

## APPENDIX 2

### Sustainability Assessment tables for Development Options and Policy approaches



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Sustainability Assessment tables for Development Options



**Spatial Option 1: Maximising the potential of Urban Regeneration**

SA Objective	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
		Short term	Medium Term	Long term		
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	+	++	<p>These sites are in close proximity to the existing urban centres which should help to support the vitality of the existing centre. The quantum of overall development could support a range of employment opportunities in these locations. However, the impact on existing infrastructure and the transport network requires further consideration as further detailed assessment is being undertaken. Regeneration sites offer opportunities for highly accessible employment locations, with good choice of transport modal options. They are also accessible to learning opportunities. This focus on urban regeneration offers opportunities for new employment accessible to residents in the most deprived areas.</p>	<p>Seek opportunities to promote non car based transport, through encouraging use of rail and bus for workers, and development of attractive and safe walking and cycling routes, particularly along the riverside to link destinations.</p>



**Spatial Option 1: Maximising the potential of Urban Regeneration**

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and competitiveness	Lower productivity (GVA) levels, amongst lowest in South East A lower value economic base Significant outward commuting flow for work Constrained business locations There is a need for more commercial land Medway has expanding specialist sectors	+	++	++	The regeneration focus provides the opportunity to boost investment in urban areas, and to increase business confidence. A revitalised urban area has the capacity to address negative perceptions of Medway, attracting new and expanded businesses.  Care is needed with the potential redevelopment of employment land to mixed uses. This option proposes developing new employment land through an extension at Kingsnorth to provide alternative space for businesses. There is a risk of loss of businesses in Medway, if appropriate alternative provision is not available.	Plan for supply of attractive and flexible employment land to meet range of business needs.
3: To protect and support the growth, vitality and viability of the Boroughs centres	A need for more comparison retail floor space to improve the offer Competition from local out of centre locations is putting pressure on TCs Loss of local spend to neighbouring 'competitors' A narrow retail offer in centres with emphasis on convenient shopping A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre Heritage assets at risk	+	++	++	The regeneration scenario promotes growth in the urban centres, with the potential to boost footfall and the vitality and vibrancy of town centres.  Care is needed in planning new waterfront developments not to detract investment from established town centres	Managing range of uses with new developments to provide complementary offers that do not undermine existing centres.  Strengthen links between new developments and centres.



Spatial Option 1: Maximising the potential of Urban Regeneration						
SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	+	+	<p>The concentration on brownfield sites reduces the need to develop on greenfield land.</p> <p>There are opportunities to strengthen the green network and connections in urban areas, especially along the waterfront.</p> <p>Concentrating development in urban areas may place pressures on open spaces in central areas.</p> <p>Care is needed to plan for biodiversity on brownfield sites.</p> <p>Scale of development could involve loss of undeveloped land.</p>	<p>May be need for mitigation and compensation measures for wildlife and access improvements.</p> <p>Development at Lodge Hill, if supported by the Secretary of State, would require an effective compensation and mitigation strategy to address potential damage to the SSSI features.</p>



**Spatial Option 1: Maximising the potential of Urban Regeneration**

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	?	+	+	<p>The regeneration plans provide the opportunities to promote attractive and viable alternatives to car based travel in accessible locations.</p> <p>These sites have the opportunity to promote high standards of sustainable design.</p> <p>There is risk of additional pressure on the road network, with associated impacts for air quality in the designated AQMAs, arising from increased development.</p>	<p>Need significant investment in transport improvements to support modal shift and manage impact on air quality levels.</p> <p>Need to address potential impacts from light pollution from proposed new GFC stadium.</p>





**Spatial Option 1: Maximising the potential of Urban Regeneration**

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	?	+	+	<p>The regeneration plans provide the opportunities to promote attractive and viable alternatives to car based travel in accessible locations.</p> <p>These sites have the opportunity to promote high standards of sustainable design.</p> <p>There is risk of additional pressure on the road network, with associated impacts for air quality in the designated AQMAs, arising from increased development.</p> <p>Flood risk will be managed in waterfront locations.</p> <p>There are opportunities to strengthen the green network and connections in urban areas, especially along the waterfront.</p> <p>Concentrating development in urban areas may place pressures on open spaces in central areas.</p>	<p>Investment in transport networks to encourage modal shift and reduce growth in car based travel.</p> <p>Strategic access management and mitigation schemes to avoid disturbance to sensitive habitats.</p> <p>Infrastructure delivery plan to address water management and flood risk.</p>



**Spatial Option 1: Maximising the potential of Urban Regeneration**

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
7: Promoting, enhancing and respecting our historic/cultural heritage	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s rich heritage is at threat of being compromised to meet housing demand.</p>	0	+	+	<p>There is strong promotion of tourism and leisure to boost the cultural offer.</p> <p>Care is needed in planning new development not to detract from the historic environment, particularly the important assets.</p>	Development and application of strong design and heritage policies to manage growth sensitively.
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority’s valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	0	+	++	<p>The regeneration focus makes best use of previously developed land.</p> <p>It seeks to minimise the release of greenfield sites, including agricultural land, and sites of valued landscape.</p> <p>Extension of employment land at Kingsnorth could impact on areas of potential extraction of minerals</p>	Development of a Green Infrastructure Strategy to inform sustainable growth pattern.



**Spatial Option 1: Maximising the potential of Urban Regeneration**

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health                      High death rates due to disease                      Lower physical activity in the Authority compared to national and regional levels                      High conception rates compared to national and regional levels                      Insufficient access to healthy places</p>	0	+	+	<p>The regeneration plans offer increased employment and leisure opportunities, in accessible locations.</p> <p>Design will encourage and facilitate active travel, health and wellbeing.</p> <p>Accessible locations reduce the need for car based travel.</p>	
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area                      An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway                      A diverse range of communities                      A number of severely deprived neighbourhoods suffering multiple deprivation issues                      Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	0	+	+	<p>The regeneration plans offer increased employment opportunities for residents in deprived areas.</p> <p>Mixed use development supports greater community cohesion.</p> <p>Design will encourage and facilitate active travel, health and wellbeing.</p> <p>Accessible locations reduce the need for car based travel.</p>	



**Spatial Option 1: Maximising the potential of Urban Regeneration**

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	+	+	++	The option seeks to meet the housing needs for Medway’s communities over the plan period. It will seek to provide the quantity and mix of housing needed, including affordable housing, starter homes and housing for different sectors of the community.	

**Summary**

This option scores well in promoting the best use of previously developed land, and extending social and economic opportunities for all, and supporting strong town centres. However the impact of traffic on air quality and natural resources needs mitigation through policy and investment in transport networks.



Spatial Option 2: Suburban Expansion

SA Objective	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
		Short term	Medium Term	Long term		
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	?	0	0	<p>Much development would take place in suburban and rural locations. Housing development would be accompanied by employment provision, but opportunities for employment land in suburban locations may not attract market investment, and there is a risk that development would be dominated by residential uses. This could impact on the ability for jobs growth.</p> <p>Land to the west of Strood with good motorway access has been identified for potential employment uses.</p> <p>Opportunities to capitalise on promoting employment sites with good public transport accessibility may be compromised.</p> <p>Development on areas of agricultural land could lead to loss of employment in land based sectors.</p>	<p>Seek opportunities to promote non car based transport, through encouraging use of rail and bus for workers, and development of attractive and safe walking and cycling routes.</p> <p>Need to plan for delivery of employment land with housing in suburban areas.</p>



Spatial Option 2: Suburban Expansion

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	-	-	0	<p>Much development would take place in suburban and rural locations. Housing development would be accompanied by employment provision, but opportunities for employment land in suburban locations may not attract market investment, and there is a risk that development would be dominated by residential uses. This could impact on the ability for jobs growth.</p> <p>Concentration on suburban development risks detracting investment from brownfield sites and undermining the regeneration ambitions and potential. If regeneration plans are not fulfilled, this will impact negatively on perceptions of Medway and business confidence to invest and grow.</p> <p>Land to the west of Strood with good motorway access has been identified for potential employment uses.</p> <p>Development on areas of agricultural land could lead to loss of employment in land based sectors.</p>	<p>Plan for supply of attractive and flexible employment land to meet range of business needs.</p> <p>Promotion of employment sites with good public transport accessibility may be compromised, if not safeguarded through policy allocations.</p>



Spatial Option 2: Suburban Expansion

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	-	-	--	<p>Much development would take place in suburban and rural locations. Housing development would be accompanied by some retail provision, but efforts would be sought to strengthen the role of existing centres.</p> <p>There is a risk that the concentration on suburban development detracts investment from town centres, particularly those identified as a focus for extended regeneration work. If the centres do not attract additional investment, this will discourage users, and the vitality and viability of centres will not be enhanced.</p> <p>A poor offer in Medway's centres, together with the peripheral location of much of Medway's growth could exacerbate travel out of the area to other competing centres.</p> <p>The ability to attract visitors, particularly the higher value associated with overnight stays could be compromised if the town centres do not present a more attractive, diverse and quality offer.</p>	<p>Managing range of uses with new developments to provide complementary offers that do not undermine existing centres.</p> <p>Strengthen links between new developments and centres.</p>



Spatial Option 2: Suburban Expansion

SA	Summary of issues (Scoping baseline)	Appraisal score		Appraisal comments	Mitigation	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	?	0	+	<p>In taking forward regeneration plans and suburban/rural expansion, opportunities will be sought to integrate high quality multi-functional green infrastructure into the designs and strengthen a wider GI network.</p> <p>This has the opportunity to improve functionality and access where land does not have public access, or provides limited landscape services.</p> <p>Development will be directed away from areas of environmental designations (if an acceptable solution can be determined for ecological mitigation and compensation at Lodge Hill).</p> <p>Additional and enhanced public green spaces will be provided in line with scale of residential growth.</p>	<p>May be need for mitigation and compensation measures for wildlife and access improvements.</p> <p>Development at Lodge Hill, if supported by the Secretary of State, would require an effective compensation and mitigation strategy to address potential damage to the SSSI features.</p> <p>A Strategic Access and Monitoring Scheme will be implemented to manage the risk of recreational pressure causing a negative impact on the wildlife interests of designated Special Protection Areas.</p>





Spatial Option 2: Suburban Expansion

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	<p>-      -      --</p>			<p>Development in a number of locations has the potential to generate additional traffic, and with that an associated impact on air quality. There are designated AQMAs around key transport corridors in Medway, particularly the A2.</p> <p>Development in peripheral locations has the risk of increasing car based travel, with the associated environmental impacts.</p> <p>If the regeneration ambitions of central Medway are not fulfilled, there will be continuing pulls for work, leisure and retail outside of area, increasing traffic movements.</p> <p>The scale of development considered has the potential to have significant impacts on the highway network, if not adequately mitigated.</p>	<p>Need significant investment in transport improvements to address likely growth in car based travel and support modal shift and manage impact on air quality levels.</p> <p>Design of suburban and rural extensions will include principles to provide for walking and cycling and accessible local services, seeking to minimise the need for car based travel.</p>



Spatial Option 2: Suburban Expansion

SA	Summary of issues (Scoping baseline)	Appraisal score		Appraisal comments	Mitigation	
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	-	0	0	<p>Opportunities will be promoted in designing new development to incorporate Sustainable Urban Drainage Systems with landscape planning. Large scale suburban and rural extensions should provide good opportunities.</p> <p>Development in peripheral locations has the risk of increasing car based travel, with the associated environmental impacts.</p> <p>However, design of suburban and rural extensions will include principles to provide for walking and cycling and accessible local services, seeking to minimise the need for car based travel.</p> <p>Opportunities for renewable/more efficient heating schemes could be enhanced in larger scale developments.</p> <p>Provision for water supply to be assessed and managed through further work on deliverability of potential development sites.</p>	<p>Investment in transport networks to encourage modal shift and reduce growth in car based travel.</p> <p>Strategic access management and mitigation schemes to avoid disturbance to sensitive habitats.</p> <p>Infrastructure delivery plan to address water management and flood risk.</p> <p>Development will be directed away from areas of high flood risk that can not be mitigated.</p> <p>Additional and enhanced public green spaces will be provided in line with scale of residential growth.</p>



Spatial Option 2: Suburban Expansion

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s rich heritage is at threat of being compromised to meet housing demand.</p>	0	0	0	<p>Development will seek to respect and enhance heritage and cultural assets. However development in central areas could impact on key heritage assets, and development in rural and suburban locations could impact on valued local assets.</p> <p>The regeneration of Medway offers opportunities to enhance tourism and the leisure offer. A focus on suburban and rural development could detract from investment in regeneration areas, and therefore impact upon the potential to realise further value from tourism and leisure sectors.</p>	<p>Development and application of strong design and heritage policies to manage growth sensitively.</p>



Spatial Option 2: Suburban Expansion

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused. However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	-	--	--	<p>Support for the regeneration programme is a core element of the council's approaches to potential development strategies. This seeks to meet the best use of brownfield land.</p> <p>However the focus on greenfield and Green Belt sites in suburban and rural areas in this scenario could undermine the ability to deliver on regeneration plans.</p> <p>This option could result in the development of significant areas of undeveloped land.</p> <p>This option would involve the loss of agricultural land, including a quantity of land of the best and most versatile status.</p> <p>Development would be directed away from potential minerals safeguarding areas.</p>	<p>Development of a Green Infrastructure Strategy to inform sustainable growth pattern.</p>



Spatial Option 2: Suburban Expansion

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	-	-	0	<p>Development of sustainable mixed use extensions to suburbs and villages could provide opportunities to embed healthy living principles. These could include effective and attractive green infrastructure to support walking and cycling; provision of accessible local services; supporting community interaction.</p> <p>Additional and enhanced public green spaces will be provided in line with scale of residential growth. This would include opportunities for food growing.</p> <p>A concentration on development in peripheral areas could result in continued health inequalities, particularly in disadvantaged wards.</p>	<p>Investment in green infrastructure links in suburban areas.</p>



Spatial Option 2: Suburban Expansion

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	--    --    -			<p>The focus on greenfield and Green Belt sites in suburban and rural areas in this scenario could undermine the ability to deliver on regeneration plans, and tackle deprivation.</p> <p>Development of sustainable mixed use extensions to suburbs and villages could provide opportunities to embed healthy living principles. These could include effective and attractive green infrastructure to support walking and cycling; provision of accessible local services; supporting community interaction.</p> <p>Additional and enhanced public green spaces and sports facilities will be provided in line with scale of residential growth.</p> <p>Development in peripheral locations has the risk of increasing car based travel.</p> <p>Development will provide a range of housing to meet different needs, including access to affordable housing.</p>	<p>Secure links between new and existing communities.</p> <p>Provide range of housing to support access to housing market from local people.</p>



**Spatial Option 2: Suburban Expansion**

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	+	+	++	Development will provide a range of housing to meet different needs, including access to affordable housing.	

**Summary**

This option provides the opportunity for planning quality neighbourhoods upon the principles of good design and connectivity, incorporating sustainability criteria. However the concentration of development in peripheral areas risks the promotion of unsustainable travel and undermining ambitions to regenerate central urban areas.



Spatial Option 3: A Rural Focus

SA Objective	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
		Short term	Medium Term	Long term		
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	0	+	+	<p>Much development would take place in rural and suburban locations. Planned expansion of Hoo into a small rural town would include the provision of additional employment and retail land, boosting job opportunities in these areas.</p> <p>More significant development on the Hoo Peninsula could strengthen the attraction of the existing large employment sites.</p> <p>There is a risk that rural or suburban based employment sites could generate more car journeys, and disadvantage potential workers choosing to use public transport.</p> <p>Development on areas of agricultural land could lead to loss of employment in land based sectors.</p>	<p>Seek opportunities to promote non car based transport, through encouraging use of rail and bus for workers, and development of attractive and safe walking and cycling routes.</p> <p>Need to plan for delivery of employment land with housing in rural and suburban areas.</p>





Spatial Option 3: A Rural Focus

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	0	+	+	<p>Much development would take place in rural and suburban locations. Planned expansion of Hoo into a small rural town would include the provision of additional employment and retail land, boosting job opportunities in these areas.</p> <p>More significant development on the Hoo Peninsula could strengthen the attraction of the existing large employment sites. New development could increase the attractiveness of the rural area as a location for business investment.</p> <p>There is a risk that rural or suburban based employment sites could generate more car journeys, and disadvantage potential workers choosing to use public transport.</p> <p>Development on areas of agricultural land could lead to loss of employment in land based sectors.</p>	<p>Plan for supply of attractive and flexible employment land to meet range of business needs.</p> <p>Plan for effective transport networks offering attractive travel options.</p>



Spatial Option 3: A Rural Focus

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	-	0	0	<p>Significant growth around Hoo St Werburgh and Lodge Hill would support an improved and strengthened centre offer. The small rural town could support the wider Peninsula. This could strengthen the vitality of Hoo St Werburgh and potential reduce car journeys on the Peninsula.</p> <p>Expansion of villages would support the retention and development of local services.</p> <p>Rural and suburban development could detract investment from town centres. If the centres do not attract additional investment, this will discourage users, and the vitality and viability of centres will not be enhanced. A poor offer in Medway's centres, together with the peripheral location of much of Medway's growth could exacerbate travel out of the area to other competing centres.</p> <p>The ability to attract visitors, particularly the higher value associated with overnight stays could be compromised if the town centres do not present a more attractive, diverse and quality offer.</p>	<p>Managing range of uses with new developments to provide complementary offers that do not undermine existing centres.</p> <p>Strengthen links between new developments and centres.</p> <p>Development in suburban areas could support town and neighbourhood centres if well designed and accessible.</p>



Spatial Option 3: A Rural Focus

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	0	+	+	<p>In taking forward development plans opportunities will be sought to integrate high quality multi-functional green infrastructure into the designs and strengthen a wider GI network. There are good opportunities to provide new country parks around Hoo as part of a wider development of a small rural town to secure a rural character and distinctive breaks between urban and rural areas.</p> <p>This has the opportunity to improve functionality and access where land does not have public access, or provides limited landscape services.</p> <p>Development will be directed away from areas of environmental designations (if an acceptable solution can be determined for ecological mitigation and compensation at Lodge Hill).</p> <p>Additional and enhanced public green spaces will be provided in line with scale of residential growth.</p>	<p>May be need for mitigation and compensation measures for wildlife and access improvements.</p> <p>Development at Lodge Hill, if supported by the Secretary of State, would require an effective compensation and mitigation strategy to address potential damage to the SSSI features.</p> <p>A Strategic Access and Monitoring Scheme will be implemented to manage the risk of recreational pressure causing a negative impact on the wildlife interests of designated Special Protection Areas.</p>



Spatial Option 3: A Rural Focus

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	-	-	0	<p>Development in a number of locations has the potential to generate additional traffic, and with that an associated impact on air quality. There are designated AQMAs around key transport corridors in Medway, particularly the A2. Development in rural and peripheral locations could increase car based travel. The scale of development considered has the potential to have significant impacts on the highway network, if not adequately mitigated.</p> <p>If the regeneration ambitions of central Medway are not fulfilled, there will be continuing pulls for work, leisure and retail outside of area, increasing traffic movements.</p> <p>Hoo St Werburgh as a small rural town could support the wider area of the Hoo Peninsula, offering a more accessible location for services and shopping. This could strengthen the its vitality and potential reduce car journeys</p> <p>Expansion of villages would support the retention of services.</p>	<p>Need significant investment in transport improvements to address likely growth in car based travel and support modal shift and manage impact on air quality levels.</p> <p>Design of suburban and rural extensions will include principles to provide for walking and cycling and accessible local services, seeking to minimise the need for car based travel.</p>



Spatial Option 3: A Rural Focus

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority                      The quality of design varies greatly across Medway                      Medway’s environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.                      Medway is a coastal authority and is therefore at risk of flooding.</p>	-	0	+	<p>Opportunities will be promoted in designing new development to incorporate Sustainable Urban Drainage Systems with landscape planning. Development of a small rural town and suburban extensions should provide good opportunities.</p> <p>Development in peripheral locations has the risk of increasing car based travel, with the associated environmental impacts.</p> <p>However, design of rural and suburban extensions will include principles to provide for walking and cycling and accessible local services, seeking to minimise the need for car based travel.</p> <p>Opportunities for renewable/more efficient heating schemes could be enhanced in larger scale developments.                      Provision for water supply to be assessed and managed through further work on deliverability of potential development sites.</p>	<p>Investment in transport networks to encourage modal shift and reduce growth in car based travel.</p> <p>Strategic access management and mitigation schemes to avoid disturbance to sensitive habitats.</p> <p>Infrastructure delivery plan to address water management and flood risk.</p> <p>Development will be directed away from areas of high flood risk that can not be mitigated.</p> <p>Additional and enhanced public green spaces will be provided in line with scale of residential growth.</p>



Spatial Option 3: A Rural Focus

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage                      There are numerous buildings that are locally listed, which provides limited weight to protect                      The quality of design varies greatly across Medway                      Medway’s rich heritage is at threat of being compromised to meet housing demand.</p>	0	0	+	<p>Development will seek to respect and enhance heritage and cultural assets. However development in central areas could impact on key heritage assets, and development in rural and suburban locations could impact on valued local assets.</p> <p>The regeneration of Medway offers opportunities to enhance tourism and the leisure offer. A focus on rural and suburban development could detract from investment in regeneration areas, and therefore impact upon the potential to realise further value from tourism and leisure sectors.</p> <p>However development in the rural area could support further tourism and leisure activities that could invest in maintaining and enhancing natural and heritage assets. These need careful management to avoid damage to special features.</p>	<p>Development and application of strong design and heritage policies to manage growth sensitively.</p>



Spatial Option 3: A Rural Focus

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused. However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	-      -      --			<p>Support for the regeneration programme is a core element of the council's approaches to potential development strategies. This seeks to meet the best use of brownfield land.</p> <p>However the focus on greenfield and Green Belt sites in suburban and rural areas in this scenario could undermine the ability to deliver on regeneration plans.</p> <p>This option could result in the development of significant areas of undeveloped land.</p> <p>This option would involve the loss of agricultural land, including a quantity of land of the best and most versatile status.</p> <p>Development would be directed away from potential minerals safeguarding areas.</p>	<p>Development of a Green Infrastructure Strategy to inform sustainable growth pattern.</p>



Spatial Option 3: A Rural Focus

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	-	0	+	<p>Development of a sustainable growth to a small rural town, and mixed use extensions to suburbs and villages could provide opportunities to embed healthy living principles. These could include effective and attractive green infrastructure to support walking and cycling; provision of accessible local services; supporting community interaction.</p> <p>Additional and enhanced public green spaces will be provided in line with scale of residential growth. This could include the provision of new country parks. This would include opportunities for food growing.</p> <p>A concentration on development in peripheral areas could result in continued health inequalities, particularly in disadvantaged wards.</p>	<p>Investment in green infrastructure links in suburban areas.</p>





Spatial Option 3: A Rural Focus

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	-	0	+	<p>Development in rural and suburban areas could undermine the ability to deliver on regeneration plans, and tackle deprivation.</p> <p>However the development of a small rural town and extended villages could address issues of rural disadvantage and improve access to services.</p> <p>Development of a small rural town and extensions to villages and suburbs could provide opportunities to embed healthy living principles. These could include effective and attractive green infrastructure to support walking and cycling; provision of accessible local services; supporting community interaction.</p> <p>Additional and enhanced public green spaces, including country parks and sports facilities will be provided in line with scale of residential growth.</p> <p>Development in peripheral locations has the risk of increasing car based travel.</p>	<p>Secure links between new and existing communities.</p> <p>Provide range of housing to support access to housing market from local people, including affordable housing offer.</p>



**Spatial Option 3: A Rural Focus**

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	+	+	++	The option seeks to meet the housing needs for Medway’s communities over the plan period. It will seek to provide the quantity and mix of housing needed, including affordable housing, starter homes and housing for different sectors of the community.  The range of locations under consideration for potential development should support the provision of a mix of housing types and satisfy viability tests to deliver affordable housing.	

