Medway Annual Monitoring Report 2011

Volume 1 - Main Report

December 2011

Contents

Executive summary

Highlights of the year 2010-2011

- The Universities continue to grow with Greenwich expanding its skill set for specialisms in engineering and science.
- Said to be the greenest NHS building in Medway at Balmoral Gardens, the recently completed healthy living centre offers a vast range of medical care.
- Health and life expectancy in Medway continues to improve, but it still has a little way to go as it remains below the national level.
- The landscape at Halling changed forever, when the old cement works chimney was demolished. A new housing development is planned for the site.
- Development of the first phase of the important Rochester Riverside development commenced.
- With the downturn in the economy new housing completions were expected to be down, the estimate for the year was put at 591. However the final number of completions for 2010/11 came in at 657.
- There were 252 affordable housing completions in 2010/11, amounting to nearly 39% of all net dwellings completed for the year, which is above the 25% target.
- House prices in Medway remain below the national level – having fallen slightly during 2010/11, making it a very affordable place to buy property.
- A Government target of 60% for new development to be built on previously developed land has been met when averaged out over the past 5 years.
- The proportion of employment development on previously developed land is at a respectable 85%.
- The amount of employment floorspace identified for B1/B2/B8 development up to 2028 is just over 936,000sq.m
- Average earnings (workplace-based 2010) remain just above the national level.
- Education is the key to success and the number of residents in Medway qualified to NVQ level 1,2,3 and 4 continued a steady improvement that has been apparent since 2006.

1. Introduction

Section 35 of the Planning and Compulsory Purchase Act 2004[1] requires 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.

Local Development Monitoring (Section 113) of the Localism Act will remove the requirement on local authorities to submit the report to the Secretary of State or the Mayor of London. It comes 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.

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 2010 to 31 March 2011**.

This is Medway's seventh Annual Monitoring Report (AMR).

It is a key component in the development of a comprehensive system for monitoring the current and emerging development plans in Medway as the Medway Local Plan 2003 is successively replaced by Local Development Documents (LDDs) within the portfolio known as the Local Development Framework (LDF).

Local Development Scheme (LDS)

The LDS 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 timetable is set out below

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

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

Development Plan

Since the publication of the last AMR, there have been changes to Planning Policy Statement 3 (PPS3). There are also significant reforms of the planning system underway with The Localism Act. Most of the provisions in the Act are expected to come into force by April 2012.

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

In addition, reference to a national indicative density requirement of 30 dwellings per hectare has now been removed from paragraph 47. Instead the revised wording states *“Local Planning Authorities may wish to set out a range of densities across the plan area rather than one broad density range.”*

The Localism Act will set the foundations for the big society by radically transforming the relationships between central government, local government, communities and individuals. The provisions will devolve greater power and freedoms to councils and neighbourhoods.

It will replace the Infrastructure Planning Commission.

Regional Spatial Strategies (RSSs) will be disbanded and replaced by neighbourhood plans which will become the new building blocks of the planning system with communities having the power to grant planning permission if a majority of electors are in favour.

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

Indicators

This Annual Monitoring Report considers three types of indicators – Core Output Indicators defined by central government, Contextual Indicators and additional Local Output Indicators defined by the Council.

Local Development Framework Core Output Indicators

Core output indicators cover a broad range of land use and environmental subjects:

- Business Development (BD1, BD2, BD3, BD4)
- Housing (H1, H2a, H2b, H2c, H2d, H3, H4, H5, H6)
- Environmental Quality (E1, E2, E3)
- Minerals (M1, M2)
- Waste (W1, W2)

Contextual Indicators

These help explain how factors happening on a broader scale are affecting the Borough, particularly wider economic changes.

Local Development Framework Local Output Indicators

Local output indicators help collect evidence that is locally important but which is not covered by the above. The identification of these will be part of the ongoing LDF process. These are now detailed in Volume 2, which contains detailed land availability tables and graphs.

Core Strategy Monitoring Implementation and Framework

It is anticipated that the Medway Core Strategy will be adopted by October 2012. The Monitoring and Implementation Framework table will be used to monitor the policies of the Core Strategy in subsequent Annual Monitoring Reports. An introduction to this table is shown in Appendix 1.

2. Core Output Indicators

Performance against Core Output Indicators 2010/11 and progress since start of Plan period – 2006/07

Business Development

BD1 Amount and type of completed employment floor space – 2010/11

	B1	B2	B8	Mixed B	Total
Gross	4090	2393	4112	27245	37840
Net	-5842	-2576	-30735	24521	-14632

Amount of completed employment floor space 2006/07- 2010/11					
	2006/07	2007/08	2008/09	2009/10	20010/11
Gross	27966	20965	22523	5991	37840
Net	-2849	-6805	3017	-22650	-14632

BD2 Amount and type of completed floor space (gross) coming forward on previously developed land (PDL) – 2010/11

B1	B2	B8	Mixed B	Total
2307 sq.m (56%)	2393 sq.m (100%)	3725 sq.m (91%)	23915 sq.m (88%)	32340 sq.m (85 %)

Completed floor space on PDL (total) 2006/07-2010/11				
2006/07	2007/08	2008/09	2009/10	2010/11
25,182 sq.m	19524 sq.m	22,478 sq.m	5933 sq.m	32340 sq m
90.1%	93.1%	98.8%	99.0%	85.47%

BD3 Amount of employment floorspace available

The amount of available floorspace for B1/B2/B8 with planning permission net of losses is just over 809,000 sq.m. The SLAA identifies a further 127,000 sq.m up to 2028.

BD4 Total amount of floor space for town centre uses (A1/A2/B1a/D2) –2010/11

	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	281	-804	624	73	428	-2131	235	-730	1568	-3592
Rest of Medway	3061	1711	99	-1256	3662	-3711	1203	1203	8025	-2053
TOTAL	3342	907	723	-1183	4090	-5842	1438	473	9593	-5645

Total floorspace for town centre use 2006/07-2010/11										
	2006/7		2007/8		2008/9		2009/2010		2010/11	
	Gross	Net	Gross	Net	Gross	Net	Gross	Net	Gross	Net
Town Centres	1035	-1128	1073	-1145	5832	2791	2750	1278	1568	-3592
Rest of Medway	32359	17279	15178	3139	15339	4419	18228	16510	8025	-2053
Floor space Total	33394	16151	16251	1994	21171	7210	20978	17788	9593	-5645

A number of properties at Gillingham Business Park have been lost from the individual categories of B1/B2/B8 and are now mixed B.

The most significant loss was the demolition of the old Tesco Depot at Knight Road Strood. It will be replaced with a smaller unit to be used by the Royal Mail.
Other large sites with planning permission that have not started are located at Strood, Kingsnorth and Grain.

The inclusion of farm buildings as green-field accounts for the lower PDL percentage. with B1 floor space bringing down the overall average this year compared to previous years.

Total floor space (net) for town centre and non-town centre show losses this year for the first time. However the picture is not as bleak as it would first appear, with much of the B1 floorspace changing to mixed B. The majority of lost A1 and A2 has gone to a variety other commercial uses and half the D2 is for a replacement building.

Progress on significant developments during the year

- General - Seven primary schools are to benefit from building work to update their facilities.
- Statistics from Defra showed that in 2009/10 Medway Council collected 118,516 tonnes of waste, which is more than twice the amount collected by any other authority in Kent. The high figure can be partly explained by the 3 household waste recycling centres, which attract waste from outside the area. Medway also performed above the Kent average as a recycling authority with more than 33% of household waste being sent for reuse, recycling or composting.
- Proposals were unveiled for an overhaul of the Medway fire and rescue services, including the need to build two new fire stations.

- Chatham Maritime - Medway has seen more filming, this time for a Walkers crisps advert, shot in Rochester High Street and the Historic Dockyard. The Dockyard will also be used for the filming of the new Sherlock Holmes blockbuster movie.
- The University of Greenwich has expanded its skills set with the appointment of 6 new lecturers with specialism in areas of engineering and science. The current areas focus on sports and biomedical science.

- Historic Dockyard - No 1 Smithery at Chatham Historic Dockyard is now a museum and art gallery.

- Gillingham - Network Rail and Medway Council are working together to transform Gillingham Station. The scheme will cost £2.6 million.
- Olympic teams from across the world have been looking at Medway Park as a potential training venue. Two countries have already signed up, the Barbados National Paralympic Committee and the Portuguese trampoline and gymnastics team.
- The new state of the art healthy living centre, said to be the greenest NHS building in Medway, has opened in Balmoral Gardens at a cost of £4.7 million. It offers a wide range of medical care.
- Lloyds TSB in Watling Street, Gillingham closed, despite local opposition.
- The new Tesco Extra store at Courteney Road in Gillingham, opened creating 80 jobs and providing 60,000 sq. ft of floorspace.

- Chatham – A new footbridge connecting Fort Amherst and the Naval War Memorial was completed.
- Amongst other commercial and residential uses a new hotel is planned for the land on the corner of Medway Street and Globe Lane.
- Bridgewood Manor Hotel announced plans to refurbish its 100 bedrooms and submitted an application to build a further 67 rooms.
- Globe Lane permanently closed to all traffic to make way for the construction of the new bus station.
- An unused shop in the Pentagon was transported back to the 1930's as part of a television series about the history of the High Street. The BBC chose Chatham because of its rich historical significance and extensive historical archives.

- Strood – Royal Mail has plans to create a new super sorting centre on the former Tesco distribution warehouse site.
- Premier Inn opened a 121 bedroom hotel at Medway Valley Park, creating 45 jobs.
- The development site at Tolgate Lane, Strood, with its clock tower was finished, providing offices and retail floorspace.
- The £375,000 extension to the Sure Start Centre at Temple Mill Primary School was completed.
- Asda announced that they would be taking over the Netto Store in North Street.
- Sainsbury's got planning approval to build a large store on the Medway City Estate in Frindsbury, this will provide jobs for 500 people. The site will also accommodate a Park and Ride facility.
- Another closure was the Crispin and Crispianus pub in Strood Town Centre. Closed for renovation in 2010, it burnt down in March 2011 in an arson attack.
- Tesco put forward plans for a new supermarket in Cuxton Road. The proposal includes 24 flats and maisonettes and should create 200 jobs

- Peninsula - EON owner of the Kingsnorth coal fired power station announced that it was pulling out of the race to build a replacement facility with carbon capture technology.
- The Government agreed that Scottish Power could go ahead and build a new gas fired power station at Damhead Creek. It should create 50 jobs.

- The Grain shipping terminal is growing in importance. The massive LNG (liquefied natural gas) tanker British Sapphire docked at the terminal. Experts at the National Grid say the terminal now forms part of a growing 'virtual pipeline,' which can ship supplies around the globe to where they are most needed. The recently expanded terminal can accommodate five super tankers each week.

