, minimal site constraints/costs and ability to cater for broader range of occupier demand. The DTZ Report indicates that areas to the west and south-east of Canterbury would be favourable from a market and delivery perspective, because of proximity to the strategic route network and current or planned employment opportunities;
 - **Adjoining Urban Area (3 sites)** (similar to Option 3a) – for the same reasons as above;
 - **Herne Bay and Whitstable** (Option 4) - potential to generate premium residential values in this area and benefit from the coastal setting may generate higher residual values, although this would clearly be dependent on specific sites that are identified and their relative constraints; and
 - **New Settlement** (Option 7 above) - on the basis of potential uplift in land values, benefits from economies of scale, minimal site constraints/costs and ability to cater for broader range of occupier demand – this, however, would be dependent on whether there is sufficient critical mass to ensure that the necessary infrastructure can support the settlement.
- 8.42** There are some areas of commonality between the Entec and DTZ reports, which should be pursued further in identifying a preferred development option in due course.
- 8.43** These studies indicate that the following options represent the most effective and appropriate options for development in the District, and they therefore need to be tested further:
- Options 1 and 2: infill at the main urban areas of Canterbury, Herne Bay and Whitstable;

- Option 3c: large urban extension at Canterbury (utilising the sustainable urban design advantages of a larger urban extension), supplemented by limited level of development to support the regeneration agenda at Herne Bay; and
- Option 5: limited "infill" development in the larger, well-serviced villages.

Interim Conclusions: Options requiring further testing

8.44 In considering the various options for future development, the Council has taken into account the development objectives for the District, within the context of the strategic vision for the area; meeting the development needs of the area; the strategic policy context and responding to the evidence provided by the studies to date. These issues are set out in the preceding Chapters, and in the analysis of the strategic development options.

The Council therefore believes that the best combination of options, subject to further testing is as follows:

- majority of housing and other development to be located within or adjacent to the City of Canterbury (80% of total development requirements);
- limited level of development to support the regeneration agenda at Herne Bay (the majority of the remainder); and
- limited development, such as infill, in the larger well-serviced villages

In purely housing terms, this would suggest the following indicative levels of development in each area:

- Canterbury – approximately 3,200 dwellings;
- Herne Bay – approximately 400 dwellings;
- Whitstable and larger villages – approximately 400 dwellings (in total).

Other supporting development – workplaces, local services, community facilities, etc – would need to be distributed proportionately to reflect this housing distribution.

8.45 Some key evidence is also being gathered to inform the selection of a final preferred option. In particular, developing an effective transport system to serve the City is critical to the delivery of the Core Strategy. Together with Kent County Council and transport consultants Jacobs, the Council is developing an extensive multi-modal transport model to provide the basis of a detailed assessment of how these options function in transport terms.

8.46 However, early discussion with KCC (the Highways Authority) and the Highways Agency indicate that, at very least, the completion of the A2 junctions is required, and that this needs to be combined with a range of public transport measures and

traffic demand management measures in order to be properly effective. Without these measures, it is unlikely that the development necessary to support the future vision for Canterbury would be achievable.

- 8.47** Future detailed site selection will take account of a range of constraints, including impact on landscape, flood risk, access to highway networks, access to services, and the scale, character and function of individual settlements.

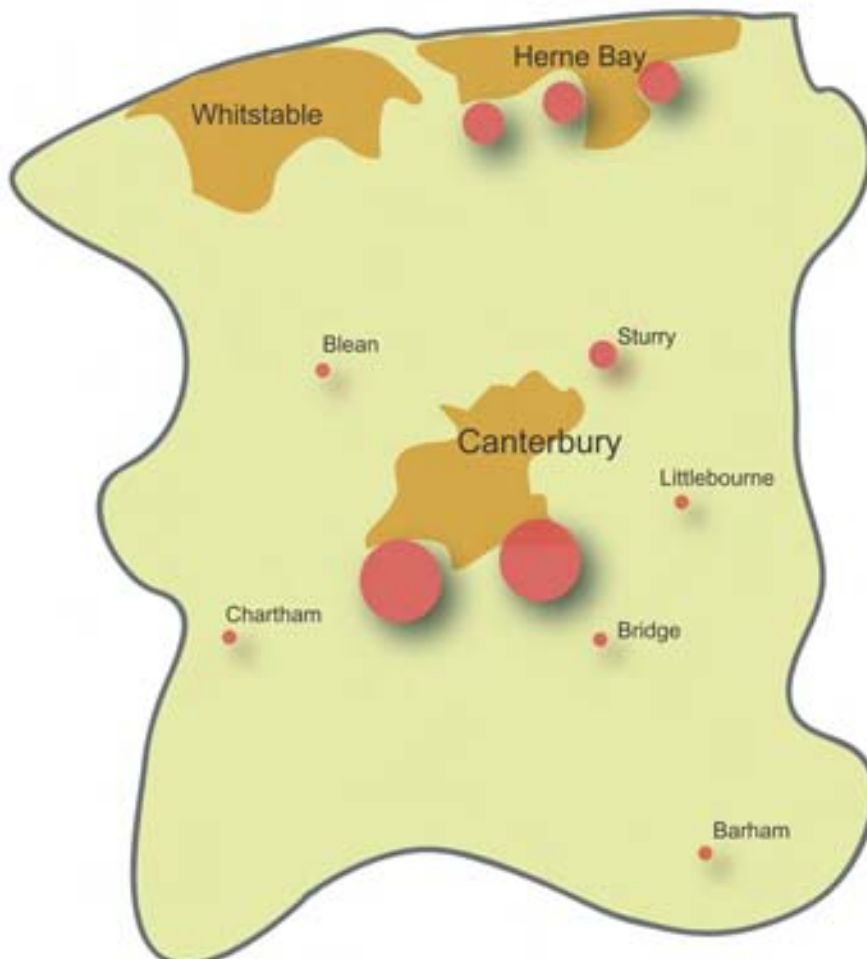
Consultation Question 6

1. Do you agree with the conclusions relating to the combination of options requiring further testing at the next stage as set out in this Chapter ?
2. If not, which option, or combination of options, would you prefer?
3. Are there any other realistic "reasonable alternatives" that should be tested?

Possible development options proposed for further testing

- 8.48** The diagram sets out what the Council believes is the right range of development options that needs to be tested further at the next stage of the Core Strategy process, taking into account the available evidence to date.
- 8.49** This diagram is illustrative, and shows the broad pattern of development options, not the precise quantum of development. It represents a **“menu” of possible development options to be tested further**, and from which a preferred option will be developed in due course. It does not purport to show the precise level of development required or specific locations. It is not considered that all the areas shown will need to be developed to meet the development needs outlined in this document.

Possible Development Options for further testing



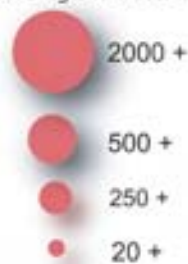
Canterbury District housing requirements to 2026	
Total number of houses required	10,200
Existing housing supply	6184
Number of houses to be allocated	4,016

Potential breakdown of the remaining 4,016 houses;

Within the towns		
Canterbury	1000	1500
Herne Bay/Whitstable	500	
Outside urban areas *		2516

DEVELOPMENT * OPTIONS

(including specified level of housing and other mixed uses).



*

Majority to be located within and adjacent to the City of Canterbury in line with the South East Plan (para 3.2)

Other Key Development Options for the Core Strategy

Park & Ride provision for Canterbury

- 8.50** Canterbury currently has 3 Park & Ride car parks providing over 1800 spaces on three of the four main routes into the city (A28 and A2).
- 8.51** The provision of a Park & Ride site that could serve the A2 north-western approach into Canterbury is a key priority of the Canterbury District Transport Action Plan (CDTAP) entitled 'Unlocking the Gridlock'.
- 8.52** The CDTAP seeks to encourage a sustainable and balanced approach to transport in line with national and regional transport strategies. It has 4 main aims:
- To reduce traffic congestion;
 - To improve travel choice;
 - To improve road safety;
 - To reduce travel demand.
- 8.53** The CDTAP is incorporated within the Local Transport Plan for Kent 2006-11, which is a statutory document produced by Kent County Council and is approved by the Department of Transport.
- 8.54** Several supplementary and related strategies support the CDTAP - the Canterbury District Walking and Cycling Strategy, the Bus Strategy and the Canterbury Parking Strategy.
- 8.55** The Canterbury Parking Strategy (2006-2016) sets out in detail the need for further Park & Ride provision. In particular it highlights the traffic reduction and congestion benefits that would result from a Park & Ride site serving the A2 north-western approach, which is the busiest route into Canterbury.
- 8.56** The principle of extending Park & Ride capacity is linked with the policy to reduce the number of city centre parking spaces.
- 8.57** A considerable amount of work has been carried out, and studies and public consultation undertaken, to reach a decision on the most appropriate location for this A2 north-western site.
- 8.58** This site selection process commenced with the Local Plan (adopted July 2006) and the decision reached then was that land at Hall Place should be safeguarded for this purpose but that the City Council should investigate alternative options on the A2 corridor. The 'alternative options' work has been undertaken in 2 separate and detailed studies.