**Summary**

This option performs well in addressing new social and economic opportunities in the rural area, with the development of a small rural town at Hoo. However there are negative impacts such as the loss of productive agricultural land and risks of promoting further growth in car based travel. Significant infrastructure investments would be required.



Spatial Option 4: Urban Regeneration and a Rural Town

SA Objective	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
		Short term	Medium Term	Long term		
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	0	+	+	<p>This option supports development in regeneration areas, together with expansion of Hoo St Werburgh to a small rural town. More limited development is allocated to suburban and wider rural locations.</p> <p>The regeneration sites are in close proximity to the existing urban centres which should help to support the vitality of the existing centres.</p> <p>Planned expansion of Hoo into a small rural town would include the provision of additional employment and retail land, boosting job opportunities in these areas. Further development on the Hoo Peninsula could strengthen the attraction of the existing large employment sites.</p> <p>The expansion of Hoo St Werburgh and development in some suburban areas could lead to the loss of agricultural land, and associated employment in land based sectors.</p>	<p>Investment required in public transport improvements and wider network upgrades.</p> <p>Loss of some employment land through development of mixed use schemes would be addressed through provision of new sites, designed to meet business needs.</p>



Spatial Option 4: Urban Regeneration and a Rural Town

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and competitiveness	Lower productivity (GVA) levels, amongst lowest in South East A lower value economic base Significant outward commuting flow for work Constrained business locations There is a need for more commercial land Medway has expanding specialist sectors	0	+	++	<p>Development in regeneration sites provides the opportunity to boost investment in urban areas, and to increase business confidence. A revitalised urban area has the capacity to address negative perceptions of Medway, attracting new and expanded businesses.</p> <p>Planned expansion of Hoo and Lodge Hill would include additional employment and retail land, boosting job opportunities in these areas.</p> <p>More significant development on the Hoo Peninsula could strengthen the attraction of the existing large employment sites. New development could increase the attractiveness of the rural area as a location for business investment.</p> <p>The expansion of Hoo St Werburgh and development in some suburban areas could lead to the loss of agricultural land, and associated employment in land based sectors.</p>	<p>Plan for supply of attractive and flexible employment land to meet range of business needs.</p> <p>Plan for effective transport networks offering attractive travel options.</p> <p>Loss of some employment land through development of mixed use schemes would be addressed through provision of new sites, designed to meet business needs</p>



Spatial Option 4: Urban Regeneration and a Rural Town

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	0	+	+	<p>Development in regeneration areas promotes growth in the urban centres, with the potential to boost footfall and the vitality and vibrancy of town centres, attracting more visitors and community activities.</p> <p>Significant growth around Hoo St Werburgh, and Lodge Hill, would support an improved and strengthened centre offer in line with growth to a small rural town. The small rural town centre could support the wider area of the Hoo Peninsula, offering a more accessible location for services and shopping. This could strengthen the vitality of Hoo St Werburgh and reduce potential car journeys on the Hoo Peninsula.</p> <p>Some development in other villages would support the retention and development of local services.</p> <p>Investment in urban centres would complement development in the rural area and some suburban growth, aiming to manage growth to support the strengthening of existing centres.</p>	<p>Managing range of uses with new developments to provide complementary offers that do not undermine existing centres.</p> <p>Strengthen links between new developments and existing centres.</p> <p>Development in suburban areas could support town and neighbourhood centres if well designed and accessible.</p> <p>Care is needed in planning new waterfront developments not to detract investment from established town centres.</p>



Spatial Option 4: Urban Regeneration and a Rural Town

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	0	+	++	<p>In taking forward development plans opportunities will be sought to integrate high quality multi-functional green infrastructure into the designs and strengthen a wider GI network. There are good opportunities to provide new country parks around Hoo as part of a wider development of a small rural town to secure a rural character and distinctive breaks between urban and rural areas.</p> <p>This has the opportunity to improve functionality and access where land does not have public access, or provides limited landscape services.</p> <p>There are opportunities to strengthen the green network and connections in urban areas, especially along the waterfront. Development sites could support the delivery of improved access to a riverside walk through the central areas.</p> <p>Development in the central urban areas may place pressures on open spaces in central areas.</p>	<p>May be need for mitigation and compensation measures for wildlife and access improvements.</p> <p>Development at Lodge Hill, if supported by the Secretary of State, would require an effective compensation and mitigation strategy to address potential damage to the SSSI features.</p> <p>A Strategic Access and Monitoring Scheme will be implemented to manage the risk of recreational pressure causing a negative impact on the wildlife interests of designated Special Protection Areas.</p> <p>Development will be directed away from areas of environmental designations (if an acceptable solution can be determined for ecological mitigation and compensation at Lodge Hill).</p> <p>Additional and enhanced public green spaces will be provided in line with the scale of residential growth.</p>



Spatial Option 4: Urban Regeneration and a Rural Town

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	-	0	0	<p>The regeneration plans provide opportunities to promote attractive and viable alternatives to car based travel in accessible locations. Development in rural and peripheral locations has the risk of increasing car based travel.</p> <p>Development in a number of locations could generate additional traffic, with associated impacts for air quality. There are designated AQMAs around key transport corridors in Medway. The scale of development considered has the potential to have significant impacts on the highway network, if not adequately mitigated.</p> <p>Sites have the opportunity to promote high standards of sustainable design.</p> <p>There could be improved access to services on the Hoo Peninsula with Hoo St Werburgh as a small rural town, or the development of a new settlement at Lodge Hill. These rural centres could support the wider peninsula. Some growth of villages would support the retention and development of local services.</p>	<p>Need significant investment in transport improvements to address likely growth in car based travel and support modal shift and manage impact on air quality levels.</p> <p>Design of development at Lodge Hill, in rural and suburban extensions will include principles to provide for walking and cycling and accessible local services, seeking to minimise the need for car based travel.</p>





Spatial Option 4: Urban Regeneration and a Rural Town

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	0	+	++	<p>Development in regeneration areas provide opportunities to promote attractive and viable alternatives to car based travel in accessible locations. However in peripheral locations, there is the risk of increasing car based travel, with the associated environmental impacts.</p> <p>These sites have the opportunity to promote high standards of sustainable design.</p> <p>There are opportunities to strengthen the green network and connections in urban areas, especially along the waterfront.</p> <p>Design of developments in rural and suburban areas will include principles to provide for walking and cycling and accessible local services, seeking to minimise the need for car based travel.</p> <p>Development in the central urban areas may place pressures on open spaces in central areas.</p> <p>Opportunities for renewable/more efficient heating schemes could be enhanced in larger scale developments.</p>	<p>Investment in transport networks to encourage modal shift and reduce growth in car based travel.</p> <p>Strategic access management and mitigation schemes to avoid disturbance to sensitive habitats.</p> <p>Infrastructure delivery plan to address water management and flood risk.</p> <p>Development will be directed away from areas of high flood risk that can not be mitigated.</p> <p>Opportunities will be promoted in designing new development to incorporate SUDs Systems with landscape planning.</p> <p>Development of a new settlement at Lodge Hill or a small rural town at Hoo should provide good opportunities to plan the integration of these features.</p> <p>Public green spaces will be provided in line with growth.</p>





### Spatial Option 4: Urban Regeneration and a Rural Town

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	0	+	+	<p>Development will seek to respect and enhance heritage and cultural assets.</p> <p>The urban regeneration offers a strong promotion of tourism and leisure to boost the cultural offer.</p> <p>Care is needed in planning new development not to detract from the historic environment, particularly the important assets.</p> <p>Development in the rural area could support further tourism and leisure activities that could invest in maintaining and enhancing natural and heritage assets. These need careful management to avoid damage to special features.</p>	<p>Development and application of strong design and heritage policies to manage growth sensitively.</p>



### Spatial Option 4: Urban Regeneration and a Rural Town

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	-	0	+	<p>Regeneration makes best use of previously developed land.</p> <p>However development in rural areas, and some suburban growth would involve greenfield sites and result in the loss of some agricultural land. This could include some land of the best and most versatile status.</p>	<p>Development of a Green Infrastructure Strategy to inform sustainable growth pattern.</p> <p>Development would be directed away from potential minerals safeguarding areas.</p>



Spatial Option 4: Urban Regeneration and a Rural Town

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	0	0	+	<p>The regeneration plans offer increased leisure opportunities in accessible locations, potentially reducing the need to travel.</p> <p>Design will encourage and facilitate active travel, health and wellbeing.</p> <p>Development of a new settlement at Lodge Hill, or sustainable growth of Hoo to a small rural town could provide opportunities to embed healthy living principles. These could include effective and attractive green infrastructure to support walking and cycling; provision of accessible local services, supporting community interaction.</p> <p>Additional and enhanced public green spaces will be provided in line with the scale of residential growth. This could include the provision of new country parks. This would include opportunities for food growing.</p>	Investment in green infrastructure links in suburban areas.



Spatial Option 4: Urban Regeneration and a Rural Town

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	0	+	+	<p>Regeneration plans in urban areas could offer increased opportunities for residents in disadvantaged areas.</p> <p>Development in such areas would be accessible, reducing the need to travel.</p> <p>Mixed use development supports greater community cohesion.</p> <p>The development of a new settlement at Lodge Hill or a small rural town at Hoo could address issues of rural disadvantage and improve access to services.</p> <p>Additional and enhanced public green spaces, including country parks and sports facilities will be provided in line with scale of residential growth.</p> <p>Development in peripheral locations has the risk of increasing car based travel.</p> <p>Development will provide a range of housing to meet different needs, including access to affordable housing.</p>	<p>Secure links between new and existing communities.</p> <p>Provide range of housing to support access to housing market from local people, including affordable housing offer.</p> <p>Development of a new settlement or a small rural town and extensions to villages and suburbs could provide opportunities to embed healthy living principles. These could include effective and attractive green infrastructure to support walking and cycling; provision of accessible local services; supporting community interaction.</p>



**Spatial Option 4: Urban Regeneration and a Rural Town**

SA	Summary of issues (Scoping baseline)	Appraisal score			Appraisal comments	Mitigation
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	+	+	++	The option seeks to meet the housing needs for Medway’s communities over the plan period. It will seek to provide the quantity and mix of housing needed, including affordable housing, starter homes and housing for different sectors of the community.  The range of locations under consideration for potential development should support the provision of a mix of housing types and satisfy viability tests to deliver affordable housing.	

**Summary**

This option performs well in contributing to the social and economic objectives that could be enhanced through the regeneration of urban areas, and the development of a small rural town(s) on the Hoo Peninsula. However the growth in rural areas would result in a loss of productive farmland and increased traffic would need to be mitigated.



## Sustainability Assessment tables for Policy approaches



## Policy Approach – Housing Delivery

The policy approach identifies the housing need (including affordable) over the plan period, which will be designated through the Local Plan with an emphasis on the delivery of sustainable communities and being supported by infrastructure and service provision.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	<p>The provision of housing under sustainable planning and creating balanced communities is closely linked to the creation of supporting employment, appropriately located to the resident labour supply.</p>	<p>Further work through the consultation on Development Options and supporting technical studies will help determine the capacity of areas to accommodate development and the most sustainable locations for growth.</p> <p>Specific sites will be allocated in the draft Local Plan when it is published for further consultation.</p> <p>The policy approach will be refined following consultation.</p>
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	?/-	<p>Medway needs more housing to accommodate a growing business need in order to attract new talent and develop a greater 'pool of entrepreneurial skills.</p> <p>However, the provision of housing could take priority when identifying land for development, which could compromise appropriate employment locations beyond the existing employment designations.</p>	<p>The outcomes of further detailed analysis will inform this as well as the findings of the STA work.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>Revitalising town centres includes bringing forward housing and mixed use sites within the town centre boundaries.</p> <p>Housing above ground floor provides a supporting role for the vitality and vibrancy of a centre-providing the population to support the businesses in the centre and providing passive surveillance.</p> <p>Housing delivery in centres will also support the sustainable communities' objective.</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	?/--	<p>Sustainable housing schemes need to have access to green open spaces. This will increase use of the green network. The policy approach supports the principles of sustainable development, which would include the consideration of brownfield land locations first. This will reduce pressure or the need to explore greenfield land.</p> <p>However, given the scale of housing delivery required, compromises will have to be made to deliver the housing need. This will be clarified in the next stage of work with more detailed analysis.</p>	<p>The outcomes of further detailed analysis will inform this as well as the findings of the STA work.</p> <p>Make the approach to land identification more explicit, i.e. brownfield land first.</p>
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	?	<p>As an area grows it is likely to put greater pressure on the environment, however with appropriate measures in place more efficient use of resources can minimise the environmental impact.</p> <p>The exact locations of growth need to be identified and the implications on the road network and air quality need to be understood to inform the wider considerations of sustainability.</p>	<p>The outcomes of further detailed analysis will inform this as well as the findings of the STA work.</p>





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	0	<p>Building regulations incorporate mandatory design considerations regarding climate change. The policy approach does not require any further detailed considerations beyond satisfying the principles of sustainable development.</p>	<p>Support policy approach with appropriate design policies with greater consideration of climate change.</p>
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s rich heritage is at threat of being compromised to meet housing demand.</p>	--	<p>This policy approach does not mention the treatment of heritage assets in the design of schemes. The increasing urgency to deliver housing may therefore compromise the protection of heritage assets.</p>	<p>Appropriate policies on the protection of heritage assets and design policies with consideration of heritage assets.</p>
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority’s valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	?/--	<p>Residential development should be accommodated in the most sustainable locations, particularly away from areas with environmental sensitivities.</p> <p>The policy approach supports the principles of sustainable development, which would include the consideration of brownfield land locations first (not made explicit). This will reduce pressure or the need to explore greenfield land.</p> <p>However, given the scale of housing delivery required, compromises will have to be made to deliver the housing need. This will be clarified in the next stage of work with more detailed analysis.</p>	<p>Clarify the housing delivery approach, i.e. use of brownfield land first.</p> <p>The outcomes of further detailed analysis will inform this as well as the findings of the STA work.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	++	<p>Housing availability can have a huge impact on one's general well-being and is a basic human requirement. Poor living conditions are linked to many health issues, which is evident in Medway's most deprived communities. The policy approach supports housing delivery, including affordable housing, with sustainable development in mind and the creation of sustainable communities. The availability of necessary services and facilities as part of the creation of sustainable communities will further enhance the quality of life people will enjoy.</p>	
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	++	<p>Housing renewal can bring a great many benefits to people living in outdated poorly designed accommodation. Strong communities need modern, flexible housing options that fit the level and type of need. This changes over time. The housing approach seeks to deliver both market and affordable housing, thereby addressing different needs and creating inclusive communities. The connectivity and availability of necessary services and facilities as part of the creation of sustainable communities will further enhance the quality of life people will enjoy.</p>	<p>Support the policy approach with a policy approach addressing the varying types of housing that will address varying needs and stages of life.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1.1: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	++	Meeting the needs of the market is a key element of the Local Plan and this policy will be developed according to the emerging evidence derived from National Statistics population/housing projections. The policy approach seeks to provide a quantity of housing that meets the needs for both market and affordable housing. It is aligned to the SA objective and provides further detail around implementation.	
<p><b>Summary</b></p> <p>The policy approach is based on the delivery of housing numbers and therefore lacks clarity around design, specific locations and as a result implications of the use of greenfield land, conservation/protection of natural and heritage assets etc. Further detailed work will be done to provide more clarity on such matters in conjunction with the drafting of other policies to support the approach. The approach does support the creation of healthier and inclusive communities as well as the delivery of housing numbers to meet the needs over the plan period.</p>				



### Policy Approach – Housing mix

Seeks to ensure an appropriate mix of housing types are provided to address the varying needs across the Authority including consideration of custom and self-build plots and gypsy and travellers. The mix of housing types will be gauged against the SHMA and the appropriateness of the location, size and characteristics of the site to address local requirements.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	The provision of a wide range of housing types under sustainable planning and creating balanced communities is closely linked to the creation of supporting employment, appropriately located to the resident labour supply.	<p>Further work through the consultation on Development Options and supporting technical studies will help determine the capacity of areas to accommodate development and the most sustainable locations for growth.</p> <p>Specific sites will be allocated in the draft Local Plan when it is published for further consultation.</p> <p>The policy approach will be refined following consultation.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	?/-	<p>Medway needs more housing to accommodate a growing business need in order to attract new talent and develop a greater 'pool' of entrepreneurial skills. This range needs to account for size, type, tenure, budget, which is addressed through the policy approach.</p> <p>However, the provision of housing could take priority when identifying land for development, which could compromise appropriate employment locations beyond the existing employment designations.</p>	<p>The outcomes of further detailed analysis will inform this as well as the findings of the STA work.</p>
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>Revitalising town centres includes bringing forward housing and mixed use sites within the town centre boundaries.</p> <p>Housing above ground floor provides a supporting role for the vitality and vibrancy of a centre- providing the population to support the businesses in the centre and providing passive surveillance. A mixture of housing types in centres will support the sustainable communities' objective as well as supporting inclusivity.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	?/--	<p>Sustainable housing schemes need to have access to green open spaces. This will increase use of the green network.</p> <p>The policy approach supports the principles of sustainable development, which would include the consideration of brownfield land locations first. This will reduce pressure or the need to explore greenfield land.</p> <p>However, given the scale of housing delivery required, compromises will have to be made to deliver the housing need. This will be clarified in the next stage of work with more detailed analysis.</p>	<p>The outcomes of further detailed analysis will inform this as well as the findings of the STA work.</p> <p>Make the approach to land identification more explicit, i.e. brownfield land first.</p>
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	?/-	<p>As an area grows it is likely to put greater pressure on the environment, however with appropriate measures in place more efficient use of resources can minimise the environmental impact.</p> <p>The exact locations of growth need to be identified and the implications on the road network and air quality need to be understood to inform the wider considerations.</p>	<p>The outcomes of further detailed analysis will inform this as well as the findings of the STA work.</p>
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	0	<p>Building regulations incorporate mandatory design considerations regarding climate change. The policy approach does not require any further detailed considerations beyond satisfying the principles of sustainable development.</p>	<p>Support policy approach with appropriate design policies with greater consideration of climate change.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	-	<p>Whilst the policy approach makes no mention of the consideration of heritage assets in the design of schemes, the preamble text does have regard to this. This should be made clearer and brought into the policy unless addressed by a design policy.</p>	<p>Appropriate policies on the protection of heritage assets and design policies with consideration of heritage assets.</p>
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	?/--	<p>Residential development should be accommodated in the most sustainable locations, particularly away from areas with environmental sensitivities.</p> <p>The policy approach supports the principles of sustainable development, which would include the consideration of brownfield land locations first (not made explicit). This will reduce pressure or the need to explore greenfield land.</p> <p>However, given the scale of housing delivery required, compromises will have to be made to deliver the housing need. This will be clarified in the next stage of work with more detailed analysis.</p>	<p>Clarify the housing delivery approach, i.e. use of brownfield land first.</p> <p>The outcomes of further detailed analysis will inform this as well as the findings of the STA work.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	++	<p>Housing availability can have a huge impact on one's general well-being and is a basic human requirement. Poor living conditions are linked to many health issues, which is evident in Medway's most deprived communities. This policy seeks to provide everyone with access to suitable accommodation.</p> <p>The policy approach supports housing delivery (varying types), with sustainable development in mind and the creation of sustainable communities. The availability of necessary services and facilities as part of the creation of sustainable communities will further enhance the quality of life people will enjoy.</p>	
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	++	<p>Housing renewal can bring a great many benefits to people living in outdated poorly designed accommodation.</p> <p>Strong communities need a wide range of modern, flexible housing options that fit the level and type of need. This changes over time.</p> <p>This policy seeks to provide everyone with access to suitable accommodation.</p> <p>The housing approach seeks to deliver varying types of housing and a sustainable mix compliant with the SHMA and local needs, thereby addressing different needs and creating inclusive communities. The connectivity and availability of necessary services and facilities as part of the creation of sustainable communities will further enhance the quality of life people will enjoy.</p>	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1.1: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	<p>Providing suitable housing for a growing elderly population</p> <p>Providing the right type and size of housing</p> <p>Tenure - A large increase in the rental market and a drop in home ownership in Medway</p> <p>Lack of affordability for local people</p> <p>Housing pressure with significant population growth via natural growth and inward migration most notably from London</p>	++	<p>Meeting the needs of the market is a key element of the Local Plan and this policy will be developed according to the emerging evidence derived from National Statistics population/housing projections.</p> <p>A variety of affordable housing options will need to be delivered which fit the level and type of need of a changing population.</p> <p>The policy approach seeks to provide an appropriate mix of housing types that meet the needs. It is aligned to the SA objective and provides further detail around implementation.</p>	
<p><b>Summary</b></p> <p>The policy approach is based on the delivery of a mix of housing types and therefore lacks clarity around design, specific locations and as a result implications of the use of greenfield land, conservation/protection of natural and heritage assets etc. Further detailed work will be done to provide more clarity on such matters in conjunction with the drafting of other policies to support the approach. The approach does support the creation of healthier and inclusive communities as well as the delivery of housing numbers to meet the needs over the plan period.</p>				



