Medway Annual Monitoring Report 2012

Volume 1 - Main Report

December 2012

Executive Summary

The format of this year's report has been revised to reflect the policies in the Medway Core Strategy and to report progress against these. Detailed statistical tables continue to be provided in a separate volume.

Particular highlights of the year included:

- Continuing progress with the regeneration programme despite the continuing economic downturn. Construction commenced at Rochester Riverside and the pace of development increased on St. Mary's Island and at Gillingham Waterfront. The Chatham bus station was completed

- Housing completions up on the previous year at 809, only marginally short of the ambitious South East Plan target and proportionately higher than elsewhere in Kent. Affordable housing completions again well above target at 37.5%

- Two of the largest planning applications in Medway's history submitted - for the new settlement at Lodge Hill and for Chatham Waters

- The overall town centre vacancy rate of 8.7% compared to a rate for the UK of 14.5%

- A net gain in the amount of employment floorspace for the first time for three years (Medway having experienced considerable losses over a number of years as a result of clearance on major regeneration sites)

- A higher rate of increase in average earnings than Kent, the South East or Great Britain

- A further increase in the number of Green Flag sites to 5

- A continuing decline in the tonnage of municipal waste produced

- Medway's carbon footprint remained substantially below the national average

- A record number of planning applications submitted for renewable energy installations

- A significant increase in community volunteering

- Increases in visitor numbers to the Guildhall Museum and other visitor attractions

Appropriate indicators are still being investigated for certain policies and a time series will need to be built up to determine trends in some areas.

1. Introduction

Section 35 of the Planning and Compulsory Purchase Act 2004[1] required every local planning authority to produce an annual report containing information on the implementation of the local development scheme (LDS) and the extent to which the policies set out in local development documents are being achieved.

Section 113 of the Localism Act (Local Development Monitoring) removed the requirement on local authorities to submit the report to the Secretary of State or the Mayor of London. It came into effect from January 2012. However, the Act does not remove the requirement for local authorities to produce a monitoring report for public consumption with the Secretary of State having powers to make regulations around the timing, content and form of reports. The interval between subsequent reports should still be no longer than 12 months. Therefore Medway Council intends to carry on producing and publishing its AMR to the same December timeframe which it has previously followed.

The report needs to look at statistical survey periods for monitoring which are tied to the financial year. This report therefore covers the period **1 April 2011 to 31 March 2012.** It is Medway's eighth Annual Monitoring Report (AMR).

It is a key component in a comprehensive system for monitoring the current and emerging development plan in Medway.

Local Development Scheme (LDS)

The current LDS dates from August 2011 and it sets out the timetable for the production of the Local Development Framework (LDF). The Annual Monitoring Report needs to outline whether the implementation of the LDS is on target and whether milestones have been achieved.

The Current LDS timetable for the Core Strategy is set out below.

Pre Publication Draft Core Strategy Consultation	August 2011
Core Strategy Submission	March 2012
Independent Examination	July 2012
Adoption	October 2012 Summer 2013

Both the Core Strategy Submission and the Independent Examination took place one month ahead of schedule (February 2012 and June 2012 respectively). However, due to unforeseen issues arising regarding the proposed Lodge Hill allocation and the Inspector being booked to conduct another examination the Examination was suspended until January 2013. As a consequence, the Core Strategy is now unlikely to be adopted until summer 2013.

Similarly, the LDS envisaged formal work commencing on the Land Allocations and Development Management Policies DPD just prior to the Core Strategy adoption date. Therefore, this too is now unlikely to happen until summer 2013.

[1] Further details of this requirement are set out in Regulation 48 of the Town and Country Planning (Local Development) (England) Regulations 2004.

Monitoring Period

This document has been informed by information gathered from planning applications still to be determined and those already determined at 31st March 2012. In addition it takes account of a number of sites that are not yet subject to a planning application but have been identified in the Strategic Land Availability Assessment (SLAA).

It should be noted that the report also only refers to matters up to the end of the monitoring period. That is 31 March 2012. Events occurring after that date will be reflected in next year's report.

National Policy changes

In June 2010 the Coalition Government altered PPS3: Housing to remove private residential gardens from the definition of 'previously developed land', commonly referred to as 'brownfield' land. The change also excluded parks, recreation grounds and allotments from the definition. In addition, it stated that: *'There is no presumption that land that is previously-developed is necessarily suitable for housing development nor that the whole curtilage should be developed.'*

Reference to a national indicative density requirement of 30 dwellings per hectare was also removed from paragraph 47. Instead the revised wording stated, *"Local Planning Authorities may wish to set out a range of densities across the plan area rather than one broad density range."*

More recently, in March 2012, the government published the National Planning Policy Framework (NPPF) which replaced over a thousand pages of national policy with 56 pages.

The NPPF sets out the Government's planning policies for England and how these are expected to be applied. It specifies the Government's requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so. It provides a framework within which local people and their councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

The NPPF must be taken into account in the preparation of local and neighbourhood plans and is a material consideration in planning decisions. Planning policies and decisions must also reflect and where appropriate, promote relevant EU obligations and other statutory requirements.

The NPPF does not change the statutory status of the development plan as the starting point for decision-making. Proposed development that accords with an up-to-date Local Plan should be approved, and proposed development that conflicts should be refused unless other material considerations indicate otherwise. It is stated that it is highly desirable that local planning authorities have an up-to-date plan in place.

As of 1st April 2012 the Infrastructure Planning Commission was replaced by the National Infrastructure Directorate of the Planning Inspectorate.

It is intended that Regional Spatial Strategies (RSSs) will largely be abolished and neighbourhood plans will become important new components within the planning system. However the timing for abolition is still uncertain and interest in neighbourhood plans has been limited.

Planning inspectors will no longer have the power to impose binding recommendations on Core Strategies and other development plan documents. They are able to suggest amendments, but local authorities will be under no obligation to accept them.

It follows that, since the publication of the last AMR, there have been further major reforms to the planning system but many of the provisions in the Localism Act did not come into force until April 2012 and so will feature more in next year's report.

Indicators

With the emerging Medway Core Strategy the monitoring structure within this report has been reorganised around the thirty-five policies in that plan. The report considers the policies in turn and indicators and contextual data are grouped by policy and policy theme.

In future reports monitoring information on planning applications will be used to establish the effectiveness of certain policies. However this has not been possible in this report as the Core Strategy policies are not yet in force. The relevant policies are:

CS2	Quality & sustainable design
CS3	Mitigation & adaptation to climate change
CS4	Energy Efficiency and Renewable Energy
CS5	Development and Flood Risk
CS7	Countryside and Landscape
CS8	Open Space, Green Grid and Public Realm

Core Strategy Monitoring Implementation and Framework

It is not now anticipated that the Medway Core Strategy will be adopted before summer 2013. The Monitoring and Implementation Framework table in that document will be used to monitor the policies of the Core Strategy in subsequent Annual Monitoring Reports.

Cross cutting Policies

CS1 Regenerating Medway

Priority will continue to be given to the established regeneration programme

Completion of retail, mixed use and commercial floor space in Chatham centre, Rochester Riverside, Chatham Historic Dockyard, Interface Land, St Mary's Island, Gillingham Waterfront

Despite the economic downturn construction started on Phase 1 of the Rochester Riverside development and the pace of development increased on St. Mary's Island. Good progress also continued on the Gillingham Waterfront development. However much remains to be done as indicated by the multiple deprivation scores discussed below

Chatham Waters

In November the Council received a major application on almost 15 hectares of land, approximately 25% of the wider Chatham Docks. The land comprising the application site becomes available for development in 2012 when the existing leases expire. The proposal is for a mixed-use scheme of up to 179,297sq.m. This includes Employment uses B1 & B2, up to 950 homes, student accommodation, hotels, leisure, conference, events and education facilities, a retail superstore, energy centre, petrol filling station and open space.

Multiple Deprivation

Medway is ranked within the 41% most deprived boroughs nationally in the Index of Deprivation (ID) 2010 (132/325). This is a slight decline from ID 2007, when Medway was within the 43% most deprived, indicating that Medway is now relatively more deprived.

In ID 2010, eight Super Output Areas (SOAs) were ranked in the 10% most deprived nationally and 23 SOAs ranked in the 20% most deprived. Of the eight SOAs in the most deprived 10% nationally, three are in Gillingham North, two are in Chatham Central, two are in Luton & Wayfield and one is in River ward.

Medway's national ranking for income and employment - the two main domains - have worsened slightly since ID 2007. There was a slight increase in the number of people who are 'employment deprived' (+800). Despite a worsened national ranking for income deprivation fewer residents are income deprived (-1,500) than in the previous index.

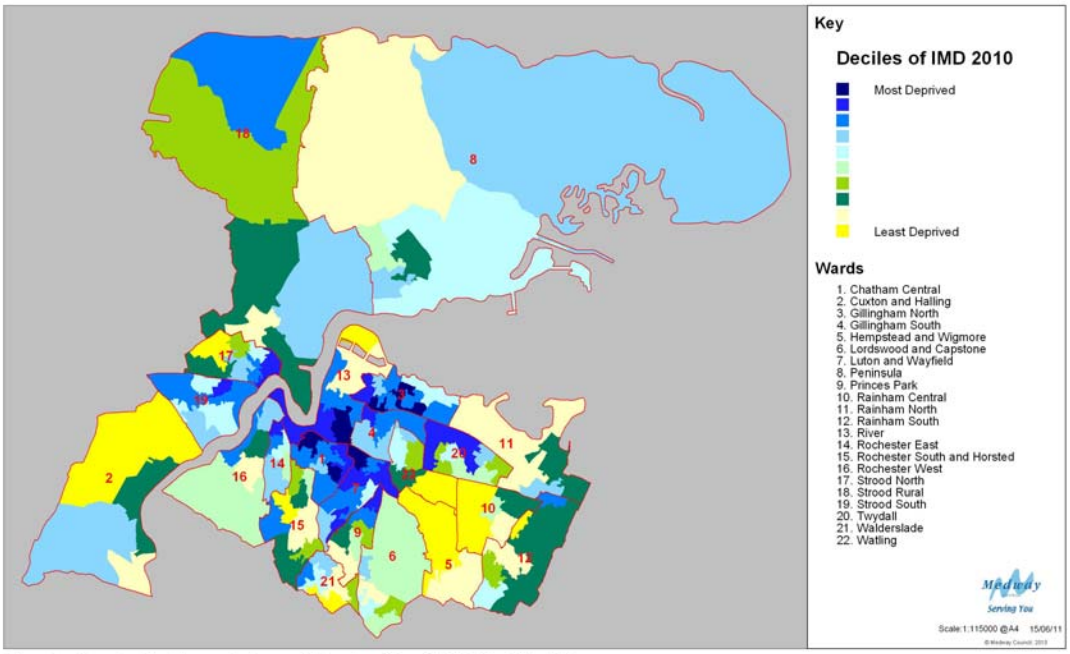
Fifty-seven percent of Super Output Areas (SOAs) in Medway have a more deprived ranking for multiple deprivation in 2010 than in 2007.

Medway deprivation - ID 2010 and 2007

	ID 2010	ID 2007
Medway ranking	132/325	139/325
Percentile	Within 41% most deprived LAs nationally	Within 43% most deprived LAs nationally
Income ranking	65/325 (20%)	66/325 (20%)
Employment ranking	69/325 (22%)	71/325 (22%)

Medway deprivation by domain – ID 2010 and 2007

	2010		2007		Change (*Blue –worse* *Red – better*)	
	10% most deprived	20% most deprived	10% most deprived	20% most deprived	10% most deprived	20% most deprived
Multiple deprivation	**8**	**23**	**5**	**16**	**+3**	**+7**
Income	6	24	6	22	-	+2
Employment	7	24	3	16	+4	+8
Health & disability	3	15	1	6	+2	+9
Education skills & training	12	45	10	40	+2	+5
Barriers to housing & services	7	10	6	19	+1	-9
Crime	22	36	10	27	+12	+9
Living environment	21	42	14	38	+7	+5
Child poverty	8	26	4	27	+4	-1
Elderly poverty	6	19	6	19	0	0



Deprivation in Medway- Index of Deprivation 2010 (By Wards)

CS2 Quality & sustainable design
If Medway's regeneration is to reach its full potential good design will be critical in making the most of Medway's character and forging a new image for Medway as a good place to live and work. *New buildings in Medway will be expected to meet the highest architectural standards that reflect or generate local distinctiveness.*
Potential monitoring measures for this policy are listed below but full results are not yet available
Code for sustainable homes
Percent of schemes submitted for design review that achieve a favourable design panel report
Number of Medway schemes submitted for bi-annual Kent Design Awards (target 10no. schemes)
Percent of relevant applications assessed as having satisfactory design
Quality audit of completed environmental Improvement schemes
Percent of tall building proposals that meet the criteria of the Building heights policy checklist
Percent of significant schemes that are covered by a design/ development brief
Percent of relevant schemes that adhere to standards and criteria laid down in each design brief
See also CS 15 - Housing Quality - Building for Life Assessments

CS3 **Mitigation & adaptation to climate change**

All development will be expected to take full account of its potential impact in terms of climate change and demonstrate that appropriate mitigation and adaptation strategies have been put in place to limit these impacts.

Reduction in carbon dioxide emissions (the carbon footprint)

CO2 emissions in Medway per head are lower than comparative levels nationally. This appears likely to result from relatively limited levels of congestion and the high proportion of urban journeys. However while emissions in Medway are falling and remain below the national level, the gap has narrowed with national figures falling to a larger extent than in Medway.

In Medway the largest proportional decrease has been seen in the 'industrial/commercial' emissions. Both locally and nationally these results also reflect the economic downturn with fewer journeys and reduced industrial output.

Medway CO2 emissions per head (kt CO2)				
	Industry and Commercial	Domestic	Road Transport	Total CO2 emissions
2006	1.7	2.2	1.4	5.3
2007	1.7	2.2	1.4	5.2
2008	1.6	2.2	1.3	5.1
2009	1.4	1.9	1.3	4.6
2010	1.4	2.1	1.3	4.8
Change 2006 to 2010	- 0.30	- 0.10	- 0.10	- 0.50

National CO_2 emissions per head (kt CO_2)				
	Industry and Commercial	Domestic	Road Transport	Total
2006	4.00	2.60	2.20	8.70
2007	3.90	2.50	2.20	8.50
2008	3.80	2.50	2.10	8.20
2009	3.20	2.20	2.00	7.40
2010	3.30	2.40	2.00	7.60
Change 2006 to 2010	- 0.70	- 0.20	- 0.20	- 1.10

Source - Local and Regional CO_2 Emissions Estimates for 2006-2010 produced by AEA for DECC – see link for further information: http://www.decc.gov.uk/en/content/cms/statistics/regional/regional.aspx)

Plans are underway to extract policy references from the Development Management system relating to: ‘Number of residential completions contributing to the progression to sustainable and zero carbon’ and ‘Percentage of commercial completions over 1,000 sq m meeting the BREEAM “very good” standard’. This information is likely to be available for AMR 2014.

