

## Appendix II

### Summary of Main Issues Raised in the Quick Questionnaire

The Quick Questionnaire consisted of 11 questions, 10 of which required respondents to order their preferences to that question. Respondents also had the opportunity to provide additional comments to questions 1 to 10. Question 11 provided a final opportunity for respondents to explain their thoughts about the need for more housing and the risks that this might bring, highlighting what the local plan should prioritise whilst positively providing for housing.

The main issues raised are summarised in the table below.

QQ Question	Main Issue	Comment
Q1. How can the next Local Plan create a positive economy for Swale?	<ul style="list-style-type: none"> <li>• Ensure adequate infrastructure is provided, e.g. roads, doctor surgeries, schools etc.</li> <li>• Develop brownfield sites only</li> <li>• Develop brownfield sites before building on greenfield sites</li> <li>• Build more affordable housing</li> <li>• Complete the Northern Relief Road</li> <li>• Bring quality retail provision to the Borough</li> <li>• Create lorry parks to stop lorries parking on the roadsides and slowing up traffic</li> <li>• Invest more in the Borough's heritage</li> <li>• Improve the high streets</li> <li>• Improve leisure and recreation facilities</li> <li>• Promote the area</li> <li>• Move industry away from residential areas</li> <li>• Build by-pass for villages on A2</li> </ul>	<p>Evidence for the local plan will identify the infrastructure requirements of the Borough. This will be set out in the Infrastructure Delivery Plan.</p> <p>The capacity for brownfield sites to meet the Borough's objectively assessed development needs will be fully investigated and assessed as the local plan progresses.</p> <p>These issues will be fully investigated and considered along with the relevant evidence base in forming a draft strategy for the allocation of land and local plan policies.</p>
Q2. What should the Local Plan do to make our town centres more economically successful?	<ul style="list-style-type: none"> <li>• Affordable or free car parking in centres</li> <li>• Encourage more restaurants and coffee shops in centres</li> <li>• Improve train and bus services</li> <li>• Improve the road infrastructure</li> <li>• Curtail the number of cafes and take-aways</li> <li>• Encourage more multinational and larger retailers</li> <li>• Reduce the number of multinational and larger retailers</li> <li>• Improve our heritage</li> <li>• Improve town centre environment, including cleanliness</li> </ul>	<p>These issues will be fully investigated and considered along with the relevant evidence base in forming a draft strategy for the town centres, allocation of land and local plan policies.</p>
Q3. How can the	<ul style="list-style-type: none"> <li>• Provide better infrastructure (GP</li> </ul>	<p>Evidence for the local plan will</p>

<p>Local Plan make our communities stronger?</p>	<p>surgeries, schools, dentists etc.).</p> <ul style="list-style-type: none"> <li>• Build on brownfield land before developing greenfield sites</li> <li>• No more new housing</li> <li>• Access for communities to local amenities</li> <li>• Improve road network including access to the M2 and a second access road</li> <li>• Protect wildlife</li> <li>• Protect villages</li> <li>• Tackle poor quality private rented housing</li> <li>• Create more social opportunities for young people</li> <li>• Allow only small scale housing development up to 500 units.</li> <li>• Support small local shopping areas</li> <li>• More sport and recreation facilities</li> <li>• Allow affordable housing only</li> <li>• Improve services for the elderly</li> <li>• Protect and enhance green space and the countryside</li> <li>• Create more jobs</li> <li>• Bring empty homes back into use</li> </ul>	<p>identify the infrastructure requirements of the Borough. This will be set out in the Infrastructure Delivery Plan. The government requires local planning authorities to, as a minimum, provide for objectively assessed needs for housing and other uses.</p> <p>The capacity for brownfield sites to meet the Borough's objectively assessed development needs will be fully investigated and assessed as the local plan progresses.</p> <p>These issues will be fully investigated and considered along with the relevant evidence base in forming a draft strategy for the allocation of land and local plan policies.</p>
<p>Q4. What should the Local Plan's approach to housing targets be?</p>	<ul style="list-style-type: none"> <li>• Object to government's housing targets</li> <li>• Use brownfield land first before building on greenfield land</li> <li>• Provide starter homes first</li> <li>• Object to new housing development</li> <li>• Build affordable homes</li> <li>• Put in the infrastructure first before the new homes</li> <li>• All areas of the Borough should take an equal share of the housing numbers</li> </ul>	<p>Evidence for the local plan will identify the infrastructure requirements of the Borough. This will be set out in the Infrastructure Delivery Plan.</p> <p>The capacity for brownfield sites to meet the Borough's objectively assessed development needs will be fully investigated and assessed as the local plan progresses.</p> <p>These issues will be fully investigated and considered along with the relevant evidence base in forming a draft strategy for the allocation of land and local plan policies.</p> <p>The government requires local planning authorities to, as a minimum, provide for objectively assessed needs for housing and other uses.</p>