- 8.59** The first study entitled “Canterbury’s Fourth Park & Ride Site – Options Appraisal Study” was awarded to WSP Consultants following a competitive tender in January 2006 and, following a period of public consultation, the Council reached a decision on 4th October 2007 that Faulkners Lane should be the preferred Harbledown location for a fourth park and ride facility.
- 8.60** A decision from the Minister for Transport to approve in principle the provision of west facing slip roads at Wincheap meant that other sites, not considered in this first study, could provide a more appropriate location to meet this need.
- 8.61** As such, a second study entitled “Additional Park and Ride Provision, Canterbury – Evaluation of Wincheap/Thanington Sites” was undertaken. Following a further period of public consultation a decision was made by the Council on 08/06/09 that the preferred site in the Wincheap/Thanington area was expansion of the current Wincheap Park & Ride facility and that another site at Cockering Farm should not be ruled out at this stage.
- 8.62** The Council also resolved that the final decision between Faulkners Lane and the site at Wincheap/Thanington should be made through the Local Development Framework process.

Thus the proposed options for a park and ride facility are:

1. At Harbledown (north-west of Canterbury);
2. On the Wincheap retail/industrial estate (existing 600-space P&R site there, and the proposal would be to double the P&R to 1200 spaces in a multi-storey format on virtually the same site as the existing); and
3. Land in the vicinity of Cockering Farm
4. No new park and ride facility

- 8.63** The Sustainability Appraisal recognises the value of Park & Ride as part of an integrated strategy, but also indicates there are potential problems that need to be addressed through a wider strategy towards encouraging modal shift from the private car to other public transport modes. The VISUM transport modelling to be undertaken for the main development options will also need to be applied to the Park & Ride options.
- 8.64** The SA indicates that it is unlikely that options 1 and 3 can be delivered on previously developed land. Option 2 would score highly in terms of use of resource and its proximity to a major interchange make it a sustainable option, providing capacity

of the road network is sufficient. However, the costs of Option 2 are substantial relative to Options 1 and 3, and the Council will need to take a robust view about whether Option 2 would ever be a genuinely deliverable option.

Consultation Question 7

1. Do you agree with the options set out in relation to the provision of park and ride at Canterbury?
2. Are there any other realistic “reasonable alternatives” that should be tested?

Marina provision along the North Kent Coast

8.65 Evidence provided at the South East regional level indicates that there is a shortfall of marina provision along the north Kent coast between Ramsgate Harbour and facilities around the Medway estuary. Whilst there is no actual requirement to make such provision, the South East Plan indicates the need to support new tourist facilities along the south east coast.

There are, therefore, 4 possible options available to the Council in this regard:

1. make no provision along the coast at Herne Bay and Whitstable;
2. focus provision at Whitstable;
3. focus provision at Herne Bay; or
4. share provision between Whitstable and Herne Bay.

8.66 Initial research suggests that Option 4 is unlikely to be deliverable financially, since the level of facilities provided by two centres would be unlikely to be viable.

8.67 There have been development proposals for areas around Whitstable Harbour in the last few years. This suggests that Whitstable is likely to be the preferred option from the developer industry’s perspective, although traffic impacts are likely to be a major concern in Whitstable town centre. A new Marina facility at Herne Bay may contribute to the regeneration agenda, however, this was not supported during the recent public consultation on the Area Action Plan.

8.68 The Sustainability Appraisal recognises that the establishment of a marina could provide a crucial component in a vibrant community, and make a contribution to the District particularly for needed coastal regeneration. Herne Bay in particular has well-documented economic and social problems. A marina development has the potential to provide jobs, lever taxes, strengthen the tourism sector, diversify

employment, establish a stronger local service function in the area and provide publicly accessible green space, contributing strongly to economic and social sustainability.

- 8.69** However, the SA also advises that a careful and considered approach is taken given the historic and environmentally sensitive nature of coastline. There are numerous ecological designations and constraints along the District's coast. This includes large stretches of Ramsar site, Special Protection Area and Sites of Special Scientific Interest designations. There is also a Local Nature Reserve designation to the East.
- 8.70** This is relevant as adverse environmental impacts can result from the construction and operation of marinas including alteration of shoreline, wetlands and aquatic habitats. In addition, pollutants can severely upset the delicate balance of the ecosystem and due to the proximity of marinas to water, spillage and runoff can have impacts. The high level Habitat Regulations Assessment details show that there would be concerns over the effects of a marina on the surrounding internationally important sites for wildlife. If this option is taken forward a full and detailed HRA will need to be undertaken.
- 8.71** New marina facilities may also have impact on hydrological patterns along the coast, and the effectiveness of sea defences and these issues may be relevant wherever it is considered.

Consultation Question 8

1. Do you agree with the options set out in relation to the provision of marina facilities?
2. Are there any other realistic "reasonable alternatives" that should be tested?

Football Hub

- 8.72** The Council is also in the process of considering alternative sites for a Community Football & Leisure Hub at the City. The intention of the current project is to provide a range of public recreation and sports facilities, and to allow the relocation of Canterbury City Football Club.
- 8.73** Investigative work has been carried out by Capita Symonds on behalf of the Council, and a number of alternative sites, mainly at the edge of the City, have been assessed.
- 8.74** The provision of a Community Football & Leisure Hub will be subject to a separate consultation process. Any final decisions on the Hub will be incorporated into the Core Strategy in due course.

Next steps

- 8.75** It is the Council's intention to identify strategic development sites in the Core Strategy, with a view to taking these forward as Masterplan SPDs. It is intended that these sites would be genuinely balanced communities – including homes, education (at all levels), jobs, services, community facilities and so on.
- 8.76** These would set out in some detail the overall level of development required in each area, as well as the related physical and social infrastructure requirements.

Chapter 9: Core Policies

- 9.1** Core policies need to be focused on assisting with delivering the strategic objectives of this Core Strategy. Further development management policies will be required for additional detailed issues. It is the Council's intention to carry out a full review of "saved" policies and prepare a Development Management Policies DPD following the adoption of the Core Strategy.
- 9.2** Core policies are those which we believe are necessary to achieve the Council's strategic objectives. A **do nothing** approach is therefore not appropriate since it would not enable the Council to implement these objectives. Further, it is anticipated that these generic Core Policies will be required irrespective of the preferred spatial options selected. At this stage potential Core Policy subject areas have been proposed.

Local Plan 'Saved Policies'

- 9.3** The Core Strategy needs to be read in conjunction with the "saved" policies from the Local Plan. These were "saved" following a direction from the Secretary of State in June 2009. Policies that have been saved in this way remain in effect, with development plan status, until they are expressly replaced by a new policy that has been published and is adopted or approved.
- 9.4** The strategic direction of the Core Strategy is in many respects a progressive extension of the policy framework set out in the Local Plan, so there is a significant body of Local Plan policy that is still relevant to the spatial strategy for the District.
- 9.5** The policies in the Core Strategy will also need to be read in conjunction with Government guidance set out in Circulars and Planning Policy Statements, and the provisions of the South East Plan.

Location of Development

- 9.6** The underlying aim of national and regional policy and this emerging Core Strategy is sustainable development. Location is an important element of sustainable development and in general terms development should be located where it is accessible by public transport, cycling and walking. In most cases this means that it should be located within or adjacent to major urban areas so that the new development can share in the services it provides and where public transport, walking and cycling linkages to those services are most likely to be drawn on by new communities. New communities in rural areas are more likely to rely on the private car than more sustainable means of transport. A more sustainable pattern of land use or travel could be encouraged through careful planning of a new community, but reliance on major urban areas and on the Canterbury regional hub is likely to remain.