- Rainham - Medway's newest children's centre officially opened in Parkwood Rainham. This brings the total to 19 Sure Start Centres across Medway.
- A further 26 bedroomed hotel development was completed in the grounds of Manor Farm restaurant in Rainham, creating 15 jobs.

- Rochester - A £2.5 million government funded project to revamp Corporation Street in Rochester was completed. It provides improved bus stops, cycle paths and pedestrian crossings
- Budding fashion designers in Medway had their work showcased as part of the Medway Culture and Design Awards. The catwalk show featured work by 6 students from UCA Rochester.
- Guest speaker, fashion designer Zandra Rhodes, returned to her roots giving a free lecture at the University of Creative Arts.
- Fashion students at the University for the Creative Arts were star struck after being asked to make outfits for supermodel Jodie Kidd.
- Arts Centre Nucleus, a non profit making organisation which promotes local artists and their wor,k moved back to Rochester after a year at Chatham Maritime.
- The HSBC Bank in Rochester High Street closed

- Halling – The chimney at Halling cement works was demolished along with the rest of the old buildings. The works site is to be replaced with a 500 home lakeside development.
- Plans for a new bridge linking Wouldham and Halling were being progressed.

Housing

H1 Plan period and housing targets

Core Strategy target 2006-2028	17,930

H2a Net additional dwellings in previous years

2007	591
2008	761
2009	914
2010	972
2011	657
2007-2011	**3895**

H2a 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
2007-2011	**3895**	**4075**	**-180**

H2b Net additional dwellings for the reporting year

	Completions	Requirement	Surplus/deficit
2011	**657**	815	-158

H2c Net additional dwellings – in future years

Expected delivery over the next 15 years (Commitments on large and small sites + allocations)			
Years	0-5 years (2011/12-2015/16)	5-10 years (2016/17-2020/21)	10-15 years (2021/22-2025/26)
No of dwellings	**3094**	**2711**	**1691**

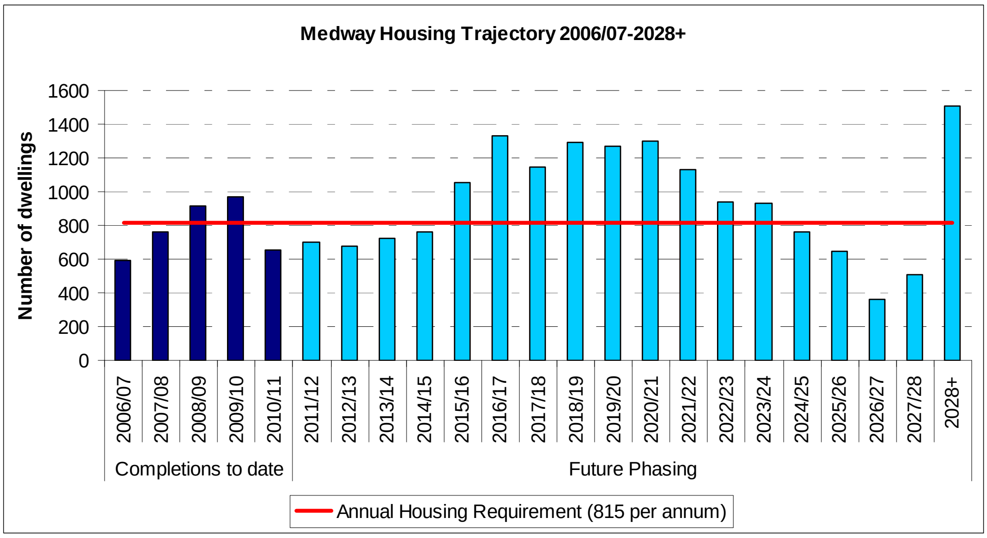
H2d Managed delivery target - Housing trajectory

Provision will be made to ensure the 17,930 new homes required can be delivered between 2006 and 2028 - an average of 815 per year. Current calculations estimate a supply of 19,439 throughout this period (of which 3,895 of these are already complete). These include:

- All sites which are the subject of adopted development briefs or master plans including Strood, Chatham and Gillingham town centres
- Sites allocated in the Medway Local Plan 2003 not already having the benefit of a planning permission

- A contribution of 5,000 dwellings (of which approximately 4,275 dwellings will be delivered during the plan period to 2027/28) arising from the Strategic Allocation of land at Lodge Hill;
- Other sites identified in the Medway Strategic Land Availability Assessment, 2010.

Further sites will be allocated in the forthcoming Land Allocations and Development Management development plan document, depending on the outstanding requirement at the time it is prepared.



H3 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**

H4 Net Additional pitches (gypsy and traveller)

None

H5 Gross affordable completions

	Number of net 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**

H6 – Housing quality – Building for life assessment

Data unavailable for 2010/11

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

In 2010/11 Medway had a housing completion rate of 657 units, which was above the 2009/10 AMR estimate of 591. While this remains below the annual target of 815 per annum, it is predicted that the cumulative completion figure should recover and rise above the cumulative housing target by 2016/17.

The economic downturn continues to be expected to affect build rates in the short term. The trajectory of 3094 dwellings for the next five years is calculated to be just under the target of 4075, although expectations are to recover well in the medium term when other sites in the Medway Strategic Land Supply (including Lodge Hill) are predicted to come forward.

Some 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 5 years, on average just under 60% of dwellings completed have been on previously developed land. A number of older greenfield local plan allocations are continuing to be developed, resulting in only 49% of total completions (net) on previously developed land this year 2010/11.

With the greenfield sites gradually being built out and a number of regeneration sites such as Rochester Riverside becoming available, it is expected that the figure will be exceed the 60% figure in future years.

There were 252 net affordable housing completions in 2010/11, amounting to nearly 39% of all net dwellings completed for the year. This remains well above the target of 25%. This is based on the SEERA/SEEPB definition of an affordable unit, which is a narrower definition than that used by the Homes and Communities Agency (previously the Housing Corporation). An additional 30 units fell within the definition of Homebuy Direct and 15 under the Mortgage Rescue scheme.

Progress on major sites during the year

- Chatham Town Centre - The historic Theatre Royal is being converted into 12 flats by MHS Homes, as part of a funding deal with the national regeneration agency HCA.

- Medway Gate Strood - Progress on this site was excellent, the whole development should be completed in 2011/12.

- Grange Farm Gillingham – Scheme completed.

- Chattenden/Lodge Hill - Land Securities, the delivery partner for the MOD land at Lodge Hill is having regular meetings with the Council, to ensure that the best scheme can be drawn up for the area. Approximately 5,000 new homes will be provided at this site.

- Hoo – Taylor Wimpey's new development at The Pastures proved popular with buyers with new homes selling quickly.

- Chatham Maritime – After a disappointing year last year, work on St Marys Island resumed with the aid of Kickstart money.

- Wainscott - Crest Nicholson, the developers of Liberty Park continued at a fair pace, with work on phase 3 now underway.

- Pier Road Gillingham – At Victory Pier work to construct the next phase of development containing 124 flats began.
- Nine new flat-pack flats were delivered by lorry to the former Four Brothers pub site in Gillingham. They will be available for rent through MHS.
- The exclusive development of 24, three and four bedroom apartments (The Hamptons) is complete.

- Rochester Riverside After some delay development of the first phase on the regeneration site at Rochester Riverside was approved, with Hyde Housing being chosen to carry out the development.

- Formby Road Halling – The site has been cleared ready for development.

- Howlands Nursery Site, Gillingham – Mistletoe Court is now well under way, with over a quarter of the site complete.

- Mid Kent College, City Way, Rochester – The former college buildings have been demolished.

- Ash Tree Lane, Chatham – Almost all units are now under construction.

Environmental Quality

E1 Number of planning permissions granted contrary to Environment Agency advice on flooding and water quality grounds
None

E2 Changes in areas of biodiversity importance

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

E3 Renewable energy generation

Application Number	**Renewable energy type**	**Summary**	**Decision**
MC102467	Solar	Solar panels	Permitted 15/03/11
MC102603	Solar	Solar panels	Permitted 20/09/10
MC102655	Solar	Solar panels	Permitted 24/09/10
MC110419	Solar	Solar panels	Permitted 29/03/11
MC20091089	Wind	Free standing wind turbine	Refused 13/10/10
MC103936	Wind	Wind turbine	Permitted 04/02/11

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

Changes in areas of biodiversity importance is measured via NI197 – Improved local biodiversity - proportion of local sites where positive conservation management has been or is being implemented.

The proportion of local sites considered to be in positive management increased in 2010/1,1 having fallen in the previous year due to changes NI197 qualification criteria.

Minerals

M1 Production of primary land won minerals

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

Primary aggregates imports

(marine dredged and land won and crushed rock from outside Medway)

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

M2 Production of secondary/recycled aggregates

Nil data (at least 70k tonnes[2])

[2] *Operations at Frindsbury, Morgan timber yard (Strood) and Kingsnorth power station all produce secondary aggregates. However obtaining data from the operators continues to be difficult. At least 70k tonnes of furness bottom ash is produced by EON annually at Kingsnorth.*

Waste

W1 Capacity of new waste management facilities

125,000 tonnes (in vessel organic waste treatment)

W2 Amount of municipal waste arising and managed by type – 2010/11

Type	Tonnes	As % of waste
All waste	**128405.70**	
Recycled	29380	22%
Composted	16650	12%
Used to recover heat	19740	15%
Land filled	62590	48%
Re-used	43	0.03%

Amount of municipal waste arising 2007-2011

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

The amount of municipal waste produced by Medway in 2010/11 is up on the level in the previous two years but is below the amount produced in 2007/8.

The proportion of waste going to landfall has fallen significantly with the amount of waste ‘used to recover heat’ via incineration up at four times the level in the previous year.