### Policy Approach – Affordable Housing and Starter Homes

Seeks to identify the appropriate threshold for requiring the delivery of affordable housing supported by viability testing. This policy approach will also provide guidance on starter homes.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	<p>The delivery of housing in the Authority will provide local jobs that residents can easily commute to in a sustainable manner.</p> <p>Affordable housing is key to giving people the opportunity to choose where they live and to be able to locate appropriately in line with employment prospects.</p> <p>With a large student population, Medway needs opportunities for newly skilled graduates to settle/remain in the area by finding suitable accommodation to rent or buy.</p>	<p>Further work is required to test the viability of the Local Plan and policies, informed by upcoming advice on Starter Homes, and an understanding of the locations, scale and mix of development that will be identified as housing allocations in the new plan.</p> <p>The policy approach will be refined following consultation.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	?/-	<p>Medway needs more housing to accommodate a growing business need to attract new talent and develop a greater 'pool of entrepreneurial skills. This range needs to account for size, type, tenure, and budget.</p> <p>The business sector will benefit from having a suitable supply of affordable homes for their employees. Enabling first time buyers to settle/remain in the area will increase the supply of local labour suitably located for Medway businesses.</p> <p>However, the provision of housing could take priority when identifying land for development, which could compromise appropriate employment locations beyond the existing employment designations.</p>	The outcomes of further detailed analysis will inform this as well as the findings of the STA work.
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>Revitalising town centres includes bringing forward housing and mixed use sites within the town centre boundaries.</p> <p>Centrally located, possibly higher density developments close to transport links may provide the type of affordable living units that would suit first time buyers. Emphasis here is on close links to employment opportunities and services rather than space, road network.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	?/--	<p>Sustainable housing schemes need to have access to green open spaces. These developments should increase the use of the green network but not have a negative impact on the centrally located green/open spaces.</p> <p>The policy approach supports the principles of sustainable development, which could reduce pressure on or the need to explore greenfield land.</p> <p>However, given the scale of housing delivery required, compromises will have to be made to deliver the housing need. This will be clarified in the next stage of work with more detailed analysis.</p>	<p>The outcomes of further detailed analysis will inform this as well as the findings of the STA work.</p> <p>Make the approach to land identification more explicit, i.e. brownfield land first.</p>
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	?/--	<p>An expanding population will potentially have a negative effect in causing pollution and a greater impact on the environment.</p> <p>The exact locations of growth need to be identified and the implications on the road network and air quality need to be understood to inform the wider considerations of sustainability.</p>	<p>The outcomes of further detailed analysis will inform this as well as the findings of the STA work.</p>
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	0	<p>Building regulations incorporate mandatory design considerations regarding climate change. The policy approach does not require any further detailed considerations</p>	<p>Support policy approach with appropriate design policies with greater consideration of climate change.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	---	<p>This policy approach does not mention the treatment of heritage assets in the design of schemes. The increasing urgency to deliver housing may therefore compromise the protection of heritage assets.</p>	<p>Appropriate policies on the protection of heritage assets and design policies with consideration of heritage assets.</p>
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	?/--	<p>Residential development should be accommodated in the most sustainable locations, particularly away from areas with environmental sensitivities.</p> <p>The policy approach supports the principles of sustainable development, which would include the consideration of brownfield land locations first (not made explicit). This will reduce pressure or the need to explore greenfield land.</p> <p>However, given the scale of housing delivery required, compromises will have to be made to deliver the housing need. This will be clarified in the next stage of work with more detailed analysis.</p>	<p>Clarify the housing delivery approach, i.e. use of brownfield land first.</p> <p>The outcomes of further detailed analysis will inform this as well as the findings of the STA work.</p>
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	++	<p>Housing availability can have a huge impact on one's general well-being and is a basic human requirement. Poor living conditions are linked to many health issues, which is evident in Medway's most deprived communities. This policy seeks to provide everyone with access to suitable and affordable accommodation.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	++	<p>Housing renewal can bring a great many benefits to people living in outdated poorly designed accommodation. The approach seeks to deliver affordable housing to those unable to purchase market housing and therefore provides access to housing where it has been limited.</p>	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	<p>Providing suitable housing for a growing elderly population</p> <p>Providing the right type and size of housing</p> <p>Tenure - A large increase in the rental market and a drop in home ownership in Medway</p> <p>Lack of affordability for local people</p> <p>Housing pressure with significant population growth via natural growth and inward migration most notably from London</p>	++	<p>Meeting the needs of the market is a key element of the Local Plan and this policy will be developed according to the emerging evidence derived from National Statistics population/housing projections.</p> <p>A variety of affordable housing options will need to be delivered which fit the level and type of need of a changing population. The policy approach aligns very closely to this SA objective.</p>	<p>Support the policy approach with a policy approach addressing the varying types of housing that will address varying needs and stages of life.</p>

**Summary**

The proposed policy aims to meet Medway’s need for affordable housing, however further background work is required, while guidance from government is forthcoming. The policy approach lacks clarity around design, specific locations and as a result implications of the use of greenfield land, conservation/protection of natural and heritage assets etc. Further detailed work will be done to provide more clarity on such matters in conjunction with the drafting of other policies to support the approach.



### Policy Approach – Supported Housing, Nursing Homes and Older Persons Accommodation

Supports the delivery of specialist care accommodation that meets a proven need, is appropriately designed to meet the required need, is easily accessible to public transport, services and facilities and will not lead to an excessive concentration of non-mainstream residential uses that would adversely affect the character of the area.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	<p>The provision of a wide range of housing types under sustainable planning and creating balanced communities is closely linked to the creation of supporting employment, appropriately located to the resident labour supply.</p> <p>That is, providing suitably located, appropriately designed, flexible accommodation for working residents with specific needs to access employment, as well as being located in a sustainable location for access by appropriately skilled support staff.</p> <p>The policy approach requires special care accommodation to be provided where easily accessible to public transport, shops, local services, community facilities etc. There will therefore be job opportunities in close proximity.</p>	The policy approach will be refined following consultation.
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	<p>Providing suitably located, appropriately designed, flexible accommodation for working residents with specific needs to access employment will assist in driving up the economic activity levels of the local population that were not able to contribute previously due to limited support. It also provides employment opportunities for appropriately skilled support staff.</p>	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>Appropriate locations need to have ease of access to public transport, services and facilities for residents, visitors and carers. Areas in and around centres tend to be good locations to facilitate ease of access. Increasing the population in and around centres will ensure that businesses are supported.</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	-	<p>Sustainable housing schemes need to have access to green, open spaces. These developments should increase the use of the green network.</p> <p>Appropriate locations need to have ease of access to public transport, services and facilities for residents, visitors and carers. Areas in and around centres tend to be good locations to facilitate ease of access, which would preserve the existing green network.</p> <p>However, this policy approach does not specify development in brownfield land first nor does it exclude areas in greenfield that are in close proximity to a built up area and public transport. Greenfield land could therefore be compromised in favour of development.</p>	<p>Make clear the consideration of brownfield land first for the location of development or clarify the appropriate an inappropriate locations.</p>





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	<p>As an area grows it is likely to put greater pressure on the environment, however with appropriate measures in place more efficient use of resources can minimise the environmental impact.</p> <p>The policy approach requires such accommodation to be easily accessible to all necessary services and facilities and public transport. This would aid in reducing the need to travel by vehicle, which will reduce the impact on air pollution.</p>	
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	0	<p>Building regulations incorporate mandatory design considerations regarding climate change. The policy approach does not require any further detailed considerations except for it to be fit for purpose in relation to the social, physical, mental and or health care needs. This will help people adapt to future changes.</p>	<p>Support policy approach with appropriate design policies with greater consideration of climate change.</p>
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	-	<p>This policy approach does not mention the treatment of heritage assets in the design of schemes. The increasing urgency/need to deliver special care housing may therefore compromise the protection of heritage assets.</p>	<p>Appropriate policies on the protection of heritage assets and design policies with consideration of heritage assets.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	-	<p>Residential development should be accommodated in the most sustainable locations with ease of access to transport and services and facilities, thereby directing growth to built up areas or well connected to built up areas. The policy approach can be made clearer with regard to the development approach, i.e. brownfield land first</p>	<p>Clarify the housing delivery approach, i.e. use of brownfield land first</p>
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	++	<p>Housing availability can have a huge impact on one's general well-being and is a basic human living requirement. Poor living conditions are linked to many health issues, which is evident in Medway's most deprived communities. This policy seeks to provide everyone with access to suitable accommodation according to their level of need and ensures that access to all services and facilities is provided, thereby improving their quality of life.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	++	<p>Housing renewal can bring a great many benefits to people living in outdated, poorly designed accommodation, particularly those with specific needs, enabling more independent living.</p> <p>Strong communities need a wide range of modern, flexible housing options that fit the level and type of need, without impacting on the supply of mainstream residential uses.</p> <p>This policy seeks to provide everyone with access to suitable accommodation.</p> <p>The connectivity and availability of necessary services and facilities as part of the creation of sustainable communities will further enhance the quality of life people will enjoy.</p>	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	<p>Providing suitable housing for a growing elderly population</p> <p>Providing the right type and size of housing</p> <p>Tenure - A large increase in the rental market and a drop in home ownership in Medway</p> <p>Lack of affordability for local people</p> <p>Housing pressure with significant population growth via natural growth and inward migration most notably from London</p>	++	<p>Meeting the needs of the market is a key element of the Local Plan and this policy will be developed according to the emerging evidence derived from National Statistics population/housing projections.</p> <p>A variety of affordable housing options across varying need levels must be planned for and be delivered which fit the level and type of need of a changing population.</p>	
<p><b>Summary</b></p> <p>The policy approach is criteria based to delivering special car accommodation where a need is demonstrated. It doesn't make clear that brownfield land will be looked at first, which may compromise the value of green space. It is also silent on design criteria that would take account of heritage assets and climate change. The latter issue will be addressed through different policies.</p>				



### Policy Approach – Student Accommodation

Seeks to provide student accommodation in accessible location predominantly in close proximity to higher and further education establishments, where a need has been demonstrated. The provision of student accommodation should not result in the loss of self-contained homes, designated employment land, leisure or community space. There should be a range of type and size of units provided.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	<p>The provision of a wide range of housing types under sustainable planning and creating balanced communities is closely linked to the creation of supporting employment, appropriately located in relation to the resident labour supply.</p> <p>This policy seeks to provide a high quality living environment for students.</p> <p>With a large student population, Medway needs opportunities for newly skilled graduates to settle/remain in the area by finding suitable accommodation to rent or buy. Provision of small, flexible student friendly units may act as 'transitional' accommodation encouraging graduates to remain in Medway after leaving University for employment opportunities.</p>	The policy approach will be refined following consultation.



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	<p>Medway needs more housing to accommodate a growing business need in order to attract new talent and develop a greater 'pool' of entrepreneurial skills.</p> <p>With a large student population, Medway needs opportunities for newly skilled graduates to settle/remain in the area by finding suitable accommodation to rent or buy. Provision of small, flexible student friendly units may act as 'transitional' accommodation encouraging graduates to remain in Medway after leaving University for employment opportunities.</p>	
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>Providing well connected, centrally located student accommodation without putting pressure on key town centre uses and without impacting negatively on other sectors of the community.</p> <p>Student spending and activities can bring much needed demand in central areas which might otherwise struggle. This is particularly the case where developing an 'evening economy' has struggled.</p> <p>The student population also provides a good supply of casual labour for café's, restaurants, shops etc. filling flexible and temporary contracts according to need.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
4: Conserve and enhance the existing green network	There are some 'gaps' in the public rights of way network Balancing access to the countryside with conservation objectives Balancing the accommodation needs of the population with safeguarding the authority's valued environment.	+	This policy aims to provide the setting for a high quality student environment – this extends to a strong surrounding environment including good opportunities for student leisure uses that support the learning experience and enables appropriate use of the green network. The policy approach specifically points to locations close to the universities, which would be in built up areas, thereby protecting the green network.	
5: To reduce our contribution to the impacts of climate change	Highest mortality rates in the South East attributable to anthropogenic 3 Air Quality management Areas (AQMAS) Adverse impacts of high traffic volumes and culture of dependency on private car Limited public transport coverage Reduction in NO2 emissions is required Manage the noise and light pollution particularly in rural areas Reduce impacts of pollution on ecology	+	Appropriate locations need to have ease of access to public transport, services and facilities. The policy approach points specifically to areas close to establishments of further education and centres. This will enable walking and cycling, thereby having less of an impact on the environment.	
6: To adapt and mitigate the impacts of climate change	There are areas of water stress in the Authority The quality of design varies greatly across Medway Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand. Medway is a coastal authority and is therefore at risk of flooding.	0	Building regulations incorporate mandatory design considerations regarding climate change. The policy approach does not require any further detailed considerations except for it to be fit for purpose in relation to the social, physical, mental and or health care needs. This will help people adapt to future changes.	Support policy approach with appropriate design policies with greater consideration of climate change.



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	-	<p>This policy approach does not mention the treatment of heritage assets in the design of schemes. Heritage assets may be compromised where locations are suitable for student accommodation.</p>	<p>Appropriate policies on the protection of heritage assets and design policies with consideration of heritage assets.</p>
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	0	<p>No impact identified – development is directed to the built up areas in close proximity to institutions and centres.</p>	<p>The policy approach can be further supported by brownfield land consideration first.</p>
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	++	<p>Housing availability can have a huge impact on one's general well-being and is a basic human requirement. Poor living conditions are linked to many health issues, which is evident in Medway's most deprived communities. This policy seeks to provide students with access to suitable accommodation to enable students to qualify and join the workforce locally.</p>	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	++	<p>Housing renewal can bring many benefits to people living in outdated poorly designed accommodation.</p> <p>Strong communities need a wide range of modern, flexible housing options that fit the level and type of need without impacting on the supply of mainstream residential uses. The policy approach requires a range of type and size of units to suit varying needs.</p> <p>This policy seeks to provide everyone with access to suitable accommodation.</p>	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	<p>Providing suitable housing for a growing elderly population</p> <p>Providing the right type and size of housing</p> <p>Tenure - A large increase in the rental market and a drop in home ownership in Medway</p> <p>Lack of affordability for local people</p> <p>Housing pressure with significant population growth via natural growth and inward migration most notably from London</p>	++	<p>Meeting the needs of the market is a key element of the Local Plan</p> <p>A variety of student accommodation type and sizes is required, which will suit varying needs and lifestyles.</p>	
<p><b>Summary</b></p> <p>The policy approach is criteria based to delivering student accommodation where a need is demonstrated. It directs delivery to specific built up areas and will therefore not adversely impact on green network. It is however, on design criteria that would take account of heritage assets and climate change. The latter will be addressed through different policies.</p>				





**Policy Approach – Mobile Home Parks** The policy approach seeks to protect existing caravan parks from competing uses but restricts expansion beyond the designated areas. Intensification of existing sites and proposals outside of designations will be considered through a criteria based policy and will need to meet the current England standards. Impact on the surrounding environment particularly sensitive environmental interests and the impact on the amenity of residents in close proximity is a key consideration.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	?	<p>Occupied mobile homes add to the variety of affordable housing options enabling residents to live and work in Medway.</p> <p>Mobile home developments could support the rural economy, providing a labour supply for the agricultural sector where appropriately located. A detailed criterion based policy will inform appropriate locations – proximity to employment areas is therefore not known at present.</p>	<p>The policy approach will be refined following consultation. Ensure the detailed policy considers locational benefits of proximity to employment locations.</p>
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	0	None identified	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	0	None identified	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	-	<p>This policy seeks to restrict the expansion of mobile home parks outside designated areas. It will restrict intensification beyond density guidelines and seek opportunities to enhance the design and visual impact on the surrounding area particularly those near areas of sensitive environmental interests. However the policy approach needs to be clearer about the impact on areas of environmental interests.</p> <p>Any proposals for mobile home parks must have careful consideration and have no adverse impact on the character of the locality.</p>	<p>The detailed policy approach will address gaps in the policy considerations, i.e. specific reference should be made to prevent the loss off and consider the impact on areas of environmental interest.</p> <p>The policy approach could also include design considerations to include green space.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	-	The policy approach does not directly address design and location considerations apart from the Model Standards for Caravans in England, impact on amenity and areas near sensitive environments. The detailed policy approach will take the broad design and location considerations forward.	Develop design considerations to address our impact on climate change – air and noise pollution, waste and recycling management, reduction in vehicular use, accessibility to services and facilities etc.
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	-	The policy approach does not address design or location considerations, which would have an impact on climate change. These will be addressed through the detailed policy or complimentary policies.	Develop design considerations to address climate change and or complimentary policies on flood risk etc.
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s rich heritage is at threat of being compromised to meet housing demand.</p>	-	The policy approach is silent on the impact or protection of heritage assets specifically but does consider the impact on the character of locality, which is broad enough to capture other aspects beyond heritage.	Develop design considerations specific to the treatment of heritage assets or a complimentary policy.



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	+	<p>Residential development should be accommodated in the most sustainable locations, particularly in areas with environmental sensitivities.</p> <p>This policy seeks to restrict the expansion of mobile home parks outside designated areas. It will restrict intensification beyond density guidelines and seek opportunities to enhance the design and visual impact on the surrounding area, particularly those near areas of sensitive environmental interests.</p> <p>However the policy approach needs to be clearer about appropriate locations for growth and pursuing PDL first.</p>	<p>Ensure we have included the approach to directing growth to locations which makes the best use of land, i.e. PDL first, making use of contaminated land, not compromising agricultural land for development.</p>
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	++	<p>Housing availability can have a huge impact on one's general well-being and is a basic human requirement. Poor living conditions are linked to many health issues, which is evident in Medway's most deprived communities. This policy supports affordable housing options, increasing options for ownership. Broadening the housing supply policy will seek to provide everyone with access to suitable, affordable accommodation.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	++	<p>Strong communities need a wide range of modern, flexible housing options that fit the level and type of need.</p> <p>This policy supports the broader housing options, seeking to provide everyone with access to suitable and affordable accommodation. This will increase the housing stock and contribute toward the delivery of the housing requirement.</p> <p>Any proposals for mobile home parks must have careful consideration and have no adverse impact on the character of the locality or amenity of nearby residents.</p> <p>The detailed policies will address issues of accessibility to services and facilities and integration/connectivity with surrounding areas.</p>	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	<p>Providing suitable housing for a growing elderly population</p> <p>Providing the right type and size of housing</p> <p>Tenure - A large increase in the rental market and a drop in home ownership in Medway</p> <p>Lack of affordability for local people</p> <p>Housing pressure with significant population growth via natural growth and inward migration most notably from London</p>	++	<p>A variety of affordable housing options will need to be delivered which fit the level and type of need of a changing population.</p> <p>The council supports the retention of mobile homes at the two main sites - namely Hoo Marina Park and Kingsmead - as an affordable housing option, which will increase the housing stock and contribute toward the delivery of the housing requirement.</p>	
<p><b>Summary</b></p> <p>The policy approach is a high level approach reliant on further detail to be scoped out regarding adaptation and mitigation to climate change. It is also silent on the consideration of location (PDL etc.), inclusion of greenspace, treatment and protection of green infrastructure and heritage assets etc. These issues can either be dealt with through the detailed policy or complimentary policies. The policy approach does score well across the social objectives, i.e. making affordable housing available through other avenues will improve the quality of life, health of residents and inclusivity.</p>				



### Policy Approach – Houseboats

The policy approach seeks to manage provision for houseboats to secure environmental benefits and address the need for such type of housing. In doing so, it will protect current mooring locations, identify appropriate locations for additional moorings and set criteria to minimise impact.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	?	<p>It adds to the variety of affordable housing options enabling residents to live and work in Medway.</p> <p>A detailed criterion based policy will inform appropriate locations – proximity to employment areas is therefore not known at present.</p>	<p>The policy approach will be refined following consultation.</p> <p>Ensure the detailed policy considers locational benefits of proximity to employment locations.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	<p>Houseboat moorings may provide a labour supply for the specialist rural/marine based sectors for example where otherwise shortages may exist. The River Medway is an asset that has not been explored to reach its full potential/contribution to the economy. Additional moorings can help to market the attractiveness of the area.</p> <p>The policy approach could benefit from criteria on appropriate locations, which would enhance the value of the River Medway from a tourism perspective or other.</p>	<p>A detailed criterion based policy will inform appropriate locations – proximity to employment areas is therefore not known at present.</p>
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	?	<p>Where located close to centres, moorings and leisure uses can contribute very positively to centres provided the offer does not compete with the centre. Localities for future moorings and appropriate accompanying uses will be clarified through detailed or complimentary policies.</p>	<p>Develop appropriate or complimentary policies that address town centre locations and appropriate complimentary uses.</p>
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>It is acknowledged through the preamble text that environmental issues related to waste disposal are a concern and the policy seeks to capture environmental benefits and minimise impact.</p> <p>The policy approach therefore seeks to protect and enhance the environment and with moorings being located on the river and less so on green infrastructure, the aims of the policy approach will have limited impact on existing green spaces.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	Use of the River Medway for travel will reduce the vehicular travel, thereby having a positive impact on air quality.	
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	The increased activity on the River Medway could be harmful to the marine environment. The policy approach talks broadly about minimising impact and managing growth. Further detail will be provided in the policy.	Develop policy further to address climate change concerns.
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	-	The policy approach is silent on the impact or protection of heritage assets specifically but does consider minimising impact in general.	A criteria based policy will advise on appropriate locations and design considerations.





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	+	The River Medway has historically been used to support economic uses – manufacturing. The use of the river for other activities has not been explored to its full potential. This approach seeks to broaden the use of the river which could support the economy and social ambitions.	
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	++	This policy supports the broader housing options, seeking to provide everyone with access to suitable and affordable accommodation.	
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	++	<p>Strong communities need a wide range of modern, flexible housing options that fit the level and type of need.</p> <p>This policy supports the delivery of broader housing options, seeking to provide everyone with access to suitable and affordable accommodation, which supports inclusivity and well-being of residents.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1.1: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	++	A variety of affordable housing options will need to be delivered which fit the level and type of need of a changing population. It will increase the housing stock and contribute toward the delivery of the Authority's housing requirement.	
<p><b>Summary</b></p> <p>The proposed policy approach is likely to have positive effects for this specialist type of housing provision, along with environmental improvements. The approach lacks specificity at present regarding design, location and impact on green infrastructure and heritage assets. Further work will be done to inform a detailed policy, which will either captures these issues or be supported by a complimentary policy.</p>				



### Policy Approach – Houses of Multiple Occupation

Seeks to manage the concentration of HMO's and the impact on existing residential amenity of an area resulting from poor waste management, increased car parking requirements and other social impacts of short tenancies.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	<p>The provision of a wide range of housing types under sustainable planning and creating balanced communities is closely linked to the creation of supporting employment, appropriately located to the resident labour supply.</p> <p>The restriction on the concentration of HMO's will ensure residents that move in to the area will have long term aspirations to live and work in the area, which will support a more certain labour force in the Authority.</p> <p>This policy also specifically seeks to ensure that traffic and car parking requirements as a result of the proposal are not excessive, which supports a more sustainable modal shift. This indirectly seeks locations well supported by public transport, ensuring ease of access to employment locations - but can be clarified further.</p>	<p>The policy approach will be refined following consultation. Include the requirement to be located close to employment locations to support the local economy.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	<p>Managing the location and cumulative impact of HMO's allows for the retention of residents with long term aspirations to live and work in the area. This increases and provides a stable workforce. It will also enhance the environment as people will invest in their properties and amenity of the area, thereby increasing the desirability of the location</p> <p>The policy approach itself also seeks to enhance the amenity of the area and character where HMO's are acceptable.</p>	
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>An appropriate provision of HMO's in close proximity to centres will provide a threshold of population to support businesses in the centre, thereby supporting the sustainability of centres. However, the impacts of over-concentration needs to be managed to avoid social impact on the centre, i.e. anti-social behaviour.</p> <p>The policy approach addresses these issues.</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	-	<p>Whilst there is limited information to determine where HMO's will be considered, the policy approach should be clearer about the appropriate locations, i.e. brownfield land - built up areas closer to centres for example.</p>	<p>Make clear which locations would be considered appropriate for HMO's</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	As an area grows it is likely to put greater pressure on the environment; however the policy approach seeks to manage the storage of waste and manage the car parking provision and impact on traffic congestion, which will make a positive contribution toward mitigating our impacts on climate change, i.e. air pollution and traffic congestion.	
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	0	Building regulations incorporate mandatory design considerations regarding climate change. The policy approach does not require any further detailed considerations beyond satisfying the principles of sustainable development.	Ensure complimentary policies are developed which would address specific water stress areas or other design issues which will be required to adapt to climate change in future.
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	-	The approach makes no mention of historic assets and the treatment or consideration of them. An HMO proposal could therefore come forward on a site with historic assets and/or result in the destruction of such assets.	Ensure policy approach factors in consideration/protection of historic assets. This could form part of this policy or could be supported by a complimentary policy(ies), eg. Design and heritage/historic asset policy.