Further indicators that are underdevelopment:
Reduction in recorded air quality pollution levels
Number of homes built to higher Code for Sustainable Homes Standards (3,4,5 & 6)
Number of buildings built to higher BREEAM Standards (pass, good, very good, excellent or outstanding)

CS4 **Energy Efficiency and Renewable Energy**

Medway has a strategic role in supplying power and heat to the region and the Country currently mainly from Conventional sources. There is great potential for Medway to produce much more energy from renewable sources.

Renewable energy planning applications

With thirteen renewable applications in 2011/12 this is the highest annual number to date

Renewable energy yearly totals					
2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
2	0	2	5	6	13

Application Number	Renewable energy type	Summary	Decision
MC113008	Solar	Solar panels	Approved 15/3/12
MC120251	Solar	Solar panels	Approved 30/3/12
MC110705	Solar	Solar panels	Refused 27/6/11
MC111293	Solar	Solar panels	Approved 30/6/11
MC111836	Solar	Solar panels	Approved 5/9/11
MC111563	Solar	Solar thermal panels	Approved 9/9/11
MC111430	Solar	Solar module	Appeal Dismissed 12/10/11
MC112450	Solar	Solar panels	Approved 23/11/11
MC110774	Wind	Details for wind turbine	Conditions discharged 1/12/11
MC112043	Wind	Screening Opinion Wind Turbine	EIA is necessary 12/8/11
MC112152	Wind	Screening Opinion Wind Turbine	EIA is necessary 31/8/11
MC112239	Wind	Screening Opinion Wind Turbine	EIA not required 12/9/11
MC112840	Wind	Screening Opinion Wind Turbine	EIA not required 2/12/11

Plans are underway to extract policy references from the Development Management system relating to: 'Percentage of applications conforming with energy requirement' and 'Number of retrofitting schemes carried out, potentially reflected in number of properties in fuel poverty/high heat loss reducing'. This information is likely to be

available for AMR 2014.
A further indicator that is underdevelopment is: Number of developments generating 20% of their on-site energy requirements from decentralised, renewable energy sources.

Photo: Residential solar panels

CS5 **Development and Flood Risk**

As sea levels rise and extreme weather events become more common it is vital that all developments are appropriately designed to withstand these factors and sufficient space is made for floodwater.

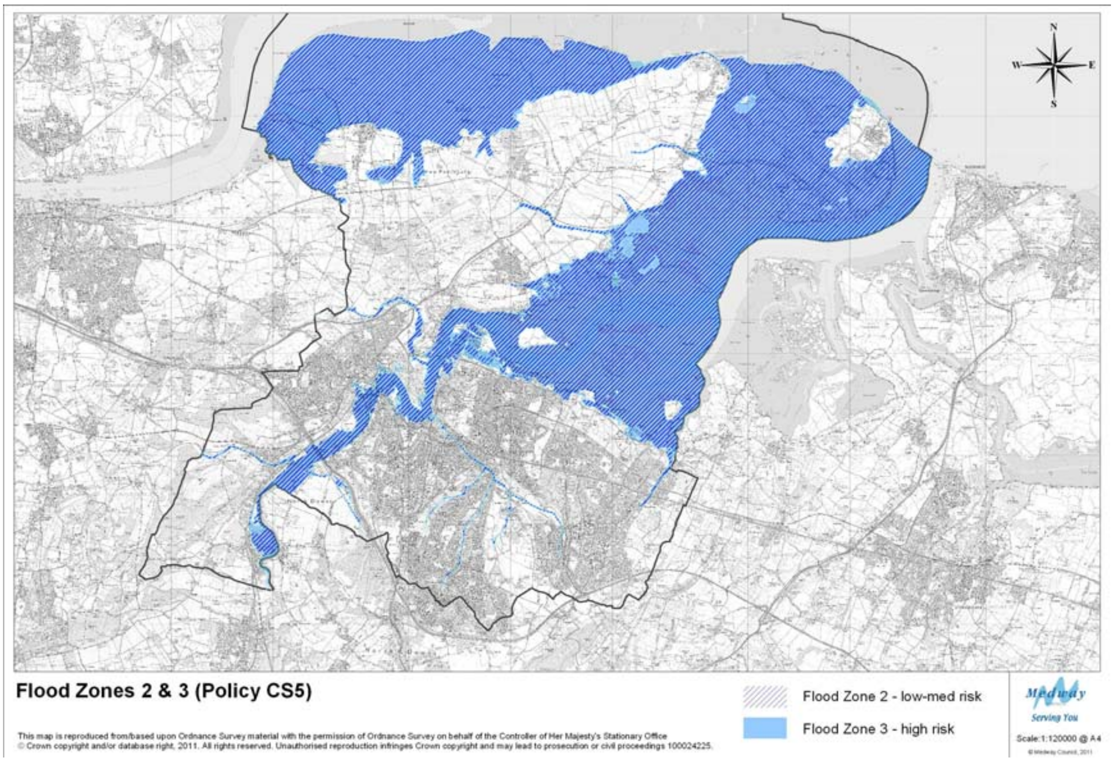
Where development is unavoidable next to rivers and the coast, as is the case in much of urban Medway, a range of sustainable flood risk management measures should be incorporated.

Number of planning permissions granted contrary to Environment Agency advice on flooding and water quality grounds

2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
0	0	0	0	0	0

Medway Council as lead local flood authority has a number of new responsibilities under the Flood and Water Management Act 2010 and the Flood Risk Regulations 2009. The regulations cover flood risk management but the Act also introduces new local authority responsibilities for approving and adopting Sustainable Urban Drainage Systems (SUDS).

Flood Risk Areas need to be meaningful areas that require flood hazard and flood risk assessment, mapping and management through flood risk management plans.



For further information on flood risk areas in Medway see
Flood Risk Assessment Guide : http://tinyurl.com/9mjbxh7

Plans are underway to extract policy references from the Development Management system relating to: 'Number/percent of applications conforming to conditions listed in policy summary points'. This information is likely to be available for AMR 2014.

Photo: Flood defences at Rochester Riverside

CS6 **Preservation and Enhancement of Natural Assets**

Medway has a great many internationally and nationally significant landscapes including the Thames estuary and River Medway estuary marshes, the chalk grasslands of the Kent Downs, ancient woodlands as well as highly valued local areas of nature conservation value. Medway also has a large number of parks as well as a series of rural valleys, including Capstone Valley, Horsted Valley and Darland Banks.

Medway's open spaces and countryside have a critical role to play in helping to deliver sustainable development. However the proximity of these valuable sites to the urban area and their visitor potential poses particular challenges. Built development can lead to the fragmentation of habitats and high visitor numbers can damage the quality of designated areas.

A Nature Improvement Area for the Greater Thames Marshes was approved in 2012 to promote biodiversity improvements in an area, including much of the Hoo Peninsula. A Local Nature Partnership has also been established for the Thames Estuary.

Changes in areas of biodiversity importance

To improve the local biodiversity - the proportion of local sites where positive conservation management has been or is being implemented.

There are sixteen wildlife sites within Medway monitored under this measure – of these sixteen, twelve were assessed as having positive management in 2011/12.

2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
N/A	*N/A*	80%	67%	73%	75%

Environmental Stewardship Schemes

Environmental Stewardship is an agri-environment scheme that provides funding to farmers and other land managers in England to deliver effective environmental management on their land.

Scheme	AG00265457 -Rochester
Type of Scheme	Entry Level plus Higher Level Stewardship
Total area under agreement	262.37 ha
Benefits	Farm woodlands are being maintained or restored to benefit wildlife and strengthen the local landscape character. Woodlands support many birds, plants, insects (especially butterflies) and mammals.
Work involved	The aim of woodland management is to maintain a varied

	structure with trees of different ages and a good ground flora. Management may include: maintaining rides and glades within the woodland by grazing or cutting, high forest management and rotational coppicing.
Importance	Woodlands are important features of the landscape and their shape, trees, old banks, paths and management usually tell a story about the people who have lived and worked in the area. Some are ‘ancient woodlands’ dating back thousands of years and many still retain signs of historic management. Regular management maximises the range of wildlife that can thrive in a wood – from spring woodland flowers such as bluebell or wood anemone, to dormice (which can only move from wood to wood along a tree canopy), or tree dwelling birds such as the nuthatch and woodpeckers. Changes to woodland management, loss of traditional practices such as coppicing, and overgrazing have altered woodland structure leading to a lack of regeneration and eventual loss of the habitat.

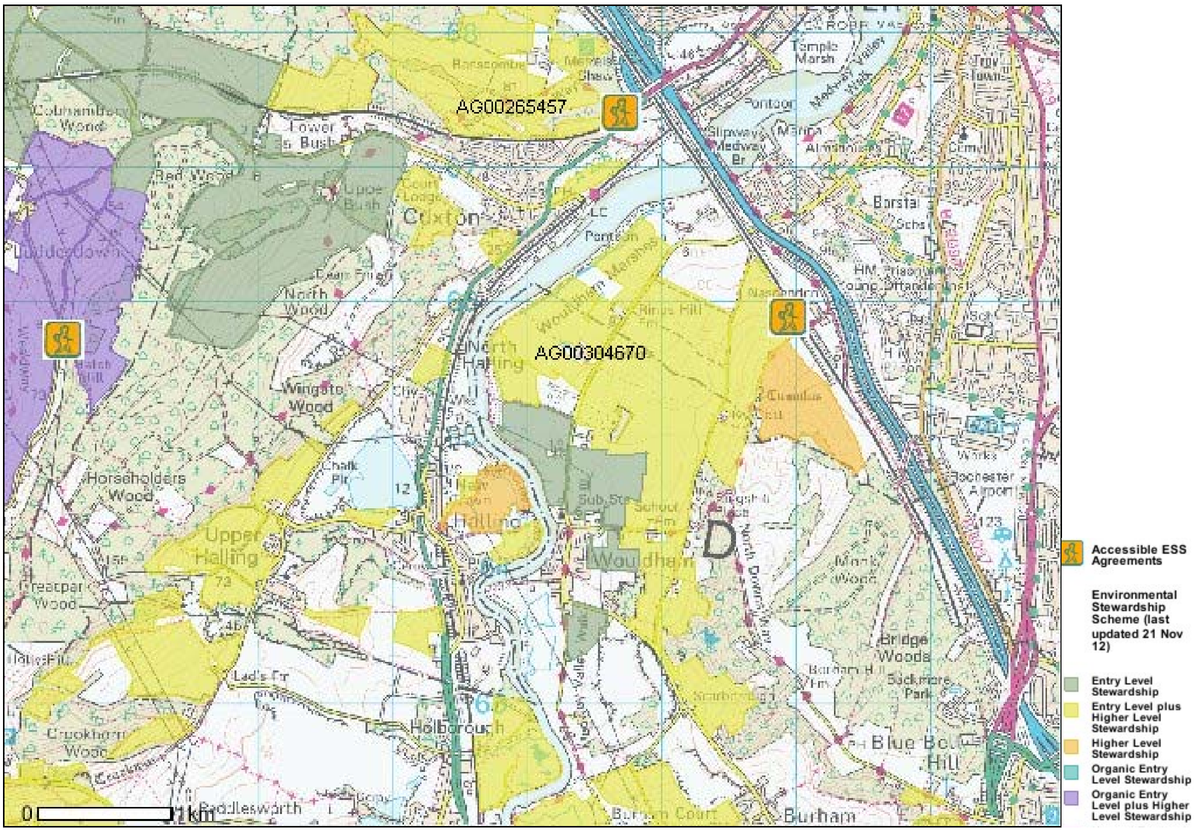
Scheme	AG00304670 -Rochester
Type of Scheme	Entry Level plus Higher Level Stewardship
Total area under agreement	373.63 ha
Benefits	Hedgerows are managed to provide shelter and food for many species of insects, birds and mammals such as the rare brown hairstreak butterfly, tree sparrows and the dormouse. They form corridors along which wildlife can move safely through farmland.
Work involved	Management may include sympathetic trimming (but not during the bird nesting season) to improve the structure of hedgerows; leaving some hedges uncut to grow taller and wider to provide shelter and food for wildlife; hedge laying and coppicing in a local style to rejuvenate a hedge; planting up gaps; establishing hedgerow trees; and protecting hedges from grazing animals.
Importance	Hedgerows are an intrinsic part of the famed landscape. Traditionally hedgerows were used to enclose or exclude animals and to mark ownership boundaries and rights of way. They provide shelter and food for many species of birds, insects and mammals, and also provide important corridors for wildlife to move across the landscape and between habitats.

Higher Level Stewardship

HLS aims to deliver significant environmental benefits in priority areas. It involves more complex environmental management requiring support and advice from local advisers, to develop a comprehensive agreement that achieves a wide range of environmental benefits over a longer period of time. HLS agreements last for ten years.

Entry Level Stewardship

With nearly 60% of England's agricultural land now in Entry Level Stewardship, this is the basic underlying scheme open to all farmers and land managers in England. ELS agreements are for five years.



N.B- This map includes areas which are within the Medway boundary falling within Tonbridge and Malling authority area.

For further information on Environmental Stewardship Schemes via Natural England go to:

http://www.naturalengland.gov.uk/ourwork/farming/funding/es/default.aspx

http://natureonthemap.naturalengland.org.uk/map.aspx?m=aes

No of planning applications referred to and reviewed by Kent County Council for ecological advice

This service provides advice to Medway Council on the ecological implications of development and on the effective protection, management and promotion of wildlife resources.
Sixty-four applications were referred to and reviewed by KCC; around 119 hours were spent on these assessments in 2011/12.