3. Contextual indicators

Demography

Population

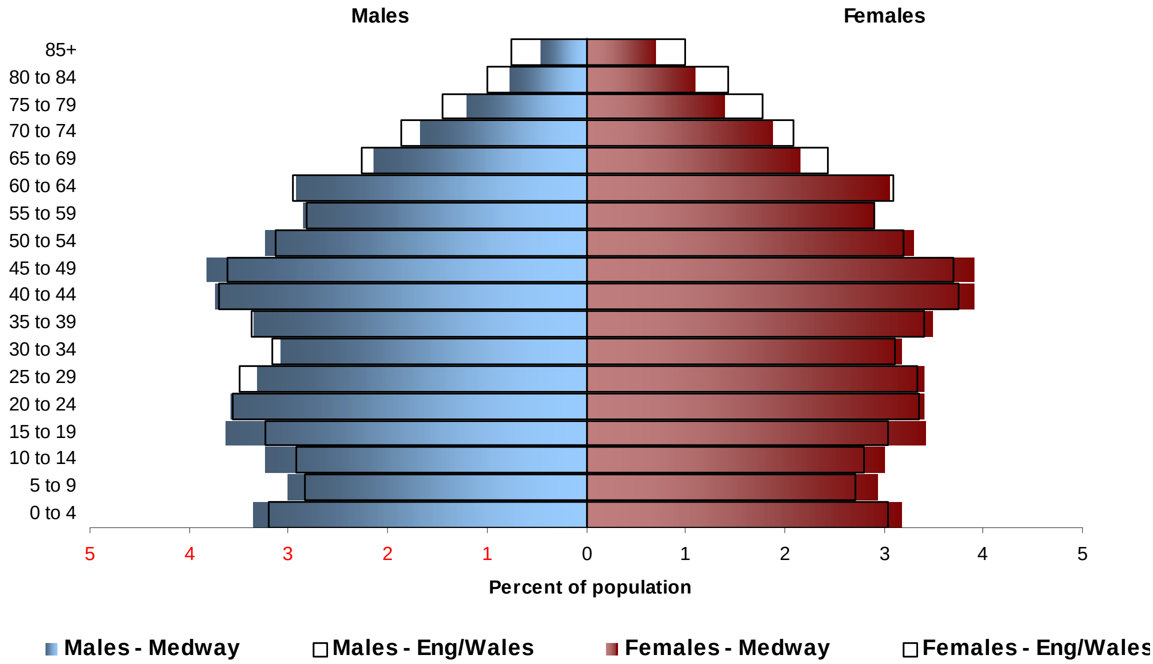
The population of Medway reached 256,700 in 2010, up by 1,900 people since 2009.

As in previous years, population growth in Medway in 2010 was largely the result of natural growth – births exceeding deaths – this combined with inward migration (+500), results in this year seeing the largest annual increase in population since the 2001 Census.

Medway's population has increased naturally every year since 2001, however net out migration in earlier years generally reduced overall population growth over this period.

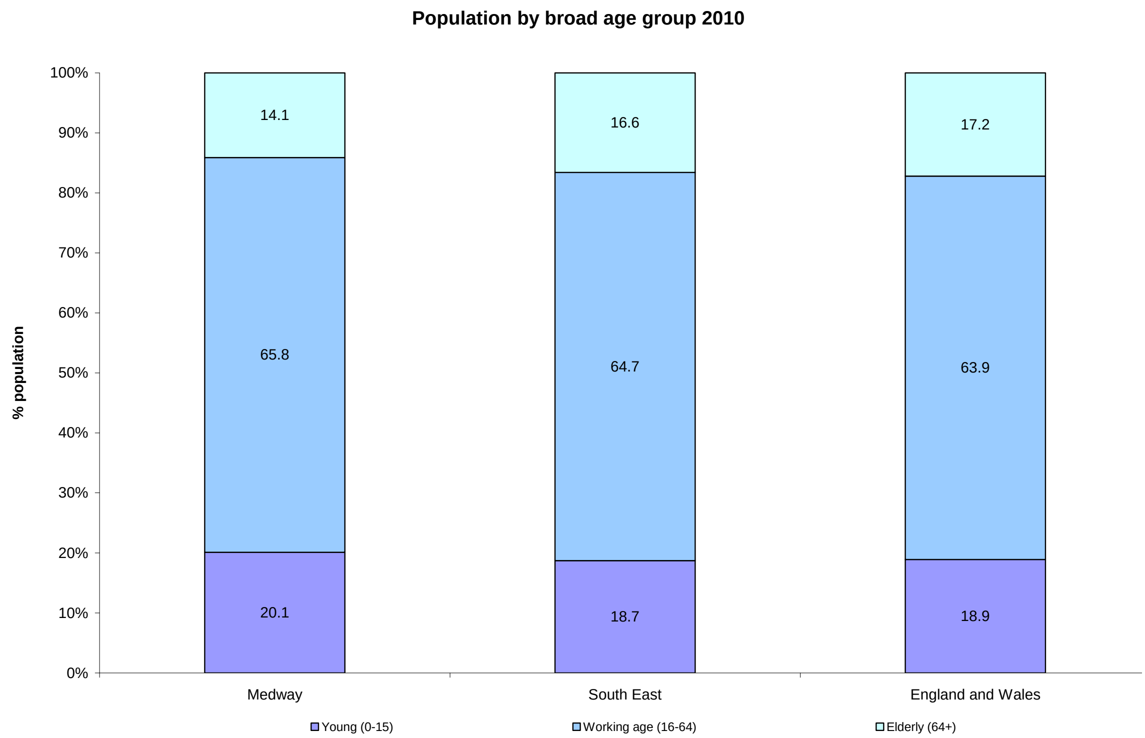
Since 2001 Medway's population has increased by just over 3%, while the population of England & Wales increased by 5.5%.

With a population in excess of a quarter of a million in 2010, Medway is the largest urban area in Kent and is one of the largest conurbations in the South East outside London.



Population by broad age group

A comparatively younger population is evident by broad group, with Medway having a larger proportional working age population and younger persons age group and a lower proportion of elderly population compared with regional and national averages.



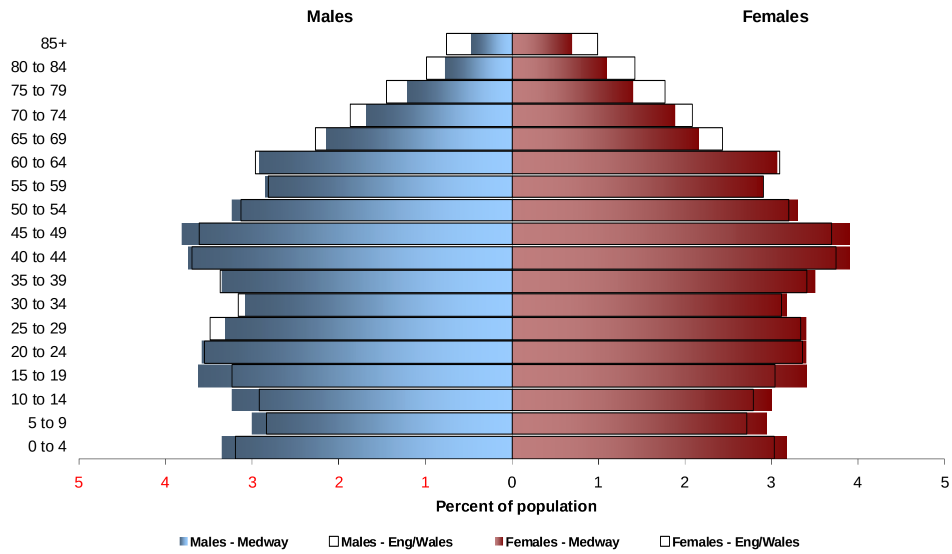
Population change

Medway's population has increased naturally every year since 2001 but net out migration between 2004 and 2006 reduced overall population growth since the last Census. However, in the last three years there appears to have been a higher level of growth due to a combination of natural growth – births exceeding deaths – as well as a trend away from out-migration towards net in migration, resulting in this year seeing the largest annual increase in population since the 2001 Census.

Population growth - 2001 to 2010

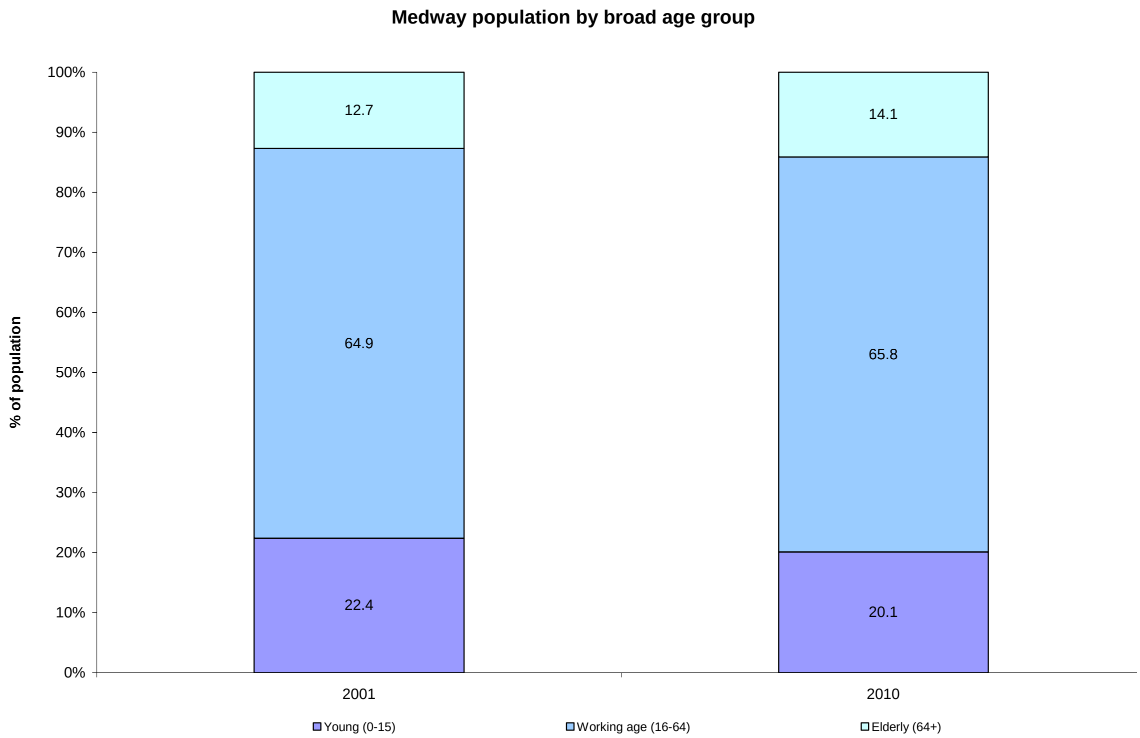
	2001	2010	Population growth	Rate of growth (%)
Medway	249,700	256,700	7,000	2.8
South East	8,023,400	8,523,100	499,700	6.2
England & Wales	52,360,000	55,240,500	2,889,500	5.5

Population pyramid – Medway 2001 to 2010



Change in population by broad age group

The working age population in Medway increased between 2001 and 2010 - from 64.9% to 65.8%. there was a proportional decrease in younger residents and a proportional increase in elderly residents.

