

What is an “area of opportunity”?

Local plans must allocate enough land to meet their development needs over the plan period. Local plans can identify “broad locations for growth” for years 6 onwards of the plan period. An “area of opportunity” is an identification of this broad location.

How is this different to an allocated site?

Allocated sites have a boundary and, depending on their size could have a specific policy to set out some development parameters that would need to be addressed in addition to the general policies in the local plan. Allocated sites for housing usually set out the number of dwellings the site will bring forward and outline other development needed to support the allocation.

Is a new road to the south of the A2 a requirement of any development in this location?

Following on from the updated transport modelling, and as part of the masterplan’s development, a feasibility study for any new links will be undertaken by those with interests in developing sites across Teynham.

Representations received will also inform what happens next. Before any final decision is taken, further studies will need to be carried out to investigate options for any route and will be consulted on as part of the work on the masterplan for the area.

The Transport Strategy that sits along side the LPR aims to deliver measures to mitigate against traffic impacts for the whole of the A2 corridor.

What other uses would be included as a result of development in this location?

Current facilities and infrastructure (e.g. school places, GP and Dentist provision) within Teynham are stretched, but currently allocated development should alleviate some of that with a re-built and expanded primary school and improved healthcare facilities. This situation will be monitored and reviewed as the masterplan progresses. Other needs that may need to be met include youth facilities. New development would comprise around 1,100 new homes, a commensurate amount of employment and any required infrastructure.

Other uses that could be brought forward will be identified through public consultation and engagement both through this Regulation 19 exercise and future engagement for the masterplan.

Who will prepare the masterplan?

The Council expects landowners, agents and developers and others with interests in developing sites within the area of opportunity to work together, with the Borough Council, to fund and produce a masterplan. This cannot be done without significant input from and involvement with local communities. Given the complexity of the joint work and consultation required to develop an appropriate master plan and for it to be adopted as a Supplementary Planning Document (SPD), the Council does not expect any housing delivery from the area of opportunity until after 2028 beyond that currently allocated in the adopted ‘Bearing Fruits’ plan.

How can I get involved with the masterplan?

We will draw up a full strategy to set out how we will make people aware of information as it becomes available and how and when we will hold events. This will include exhibitions/workshops and working closely with the parish councils in the area. We will continue to use press releases, social media and the Council’s newsletter, “Inside Swale” that is distributed to all households in the Borough. You can also register to join the local plan consultation database and will automatically receive a notification by letter or email. <https://swale-consult.objective.co.uk/kse>