<p>Q5. What tenure of housing should the Local Plan be seeking?</p>	<ul style="list-style-type: none"> <li>• No more housing needed</li> <li>• More retirement housing</li> <li>• More affordable housing for young people</li> <li>• Self builds</li> <li>• More flats</li> <li>• More high rise buildings</li> <li>• More bungalows</li> <li>• More smaller housing for those looking to downsize.</li> </ul>	<p>The government requires local planning authorities to, as a minimum, provide for objectively assessed needs for housing and other uses.</p> <p>The evidence base will provide detailed information on the types of housing needed and the suggestions can be incorporated into that work through the Council's approach to housing density and design.</p>
<p>Q6. What type of housing should the Local Plan be seeking?</p>	<ul style="list-style-type: none"> <li>• Larger affordable homes</li> <li>• There is already too much housing planned</li> <li>• More single storey dwellings for the elderly</li> <li>• More bungalows</li> <li>• More flats and high-rises</li> <li>• Whatever is required</li> <li>• A mixture</li> <li>• More eco housing</li> <li>• No more large houses</li> <li>• Social housing</li> <li>• A good mix of housing to benefit all requirements</li> </ul>	<p>The government requires local planning authorities to, as a minimum, provide for objectively assessed needs for housing and other uses.</p> <p>The evidence base will provide detailed information on the types of housing needed and the suggestions can be incorporated into that work through the Council's approach to housing density and design.</p>
<p>Q7. What infrastructure should the Local Plan seek to deliver?</p>	<ul style="list-style-type: none"> <li>• More GP surgeries and other health care facilities</li> <li>• Entertainment venues</li> <li>• More jobs</li> <li>• More schools</li> <li>• Social housing</li> <li>• Better road infrastructure</li> <li>• Footpaths and cycle routes</li> <li>• Better car parking</li> <li>• Community centres</li> </ul>	<p>This consultation feedback, along with evidence for the local plan will identify the infrastructure requirements of the Borough. This will be set out in the Infrastructure Delivery Plan.</p> <p>New development does also present opportunities to improve infrastructure.</p>
<p>Q.8 How can the Local Plan protect the environment and mitigate the effects of Climate Change?</p>	<ul style="list-style-type: none"> <li>• Develop brownfield sites first before building on greenfield sites</li> <li>• Stop building more houses</li> <li>• Protect the countryside</li> <li>• Capitalise on solar power</li> <li>• Monitor air quality and aim to improve it along the A2 corridor</li> <li>• Protect biodiversity</li> <li>• Do not build on grade I agricultural land</li> <li>• Reduce the number of planned houses</li> </ul>	<p>This consultation feedback, along with evidence will help to inform the local plan strategy in terms of where development should be located and the policies and proposals to protect the environment and mitigate the effects of climate change.</p>

<p>Q.9 Where should new housing land be focused?</p>	<ul style="list-style-type: none"> <li>• A2 corridor</li> <li>• Sittingbourne</li> <li>• Faversham</li> <li>• Sheppey</li> <li>• No new housing in South East</li> <li>• Only on brownfield sites</li> <li>• Equal distribution across Swale Borough</li> <li>• Not around villages</li> <li>• Near train stations and motorway junctions</li> </ul>	<p>The government requires local planning authorities to, as a minimum, provide for objectively assessed needs for housing and other uses.</p> <p>The capacity for brownfield sites to meet the Borough's objectively assessed development needs will be fully investigated and assessed as the local plan progresses.</p> <p>These issues will be fully investigated and considered along with the relevant evidence base in forming a draft strategy for the allocation of land and local plan policies.</p>
<p>Q.10 Where should new employment land be focused?</p>	<ul style="list-style-type: none"> <li>• Develop/improve Eurolink</li> <li>• On the Marshes</li> <li>• Faversham</li> <li>• Sittingbourne</li> <li>• Sheppey</li> <li>• Anywhere</li> <li>• On brownfield sites only</li> <li>• Kent Science Park</li> <li>• New island on the Thames</li> <li>• Sites accessible to M2</li> <li>• Sites accessible to public transport</li> <li>• Distribution across all of Swale</li> <li>• In town centres</li> <li>• Adjacent to existing employment areas</li> <li>• Other areas away from the Borough.</li> </ul>	<p>The capacity for brownfield sites to meet the Borough's objectively assessed development needs will be fully investigated and assessed as the local plan progresses.</p> <p>These issues will be fully investigated and considered along with the relevant evidence base in forming a draft strategy for the allocation of land and local plan policies.</p>
<p>Q.11 Explain your thoughts about the need for more housing and the risks that this might bring, highlighting what the local plan should prioritise whilst positively providing for housing.</p>	<ul style="list-style-type: none"> <li>• The countryside should be protected at all costs as once it's gone, it's lost forever</li> <li>• The existing infrastructure will not cope with additional housing, especially roads and doctors surgeries</li> <li>• Infrastructure provision must come first if new homes are to be built</li> <li>• Share the housing required with other local authorities to preserve Sittingbourne's character.</li> <li>• Community facilities, education provision and the road network is</li> </ul>	<p>These issues will be fully investigated and considered along with the relevant evidence base in forming a draft strategy for the allocation of land and local plan policies.</p>