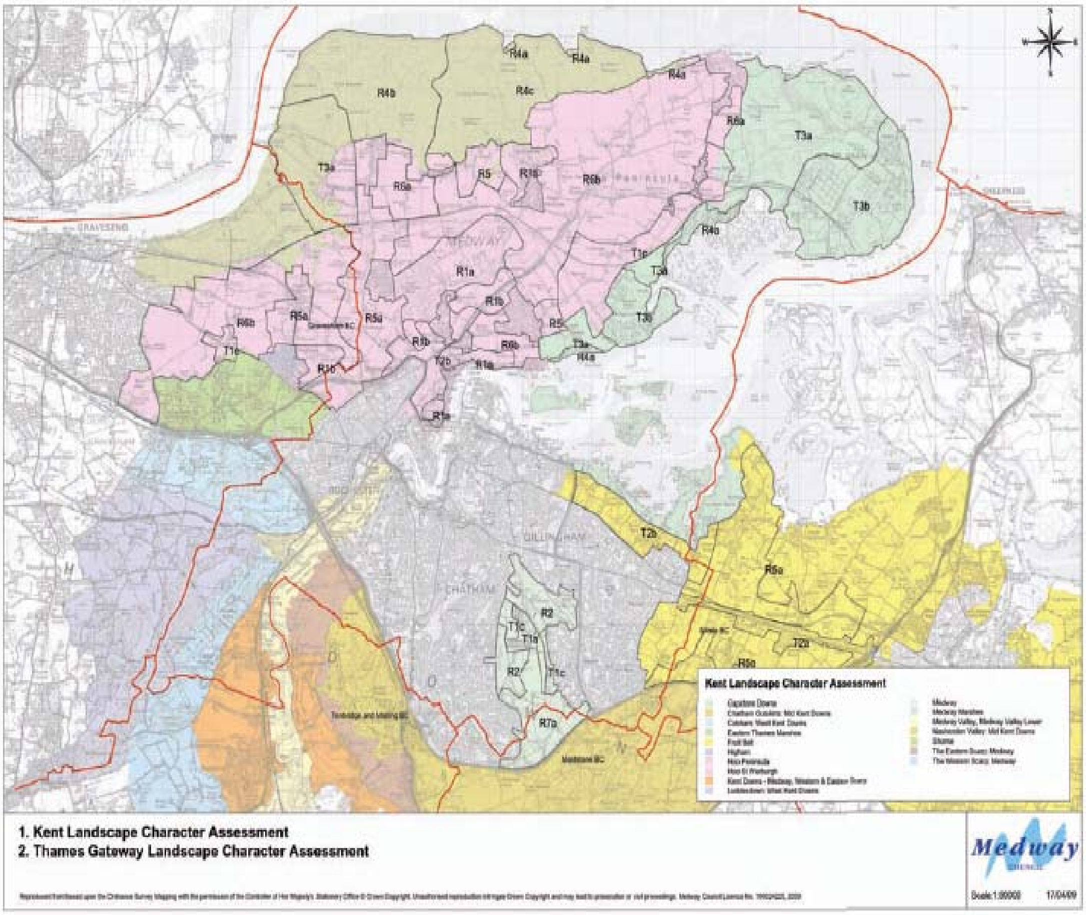
Photo: Ranscombe Farm

CS7 **Countryside and Landscape**

Medway's distinctive sense of place is closely linked to its landscape setting. Its chalk hills and valleys, the Hoo Peninsula with its wooded spine and extensive marshes and the river and its estuary all play their part.

Landscape Character Assessments

Medway adopted a Landscape Character Assessment in March 2011, which is a spatially mapped strategy that provides an evidence base to inform decisions on planning applications in the countryside and urban fringe. It sets out a framework for protecting and enhancing the character and function of the area's distinct landscapes.



http://www.medway.gov.uk/environmentandplanning/conservation/landscape.aspx

Public Rights of Way (PROW)
New PRoWs have been created at Grain Coastal Park with the co-operation of Isle Of St James Council which has enhanced access to the coast. A permissive bridleway was created with between Spendiff and Wybournes Farm with the co-operation of the landowners. Close working with the Planning Team, Land Securities and Murdoch & Wickham to create 5 new PRoW's within the Lodge Hill development. Improved signage indicating destinations on PRoW signs to encourage greater use. Adapting to reduced maintenance budgets by accessing the probation and prison services. Achieving successful working relationships with landowners, farmers and tenant farmers to ensure a higher percentage on path reinstatement across open land year on year. Joined up working with waste services, green spaces and highway contractors to tackle fly tipping. Listening to residents needs and engaging with racial minorities within rural areas to achieve improved countryside access.
Plans are underway to extract policy references from the Development Management system relating to: 'Number of schemes implemented taking account of proposals in listed studies'. This information is likely to be available for AMR 2014.

Photo: Cuxton

CS8 **Open Space, Green Grid and Public Realm**

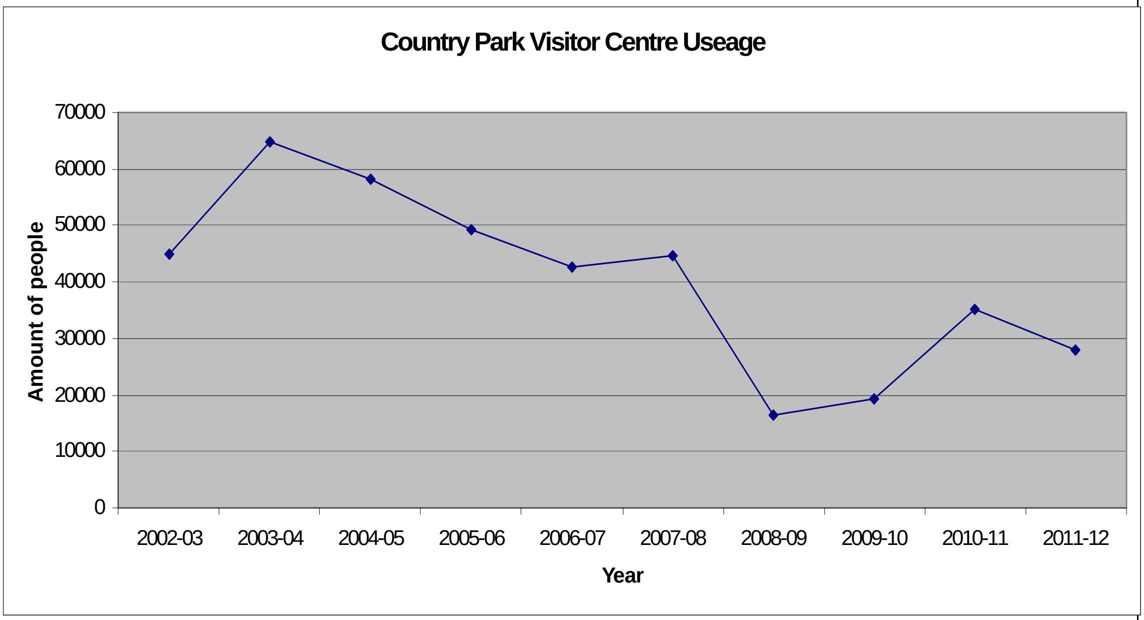
The Council will, subject to Policy CS6, seek to provide equal opportunities for all people to enjoy accessible, high quality, well maintained and affordable open space.

Greening the Gateway Kent and Medway is leading a Green Infrastructure project on the Hoo Peninsula to develop the application of ecosystem services and promote investment in this area.

Country Park Visitor numbers (Capstone & Riverside)

Visits to the Country Parks visitor centres have shown a trend towards decreasing numbers. This is down to a change in reporting systems from manual to automatic counters and the subsequent failure of the automatic counters to operate accurately.

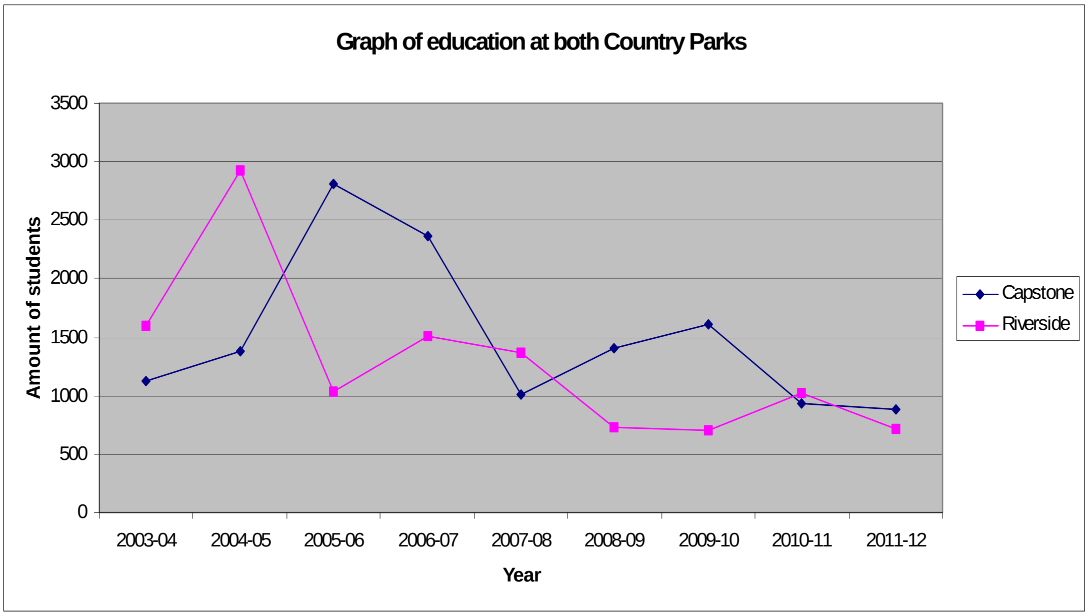
2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
42,561	44,640	16,381	18,269	35,272	28,042



Education at Greenspace & heritage Centres

There is a general downward trend in visits to Country Parks for education purposes. This could be explained by the introduction of charging for visits. The peak in usage levels at Capstone Farm Country Park was primarily down to the development of Forest Schools activity.

Pressure on school budgets is potentially contributing to the ongoing downward trend which is further contributed to by availability of Ranger staff to lead activities.

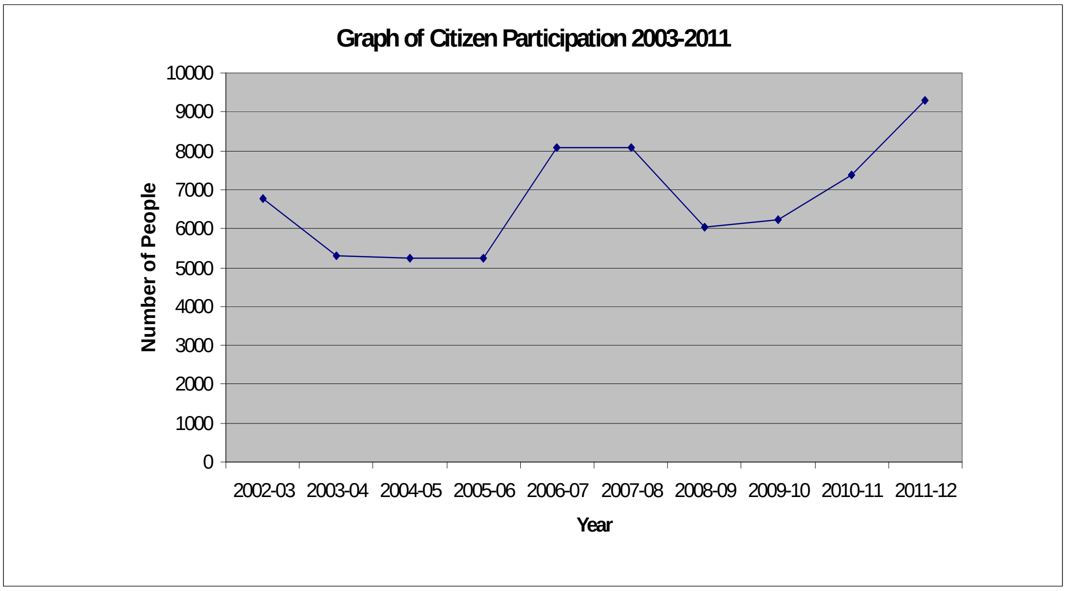


	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Capstone	2357	1004	1408	1606	935	887
Riverside	1513	1372	722	700	1027	713

Citizens voluntary participation

Across the reporting period, this indicator has shown a general upward trend. The decrease in hours between 2007/08 and 2008/09 may be due to reduction in community service activity. The rise in recent years is due to improved reporting by groups and partner agencies together with the development of new groups associated with Green Flag and site improvement projects e.g. Gillingham Park, The Vines and Broomhill Park.

2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
8081.5	8081.5	6028.5	6231.5	7372	9301.8



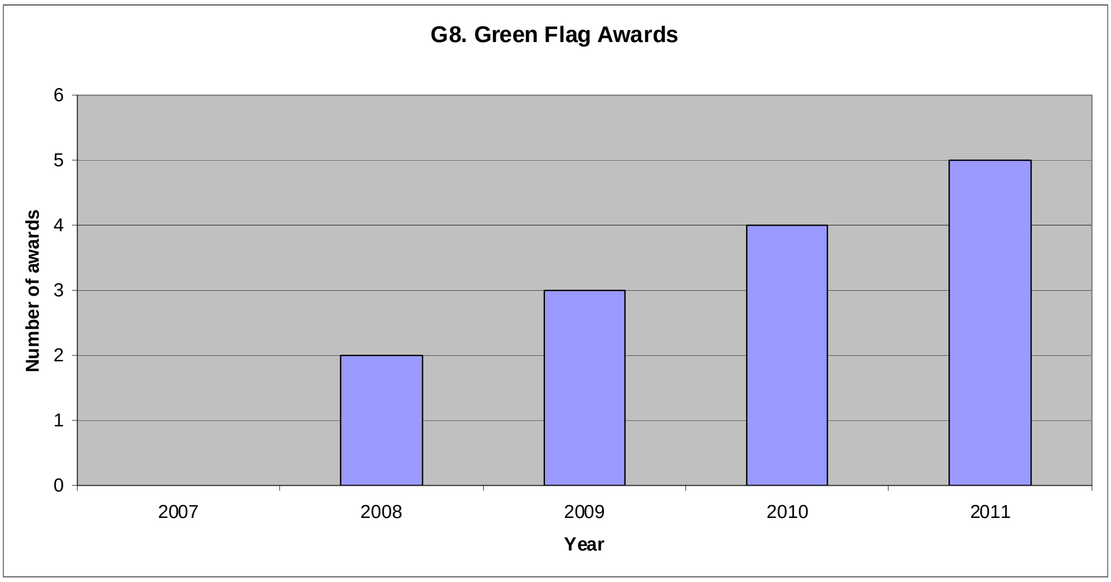
Number of Green Flags

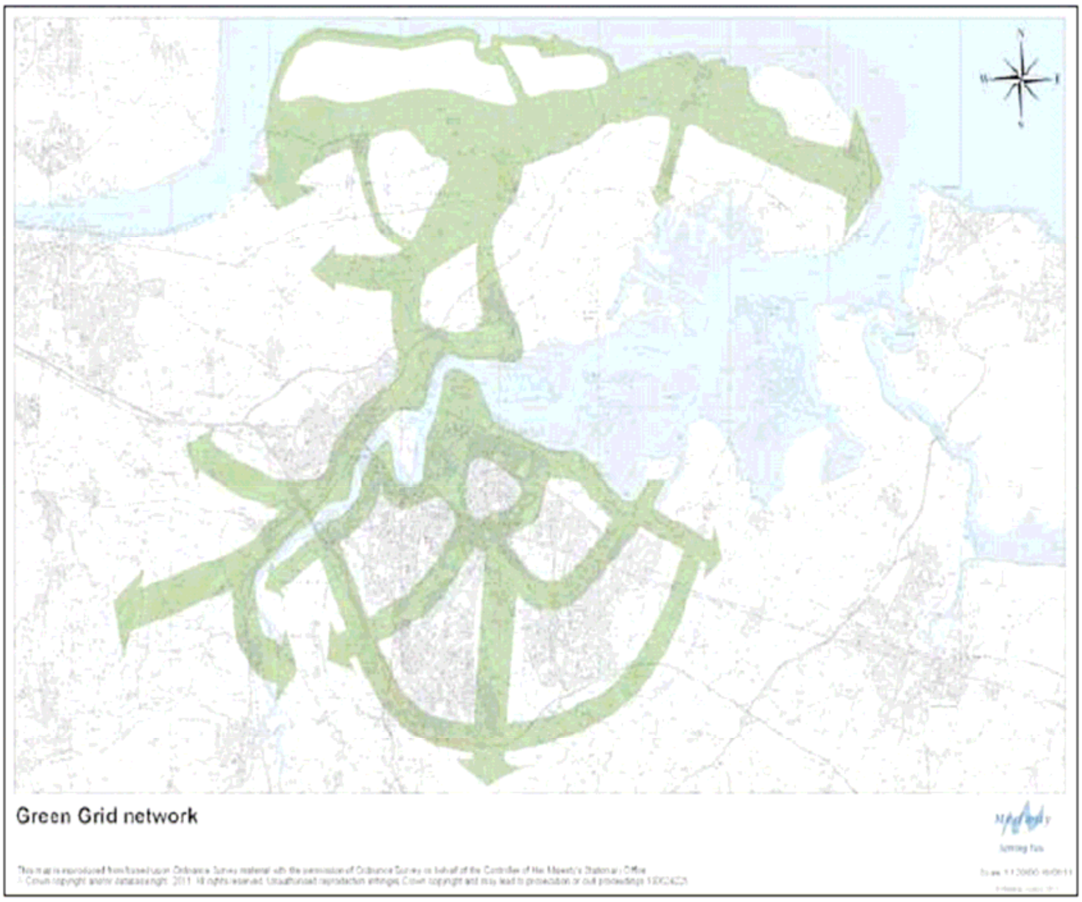
In 2011/12 Broomhill Park secured Green Flag award for the first time.