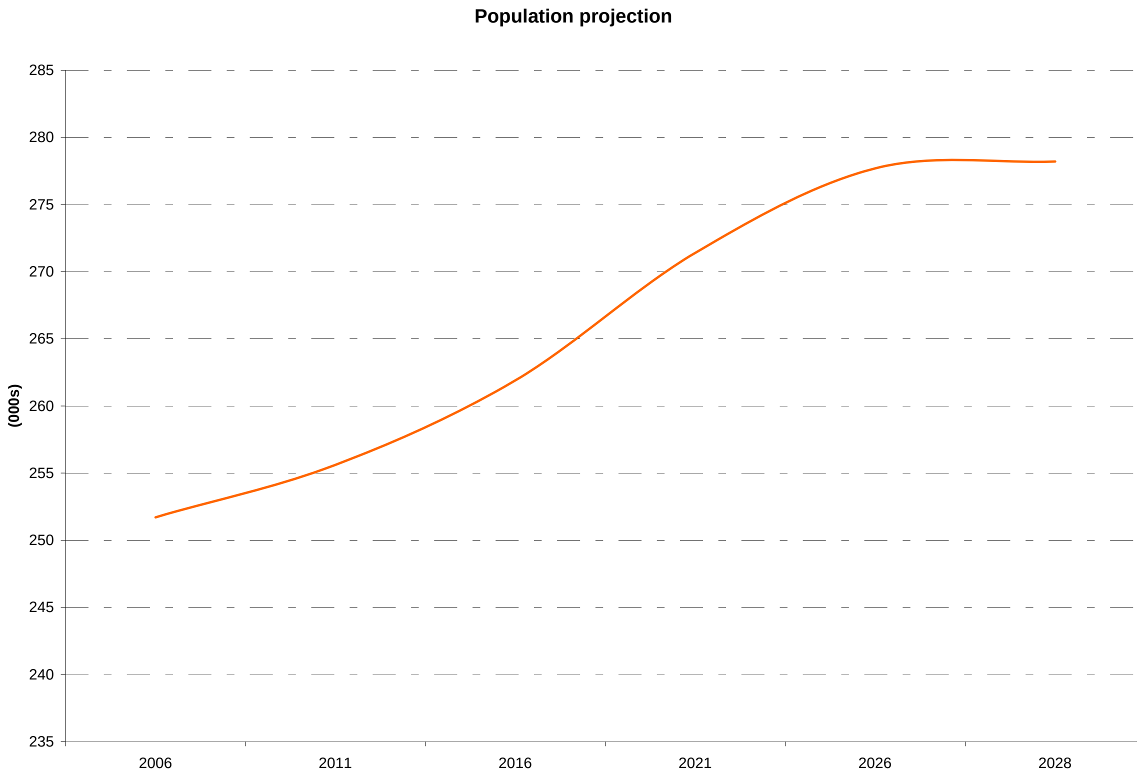


Population projection

Medway's population is forecast to grow to 278,200 by 2028. This projection is based on the completion of 19,812 houses between 2006 and 2028.

This would be an 8% increase in the population from the 2010 population of 256,700.

Housing strategy based population projection (000's)						
	2006	2011	2016	2021	2026	2028
Medway	251.7	255.6	261.9	271.4	277.7	278.2



Economy

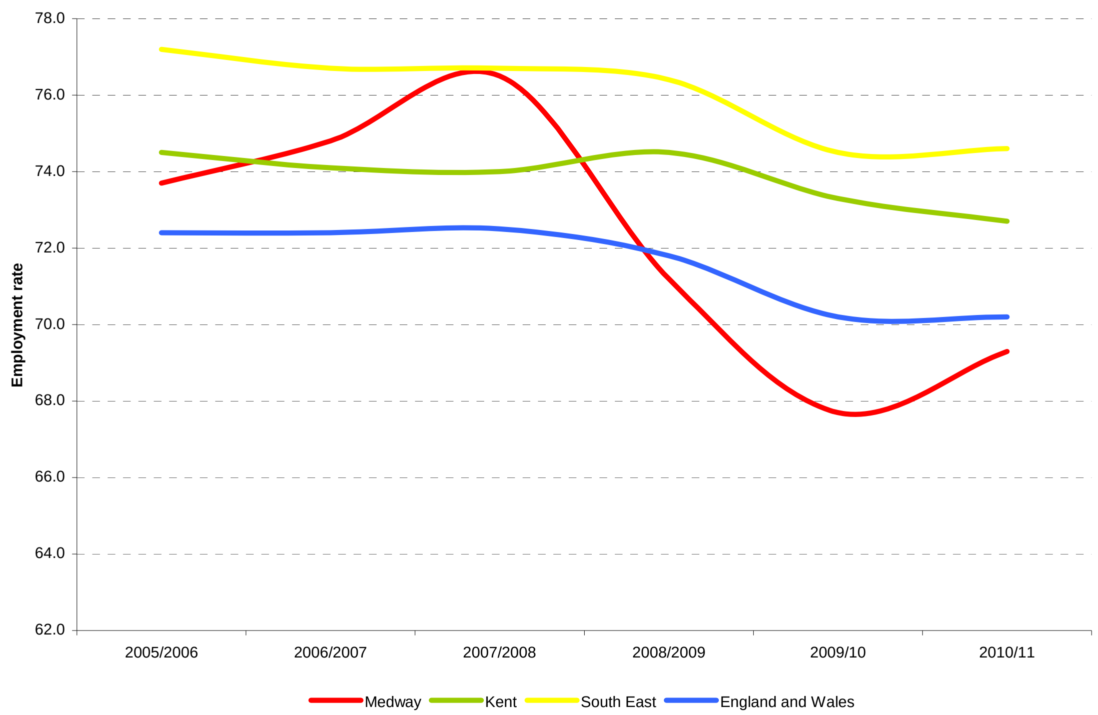
Employment rate

The employment rate increased in 2010/11, having dropped significantly in the previous year. Nationally the employment rate has remained unchanged; regionally there has been a very small increase while Kent saw a drop in employment rate.

Medway's employment rate has shown the greater variation since 2006, peaking at 2007/2008, with generally a downward trend since then.

Employment rate (16-64)

		2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Medway	Number	121,800	122,200	126,000	118,800	113,100	116,400
	Rate	73.7	74.8	76.5	71.2	67.7	69.3
Kent	Rate	74.5	74.1	74.0	74.5	73.3	72.7
South East		77.2	76.7	76.7	76.4	74.5	74.6
Eng & Wales		72.4	72.4	72.5	71.8	70.2	70.2



Economic activity rate

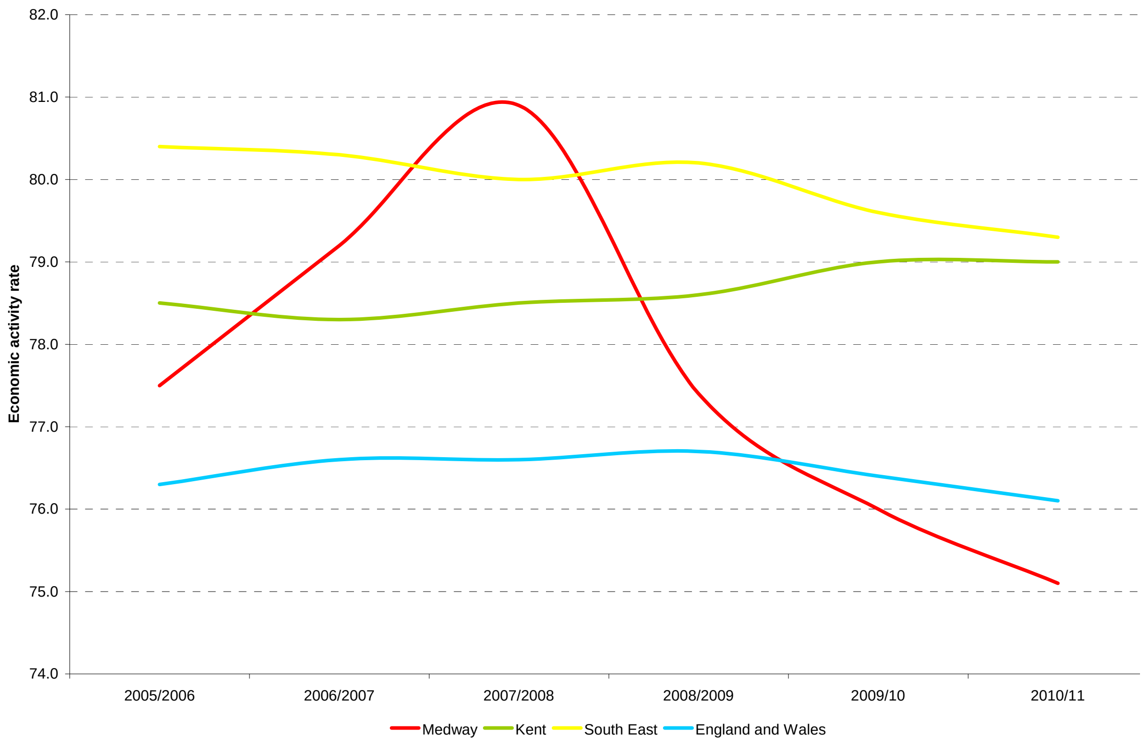
While the number of economically active residents in Medway has increased over the past two years, the rate of growth has not kept pace with the rate of growth of the population, which results in a dropping economic activity rate.

Just over three-quarters of the working age population in Medway are economically active, standing below the national figure of 76.1%.

The economic activity rate in Medway peaked at 80.9% in 2007/08, however the count of economically active residents over the past three years has been increasing.