	<p>already inadequate, it will not cope with more housing</p> <ul style="list-style-type: none"><li>• Train services are inadequate and will not cope with the additional numbers.</li></ul>	
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## Quick Questionnaire – quick report:

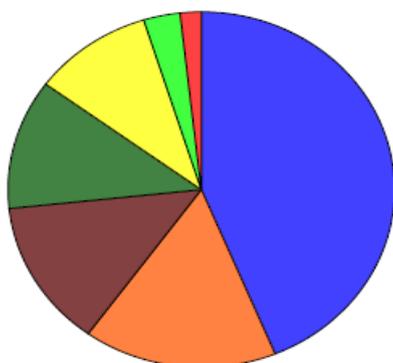
The charts below show the top preference and overall preferences as people ranked their responses to the questions.

The Top Preference pie chart shows how many people had that topic as their top priority as a percentage. For example Q1 shows that 43.48% of respondents considered that improving roads was their top priority and 16.09% had improving the quality of the built and natural environment as their top priority.

The Overall Preference analyses topics by looking at how people prioritised their second and subsequent topic rankings and allocating cumulative 'scores' to those topics which gives an idea of how important people felt the other issues were. This in effect 'smooths' out how specific sections of the community may view these issues (eg roads may be the top issue for those who commute, but less important for others) and enables other nuances to be observed. For Question 1 for example, we can still see that improving roads and improving the quality of the environment are still the top two priorities across the whole consultation question, once that smoothing exercise is done, but improving public transport moves up the priority order when the responses are looked at in this way. It is a lower priority for most people than roads, but still an important issue when all responses are taken into account.

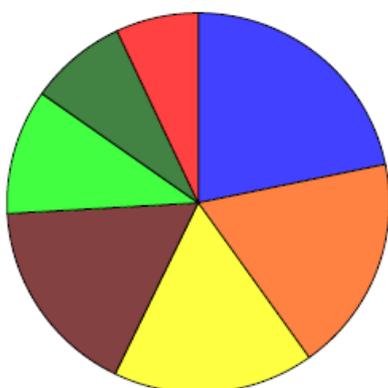
### Question 1: How can the next Local Plan create a positive economy for Swale?

#### Top Preference:



	<b>% Total</b>
<span style="color: blue;">■</span> Improve roads	43.48%
<span style="color: orange;">■</span> Improve the quality of our built and natural environment	16.09%
<span style="color: brown;">■</span> Improve Swale's image as a place to live, work and invest	13.26%
<span style="color: green;">■</span> Other, please specify in 120 characters or fewer:	11.74%
<span style="color: yellow;">■</span> Improve public transport	10.00%
<span style="color: lightgreen;">■</span> Allocate more land for employment	3.04%
<span style="color: red;">■</span> Allocate more land for housing	1.74%
<span style="color: grey;">■</span> [No Response]	0.65%
<b>Total</b>	<b>100.00%</b>

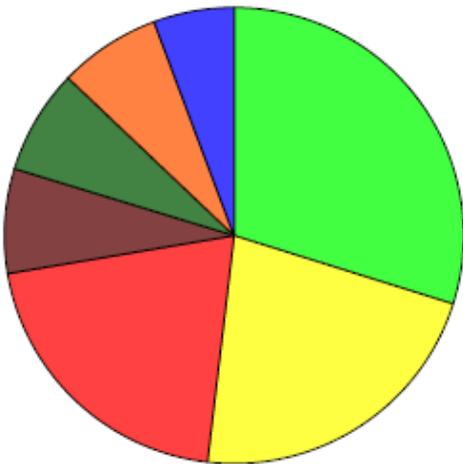
#### Overall preference:



	<b>% Answer</b>
<span style="color: blue;">■</span> Improve roads	21.75%
<span style="color: orange;">■</span> Improve the quality of our built and natural environment	18.40%
<span style="color: yellow;">■</span> Improve public transport	17.01%
<span style="color: brown;">■</span> Improve Swale's image as a place to live, work and invest	16.95%
<span style="color: lightgreen;">■</span> Allocate more land for employment	10.66%
<span style="color: green;">■</span> Other, please specify in 120 characters or fewer:	8.26%
<span style="color: red;">■</span> Allocate more land for housing	6.98%
<b>Total</b>	<b>100.00%</b>

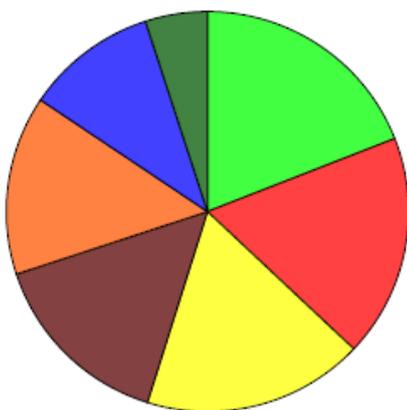
**Question 2:** What should the Local Plan do to make our **town centres** more economically successful?

Top Preference:



	% Total
<span style="color: green;">■</span> Upgrade the appearance of our town centres and improve design quality	29.78%
<span style="color: yellow;">■</span> Make town centre parking easier	21.96%
<span style="color: red;">■</span> Protect and promote the heritage of our towns	20.43%
<span style="color: brown;">■</span> Improve public transport to our town centres	7.39%
<span style="color: green;">■</span> Other	7.39%
<span style="color: orange;">■</span> Promote the temporary use of empty shops e.g. as pop-up enterprises/galleries	7.17%
<span style="color: blue;">■</span> Allow non-shopping uses and housing in the centres of our town	5.65%
<span style="color: grey;">■</span> [No Response]	0.22%
<b>Total</b>	<b>100.00%</b>

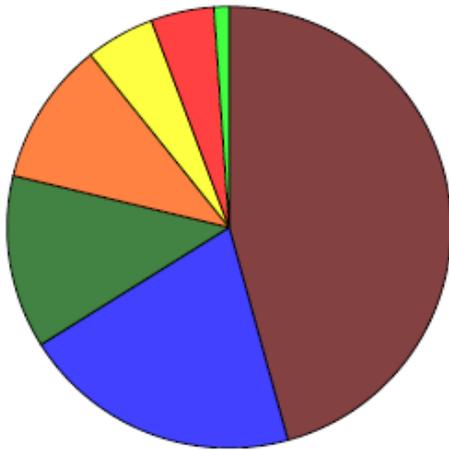
Overall preference:



	% Answer
<span style="color: green;">■</span> Upgrade the appearance of our town centres and improve design quality	19.05%
<span style="color: red;">■</span> Protect and promote the heritage of our towns	17.99%
<span style="color: yellow;">■</span> Make town centre parking easier	17.78%
<span style="color: brown;">■</span> Improve public transport to our town centres	15.11%
<span style="color: orange;">■</span> Promote the temporary use of empty shops e.g. as pop-up enterprises/galleries	14.49%
<span style="color: blue;">■</span> Allow non-shopping uses and housing in the centres of our town	10.59%
<span style="color: green;">■</span> Other	4.99%
<b>Total</b>	<b>100.00%</b>

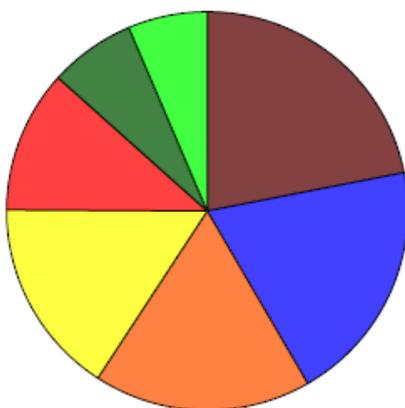
**Question 3:** How can the Local Plan make our **communities** stronger?