Across the reporting period, this indicator has shown a continuous upward trend reflecting inward investment, community engagement and overall improvement in site quality enabling more sites to meet the Green Flag standard.

This indicator recognises the enormous contribution made by volunteers to delivery and development of Greenspace and Heritage assets. In targeting year on year increase in hours and days of volunteering this indicator promotes community ownership of sites.

Year	Total number	Site
2007	0	
2008	2	The Vines, Riverside CP
2009	3	The Vines, Riverside CP, Hillyfields
2010	4	The Vines, Riverside CP, Hillyfields, Capstone Farm CP
2011	5	The Vines, Riverside CP, Hillyfields, Capstone Farm CP, Broomhill Park


G8. Green Flag Awards
Number of awards
0
1
2
3
4
5
6
2007
2008
2009
2010
2011
Year


Green Grid network

See also: Greening the Gateway – Shorne to Shore Cluster Study http://gtgkm.org.uk/cluster-studies/shorne-to-shore-cluster-study/ Valley of Visions http://www.valleyofvisions.org.uk/
Plans are underway to extract policy references from the Development Management system relating to: 'Number of applications observing policy CS8 guidelines listed'. This information is likely to be available for AMR 2014.

Photo: Gillingham Gateway

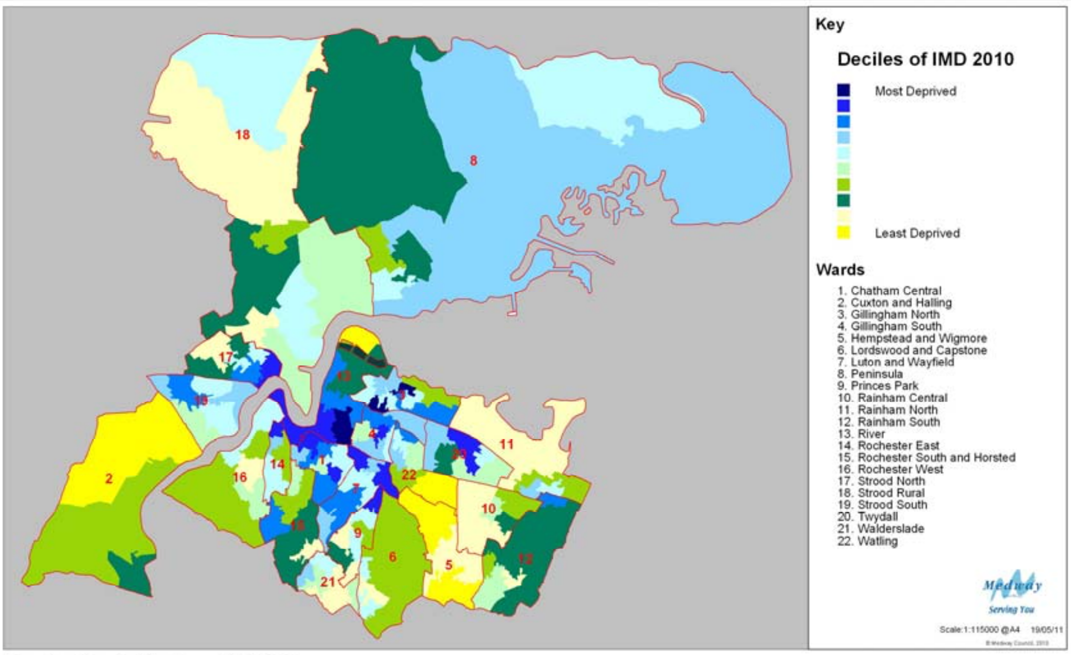
CS9 **Health and Social Infrastructure**

The Core Strategy seeks to support the development of sustainable places in Medway with healthy communities and social infrastructure where residents enjoy a high quality of life having access to affordable housing, good community facilities, public open space and sport & leisure facilities.

Health deprivation – Index of Deprivation

The health domain appears to be one of the least significant domains in Medway in terms of deprivation when taking all SOAs into account. However this domain has shown the most relative deterioration since ID 2007, with almost three-quarters of SOAs having a worse national ranking than in the previous index.

Just three SOA's are ranked in the most deprived 10% nationally for health, two in Gillingham North and one in River. SOA 015E in River ward is ranked in the 2% most deprived areas nationally.



Deprivation in Medway ID 2010- Health_Disability (By Wards)

Standardised mortality ratio

The mortality rate in Medway had been falling every year up to 2009. In 2010 it increased while nationally mortality continued to fall.

Medway mortality ratio				
2006	2007	2008	2009	2010
673.36	622.61	623.71	590.06	600.97

England & Wales mortality ratio				
2006	2007	2008	2009	2010
593.23	582.28	577.00	549.74	540.39

Directly age standardised mortality ratio - a comparison of the number of the observed deaths in a population with the number of expected deaths if the age-specific death rates were the same as a standard population.

Compendium of Clinical and Health Indicators / Clinical and Health Outcomes Knowledge Base (www.nchod.nhs.uk) The NHS Information Centre for health and social care. © Crown Copyright.

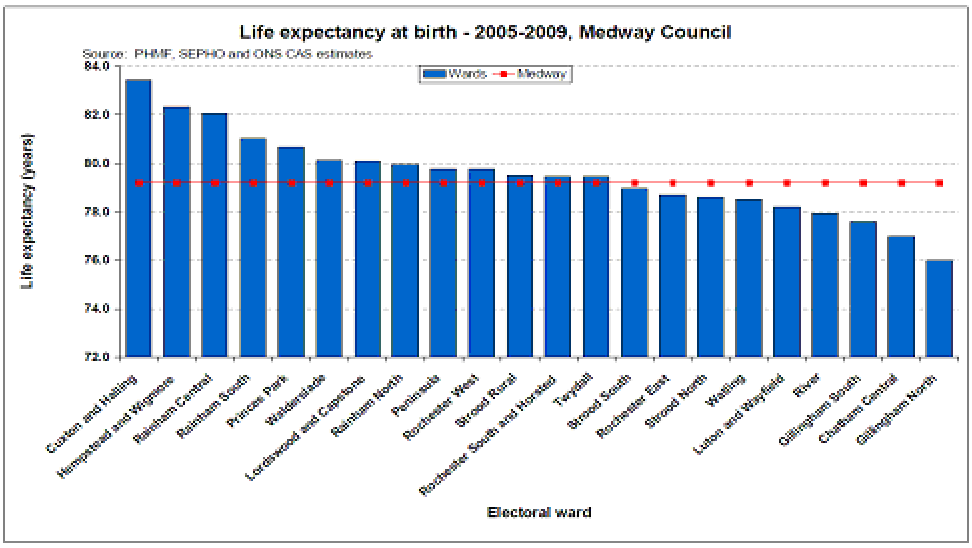
Average life expectancy

Life expectancy in Medway is below the national level, however the trend shows an improvement up to 2009.

Medway life expectancy					
	2004-06	2005-07	2006-08	2007-09	2008-10
Male	76.4	76.6	76.8	77.3	77.6
Female	80.8	81.0	81.2	81.6	81.7

England authority average life expectancy					
	2004-06	2005-07	2006-08	2007-09	2008-10
Male	77.3	77.7	77.9	78.1	78.5
Female	81.6	81.8	82.0	82.2	82.5

Within Medway there is a significant difference in life expectancy with residents living in the most deprived wards having a life expectancy seven years less than those living in the least deprived areas. This 'health inequality' widens to nine years difference for males.



Early deaths – heart disease & stroke, cancer

Deaths in Medway from 'heart disease & stroke' and cancer remain above the national level. While deaths from heart disease & stroke have fallen in Medway, deaths from cancer have increased.

Medway early deaths

	2004-06	2005-07	2006-08	2007-09	2008-10
Heart disease and stroke	97.8	91.9	86.1	77.8	70.4
Cancer	123.1	125.8	124.7	123.3	124.9

England authority rate – early deaths

	2004-06	2005-07	2006-08	2007-09	2008-10
Heart disease and stroke	84.2	79.1	74.8	70.5	67.3
Cancer	117.1	115.5	114.0	112.1	110.1

Directly age standardised rate per 100,000 population under 75

Teenage pregnancy rate

Medway has a teenage pregnancy rate above the national level, however since 2005 the rate has been dropping, a trend that is also reflected nationally.

Medway – teenage pregnancy rate

2004-06	2005-07	2006-08	2007-09	2008-10
43.8	46.4	46.3	45.2	44.4

England & Wales – teenage pregnancy rate

2004-06	2005-07	2006-08	2007-09	2008-10
41.1	41.2	40.9	40.2	38.1

Under-18 conception rate per 1000 females aged 15-17 (crude rate)
Source: APHO and Department of Health. © Crown Copyright 2012

For key health and social care issues in Medway see the Medway Joint Strategic Needs Assessment (JSNA):
http://www.medwayjsna.info/

CS10 **Sport and Recreation**
To improve the quality of life of existing and future residents of Medway and promote healthier lifestyles.
The former Black Lion leisure centre was formally reopened after its £11 million revamp by the Princess Royal. It was renamed Medway Park.
Monitoring measures for this policy are under development
Improve the quality of life of existing and future residents of Medway and promote healthier lifestyles
Adult participation in sport and active lifestyles
Medway's Sport and Recreation Strategy 2009-2016: http://tinyurl.com/9e6ttbj For details of Sports Development in Medway see: http://www.medway.gov.uk/leisureandculture/sports/sportsdevelopment.aspx

Photo: Medway Park

CS11 **Culture and Leisure**

To realise the significant cultural and leisure potential of the area, to improve the quality of life of existing and future residents, promote healthier lifestyles and a participative and inclusive community

Visitor numbers to Guildhall Museum, Rochester

Following a decline from previous high in 2007-08, ongoing investment in improving the museum offer (Opening the Doors) has seen usage recover to a new high in 2011-12.

Key Issues In 2011/12

- Ongoing work on Opening the Doors helped to raise the profile of the museum
- Securing national accreditation for the museum

Targets for 2012/13
Sustain footfall target in the current economic climate

Completion of Opening the Doors project and temporary Dickens exhibition will help to sustain and increase visits

2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
64,422	64,442	59,007	56,610	56,304	65,637

Libraries and archives

Medway Library and Archives Service attracted over one million visitors in the last year and issued over one million books and audio visual items. It's sixteen Libraries, two mobile libraries and Archives and local studies department have a significant impact on the cultural life of Medway.

The service has provided a whole range of cultural events to support and develop literacy and engender a love of reading. Over 40,000 members of the public have enjoyed these in the last year. The Summer Reading challenge which aims to keep young people reading over the long summer holidays had it's most successful year with over 3200 children joining the project.

Medway Council is transforming three of it's Libraries into Community Hubs, giving customers at Gillingham, Rochester and Chatham access to a wider range of Council services.

Medway Archives and Local studies is just coming to the end of a project working with volunteers to catalogue Rochester City Archives, providing an education dimension by involving local schools. The project is called 'City of great expectations' and is Heritage Lottery funded.

Photo: Sweeps Festival, Rochester

CS12 **Heritage Assets**

Medway's valuable heritage assets will be preserved and enhanced.

Medway's historic environment is an irreplaceable asset. It is an expression of our history, heritage and culture and lies at the heart of local and regional character and sense of place. It helps to maintain varied and attractive places in which to live and work, provides historic places to visit and enjoy and encourages investment in, and re-use of, old buildings. It has the potential to act as a significant draw for inward investment and heritage led regeneration.

World Heritage Site

The proposed World Heritage Site In Medway includes the Historic Dockyard, Fort Amherst, Gun Wharf, Upnor Castle, the Great Lines, Brompton Village, the Royal School of Military Engineering (Brompton Barracks) and the River Medway.

There are currently 27 World Heritage Sites in the UK. Government has a shortlist of sites which it will put forward for World Heritage Status, and is allowed to propose one each year. Chatham Dockyard and its defences are already on this shortlist.

Progress to date:

The Chatham World Heritage steering group submitted a Technical Evaluation to government (Department for Culture, Media and Sport) in April 2012, bidding to be one of the next UK nominations for World Heritage Site status.

Government recognised the many strengths of our application, and requested two principal areas of work be progressed before a nomination date is allocated. These are:

(1) to produce a WHS planning policy document which synthesises existing policy protection for the WHS and its setting in a single place.

(2) to enhance the comparative study of Chatham Dockyard and its Defence with the existing World Heritage Sites of Karlskrona and Kronstadt.

The steering group supported the undertaking of both these pieces of work, and, subject to positive outcomes, will accept government's invitation to resubmit a Technical Evaluation in the autumn of 2013.

Great Lines Heritage Park (GLHP)

Major progress on the GLHP has been made at Fort Amherst in the un-restored area/Spur Battery.