- 9.7** PPS1: Delivering Sustainable Development sets out the Governments overarching national planning guidance for securing sustainable development. This and other policy guidance, including PPS3 (Housing), PPS6 (Planning for Town Centres), PPG13 (Transport), and PPS25 (Development and Flood Risk), set out the Governments guiding principles for the location of development.
- 9.8** The South East Plan supports regional hubs as a focus for development and Policy SP2 sets out that Local Development Documents will include policies and proposals that support and develop the role of regional hubs, such as Canterbury. Amongst other things it supports the focus of new housing development and economic activity in locations close to or accessible by public transport. Similarly, Policy SP3 states: *"that the prime focus for development in the South East should be urban areas, in order to foster accessibility to employment, housing, retail and other services, and avoid unnecessary travel"*.
- 9.9** In chapter 7 of this strategy the Council proposes a sequential approach to the location of development. This essentially seeks to ensure development is located on urban previously developed land before allowing a wider search for available sites on the edge of main urban centres, followed by larger well served villages, smaller villages and other settlements. A proposed settlement hierarchy assists with identifying the settlements that should be considered when following a sequential approach.
- 9.10** The location of development is key to sustainable development and delivering the spatial development strategy for the District. Historically the approach in Kent has sought to direct development to urban areas and rural service centres, and in rural areas where there is an identified need.

Proposed Core Policy Scope CP1:

Location of Development

A policy aimed at delivering the spatial development strategy would include:

1. Summary of the overall development strategy for the District (which will be decided as the preferred development option emerges);
2. Support for the settlement hierarchy as a key strategic issue;
3. Identification of the sequential approach to identifying sites for development in the Core Strategy and other development proposals;
4. Ensuring that development is focused on sustainable locations, primarily urban areas;
5. Recognising the importance of identified community need.

This policy would relate to development generally, including housing, retail, employment and leisure.

Evidence Base

- PPS1: Delivering Sustainable Development (2005)
- PPS3: Housing (2006)
- PPS6: Planning for Town Centres (2005) (Under Review)
- PPG13: Transport (2001)
- PPS25: Development and Flood Risk (2006) (Under Review)
- UK Government Sustainable Development Strategy: Securing the Future (2005)
- Sustainable Communities Plan (2003)
- South East Plan 2009

Developing the Knowledge Economy

9.11 Planning Policy Statement 4 and the South East Plan indicate that Local Planning Authorities (LPAs) should seek to ensure the provision of an appropriate and flexible range of employment sites and allocations, based on evidence from Employment Land Reviews, and other market intelligence. The South East Plan particularly identifies regionally important sectors and clusters to be supported, such as high-value knowledge-based employment and high-tech manufacturing. The draft SE Plan estimates 50,000 jobs will be created in the East Kent & Ashford sub-region up to 2026. The SE Regional Economic Strategy identifies the knowledge economy as key to the South East rising to the global economic challenge.

- 9.12** The Development Requirements chapter of this document (Chapter 6) sets out how the Council has estimated its future employment land needs. It concludes on the basis of study work to date, that the level of employment land currently identified in the Local Plan needs to be maintained and that an additional 10ha of land is required to meet the needs of non-Class B uses. This must be a key element of any proposed strategic policy to support and encourage a 'knowledge economy'. This is in addition to a flexible approach to delivering employment floorspace.
- 9.13** At Canterbury, it is recognised that economic advantage will be gained from a stronger relationship between the City and its education institutions, building on the advances made by the Business Innovation Centre at the University of Kent. This is supported by the outcomes of the futures study and retention of 'knowledge' and support for new and expanding businesses will be key to growth in the Knowledge Economy. The South East Plan (Policy EKA6) supports the expansion of higher and further education in Canterbury and this is in keeping with a general East Kent strategy for supporting and encouraging proposals for intensifying or expanding the technology and knowledge sectors. Similarly South East Plan Policy EKA1 states that Canterbury should develop links between university research and business.
- 9.14** Both the East Kent Local Strategic Partnership (LSP) Sustainable Community Strategy and the Local Economy and Tourism Strategy 2008 – 2012 identify that there are also significant opportunities for the development of eco-enterprise, the low carbon economy concept and environmental technologies. Environmental technologies are likely to be a potentially significant growth industry in the South East ⁽⁹⁾ and should be encouraged as an important element of the 'Green Economy', which will contribute to providing an important quality of life and environment foundation for achieving economic prosperity. This is relevant across the whole District.
- 9.15** Expansion of the creative and cultural industries will continue to support the Canterbury 'Experience Economy'. The creative and cultural industry is a fast growing sector nationally ⁽¹⁰⁾ and our District is very well placed, with its strong cultural, visitor and education associations, to take advantage of future growth in this sector.

9 http://www.seeda.co.uk/RES_for_the_South_East_2006-2016/docs/RES_2006-2016.pdf

10 DCMS "Staying ahead: the economic performance of the UK's creative industries" 2007

Proposed Core Policy CP2:**Local Economy**

This policy should seek to ensure that there is a flexible supply of viable and appropriate employment sites and premises in sustainable locations.

The policy would include:

- a. Protection and management of existing strategic employment sites and clusters;
- b. Allocation of any new strategic employment floorspace / sites and delivery of successful mixed use communities;
- c. Support for knowledge based businesses (including environmental technologies, research and development and high tech / advanced manufacturing activities); and cultural and creative industries;
- d. Encouragement for the provision of education facilities and promotion of the links between the education institutions and the private sector;
- e. Support for delivery of digital infrastructure.

Saved Policies

- ED1 - Employment Clusters – retention of employment land
- ED2 - Highland Court
- ED3 - St Augustine's Hospital
- ED5 - Canterbury East Regeneration Zone office sites
- ED6 - New employment land – Eddington Lane, Herne Bay
- ED8 – University of Kent Business Innovation Park
- ED9 - Office Nodes policy
- ED10 - Protection of office accommodation
- ED11 - General economic development policy
- C19 – Land allocated for college campus
- C20 – Development at University of Kent at Canterbury
- C21 – Development of a new higher education campus or expansion of an existing campus.

Evidence Base

- Canterbury District Local Economy and Tourism Strategy 2008 – 2012.
- East Kent Local Strategic Partnership (LSP) Sustainable Community Strategy (2009).
- South East England Regional Economic Strategy (RES) 2006-2016 and Evidence Base.
- Global Environmental Markets and the UK Environmental Industry Opportunities to 2010 (2002), JEMU, DTI and DEFRA.

- The Economic Impact of Four Large Educational Institutions on the Canterbury District Economy (2003), Canterbury City Council.
- Student Impact Scrutiny Review (2006), Canterbury City Council.

Developing the Experience Economy

Tourism and culture

- 9.16** The Canterbury District has a rich cultural heritage and a history of being a desirable destination for visitors.
- 9.17** The South East plan identifies Canterbury as a tourism hotspot, supports the upgrading of coastal tourism facilities to promote higher value activity and encourages appropriate tourism and recreation based rural diversification. The Canterbury District's success as a "*place to visit*" is a key element of the Experience Economy and indicates a focus on building the District's tourism, leisure, heritage and culture strengths, and its role as a primary retail centre for much of East Kent.
- 9.18** The good practice guide on "Planning for Tourism" (2006) states that tourism, in all its forms, is of crucial importance to the economic, social and environmental well-being for the whole country. Tourism can also bring many broader benefits that will contribute to the economic and social well being of local communities by supporting and enhancing local services and facilities and ensuring retention of public services. Tourism can help revitalise a locality, in particular villages and rural areas.
- 9.19** The District needs to make the most of recent and planned investments in its cultural offer, including the Marlowe Theatre and Beaney Institute redevelopment, the Christ Church Concert Hall, Canterbury Cathedral and Whitstable Castle restoration and improvements at Reculver, in order to create a reputation as a location for a wide range of high quality consumer and leisure activities. By doing this, the District would increase prosperity by attracting more higher spending visitors and by increasing the length of stay and amount that each visitor spends.
- 9.20** The coastal towns of Whitstable and Herne Bay will be key to achieving this reputation for high quality consumer and leisure activities and tourism at Herne Bay in particular is a key objective of the Herne Bay Area Action Plan. The Local Economy and Tourism Strategy recognises the importance of the visitor economy to the regeneration and renewal of Canterbury, Whitstable and Herne Bay and sets the following priority – "Improve the overall experience for those that live, work and visit the District through the quality and range of attractions, festivals, events and accommodation".
- 9.21** The East Kent Sustainable Community Strategy and the Canterbury District Strategy identify tourism as a key area where improvements are needed through the provision of accommodation, facilities, skills and customer care.

9.22 Key challenges for the Core Strategy are the need for good quality staying accommodation, provision of a hotel incorporating leisure / conference facilities and the necessity to mitigate the impacts of tourism and culture activities, such as traffic congestion and pressure on local services. The Core Strategy must also promote environmentally friendly forms of tourism, such as walking/cycling, other outdoor activities and sustainable accommodation. This is key to the Green Economy and Experience Economy.