Top Preference:



	% Total
Ensure new development is supported by the infrastructure it needs	45.43%
Improve facilities and access to education and training	20.22%
Other	12.61%
Ensure development enables people to lead more active and healthier lives	10.43%
Improve access to jobs	5.00%
Provide more affordable housing	4.57%
Allocate more land for housing	1.09%
[No Response]	0.65%
<b>Total</b>	<b>100.00%</b>

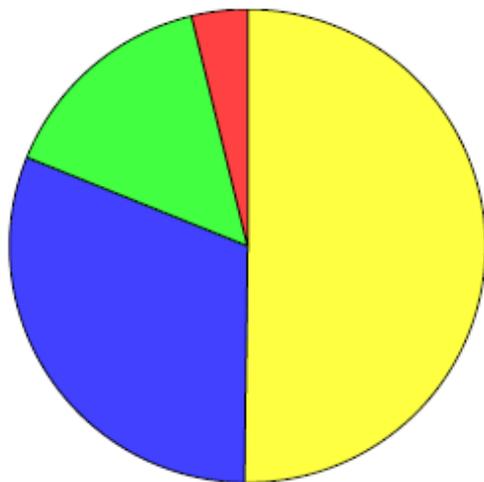
Overall preference:



	% Answer
Ensure new development is supported by the infrastructure it needs	21.91%
Improve facilities and access to education and training	19.74%
Ensure development enables people to lead more active and healthier lives	17.53%
Improve access to jobs	15.92%
Provide more affordable housing	11.56%
Other	6.95%
Allocate more land for housing	6.39%
<b>Total</b>	<b>100.00%</b>

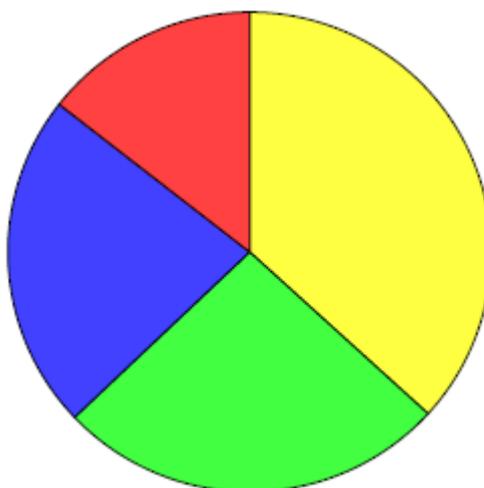
**Question 4:** What should the Local Plan's approach to **housing targets** be?

Top Preference:



	<b>% Total</b>
Ask neighbouring local authorities to meet some of Swale's housing numbers	49.13%
Other	30.22%
Meet Government targets for Swale	14.78%
Go beyond Government targets	3.70%
[No Response]	2.17%
<b>Total</b>	<b>100.00%</b>

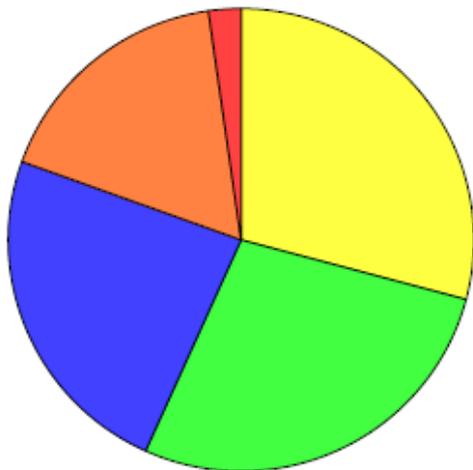
Overall preference:



	<b>% Answer</b>
Ask neighbouring local authorities to meet some of Swale's housing numbers	36.78%
Meet Government targets for Swale	26.11%
Other	22.66%
Go beyond Government targets	14.44%
<b>Total</b>	<b>100.00%</b>

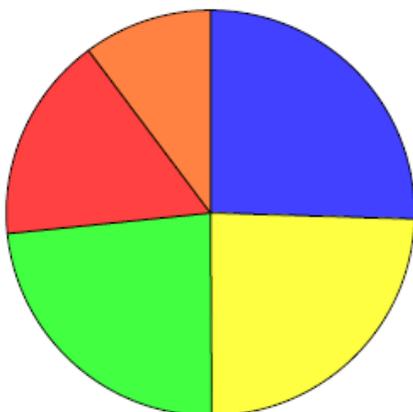
**Question 5: What tenure of housing should the Local Plan be seeking?**

Top Preference:



	% Total
More housing for affordable rent / social housing	28.26%
More housing for private ownership	26.74%
More housing for shared ownership / low cost home ownership	23.04%
Other	16.74%
More housing for private rent	2.17%
[No Response]	3.04%
<b>Total</b>	<b>100.00%</b>

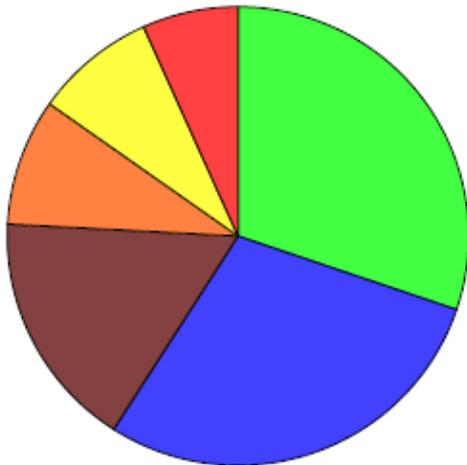
Overall preference:



	% Answer
More housing for shared ownership / low cost home ownership	25.49%
More housing for affordable rent / social housing	24.42%
More housing for private ownership	23.46%
More housing for private rent	16.43%
Other	10.19%
<b>Total</b>	<b>100.00%</b>

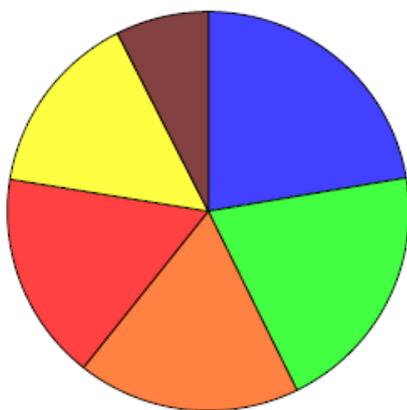
## Question 6: What type of housing should the Local Plan be seeking?

Top Preference:



	<b>% Total</b>
<span style="color: green;">■</span> More family housing	29.35%
<span style="color: blue;">■</span> More specialist housing e.g. to meet the needs of the ageing population	28.04%
<span style="color: brown;">■</span> Other	16.30%
<span style="color: orange;">■</span> More supported housing e.g. to meet the needs of those in care	8.70%
<span style="color: yellow;">■</span> More single person housing	8.26%
<span style="color: red;">■</span> More housing for couples	6.52%
<span style="color: grey;">■</span> [No Response]	2.83%
<b>Total</b>	<b>100.00%</b>

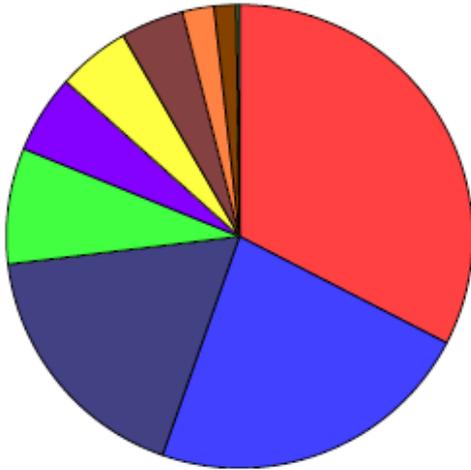
Overall preference:



	<b>% Answer</b>
<span style="color: blue;">■</span> More specialist housing e.g. to meet the needs of the ageing population	22.32%
<span style="color: green;">■</span> More family housing	20.40%
<span style="color: orange;">■</span> More supported housing e.g. to meet the needs of those in care	17.95%
<span style="color: red;">■</span> More housing for couples	16.90%
<span style="color: yellow;">■</span> More single person housing	14.97%
<span style="color: brown;">■</span> Other	7.47%
<b>Total</b>	<b>100.00%</b>

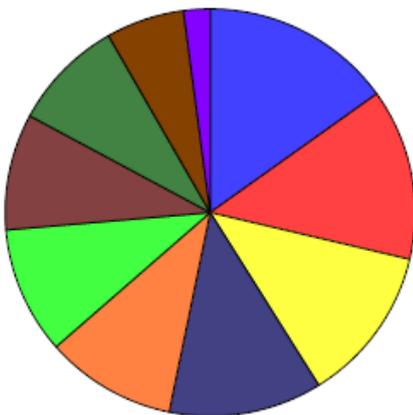
## Question 7: What infrastructure should the Local Plan seek to deliver?