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	--	<p>The policy approach does not make clear the appropriate locations and/or land. It relies on a few criterion, which could be applicable in any location including rural.</p> <p>The policy approach needs to be clearer about appropriate locations for growth and pursuing PDL first.</p>	<p>Ensure we have included the approach to directing growth to locations which makes the best use of land, i.e. PDL first, making use of contaminated land, not compromising agricultural land for development.</p>
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	++	<p>Housing availability can have a huge impact on one's general well-being and is a basic human requirement. Poor living conditions are linked to many health issues, which is evident in Medway's most deprived communities.</p> <p>This policy seeks to support the housing mix policy objective of providing everyone with access to suitable and affordable accommodation.</p> <p>The purpose of this policy is to avoid detrimental over concentrations of HMOs which can lead to social problems in some neighbourhoods.</p> <p>One of the outcomes of this policy is to raise the standard of HMOs and tackle sub-standard accommodation that can present unhealthy living conditions.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	++	<p>Housing renewal can bring a great many benefits to people living in outdated poorly designed accommodation.</p> <p>Strong communities need a wide range of modern, flexible housing options that fit the level and type of need.</p> <p>This policy seeks to support the housing mix policy objective of providing everyone with access to suitable and affordable accommodation.</p> <p>The improved environmental conditions required will also improve the health of residents and ensure that there is a limited proportion of the population in the area that is in constant flux. This will result in a larger proportion of the area with residents with long term interests and will have a vested interest in the area – sufficient to create communities and social cohesion.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	<p>Providing suitable housing for a growing elderly population</p> <p>Providing the right type and size of housing</p> <p>Tenure - A large increase in the rental market and a drop in home ownership in Medway</p> <p>Lack of affordability for local people</p> <p>Housing pressure with significant population growth via natural growth and inward migration most notably from London</p>	++	<p>Meeting the needs of the market is a key element of the Local Plan and this policy will be developed according to the emerging evidence derived from National Statistics population/housing projections.</p> <p>A variety of affordable housing options will need to be delivered which fit the level and type of need of a changing population.</p> <p>HMO's can offer affordable accommodation for many and with the aspired improved living conditions in place can offer higher density living with a positive contribution to the area.</p> <p>HMO's offer access to a form of affordable housing to help residents transition through to better standards of living and better lifestyles in the future.</p>	

**Summary**

The proposed policy approach is likely to have positive effects and emphasises the amenity of existing local residents. It scores well against the economic and social SA objectives as it seeks to retain a larger proportion of residents with a vested interest in the area, which would contribute positively to the local economy. The approach also supports social objectives through seeking improvements in the quality of environment, making housing affordable and accessible to a different target audience, and by managing the amount of residents that would be in transition – seeking temporary accommodation before moving on. This would result in a core resident population that will help to create social cohesion. The approach can be improved by specifying locations that would be acceptable for HMO's and further design and climate change considerations without adversely affecting the green infrastructure network.





### Policy Approach – Self build and custom housebuilding

The policy approach seeks to identify land and explores various ways to deliver the requirement for self-build plots, i.e. through developer requirements (with new proposals and extensions), the preparation of neighbourhood plans, in promoting regeneration schemes and through the disposal of Council land.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	<p>The provision of a wide range of housing types under sustainable planning and creating balanced communities is closely linked to the creation of supporting employment, appropriately located to the resident labour supply. The provision of self-build plots will be done so as part of larger schemes or where other opportunities arise. The scale of provision will therefore not be significant but could still make a positive contribution.</p> <p>The mix of housing types will bring a mix of residents with varied skills, which will contribute to improving the quality of the environment and contribute toward the local economy respectively. This would improve the attractiveness of the area.</p> <p>The appropriate locations for such options need to be made clear, i.e. close to employment areas and/or public transport</p>	<p>The policy approach will be refined following consultation.</p> <p>Further work is required to identify land which could include self-build provision.</p> <p>Consider the appropriate location of self-build units and how they can provide uplift to an area.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	<p>Medway needs more housing to accommodate a growing business need in order to attract new talent and develop a greater 'pool' of entrepreneurial skills. This range needs to account for size, type, tenure, and budget.</p> <p>Providing individuals with opportunities to 'self – build' add to the variety of new housing options. The mix of housing types will bring a mix of residents with varied skills, which will contribute to improving the quality of the environment and contribute toward the local economy respectively. This would improve the attractiveness of the area.</p>	<p>Consider the appropriate location of self-built units and how they can provide uplift to an area.</p>
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring ' competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	?	<p>Providing individuals with opportunities to 'self – build' add to the variety of new housing options across Medway including town centres. Centre locations tend to provide high density developments. Self-build options tend to be of a lower density. It is therefore unlikely that self-build options would take place in town centres. Locations in close proximity to centres where lower densities would be appropriate could be considered.</p> <p>It would provide centres with a population threshold to support the businesses in the centre. However the policy approach does not make clear where this type of housing would be appropriate/suitable.</p>	<p>Make clear the locations considered appropriate and/or the criteria to guide suitability.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	?	<p>Sustainable housing schemes need to have access to green open spaces – this includes self and custom build properties. This will increase use of the green network.</p> <p>However, the appropriate locations for self-build units are not confirmed through the policy approach. Further detail will be provided in the next version of the policy.</p>	<p>Make clear the locations considered appropriate and/or the criteria to guide suitability.</p>
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	?	<p>As an area grows it is likely to put greater pressure on the environment, however with appropriate measures in place more efficient use of resources can minimise the environmental impact. The exact locations of growth need to be identified and the implications on the road network and air quality need to be understood to inform the wider considerations of sustainability.</p>	<p>Make clear the locations considered appropriate and/or the criteria to guide suitability.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	0	<p>This policy has a positive effect on this objective as it lists as a fundamental consideration of development the proposal in conjunction with the design policy the need to :</p> <p>Meet energy efficiency targets and the higher national water efficiency standard.</p> <p>Includes measures to mitigate and adapt to climate change including adaptability of dwellings in a changing environment.</p> <p>Building regulations incorporate mandatory design considerations regarding climate change. The policy approach does not specify any further detailed considerations beyond this.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	---	<p>This policy approach does not mention the treatment of heritage assets in the design of schemes.</p>	<p>Appropriate policies on the protection of heritage assets and design policies with consideration of heritage assets.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	?	<p>The policy approach does not make clear the locations that would be appropriate for development. Agricultural land could be built upon to enable the delivery of this housing type.</p>	<p>Clarify the housing delivery approach, i.e. use of brownfield land first.</p> <p>The outcomes of further detailed analysis will inform this as well as the findings of the STA work.</p>
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	++	<p>Housing availability can have a huge impact on one's general well-being and is a basic human requirement. Poor living conditions are linked to many health issues, which is evident in Medway's most deprived communities. Limited or no access to afford your own home also has an impact of people's lives and health. This creates an additional option for people to access housing of their choice.</p>	
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	++	<p>Housing renewal can bring a great many benefits to people living in outdated poorly designed accommodation. Strong communities need a wide range of modern, flexible housing options that fit the level and type of need.</p> <p>This policy seeks to support the housing mix policy by providing opportunities for everyone to have access to suitable accommodation of their choice. This supports inclusivity and thereby a stronger communities.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	++	This form/type of housing will contribute toward meeting the housing need and will also add to the varied types of housing available to meet varied needs arising.	
<p><b>Summary</b></p> <p>The proposed policy approach is likely to have positive effects, however further work is required to identify land which could include self build provision. The policy emerging from this should include consideration of appropriate locations without compromising green infrastructure, agricultural land, heritage assets, and ensure criteria for determining suitability and design for climate change,</p> <p>The policy approach scores well against the economic and social objectives where the mix of housing brings with it people with higher spend power and skills and the delivery of this type of housing adds to the range of housing types available to meet varied needs and choice.</p>				



### Policy Approach - Gypsy and Traveller Accommodation

Seeks to safeguard existing sites, provision for new sites that will contribute toward meeting the need and satisfying locational requirements (sustainably located in close proximity to local facilities, not be isolated and respect existing communities). The policy approach specifies areas not suitable including Green Belt, etc. and stipulates criteria on scale, access, need and the type of site (to address the current national definition).

SA Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	<p>The provision of a wide range of housing types under sustainable planning and creating balanced communities is closely linked to the creation of supporting employment, appropriately located to the resident labour supply.</p> <p>The policy approach seeks to locate new sites close to services and facilities including retailing, which would provide job opportunities.</p>	<p>The evidence base will need to be updated to reflect current need and changes to national policy and guidance.</p> <p>The policy approach will be refined following consultation.</p>
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	0	None identified	



SA Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	The policy approach requires sites to be allocated in close proximity to local facilities, services and convenience retailing. These are likely to be locations close to centres and would therefore contribute positively by providing the population to support the businesses.	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	++	The approach specifically resists location of such sites in the Green Belt, within environmental designations or protected open spaces. It goes on further to require the proposal to respect the surrounding environment.	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	The approach requires sites to be in close proximity to retailing, services and facilities, thereby ensuring ease of access and sustainable travel. The proposals would therefore not have a significant impact on air quality, traffic congestion or increasing the car journeys.	





SA Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	The policy approach resists the provision of such proposals in environmental designations and thereby protects the amount of green space, which enables adaptation to climate change.	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	++	The approach does specifically make reference to the protection of heritage designations, listed buildings and ancient monuments.	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	+	The policy approach protects environmental designations and recommends locations close to centres, which would be predominantly in built up areas. Careful consideration is given to the impact on the landscape and by doing so makes use of pdl.	



SA Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	+	Requiring proposals to be close to services and facilities provides ease of access.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	+	The approach addresses issues of access and ensures that sites are not isolated, i.e., encouraging integration and community cohesion.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	++	This approach provides for a different variety of accommodation need and therefore contributes toward meeting the housing target in Medway.	
<p><b>Summary</b></p> <p>The proposed policy aims to meet Medway's need to accommodate gypsies and travellers, however further background work is required. The policy approach fares well against the SA objectives and provides a good steer to the areas considered not appropriate for such sites and the requirements to allow integration into the community despite the temporary nature of transit sites for travellers and travelling showpeople.</p>				



## Policy Approach – Economic Development

Aims to support the uplift of the local economy and improvement in the skills levels.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	++	<p>The proposed policy supports raising skills levels and providing apprenticeship and local labour opportunities.</p> <p>It promotes growth of employment sectors that have the best potential for higher value jobs.</p> <p>For these reasons this policy has been appraised as having a significant positive effect.</p>	
2: To have a successful economic base able to sustain economic growth	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	++	<p>Promotes the diversification of Medway's economic base.</p> <p>Working with the strengths of the local economy, such as advanced manufacturing and technology.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	++	Strengthen the role of the town centres in providing wider job opportunities	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	-	The increase in activity could increase vehicular movements and pollution levels and place an increased demand on land.	Ensure the policy is supported by appropriate wording to avoid adverse impact on the road network and where appropriate the make development acceptable, appropriate mitigation measures are required.
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	-	The increase in activity could increase vehicular movements and pollution levels and place an increased demand on land.	Ensure the policy is supported by appropriate wording to avoid adverse impact on the road network and where appropriate the make development acceptable, appropriate mitigation measures are required.



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	-	The increase in activity could increase vehicular movements and pollution levels and place an increased demand on land.	Ensure the policy is supported by appropriate wording to avoid adverse impact on the road network and where appropriate the make development acceptable, appropriate mitigation measures are required.
7: Promoting, enhancing and respecting our historic/cultural	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	0		
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused. However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	-	The increase in activity could place an increased demand on land and could start to encroach on natural assets.	Ensure the policy is supported by appropriate wording to avoid adverse impact on the road network and where appropriate the make development acceptable, appropriate mitigation measures are required.
9: To facilitate the improved health and wellbeing of	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	+	Raising skill levels and providing local labour opportunities – improving people's employability and chances of work will lead to improved well-being for those experiencing barriers to employment.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	++	Alleviating deprivation with skills and employment opportunities to raise median earnings and tackle issues of income deprivation to ultimately lead to better well-being.	
11: To provide sufficient and affordable housing suitable	<p>Providing suitable housing for a growing elderly population</p> <p>Providing the right type and size of housing</p> <p>Tenure - A large increase in the rental market and a drop in home ownership in Medway</p> <p>Lack of affordability for local people</p> <p>Housing pressure with significant population growth via natural growth and inward migration most notably from London</p>	+	Alleviating deprivation with skills and employment opportunities to raise median earnings and tackle issues of income deprivation to ultimately lead to better well-being and ability to afford their own homes.	
<p><b>Summary</b></p> <p>Positive in supporting the economy but could have a negative impact on the environment with particular regard to the pollution levels and the demand for land encroaching on the countryside.</p>				



## Policy Approach – Rural Economy

Aims to achieve a balance between growing the rural economy and conserving the rural countryside.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
<p>1: To improve skill levels and encourage suitable employment opportunities in accessible locations</p>	<p>Too few jobs in relation to working age population            A lower employment rate than nationally with issues of worklessness            A lower qualification attainment and lower level adult skills in local population'            A dependency on road transport for work journeys combined with HGV use for goods transportation            Road congestion with freight and peak time commuting traffic making a significant contribution            Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation            Lower qualifications/skill levels result in lower earnings            An inequality of earnings with a significant proportion of households living on low incomes.</p>	<p>+</p>	<p>With comparatively lower economic activity rates on the Peninsular new business opportunities will give rural population more employment options.</p> <p>Employment opportunities closer to home will reduce the need to travel.</p> <p>With significant pockets of deprivation in rural communities – employment opportunities will help alleviate income/employment deprivation in more isolated areas.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	<p><i>'Promoting the sustainable development of land based rural businesses'.</i></p> <p>Improved facilities in rural areas and associated services for example improved broadband access will give new rural businesses a greater chance of survival. Medway experiences quite a high business turnover rate and rural businesses are likely to have a greater risk in areas where support is lacking.</p> <p>Developing the business infrastructure away Medway's urban areas will give more choice to new and continuing businesses with more opportunities for expansion and ultimately survival.</p>	
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	0	<p>Caution has been applied here as this objective relates to the urban centres. Though these centres should benefit from the areas managed growth including the rural areas the benefit may come later in the plan process and the direct relationship may be difficult to prove.</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>The policy supports the expansion of the rural economy where it is balanced with the conservation requirements and should therefore not have a negative impact on green infrastructure, but if planned right should support and strengthen the green network. Greater use of the Hoo Peninsula for residents and for business purposes increases the justification for preserving and enhancing the network.</p>	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	<p>Providing the rural population with more local opportunities in terms of services and employment should reduce the need to travel so far, this could particularly be the case for those living on the Hoo Peninsula at Grain for example.</p>	
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>The policy approach supports the creation of sustainable villages, sustainable tourism and leisure activities in-keeping with the rural environment. The impacts of climate change will therefore be carefully managed.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	+	<p>Developing the economy on Medway's rural areas is likely to put more demand on land use on the Peninsula from tourism and leisure activities. This could have a negative impact on sensitive build environment and wildlife assets however the rural policy seeks to achieve a balance between development and conservation.</p> <p>For that reason it is assumed that there will be a balance in the opportunities provided by developing the economy and the safeguarding that is going to be put in place with any development that takes place away from the existing urban boundaries.</p>	<p>The 'balance' detailed here will be monitored under the Local Plan monitoring framework.</p>
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused. However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	+	<p><i>'Supporting sustainable land use industries and protecting them from conflicting development'</i>.</p> <p>The quality of Medway's agricultural land is recognised in the Local Plan and suitable protection is applied to those areas with land on the highest agricultural value. The contribution that farming makes to Medway's economy is important and must not be lost.</p> <p>Protecting land based rural business should not stop the opening up of other land based activities – important heritage and environmental assets with the appropriate management can be brought forward under leisure and tourism to allow a wide cross section of users to enjoy the assets, make a significant contribution to Medway's economy, whilst at the same time ensuring their continued protection by benefitting from the finances secured via tourism.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	+	<p>Greater choice should be available in terms of key lifestyle components from leisure facilities, health services to the range of consumables, giving people more choice in what they do and how they live and ultimately where they live.</p> <p>Managed development should bring forward these opportunities and represent a positive.</p>	
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	++	<p><i>'The retention of key rural services and facilities to promote sustainable villages, providing for the needs of rural residents'.</i></p> <p>As Medway grows and as diversity of the local population increases the range of needs increases. For many the limited availability of services in rural areas means that living away from the urban centre is not a workable.</p> <p>If the rural economy is developed and job wider job opportunities made available, living options need to be available in order to support a population with a wider set of skills. Without a significant change in services, the alternative will be unsustainable with workers having to travel longer distances to work in areas that remain 'remote'. This may result in new rural businesses experiencing difficulties in attracting suitably skilled staff.</p> <p>The development of the rural economy should assist in tackling pockets of severe deprivation and result in overall improvements to rural communities as more life choices become available.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
11: To provide sufficient and affordable housing suitable to peoples	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	+	As more job opportunities become available this needs to be balanced with new housing becoming available. This needs to provide a wide range of accommodation types in terms of size and tenure to suit a wide housing need to support life stage need to allow all generations to continue living in rural communities.	
<b>Summary</b> The policy approach performs positively across the majority of the SA objectives. A balance will need to be achieved between maintaining the rural environment and encouraging the economy to grow. The detailed policies will manage this balance appropriately.				



## Policy Approach – Tourism

Seeks to positively promote sustainable tourism development, which supports the economy and cultural life without compromising the environment.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	++	<p>With comparatively lower economic activity rates in Medway new tourism business opportunities will provide more employment options.</p> <p>Tourism employment opportunities in sustainable locations should reduce the need to travel longer distances to work.</p> <p>With significant pockets of deprivation – employment opportunities derived directly and indirectly from tourism will help alleviate income/employment deprivation in Medway's worst off neighbourhoods.</p>	
2: To have a successful economic base able to sustain economic growth	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	<p>Expanding the tourism sector will help boost Medway's economy and utilise the areas natural &amp; historic assets.</p> <p>The Local Plan can assist in bringing forward available sites for tourism uses, accommodation, leisure uses in sustainable locations.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	++	<p>Expansion of tourism and leisure facilities should help the vitality of Medway's centres where some retail uses have struggled. These uses can bring associated retail spending as a result of higher footfall and should assist evening economy trade. Retail alone cannot necessarily sustain evening trade – this could be an indirect benefit of the tourism/leisure sector.</p> <p>A greater focus on tourism, cultural and heritage assets will help create a renewed identity of Medway's centres and help establish their roles and improve their attractiveness.</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>In this policy approach, the green network is considered through the encouragement of sustainable locations and means of travel, thereby lessening the impact on the natural environment. And in the rural context, the policy approach seeks to avoid negative impacts on the natural environment and requires sensitive design and respect for the natural environment. It will also improve access to the countryside and support biodiversity and habitats to flourish. The natural environment can be enhanced to create an attractive destination.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	0	<p>Traffic generation from day and overnight visitors could have a negative impact on the environment, adding to congestion and air pollution.</p> <p>However this policy approach has been appraised as having no impact under this objective as the proposed policy states that proposals for tourist facilities will be assessed against the principle of 'maximising opportunities for sustainable travel in accessible locations and minimises traffic generation.'</p>	
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	0	<p>The policy approach requires the consideration of sustainable travel, the need for further tourist attractions and respecting the nature of the location. It will therefore be designed in a way that will be environmentally friendly.</p> <p>However, like the above, should there be a need for more tourist attractions, then this would require the use of countryside for the development of hotels or cultural and leisure facilities thereby reducing the quantity of green infrastructure.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	++	<p>The proposed policy approach supports tourism developments that respect the integrity of assets associated with the local historic environment.</p> <p>The historic environment is a great asset to Medway and draws in many visitors, extending tourism can assist in protecting historic assets providing valuable funding.</p>	The 'balance' detailed here will be monitored under the Local Plan monitoring framework.