9.23 The District's rural areas have an increasingly important role, through improved attractions, accommodation provision, recreational and leisure activities on the visitor economy and experience. The provision of essential facilities for visitors is vital for the development of the tourism industry in rural areas.

Proposed Core Policy: CP3

Tourism and Culture

This policy should seek to support new or improved tourism and cultural facilities or services, particularly where they contribute to the well-being of local communities.

The policy would include:

- a. Promotion of green sustainable/environmental tourism;
- b. Ensuring sustainable locations for tourism development (including accommodation), but allow some provision to support rural/village communities where public transport is available;
- c. Identification of the potential for tourism 'core areas' in coastal towns;
- d. Support for cultural and creative industries.

The policy should also include references to strategic allocations for tourism / cultural development as they emerge.

Saved Policies

- ED7 - New/extended/protection of existing touring caravan sites
- TC7 – New tourism development
- TC8 - Loss of visitor accommodation
- TC20 - Leisure and tourism proposals for Herne Bay
- TC21 - Hotel allocation at Herne Bay golf course
- R9 – Rural tourist accommodation
- R13 - Reculver

Evidence Base

- South East Plan 2009
- Canterbury District Local Economy and Tourism Strategy 2008 – 2012
- Good Practice Guide on Planning for Tourism 2006, DLCCG
- Canterbury District Cultural Policy (2009)
- Herne Bay Area Action Plan Submission Draft (2009)

Town Centres - Retail, Business and Commercial Leisure

- 9.24** PPS6⁽¹¹⁾ (Planning for Town Centres) requires that Local Planning Authorities set out a spatial vision and strategy for the network and hierarchy of centres, including local centres, within their area, setting out how the role of different centres will contribute to the overall spatial vision. This is relevant to the whole range of main town centre uses, including retail, leisure, entertainment, offices, art, culture and tourism.
- 9.25** The South East Plan assists with settlement hierarchy and identifies Canterbury as a Primary Regional Centre in addition to its Regional Hub status. Local Authorities are required to identify the network of town centres, villages and local centres in their area, and prepare a strategy for their future development.
- 9.26** Local Planning Authorities should assess the need for main town centre uses, identify deficiencies in provision, assess capacity of town centres to accommodate new development and develop strategies for strengthening the town centres.
- 9.27** The Council's Retail Need Assessment Update (2009) has in the longer term forecast a potentially significant retail need in the Canterbury District (primarily at Canterbury), although the total capacity is dependent on the rate of economic recovery, and the impact this has on expenditure growth. It is likely that one or more allocations will need to be identified for additional retail floorspace and this will be investigated further as selection of a preferred Strategic Development Option progresses. Clearly the needs of each town centre must be considered individually, including the extent and operation of Core Retail Areas, and strengthening the viability and vitality of the City and town centres (allowing for a mix of uses) must be a priority. Ongoing policy review will consider the robustness of the Core Retail Areas and whether their extent remains appropriate. This will need to consider the likely impact of continuing changes in shopping patterns (e.g. internet shopping).
- 9.28** PPS6 aims to strengthen town centres and sets out a sequential test for directing development appropriate to town centres to town centre locations in the first instance. This contributes towards ensuring that new development is be located

11 Currently under review in combination with PPS4 (Industrial, Commercial Development and Small Firms) and elements of PPS7 (Sustainable Development and Rural Areas)

where it allows people to satisfy their day-to-day needs for housing, leisure, employment, retail, health etc in places which minimise the need to travel and are accessible by non-car modes of travel. This requires most development to be concentrated in the town centres, and in local centres and rural areas where it satisfies local needs.

- 9.29** There is evidence that urban leisure uses (such as cinemas, indoor bowling centres and music venues) are needed across the District, particularly for older children and families, but also to provide facilities sought by key workers in new business. Appropriate supportive policies and allocations will be used to encourage the meeting of this need, which was identified in the Futures Study (2006) as important to support a growing Knowledge Economy.

9.30

Proposed Core Policy CP4

Town Centres – Retail, business and commercial leisure

This policy should support the strengthening of town centre vitality and viability, including the maintenance of Canterbury's sub-regional role.

This policy would include:

- a. Establishment of appropriate scales of development in each centre related to its role in the retail hierarchy;
- b. Identification of the need for retail, business and commercial leisure development in each of the three centres;
- c. Developing the strategy for each centre – (Herne Bay Regeneration, maintaining Whitstable vitality, meeting retail capacity and maintaining regional status of Canterbury) and if appropriate identifying strategic sites for development.

The policy should also indicate the Council's approach to evening / night-time development, the need for continued environmental enhancement of the town centres and the importance of maintaining a mix of uses.

Saved Policies

- TC1 – Town centre vitality and viability
- TC2 – Out of town development
- TC3 – Mixed use developments in and adjacent to town centres
- TC4 – Mixed use allocations
- TC5 – Retail Core areas
- TC6 – Local centres
- TC10 - Town centre night time and evening development
- TC11 - Accessibility across and to the town centres
- TC12- Canterbury West Regeneration Zone
- TC13- Kingsmead and Riverside Regeneration Zone
- TC14- St George's to Canterbury East Regeneration Zone
- TC15- Wincheap Regeneration Zone
- TC16- New developments in targeted neighbourhoods
- TC17- Retail development in Canterbury (to be reviewed)
- TC18- Local centres of Wincheap, St Dunstons and Northgate
- TC20 - Leisure and tourism proposals for Herne Bay
- TC25 - Whitstable harbour
- TC26 - Retail development (Herne Bay and Whitstable) (to be reviewed)
- TC27 – Out of town retail development at Herne Bay and Whitstable

Evidence Base

- PPS6 – Planning for Town Centres (2005)
- Draft PPS4 – Planning for Sustainable Economic Development
- Kent Household Retail Survey (2007) and Supplementary Updates (2008 and 2009);
- South East Plan (2009)
- Canterbury District Futures Study (2006)
- Town Centre Health Checks (Canterbury, Whitstable and Herne Bay)

Developing the Green Economy

Design and sustainability

9.31 PPS1 seeks to ensure that planning policies should “*promote high quality inclusive design in the layout of new developments and individual buildings in terms of function and impact, not just for the short term, but over the lifetime of the development. Design which fails to take the opportunities available for improving the character and quality of an area should not be accepted*”.

- 9.32** It recognises good layout and building design as a key principle of sustainable development. Sustainability is now an integral part of design policy, both in the location and accessibility of development, but also in detailed construction, sourcing of materials and its use of resources when operational.
- 9.33** It is quality of development and in particular its distinctiveness and environmental sustainability that is essential to supporting the Core Strategy vision. It is an imperative part of delivering success and competitiveness in the knowledge, experience and green economy and assisting sustainable communities.
- 9.34** National guidance has been developed at a more local level through the Kent Design Guide, which has already been adopted as a Supplementary Planning Document against Local Plan Policy BE1. The Kent Design Guide, which places an emphasis on sustainability and Local Plan Policy BE1 will remain as key design policy. Similarly a proactive stance on environmental building standards, including the Council's approach to the Code for Sustainable homes and BREEAM, set out in the adopted Sustainable Construction Supplementary Planning Document, should remain an essential element of the policy framework.
- 9.35** Design, access and sustainability statements are an essential element of a planning submission, will be an important element in determining whether design and sustainability policies have been met and will need to accompany planning applications seeking permission for new development. The local plan policy should also be updated in this respect, and should draw links with policies on energy efficiency and sustainable construction. Likewise, development should be designed so that it meets the current and future needs of its occupants and it is essential that a proportion of all new houses that are built are suitable, or easily adaptable, for occupation by the elderly and infirm. This would involve incorporating the Lifetime Homes Standard or an equivalent.
- 9.36** The Yellow Book Report (2005) carried out for the Council, recommended that the approach to design in the City be modified to some degree to allow modern, innovative design that would respect its setting, be locally distinctive and "stand the test of time".

Proposed Core Policy CP5:**Good design and sustainability:**

Good design is a key element of sustainable development and it is essential that all development proposals be prepared to demonstrate a high quality design and excel in environmental performance.

This policy would include:

- a. Reference to sustainability statements, design and access statements, environmental building standards, development briefs and masterplans, and identifying what submissions need to be made with planning applications;
- b. Ensuring that design seeks to meet the needs of its occupants, including supporting the provision of minimum internal space standards for all dwellings (including storage areas) and natural light and ventilation, ensuring that a proportion of new homes meet the Lifetime Homes Standard;
- c. Encouragement for new development to prioritise high quality design of affordable housing and to reflect Homes & Communities Agency guidance;
- d. Reference to proposed and existing Supplementary Planning Documents /guidance.