The Royal School of Military Engineering, Medway Council and Fort Amherst Heritage Trust (FAHT) worked in partnership during 2011- 2012 to design and construct a bridge to celebrate 200 years of the RSME in Brompton. EU funding through the Interreg IVa Walls and Gardens project provided finance to support an officer and fund the bridge materials. The bridge replaces a previously existing bridge and re-opens up a pedestrian route from Fort Amherst to the Inner Lines.

The community group, Friends of GLHP continue to meet regularly (quarterly meetings) and has carried out quarterly litter picking on site. The open space of GLHP and the parklands of Fort Amherst continue to be used by the community for walking, running, cycling, dog walking and for taking in the views over the Medway Towns.

FAHT have secured funding from Biffa and SITA Trust to bring the guardhouse back into use, and are currently providing an electrical supply to the building to increase it's potential for use.

Medway Council and FAHT are currently working on a project to apply for HLF funding for further works to improve pedestrian access through the Chatham Lines.

Further information on the World Heritage Site is available at:

http://www.chathamworldheritage.co.uk/

Photo: Fort Amherst new public access footbridge

Housing

CS13 **Housing Provision and Distribution**

Provision will be made to ensure at least 17,930 new homes can be delivered between 2006 and 2028, (an average of 815 per year), of which at least 17,500 will be within the Thames Gateway Area.

Net additional dwellings a) in previous years b) for reporting year c) in future years

Medway is continuing to use the housing target that was set in the regional spatial strategy (SE Plan), which equates to an annual average residential completion requirement of 815 units.

In 2011/12 Medway had a housing completion rate of 809 units, which was just below the annual requirement but was above the 2010/11 AMR estimate of 700. This indicates exceptional performance given economic conditions and significantly reduced performance elsewhere.

Net additional dwellings in previous years

	Completions	Requirement	Surplus/deficit
2007	591	815	-224
2008	761	815	-54
2009	914	815	+99
2010	972	815	+157
2011	657	815	-158
2012	809	815	-6
2007-2012	**4704**	**4890**	**-186**

Number of new and converted dwellings on previously developed land

In 2011/12, 513 residential completions were on previously developed land, which represents 63% of all residential completions.

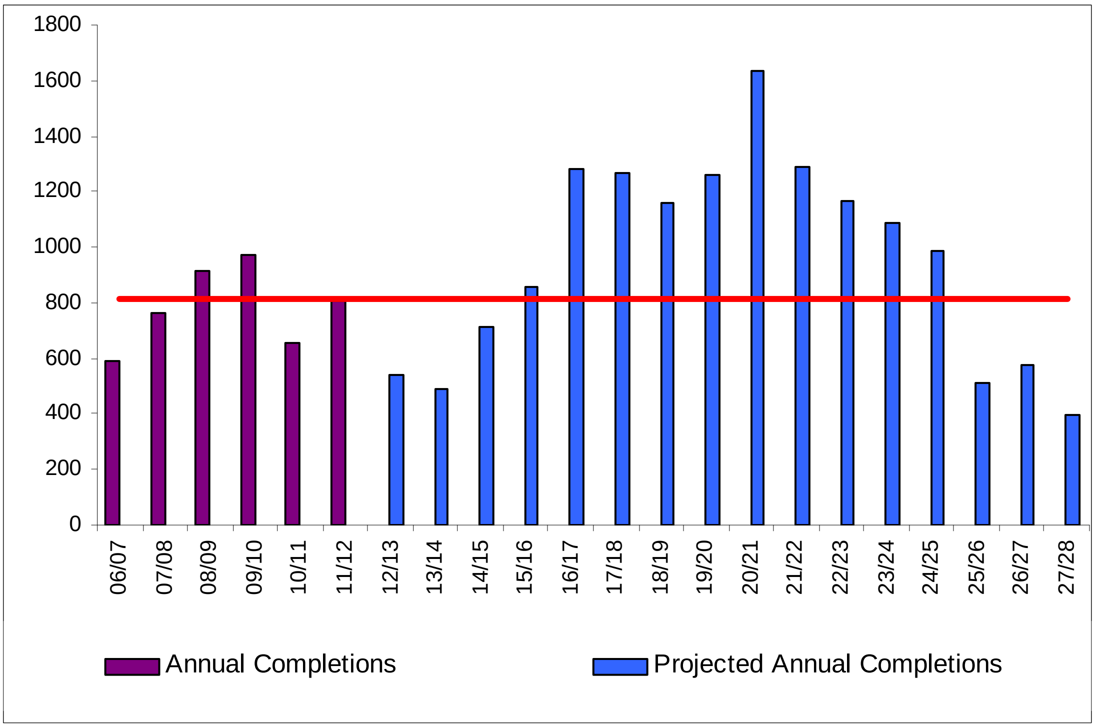
A number of years ago the Government set a national target for at least 60% of housing completions to be on ‘previously developed land’ (PDL).

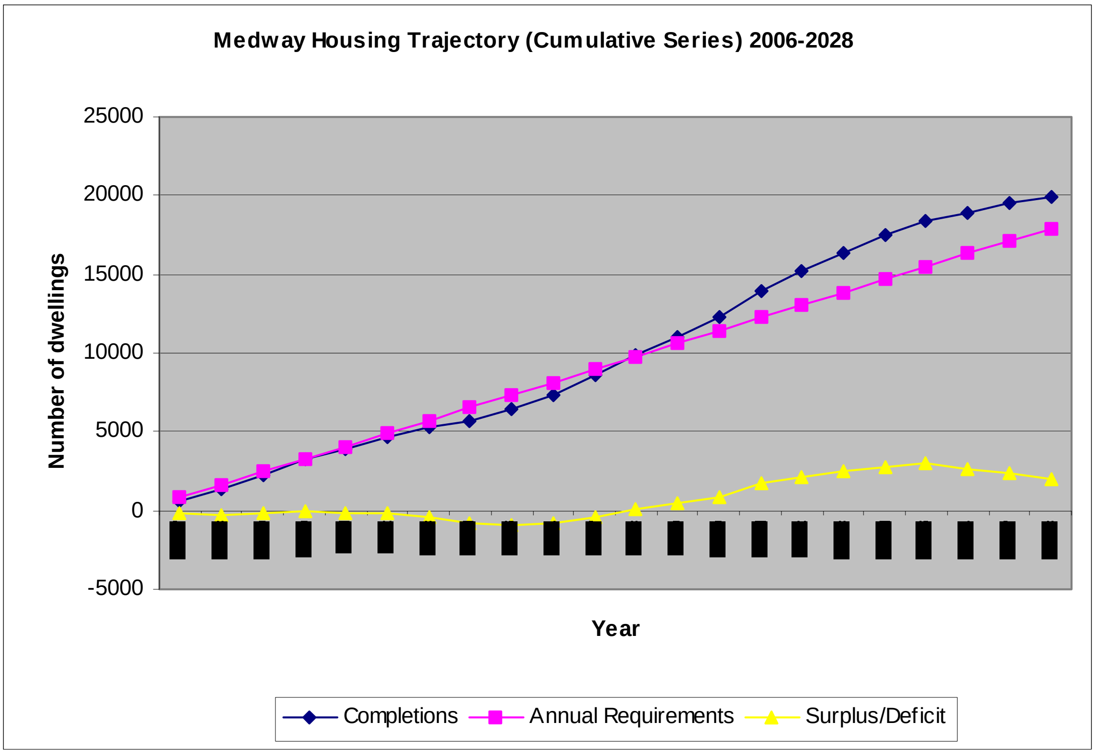
Over the past 6 years, on average just over 62% of dwellings completed have been on previously developed land.

Number of new and converted dwellings on previously developed land (net)		
	Percent units on PDL	Units on PDL
2006/07	91%	538
2007/08	37%	408
2008/09	51%	524
2009/10	63%	622
2010/11	49%	322
2011/12	63%	513

Housing trajectory - 2006-2028

06/07	07/08	08/09	09/10	10/11	11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19	19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27	27/28
Annual Completions						Projected Annual Completions															
591	761	914	972	657	809	540	493	713	856	1282	1270	1158	1263	1631	1292	1170	1088	985	510	573	393





Property prices

Average property prices fell back slightly in Medway during 2010/2011 but remained above the level in 2009. Property prices in Medway remain considerably lower than the national, regional and Kent level, with Medway seeing a larger drop in prices since 2007.

Average property price in Medway 2007-2011

	Mar-07	Mar-08	Mar-09	Mar-10	Mar-11	2007-10 % change	2010-11 % change
Medway	£157,400	£163,200	£134,900	£140,900	£138,500	-12	-1.7
Kent	£196,700	£207,500	£172,300	£183,700	£182,500	-7.2	-0.7
South East	£219,200	£227,900	£186,900	£208,700	£206,800	-5.7	-0.9
England & Wales	£178,900	£184,000	£153,100	£165,300	£161,700	-9.6	-2.2

Photo: The Fort development off City Way, Rochester

CS14 **Affordable Housing**

A significant proportion of the population is unable to afford the cost of purchasing, outright, a house or other type of residential accommodation. As such it is critically important to maintain an adequate supply of 'affordable housing' to ensure that the whole population has a satisfactory place to live.

Gross affordable completions (count)
Affordable completions as proportion of all completions

The number of affordable residential completions is up on the previous year. However with a higher completion rate overall the affordable rate has dropped slightly but still remains well over the target of 25%.

Gross affordable completions		
	Number of gross affordable units	As % of all net completions
2006/07	163	27.6
2007/08	230	30.2
2008/09	408	44.6
2009/10	309	31.8
2010/11	252	38.4
2011/12	303	37.5

Photo: Affordable Housing, Rochester Riverside

CS15 **Housing Design and Other Housing Requirements**

Sustainable residential communities will be created by requiring the provision of a mix and balance of good quality housing of different types and tenures.

Housing Quality - Building for Life Assessments

Building for Life is the national standard for well-designed homes and neighbourhoods. It has been in use since 2003 and has proven to be a useful and effective method of assessing the quality of new housing developments. In 2010, following a Cabinet Report and Member and Officer training, DM and D&C began using Building for Life in assessing and negotiating on the design of planning applications for housing development. The standard was also embedded in emerging planning policy.

CABE was the main body responsible for promoting and regulating the use of Building for Life so when CABE funding came to an end in early 2011 the future of Building for Life became uncertain.

Earlier this year it was announced that Building for Life was to be re-launched (by Cabe at the Design Council and other BfL partners). The updated version, Building for Life 12, was launched on 20th September.

Scheme: **Dock Road, Chatham. Maritime Court**
Completions 2012: **24**
Summary: Scheme succeeds in fulfilling 9 of 12 criteria but there are some shortcomings in the areas of the design of parking and amenity areas to the rear of the houses and flat blocks. Parking seems ill-defined and is likely to dominate what are intended to be social/communal areas. Private amenity to rear of dwellings is also ill defined.

Scheme: **Cuxton Pit no.3 Cuxton Road (Medway Gate)**
Completions 2012: **67**
Summary: An exceptionally poor scheme that fails to fufill half of the criteria and only partially succeeds in fulfilling 5 of the other 12. This phase of construction (phase 2A/2B and part of 3) appears to be less successful than earlier phases.

For further information on Building for Life Assessments in Medway see:

http://democracy.medway.gov.uk/mgconvert2pdf.aspx?id=5824&nobdr=2

http://democracy.medway.gov.uk/mgconvert2pdf.aspx?id=6025&nobdr=2

Residential completions by property type and size

Housing completions continue to show that all types of tenure are being constructed within Medway.

The ever-growing student population has prompted the Chatham Waters application to include additional student accommodation.

At Pier Road, Gillingham a block of 60 extra care units has been constructed for people who live independently but need some support. More of these units are in the pipeline.

Affordable housing continues to come forward at a healthy rate, with over 35% of new dwellings this year being provided by the affordable housing sector.

At the other end of the market, larger luxury units have been built across the borough at Borstal, Gillingham, Rainham, Rochester and St Marys Island.

Medway also has a good spread of new family homes, with almost 63% of completed sites this year providing 2 and 3 bedroom homes.

For large sites built out in the year 2011/12 the breakdown of houses and flats by number of bedrooms is shown in the table below. More houses than flats were completed, unlike the previous year when they were evenly split. The majority of new property has 2 bedrooms.

Completions (gross) on large sites by property type and number of bedrooms 20011/12

Number of bedrooms	Houses	Flats
One	8	122
Two	73	161
Three	163	1
Four or more	105	0
Total	**349**	**284**
Total % split	**55%**	**43%**

CS16 **Gypsies, Travellers and Travelling Show people**

The Core Strategy must make specific provision for the housing needs of gypsies, travelers and travelling show people.

To meet the identified need for Gypsy, Traveller and Travelling Show people pitches within Medway, sufficient sites will be allocated within the Land Allocations and Development Management Development Plan Document.

Net additional pitches (Gypsy and Traveller)

Bi-annual counts of Gypsy and Traveller Caravans are published by DCLG.

The 2012 figures show capacity of twelve caravans on authorised sites with planning permission, with Council supplied figures showing that there are eleven caravans on the site at Cuxton. CLG shows a count of two caravans on unauthorised sites without planning permission.

http://www.medway.gov.uk/housing/affordablehousing/gypsyandtravellersites.aspx

Economic Development

CS17 **Economic Development**

The development of the Medway economy will be dynamic and widely based, to provide employment for the community as a whole, to provide greater choice for the workforce, offer an alternative to out-commuting and achieve a balance with housing growth.

The Medway Economic strategy is currently being updated, this will be covering the period 2013 to 2016 with action plans for period 2013 to 2014 and 2015 to 2016.

Amount and type of completed employment floor space

In 2011/12 there was a net gain in employment floor space for the first time in three years. In previous years demolition of the Tesco Depot at Knight Road Strood (2010/11) and demolition of the Alloy Wheels site, Strood (2009/10) resulted in overall net losses.

Amount and type of completed employment floorspace – 2011/12

	B1 (m^2)	B2 (m^2)	B8 (m^2)	Mixed B (m^2)	Total
Gross	1348	17	246	18818	20429
Net	-7247	-1898	-191	18818	9482

Amount of completed employment floor space (sq.m) 2006/07- 2011/12

	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
Gross	27966	20965	22523	5991	37848	20429
Net	-2849	-6805	3017	-22650	-14632	9482

Amount and type of floorspace coming forward on PDL

Amount and type of completed floorspace (gross) coming forward on previously developed land (PDL) – 2011/12

B1 (m^2)	B2 (m^2)	B8 (m^2)	Mixed B (m^2)	Total
1,068 (79%)	17 (100%)	0 (0%)	16,825 (89%)	17,910 (88%)

Completed floor space (sq.m) on PDL (total) 2006/07-2011/12					
2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
25,182	19,524	22,478	5,933	32,340	17,910
90.1%	93.1%	98.8%	99%	85.47%	87.67%

Amount and type of employment land available

The amount of available floorspace for B1/B2/B8 with planning permission net of losses is 790,812 sq.m. The SLAA identifies a further 96,087 sq.m includes lodge hill up to 2028.