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	+	<p>The proposed policy approach supports the principles of sustainable development. Tourism proposals will only be supported where they are assessed as being appropriate in scale and nature to the natural environment.</p> <p>Use of the natural environment via sustainable tourism can act to support the natural assets and provide funds to make improvements, directly as a result of charging for access or indirectly as a result of justification from other funding sources.</p> <p>The policy approach takes a balanced approach to protecting the natural environment and only approving development where considered appropriate without compromising the natural environment.</p>	
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	+	<p>Tourism in rural areas, where appropriate, will improve access to the natural environment and provide the leisure uses that will contribute to a healthier lifestyle and encourage walking and other leisurely activities.</p>	
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	+	<p>Tourism developments delivered under regeneration activities in conjunction with wider mixed developments could have the benefit of an improved local economy. The local communities would then benefit from enhancements and provision of new leisure/retail and other facilities which will be accessible to all.</p>	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	0	The provision of tourist facilities is judged as not having a direct relationship with the supply of affordable housing.	
<p><b>Summary</b></p> <p>The policy approach is largely positive. The balanced approach taken to development ensures that the natural environment is not compromised. Provision of tourism and leisure facilities in central locations (centres) will ensure sustainable access and will support the local economy in both urban and rural contexts. An improved local economy will help to revitalise the area and ensure access to improved services and facilities as a result.</p>				



### Policy Approach – Visitor Accommodation

Seeks to encourage the provision and retention of visitor accommodation where the need is demonstrated without compromising the natural environment in rural areas. Sustainable locations are promoted and sustainable means of travel.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p><b>The current mismatch of skills to jobs will increase over time creating a wider gap in resident’s ability to secure higher earnings to improve their living conditions.</b></p> <p>Too few jobs in relation to working age population            A lower employment rate than nationally with issues of worklessness            A lower qualification attainment and lower level adult skills in local population’            A dependency on road transport for work journeys combined with HGV use for goods transportation            Road congestion with freight and peak time commuting traffic making a significant contribution            Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation            Lower qualifications/skill levels result in lower earnings            An inequality of earnings with a significant proportion of households living on low incomes.</p>	++	<p>Expanding the tourism sector and providing facilities for tourists to stay longer will open up direct and indirect opportunities for the local population to benefit economically. Demand for bed and breakfast and guest house style accommodation can be appropriate for a wide range of accommodation styles.</p> <p>With comparatively lower economic activity rates in Medway new tourism business opportunities will provide more employment options.            Tourism employment opportunities in sustainable locations should reduce the need to travel longer distances to work.</p> <p>With significant pockets of deprivation – employment opportunities derived directly and indirectly from tourism will help alleviate income/employment deprivation in Medway’s worst off neighbourhoods.</p>	<p>The proposed policy approach supports proposals that avoid negative impacts on the environment, that are appropriate in scale and nature for the location, are sensitively designed, respect the local amenity, the characteristics of the built, historic and natural environment, avoid siting in areas of high flood risk and intrusion into the landscapes of open countryside.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and competitiveness	<p><b>The local economy needs to respond to the changing market to become robust, competitive, and relevant and to be able to support the growing population at the levels anticipated by 2035.</b></p> <p>Lower productivity (GVA) levels, amongst lowest in South East  A lower value economic base  Significant outward commuting flow for work  Constrained business locations  There is a need for more commercial land  Medway has expanding specialist sectors</p>	+	<p>With a general shortage in affordable overnight accommodation identified in Medway clearly demand is there for more places to stay at both ends of the market. This includes leisure and business related demand.</p> <p>Expanding the visitor accommodation offer will help boost Medway’s economy, support the tourist market as well as business.</p> <p>The Local Plan can assist in bringing forward available sites for tourist and business accommodation in sustainable locations.</p>	
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p><b>The authority’s centres need to respond to the ever-changing market to become robust, stable, sustainable and relevant in order to support the growing population at the levels anticipated by 2035.</b></p> <p>A need for more comparison retail floor space to improve the offer  Competition from local out of centre locations is putting pressure on TCs  Loss of local spend to neighbouring ‘competitors’  A narrow retail offer in centres with emphasis on convenient shopping  A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre  Heritage assets at risk</p>	++	<p>Sustainable tourism and leisure activities and associated accommodation activities can support the vitality of Medway’s centres where some retail uses have struggled. These uses can bring associated retail spending as a result of higher footfall and should assist in the evening economy trade. Retail alone cannot necessarily sustain evening trade – this could be an indirect benefit of the tourism/leisure sector.</p> <p>A greater focus on tourism, cultural and heritage assets will help create a renewed identity of Medway’s centres and help establish their roles and improve their attractiveness.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
4: Conserve and enhance the existing green network	<p><b>It is essential that the green infrastructure provision and its accessibility is improved, conserved and enhanced to support the envisaged increase in population and accompanying housing provision.</b></p> <p>There are some 'gaps' in the public rights of way network Balancing access to the countryside with conservation objectives Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>Sustainable tourism and leisure activities and associated accommodation activities can support the green network. It can add further justification for the conservation and enhancement of the green network using the network as an asset and promoting it via tourism marketing.</p> <p>In the rural context, the policy approach seeks to avoid negative impacts on the natural environment and requires sensitive design and respect for the natural environment. It will also improve access to the countryside and support biodiversity and habitats to flourish. The natural environment can be enhanced to create an attractive destination.</p>	
5: To reduce our contribution to the impacts of climate change	<p><b>An increase in population will result in increased pressure on the road network, infrastructure and service provision. The increased number of vehicles on the road will exacerbate congestion, which is likely to be the major source of emissions/air pollution within the borough adversely impacting on the health of residents.</b></p> <p>Highest mortality rates in the South East attributable to anthropogenic 3 Air Quality management Areas (AQMAs) Adverse impacts of high traffic volumes and culture of dependency on private car Limited public transport coverage Reduction in NO2 emissions is required Manage the noise and light pollution particularly in rural areas Reduce impacts of pollution on ecology</p>	0	<p>Traffic generation from overnight visitors could have a negative impact on the environment, adding to congestion and air pollution.</p> <p>However this policy approach has been appraised as having no impact under this objective as the proposed policy states that the provision of visitor accommodation much fit with the principle of 'maximising opportunities for sustainable travel in accessible locations and minimises traffic generation.'</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p><b>The increasing demand for housing resulting from the projected increase in population will put a strain on the environment and our ability to respond to climate change. Levels of pollution (air, light, noise) and occurrences of flooding will increase</b></p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	0	<p>The policy approach requires the consideration of sustainable travel, the need for further tourist attractions and respecting the nature of the location. It will therefore be designed in a way that will be environmentally friendly.</p> <p>However, like the above, should there be a need for more tourist attractions, then this would require the use of countryside for the development of hotels or cultural and leisure facilities thereby reducing the quantity of green infrastructure.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p><b>The increasing demand for housing resulting from the projected increase in population will put a strain on the demand for land, which could compromise the function of the Authority's heritage assets and how development is delivered – i.e. little consideration for heritage and more emphasis on delivering the numbers.</b></p> <p>Medway has a rich military and cultural heritage There are numerous buildings that are locally listed, which provides limited weight to protect</p>	++	<p>The proposed policy approach supports tourist accommodation developments that respect the integrity of assets associated with the local historic environment. For that reason new accommodation developments should not have a negative impact. The historic environment is a great asset to Medway and draws in many visitors, extending tourism can assist in protecting historic assets providing valuable funding.</p>	<p>The 'balance' detailed here will be monitored under the Local Plan monitoring framework.</p>
8: Making the best use of natural assets	<p><b>The increasing demand for housing resulting from the projected increase in population will put a strain on the demand for land, which could compromise the function of the Authority's natural assets.</b></p> <p>Medway has a large proportion of natural assets including agricultural land and international designations. There is limited land available for development with increasing pressure placed on natural assets at present</p>	+	<p>This policy states that proposals for visitor accommodation will only be allowed where the proposal avoids negative impacts on the environment. Providing accommodation in the rural areas will capitalise on the value of greenery and improve access to green spaces.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p><b>Without further intervention, the health of the authority's residents could deteriorate resulting in earlier death rates and placing a greater strain on the NHS.</b></p> <p>Poor lifestyle choices resulting in poor health Demand on health infrastructure Deficient in open space and sports provision Poor access to healthy alternatives</p>	+	<p>Visitor accommodation in conjunction with wider mixed developments could have the benefit of providing leisure facilities which are available to local communities, i.e. improving access to green spaces, services and facilities. Leisurely activities in the rural areas will also encourage walking and a healthier lifestyle.</p> <p>Managed development should bring forward these opportunities and represent a positive.</p>	
10: Promote strong and inclusive communities	<p><b>An increase in population will place a strain on infrastructure and services. The focus on new provision and without further intervention could result in identified areas of deprivation being further isolated, creating an increased level of deprivation and wider gaps in accessibility to housing, services and facilities necessary to provide uplift.</b></p> <p>A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	+	<p>Visitor accommodation in conjunction with wider mixed developments could have the benefit of providing leisure/retail and other facilities which will be available to local communities. i.e. improving access to green spaces, services and facilities. Leisurely activities in the rural areas will also encourage walking and a healthier lifestyle.</p> <p>Tourism in rural areas, where appropriate, will improve access to the natural environment and provide the leisure uses that will contribute to a healthier lifestyle and encourage walking and other leisurely activities.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	<p><b>Sustainability issue:</b> The increasing population requires a quick response to housing provision, particularly the provision of housing that is affordable to residents.</p> <p><b>Issues:</b>            Providing suitable housing for a growing elderly population            Providing the right type and size of housing            Tenure - A large increase in the rental market and a drop in home ownership in Medway            Lack of affordability for local people            Housing pressure with significant population growth via natural growth and inward migration most notably from London</p>	0	The provision of visitor accommodation is judged as not having a direct relationship with the supply of affordable housing.	
<p><b>Summary</b>            The policy approach is largely positive. The balanced approach taken to development ensures that the natural environment is not compromised. Provision of tourism and leisure facilities in central locations (centres) will ensure sustainable access and will support the local economy in both urban and rural contexts. An improved local economy will help to revitalise the area and ensure access to improved services and facilities as a result.</p>				



## Policy Approach – Retail and Town Centres

The policy approach seeks to protect and strengthen the vitality and vibrancy of centres by managing uses, frontages, scale and format of provision in differing locations (retail warehousing areas as opposed to town centres).

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	++	Improvements to the retail offer will offer further opportunities for job creation and accessibility to services and facilities. Centres will play a role in creating a hub of opportunities and will build on good existing transport links.	
2: To have a successful economic base able to sustain economic growth and	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	++	The provision of jobs, retail, leisure and service provision will respond to the changing economic climate and thereby be responsive to changing needs. An improvement in our centres will improve the attractiveness of Medway and encourage further investment over time.	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	++	Improvements to the retail core will over time create the right conditions for diversification and will attract businesses to locate in our centres. Over time, the mix of uses will support vital and vibrant centres that will support the needs of the local population.	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	The provision of leisure in our centres will support tourism. Tourism in Medway is based on both its heritage assets and the valued countryside. The latter is not as advanced as will benefit from increased leisure provision in our centres, which could result in investment in protecting our countryside while improving access to it.	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	The centralised location of centres facilitates a central location is the most accessible locations not warranting vehicular movements. It would therefore reduce air pollution and improve accessibility to services and facilities for people to carry out their daily activities.	
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	The centralised location of centres facilitates a central location is the most accessible locations not warranting vehicular movements. It would therefore reduce air pollution and improve accessibility to services and facilities for people to carry out their daily activities.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
7: Promoting, enhancing and respecting our historic/cultural	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	++	<p>The focus of our centres will also be to capitalise on our cultural assets, of which our heritage forms a big part. The leisure offer envisaged will seek to emphasise the heritage and cultural character of Medway's centres. The heritage assets in Medway's centres will be protected in this way.</p>	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused. However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	+	<p>This policy approach will make best use of PDL and through tourism will seek to improve access to the countryside whilst protecting it. A balance will be achieved.</p>	
9: To facilitate the improved health and wellbeing of the Boroughs	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	++	<p>The policy approach will improve access to services and facilities and will encourage people to make use of public transport and visit the countryside. This will improve their health and quality of life.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	++	<p>The policy approach will improve access to services and facilities and will encourage people to make use of public transport and visit the countryside. This will improve their health and quality of life.</p> <p>The centralised location of centres facilitates a central location is the most accessible locations not warranting vehicular movements. It would therefore reduce air pollution and improve accessibility to services and facilities for people to carry out their daily activities.</p>	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	<p>Providing suitable housing for a growing elderly population</p> <p>Providing the right type and size of housing</p> <p>Tenure - A large increase in the rental market and a drop in home ownership in Medway</p> <p>Lack of affordability for local people</p> <p>Housing pressure with significant population growth via natural growth and inward migration most notably from London</p>	+	<p>Centre locations provide the opportunity for the provision of housing above ground floor and in close proximity to the centres. Housing in the centres will be high density – appropriate for the younger profile to get onto the housing ladder. The provision of housing at higher densities will enable to delivery of a large amount of units. Housing in close proximity to the centre can provide lower density accommodation for families and the older profiled residents that need access to community facilities and service in the centre.</p>	
<p><b>Summary</b></p> <p>Positive in supporting the economy, creation of jobs, improving access to services and facilities and the countryside through tourism, protecting heritage assets and supporting sustainable travel.</p>				



### Policy Approach - Strategic Access Management and Monitoring

Seeks to manage the impacts of growth in close proximity to designated habitats through a tariff contribution. The policy approach clarifies working arrangements to deliver a strategic access mitigation scheme.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	0	None identified	The policy approach will be refined following consultation.
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	-	<p>The protection of designated areas and the imposition of a tariff contribution could be a deterrent for the location of businesses particularly tourism related as it as an additional costs. This could be balanced out by the attractiveness of the natural environment and the location along the coast.</p> <p>Protection of the land from development prevents growth.</p>	Further work will identify appropriate areas for growth



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	-	<p>The protection of designated areas along the river Medway where located close to town centres and the imposition of a tariff contribution could be a deterrent for the location of businesses particularly tourism and leisure related as it as an additional costs.</p> <p>Protection of the land from development prevents growth.</p> <p>This could be balanced out by the attractiveness of the location where close to the town centres.</p>	Further work will identify appropriate areas for growth
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	++	The policy approach seeks to protect habitats and biodiversity by managing the level of development in close proximity to the designated areas.	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	++	<p>The policy approach seeks to protect habitats and biodiversity by managing the level of development in close proximity to the designated areas.</p> <p>Retention of the greenery enables responsiveness and adaptability to the impacts of climate change.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	++	<p>The policy approach seeks to protect habitats and biodiversity by managing the level of development in close proximity to the designated areas.</p> <p>Retention of the greenery enables responsiveness and adaptability to the impacts of climate change.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	+	<p>The historic environment has an interrelationship with the natural environment, with many historic assets located in natural rural setting. This policy seeks to support and enhance these assets.</p>	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	++	<p>The policy approach seeks to protect the green asset so that it is able to perform its fundamental function.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	0	Protection of the green space will help to filter out air pollution and provide greenery to a very urban setting etc., however access to these designations are managed to prevent erosion of the biodiversity and habitats. This policy approach maintains the current provision.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	0	Protection of the green space will help to filter out air pollution etc., however access to these designations are managed to prevent erosion of the biodiversity and habitats. This policy approach maintains the current provision.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	-	Protection of the designations will inhibit the delivery of housing.	Further work will inform the appropriate locations for housing delivery.
<b>Summary</b> The policy approach seeks to protect the designated green spaces, which scores positively for the natural environment and would be good for the residents in the area in general but prevents social inclusion by limiting access to the areas and limits the delivery of much needed housing and employment opportunities. It therefore scores well against the environmental objectives and less favourably for the delivery of housing or supporting social inclusion.				





**Policy Approach: Securing Strong Green Infrastructure**

Seeks to protect the network of green infrastructure with highest protection awarded to sites of international importance. New development is required to provide green infrastructure that improves connectivity and links to the existing green infrastructure network.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	0	<p>Green infrastructure will support the successful integration of new developments with the wider area.</p> <p>The extension of the green infrastructure network will be promoted through set criteria for Local Green Spaces.</p> <p>Opportunities will be sought to improve access and connections to the Public Rights of Way network, including footpaths, bridleways and cycle routes.</p>	<p>A Green Grid for Medway will be set out in a Green Infrastructure Framework to be published in 2017 to support further work on the Local Plan.</p> <p>The policy approach will be refined following consultation.</p>
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	0	None identified	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	0	None identified	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	++	The policy approach seeks to protect and expand the green infrastructure network.	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	++	A retained and expanded network of green space will help to counteract, adapt to the impacts of climate change naturally, i.e. green space can serve as flood storage and natural air pollution filter.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	++	<p>A retained and expanded network of green space will help to counteract, adapt to the impacts of climate change naturally, i.e. green space can serve as flood storage and natural air pollution filter.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	+	<p>Heritage assets extend beyond physical buildings. The landscape, views and vistas also have historic and heritage value, which the policy approach would seek to protect.</p>	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused. However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	++	<p>By protecting the green space, growth and development is indirectly directed to PDL.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	++	An increase and improvement in open space will encourage a healthier lifestyle – supporting outdoor activity.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	++	An increase and improvement in open space will encourage a healthier lifestyle – supporting outdoor activity. The incorporation of green space as part of new developments will provide a better quality environment and increase connectivity to other areas, which will support greater socially connected neighbourhoods.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	0	None identified	
<b>Summary</b> The proposed policy approach scores positively on objectives centred on the environmental and social objectives and less so on the economic and housing objectives.				



## Policy Approach – Landscape

Seeks to protect and enhance the landscape with particular focus on the Kent Downs AONB and its setting.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	0	None identified	<p>The new Strategic Transport Model (STM) will form a key part of the evidence base for the new Local Plan. The STM will assess the cumulative impact of new development to 2035, in line with the Local Plan period. The STM will also be used to demonstrate traffic demand as a result of new development; test possible mitigation strategies; undertake operational modelling of the highway network; and assess the associated emissions within the Air Quality Management Areas.</p> <p>The policy approach will be refined following consultation.</p>
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	The policy approach supports development that would respect the character and qualities of the surrounding landscape. The policy approach is therefore not completely protective or restrictive of development.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	0	None identified	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	++	<p>The proposed policy approach would make a significant contribution to supporting the green network sustainability objective.</p> <p>This policy will enhance the green network and surrounding landscapes to respect their character, qualities and distinctiveness. This includes the green network.</p>	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	++	<p>Protecting and enhancing the landscape will contribute toward enhanced biodiversity and habitats, which would be able to support the authority in adapting and addressing the impacts of climate change. Issues such as air quality can be dealt-with with ease where greenery is in abundance.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	++	<p>Protecting and enhancing the landscape will contribute toward enhanced biodiversity and habitats, which would be able to support the authority in adapting and addressing the impacts of climate change. Issues such as air quality can be dealt-with with ease where greenery is in abundance.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	++	<p>This policy is likely to have a positive effect on the historic/cultural heritage sustainability objective as it will support the protection of areas of sensitivity and encourage the protection of the landscape surrounding cultural/historic assets from the impact of development.</p>	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	++	<p>This policy is likely to have a positive effect on the natural assets sustainability objective as it will support the protection of areas of sensitivity and encourage the protection of natural assets and the surrounding landscape from the impact of development.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	++	An improved and protected landscape will provide opportunities for a healthier lifestyle - walks and other outdoor activities.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	+	Residents will have access to these spaces, which will support outdoor activities and healthier lifestyles.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	+	The policy approach supports development that would respect the character and qualities of the surrounding landscape. The policy approach is therefore not completely protective at all costs.	
<b>Summary</b>				
The proposed policy approach scores positively against most objectives. Whilst the approach seeks to protect the landscape, it provides opportunity for development subject to complying with local guidance and respecting the character and qualities of the surrounding environment.				



## Policy Approach – Flood risk

The policy approach will manage flood risk from all sources and will apply a sequential risk based approach and prioritises the use of Sustainable Drainage Systems.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	The sequential, risk-based approach and potential use of sustainable drainage systems would ensure developments are suitably located and resilient to flood risk and climate change.	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	The proposed policy approach would make a significant contribution to creating an attractive, sustainable business environment.	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	The sequential, risk-based approach and potential use of sustainable drainage systems would ensure developments are suitably located and resilient to flood risk and climate change. This will support safe access.	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	The proposed policy approach would make a significant contribution to supporting the green network sustainability objective. This policy will account for Medway's open/green assets when allowing development to come forward.	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	The proposed policy approach would make a significant contribution to supporting the climate change sustainability objective. It will improve access to services and facilities where flooding had prevented this in the past.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	++	<p>The policy approach directs development to more sustainable locations and encourages the provision of SUDs. It will also require development proposal to avoid exacerbating flood risk downstream or elsewhere leading on from the site in question.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	+	<p>Addressing flood risk through new development proposals around tourist attractions will improve accessibility thereby making it an attractive location.</p>	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	?	<p>Uncertain/insufficient evidence.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	+	The proposed policy approach would make a significant contribution to supporting the health and wellbeing of residents by creating a safe environment to locate housing. The added SUDS will add value to creating a pleasant green environment.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	+	The proposed policy approach will create a safe environment for residents by directing growth to the most sustainable locations that would support the resilience of developments.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	+	The sequential, risk-based approach and potential use of sustainable drainage systems would ensure developments are suitably located and resilient to flood risk and climate change.	
<b>Summary</b> The proposed policy approach scores positively against most of the sustainability objectives and provides limited detail. The detailed policy will provide more guidance on wider flood storage considerations and the use of green space to accomplish this. The scope of the policy approach is therefore aimed at directing development to areas of least flood risk and prioritising the provision of SUDs which would make access easier and with the additional greenery would make the area more pleasant.				



### Policy Approach – Air Quality

The policy approach seeks to manage and improve air quality through restrictions and/or appropriate mitigation measures. Specific reference is made to Medway’s guidance on air quality, which all developments are required to comply. Off-site contributions are permitted through planning obligations where on-site mitigation measures are not possible.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
<p>1: To improve skill levels and encourage suitable employment opportunities in accessible locations</p>	<p>Too few jobs in relation to working age population            A lower employment rate than nationally with issues of worklessness            A lower qualification attainment and lower level adult skills in local population’            A dependency on road transport for work journeys combined with HGV use for goods transportation            Road congestion with freight and peak time commuting traffic making a significant contribution            Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation            Lower qualifications/skill levels result in lower earnings            An inequality of earnings with a significant proportion of households living on low incomes.</p>	<p>++</p>	<p>Poor air quality is likely to have a detrimental effect on a wide range of economic activities which is likely to impact of employment opportunities.</p> <p>The policy approach seeks to manage air quality and require developments to comply with requirements. This will encourage employment opportunities in accessible locations through various sustainable modes of transport.</p>	<p>The new Strategic Transport Model (STM) will form a key part of the evidence base for the new Local Plan. The STM will assess the cumulative impact of new development to 2035, in line with the Local Plan period. The STM will also be used to demonstrate traffic demand as a result of new development; test possible mitigation strategies; undertake operational modelling of the highway network; and assess the associated emissions within the Air Quality Management Areas.</p> <p>The policy approach will be refined following consultation.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	?	<p>The proposed policy approach would make a significant contribution to creating an attractive, sustainable business environment by encouraging sustainable modes of transport and ensuring employment locations area accessible.</p> <p>However, there is insufficient information around the exact location and distribution of new employment opportunities and the implications of new growth on the transport network and air quality.</p>	Findings of the STA will inform the areas of air quality and traffic congestion.
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	Air quality is a key issue in town centres, this policy is likely to have a positive effect on the town centres objective as it has the ability to tackle issues of air quality on the most heavily used areas of Medway.	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>The proposed policy approach would make a significant contribution to supporting the green network sustainability objective. This policy will account for Medway's open/green assets when allowing development to come forward.</p> <p>Managing the quality of air will reduce the pressure on the green infrastructure network, thereby enhancing the quality of space.</p> <p>The approach seeks to maintain areas of good air quality.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	++	<p>The proposed policy approach would make a significant contribution to supporting the climate change sustainability objective. It aims to tackle the areas with the poorest air quality, implementing measures that help reduce vehicle emissions which are linked to climate change.</p> <p>The policy approach indirectly encourages more sustainable modes of transport and sustainable locations for development, thereby helping us to reduce our contribution to the impact of climate change.</p>	
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	++	<p>A reduction in air pollution will reduce the impact on biodiversity and habitat creation etc... thereby supporting and enhancing the existing green infrastructure, which in turn will be able to adapt and mitigate the impacts of climate change naturally.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	+	<p>Where historic and cultural assets coincide or sit in close proximity to the landscape, views and vistas, the management of air quality will promote and enhance these assets. The same would apply to heritage assets in town centre locations.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	?	Uncertain/insufficient evidence.	
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	++	The proposed policy approach would make a significant contribution to supporting the health and wellbeing sustainability objective. It will encourage a healthier lifestyle by indirectly calling for more sustainable locations for development and the use of sustainable modes of transport.	
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	++	<p>The proposed policy approach would make a contribution to supporting the communities sustainability objective by supporting the creating of a healthier neighbourhood environment which is important to creating a strong community.</p> <p>The approach seeks to reduce exposure to areas of poor air quality, thereby attempting to provide some uplift and address inequalities.</p> <p>Indirectly the approach encourages sustainable modes of transport and locations for growth, which will improve accessibility and connectivity and foster a healthier lifestyle.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	?/-	Environmental considerations around housing delivery may restrict the amount of housing that can be delivered where in areas of poor air quality or areas that seek to maintain good air quality. However, the STA will provide further detailed information on this when the study is complete.	The Strategic Transport Assessment will provide a better steer on the potential problem areas/implications arising from air quality considerations. This policy will be informed by the findings of the STA.
<b>Summary</b> The policy approach scores positively against the environmental objectives and some of the social objectives. However, without precise locations for growth it is difficult to ascertain if the policy approach will restrict growth objectives and/or if mitigation measures would be sufficient to permit delivery.				