Economic activity rate (16-64 year olds)

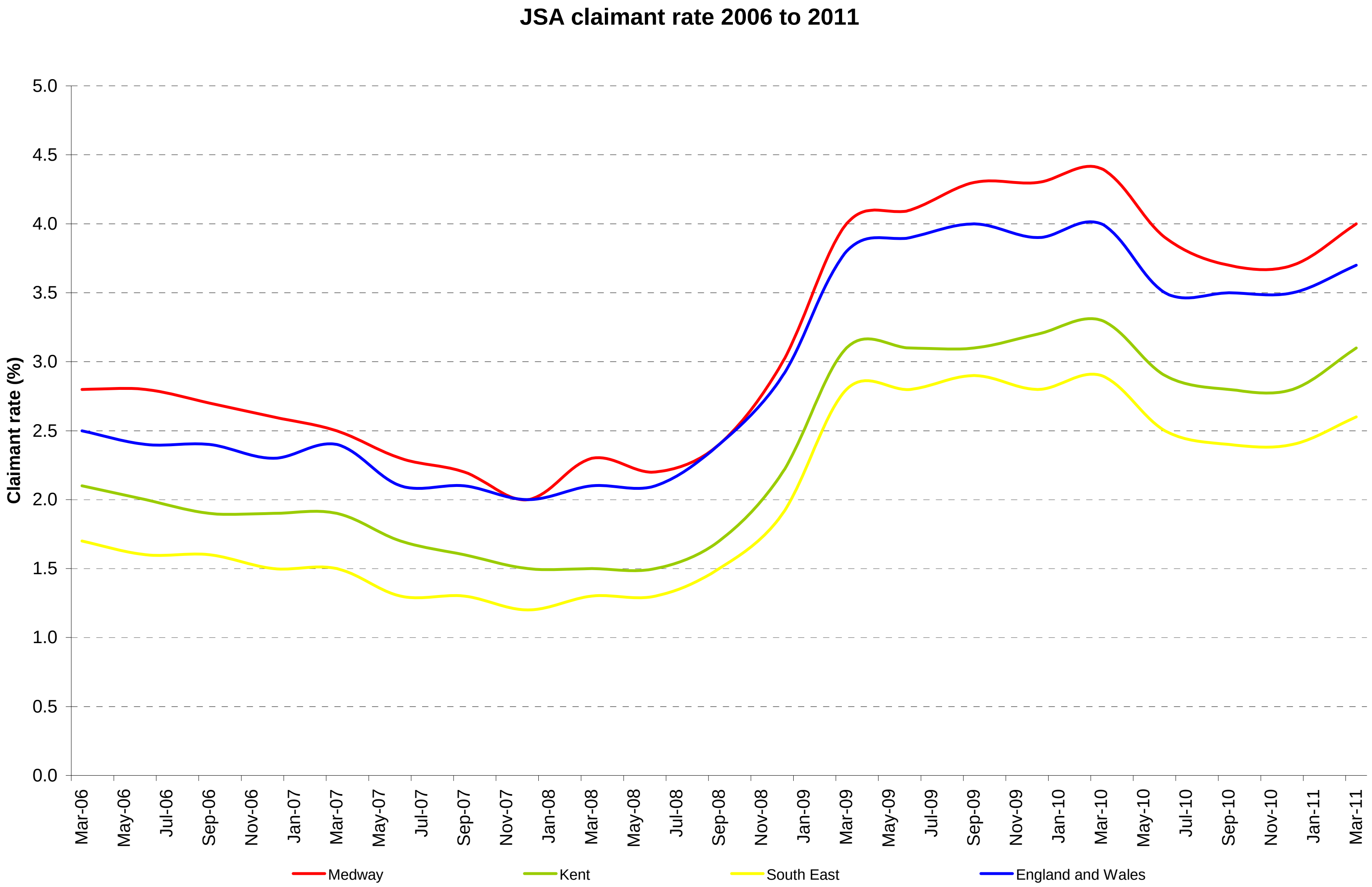
		2005/06	2006/07	2007/08	2008/09	2009/10	2010/11
Medway	Number	165,400	163,400	164,900	166,900	167,100	168,100
	Rate	77.5	79.2	80.9	77.4	76.0	75.1
Kent	Rate	78.5	78.3	78.5	78.6	79.0	79.0
South East		80.4	80.3	80.0	80.2	79.6	79.3
Eng & Wales		76.3	76.6	76.6	76.7	76.4	76.1



Job seekers Allowance claimant rate

The JSA claimant rate in Medway has been rising steadily since 2006 peaking at 4.4% in March 2010 but has since dropped back slightly to 4% in March 2011. This is a trend that is mirrored nationally.

Job Seekers Allowance claimant rate – 2006 to 2011					
	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


JSA claimant rate 2006 to 2011
Claimant rate (%)
5.0
4.5
4.0
3.5
3.0
2.5
2.0
1.5
1.0
0.5
0.0
Mar-06
May-06
Jul-06
Sep-06
Nov-06
Jan-07
Mar-07
May-07
Jul-07
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Nov-07
Jan-08
Mar-08
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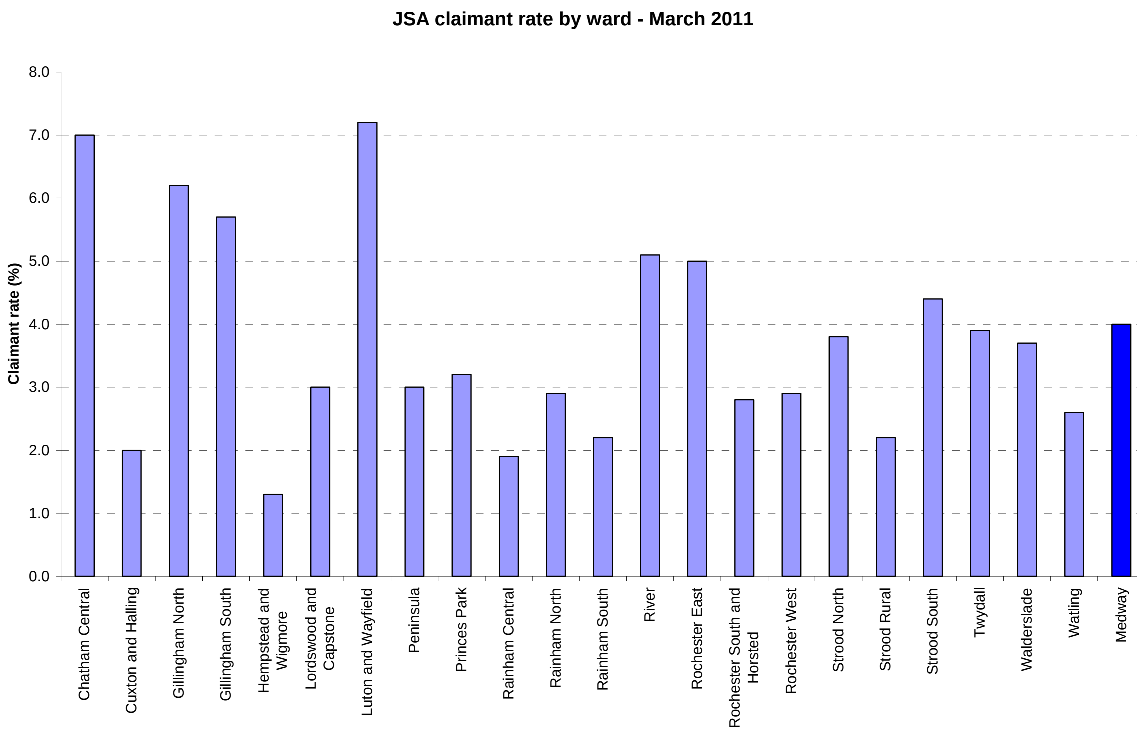
Mar-09
May-09
Jul-09
Sep-09
Nov-09
Jan-10
Mar-10
May-10
Jul-10
Sep-10
Nov-10
Jan-11
Mar-11
Medway
Kent
South East
England and Wales

Job Seekers Allowance claimant rate – ward level

There is great variation in the JSA claim rate by ward within Medway - from a high of 7.2% in Luton & Wayfield and 7.0% in Chatham Central, down to 1.3% in Hempstead & Wigmore.

Medway's four 'worst' wards Luton and Wayfield, Chatham Central, Gillingham North and Gillingham South account for 40% of job seekers allowance claimants in Medway.



Proportion of resident population aged 16-64 claiming Job Seekers Allowance March 2011		
Ward	Rate	Count
Chatham Central	7.0	733
Cuxton and Halling	2.0	74
Gillingham North	6.2	654
Gillingham South	5.7	631
Hempstead and Wigmore	1.3	67
Lordswood and Capstone	3.0	188
Luton and Wayfield	7.2	650
Peninsula	3.0	250
Princes Park	3.2	223
Rainham Central	1.9	147
Rainham North	2.9	156
Rainham South	2.2	187
River	5.1	322
Rochester East	5.0	328
Rochester South and Horsted	2.8	216
Rochester West	2.9	205
Strood North	3.8	326
Strood Rural	2.2	194
Strood South	4.4	406
Twydall	3.9	315
Walderslade	3.7	227
Watling	2.6	155
Medway	**4.0**	**6,654**

Long-term unemployment

The long-term unemployment rate in Medway peaked in June 2010 at 23.4% but fell back to 17.3% in March 2011. 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.

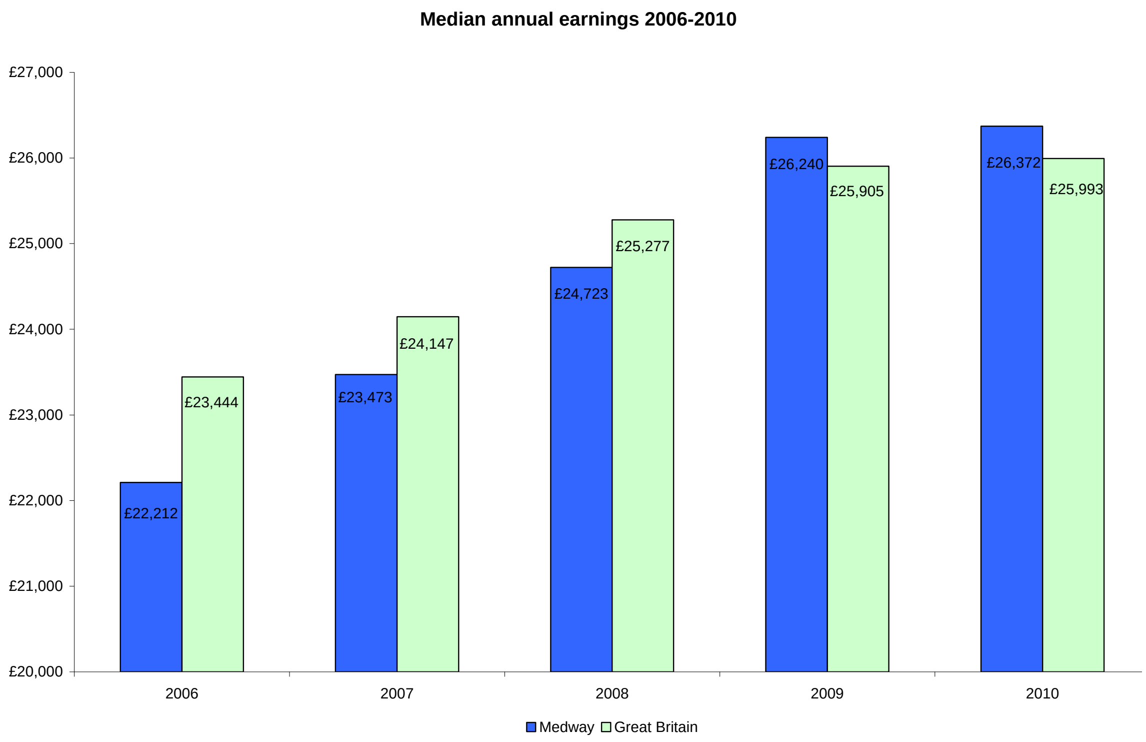
Job Seekers Allowance claims over 12 months in duration

	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

Earnings

Median annual earnings in Medway at £26,400 stood just above the national level in 2009, 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	26,000	25,400	27,500	25,900
2010	26,400	25,000	27,500	26,000
2006-2010 % increase	+18.9	+10.6	+10.9	+11.1



Businesses by sector

In 2010 there were 6,235 businesses in Medway.