Amount of floor space for town centre uses

Total amount of floorspace for town centre uses (A1/A2/B1a/D2) – 2011/12

	A1 (m^2)		A2 (m^2)		B1 (m^2)		D2 (m^2)		Total	
	Gross	Net	Gross	Net	Gross	Net	Gross	Net	Gross	Net
Town Centre	235	-925	462	402	95	-3812	320	320	1112	-4015
Rest of Medway	4261	1959	199	199	1253	-3435	914	201	6627	-1076
TOTAL	4496	1034	661	601	1348	-7247	1234	521	7739	-5091

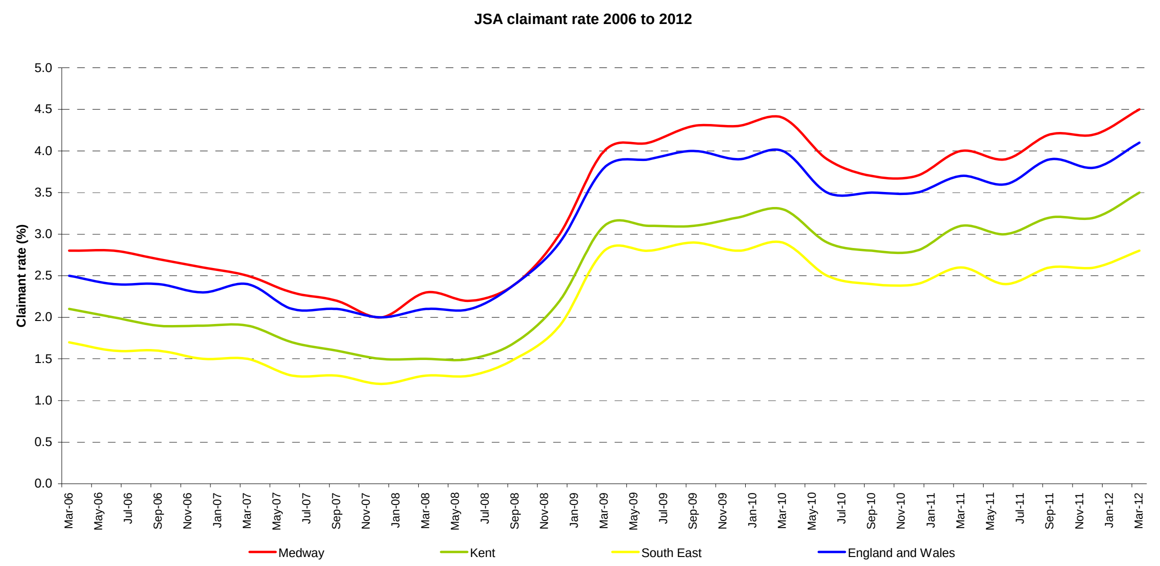
Total floorspace for town centre use 2006/07-2011/12

	Town Centres		Rest of Medway		Floor space Total	
Year	Gross	Net	Gross	Net	Gross	Net
2006/7	1035	-1128	32359	17279	33394	16151
2007/8	1073	-1145	15178	3139	16251	1994
2008/9	5832	2791	15339	4419	21171	7210
2009/10	2750	1278	18228	16510	20978	17788
2010/11	1568	-3592	8025	-2053	9593	-5645
2011/12	1112	-4015	6627	-1076	7739	-5091

Job Seekers Allowance claimants

The JSA claimant rate in Medway has been rising steadily since 2006 peaking at 4.5% in March 2012. This is a trend that is mirrored nationally.

The claimant count in Medway in March 2012 was up by 887 in 12 months; this is an increase of 13%.



Job Seekers Allowance claimant rate – 2006 to 2012

	Medway		Kent	South East	Eng & Wales
	Count	Rate	Rate		
Mar 2006	4,643	2.8	2.1	1.7	2.5
Jun 2006	4,553	2.8	2.0	1.6	2.4
Sep 2006	4,493	2.7	1.9	1.6	2.4
Dec 2006	4,239	2.6	1.9	1.5	2.3
Mar 2007	4,237	2.5	1.9	1.5	2.4
Jun 2007	3,761	2.3	1.7	1.3	2.1
Sep 2007	3,612	2.2	1.6	1.3	2.1
Dec 2007	3,316	2.0	1.5	1.2	2.0
Mar 2008	3,830	2.3	1.5	1.3	2.1
Jun 2008	3,602	2.2	1.5	1.3	2.1
Sep 2008	3,987	2.4	1.7	1.5	2.4
Dec 2008	4,950	3.0	2.2	1.9	2.9
Mar 2009	6,635	4.0	3.1	2.8	3.8
Jun 2009	6,891	4.1	3.1	2.8	3.9
Sep 2009	7,194	4.3	3.1	2.9	4.0
Dec 2009	7,303	4.3	3.2	2.8	3.9
Mar 2010	7,446	4.4	3.3	2.9	4.0
Jun 2010	6,525	3.9	2.9	2.5	3.5
Sep 2010	6,173	3.7	2.8	2.4	3.5

Dec 2010	6,173	3.7	2.8	2.4	3.5
Mar 2011	6,654	4.0	3.1	2.6	3.7
Jun 2011	6,674	3.9	3.0	2.4	3.6
Sep 2011	7,120	4.2	3.2	2.6	3.9
Dec 2011	7,147	4.2	3.2	2.6	3.8
Mar 2012	7,541	4.5	3.5	2.8	4.1

Long-term unemployment

The long-term unemployment rate in Medway peaked in March 2012 at 28%. This is a trend that has occurred across all comparative areas.

Medway has a long-term unemployment rate that is above that in Kent, the South East and England & Wales.

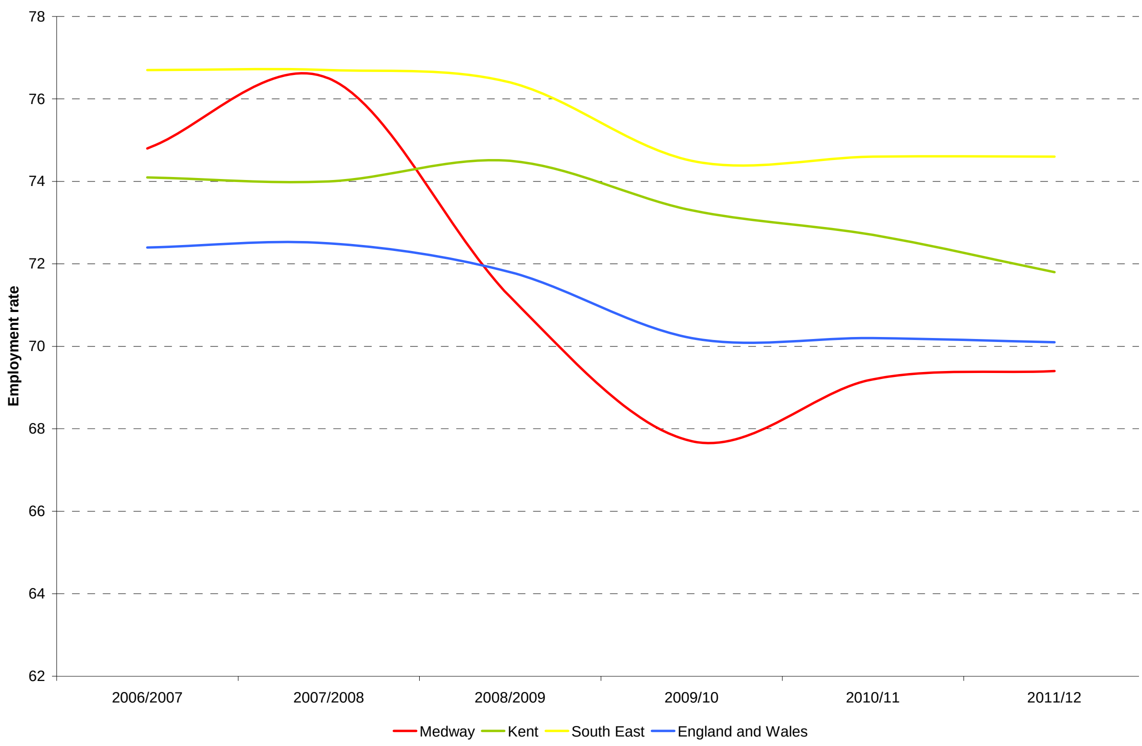
Job Seekers Allowance claims over 12 months in duration

	Medway		Kent	South East	England and Wales
	No	Rate	Rate		
Mar 06	515	11.1	11.3	12.2	14.0
Jun 06	650	14.3	13.9	14.0	15.7
Sep 06	790	17.6	16.3	15.6	16.7
Dec 06	815	19.2	16.2	15.8	17.0
Mar 07	830	19.6	15.0	15.1	16.4
Jun 07	710	18.9	15.5	15.6	17.0
Sep 07	610	16.9	13.9	14.5	16.1
Dec 07	460	13.9	12.1	12.8	14.9
Mar 08	385	10.1	9.9	10.6	12.9
Jun 08	330	9.2	9.2	9.8	12.2
Sep 08	350	8.8	7.6	8.4	10.6
Dec 08	410	8.3	6.0	7.1	8.9
Mar 09	515	7.8	5.2	5.8	7.6
Jun 09	585	8.5	6.4	6.8	8.7
Sep 09	770	10.7	8.6	8.7	10.6
Dec 09	1,030	14.1	11.8	11.9	13.7
Mar 10	1,385	18.6	14.6	14.6	15.8
Jun 10	1,530	23.4	18.1	17.6	18.3
Sep 10	1,425	23.1	18.5	17.4	17.9
Dec 10	1,255	20.3	16.7	15.7	16.3
Mar 11	1,150	17.3	14.8	13.5	14.2
Jun 11	1,110	17.0	15.3	13.3	14.5
Sep 11	1,295	21.0	17.6	15.3	16.9
Dec 11	1,520	24.6	20.6	17.7	20.4
Mar 12	1,855	27.9	22.8	19.9	23.7

Employment rate

Medway's employment rate has been increasing since 2008/09 having dipped previously from a high in 2007/08.

In 2008/09 Medway's employment rate fell below the national level though the gap is now narrowing.



Employment rate (16-64)							
		2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
Medway	Number	163400	164900	166900	167300	169200	165900
	Rate	74.8	76.5	71.2	67.7	69.2	69.4
Kent		74.1	74	74.5	73.3	72.7	71.8
South East		76.7	76.7	76.4	74.5	74.6	74.6
England and Wales		72.4	72.5	71.8	70.2	70.2	70.1

GVA per capita

GVA in Medway has increased each year since 2001, however with an expanding population, for the first time in this series, GVA per head fell in 2008 on the previous year, down £17 to £13,181 per head of population.

It appears that from 2006 onwards Medway's growth in GVA fell behind the national and regional growth levels.

In 2008 Medway's GVA represents 64.2% of the UK level, a decline since 2007 level of 67.8% - compared to a peak in 2005 at 68.8%.

Gross Value Added (GVA) per head at current basic prices

	2001	2002	2003	2004	2005	2006	2007	2008
United Kingdom	15 004	15 796	16 708	17 544	18 121	19 057	20 057	20 541
South East	16 277	17 113	18 075	18 955	19 509	20 427	21 327	21 681
Kent	12 181	12 827	13 642	14 428	14 932	15 585	16 233	16 454
Medway	**10 222**	**10 727**	**11 373**	**12 009**	**12 463**	**12 905**	**13 198**	**13 181**

Business stock

In 2011 there were 6,140 businesses in Medway, between 2010 and 2011 the number of businesses in Medway fell by 1.5%, which continues the downward trend since 2008 seen across most areas in Great Britain.

Business stock and change 2008-2011

	Medway		Kent County	South East	Great Britain
	No of businesses	Percent change			
2011	6,140	-1.5	-1.1	-0.7	-0.9
2010	6,235	-2.4	-1.7	-2.1	-2.4
2009	6,390	-1.4	-1.0	-0.4	-0.4
2008	6,480	-	-	-	-
Change 2008-2011	-340	-5.2	-3.8	-3.2	-3.7

Average Earnings

Median annual earnings in Medway at £26,700 stood just above the national level in 2011, having increased by a higher proportion since 2006, when Medway's earnings were considerably below the national level.

Median annual earnings (£'s) - work-place based

	Medway	Kent	South East	Great Britain
2006	22,200	22,600	24,800	23,400
2007	23,500	23,300	25,600	24,100
2008	24,700	25,000	26,800	25,300
2009	26,200	25,400	27,500	25,900
2010	26,300	25,000	27,500	26,000
2011	26,700	25,700	27,900	26,300
2006-2011 % increase	+20.3%	+13.7%	+12.5%	+12.4%

Photo: Chatham Dock

CS18 **Tourism**

Medway Council will positively promote sustainable tourism development. A diverse and high quality tourism offer will be encouraged that seeks to lengthen the tourism season, increase the number and length of visits, provide job opportunities and sustain the tourism economy, whilst maintaining and where possible, enhancing Medway's natural and built environment qualities.

Number of visitor stays in Medway

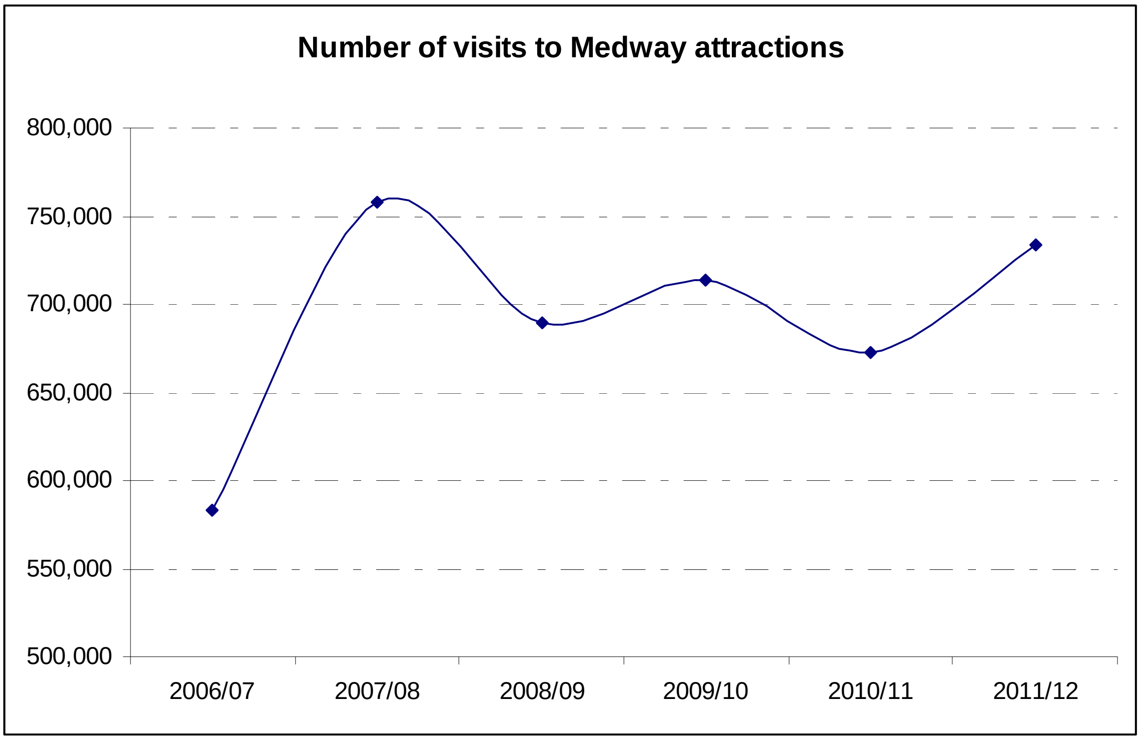
The last tourism survey estimated there to be 1.93 million visitor nights per annum in Medway.