Saved Policies

- BE1 - Design and sustainability
- BE2 - Public realm
- BE3 - Design Statements and Development Briefs – (to be replaced)
- C40 - Development that could potentially result in pollution

Evidence Base

- South East Plan (2009)
- Kent Design Guide (2005)
- Crime Prevention Through Design SPG (2003)
- Residential Intensification Design Guidance (2008)
- Canterbury City of Imagination (2005)
- PPS1 – Delivering Sustainable Development (2005)
- Outdoor Lighting SPD (2006)
- Development Contributions SPD (2007)
- Sustainable Construction SPD (2007)
- Heritage, Archaeology and Conservation SPD (2007)
- Trees and Development SPG (2003)

- Shopfronts Design SPG (2003)
- Riverside Strategy SPG (2003)
- Crime Prevention through Design SPG (2003)
- Residential Intensification (2008)

Climate Change

- 9.37** The PPS1 supplement 'Planning and Climate Change' establishes that addressing climate change is the Government's principle concern for sustainable development. As well as the primarily environmental challenges discussed in this section, there are likely to be substantial challenges to prosperity and social cohesion (PPS1 Supplement 2007). Clearly there are strong cross-linkages between the 'Climate Change' issue and the other issues related to delivering 'sustainable development', which must be a key influence across all Core Strategy themes.
- 9.38** The issue of climate change is of global importance, but many of the necessary actions will need to be delivered locally. It is essential that the Core Strategy provides strategic guidance on how the District can contribute to regional objectives for reducing carbon emissions and adapt to the impacts of climate change. This requires both adaptation and mitigation measures.
- 9.39** Flood risk is an existing concern that will be magnified by climate change. As such, reducing the impact and frequency of flooding and responding to the outcomes of the emerging Isle of Grain to South Foreland Shoreline Management Plan (SMP) are particularly important themes for Core Strategy Policy. In particular, the SMP indicates that at Seasalter the policy is for managed realignment of the sea defences during the epoch in 50-100 years time. East of Reculver the SMP2 policy is also for managed realignment but in the epoch 20-50 years time.
- 9.40** South East Plan Policy CC1 seeks to ensure that the South East is prepared for the impact of climate change and reducing greenhouse gas emissions, as sustainable development priorities. Policy CC2 goes on to establish the means by which adaptation will be achieved and mitigation addressed. The Mitigation and Adaptation policies proposed are prompted by the South East Plan policy CC2 and the Climate Change Implementation Plan.

Proposed Core Policy CP6

Climate Change

This policy should set out the ways in which development must mitigate and adapt to the likely effects of climate change and propose how the Council will seek to contribute to meeting sub-regional renewable energy targets.

The policy should include reference to the following issues:

Mitigation issues

- a) Energy Efficiency (including sustainable construction requirements);
- b) Reducing the need to travel (related to the Canterbury District Transport Action Plan);
- c) Carbon Sinks (including expansion and improvement of the Blean Woodlands);
- d) Renewable Energy (including that secured by new development);
- e) Reduction in landfill of biodegradable waste (including design for household storage, and safeguarding of recycling /composting sites if identified in Waste LDF);

Adaptation issues

- f) Location of Development (including reference to flood risk and protection of agricultural land);
- g) Resilient Building Stock (including resilience to flooding);
- h) Sustainable Drainage and Water Efficiency (including sustainable construction requirements and Sustainable Urban Drainage Systems (SUDS))
- i) Water Resources (protection of water resources, safeguarding of area indicated for a reservoir at Broad Oak)
- j) Migration of Habitats and Species (habitat opportunities, habitat corridors, protection)

Saved Policies

- C31 – Drainage Impact Assessments
- C32 – Development of land not previously developed in zones 2 or 3 or within overtopping hazard zones.
- C35 – Coastal protection zone
- C38 – Renewable energy sources

Evidence Base

- South East Plan 2009
- Sustainable Construction SPD
- PPS1- Delivering Sustainable Development (2005)
- PPS 1 Supplement – Planning and Climate Change (2007)
- Draft Shoreline Management Plan (Isle of Grain to Dover Harbour) (2007)
- Draft Canterbury Landscape and Biodiversity Appraisal (2009)
- Canterbury District Transport Action Plan

Strategic Assets

Heritage

- 9.41** The Canterbury District benefits from an outstanding built heritage, and it is essential that conservation areas, historic buildings and historic parks and gardens are preserved and enhanced and the archaeological resource is safeguarded. The District's heritage is of key importance to the Experience Economy – creating an individual sense of place and special identity for the urban areas, the villages and the rural landscapes.
- 9.42** The South East Plan 2009 encourages local authorities to adopt policies and support proposals that “protect, conserve and, where appropriate, enhance the historic environment and the contribution it makes to local and regional distinctiveness and sense of place”. The City Council has saved the policies in the Canterbury District Local Plan 2006 relating to heritage protection and these, together with the Councils Heritage, Archaeology and Conservation SPD, and Government circulars and guidance, provide good policy coverage for heritage protection. A revised Planning Policy Statement for the Historic Environment (PPS15) is currently in draft form, together with an accompanying Practice Guide.
- 9.43** The designation of the Cathedral, St Augustine's Abbey and St Martin's Church as a World Heritage Site (WHS) demonstrates the significance and outstanding universal value of these sites, which are milestones in the religious history of England. A World Heritage Site Management Plan is being revised to help safeguard the Outstanding Universal Value for which the WHS was inscribed. The setting of the WHS, assisted

by the designation of a buffer zone, is key to its protection and enhancement and a revised circular published in 2009 (Circular 07/09) provides further guidance. The Canterbury Area of High Landscape Value also contributes to the wider protection of the setting of the City.

- 9.44** Development in the District must continue to have conservation at its heart, encompassing the interpretation and preservation of heritage assets, preservation of outstanding buildings and sites, and enhancement of the character and appearance of the area. The World Heritage Site, in particular, is central to the heritage appeal of the City and tourism success in the District and East Kent.

Countryside

- 9.45** The main objectives of PPS7 are to raise quality of life and the environment in rural areas; promote sustainable patterns of development; improve economic performance and promote sustainable, diverse and adaptable agricultural sectors.
- 9.46** PPS7 seeks to protect the countryside for the sake of its intrinsic character and beauty, and the diversity of its landscapes, heritage and wildlife, with greater priority given to statutorily designated sites for landscape, wildlife or historic qualities e.g. Kent Downs Area of Outstanding Natural Beauty. Outside settlements, priority will be given to countryside protection, including safeguarding of the best and most versatile agricultural land, and this is supported by national policy. The need for development is such that consideration will need to be given to the release of some “greenfield” land to meet those development requirements. Landscape, biodiversity and best and most versatile farmland are just a number of considerations in determining the best locations for development.
- 9.47** There is a move away from local landscape designations (SLAs, AHLVs) towards a more landscape character approach and the use of criteria-based policies. Local landscape designations should only be maintained where it can be shown that criteria based planning policies cannot provide the necessary protection and local development documents (LDDs) should state what requires the extra protection and why. This should be based on formal robust assessment of qualities of landscape concerned.
- 9.48** The Council has been permitted to save its local landscape designation policies. Nevertheless, the Council is expected to inform protection and enhancement of landscape through Landscape Character Assessment work. The Council has completed a draft Landscape Character and Biodiversity Assessment for the District, and it remains for the Council to consider the best approach to protecting and enhancing the best of local landscapes.

- 9.49** The Core Strategy should set out policy to protect, where possible, best and most versatile farmland (Grades 1 to 3a), subject to meeting the area's development needs, and taking into account other environmental constraints.