### Policy Approach – Design

The policy approach seeks to instil a requirement for high quality design that respects the local character and its surroundings. The policy approach stipulates various criteria.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	0	No effect identified.	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	High quality design and attractive environments can encourage investment and economic development in an area.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	High quality design will be sought throughout Medway. This would be inclusive of town centres.	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	This policy lists as a fundamental consideration of development proposal that need to demonstrate linkages/contribution toward green infrastructure assets and networks.	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	<p>This policy lists as a fundamental consideration of development proposal that include measures to mitigate and adapt to climate change</p> <p>Creates a safe environment, not dominated by cars</p> <p>Ensuring minimal impact through pollution.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>This policy lists as a fundamental consideration of development proposal:</p> <p>Includes measures to mitigate and adapt to climate change</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	+	<p>This policy lists as a fundamental consideration of development proposal :</p> <p>Is appropriate to its surrounding context and is characteristic of Medway, reinforces the local distinctiveness and character, responds appropriately to the character of the area.</p>	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	+	<p>This policy lists as a fundamental consideration of development proposal that need to demonstrate linkages/contribution toward green infrastructure assets and networks. It also requires development proposals to be appropriate to its surrounding context and is characteristic of Medway, reinforces the local distinctiveness and character, responds appropriately to the character of the area.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	+	Well-designed developments will have a positive impact in facilitating communities, creating a positive environment and fostering stewardship. The safety of residents and priority for pedestrians will reinforce a sense of community and wellbeing.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	++	Many of the design considerations within this policy focus on creating high quality developments, attractive environments which is a key to fostering happier, healthier residents that are proud of their homes, towns and communities where they live.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	+	This policy supports the delivery of high quality development including sustainable residential developments in line with local need.	
<b>Summary</b> Generally well-designed developments will create a high quality, attractive, safe environment to facilitate a sense of community. The policy approach appears to have scored positively across most objectives.				



**Policy Approach – Housing Design**

The policy approach requires housing developments to provide good quality living conditions with the focus being on high quality, robust and adaptable housing with functional spaces that respond to the changing resident needs throughout their lives. Various criteria are set out to achieve this including internal and external space standards and provision of communal spaces and gardens etc.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	0	Neutral - no effect identified. The policy approach is specifically targeting housing development.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	0	Neutral - no effect identified. The policy approach is specifically targeting housing development.	
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	++	<p>High quality design will be sought throughout Medway including in town centres</p> <p>This policy will be used to guide new residential development in town centres to provide high quality residential units in central locations which are appropriate to the needs of residents in terms of design, quality, function, layout etc.</p> <p>It will support the vitality of centres through the provision of housing in such locations that will support the businesses in the centres.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>This policy requires consideration of the general design policy as well and thereby requires the consideration of linkages/contribution toward green infrastructure assets and networks.</p> <p>This policy approach in particular requires the provision of shared and private outdoor space and encourages the extensive use of trees as a positive contribution to air/environmental quality within housing developments.</p>	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	<p>The policy approach links to the generic design policy which requires measure to mitigate and adapt to climate change, create safe environment and ensure a minimal impact on the environment.</p> <p>The policy approach itself also requires minimal disturbance from noise, vibration and pollution.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>This policy has a positive effect on this objective as it lists as a fundamental consideration of development proposal in conjunction with the design policy the need to:</p> <p>Meet energy efficiency targets and the higher national water efficiency standard. Includes measures to mitigate and adapt to climate change including adaptability of dwellings in a changing environment.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s rich heritage is at threat of being compromised to meet housing demand.</p>	+	<p>This policy links to the general design policy which requires development to be appropriate to its surrounding context and is characteristic of Medway, reinforces the local distinctiveness and character, responds appropriately to the character of the area.</p>	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	+	<p>This policy lays down the consideration that must be made for the external impact new development had on the external environment.</p> <p>All new accommodation must as a minimum meet the Medway Housing Design Standard (MHDS) for external spaces including shared outdoor amenity space, shared access and circulation, cycle storage, refuse and recycling, management, visual privacy and private outdoor space, environmental comfort</p> <p>This general design policy lists as a fundamental consideration of development proposal that need to demonstrate linkages/contribution toward green infrastructure assets and networks. It also requires development proposals to be appropriate to its surrounding context and is characteristic of Medway, reinforces the local distinctiveness and character, responds appropriately to the character of the area.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	++	This policy within considerations for design proposals addresses numerous issues which impinge on overall well-being including the provision of communal space, outdoor space, habitable space standards, appropriate circulation space, avoiding disturbance of neighbours (noise, vibration, pollution), provides for space to dry clothes, etc. The policy approach seeks to improve on design standards to provide a better quality living space and surrounding environment.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	++	The majority of the design considerations within this policy contribute to residential development that supports strong and inclusive communities. See above.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	++	Many of the design considerations within this policy relate to how housing and affordable housing developments can be delivered and designed to suit the needs of the resident. The design standards also touch on providing homes that can adapt to changing lifestyles.	
<b>Summary</b> The policy approach scores against the SA objectives positively, which will support the delivery of good quality durable housing that will reflect the character of Medway and adapt to peoples needs.				



**Policy – Housing density approach**

The policy approach seeks to secure positive place-making by making the most efficient use of available land, requiring the appropriate densities in appropriate locations including higher densities at transport interchanges. It requires the consideration of a range of housing types.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	0	None identified.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	<p>High quality design and attractive environments can encourage investment and economic development in an area, particularly where focussed in areas of high accessibility including transport interchanges and town centres.</p> <p>The housing density policy will contribute positively to the economic objective through encouraging efficient use of land, promoting higher densities in appropriate locations and contributing to the range of house types in Medway.</p>	
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>High quality design and attractive environments can encourage investment and economic development in an area particularly where focussed in areas of high accessibility including transport interchanges and town centres.</p> <p>The housing density policy will contribute positively to the town centres economic objective with the policy specifically referring to 'having the potential to boost the vibrancy and vitality of town centres.</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>The policy approach seeks to avoid unacceptable impacts on the surrounding amenity and environment, which seeks to protect the green network. The overall ambition of the policy approach seeks to make the most efficient use of available land as well.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	This policy has the potential to have a positive effect on this objective by supporting higher density development around transport hubs to promote sustainable travel choices.	
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	The approach focusses high density development in areas of previously developed land – transport interchanges and town centres. This will place less pressure to deliver housing on greenfield land, thereby enabling the natural environment to respond and adapt to climate change.	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	+	This policy has the potential to have a positive effect on this objective as it supports development that respects the character and amenity of the surrounding area and heritage assets are specifically referred to in the supporting text of the preamble.	Include text in the actual policy around the protection of heritage assets.



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	+	<p>The approach focusses high density development in areas of previously developed land – transport interchanges and town centres. This will place less pressure to deliver housing on greenfield land, thereby enabling the natural environment to respond and adapt to climate change.</p>	
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	+	<p>Locating higher densities in more accessible locations like transport interchanges and town centres will ensure that residents have an increased degree of access to essential services and facilities. This will encourage walking and cycling thereby improving the health and well-being of residents.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	+	<p>This policy has the potential to have a positive effect on this objective supporting housing development which is appropriate to location with some higher density units.</p> <p>It will support positive contributions to place-making with emphasis on linking residential development to good public transport links.</p> <p>This policy approach opens up access to services and facilities and other parts of the County that are accessible by transport interchanges. It will also encourage cycling and walking where located in town centres, i.e. access to services and facilities is easier.</p>	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	<p>Providing suitable housing for a growing elderly population</p> <p>Providing the right type and size of housing</p> <p>Tenure - A large increase in the rental market and a drop in home ownership in Medway</p> <p>Lack of affordability for local people</p> <p>Housing pressure with significant population growth via natural growth and inward migration most notably from London</p>	++	<p>This policy has the potential to have a positive effect on this objective supporting housing developments with higher density units where appropriate which may open up further opportunities for affordable housing.</p>	
<p><b>Summary</b></p> <p>This policy approach scores positively against the SA objectives as it focusses growth in higher densities in locations of high degrees of accessibility, on previously developed land and in central locations where access to services and facilities are easier. The delivery of housing at higher densities will also contribute toward meeting the housing target.</p>				



### Policy Approach – Heritage

Seeks to protect, conserve and/or enhance heritage assets and the historic environment.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	0	None identified.	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	High quality design and attractive environments can encourage investment and economic development in an area, particularly where centred around tourism and leisure developments.	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>High quality design will be sought throughout Medway Heritage assets in town centre locations can benefit from uplift where leisure and tourism activities are centred around the heritage assets.</p> <p>This will help diversify the offer</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>The policy approach will support the protection of green spaces where such spaces are classed as historic landscapes, views or vistas – as heritage assets extend beyond physical structures.</p>	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	?	<p>The protection of heritage assets could make them more attractive. If this approach is not supported by sustainable transport options, it is likely to result in increased car usage and as a result increased air pollution.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>The policy approach will support the protection of green spaces where such spaces are classed as historic landscapes, views or vistas – as heritage assets extend beyond physical structures. This will assist in retaining green space to adapt to the impacts of climate change.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s rich heritage is at threat of being compromised to meet housing demand.</p>	++	<p>The proposed policy will seek to protect and enhance the historic environment by ensuring at all new development:</p> <p>Does not have a significant impact on a heritage asset.</p> <p>Enhances conservation areas</p> <p>Contributes to local distinctiveness</p> <p>Makes sensitive use of historic assets</p> <p>Preserves historic buildings ‘at risk.</p> <p>Resists demolition or destruction of heritage assets.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	+	The historic environment has an interrelationship with the natural environment, with many historic assets located in natural rural setting. This policy seeks to support and enhance these assets.	
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	+	The richness of the local environment plays a key part in people's sense of well-being and this seeks to protect those assets that people, visit and enjoy in their everyday lives and which people would miss if they were lost having not been protected. Familiarity of the surrounding environment and key landmarks are particularly important for cases of mental health.	
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	+	Many of the design considerations within this policy focus on creating high quality developments, attractive environments which is a key to fostering happier, healthier residents that are proud of their homes, towns and communities where they live.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	-	The protection of heritage assets could be seen as a hindrance to the delivery of housing.	Ensure policies drafted will include sustainability considerations to balance the protection of such assets with the delivery of housing.
<b>Summary</b> In summary the policy approach scores a positive score overall. The only hindrance exists where the delivery of housing could be prevented where seen to impact on the heritage asset and its setting.				



## Policy Approach – Health

The policy approach seeks to reduce health inequalities, increase life expectancy, improve quality of life, support a healthy food environment and work closely with Medway NHS CGG to plan for the future of acute care in Medway.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	<p>The purpose of this policy is to reduce health inequalities, increase life expectancy and improve quality of life.</p> <p>The policy will support work to improve economic and social opportunities to tackle disadvantage across Medway.</p> <p>A healthier population will be in a better position to study, work and generally contribute to the overall well-being of the area.</p> <p>More walking and cycling use for commuting to work will be encouraged with use of green network taking people away from busy roads.</p>	
2: To have a successful economic base able to sustain economic growth	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	<p>A healthier population with associated economic opportunities will lead to a higher proportion of the population being 'work ready' and able to join the workforce. This will lead to higher productivity levels.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>This policy proposes to Implement measures to manage the locations and opening times of hot food takeaways, and improvements in the public realm. This will improve the mix of units in the town centres and avoid an over- concentration of hot food takeaways giving people other healthier eating alternatives.</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>With more opportunities to be physically active, greater use of the green network should be made.</p> <p>New residential developments will need to either have new green infrastructure within them or be accessible to existing green infrastructure, including local food growing space.</p>	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	++	<p>This policy approach has the opportunity to reduce the number of short distance journeys residents make by providing opportunities for people to walk or cycle instead of using their cars. It relates to a wide range of interventions linking with other policies however 'health impact assessments' for 'significant new developments will include providing alternatives to car use.</p> <p>Locating new developments within a sustainable distance of health practices will reduce car journeys and air pollution.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>Locating new developments within a sustainable distance of health practices will reduce car journeys and air pollution. It will improve accessibility of services.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	0	None identified	<p>The 'balance' detailed here will be monitored under the Local Plan monitoring framework.</p>
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	0	None identified	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	++	With the purpose of this policy being to reduce health inequalities, increase life expectancy, improve quality of life, support work to improve economic and social opportunities to tackle disadvantage across Medway and support the siting of healthcare facilities to provide better access, this policy will clearly have a significant positive effect on this objective.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	++	An improved quality of life will lead to happier, more connected communities. This policy will have a significant positive effect on this objective.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	0	None identified	
<b>Summary</b> Overall the policy approach scores relatively positively across all the objectives.				





### Policy Approach – Infrastructure

Seeks to ensure that future development proposals are supported by infrastructure to mitigate the impact of the proposal or to meet the needs of the proposal. It sets out the that developers would be required to make financial contribution toward securing the necessary infrastructure and services and the mechanism to do so including conditions, developer contributions, levy’s etc. The policy approach seeks to confirm the cooperative and coordinated approach to securing strategic infrastructure with other bodies.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population’</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	This policy is likely to have a positive effect on this objective by supporting the provision of nurseries and schools and the development of the higher and further education sector in order to boost educational attainment, qualifications and skills levels in Medway.	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	This policy is likely to have a positive effect on this objective as sufficient infrastructure and associated planning and funding related to new development is essential to supporting and boosting the local economy.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	This policy is likely to have a positive effect on this objective – sufficient infrastructure provision is essential in town centres and funding from new development can support its upgrade in central locations.	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	Green space will be required as part of new proposals as well as opportunities to enhance existing green spaces.	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	Developer contributions sought will seek to offset the impact on congestion, air pollution etc... with financial contribution and/or require the proposal to address these concerns. Supporting sustainable means of travel is one of the fundamental concerns, which we can manage.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>Green space will be required as part of new proposals as well as opportunities to enhance existing green spaces. The provision of green space will increase the ability to respond and adapt to climate change. Developer contributions are fundamental to ensuring that impact of the proposal is addressed and will have a limited impact on climate change.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	0	<p>Cultural assets are not considered infrastructure or a service. These assets are therefore not protected from harm.</p>	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	0	<p>Requiring developer contributions would not have regard to agricultural land, landscape, PDL or contaminated land except to reduce the impact on the landscape through design.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	+	This policy is likely to have a positive effect on health as health care facilities are part of the wider infrastructure provision.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	++	Supporting infrastructure is essential if new residential developments are to function properly as sustainable communities.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	++	Requiring developer contributions can ensure that the development is well designed and will support the delivery of housing.	
<b>Summary</b> Overall the policy approach scores well against most objectives where securing the delivery of infrastructure will support the creation of sustainable developments and therefore supports the social, economic and environmental objectives.				



## Policy Approach – Education

Encourages the expansion and provision of educational facilities in support of sustainable development. Large housing schemes will be required to deliver a school within the site and smaller scale proposals will be required to make a financial contribution to off-site facilities. The Council also support the co-location of community services and shared use facilities on school sites. The approach also supports the provision and retention of higher education facilities, consolidating the ‘learning quarter’ at Chatham Maritime and in support of securing higher value jobs in Medway. The need for student accommodation and services is also recognised.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population’</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	++	<p>As part of sustainable development this policy supports the provision of education facilities where appropriate to provide balanced communities. New development will support educational facilities accordingly.</p> <p>Assisting in linking higher education and business.</p> <p>Providing student accommodation and associated infrastructure, training facilities etc.</p> <p>Driving up the skill levels locally to support higher value jobs.</p>	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	++	<p>Having a skilled local workforce is essential to fill new, higher value positions to boost Medway’s economy and make it more competitive.</p> <p>Associated infrastructure is needed to support this and contributions from new development can aid this process.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>The presence of the Universities/colleges and the student population add significantly to the role of Gillingham and Chatham centres and provide many associated benefits.</p> <p>This policy supports the vitality of town centres by providing educational infrastructure and contributions towards it from new development. The student population supports the businesses' in the centres.</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>Where schools are provided, it could contribute toward the creation of more multifunctional green space for sports provision etc.</p> <p>Where contributions are sought, it can contribute toward the enhancement or creation of green spaces as part of a school elsewhere.</p>	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	<p>By supporting the expansion of new/existing educational facilities to deliver sustainable development, this policy has a positive effect on the climate change objective.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>The delivery of schools will require the provision of sports fields etc... which can take the form of multifunctional spaces. Appropriately located green spaces can help with flood storage and generally increases the amount of greenery which increases the ability to respond and adapt to climate change.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	0	None identified	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	0	None identified	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	++	This policy is seen to have a positive effect on this objective – the location of schools in close proximity and establishing the ‘learning quarter’ means improved access to education. This would have knock-on effects of improving the quality of life, reducing social inequalities and supporting a healthier lifestyle.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	++	This policy is seen to have a positive effect on this objective – Improved access to education will reduce inequalities and provide a better quality of life. A more economically active population via a higher skills base with greater employment opportunities lead to more cohesive, safer, stronger communities. People will be able to secure better jobs and over time afford better housing.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	0	None identified	
<b>Summary</b> The policy approach scores positively against most objectives. Education provision will support the needs of the population and improve skills and the local economy. The provision of new schools will also include the provision of green spaces for sports and recreation use.				





### Policy Approach – Community Facilities

Recognises the role of community facilities in achieving sustainable development and thereby resists the loss of community facilities in general but allows for evidence to demonstrate lack of viability or need. The enhancement of community facilities through development proposals is support provided no adverse impact on amenity, historic and natural environment and transport networks. Large scale proposals will need to provide such facilities on site compared to small scale proposals making a contribution to off-site provision accessible by the residents of the proposal.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	0	None identified	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	Having cohesive and healthy communities in Medway set in attractive environments can make a contribution to the functioning of the local economy, to attract and create a skilled workforce and for businesses to thrive and to boost the economy.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>This policy seeks to support and protect community facilities across the rural and urban areas including those in the town centres. This is to ensure a suitable range of facilities are maintained as part of the overall social infrastructure in the central areas which can come under pressure from alternative uses. Centres tend to be the location of community facilities to support the local day-to-day needs of the population. Preventing the loss of such facilities will help to retain the community function of centres.</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>Some community facilities like churches, cultural buildings, public houses, sports venues etc... are accompanied by green spaces. Such a policy approach will protect the loss of the greenery as part of the community facility.</p>	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	<p>Providing and retention of social infrastructure facilities in appropriate locations including centres will encourage sustainable means of travel, thereby reducing the need to travel by car.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	0	None identified	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	+	This policy supports appropriate development that seeks to enhance community facilities, that does not have a negative impact on the surrounding amenity and historic environment.	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	+	The council will support appropriate development that seeks to enhance community facilities, that does not have a negative impact on the surrounding amenity and natural environment.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	++	This policy recognises the importance of community facilities in building cohesive, sustainable and healthy communities. Ease of access to community facilities will encourage walking and cycling – thereby supporting a healthier lifestyle.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	++	This policy recognises the importance of community facilities in bringing people together, building cohesive and healthy communities and helping to create attractive places to live. They provide a focus for community life and are integral to sustainable development.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	0	None identified	
<b>Summary</b> The policy approach scores very well against the social objectives and well against the environmental. Its impact on the economic objectives is limited but supports the local economy as far as creating desirable residential areas and protects the loss of valuable community uses from the centres. This helps the centres perform one of its key functions appropriately and which contributes toward the diversity of uses in the centre. Community uses are frequented often which brings people into centres.				



## Policy Approach – Communications

Seeks to develop and enhance the provision of broadband infrastructure coverage across Medway to maintain its status as a well connected place to live and work. New developments will be required to provide superfast broadband upfront or contribute to upgrading the existing broadband network where demonstrated unable to deliver in new developments.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	++	<p>Access to good broadband and telephone services are essential for business, learning and communities, and provision of high speed broadband services is a key component of a successful economy. The council seeks to establish Medway as a well-connected digital city that offers a competitive base for businesses and excellent telecommunications services for residents. Residents can therefore access training to support skills development online.</p> <p>New developments (both residential and commercial) across Medway shall be required to have access to superfast broadband upfront rather than retrospectively.</p>	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	++	<p>Access to good broadband and telephone services are essential for business, learning and communities, and provision of high speed broadband services is a key component of a successful economy. The council seeks to establish Medway as a well-connected digital city that offers a competitive base for businesses and excellent telecommunications services for residents.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	++	<p>Access to good broadband and telephone services are essential for business, learning and communities, and provision of high speed broadband services is a key component of a successful economy. The council seeks to establish Medway as a well-connected digital city that offers a competitive base for businesses and excellent telecommunications services for residents. Good broadband coverage will support businesses in centres particularly with regard to online shopping and click and collect facilities.</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	0	None identified	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	<p>Online shopping reduces the car journeys and number of cars on the road where delivery vans support a sustainable approach. Searches online or even google map searches allow people to test run their journeys or avoid making the journey where sufficient information is provided from street view or web searches depending on the query.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>Less car journeys facilitated by web searches will have a significantly reduced impact on air pollution, which would indirectly protect habitats from being polluted. Biodiverse areas and habitats are therefore protected.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	0	None identified	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	0	None identified	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	++	Access to the internet is fundamental to how people live their lives. Improved access will reduce social inequalities and provide people with access to education, housing, jobs etc. This will support a healthier lifestyle with knowledge at the fingertips.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	++	Access to the internet is fundamental to how people live their lives. Improved access will reduce social inequalities and provide people with access to education, housing, jobs etc. This will support a healthier lifestyle with knowledge at their fingertips. Improved access will provide equal opportunities. The internet is also home to many blogs and fora which alerts people of local events. Social media can also be used to improve safety and improves vigilance.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	0	None identified	
<b>Summary</b> The policy approach scores well against the economic and social objectives as it will improve access to information which will reduce inequalities and support community cohesiveness.				