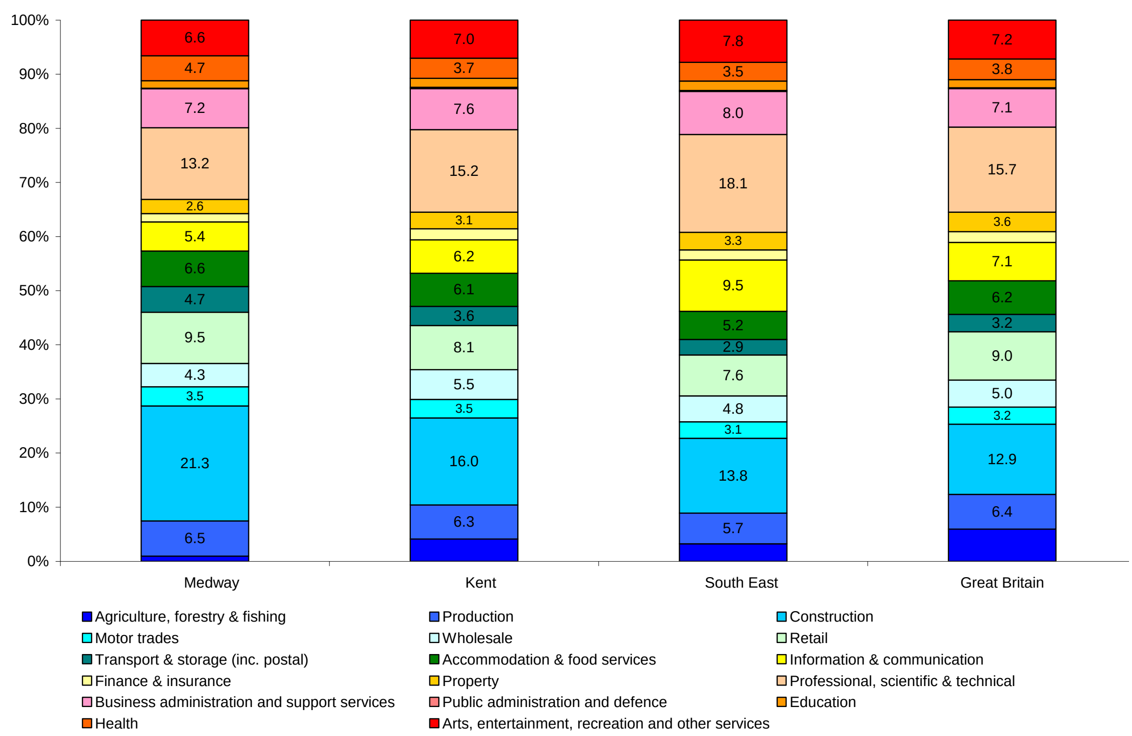
Construction, Medway's largest sector, accounts for just over one fifth of businesses (21%), which is considerably higher than levels in the South East (14%) and Great Britain (13%).

Seventy six percent of businesses in Medway employ less than 5 staff, which is just below the regional level (77%) and is in line with the national level.

Medway has a higher proportion of 'young businesses' than nationally, with 16% of businesses under two years of age, compared to 14.5% nationally. Just 38.5% of businesses in Medway have been trading for more than ten years, compared to 43% nationally.

In terms of business turnover, Medway has fewer very small businesses (<£49k), as well as fewer larger businesses (> £100M). Just under one third of businesses have an annual turnover of £100k-£249k.

Figure 1. **Businesses (%) by sector 2010**



Businesses by sector 2010					
	Medway		Kent	South East	Great Britain
	Nos	%	%	%	%
Agriculture, forestry & fishing	60	1.0	4.1	3.2	6.0
Production	405	6.5	6.3	5.7	6.4
Construction	1,325	21.3	16.0	13.8	12.9
Motor trades	220	3.5	3.5	3.1	3.2
Wholesale	270	4.3	5.5	4.8	5.0
Retail	590	9.5	8.1	7.6	9.0
Transport & storage (inc postal)	295	4.7	3.6	2.9	3.2
Accommodation & food services	410	6.6	6.1	5.2	6.2
Information & communication	335	5.4	6.2	9.5	7.1
Financial & insurance	95	1.5	2.0	1.9	2.0
Property	165	2.6	3.1	3.3	3.6
Professional, scientific & technical	825	13.2	15.2	18.1	15.7
Business administration & support services	450	7.2	7.6	8.0	7.1
Public administration & defence	5	0.1	0.2	0.2	0.1
Education	85	1.4	1.6	1.7	1.5
Health	290	4.7	3.7	3.5	3.8
Arts, entertainment, recreation & other services	410	6.6	7.0	7.8	7.2
	6,235	100.0	100.0	100.0	100.0

Gross value added

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.

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%.

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

	2001	2002	2003	2004	2005	2006	2007	2008
UK*	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

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

	2001	2002	2003	2004	2005	2006	2007	2008
UK *	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
South East	108.5	108.3	108.2	108.0	107.7	107.2	106.3	105.6
Kent	81.2	81.2	81.6	82.2	82.4	81.8	80.9	80.1
Medway	68.1	67.9	68.1	68.4	68.8	67.7	65.8	64.2

*UK less extra region =100

Deprivation

Multiple Deprivation

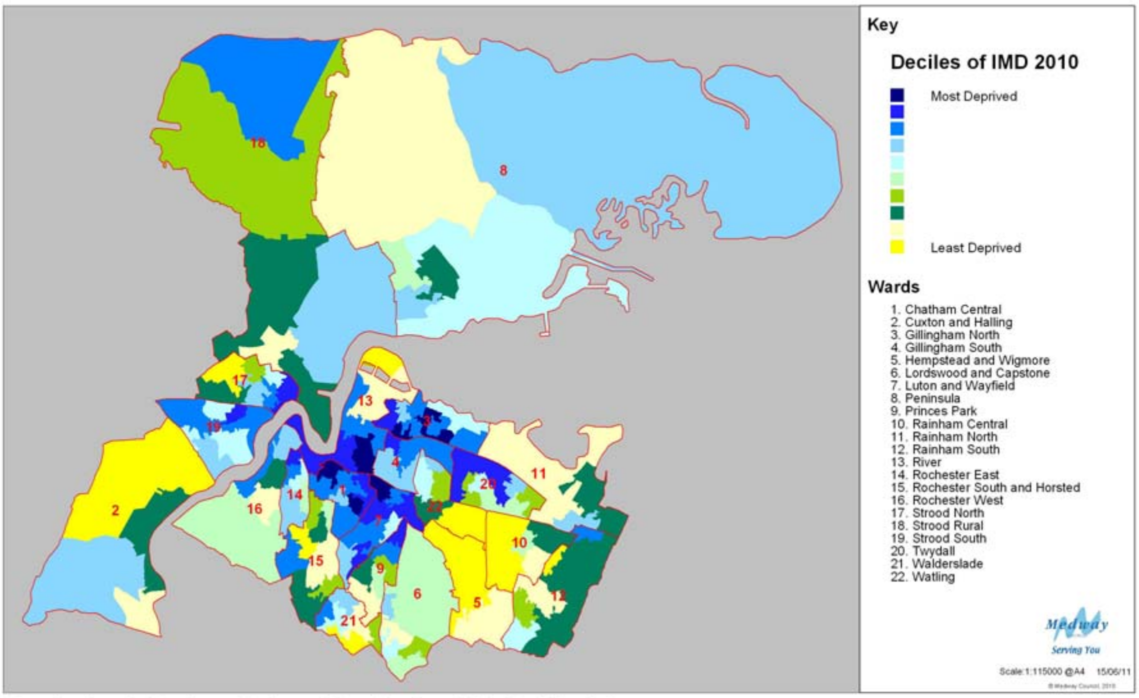
Medway is ranked within the 41% most deprived boroughs nationally in the Index of Deprivation (ID) 2010 (132/325). This is a slight decline from ID 2007, when Medway was within the 43% most deprived, indicating that Medway is now relatively more deprived.

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.

	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%)



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

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

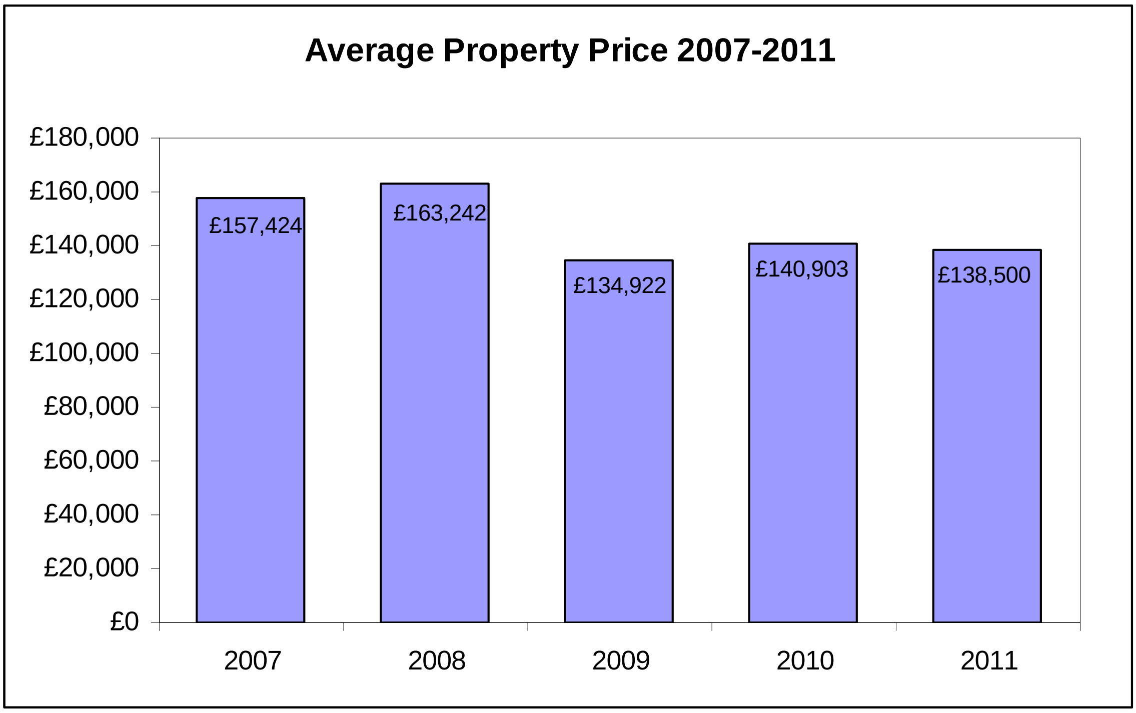
Housing

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	20010-11 % change
Medway	£157,400	£163,200	£134,900	£140,900	£138,500	-12.0	-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



Education/Skills

GCSE attainment

The GCSE attainment rate (A-C) in Medway rose significantly in 2010, however the national pass rate rose at a greater rate resulting in Medway having a GCSE pass rate below the national level in 2010.

