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**From:** Laura Hutson  
**Sent:** 29 January 2018 16:20  
**To:** regeneration  
**Subject:** Strood Waterfront Development Brief

Dear Madam/Sir,

Thank you for consulting Sport England on the above named document. Please find herein our formal comments for your consideration.

Sport England has an established role within the planning system which includes providing advice and guidance on all relevant areas of national, regional and local policy as well as supporting local authorities in developing the evidence base for sport.

#### **Active Design**

Sport England would strongly encourage reference to Sport England Active Design guidance within the development brief, which goes far beyond sport and recreation and aims to build physical activity into everyday life.

Having reviewed the document, I note a commitment to healthier communities that share in the benefits of development and improving residents' health and wellbeing. I was also pleased to note numerous references to walking and cycling routes which link to recreational opportunities and encourage active travel. Aspects such as signage are also incredibly important in encouraging active travel; I note that currently signage to, for example, the station is poor – Active Design principles promote good, legible signage and wayfinding. Enhanced public access to the river is also in line with Active Design principles, as is the provision of communal garden or allotments. Sport England would welcome the upgrading of walking routes as mentioned in the document. In particular I note that it is proposed to introduce public toilets and water fountains at Watermill Gardens – I would strongly encourage this as each of these things have an influence on increasing physical activity.

I note the presence of an existing boat club and would ask that this is taken into account as part of any proposals, as set out in the document.

These principles are already very much in line with our Active Design guidance and would be further underlined by specific reference to Active Design within the document. Referring to the guidance, including suggestions within the Active Design guidance, such as the provision of signage telling pedestrians how far a walk it is from one location to the other (in minutes rather than distances) and the provision of public water fountains and public toilets, would also be beneficial to residents' health and wellbeing.

Sport England and Public Health England have recently refreshed our 'Active Design' guide which provides some really useful advice and case studies with clear reference to the NPPF to maximise the opportunities for design in physical activity. Sport England would commend this to you and suggest the concept of 'Active Design' be incorporated into the development brief – please see website extract and link below:

We believe that being active should be an intrinsic part of everyone's daily life – and the design of where we live and work plays a vital role in keeping us active.

Good design should contribute positively to making places better for people and create environments that make the active choice the easy choice for people and communities.

That's why Sport England, in partnership with Public Health England, has produced the Active Design Guidance. This guidance builds on the original Active Design (2007) objectives of improving accessibility, enhancing amenity and increasing awareness, and sets out the Ten Principles of Active Design.

The ten principles have been developed to inspire and inform the layout of cities, towns, villages, neighbourhoods, buildings, streets and open spaces, to promote sport and active lifestyles.

The guide features an innovative set of guidelines to get more people moving through suitable design and layout. It includes a series of case studies setting out practical real-life examples of the principles in action to encourage planners, urban designers, developers and health professionals to create the right environment to help people get more active, more often.

The Active Design Principles are aimed at contributing towards the Government's desire for the planning system to promote healthy communities through good urban design.

Active Design has been produced in partnership with David Lock Associates, specialists in town planning and urban design.

<https://www.sportengland.org/facilities-planning/active-design/>

Or watch our short video here <https://www.youtube.com/watch?v=mDaVBh1Bs7Y>

Thank you once again for consulting Sport England.

Kind regards,

**Laura Hutson** MRTPI  
Planning Manager



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**Chatham Maritime Policy S8:**  
**Chatham Maritime Mixed Use Zone**

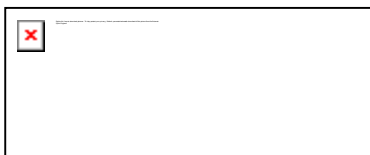
Development will:

- ✓ Create a new transportation framework for the sites, including improved public transport, cycling and pedestrian links to Chatham and Gillingham town centres with a key objective of reducing the need to travel by the private car.
- ✓ Promote high quality and innovative design approaches to

#### Proposals

should seek to optimise the sustainable connections available and maximise sustainable development principles where possible demonstrating how they will reduce reliance on the private car, enhance public transport usage and improve walking and cycling facilities.

**Laura Hutson MRTPI**  
Planning Manager



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