### Policy Approach – Open Spaces and Sports Facilities

Seeks to resist the loss of existing open space unless an improved offer can be made by new development. The existing green infrastructure will be protected and expanded where deficits and poor quality open spaces exist. New development proposals will be required to either provide green space or provide off-site. Emphasis is on the multifunctional potential of green spaces and management models with stakeholders and local communities. The policy approach seeks to secure and promote access to sports facilities on-site or off-site through developer contributions. It seeks to address geographic shortfalls in accessing sports facilities and resists the loss unless it is demonstrated to be surplus to provision in the area, the new sports facility to be re-provided will be better or like-for-like or where the scheme proves unviable.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	0	None identified	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	0	None identified	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	The policy approach seek to locate new sporting facilities within or adjacent to centres. This will provide an accessible location and offer diversification of uses.	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	++	This policy approach is likely to have a significant positive effect on this objective as it seeks to protect and enhance open space. New developments are also required to provide new multifunctional open space.	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	++	This policy approach is likely to have a positive effect on this objective with open space and green grid network offering the potential for sustainable modes of transport for local journeys.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>This policy is likely to have a positive effect on this objective with open space and green grid network likely to enhance networks of biodiversity and promote the use of allotments. Conserving, enhancing and creating new spaces will increase the amount and quality of green space which would be better able to adapt and respond to climate change.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	+	<p>This policy is likely to have a positive effect on this objective with open space and sports facilities complementing and potentially increasing the use of Medway's historic and cultural assets.</p>	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	++	<p>The policy approach seeks to follow a model of multifunctional spaces, which would make the most of the natural green spaces. It fundamentally seeks the protection and enhancement of green spaces and resists the loss.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	++	Open space and sports/leisure provision are intrinsic to healthy and attractive places. This policy approach includes creating opportunities for people to grow food, to help maintain and improve health and wellbeing.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	++	This policy is likely to have a positive effect on this objective as open space and sports/leisure provision are an important element in creating healthy, balanced, strong communities. These facilities are important for children's play and development, support healthy lifestyles that can redress the inequalities seen in the population's life expectancy and quality of life, provide breathing spaces and stepping stones for nature, and help form the character of the local area.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	+	This policy is likely to have a positive effect on this objective as open space and sports/leisure provision are key elements of a good quality residential environment; links should be made to include such facilities. This will support the delivery of housing.	

**Summary**

The policy approach scores well against the majority of the objectives – environmental in particular, which enables a natural ability to adapt and respond to climate change. The provision of green spaces are also quite fundamental to the design and attractiveness of housing schemes, which will support healthier lifestyles and improve the value of the area.



### Policy Approach – Utilities

Requires new developments to be supported by the necessary utilities infrastructure or financial contributions made where the level of pressure created by a development proposal is unable to be accommodated within the existing capacity.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	This policy is likely to have a positive effect on this objective as utility provision is an essential element in creating new business environments and employment opportunities.	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	This policy is likely to have a positive effect on this objective as utility provision is vital to creating new, flexible, high quality business environments to attract inward investment to boost the economy.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>This policy is likely to have a positive effect on this objective ensuring that utility infrastructure capacity is assessed and new development is brought forward in town centres.</p> <p>Contributions towards new infrastructure will be required where additional pressure from development is identified. This will ensure the centres remain clean and competitive.</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	0	None identified	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	<p>This policy is likely to have a positive effect on this objective as the assessing of the utility capacity requirements of new development particularly those in closer proximity to sensitive areas is essential under sustainable development impact assessment.</p> <p>New development will be assessed for water demand and waste water production and through this policy ensure that the required infrastructure will be in place to address the planned growth.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>This policy is likely to have a positive effect on this objective as under sustainable development proposals and using utility modelling – future demand issues can be avert while factoring in additional issues derived from climate change. Alternatives can be integrated into the planning system where possible. Areas of water stress in the authority can be managed appropriately and contributions sought to provide the necessary infrastructure.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s rich heritage is at threat of being compromised to meet housing demand.</p>	+	<p>This policy is likely to have a positive effect on this objective as the impact of new development in terms of utility provision and stress will be assessed against the existing network including historic and cultural.</p>	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority’s valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	?	<p>Insufficient information to determine where the new utilities will be provided to enable development.</p>	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	+	This policy is likely to have a positive effect on this objective as utility provision is essential in bringing forward health infrastructure. Utility provision is a basic requirement for well-being.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	+	This policy is likely to have a positive effect on this objective as utility provision is essential in creating and developing new neighbourhoods/communities and area renewal/regeneration.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	+	This policy is likely to have a positive effect on this objective as utility provision is essential in bringing forward affordable housing options. This will support housing delivery.	
<b>Summary</b> The policy approach scores positively across the majority of the SA objectives. Utilities are essential for health, supporting lives and livelihoods and sustainable growth.				





### Policy Approach – Implementation & Delivery

Requires developer contributions to address inadequacies in infrastructure resulting from the proposal. It also requires viability testing, may include conditions to make development acceptable, and sets out how progress will be monitored and unpredicted issues that affect viability will be addressed with developers.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	This policy is likely to have a positive effect on this objective by supporting the provision of nurseries and schools and the development of the higher and further education sector in order to boost educational attainment, qualifications and skills levels in Medway.	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	This policy is likely to have a positive effect on this objective as sufficient infrastructure and associated planning and funding related to new development is essential to supporting and boosting the local economy.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	This policy is likely to have a positive effect on this objective – sufficient infrastructure provision is essential in town centres and funding from new development can support its upgrade in central locations.	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	Green space will be required as part of new proposals as well as opportunities to enhance existing green spaces.	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	Developer contributions sought will seek to offset the impact on congestion, air pollution etc... with financial contribution and/or require the proposal to address these concerns. Supporting sustainable means of travel is one of the fundamental concerns, which we can manage.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>Green space will be required as part of new proposals as well as opportunities to enhance existing green spaces. The provision of green space will increase the ability to respond and adapt to climate change. Developer contributions are fundamental to ensuring that impact of the proposal is addressed and will have a limited impact on climate change.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	0	<p>Cultural assets are not considered infrastructure or a service. These assets are therefore not protected from harm.</p>	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	0	<p>Requiring developer contributions would not have regard to agricultural land, landscape, PDL or contaminated land except to reduce the impact on the landscape through design.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	+	This policy is likely to have a positive effect on health as health care facilities are part of the wider infrastructure provision.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	++	Supporting infrastructure is essential if new residential developments are to function properly as sustainable communities.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	++	Requiring developer contributions can ensure that the development is well designed and will support the delivery of housing.	
<b>Summary</b> Overall the policy approach scores well against most objectives where securing the delivery of infrastructure will support the creation of sustainable developments and therefore supports the social, economic and environmental objectives.				



**Policy Approach: Transport**

Seeks to encourage a modal shift toward more sustainable means of travel and improving accessibility to services and facilities for all. The approach includes a review of parking standards, seeks to improve air quality

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
<p>1: To improve skill levels and encourage suitable employment opportunities in accessible locations</p>	<p>Too few jobs in relation to working age population            A lower employment rate than nationally with issues of worklessness            A lower qualification attainment and lower level adult skills in local population'            A dependency on road transport for work journeys combined with HGV use for goods transportation            Road congestion with freight and peak time commuting traffic making a significant contribution            Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation            Lower qualifications/skill levels result in lower earnings            An inequality of earnings with a significant proportion of households living on low incomes.</p>	<p>+</p>	<p>The proposed policy states that the council will work with the relevant authorities and transport providers to ensure development is located and designed to enable sustainable transport and seeks to improve public transport provision and the walking and cycling network.</p>	<p>The new Strategic Transport Model (STM) will form a key part of the evidence base for the new Local Plan. The STM will assess the cumulative impact of new development to 2035, in line with the Local Plan period. The STM will also be used to demonstrate traffic demand as a result of new development; test possible mitigation strategies; undertake operational modelling of the highway network; and assess the associated emissions within the Air Quality Management Areas.</p> <p>NB: the wider evidence base requirements are extensive and will include, for example, information from Transport Assessment and travel operators.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
2: To have a successful economic base able to sustain economic growth and	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	<p>The proposed policy states that the council will work with the relevant authorities and transport providers to ensure development is located and designed to enable sustainable transport and seeks to improve public transport provision and the walking and cycling network. An efficient transport system will contribute to increased productivity. This will improve the attractiveness of Medway as an employment location.</p>	
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>Improved public transport, 'park and ride' services and appropriate vehicle parking standards will support the vitality and viability of town centres by ensuring it is highly accessible</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>Improvements to the walking and cycling network will create opportunities to integrate with the green infrastructure network and access to green spaces.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	++	<p>The proposed policy aims to achieve or facilitate 'sustainable transport', which by definition is any efficient, safe and accessible means of transport with overall low impact on the environment.</p> <p>Transport Assessments and Transport Statements will set out mitigation measures for development; however development will be refused where its residual cumulative impacts are severe.</p> <p>The policy also seeks to improve air quality as a result of vehicular emissions.</p>	
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>The policy approach provides the opportunity to create additional green spaces through the creation of additional walking and cycling paths, which could facilitate the creation of new habitats and support biodiversity. The new greenery will add to the existing green infrastructure network enabling adaptability to the impacts of climate change.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	+	<p>Improvements to the transport network and public transport provision will improve accessibility to the Authority and thereby improve its attractiveness as a destination of choice for tourism and leisure activities. It will also increase patronage to existing tourist and leisure activities.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused. However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	+	Development located in close proximity to urban centres and existing transport infrastructure is more likely to facilitate sustainable transport thus preserving the natural environment	
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	++	The proposed policy supports the Local Transport Plan, which is in turn accompanied by strategies in relation to cycling, Public Rights of Way, active travel (schools), road safety and air quality. The policy seeks to encourage modal shift and active travel. This will ensure ease of access to services and facilities and sustainable travel. The latter would include walking and cycling which would support healthier lifestyles and a better quality of life.	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	++	<p>Sustainable transport will be facilitated through patterns of development informed by design principles to address access, safety, etc.</p> <p>The policy seeks to encourage modal shift and active travel. This will ensure ease of access to services and facilities and sustainable travel. The latter would include walking and cycling which would support healthier lifestyles and a better quality of life. Greater connectivity facilitated through additional cycle and walking paths will facilitate more of a sense of community, thereby removing any physical barriers.</p>	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	<p>Providing suitable housing for a growing elderly population</p> <p>Providing the right type and size of housing</p> <p>Tenure - A large increase in the rental market and a drop in home ownership in Medway</p> <p>Lack of affordability for local people</p> <p>Housing pressure with significant population growth via natural growth and inward migration most notably from London</p>	0	The policy approach does not seek to provide housing.	
<p><b>Summary</b></p> <p>The policy approach is focussed on encouraging a sustainable means of travel, thereby encouraging and supporting improvements to public transport, walking and cycling routes. Overall, the approach has scored positively against most of the SA objectives.</p>				



### Policy Approach – Transport and the River Medway

Seeks to safeguard facilities that would facilitate economic activity, improves access to the riverside by encouraging leisure activities and encourages better use of the river for transportation. Protection of the biodiversity, habitats, ecosystems and the natural countryside is of significance and a balance reached where activity promoted does not adversely impact on the natural environment.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	++	<p>This policy supports the safeguarding of facilities/infrastructure to encourage the retention and expansion of the marine industry and water/river based tourism/leisure activities.</p> <p>The policy approach also supports the use of the river for taxi services which would improve access to jobs.</p> <p>The safeguarding of ports and wharf facilities supports associated economic activities and employment.</p>	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	<p>This policy supports the safeguarding of facilities/infrastructure to encourage the retention and expansion of the marine industry and water/river based tourism/leisure activities.</p> <p>The safeguarding of ports and wharf facilities supports associated economic activities and employment.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	++	<p>This policy will benefit Chatham town centre with its close proximity to the waterfront and has the potential to bring associated benefits to the town centre from the opening up of the riverfront and developing the public realm around the river and increased transportation options with connections to central Chatham.</p> <p>The potential for leisure opportunities along the river could also benefit Chatham, Rochester and Strood, being centres closer to the river frontage.</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>At key points where the Green network meets the river/waterfront this policy offers opportunities to bring benefits to the green network and the open/green spaces associated with it with specific references to protecting river based wildlife, biodiversity, wildlife corridors and habitat enhancement.</p> <p>It also offers opportunities for place making along the riverfronts which would include open space creation.</p>	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	<p>This policy provides opportunities for alternative transportation modes to road usage. With the right conditions this could assist in reducing air pollution for example on some key routes.</p> <p>However, increased activity on the river could increase the level of noise pollution.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>This policy has the potential to have a positive effect on this objective as it supports improving accessibility to services at key points on the waterfront and could reduce the need to travel by car and makes use of a natural resource thereby providing some relief on the road network.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	+	<p>This policy approach seeks to expand the leisure offer but no reference is made regarding the protection of heritage assets.</p>	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	++	<p>This policy has the potential to have a positive effect on this objective as it promotes marine activity but recognises the need to consider their impact on environmental designation areas.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	++	This policy has the potential to have a positive effect on this objective as it facilitates the opening up of public spaces, the expansion of leisure, tourism activity appropriate to the location along with improved transportation and greater transport options. Use of the open spaces would facilitate healthier lifestyles etc.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	++	This policy has the potential to have a positive effect on this objective as it supports opening up public access to the river and associated transport options which is likely to provide benefits to the communities surrounding the river and improve the range of activities available to local residents.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	0	This policy approach does not explicitly seek to provide housing but can encourage provision of housing by locating leisure uses along the waterfront and providing increased access to the riverside.	
<b>Summary</b> The policy approach scores positively across the majority of objectives except for the provision of housing.				



### Policy Approach – Waterfronts and river access

Supports making the waterfront more accessible to the public including through the provision of leisure and tourism activities. Protection of the marine environment, historic and heritage assets and landscape features which characterise the area is of importance. Proposals should support centres without threatening their vitality and health.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	This policy supports the safeguarding of existing access points water/river based tourism/leisure activities with associated employment opportunities.	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	This policy supports water/river based tourism/leisure activities, which can assist in diversifying the local economy.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	This policy will benefit Chatham town centre – and others - with its close proximity to the waterfront and has the potential to bring associated benefits to the town centre from the opening up of the riverfront and developing the public realm around the river with connections to central Chatham. It is noted that the need to avoid drawing trade away from the town centres.	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	At key points where the Green Network meets the river/waterfront this policy offers opportunities to bring benefits and protect designations exist.	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	This policy approach seeks to improve access to the riverside and encourage the use of sustainable modes of transport along the riverfront, which will help to reduce air pollution.	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>The policy approach seeks to retain and protect the marine and natural environment but encourages a more efficient use of land and the river. It seeks to achieve a balance between development and protection of the natural environment, which will ensure that the natural environment is able to counteract the effects of climate change.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	++	<p>This policy makes specific reference to protecting and enhancing the authority's historic and heritage assets.</p>	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	++	<p>This policy has the potential to have a positive effect on this objective as it promotes marine activity but recognises the need to consider the impact of these activities on environmental designation areas.</p>	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	++	This policy has the potential to have a positive effect on this objective as it facilitates the opening up of public spaces, the expansion of leisure, tourism activity appropriate to the location. This will encourage healthier lifestyles and support better quality of lives.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	++	This policy has the potential to have a positive effect on this objective as it supports opening up public access to the river is likely to provide benefits to the communities surrounding the river and improve the range of activities available to local residents. The policy approach seeks to provide equal access of the riverside to all. It will encourage healthier lifestyles and support better quality of lives and the tourism and leisure opportunities will provide more jobs that will be accessible.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	+	Development along the waterfront could include housing, which will contribute toward the housing target.	
<b>Summary</b> This policy approach scores very positively against the SA objectives.				



### Policy Approach – Marinas and moorings

Seeks to make better use of marinas and moorings where in support of providing access to the waterfront area and continued economic activity without compromising the vitality and vibrancy of centres or adversely impacting upon the natural environment. It requires the appropriate infrastructure to be provided to support the activity proposed and access arrangements that do not compromise access or the environmental value of the waterfront area.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	This policy supports the safeguarding of facilities/infrastructure to encourage the retention and expansion of the marine industry and leisure provision, which would have a positive effect on associated employment opportunities.	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	This policy supports the safeguarding of facilities/infrastructure to encourage the retention and expansion of the marine industry and water/river based tourism/leisure activities. This will assist in diversifying the local economy and offer.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>This policy has the potential to bring associated benefits to the town centres from trade associated with the marinas and the mooring provision.</p> <p>It is noted that the need to avoid drawing trade away from the town centres as marinas are developed. This will be beneficial to Chatham and other centres close to the riverside will be exp.</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>At key points where the Green Network lies in close proximity to the marinas this policy offers opportunities to bring benefits and protect environmental designations exist.</p>	<p>Appropriate policies to manage the protection of the marine environment and other environmental designations or landscapes of importance.</p>
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	<p>This policy has the potential to have a positive effect on this objective as it will only support proposals for marinas and moorings which do not result in increased flood risk.</p> <p>This policy approach seeks to improve access to the riverside and encourage the use of sustainable modes of transport by retaining or promoting the use of marinas and moorings, which will help to reduce air pollution where travel by walking, cycling and the use of a boat is used as an alternative to vehicular use.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>The policy approach seeks to retain and protect the marine and natural environment but encourages a more efficient use of land and the river. It seeks to achieve a balance between development and protection of the natural environment, which will ensure that the natural environment is able to counteract the effects of climate change.</p>	<p>Appropriate policies to manage the protection of the marine environment and other environmental designations or landscapes of importance.</p>
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	-	<p>Whilst this policy has the potential to have a positive effect on this objective as historic/heritage assets in closer proximity to marinas and moorings can benefit from the upgrades to the marine facilities, it does not make specific reference to the protection of heritage assets. This objective is therefore at the risk of being overlooked.</p> <p>The policy approach requires consideration of neighbouring uses, which is vague with regard to heritage assets.</p>	<p>Develop appropriate policies to manage the protection of heritage assets and the historic environment.</p>
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	++	<p>The policy approach seeks to make the waterfront areas more accessible to the general public and will bring contaminated land along the riverside back into use. The River Medway is an asset that has historically been used to support manufacturing. This policy approach seeks to broaden its use and thereby optimise the use of this asset, but without compromising the natural environment (marine and landscape).</p>	<p>Appropriate policies to manage the protection of the marine environment and other environmental designations or landscapes of importance.</p>



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	++	<p>This policy has the potential to have a positive effect on this objective as it supports the development and upgrading of marina/mooring facilities to ensure adequate provision of utility infrastructure and support facilities which will ultimately improve the living environment for residents of permanent moorings as well as tackling pollution risks. Improved access to the waterfront will encourage walking and cycling thereby improving the quality of life and support healthier lifestyles.</p>	
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	++	<p>Greater access to the riverside for all will break down barriers of social exclusion. The encouragement of leisure activities and employment creation will again open up opportunities for residents to secure jobs to improve their quality of life. A connected green network and/or public rights of way along the riverside will connect neighbourhoods, thereby support inclusiveness.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	<p>Providing suitable housing for a growing elderly population</p> <p>Providing the right type and size of housing</p> <p>Tenure - A large increase in the rental market and a drop in home ownership in Medway</p> <p>Lack of affordability for local people</p> <p>Housing pressure with significant population growth via natural growth and inward migration most notably from London</p>	0	<p>This policy has the potential to have a positive effect on this objective providing greater river access with improved marina facilities which can bring benefits to existing and new housing developments that are in close proximity to the waterfront.</p> <p>The policy approach does not explicitly avoid residential use on the waterfront in relation to the moorings and marinas. However the scale of growth needs to be carefully managed to avoid adverse impact on the natural environment. The focus is therefore on minimal growth and uses that would support the activities performed as part of marinas and moorings.</p>	
<p><b>Summary</b></p> <p>The policy approach scores relatively positive against the majority of objectives except for the protection of heritage and historic assets and the provision of housing. It does however seek to address inequalities through the provision of equal access to the waterfront and supports economic activity. The policy approach will benefit from more specificity around the protection of heritage assets.</p>				



### Policy Approach – Aviation

The policy approach seeks to safeguard Rochester airport for enhanced aviation facility for business, leisure, training and support the development of a strategic gateway and an economic hub.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	++	This policy supports enhancements to the Rochester Airport aviation facility which will bring associated economic benefits and employment opportunities to the area via the development of an enterprise zone.	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	++	This policy supports enhancements to the Rochester Airport aviation facility which will bring associated economic benefits and employment opportunities to the area via the development of an enterprise zone.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>With the development of an enterprise zone, an economic hub near to Rochester Airport is likely to bring benefits to Rochester and Chatham town centres, particularly where further employment areas are sought on the edge of centre sites.</p> <p>An uplift in the local economy through the airport site will be felt across the authority starting with areas in close proximity.</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>Development of the site will be of high quality, thereby including green space and seeks to connect neighbouring businesses to the greenery. It could therefore have a positive effect by incorporating good quality green space.</p> <p>The site is also in close proximity to environmental designations. The development requires an EIA to be undertaken, which will give appropriate consideration to the surrounding environmental designations.</p>	Provide guidance to require the green space creation.





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	?/-	<p>The type of use proposed dictates that parking provision will be required to meet the needs of the businesses. A transport impact assessment will be undertaken to support the proposal, however in terms of policy objectives, this proposal would not necessarily seek to reduce parking standards. There is however bus routes and bus stops along Maidstone Road, which will facilitate sustainable modes of travel with direct connectivity to Chatham Town centre.</p> <p>The noise impacts from increased usage of the airport could also contribute negatively.</p> <p>The policy approach does require any impacts to be mitigated.</p>	<p>Transport assessment will be provided as part of the application. An EIA is underway at present. Mitigation measures will be proposed. The findings/recommendations will be used to reassess this objective in the next iteration of the Sustainability Appraisal.</p>
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	0	No impact of note	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	++	<p>This policy has the potential to have a positive effect on this objective as it supports development and enhancement of aviation related heritage and leisure uses associated with the Rochester Airport development.</p>	.