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
Medway	44.0	46.9	47.6	51.7	53.6
England*	44.0	45.8	48.2	50.7	55.2

* Maintained schools only

NVQ attainment –working age population

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 third.

The number of residents with no qualifications has increased since 2006 resulting in a rate above the national level in 2010.

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

2010	**Medway**			**Kent**	**South East**	**Great Britain**
Working age population with:	Number	Percent	Working age population	Percent	Percent	Percent
NVQ4 and above	38,100	22.8	167,000	30.0	33.9	31.3
NVQ3 and above	69,200	41.4	167,000	47.9	53.8	51.0
NVQ2 and above	99,500	59.6	167,000	68.9	70.8	67.3
NVQ1 and above	135,400	81.1	167,000	82.4	84.1	80.2
Other qualifications	8,800	5.3	167,000	6.0	7.5	8.5
No qualifications	22,800	13.6	167,000	11.7	8.5	11.3

Health

Standardised mortality ratio

The mortality rate in Medway was falling every year up to 2008, which is a trend that is reflected nationally.

Medway mortality ratio							
2001	2002	2003	2004	2005	2006	2007	2008
723.2	707.2	710.0	658.3	658.5	671.1	620.6	621.7

England & Wales mortality ratio							
2001	2002	2003	2004	2005	2006	2007	2008
670.2	665.4	664.3	628.8	615.3	593.3	582.4	577.2

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

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Average life expectancy

Life expectancy in Medway is below the national level, however the trend shows an improvement up to 2008.

Medway life expectancy				
	2004-2006	2005-2007	2006-2008	2007-2009
Male	76.4	76.6	76.8	77.3
Female	80.8	81.0	81.2	81.6

England authority average – life expectancy				
	2004-2006	2005-2007	2006-2008	2007-2009
Male	77.3	77.7	77.9	78.1
Female	81.6	81.8	82.0	82.2

Early deaths

Deaths in Medway from 'heart disease and stroke' and cancer are above the national level. However 2008 showed a significant decrease for deaths from 'heart disease and stroke in Medway. Deaths from both these groups are higher in Medway than nationally.

Medway early deaths				
	2004-2006	2005-2007	2006-2008	2007-2009
Heart disease and stroke	97.8	91.9	86.1	77.8
Cancer	123.1	125.8	124.7	123.3

England authority average – early deaths				
	2004-2006	2005-2007	2006-2008	2007-2009
Heart disease and stroke	84.2	79.1	74.8	70.5
Cancer	117.1	115.5	114.0	112.1

Directly age standardised rate per 100,000 population under 75

Teenage pregnancy

Medway has a teenage pregnancy rate above the national level, with the rate increasing in Medway up to 2008, at a time when the teenage pregnancy rate was falling nationally.

Medway – teenage pregnancy rate	
2004-2006	2007-2009*
43.8	45.2

England & Wales – teenage pregnancy rate	
2004-2006	2007-2009*
41.4	40.3

Under-18 conception rate per 1000 females aged 15-17 (crude rate)
* provisional

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Appendix 1 – Core Strategy Monitoring and Implementation Framework

Policy	Policy summary points	Timescale			Implementation	Monitoring indicators
		Short 1-5 yrs	Medium 5-10 yrs	Long 10-15 yrs		
CS1 Regenerating Medway	Major physical change in Chatham centre	✓	✓	✓	Chatham Historic Dockyard Trust Network Rail Train Operator Companies	Multiple Deprivation Index of Deprivation Completion of retail, mixed use and commercial floor space
	The creation of a dynamic new mixed use waterfront environment on the west bank of the River Medway		✓	✓		
	The creation of a new community at Rochester Riverside	✓	✓			
	Further development of the Chatham Historic Dockyard as a heritage destination and commercial quarter	✓	✓	✓		
	Development of the Interface Land		✓	✓		
	Completion of the residential communities at St. Mary's Island	✓				
	Completion of the residential communities Gillingham Waterfront.	✓				
	Sensitive change within Gillingham town centre to reinforce its role as an important 'District' centre	✓	✓	✓		
	The creation of enhanced station environments and interchange facilities	✓	✓	✓		
	The creation of a high quality public realm	✓	✓	✓		
CS2 Quality & sustainable design	New buildings in Medway will be expected to meet the highest architectural standards that reflect or generate local distinctiveness through: · The expression of function and structure · The use of materials · Appropriate proportions, visual order and detailing · The application of environmental criteria.	✓	✓	✓	Via planning applications	Housing Quality - Building for Life Assessments Number of planning applications which make reference to conditions as listed in policy summary points
	New development should result in buildings, streets, spaces and neighbourhoods, which are high quality, durable and well integrated with their surroundings	✓	✓	✓		
	The acceptability of tall buildings (18m or higher) and the protection of strategic views will be determined in accordance with the Council's Building Heights Policy 2006.*	✓	✓	✓		
	Applications for major sites (25 houses or more) should be accompanied by an 'Accessibility Assessment'	✓	✓	✓		
	Applications for significant regeneration sites, large, or sensitive sites should be accompanied or preceded by a design brief that is subject to a public consultation process.	✓	✓	✓		
CS3 Mitigation	Residential development will be required to achieve at least level 3 of the Code for Sustainable Homes	✓			Via planning applications	

& adaptation to climate change	Commercial buildings over 1,000 sq m will be required to meet the BREEAM "very good" standard.	✓			Via planning applications	Number of residential completions achieving at least level 3 of the Code for Sustainable Homes, or the national timescales mentioned.
	The Council will support the proposals in the Final Water Resources Management Plan, 2010-2035 or other measures that have been agreed to improve the efficiency of water use and maintain supplies at the level required to meet local needs.	✓	✓	✓	Southern Water	Percentage of commercial completions over 1,000 sq m meeting the BREEAM "very good" standard. Monitored by OFWAT
CS4 Energy Efficiency and Renewable Energy	All new development will be expected to show reduced energy loads through passive design and the inclusion of energy efficiency measures.	✓	✓	✓	Via planning applications	
	In developments of 10 dwellings or more, or over 1,000 sq m of floor space, it will be expected that 20% of the remaining on-site energy loading will be delivered from renewable energy sources.	✓	✓	✓	Energy providers	Percentage of applications conforming with energy requirement
	Should it prove feasible to do so, the Council will promote large scale district heating schemes that utilise waste heat from conventional power generation	*Not known*				
	Subject to there being no significant adverse effects in terms of the natural environment and residential amenity the Council will positively promote the installation of all forms of renewable energy systems.	✓	✓	✓		Relevant planning applications
	Compensatory measures will be sought and applied to current buildings within the locality	✓	✓	✓		Number of retrofitting schemes carried out Potentially reflected in number of properties in fuel poverty/high heat loss reducing
CS5 Development and Flood Risk	Proposals for development within flood zones 2 and 3 and on sites of over 1 hectare in zone 1 must be accompanied by a flood risk assessment.	✓	✓	✓	Via planning applications	Number of planning permissions granted contrary to Environment Agency advice on flooding and water quality grounds
	Development that would harm the effectiveness of existing flood defences or prejudice their maintenance or management will not be permitted.	✓	✓	✓		
	Proposals in areas at risk from flooding must demonstrate that account has been taken of the resilience of buildings, infrastructure and other important local features.	✓	✓	✓		
	Relevant flood defence works as identified in the Medway Strategic Urban Flood Defence Strategy should be incorporated, if applicable. All developments which have the potential to affect the ability of land to absorb rainwater will be required to incorporate and obtain approval for sustainable urban drainage systems (SUDS) in line with national standards, prior to construction.	✓	✓	✓		Number/percent of applications conforming to conditions listed in policy summary points
	All development within flood zones 2 and 3 will require surface water run-off to be controlled as near to its source as possible.	✓	✓	✓		
CS6 Preservation and Enhancement of Natural Assets	Wildlife habitats and sites, populations of wild species and other biodiversity features will be protected, maintained and enhanced, especially through long term management and habitat creation schemes, particularly where they have been identified as being of international, national and local importance and as priorities in the UK and Kent Biodiversity Action Plans, or where they are protected or designated under relevant legislation.	✓	✓	✓	Development management	Hectarage of land lost Number/area of new habitat created
	The management of farming, agricultural land, forestry and woodland so as to conserve and enhance biodiversity will be encouraged.	✓	✓	✓		Contributions received towards opens spaces

	When development is permitted, opportunities will be pursued and secured for the incorporation, enhancement, re-creation or restoration of wildlife habitat, either on-site, off-site or through contributions to the strategic provision of natural open space. Such strategies should be in place and functioning prior to commencement of the development.	✓	✓	✓		Amounts and actions done on management of sites
	Where the negative impact cannot be avoided, but the importance of the development is considered to outweigh the impact, then environmental compensation will be sought by the creation by the developer of new habitats or features on other suitable sites and their long term management will need to be secured. Compensation will normally be sought on more than a like-for-like basis, in order to secure both the maintenance and enhancement of biodiversity.	✓	✓	✓		
CS7 Countryside and Landscape	Development in the countryside will be permitted in accordance with the objectives and principles of PPS4 and PPS7.	✓	✓	✓	Via planning applications Medway Council Amenity Organisations	Landscape Character Assessments Number of schemes implemented taking account of proposals in listed studies
	Existing features, which are important to the local landscape character, shall be retained, incorporated into the development and protected during construction work	✓	✓	✓		
	The Council will take into account the proposals in the Medway Landscape Character Assessment, the Green Cluster Studies, the Valley of Visions project and the Medway Smile Living Landscape Scheme when working with its partners to identify and implement landscape and habitat enhancement schemes.	✓	✓	✓		
CS8 Open Space, Green Grid and Public Realm	The Council will seek to provide equal opportunities` for all people to enjoy accessible, high quality and affordable open space.	✓	✓	✓	Via planning applications Medway Council	Number of applications observing these guidelines
	New or enhanced urban spaces should be provided as a part of major regeneration proposals.	✓	✓	✓		
CS9 Health and Social Infrastructure	The development of sustainable places in Medway with healthy communities and social infrastructure where residents enjoy a high quality of life	✓	✓	✓	Medway Council & Partner agencies	Health deprivation by – Index of Deprivation Standardised mortality ratio Average life expectancy Early deaths – heart disease & stroke, cancer Teenage pregnancy rate
	The Council will continue to implement its Neighbourhood Action Plans at All Saints, Brook Lines, Strood South, Twydall and White Road Estate, and develop two more at Luton and Gillingham North.	✓	✓			
CS10 Sport and Recreation	Improve the quality of life of existing and future residents of Medway and promote healthier lifestyles	✓	✓	✓	Medway Council NHS (PCT, SHA)	Adults participation in sports Number/type of facilities lost
	Safeguard existing facilities for sport	✓	✓	✓		
	Continue to develop a strategy to maximise the potential local benefits of the London Olympics 2012	✓				
CS11 Culture and Leisure	In order 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.	✓	✓	✓	Lead: Medway Council	Via monitoring of Cultural Strategy