### Top Preference:



	<b>% Total</b>
<span style="color: red;">■</span> Roads	32.39%
<span style="color: blue;">■</span> Health care	22.61%
<span style="color: darkblue;">■</span> Green infrastructure – parks, tree planting and green spaces particularly where they enhance biodiversity	17.61%
<span style="color: green;">■</span> Public transport	8.04%
<span style="color: purple;">■</span> Other	5.43%
<span style="color: yellow;">■</span> Education	5.00%
<span style="color: brown;">■</span> Energy & utilities (including water and drainage)	4.35%
<span style="color: orange;">■</span> Social care	2.17%
<span style="color: darkbrown;">■</span> High speed broadband	1.52%
<span style="color: darkgreen;">■</span> Libraries, sporting and community facilities	0.22%
<span style="color: grey;">■</span> [No Response]	0.65%
<b>Total</b>	<b>100.00%</b>

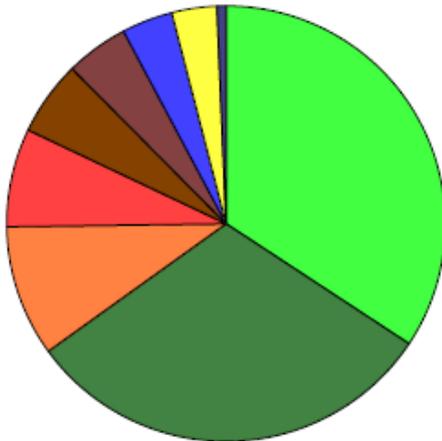
### Overall preference:



	<b>% Answer</b>
<span style="color: blue;">■</span> Health care	15.10%
<span style="color: red;">■</span> Roads	13.60%
<span style="color: yellow;">■</span> Education	12.42%
<span style="color: darkblue;">■</span> Green infrastructure – parks, tree planting and green spaces particularly where they enhance biodiversity	12.10%
<span style="color: orange;">■</span> Social care	10.33%
<span style="color: green;">■</span> Public transport	10.10%
<span style="color: brown;">■</span> Energy & utilities (including water and drainage)	9.24%
<span style="color: darkgreen;">■</span> Libraries, sporting and community facilities	8.87%
<span style="color: darkbrown;">■</span> High speed broadband	6.18%
<span style="color: purple;">■</span> Other	2.08%
<b>Total</b>	<b>100.00%</b>

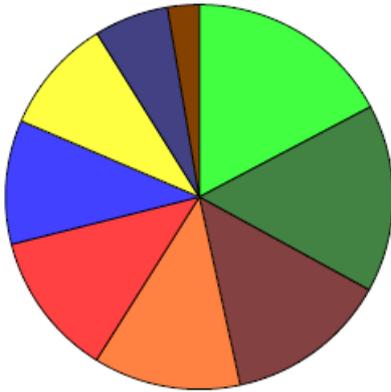
**Question 8: How can the Local Plan protect the environment and mitigate the effects of Climate Change?**

Top Preference:



	% Total
<span style="color: green;">■</span> Protect and enhance the countryside, particularly that designated for biodiversity and landscape	33.70%
<span style="color: darkgreen;">■</span> Protect high quality agricultural land	30.22%
<span style="color: orange;">■</span> Provide safer roads and alternative transport means (e.g. safer cycle routes)	9.57%
<span style="color: red;">■</span> Require higher standards of sustainable construction and small scale renewables (e.g. solar panels on roofs)	7.17%
<span style="color: brown;">■</span> Other	5.43%
<span style="color: maroon;">■</span> Promote green infrastructure (e.g. parks and green spaces) which enhance opportunities for biodiversity	4.57%
<span style="color: blue;">■</span> Promote the use of innovation and technology to improve transport and air quality (e.g.	3.70%
<span style="color: yellow;">■</span> Support the delivery of large scale green energy (e.g. solar parks, off shore wind farms)	3.26%
<span style="color: darkblue;">■</span> Increase housing density to protect the open countryside	0.65%
<span style="color: grey;">■</span> [No Response]	1.74%
<b>Total</b>	<b>100.00%</b>

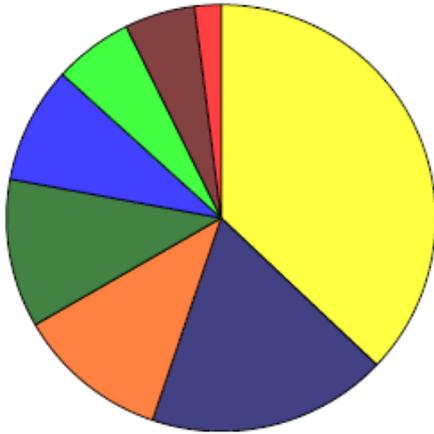
Overall preference:



	<b>% Answer</b>
Protect and enhance the countryside, particularly that designated for biodiversity and landscape	17.24%
Protect high quality agricultural land	15.79%
Promote green infrastructure (e.g. parks and green spaces) which enhance opportunities for biodiversity	13.59%
Provide safer roads and alternative transport means (e.g. safer cycle routes)	12.29%
Require higher standards of sustainable construction and small scale renewables (e.g. solar panels on roofs)	12.14%
Promote the use of innovation and technology to improve transport and air quality (e.g. electric vehicles, car sharing)	10.43%
Support the delivery of large scale green energy (e.g. solar parks, off shore wind farms)	9.69%
Increase housing density to protect the open countryside	6.21%
Other	2.63%
<b>Total</b>	<b>100.00%</b>

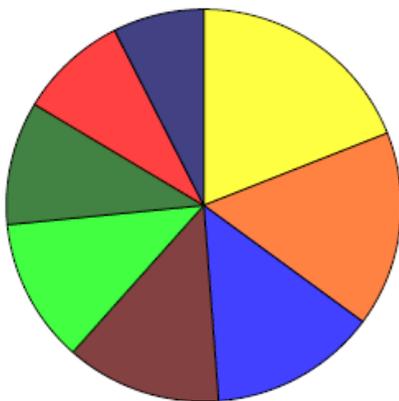
### Question 9: Where should new housing land be focused?

Top Preference:



	% Total
Faversham	36.52%
Other	17.83%
Sheerness/Queenborough/Minster	11.30%
In a new settlement or settlements within the borough	11.09%
Rural Sheppey	8.70%
Across the larger villages on the mainland	5.87%
Sittingbourne	5.22%
Across the smaller villages on the mainland	1.96%
[No Response]	1.52%
<b>Total</b>	<b>100.00%</b>

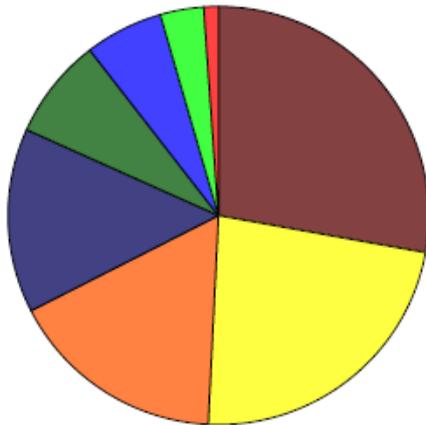
Overall preference:



	% Answer
Faversham	18.99%
Sheerness/Queenborough/Minster	16.12%
Rural Sheppey	13.70%
Sittingbourne	12.73%
Across the larger villages on the mainland	11.89%
In a new settlement or settlements within the borough	10.19%
Across the smaller villages on the mainland	8.93%
Other	7.46%
<b>Total</b>	<b>100.00%</b>

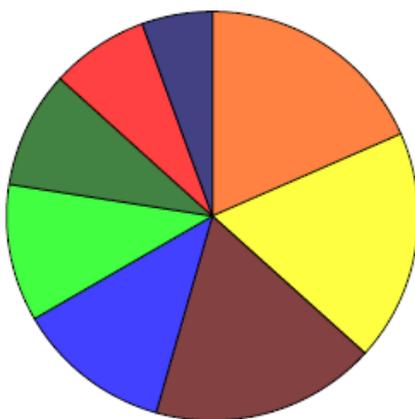
### Question 10: Where should new employment land be focused?

Top Preference:



	% Total
Sittingbourne	27.17%
Faversham	22.39%
Sheerness/Queenborough/Minster	16.30%
Other	13.91%
In a new settlement or settlements within the borough	7.61%
Rural Sheppey	5.87%
Across the larger villages on the mainland	3.26%
Across the smaller villages on the mainland	1.09%
[No Response]	2.39%
<b>Total</b>	<b>100.00%</b>

Overall preference:



	% Answer
Sheerness/Queenborough/Minster	18.42%
Faversham	18.29%
Sittingbourne	17.71%
Rural Sheppey	12.21%
Across the larger villages on the mainland	10.86%
In a new settlement or settlements within the borough	9.25%
Across the smaller villages on the mainland	7.72%
Other	5.54%
<b>Total</b>	<b>100.00%</b>