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	+	The proposal will make use of PDL.	
9: To facilitate the improved health and wellbeing of the Boroughs residents	<p>Poor lifestyle choices resulting in poor health</p> <p>High death rates due to disease</p> <p>Lower physical activity in the Authority compared to national and regional levels</p> <p>High conception rates compared to national and regional levels</p> <p>Insufficient access to healthy places</p>	+	<p>The job and training opportunities associated with the development of the enterprise zone and the improvement to local facilities is likely to have a positive effect on the local population's health, with greater access to local jobs and enhanced services in their neighbourhood.</p> <p>The general public will have access to the airport and green spaces to be provided, which will provide local businesses somewhere to go to during lunch breaks and residents to enjoy a leisurely walk across the airport. This will facilitate healthier lifestyles and well being.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
10: Promote strong and inclusive communities	<p>A rapidly growing and changing area</p> <p>An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway</p> <p>A diverse range of communities</p> <p>A number of severely deprived neighbourhoods suffering multiple deprivation issues</p> <p>Crime and anti-social behaviour hotspots in some deprived areas and some central areas</p>	+	<p>The general public will have access to the airport and green spaces to be provided, which will provide local businesses somewhere to go to during lunch breaks and residents to enjoy a leisurely walk across the airport. This will facilitate healthier lifestyles and well-being. Equal access to all will break down barriers of exclusivity and support community cohesiveness.</p>	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	<p>Providing suitable housing for a growing elderly population</p> <p>Providing the right type and size of housing</p> <p>Tenure - A large increase in the rental market and a drop in home ownership in Medway</p> <p>Lack of affordability for local people</p> <p>Housing pressure with significant population growth via natural growth and inward migration most notably from London</p>	0	<p>No effect has been identified – no housing will be provided on-site.</p>	
<p><b>Summary</b></p> <p>The policy approach is largely supportive of the sustainability objectives with the exception of the transport impacts on air and noise quality and the climate.</p>				



**Policy Approach – Vehicle Parking**

Requires applications to be considered against the adopted parking standards and requires further considerations inclusive of safety, design, inclusive parking for all and appropriate and good quality parking provision in centres.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population’</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	0	No identified	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	0	No identified	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	++	Improvement to town centre parking facilities will make the town centres more attractive to shoppers and visitors.	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	0	No identified	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	<p>Parking standards promotes alternative approaches to encourage the use of other modes of transport.</p> <p>This policy supports the use of car clubs and electric and low emission vehicles.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	0	No identified	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	0	No identified	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	0	No effect identified	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	+	Parking standards promote alternative approaches to parking provision to encourage sustainable modes of transport. The approach supports car clubs and the use of electric vehicles making the change to more sustainable modes of transport more feasible.  It may encourage people to use their car less and walk or cycle for shorter journeys.  This may improve air quality if there is a sufficient shift in behaviour and residents utilise the opportunity to rely less on cars in towns.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	+	This policy supports designing into the street layout ways or improving the overall appearance of the residential street by incorporating designs and layouts which should result on a less car dominated street and a more pleasant environment.  This is better for the community and results in a better quality, safer neighbourhood environment.	
11: To provide sufficient and affordable housing suitable to peoples	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	0	No effect has been identified.	
<b>Summary</b>				
The policy approach does not rely wholly on the adopted parking standards, but seeks to support more sustainable forms of travel, i.e. car clubs and electric vehicles. It is therefore rated positively in circumstances where a pure encouragement of vehicle usage is supported. This policy approach seeks to achieve a balance with more consideration of a modal shift.				



### Policy Approach – Cycle Parking

Requires consistency with adopted parking standards and requires further detailed considerations to ensure appropriate provision that is secure, safe and desirable.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	The provision of cycle parking will support access to jobs via a sustainable mode of transport thereby not necessitating the use of vehicles - applicable to shorter journeys.	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	0	None identified	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	<p>Providing facilities that cater for cyclists and encourage cycling are likely to have a positive effect on the vitality of town centres – the desired outcome is to make cycling a viable means of transport and reduce the number of shorter car journeys.</p> <p>Cycle facilities located within residential developments and at public transport hubs for example with safe environment at each end make this a realistic means of transport for both utility and recreational purposes.</p>	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	0	None identified	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	++	<p>This policy is likely to have a significant positive effect on reducing climate change is the opportunities to use cycles as a regular and sustainable mode of transportation.</p> <p>This could have a significant effect on air quality particularly at peak times if sufficient numbers change their travel behaviour.</p>	Needs to be assessed to identify where stress is likely to be applied and where upgrades are needed.



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	0	None identified	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway’s rich heritage is at threat of being compromised to meet housing demand.</p>	0	None identified	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority’s valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	0	None identified	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	+	The increased use of cycles for local journeys will reduce the impact of congestion, improve air quality and tackle obesity and other health issues. Less motor vehicles on the roads will lead to a safer environment particularly for pedestrians.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	+	More cycle journeys and less cars on the road improves the quality of the environment particularly in the central, busiest parts of Medway. Safer roads and more pedestrian and cycle journeys improve the environment but also people to connect more readily to the local neighbourhood rather than joining congested roads in their cars.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	0	None identified	
<b>Summary</b> On the whole, the policy approach will encourage healthier lifestyles, make areas more accessible and address some issues of inequalities. An increased uptake of cycling will help with issues of congestion in Medway.				



## Policy Approach – Connectivity

The policy approach seeks to promote internal permeability and accessibility/connectivity to the surround area where new developments are proposed. The safety of pedestrians through the provision of safe pedestrian and cycle routes and reduced traffic flows is encouraged.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	<p>This policy is likely to have a positive effect on the business environment via better layouts of developments, wider networks, better flowing roads and greater connection overall.</p> <p>Better layouts and connections enable businesses to locate within an area and enable people to secure employment as they journeys are easier, businesses are closer.</p>	The policy approach will be refined following consultation.
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	0	No effect has been identified	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	0	No effect has been identified	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	A better well considered approach to permeability and connectivity may create opportunities to link to green infrastructure.	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	++	The policy approach supports more sustainable modes of transport (cycling, walking and public transport_ and greater consideration of the pedestrian. Greater permeability will improve accessibility to services and facilities, which could reduce the need for using cars, which would reduce air pollution.	Needs to be assessed to identify where stress is likely to be applied and where upgrades are needed.



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	0	No effect has been identified	
7: Promoting, enhancing and respecting our historic/cultural heritage assets	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	0	No effect has been identified	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	0	Development proposals will largely make use of PDL; however this proposal does not have an impact on natural assets to note.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	+	Greater permeability and consideration of cycle and pedestrian routes will encourage more sustainable means of travel that will also support a healthier lifestyle and provide a better quality of life for residents.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	+	Greater permeability and consideration of cycle and pedestrian routes will encourage more sustainable means of travel that will also support a healthier lifestyle and provide a better quality of life for residents. It will also ensure better connectivity between developments, supporting greater integration, inclusivity and a sense of community.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	0	No effect has been identified. The policy approach is around the consideration of permeability and connectivity and not the actual delivery of housing.	
<b>Summary</b> The proposed policy approach supports improved connectivity, social inclusivity, and the potential to link up to green spaces and centres, making services and facilities accessible and supporting healthier lifestyles and a better quality of life for residents.				



### Policy Approach: Minerals

Seeks to plan for the steady and adequate supply of minerals to meet local needs and contribute to regional requirements. It seeks to do this through safeguarding areas of reserve, wharves, storage, handling and processing facilities. It also promotes the use of sustainable transportation where longer distances are pursued. It also requires quarries to be returned to a suitable condition for reuse after operation.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	0	This activity is based on the location of reserves and in key locations that would facilitate ease of transportation. The policy approach seeks to safeguard existing reserves and wharves etc... which would have an existing labour force and would therefore not experience an uplift in employment or making employment more accessible.	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	+	The policy approach helps to retain the status quo and will support the local economy in this way. The success of mineral extraction may lead on to diversification of other uses to further support the local economy.	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	0	None identified	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	The approach seeks to bring quarries back into a suitable condition for reuse. This could include the provision of additional green space by allowing the site to revert to its natural state.	
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	The policy approach also seeks to make use of sustainable modes (water and rail) of transport when seeking to transport minerals over a longer distance. This will reduce the impact on the strategic road network and air quality.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	The approach seeks to bring quarries back into a suitable condition for reuse. This could include the provision of additional green space by allowing the site to revert to its natural state. This will increase the amount of green space and allow the natural environment to respond and adapt to climate change.	
7: Promoting, enhancing and respecting our historic/cultural heritage	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	0	None identified	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	+	The policy approach seeks to permit the sustainable quarrying of identified sites and identify reserves that are not constrained. Upon completion of quarrying activities, the approach requires the land to be returned to a suitable state for alternate use, thereby making the most of the site and bringing sites back into use quicker. The approach makes use of PDL and allows for the extraction of minerals in a sustainable way without compromising environmental objective	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	+	The retention of wharves etc... will retain the job opportunities and contribute toward the local economy. However, the additional benefit of bringing the land back into use quicker will help support the local economy and/or contribute toward healthier lifestyles if the land is allowed to revert to its natural state.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	+	The benefit of bringing the land back into use quicker will help support the local economy and/or contribute toward healthier lifestyles if the land is allowed to revert to its natural state.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	0	None identified	
<b>Summary</b>				
The policy approach seeks to bring the quarried land back into use thereby making the most of the land. It encourages sustainable modes of travel with regard to longer distance distribution. On the whole, the approach scores positively and maintains a status quo in terms of employment creation. There is uncertainty around the type of use that could come forward following quarrying activity. However, bringing it back into use to either support the economy or the green infrastructure network will be a positive contribution.				



### Policy Approach: Waste

The policy approach seeks to achieve self-sufficiency across all waste streams. In doing so, it will support waste management proposals that ascend the hierarchy, identify additional waste sites for waste management facilities, promotes sustainable waste management within all new developments and will consider new landfill sites subject to criteria.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	0	None identified	
2: To have a successful economic base able to sustain economic growth and	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	0	None identified	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	0	None identified	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	?/--	Allocation of sites has the potential to conflict with the conservation of green space if identified within the green infrastructure network.	Further work will identify the sites considered appropriate for waste management facilities.
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	The policy approach seeks to operate an efficient waste management service based on the allocation of appropriate sites and support advancements in sustainable approaches. The approach addresses strategic and local issues down to detailed considerations within development proposals. It also seeks high quality practices and environmental benefits.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	+	<p>The policy approach explores environmental benefits of landfill through the policy approach. This could include combined heat and power generators.</p> <p>It also seeks to restore the site to a high quality standard once landfill activity terminates. This would enable the natural environment to respond and adapt to climate change.</p>	
7: Promoting, enhancing and respecting our historic/cultural heritage	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	0	None identified.	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	?/-	<p>It seeks to restore the site to a high quality standard once landfill activity terminates. This would enable the natural environment to respond and adapt to climate change.</p> <p>This approach would then allow the land to fulfil other ambitions and therefore opens up opportunities.</p> <p>However, the allocation of sites has the potential to conflict with the conservation of green space if identified within the green infrastructure network.</p>	Further work will identify the sites considered appropriate for waste management facilities.



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	+	An efficient waste management strategy will ensure that the residential areas and other developed areas are clean and tidy and free from pollution that could result in poor health. It will create a more pleasant environment. Appropriately located recycling and waste facilities within new developments will reduce the need to travel by car to dispose of waste.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	+	An efficient waste management strategy will ensure that the residential areas and other developed areas are clean and tidy and free from pollution. It will create a more pleasant environment and ensure all have access to an efficient service – thus reducing inequalities. A tidy environment will reduce the likelihood of crime. Appropriately located recycling and waste facilities within new developments will reduce the need to travel by car to dispose of waste.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	+	Incorporating appropriate waste and recycling facilities in a residential development will help with the delivery of good quality housing with accessible facilities.	
<b>Summary</b>				
The policy approach does not contribute toward the local economy objectives, but does fare well against some of the social and environmental objectives. There is uncertainty around site allocations, which could have an impact on the green infrastructure network where land availability is limited. Further work will clarify where additional sites will be identified.				





**Policy Approach: Energy**

Proposals for power generation and energy storage is supported in the Hoo Peninsula and Isle of Grain subject to satisfying relevant criteria including impact (natural environment, transport network and local settlements), feasibility and viability of re-use of waste heat, use of local labour. The policy approach promotes the development of local supply chains and support and maintenance cluster and R&D activities.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	++	<p>The approach seeks to create job opportunities in the Hoo Peninsula by supporting the exploration of power generation and energy storage in this area and requiring local labour force to be employed.</p>	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	++	<p>Large scale energy generation can help diversify the local offer, contributing toward the local economy. This offer could enhance the attractiveness of Medway and support growth in a different sector, which could attract inward investment opportunities.</p> <p>Encouraging other associated R&amp;D activities will be complimentary and offer a different avenue for diversification.</p>	





Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	Local supply chains can benefit centres in the Peninsula and other businesses, which can contribute toward the diversification of uses in the existing centres.	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	+	<p>The exact location of proposal sites is not known at present. The implications of such a use are therefore not clarified.</p> <p>However, the approach requires the consideration of impact on the natural environment, which should be acceptable. It therefore seeks to manage the impact on the green network.</p>	Further work will be undertaken and sites identified for energy generation at a large scale.
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	+	In considering proposals for power generation and energy storage, the approach requires impacts on the transport network to be acceptable, i.e. minimal adverse impact. It also supports the reuse of waste heat and seeks a local labour force, which would reduce car journeys, impact on the road network and air pollution.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	<p>There are areas of water stress in the Authority</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand.</p> <p>Medway is a coastal authority and is therefore at risk of flooding.</p>	++	The policy approach supports and encourages energy production and storage at the strategic level and considers the benefits at the local level, which allows for adaptation to climate change and ensuring energy efficiency and reliability.	
7: Promoting, enhancing and respecting our historic/cultural heritage	<p>Medway has a rich military and cultural heritage</p> <p>There are numerous buildings that are locally listed, which provides limited weight to protect</p> <p>The quality of design varies greatly across Medway</p> <p>Medway's rich heritage is at threat of being compromised to meet housing demand.</p>	0	None identified	
8: Making the best use of natural assets	<p>Medway has a large proportion of natural assets including agricultural land and international designations.</p> <p>There is limited land available for development which places increasing pressure on natural assets</p> <p>Need to balance access to the countryside with conservation objectives</p> <p>Need to balance the accommodation needs of the population with safeguarding the authority's valued environment</p> <p>The River Medway is a valued asset that is underused.</p> <p>However, development and/or use of the river must not compromise the marine life and ecosystems.</p>	+	The exact location of proposal sites is not known at present. The implications of such a use are therefore not clarified. Further will inform the impact on this objective. However the approach requires the consideration of impact on the natural environment, which should be acceptable. It therefore seeks to manage the impact on the natural environment including agricultural land (which is predominant in the Peninsula) and the landscape.	Further work will be undertaken and sites identified for energy generation at a large scale.



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	+	People are dependent on energy to carry out their day to day activities. The supply and efficiency of energy generation is therefore fundamental to the way we live, people's health and their quality of life. The policy approach therefore supports lives by supporting further opportunities for energy generation.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	+	The approach requires the use of local labour and therefore encourages the involvement of the local community and facilitates community cohesion. Providing ways in which access to energy can be improved will help reduce inequalities.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	0	None identified.	
<b>Summary</b> The policy approach seeks to provide opportunities for energy generation to be future proof and supports R&D activities which would be complimentary to the sector thereby providing opportunities for diversification and supporting the local economy. The approach also facilities community cohesion and creates job opportunities for locals. It also guards against adverse impacts on the natural environment and the transport network. It therefore fares well against the social, environmental and economic objectives.				



**Policy Approach: Renewable and Low Carbon Technologies**

Supports renewable and low carbon energy proposals subject to the satisfaction of certain criteria and provided that adverse effects are mitigated by social, environmental and economic benefits. Proposals should not have unacceptable impacts on landscape character and visual appearance, should not compromise the statutory protection of any area and should provide mitigation measures to address noise, odour, traffic and other impacts. Significant adverse effects are required to be mitigated. Early discussions are encouraged where large scale proposals are considered. Wind energy production will be considered as part of the landscape character assessment update.

Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
1: To improve skill levels and encourage suitable employment opportunities in accessible locations	<p>Too few jobs in relation to working age population</p> <p>A lower employment rate than nationally with issues of worklessness</p> <p>A lower qualification attainment and lower level adult skills in local population'</p> <p>A dependency on road transport for work journeys combined with HGV use for goods transportation</p> <p>Road congestion with freight and peak time commuting traffic making a significant contribution</p> <p>Many pockets of economic/income deprivation, with some suffering severe, multiple deprivation</p> <p>Lower qualifications/skill levels result in lower earnings</p> <p>An inequality of earnings with a significant proportion of households living on low incomes.</p>	+	<p>Permitting opportunities in this sector will open up opportunities for diversification and provide job opportunities and skills development. The policy approach requires the proposals not to have an impact on the traffic, thereby encouraging sustainable modes of transport.</p>	
2: To have a successful economic base able to sustain economic growth and competitiveness	<p>Lower productivity (GVA) levels, amongst lowest in South East</p> <p>A lower value economic base</p> <p>Significant outward commuting flow for work</p> <p>Constrained business locations</p> <p>There is a need for more commercial land</p> <p>Medway has expanding specialist sectors</p>	++	<p>Exploration of opportunities in this sector will expand and diversify the business and employment offer in Medway, increasing its competitiveness. Advancements in such technologies will enhance the attractiveness of Medway and support the local economy.</p> <p>Energy generation is fundamental in supporting lives and lifestyles and is essential for businesses to be successful. Renewable and low carbon solutions have an environmental badge which will be looked upon favourably.</p>	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
3: To protect and support the growth, vitality and viability of the Boroughs centres	<p>A need for more comparison retail floor space to improve the offer</p> <p>Competition from local out of centre locations is putting pressure on TCs</p> <p>Loss of local spend to neighbouring 'competitors'</p> <p>A narrow retail offer in centres with emphasis on convenient shopping</p> <p>A flurry of uses which cumulatively has an adverse impact on the vitality and vibrancy of the centre</p> <p>Heritage assets at risk</p>	+	The benefits of sustainable energy generation will allow for businesses to be self-sufficient and reduce the impact on the environment, which would be financially beneficial as well.	
4: Conserve and enhance the existing green network	<p>There are some 'gaps' in the public rights of way network</p> <p>Balancing access to the countryside with conservation objectives</p> <p>Balancing the accommodation needs of the population with safeguarding the authority's valued environment.</p>	?/--	Insufficient information to determine the impact on specific locations. The policy approach usefully requires impact on the landscape character to be minimal but makes no specific reference to green infrastructure networks. The result could therefore have an adverse impact on the green infrastructure network. <sup>3</sup>	Include consideration of appropriate locations, like PDL or as part of new residential schemes etc.
5: To reduce our contribution to the impacts of climate change	<p>Highest mortality rates in the South East attributable to anthropogenic</p> <p>3 Air Quality management Areas (AQMAs)</p> <p>Adverse impacts of high traffic volumes and culture of dependency on private car</p> <p>Limited public transport coverage</p> <p>Reduction in NO2 emissions is required</p> <p>Manage the noise and light pollution particularly in rural areas</p> <p>Reduce impacts of pollution on ecology</p>	++	The policy approach requires impacts of noise, odour, traffic and other to be mitigated to avoid unacceptable impact on the local amenity.	



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
6: To adapt and mitigate the impacts of climate change	There are areas of water stress in the Authority The quality of design varies greatly across Medway Medway's environmental designations and countryside (including agricultural land) is at threat of being compromised to meet housing demand. Medway is a coastal authority and is therefore at risk of flooding.	+	Renewable and low carbon technologies are renowned for their environmental objectives – producing cleaner energy without having a detrimental impact on the environment. This will reduce the impact on environmental designations allowing biodiversity and habitats to flourish.	
7: Promoting, enhancing and respecting our historic/cultural heritage	Medway has a rich military and cultural heritage There are numerous buildings that are locally listed, which provides limited weight to protect The quality of design varies greatly across Medway Medway's rich heritage is at threat of being compromised to meet housing demand.	?/--	The approach broadly refers to impacts on the local amenity but does not make specific reference to the protection or enhancement of cultural assets.	Include consideration of heritage and cultural assets within this policy or provide a complimentary policy to provide guidance on the protection of these assets.
8: Making the best use of natural assets	Medway has a large proportion of natural assets including agricultural land and international designations. There is limited land available for development which places increasing pressure on natural assets Need to balance access to the countryside with conservation objectives Need to balance the accommodation needs of the population with safeguarding the authority's valued environment The River Medway is a valued asset that is underused. However, development and/or use of the river must not compromise the marine life and ecosystems.	?/--	There is limited information on the exact locations for such proposals and whether PDL will be chosen as suitable. However, the policy approach seeks to manage the impact, should there be any, on the natural environment and landscape character.	Provide more guidance on the appropriate locations for such uses.



Objective	Summary of issues (Scoping baseline)	Appraisal score	Appraisal comments	Mitigation
9: To facilitate the improved health and wellbeing of the Boroughs residents	Poor lifestyle choices resulting in poor health High death rates due to disease Lower physical activity in the Authority compared to national and regional levels High conception rates compared to national and regional levels Insufficient access to healthy places	+	The provision of energy through cleaner technologies will reduce the amount of air pollution and impact on the environment, thereby creating more welcoming environments and healthier lifestyles.	
10: Promote strong and inclusive communities	A rapidly growing and changing area An increasingly diverse population with a larger BME population and a growing variety and a concentration of non-British nationals living in Medway A diverse range of communities A number of severely deprived neighbourhoods suffering multiple deprivation issues Crime and anti-social behaviour hotspots in some deprived areas and some central areas	+	Providing ways in which access to energy can be improved will help reduce inequalities.	
11: To provide sufficient and affordable housing suitable to peoples lifestyles and needs	Providing suitable housing for a growing elderly population Providing the right type and size of housing Tenure - A large increase in the rental market and a drop in home ownership in Medway Lack of affordability for local people Housing pressure with significant population growth via natural growth and inward migration most notably from London	0	None identified	
<b>Summary</b> The policy approach scores positively against the economic and its contribution toward the environment and climate change adaptation. The lack of specificity around the desirable locations provides uncertainty in determining the impact. The absence of specificity with regard to cultural and natural assets also provides uncertainty on the level of protection awarded.				