Conservation and Improvement of Biodiversity and Green Infrastructure

- 9.50** South East Plan policies (CC8: 'Green infrastructure' and NRM5: 'Conservation and improvement of biodiversity') specifically encourage the council to: work in partnership to identify and set targets for a framework of connected and accessible multi-functional green space; restore habitats in poor condition; and enhance and create habitats in strategic locations, to conserve and enhance biodiversity as well as provide social and landscape benefits.
- 9.51** In order to survive and adapt to change, species need enough accessible habitat to sustain viable populations. The requirement will differ between species, but loss of habitat area or quality normally means reduction in population size and, if excessive, local extinction. Habitat fragmentation and barriers posed by inhospitable land cover are also serious threats to species' survival.
- 9.52** A draft Landscape Character and Biodiversity Appraisal has been prepared for the Canterbury District. It examines the current distribution of priority habitats, and identifies opportunities for linking these areas to form a more coherent and healthy network to better cope with future environmental change. This has used existing Geographical information systems, including the Kent Landscape Information System (Kent County Council (KCC)) and the Living Landscapes project (Kent Wildlife Trust and KCC). The District's biodiversity will continue to be safeguarded through designation and protection of sites and support for the Kent Biodiversity Action Plan. This Core Strategy, however, would like to go a step further and respond to the biodiversity opportunities identified in the Landscape character and Biodiversity Assessment by encouraging the protection of land that may contribute to habitat networks in the future and support sensitive land management practices and proactive initiatives for biodiversity improvement. The South East Plan states that sustainable land management is the key to enduring local and regional distinctiveness and a vital and vigorous countryside.
- 9.53** Policy CC8 (Green Infrastructure) of the South East Plan recognises the potential broader role of open space in mitigating the impact of growth on sites of international nature conservation importance. Green Infrastructure, comprising networks of multi-functional green space in both rural and urban areas, plays an essential role in supporting ecological process and improving the health and well being of individuals and societies. National and regional policy now advocates an approach at the local level that identifies, promotes and protects Green Infrastructure through the planning framework.

Proposed Core Policy CP7

Strategic assets policy

This policy should seek to ensure protection and enhancement of the District's Strategic Assets.

This policy would include:

- a. Reference to assets supported by national policy protection; including nationally and internationally designated wildlife sites, best and most versatile farmland, the Area of Outstanding Natural Beauty, listed buildings and conservation areas;
- b. Specific policy references on local/ regional assets, including Local Wildlife Sites, Local Nature Reserves, the Canterbury AHLV and Wantsum Channel AHLV, ancient woodland, locally listed buildings and historic parks and gardens;
- c. Protection and enhancement of the World Heritage Site, to include preserving and enhancing the 'buffer zone', and setting of the site, and improving the links and connections between the Cathedral, St Augustine's Abbey and St Martin's Church;
- d. Support for a World Heritage Site Management Plan Supplementary Planning document;
- e. Protection of landscape character and biodiversity opportunity areas;
- f. Identification, promotion and protection of Green Infrastructure;
- g. Clarification of the duty to protect and enhance biodiversity

Saved Policies

- R2 - New agricultural buildings
- R3 - Conversion of existing rural buildings for diversification
- R14 - Horse related development
- R6 - Special Landscape Areas (to be reviewed)
- R7 - Areas of High Landscape Value (to be reviewed)
- R8 - Green gaps (to be reviewed)
- BE4 - World Heritage Site (to be replaced by a revised policy)
- BE5 - Listed and locally listed buildings
- BE6 - Listed buildings
- BE7 - Development in Conservation areas
- BE8 - Demolition in Conservation areas
- BE9 - Article 4.1 and 4.2 directions
- BE10 - Historic Landscape
- BE11 - Shopfronts of visual or historic interest

- BE12 - Advertisements
- BE13 - Blinds, awnings and security shutters
- BE14 - Scheduled Ancient Monument
- BE15 - Potential site of Archaeological Interest
- BE16 - Archaeological sites
- NE1 - Protected species or habitats outside protected sites
- NE2 - Loss of semi-natural habitat
- NE3 - Enhancement of biodiversity on land at the Blean Woods SLA and Wantsum Channel AHLV
- NE4 - Restoration of Seasalter and Graveney Levels
- NE5 - Trees, woodland and hedgerows
- C36 - Undeveloped coast

Evidence Base

- Draft Landscape Character and Biodiversity Appraisal (2009).
- AONB Management Plan (2009).
- World Heritage Site Management Plan (under review).
- Ancient Woodland Study Review (Joint study with Maidstone Borough Council and Tunbridge Wells Borough Council).

Sustainability Communities

Transport Strategy

9.54 At a national level, the 2004 Transport White Paper, "The Future of transport: A Network for 2030" calls for the encouragement of informed or 'smarter' travel choices and the reduction of transport's contribution to climate change. However, it recognises that such objectives may have unique challenges in rural areas and therefore also advocates strategies that will help rural areas to overcome them. Of particular importance for rural communities is the funding that has been allocated for encouraging improved bus provision, community projects and new innovative approaches to local transport demand management schemes.

9.55 The Department for Transport documents: Towards a Sustainable Transport System (2008) and Delivering a Sustainable Transport System (2008) set 5 clear goals that take account of transport's wider impact on climate change, health, quality of life and the natural environment: -

- To support national competitiveness and growth by delivering reliable and efficient transport networks;
- To reduce transport emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change;

- To contribute to better safety, security and health and longer life expectancy by reducing the risk of death, injury and illness arising from transport, and promoting travel modes that are beneficial to health;
- To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society;
- To improve quality of life for transport users and non transport users and to promote a healthy natural environment.

9.56 PPG13 – Guidance on transport aims to integrate planning and transport at National, Regional, Strategic and Local level. In order to promote more sustainable transport choices for people and also to promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling and reduce the need for travel, especially by car.

9.57 The South East Plan recognises Canterbury's role as a Regional Hub. It states that Hubs should be a focus for investment in multi-modal transport infrastructure both within and between hubs and the investment is supported by initiatives to re-balance travel patterns through behavioural change, as well as the focus for economic activity, health and education provision, retail development and the housing necessary to support these functions.

9.58 The key aims for the Canterbury District are the improvement of the A2 Canterbury junctions together with associated demand management measures including additional park & ride provision and improvement of public transport within the rural areas. There is an identified need for enhanced and improved transport connections and access to promote the District as a quality experience for those who live, work and visit the area. However, this can only be achieved through a spatial approach to planning in which decisions on investment in the transport system are closely integrated with economic, environmental and social objectives.

9.59 Transport and congestion will be key factors in making decisions about the distribution of development for the Core Strategy period.

9.60 The Council's District Transport Action Plan seeks to encourage a sustainable and balanced approach to transport in line with national and regional transport strategies. It has 5 main aims:

- To reduce traffic congestion;
- To improve travel choice;
- To improve road safety;
- To reduce travel demand;
- To improve travel awareness.

- 9.61** The Council, in conjunction with Kent County Council, has commissioned transport modelling work from Jacobs using the VISUM multi-modal transport model. The VISUM software provides a foundation for forecasting the effects and impacts of the proposed developments in an area at a strategic level. The use of VISUM transport modelling software, with its GIS capabilities, enables the accurate representation of the road network/junctions and efficient data handling, and the simulation of journeys by cars, lorries and public transport. The baseline model is being built at present, and this will form the basis for testing the transport impacts of various development options and the submitted sites.

Proposed Core Policy CP8

This policy should support the role of Canterbury as a regional hub and promote the implementation of the Canterbury District Transport Action Plan and Local Transport Plan for Kent.

The policy should include the following:

Strategic Transport

- Identify the essential features of a more sustainable transport system and investments required;
- Identify infrastructure schemes, including A2 Slips, a Park and Ride site to serve the A2 western approach, a possible Park and Ride site at Whitstable, a rail gateway at Canterbury West and walking and cycling improvements.

Sustainable Transport

- Improving the accessibility of jobs and services by sustainable forms of transport;
- Ensuring a reduction in congestion and improvements in air quality.

Saved policies

- C1 - The Canterbury District Transport Action Plan
- C2 - Bus and Rail Transport
- C3 - Cycling and Walking
- C4 - Travel Plans
- C5 - Road Building
- C6 - Park and Ride at Harbledown – To be reviewed, dependent on identified site for additional provision
- C7 - Park and Ride Sturry Road extension
- C8 - Park and Ride at the coast
- C9 - Public and private parking – vehicle parking standards

- C10 - Public and private parking – Town centres and park and ride contributions
- C39 – Development that could result in worsening air quality

Evidence base

- Transport White Paper 2004
- TaSTS & DaSTS 2008
- Planning Policy Guidance13
- South East Plan 2009
- Local Transport Plan for Kent 2006-2011
- Canterbury District Local Plan 2006
- Canterbury District Transport Action Plan 2004
- Canterbury Parking Strategy 2006-2016
- Air Quality Management Plan, Canterbury City Council
- Transport Assessment – Jacobs / Canterbury City Council – still being developed

Housing

- 9.62** PPS3 emphasises the importance of having good quality homes for all. Local Authorities should seek to create sustainable mixed communities in urban and rural areas and addresses the need for different types of housing and tenure e.g. for different age groups, disabled, families including associated needs for private public outdoor space. There should be a wide choice of high quality, well designed affordable and market housing which incorporates high environmental construction standards and takes into account the surrounding scale, density, layout, character, provision of public and private space, biodiversity, accessibility to public transport, facilities and services.
- 9.63** PPS7 refers to the housing need in rural areas. Housing development should be strictly controlled in the countryside away from established settlements or from areas allocated for housing. It should be located close to services and other facilities and should meet a local need, whether that be an identified affordable housing need or housing need related to agriculture or forestry.
- 9.64** The South East Plan seeks to ensure that adequate levels of housing provision are delivered, in the form of high quality housing within sustainable communities, that successfully meet the needs of the present as well as respecting the needs of future generations. There is an emphasis on making the best use of land with 60% of new housing development to be on previously developed land and also identifies a net regional density target of dwellings/hectare. Better use of the existing housing stock is also encouraged through initiatives such as the Empty Homes Strategy, encouraging the conversion of larger properties to flats in appropriate locations and

increasing the use of upper floors above shops. There is a requirement to deliver more affordable housing and to provide the right type and mix of housing e.g. size and tenure, including provision for gypsies and travellers.