	Support the implementation of Medway's Cultural Strategy which encompasses a range of cultural provision	✓	✓	✓		
	The development of new cultural venues centred on Chatham and extending along the Medway waterfront.		✓	✓		
CS12 Heritage Assets	Supporting the conservation/ enhancement of the historic environment and contribution made to local and regional distinctiveness and sense of place`	✓	✓	✓	Medway Council English Heritage Planning applications	Heritage Assets Register
	Encouraging proposals that make sensitive use of historic assets through regeneration	✓	✓	✓		
	Supporting World Heritage Site status for the Chatham Dockyard and its Defences	✓	✓			
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.	✓	✓	✓	Planning applications	Net additional dwellings a) in previous years b) for reporting year c) in future years Number of new and converted dwellings on previously developed land Housing trajectory - 2006-2028
CS14 Affordable Housing	25% affordable housing provision will be sought on all sites within the existing defined boundary of the main urban area and Hoo St. Werburgh	✓	✓	✓	Planning applications	Gross affordable completions (count) Affordable completions as proportion of all completions
	30% affordable housing provision will be sought on all sites elsewhere within Medway·	✓	✓	✓		
	Provision should be made on all new housing developments capable of accommodating 15 or more dwellings, or on sites of 0.5 ha or more in size, irrespective of the number of dwellings.	✓	✓	✓		
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 and having regard to the North Kent Strategic Housing Market Assessment.	✓	✓	✓	Planning applications	Housing Quality - Building for Life Assessments
CS16 Gypsies, Travellers 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 Allocations and Development Management Development Plan Document.	✓	✓	✓	DPD	Net additional pitches (Gypsy and Traveller)
CS17	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	✓	✓	✓	Lead: Medway Council	Amount and type of completed employment floor space.

Economic Strategy	workforce, offer an alternative to out-commuting and achieve a balance with housing growth.				LSP	Amount and type of employment land available Job Seekers Allowance claimant count & rate Employment rate GVA per capita Business stock
CS18 Tourism	Medway Council will positively promote sustainable tourism development.	✓	✓	✓	Medway Council Planning applications	Number of visitor stays in Medway Length of season Average length of stays
	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	✓	✓	✓		
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.	✓	✓	✓	Medway Council Planning applications	Net completions A1-A3 Gross completions in town centres
	Town centres and edge of centre sites will be the preferred location for such development and a sequential test will be applied for development elsewhere in accordance with PPS4.	✓	✓	✓		Number of planning applications not according with sequential test
CS20 Education and Personal Development	The Council will work with all relevant partners to develop a fully integrated educational offer	✓	✓	✓	Medway Council	GCSE attainment rate NVQ levels
CS21 Conventional Energy Generation & Energy Security	Support for additional power generation and energy storage capacity on Hoo Peninsula & Isle of Grain;	✓	✓	✓	DECC Power Generators Medway Council	*Economic benefits to be monitored by Economic Development team*
	Promotion of local supply chain developments and a support & maintenance cluster.	✓	✓	✓		
CS22 Provision of Minerals	Imposing conditions requiring the reclamation and reuse of construction and demolition wastes on redevelopment sites· Allocating sites for the processing, sorting and distribution of secondary aggregate materials in the forthcoming Allocation and Development Management Development Plan Document. All existing mineral wharves will be safeguarded against proposals that would prejudice their use for the continued importation of marine dredged sand and gravel, crushed rock	✓	✓	✓	Medway Council Planning applications	Production of primary land won aggregates Primary aggregates imports (marine dredged and land won and crushed rock from outside Medway)

	and associated materials.					Production of secondary/recycled aggregates
CS23 Waste Strategy	Appropriate provision for the separation, storage and collection of waste materials in all new build;	✓	✓	✓	Planning applications Waste operators	Capacity of new waste management facilities Amount of waste arising, and managed by management type.
	Permission for appropriate facilities for the reuse, recycling, treatment and transfer of waste materials	✓	✓	✓		
CS24 Transport and Movement	Proactive management of highway system to avoid congestion	✓	✓	✓	Lead: Medway Council	UTMC monitoring Bus satisfaction Amount/% of provision achieved
	Balancing of car growth and public transport via increased capacity, reliability and quality of public transport	✓	✓	✓		
	Rationalisation of parking in town centres – particularly Chatham via use of multi storey facilities	✓	✓			
CS25 The River Medway	The River Medway is strategically significant in terms of its employment, environmental, transport and leisure importance.	✓	✓	✓	Lead: Medway Council Planning applications Conservator Nature conservation bodies MSEP Environment Agency Natural England	Permitted development completed on Waterfront New infrastructure installed Water Quality & SPA condition
	Mixed-use development will be promoted along the urban waterfront.	✓	✓	✓		
	Greater use will be made of the River with existing infrastructure protected and new facilities encouraged.	✓	✓	✓		
	Leisure activities on and along the river will be supported as long as they will not harm the natural ecosystems	✓	✓	✓		
CS26 Strood	The role of Strood as a district centre will be strengthened by;· Promoting housing and mixed use developments on sites that will enhance the townscape and cohesion of the centre	✓	✓	✓	Lead: Medway Council Planning applications	Progress in implementing Town Centre Master plan
CS27 Rochester	The highest priority will be given to the conservation and enhancement of the historic and architectural character of Rochester Town Centre whilst maintaining its vitality and viability as a district centre and its function and character as a specialist retail, service and tourism centre	✓	✓	✓	Lead: Medway Council Planning applications	Progress measured via: Rochester Conservation Management Plan Corporation Street Development Brief Rochester Riverside Development Brief
CS28 Chatham	The centre of Chatham will be developed as a regional hub and as the city centre for Medway in accordance with the principles of the Chatham Centre and Waterfront	✓	✓	✓	Lead: Medway Council	Chatham specific development completion

	Development Framework and Development Brief and the regeneration, economic and retail policies of the core strategy.				Planning applications	monitoring figures
CS29 Gillingham	In Gillingham Town Centre, priority will be given to the improvement of the built fabric and public realm through the development of a mix of town centre uses, the provision of open space and the promotion of the evening economy, in accordance with the Town Centre Development Framework in order to strengthen its role as a district centre.	✓	✓	✓	Lead: Medway Council Planning applications	Gillingham specific development completion monitoring figures
CS30 Rainham	Rainham town centre will continue to function as an important district level centre and reinvestment in and extensions to the 'Precinct' centre will be encouraged. Hempstead Valley Shopping Centre is also classified as a 'district' level centre.	✓	✓	✓	Lead: Medway Council Planning applications	Rainham specific development completion monitoring figures
	Opportunities to diversify the mainly comparison based shopping offer and provide a wider range of non-retails services typical of a district centre will be encouraged	✓	✓	✓		
CS31 Hoo Peninsula and the Isle of Grain	Supporting retention & development of local services / facilities sustaining village life & reduce travel need;	✓	✓	✓	Lead: Medway Council Planning applications	Progress in implementing approved projects
	Promoting access for walking & cycling, developing visitor sites and improved Green Grid connections;	✓	✓	✓		
	Supporting strong economic development sustaining local communities & retaining distinctive character.	✓	✓	✓		% loss/gain in quality agricultural land
	There will be a presumption against development that would lead to the loss of the highest quality agricultural land	✓	✓	✓		
CS32 Medway Valley	The focus on green infrastructure planning in the Cobham-Shorne-Ranscombe area will be maintained to make provision for access and management of the high quality environment.	✓	✓	✓	Medway Council Planning applications	Medway Valley specific development completion monitoring figures
CS33 Lodge Hill	Lodge Hill will be developed as a freestanding mixed-use settlement.	✓	✓	✓	Medway Council Lead developer	See Table 10.3 Medway Core Strategy for Lodge Hill monitoring measures/milestones
CS34 Developer Contributions	Money received and facilities provided in accordance with the Council's Guidance.	✓	✓	✓	Medway Council	Annual income & expenditure

Appendix 2 – Use Classes – Definitions

Classes of land and building use as categorised by the Town and Country Planning (Use Classes) Order 1987, as amended. The various classes and categories appropriate to that class are as follows:
A1 Shops for the sale, display or provision of goods and services (except hot food) to visiting members of the public - includes hairdresser, funeral director, post office, dress or DIY hire shop, ticket and travel agency, internet cafe, sandwich bar, dry cleaner and pet shop.
A2 Financial or professional services (other than health or medical services) - includes betting shop, building society office, estate agent and bank.
A3 Restaurant and cafe.
A4 Drinking establishment – includes public house and wine bar.
A5 Hot food takeaway
B1 Business - includes office (a), research and development premise (b) and light industry which can be carried out in a residential area (c).
B2 General industry - any industrial use not covered by B1.
B8 Storage and distribution – includes wholesale warehouse (but not retail warehousing), distribution centre and repository.
C1 Hotel – includes boarding house and guesthouse.
C2 Residential institution – includes residential school and college and training centre, hospital and convalescent/nursing home.
C2a Secure residential accommodation – includes prison, young offenders institution, detention centre, custody centre, secure hospital and military barracks
C3 Dwelling house, communal housing of the elderly and handicapped.
D1 Non-residential institution - includes place of worship, law court, church hall, clinic, health centre, crèche, day nursery, consulting room, museum, public hall, library, art gallery, exhibition hall, non-residential education and training centre.
D2 Assembly and leisure –includes cinema, music and concert hall, dance hall, bingo hall, sports hall, swimming bath, skating rink, gymnasium and other indoor and outdoor sport or recreation.
Sui Generis (SG) Uses not falling within any of the above classes - includes theatre, night club, casino, sale of motor vehicles, sale of motor fuel, taxi service, launderette, hostel, live/work unit and motor sport or firearm activities.