Tourism employs over 5,250 local people and is worth in the region of £265 million annually to the local economy.

Number of visitors to all attractions

The trend in the number of visits to all tourist attractions in Medway has generally been upwards though the levels have fluctuated between years. Visits in 2011/12 are higher than the previous three years.

2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
583,178	758,269	689,895	714,146	672,915	734,113



Number of visitors to council heritage attractions

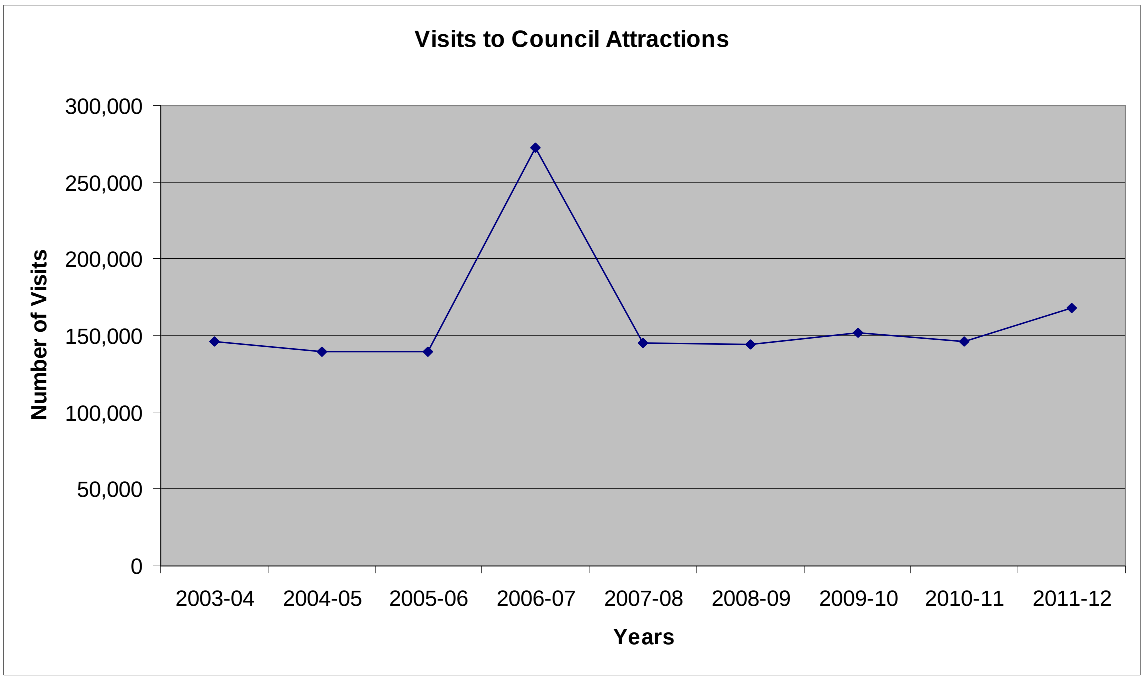
Visits have remained largely stable over the period except for major peak in 2006-7. The attractions covered within this indicator are: Guildhall Museum, Rochester Castle, Upnor Castle, Eastgate House, Temple Manor and The Brook Pumping Station.

Key issues in 2011/12

Brook Pumping Station remained closed to the public for ongoing maintenance works.

Delivery of interpretation project at Upnor Castle to enhance visitor experience.

2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
145,918	139,151	139,961	272,117	145,110	144,019	151,716	146,426	167,713



Average length of stays (in Rochester)

The Rochester Visitor survey 2009 found that of a sample of 105 visitors interviewed 43% were staying in the area for 1 to 3 nights, with 38% staying for 4 to 7 nights.

Day visitors stayed on average for 4.25 hours.

Estimated hotel occupancy rate
Hotel studies carried out in Medway indicate that occupancy levels in hotels in the local area stand at around 72% between 2008 and 2010, which is just above the national rate of around 69%.

Photo: Upnor Castle

CS19 **Retail and Town Centres**

Medway Council will maintain and enhance the vitality and viability of its network of urban and rural centres and support the delivery of appropriate comparison and convenience retail, office, leisure, community, entertainment and cultural facilities.

Work is programmed to commence later in 2012 to carry out town centre assessments in Chatham, Gillingham, Hempstead Valley, Rainham, Rochester and Strood. This will lead to the development of town centre and retail policies for the local plan. Town centre strategies will also be produced.

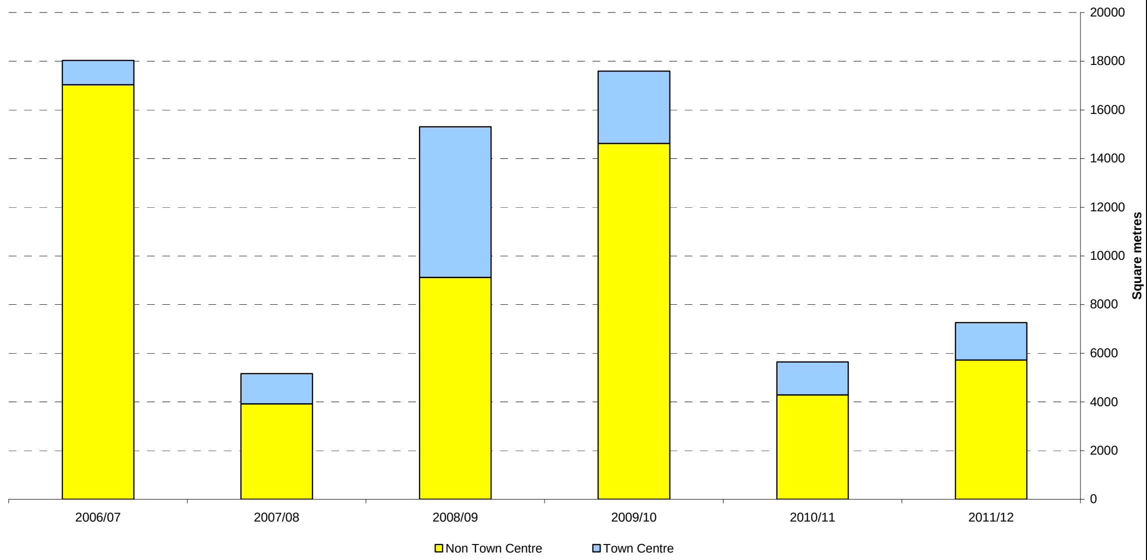
Following on from this attention will turn to the 35 local centres, 11 villages and 29 neighbourhoods.

There has been some concern over the last few years that many of Britain's public houses are closing. An article in the Guardian dated September 2011 claimed that they are closing at a rate of 2 a week. In this reporting year 6 pubs have been lost to other uses and a further 3 have planning permission for change of use.

Gross completions A1-A3

The amount of retail space developed in 2011/12 was up by around 29% on the previous year at 7,264 sq m.

		A1	*A2*	*A3*	*A1-A3*
2011/12	TC	235	462	845	1542
	Non TC	4261	199	1262	5722
	Total	**4496**	**661**	**2107**	**7264**
2010/11	TC	281	624	446	1351
	Non TC	3061	99	1131	4291
	Total	**3342**	**723**	**1577**	**5642**
2009/10	TC	2394	291	287	2972
	Non TC	11707	55	2861	14623
	Total	**14101**	**346**	**3148**	**17595**
2008/09	TC	5567	177	442	6186
	Non TC	8218	144	760	9122
	Total	**13785**	**321**	**1202**	**15308**
2007/08	TC	772	234	238	1244
	Non TC	637	705	2579	3921
	Total	**1409**	**939**	**2817**	**5165**
2006/07	TC	322	629	51	1002
	Non TC	16734	27	269	17030
	Total	**17056**	**656**	**320**	**18032**



Net completions in town centres

Town centre development – 2011/12			
Use	**Losses (sq.m)**	**Gains (sq.m)**	**Net change (sq.m)**
A1	-1160	235	-925
A2	-60	462	402
A3	-220	845	625
A4	-188	0	-188
A5	0	161	161
D1	-195	485	290
D2	0	320	320
Total	-1823	2508	685

Town centre vacancy rates

The proportion of retail units standing vacant over the past two years varies greatly by town centre in Medway. Chatham with the highest vacancy rate in Medway at 14% has seen a drop as has Gillingham and Rainham. Rochester and Strood have both seen an increase in unit vacancies since 2010.

The retail vacancy rate in Medway is below the national level.

	2010 (March)	2011 (Feb)	2012 (March)
Chatham	14.20%	15.60%	14.00%
Rochester	4.80%	3.00%	6.30%
Gillingham	8.00%	10.00%	5.90%
Rainham	6.00%	9.00%	4.10%
Strood	3.00%	7.00%	7.10%
Medway	-	-	**8.70%**
UK	-	-	14.5%

Photo: Gillingham Market

CS20 **Education and personal development**

The Council's overall aim is to enable everyone to realise his or her full potential, regardless of race, gender, disability, sexual orientation, age and religion, and make the best possible contribution to society. The Council is seeking to do this by focusing on the needs of the learner, raising aspirations, promoting the highest standards of teaching and learning and sharing good practice.

GCSE attainment rate

The GCSE attainment rate (A-C) in Medway continued to rise in 2011, however the national pass rate has been rising at a greater rate resulting in Medway having a GCSE pass rate below the national level.

Percent of pupils at the end of Key Stage 4 achieving 5+A*-C (and equivalent) including English and maths GCSEs

	2006	2007	2008	2009	2010	2011
Medway	44.0	46.9	47.6	51.7	53.6	55.7
England*	44.0	45.8	48.2	50.7	55.2	58.2

NVQ levels

The number of residents in Medway qualified to NVQ 1,2,3 and 4 in Medway has increased since 2006, with the number of people having a degree level qualification (NVQ4) having increased by almost one fifth.

The number of residents with no qualifications has increased since 2006 resulting in a rate above the national level in 2011.

Recent changes to the definition of the working-age population result in a lowering of the NVQ rates, which can be misleading, masking improvements to qualification levels.

2006	**Medway**			**Kent**	**South East**	**Great Britain**
Working age population with:	Number	Percent	Working age population	Percent	Percent	Percent
NVQ4 and above	29,000	18.3	158,600	25.4	30.3	27.4
NVQ3 and above	66,500	42.0	158,600	45.9	51.4	47.9
NVQ2 and above	96,100	60.6	158,600	63.5	67.6	63.6
NVQ1 and above	127,400	80.4	158,600	79.9	82.4	77.6
Other qualifications	11,700	7.4	158,600	7.5	7.8	8.6
No qualifications	19,400	12.2	158,600	12.6	9.9	13.9

2011	**Medway**			**Kent**	**South East**	**Great Britain**
Working age population with:	Number	Percent	Working age population	Percent	Percent	Percent
NVQ4 and above	34,400	20.8	165,300	31.6	36.2	32.9
NVQ3 and above	69,500	42.0	165,300	51.7	56.7	52.7
NVQ2 and above	100,300	60.7	165,300	69.2	73.3	69.7
NVQ1 and above	133,800	80.9	165,300	84.4	86.6	82.7
Other qualifications	10,200	6.2	165,300	5.1	5.5	6.7
No qualifications	21,300	12.9	165,300	10.5	7.9	10.6

18 to 24's in full-time education

The proportion of younger people in education in Medway had been dropping having peaked in 2007/08. However in 2011/12 the proportion increased once again to around one fifth of 18 to 24 year olds being in education. The national rate remains considerably higher at around 32%.

% 18-24s in full time education

		Medway	Kent	South East	Great Britain
2005/2006	3,800	19.5	22.3	27.3	27.2
2006/2007	4,700	21.4	25.7	28.3	27.0
2007/2008	7,800	28.9	19.5	27.2	27.7
2008/2009	6,400	25.1	21.5	28.9	28.1
2009/2010	4,400	19.4	27.0	29.4	30.1
2010/2011	3,100	18.6	26.5	30.2	30.4
2011/2012	5,000	19.9	32.3	29.6	32.3

Young people who are not in education, employment or training (NEET)

Between 2009/10 and 2010/11 the number of 'NEET' young people fell considerably more than the national level resulting in Medway falling below the national level in 2010/11.

Percent of 16-19's who are 'NEET'

	2009/10	2010/11
Medway	7.5	6.6
England	7.0	6.7

Marmot Indicators for Local Authorities in England, 2012
London Health Observatory
http://www.lho.org.uk/LHO_Topics/national_lead_areas/marmot/marmotindicators.aspx

CS21 **Conventional Energy Generation & Energy Security**

Medway is nationally significant in terms of power generation, electricity distribution and liquefied natural gas storage. It generates around 15% of the country's electricity.

Proposals for additional power generation and energy storage capacity on the Hoo Peninsula and the Isle of Grain will be supported.

Kingsnorth Power Station will close in March 2013; EON employs 123 full time staff and will try to find them jobs elsewhere in the company.

E-on Community Investment Fund supported 85 projects across the Hoo Peninsula from 2007 to 2011. The fund allocated over £160,000 in grant aid to communities to improve local services and facilities, including halls, sports facilities, play areas and the local environment.

CS22 **Provision of Minerals**

Medway Council is the Mineral Planning Authority (MPA) for the area. It is charged with the responsibility of ensuring a steady supply of minerals to both meet local needs and contribute proportionally to regional requirements.