9.65 The Strategic Housing Market Assessment for East Kent provided some key recommendations for the District:

- the overall target for affordable housing provision in “Greater Canterbury” and Whitstable should be 40%, subject to viability testing;
- the overall target for affordable housing provision in the rest of the District should be 35%, subject to viability testing;
- 70% of affordable housing should be social rented, with 30% in intermediate tenures;
- prioritise family housing – 60% houses, 30% flats;
- maximise potential of existing housing;
- more rural housing to meet identified local needs;
- balance needs of ageing population and younger households; and more new homes to Lifetime Standards.

Proposed Core Policy CP9

Housing Scale and Distribution

The policy should set out the annual housing requirement; establish principles for distribution and identify strategic sites.

The policy should include:

- a. Identification of the scale, distribution and phasing of housing development across the District, linked to the settlement hierarchy;
- b. Reference to:
 - i. Housing development outside the built confines of settlements;
 - ii. Housing development in villages;
 - iii. Change of use to residential in villages and the rural areas
- c. Identification of strategic sites for housing/mixed use;
- d. Identification of sites for use by Gypsies, travellers and travelling show people (in separate DPD).

Proposed Core Policy CP10

Housing Mix and Affordability

This policy should seek to ensure that proposals for housing should contribute to creating mixed balanced communities.

This policy should include:

- a. Identification of affordable housing requirement and threshold;
- b. Reference to size (including issues related to sub-division of family housing), type, affordability and tenure required to meet local needs;
- c. Reference to balanced communities (including student issues);
- d. Identification of student residential accommodation issues and solutions.

Saved policies

- H1 – Residential development on allocated sites (to be reviewed)
- H2 – Reserve Housing Allocation (Richmond Drive)
- H4 – Affordable housing (to be reviewed)
- H6 – Loss of residential accommodation
- H7 – Empty homes back into use
- H9 – Residential development in excess of minor development on previously developed land in villages
- R1 – Conversion of rural buildings

Evidence Base

- South East Plan (2009)
- Planning Policy Statement 3 (2006)
- Housing Information Audit (2009)
- Housing Strategy (2005 –2010)
- Strategic Housing Land Availability Assessment (Stage 1) (2009)
- East Kent Gypsy and Traveller Accommodation Assessment (2007 – 2012)

Open Space Recreation and Sport

9.66 Government guidance in PPS17 (Planning for Open Space, Sports and Recreation) aims to deliver:

- Networks of accessible, high quality open spaces and sport and recreation facilities, in both urban and rural areas, which meet the needs of residents and visitors, are fit for purpose and economically and environmentally sustainable
- An appropriate balance between new provision and the enhancement of existing provision
- Clarity and reasonable certainty for developers and land owners in relation to the requirements and expectations of local planning authorities in respect of open space and sport and recreation provision.

9.67 "Assessing needs and opportunities: a companion guide to PPG17" states that open space and sport and recreation facilities can make a major contribution to ensuring that villages, towns and cities are places in which people will choose to live. The main role of the planning system is to ensure there are a sufficient number of them and that they are in the right places. There is also a need to ensure the facilities are of high quality, attractive to users and well managed and maintained.

9.68 The South East Plan encourages Local Development Frameworks to set out an overall strategy for enhancing quality of life, developing the public realm and the creation of open space strategies. Strategies should provide the highest level of protection for nationally and internationally designated sites and sites of wildlife interest, and also provide opportunities for biodiversity through maintaining and establishing accessible green networks and open green space in urban areas.

9.69 Canterbury City Council's adopted Open Space Strategy (2009) seeks to build on the previous strategy (2004 – 2009), and extend and enhance the extent and quality of open spaces within the District by providing high quality, safe and accessible open space and the protection of existing open space through policy and strategic links. It encourages the development of partnerships and actively involving communities in decision making, developing and managing open space locally. Other linked strategies include the Play Strategy and the Playing Pitch Strategy. These are key to identifying deficiencies in open space provision and deliver the aim of the Open Space Strategy:

"Aspire to protect and enhance the existing quality of our open space and promote its usage".

9.70 Part of this strategy will be to contribute to the provision of strategic green infrastructure in conjunction with the findings of the Landscape Character and Biodiversity Assessment. The countryside and other natural areas are an important element of open space provision.

Proposed Core Policy CP11

Open Space, Recreation and Sport

This policy should seek to express the value of good quality and well-maintained open space, recreation and sport facilities as part of creating balanced and healthy communities.

The policy should include:

- a. Identification of the needs and deficiencies of existing and potential communities;
- b. Identification of strategic allocations that will contribute to meeting those deficiencies.

Saved Policies

- R12 – Sports and recreation facilities
- C24 – protection of existing open space (to be reviewed)
- C25 – proposed open space (to be reviewed)
- C26 – protection of riverside corridor; open space and footpath allocations
- C27 – Protection of existing playing fields
- C28 – provision of new outdoor playing space
- C29 – Land allocated for a future allotments site
- C30 – Proposals that would involve the loss of allotment land

Evidence base

- Planning Policy Guidance 17
- Canterbury District Local Plan 2006
- Corporate Plan 2008 – 2012
- East Kent LSP Sustainable Community Strategy
- Open Space Strategy 2004 – 2009
- Open Space Strategy for the Canterbury District (2009 – 2014)
- Play Strategy 2008-2012
- Canterbury Landscape Character and Biodiversity Appraisal 2009
- Canterbury District Strategy 2009
- Kent Policy Framework for Later Life (2009)

Quality of Life and Access to Facilities

- 9.71** Community facilities are those, which are provided for the benefit of the community, such as schools, shops, post offices, libraries, doctors surgeries, places of worship, village halls and playgrounds. Access to facilities and improving quality of life are essential elements of the Canterbury District Strategy, the East Kent Sustainable Community Strategy and where possible the Core Strategy should assist with delivering community facilities in the right locations. Such facilities might be associated with, and delivered by, new development, but 'access for all' and identifying gaps in provision across the wider community is essential.
- 9.72** The Government is committed to developing strong, vibrant and sustainable communities and to promoting community cohesion. Through partnerships and community involvement, planning policy will seek to address unmet needs in our communities. Planning and development activity must ensure that new communities do not place pressure on existing facilities and indeed actively seek to improve access for existing communities. In this way it should facilitate and promote sustainable and inclusive patterns of development, contributing to the creation of safe, sustainable, liveable and mixed communities.
- 9.73** Planning Policy Statement 1 supports this element in the delivery of sustainable development with the Government committed to developing strong, vibrant and sustainable communities and to promoting community cohesion in both urban and rural areas. This means meeting the diverse needs of all people in existing and future communities, promoting personal well-being, social cohesion and inclusion and creating equal opportunity for all citizens.
- 9.74** Through the development of this Core Strategy, the Council will need to work with stakeholders, such as Kent County Council, the Primary Care Trust, other providers of community facilities, voluntary organisations and the wider community to identify the demand for facilities and identify deficiencies. It will need to consider the most efficient method of meeting such needs, including promoting shared facilities, allocation of sites, the collection and use of development contributions, and provision as part of development. Community involvement in the planning process should assist in promoting sustainable communities, with pride in their locality, and with functioning local community networks.

Proposed Core Policy CP12

Quality of life and access to facilities

This policy should support the principle that accessible and good quality services and facilities are essential for sustainable communities and quality of life.

The policy should:

- a. Ensure the provision of services and facilities to meet the needs of new and existing communities;
- b. Promote accessibility of services and facilities by a range of transport modes and in particular by the less mobile or more deprived members of the community;
- c. Identify specific requirements and allocate sites where appropriate.