Production of primary land won aggregates

2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
37,671	23,897	19,903	9,900	18,000*	18,000*

* Stockpiles of material that has been processed but not sold

Primary aggregates imports

(Marine dredged and land won primary aggregate and crushed rock from outside Medway)

2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
2,963,606	1,911,368	2,758,243	1,868,866	2,065,184	2,083,463

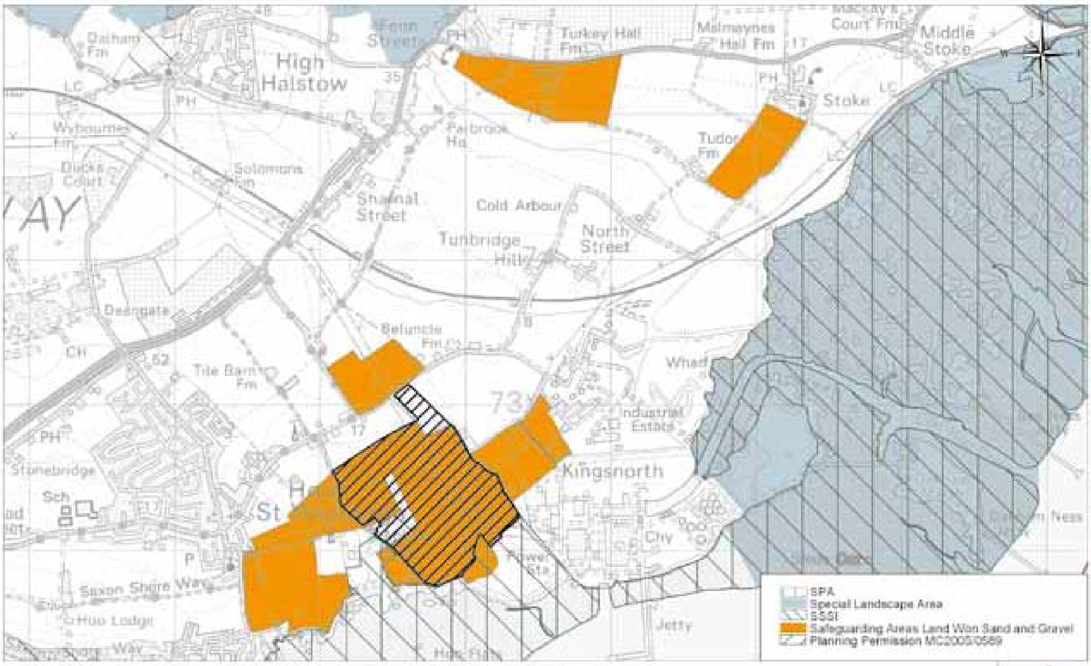
Secondary and Recycled Aggregates

50,034 tonnes Construction Demolition and Excavation wastes reused/recycled *

14,248 tonnes Spent Railway Ballast for lower grade aggregate uses

Furnace Bottom Ash from Kingsnorth Power Station unspecified estimated as 50-70,000 tonnes

*****Data limited, several skip hire and C&D waste reprocessing companies are operating in the area with a predominance of temporary planning permissions. However obtaining reliable information on the through put of materials is a problem locally and nationally



Safeguarding Areas Land Won Sand and Gravel (Policy CS22)

Details of the available local reserves, past production rates and other information are set out in the Minerals State of Medway Report:

http://www.medway.gov.uk/pdf/SOM%20Minerals%202012.pdf

Photo: Imported Aggregates, Euro Wharf, Frindsbury

CS23 **Waste Management**

As a unitary authority Medway is responsible for the contractual arrangements for the collection, treatment and disposal of the municipal solid waste stream and for the sustainable spatial planning of the necessary capacity for this and all the other waste streams represented in the area.

Capacity of new waste management facilities

In vessel organic waste treatment – tonnes per annum Capacity granted		
2010	2011	2012
75,000 capacity granted	0	1,800

Amount of waste arising, and managed by management type

In 2011/12 there was a significant drop in the amount of municipal waste collected down by 10.5% (13,446 tonnes). The proportional of this waste being sent to landfill has fallen again this year down to around just 25% compared to 63% two years ago.

Type	Tonnes	As % of waste
All waste	**114959**	
Recycled	26898	23.40%
Composted	17152	14.92%
Used to recover heat	42389	36.87%
Land filled	28479	24.77%
Re-used	41	0.04%

	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
All waste	130,022	131,406	123,407	120,999	128,405	114,959
Recycled /composted	**32.6%**	**31.7%**	**33.6%**	**34.1%**	**35.9%**	**38.35%**
Land filled	**67.4%**	**67.4%**	**65.0%**	**63.4%**	**48.7%**	**24.77%**

For more detailed information on waste in Medway go to the: http://www.medway.gov.uk/pdf/SOM%20Waste%202012.pdf

CS24 **Transport and Movement**

As a transport authority, Medway Council is responsible for the local highway network, public rights of way and other transport related infrastructure. This includes 840 km of adopted highway and 293 km of public rights of way, plus the Medway Tunnel.

Vehicle Traffic Journey Distances

Motor vehicle traffic in Medway decreased between 2006 and 2009 but with a slight increase since then. This is a trend that is reflected nationally.

While car traffic followed a similar falling trend between 2006 and 2008 levels increased in the latter part of this period to stand above the 2006 levels in 2011. This is in contrast to the national trend which saw car usage drop every year since 2007.

Motor vehicle traffic miles - 2006 to 2011

Million vehicle miles

	2006	2007	2008	2009	2010	2011
Great Britain	311,358	314,065	311,038	308,092	303,188	303,777
South East	53,260	53,613	52,838	52,270	51,516	51,762
Kent (exc Medway Towns)	8,933	9,023	8,895	8,850	8,743	8,913
Medway Towns	**852**	**853**	**851**	**844**	**845**	**846**

Source: DfT National Road Traffic Survey

Car traffic (vehicle miles) - 2006 to 2011

Million vehicle miles

	2006	2007	2008	2009	2010	2011
Great Britain	246,906	247,272	245,411	244,791	239,788	240,690
South East	43,094	43,132	42,538	42,303	41,485	41,758
Kent (exc Medway Towns)	6,935	6,916	6,837	6,905	6,811	6,955
Medway Towns	**683**	**677**	**676**	**678**	**680**	**686**

Source: DfT National Road Traffic Survey

Bus usage

Bus usage in Medway is below that nationally, but is above usage levels in Kent and the South East.

Weekly bus vehicle trips per thousand resident people

	Vehicle trips per thousand people
	October 2011
Great Britain	52
South East	37
Kent	38
Medway	**43**

Walking and cycling

Survey evidence indicates that walking and cycle as a means of getting around Medway at 34% is just below levels nationally.

Proportion of residents who walk or cycle for at least 30 minutes, at least once per month, for utility purposes

	Aug-12 %
ENGLAND	***36***
South East	***36***
Kent	*35*
Medway (*Sample size of 491*)	*34*

Source: Active People Survey - Sport England

CS25 **The River Medway**

The Medway is one of the largest rivers in the South East and it is a defining feature of the area. The outer reaches have a long naval history and although the navy has now gone, the Medway is still an important commercial river and is increasingly recognised for its nature conservation value.

Port cargo traffic

Medway's combined port activities make it the tenth busiest (of 52 major ports) in the UK, handling 16 million tonnes of cargo, representing around 3% of seaborne freight nationally.

Nationally freight traffic peaked in 2005 – an all time high, then dropped back significantly in 2008/09 with the onset of the recession.

In 2011 seaborne freight was up by 15% in Medway, compared with a 1% increase nationally.

Thames port on the Isle of Grain is one of the UK's leading container ports.

Chatham Docks occupies one of three basins of the former naval dockyard – it has eight berths and expects to take around 600 vessels annually.

Medway port traffic cargo tonnage (000's)

	2006	2007	2008	2009	2010	2011
All traffic	18,957	15,417	14,971	13,150	13,971	16,076
Inward	16,762	13,613	12,617	11,099	11,852	13,903
Outward	2,195	1,804	2,354	2,051	2,119	2,173

Source – DFt Port Freight Statistics. For further information go to:
http://webarchive.nationalarchives.gov.uk/20120926002851/
http://www.dft.gov.uk/statistics
/releases/port-freight-statistics-2011-annual-provisional/

CS26 **Strood**

Progress on significant developments during the year:

- Strood - Plans for a multimillion-pound Sainsbury Superstore were approved at Anthonys Way, Medway City Estate. It could provide up to 500 jobs. A park and ride facility will also be built on the site.
- There are also plans to redevelop the old Tesco store in Cuxton Road Strood, providing 8,400 sq.m of retail space, creating 200 jobs, plus the erection of 14 new homes.
- The Netto store in Strood closed and the shop underwent a £500,000 refit for the new occupiers Asda.
- In the list of the top 50 fastest growing businesses in Kent, 10 are in Medway. Veetee Rice takes the 5th spot.
- The Kwik Fit Centre Gun Lane Strood reopened after refurbishment. It was chosen from more than 670 centres to receive investment because of the commitment of its staff.
- Broomhill Park in Strood became the fifth local open space to be awarded Green Flag status.
- Locally based company R Swain linked up with 4 other hauliers under the brand name of Harlequin Logistics. The group will target large lucrative national contracts, which have previously only been accessible to large corporations.
- The new Royal Mail building in Strood was completed.

CS27 **Rochester**

Progress on significant developments during the year:

- The Emmaus charity opened a shop in Rochester, up to 24 homeless people will be given board and lodging in return for working in the shop.
- AF Smith a company that has traded in Medway for 120 years closed.
- A boutique style charity shop opened at 72 High Street Rochester this store is in aid of the children's hospice Demelza.
- The Council applied for a £750,000 grant to revive the lower High Street between Rochester and Chatham. The cash injection would fund University for Creative Arts graduates to set up 40 creative businesses selling art, jewellery and handicrafts.
- £80,000 was awarded from the Heritage Lottery Fund to carry out work at Eastgate House in Rochester High Street and turn it into an exhibition space. Plans include restoring the Dickens Chalet, which stands in the grounds.

CS28 **Chatham**

Progress on significant developments during the year:

- Women's fashion shop Bonmarche was saved from collapse but some staff still faced redundancy. The chain, which has branches in Chatham and Gillingham, went into administration with parent company Peacocks. While talks continued to save the Peacock stores, Sun European Partners acquired Bonmarche.
- The new Chatham Waterfront Bus station opened; it is a key part of the regeneration programe.
- One million pounds of Lottery cash was secured for part of Chatham town centre in the stretch between Luton Arches and Whiffens Avenue.
- No. 1 Smithery at Chatham Dockyard, was converted into a Maritime Museum. It was one of six schemes from the South East to be honoured with a RIBA 2011 award.
- The Magpie Tavern in Chatham, which closed earlier in the year, is being converted into a Community Centre.
- A boxing club in Luton threatened with closure found a new site in Shipwrights Avenue.

CS29 **Gillingham**

Progress on significant developments during the year:

- The former Black Lion leisure centre was formally reopened after its £11 million revamp by the Princess Royal. It was renamed Medway Park.
- A new neurology unit at Medway Maritime Hospital opened. It has a computer system linked to Kings College Hospital London.
- The Great Lines Heritage Park, Gillingham was honoured at the Landscape Institute Awards. The park was highly commended in the Heritage and Conservation category and crowned overall winner of the Local landscape Planning award.
- The Healthy Living Centre, Balmoral Gardens, Gillingham made it through to the final five in the award for Best Community Care Design in the Building Better Healthcare Awards 2011.

CS30 **Rainham**

Significant developments during the year:

- The new Garden Centre Dobbies, opened in March and attracted huge interest in people looking to work there. More than 1,000 turned up to register for just 120 positions. About 2,000 people also registered online.
- Barratts at Hempstead Valley closed after the shoe chain went into administration.
- Hawkins Bazaar at Hempstead Valley closed after just 12 months of operation.

The most significant amount of completed retail floorspace this year was Dobbies Garden Centre, which is built on part of the former Crest Packaging site at Courteney Road, Gillingham.

CS31 **Hoo Peninsula and the Isle of Grain**

Progress on significant developments during the year:

- Proposals for a new airport out on the Thames Estuary reignited the airport debate.
- The winners of the Kent Village of the year were unveiled. Allhallows scooped the social action prize.
- A planning application for a new settlement at Lodge Hill, Chattenden was submitted to the Council.
- Kingsnorth Power Station will close in March 2013; EON employs 123 full time staff and will try to find them jobs elsewhere in the company.
- E-on Community Investment Fund supported 85 projects across the Hoo Peninsula from 2007 to 2011. The fund allocated over £160,000 in grant aid to communities to improve local services and facilities, including halls, sports facilities, play areas and the local environment.
- The Leader rural development programme invested £150,000 into projects to promote rural tourism, local businesses and facilities on the Hoo Peninsula.
- Medway Council is working with Kent County Council on a broadband development BDUK programme to improve services across the rural area.

CS32 **Medway Valley**
The Valley of Visions landscape partnership scheme invested over £600,000 in projects in the council's area of the Medway Valley. This has funded 17 projects to enhance the natural environment, landscape, improve access, and engage communities in their local heritage.
Plantlife acquired an additional 23 hectares of land, the Brockles, to extend its work at Ranscombe Farm. The funding from the Heritage Lottery Fund has enabled it to manage this grassland site for biodiversity improvements.

CS33 **Lodge Hill**
An outline planning application was submitted in November 2011 for the development of a mixed use settlement of up to 5000 dwellings, up to 36,750 sq m of B1 business floorspace, 7350 sq m B2 business floorspace, 3251 sq m of A1 convenience retail floorspace, 2070 sq m comparison floorspace, 2 hotels, and a range of community facilities, including schools and health care.
A development brief for Lodge Hill was approved by Medway Council in December 2011.

Implementation, monitoring and review

CS34 **Implementation of the Core Strategy**
Monitoring measures still being developed and also dependent on any further changes to the Core Strategy following its independent examination.

CS35 **Developer Contributions**

Developers will be required to make provision for infrastructure where the need arises directly from development.

It is central to government policy that new development should be sustainable, which includes that it should provide capacity and new facilities to meet the needs of new residents.

Section 106 of the Town and Country Planning Act 1990 allows anyone with an interest in land to enter into a planning obligation, which is enforceable by a local planning authority.

Developer contributions are required for developments of 10 or more residential units. Details below show how much revenue came from Section 106 agreements in 2011/2012. Details of the types of schemes are listed in Volume 2 of the Annual Monitoring Report.

Medway Council intends to become a Community Infrastructure Levy (CIL) charging authority prior to April 2014.

Section 106 Agreements

Number signed 2011/12	21
Wards: 14 wards out of 22	Watling, Strood Rural, River, Gillingham South, Gillingham North, Strood North, Strood South, Chatham Central, Luton & Wayfield, Rochester South and Horsted, Princes Park, Rochester East, Rainham North, Peninsula
Amount of Funding Received during the year	£3,129,402

Further details on 106 agreements are available via link below to Medway Council's Guide to Developer Contributions (SPD)
http://www.medway.gov.uk/pdf/Guide to Developer Contributions Nov 2012.pdf

Development Policy and Engagement Team, Regeneration, Community and Culture,
Medway Council, Gun Wharf, Dock Road, Chatham, Kent ME4 4TR

Email: ldf@medway.gov.uk

Website: http://www.medway.gov.uk/ldf