Saved Policies

- R5 Farm shops
- R10 Loss of village and community facilities
- R11 Use of properties for shops and local services
- C11 Buildings or uses to provide social infrastructure
- C12 Land allocated for community purposes
- C13 Loss of buildings or uses for community purposes
- C14 Provision of health facilities
- C15 Land allocated for health related development.
- C16 Provision for education needs arising from housing developments
- C18 Safeguarding sites for education purposes.
- C19 Land allocated for college campus
- C22 Proposals involving the loss of institutional land or buildings

Consultation Question 9

Core Policies CP1-CP12:

Do you agree with the scope of Proposed Core Policies and do you think it will support the overall vision for the area?

If not, what would you propose to add/remove?

Please indicate the policy to which your comment relates.

Chapter 10: Implementation Plan

10.1 The fundamental role of the Core Strategy (made up of a Spatial Strategy and Core Policies) is to meet the growth requirements of the District, while ensuring that development takes place in accordance with a planning framework which also ensures co-ordination of development with existing and planned infrastructure provision. Infrastructure includes the services necessary for development to take place, for example, roads, electricity, sewerage, water, but also social infrastructure requirements, such as schools and access to health facilities.

Effective implementation is a key element of a 'sound' Core Strategy

10.2 The Government's White Paper 'Planning for a Sustainable Future' (May 2007) considers local authorities to be the right bodies to take a view of local infrastructure. There should be a stronger link between development plans and infrastructure, which establishes how and when infrastructure will be delivered.

10.3 PPS12 indicates that Spatial Planning underpins the Corporate Strategy and the Sustainable Community Strategy. The Core Strategy must include a delivery strategy for Strategic Objectives, which: *'should set out how much development is intended to happen where, when, and by what means it will be delivered'*.

10.4 *As with the South East Plan, the delivery of the Core Strategy needs to be 'integrated and co-ordinated with national, regional, sub-regional and local plans and programmes that are likely to have a significant bearing on land use'.*

Key Issues

10.5 *Successful implementation relies on the following elements (adapted from South East Plan):*

- **Delivery mechanisms:** These include behaviour changes, government regulatory action and investment in infrastructure capacity:
 - a. Behavioural change will be essential to meeting sustainability aims of the Core Strategy, particularly those relating to efficiency on water and energy use, waste and transport. The Council will have a key role to play in encouraging these changes, as will numerous other stakeholders. Individuals, voluntary organisations, businesses will have a key role in the decisions they make.

- b. The Council has a critical role to play in delivering proposals directly through the use and sale of its own land and buildings and act proactively towards delivery of the Core Strategy in the management of its assets.
- c. The Council can also assist with implementation, through buying land by agreement or through Compulsory Purchase Orders and by preparing land for development by removing inhibiting constraints such as contamination or assisting with infrastructure provision.
- Funding arrangements: Including private market funding, Community Infrastructure Levy and regional infrastructure funding:
 - a. The Council and other stakeholders will need to continue to seek external funding and support for the implementation of some proposals, including highway improvements, funding under the Canterbury District Transport Action Plan and arrangements under the Local Area Agreement.
 - b. Development Contributions and the forthcoming Community Infrastructure Levy will be important in delivering key policy objectives such as affordable housing, open space and transport infrastructure.
- Joint working and delivery agencies: Alignment of programme cycles and investment decisions of planning and delivery bodies. Alignment of local authority revenue expenditure to support capital programmes:
 - a. The Council and other stakeholders will need to continue to be active in their contribution to partnership working. Delivery of the Core Strategy will depend on the actions activities of numerous stakeholders.
 - b. The Core Strategy would ideally form an overarching spatial framework for the investment programmes of different organisations, including those on the LSP, including the PCT and education organisations. For this reason consultation with these key stakeholders is essential in determining a preferred option, towards finalising the strategy.
 - c. It is essential that the core strategy is guided by and built into the investment programmes of the infrastructure providers, such as the Highways Agency, Southern Water, South East Water, Network Rail and gas and electricity providers.
 - d. The Council will investigate the benefits of a Local Delivery Vehicle (such as a Local Authority Asset-Backed Vehicle, or LAABV), involving the Council and other partner bodies to manage funding and delivery of development and infrastructure. The East Kent Spatial Development Company for example is tasked with working to unlock the full economic potential of priority employment sites throughout East Kent by providing critical infrastructure and supporting regeneration activities.

- a. Co-ordination with adjoining local authorities: Important to work jointly with neighbouring local authorities to ensure consistent policies and implementation strategies:
- a. The Council recognises the importance of a thriving East Kent sub-region to the long-term success of the District. It will seek to work closely with adjoining local authorities, the East Kent LSP and Kent County Council to contribute to delivery of the Sustainable Community Strategy and co-ordinate infrastructure delivery where it has sub-regional benefit. Green infrastructure, water, visitor and transport infrastructure are obvious areas where joint-working would be particularly advantageous.
- b. The Council will encourage and facilitate a joined-up approach to planning in the sub-region. This is limited by the different timetables of Core Strategy preparation, but assisted by the South East Plan.
- c. The District infrastructure may be put under pressure by development and activity both from within and outside the District. Regional and sub-regional infrastructure agreements and plans will be essential to assist ensuring investment programmes are aligned.

10.6 Delivery and implementation of the Core Strategy is dependent on effective partnerships between the Council and a large range of other organisations including:

- South East England Partnership Board (previously SEERA)
- The South East England Regional Development Agency (SEEDA)
- Highways Agency
- Homes and Communities Agency
- Kent County Council
- Transport providers
- Health Trusts
- Electricity, gas, water, telecommunications industries
- Development Industry
- Local and national voluntary and community organisations

10.7 Partnership and co-ordinated working (though aligned investment programmes) will be particularly important to Core Strategy implementation. The Core Strategy would ideally form an overarching spatial framework for the investment programmes of different organisation, including those on the LSP, including the PCT and education organisations. For this reason consultation with these key stakeholders is essential in determining a preferred option, towards finalising the strategy. On the same vein, it is essential that the core strategy is guided by and built into the investment programmes of the infrastructure providers, such as the Highways Agency, Southern Water, South East Water, Network Rail and gas and electricity providers.

An Implementation Strategy will need to:

- Identify the infrastructure needs and costs required to support development (such as A2 slips or possible water resource needs), sources of funding, phasing of development, responsibilities, timescales for delivery and gaps in funding.
- Identify how the Strategic Objectives will be delivered (whether planning authority actions or actions by the wider Council or other bodies);
- Ensure co-ordination of these different actions (including where possible planning cycles of infrastructure providers) so that they pull together towards achieving the objectives and delivering the vision;
- Establish the timescale for key actions and by whom these actions will take place; Ensure the resources required have been given due consideration and have a realistic prospect of being delivered within the life of the strategy.

Community Infrastructure Levy

10.8 The Community Infrastructure Levy (CIL) will be important to any infrastructure implementation strategy, a key element of the Core Strategy. The Council has joined a supported learning project offered by the Planning Officers Society. The project seeks to support a group of authorities as they build infrastructure strategies into LDFs. The project is intended to address both technical issues about the assimilation of infrastructure planning into plans, and the corporate challenges involved in setting up the CIL and managing the collection and distribution of funding.

10.9 The Department of Communities & Local Government (CLG) consulted on the detail of the proposed approach to CIL during the summer of 2009, and it is anticipated that it will come into force during spring 2010.

Developing and Implementation Plan

10.10 Implementation of each of the strategic options cannot be considered in detail at this stage. An implementation strategy will be continually developed in increasing detail as a preferred option is selected and drawn up in more detail.

10.11 It is anticipated that, if the Community Infrastructure Levy regulations are published next spring as expected, the Council will be in a position to fully develop an Implementation Plan alongside the Core Strategy as part of the formal Submission process.

Proposed Core Policy CP13

A policy to support the implementation of the Core Strategy should include:

- a. Support for the development of a Community Infrastructure Levy, or similar mechanism in parallel with the Core Strategy,
- b. Support for the phasing of strategic development sites through Development Briefs and/or Masterplan-style SPDs

Saved Policies

IMP1 Compulsory Purchase Powers

IMP2 Legal Agreements

C37 Provision of water and sewerage infrastructure

Consultation Question 10

1. In terms of the options identified for further testing, what additional infrastructure would be required?
2. Do you agree that the CIL, or a similar mechanism is necessary to ensure that necessary infrastructure is provided in a timely fashion?