

Canterbury District Local Plan Review Public Examination

Topic Paper 1: Local Plan Vision & Strategy



CONTENTS:

1.0	Introduction	1
2.0	Description of District and historical approach to planning policy	2
3.0	Government Guidance	3
4.0	Identifying likely future scenarios and outcomes	
5.0	Futures work review and spatial implications	
6.0	Objective assessment of development requirements	
7.0	Link between housing and jobs	
8.0	Sustainability Appraisal	
9.0	Progress of draft Local Plan	
10.0	Housing Requirements	
11.0	Links to Other Council Strategies	
12.0	Conclusions	

LOCAL PLAN VISION & STRATEGY

1.0 Introduction

1.1 This Paper sets out the background to the strategic approach set out in the Submission version of the Canterbury District Local Plan ("the draft Local Plan").

1.2 The development of this approach is influenced by a number of factors:

- National planning policy and guidance as set out in the National Planning Policy Framework and the national Planning Practice Guidance. The draft Local Plan seeks to apply these and national strategic planning policies to the local context;
- The extensive evidence base gathered for the draft Local Plan. This includes evidence on population, housing, employment, future retail capacity; and
- The local context and the outcomes of the Futures Study (2006, reviewed 2011) - the draft Local Plan sets out the policies for achieving a balance between protecting the environment and providing for the future needs of local communities. However, the draft Local Plan also seeks to reflect the development of a shared vision for the local area, which is also reflected in the Council's Corporate Plan, Economic Development Strategy, Housing Strategy and draft Transport Strategy. From this, the draft Local Plan needs to ensure that sufficient land comes forward for housing and economic development plus other uses such as leisure and community facilities.

1.3 The detailed conclusions on housing provision are set out in a separate Topic Paper.

1.4 It should be noted that this Local Plan has been prepared against a background of continuing changes to national planning policy and process, and to the strategic

planning context. However, the Council has continued to prepare its draft Plan from a consistent evidence base and guided by a clear strategy and direction of travel, and this is set out in this Paper. The Council believes that, despite the extensive changes to the planning system and the strategic planning context, its strategic approach is sound, responds to the evidence, and sets a clear framework for future development in the district. It is also consistent with the Council's Corporate Plan and other Council strategies.

2.0 Description of the District and the historical approach to planning policy

2.1 Canterbury district is located in East Kent, between London and mainland Europe, and is a district of great variety and character. As well as an historic City with a World Heritage Site, the district also includes the two seaside towns of Whitstable and Herne Bay, and widely differing types of countryside. Approximately one-third of the district is designated as an Area of Outstanding Natural Beauty. The City also has four higher and further educational establishments containing some 25,000 full-time students and 5,000 part-time students. The district is a major tourism centre, and sees some 500,000 staying visitors and 3.6 million day visitors per year. Canterbury also acts as a sub-regional centre for East Kent and beyond.

2.2 Historically, the policy approach in and around the City of Canterbury has been conservation-led, reflecting the historical character of the area, with an emphasis on historic conservation, landscape setting and conservation of the countryside. Development pressures, particularly housing, have largely been accommodated at

the coastal towns, although the current adopted Local Plan redresses that balance to some extent, with an emphasis on re-using previously-developed land.

2.3 There has been a growing appreciation, however, both within the Council and amongst local stakeholders that the wider economy of the area has not developed to its potential over the years and in some ways has declined relative to other areas in the South East. However, there is also a recognition that the City and wider area have many strengths and considerable economic potential. The significant over-supply of housing through the South East Plan period before its abolition (almost 1,000 additional units above the South East Plan targets) has been a clear indicator of this potential.

2.4 The development of the emerging planning approach for the district is intended to reflect the vision set out below, the outcomes from the Futures Study, and to continue to achieve a balance between the protection and enhancement of the natural and historic environment of the area, the strong educational presence, the district's tourism and retail roles, and the need to develop the wider economy of the area.

3.0 Government Guidance

3.1 The **National Planning Policy Framework** sets out national planning policy on a range of issues. The national **Planning Practice Guidance** sets out further detail on national planning policy.

3.2 The NPPF states that “Local Plans are the key to delivering sustainable development that reflects the vision and aspirations of local communities...” (para 150) and that “Local Plans should be aspirational but realistic.” (para 154).

3.3 The national Planning Practice Guidance states that “Local Plans set out a vision and a framework for the future development of the area...” (para 12-001) and that “Local Plans should be tailored to the needs of each area in terms of their strategy and the policies required.” (para 12-002).

4.0 Identifying likely future outcomes

4.1 In 2006, the Council commissioned a “Futures Study” for the district, to understand what the likely future outcomes for the district could be, taking into account the relevant social, economic and environmental factors. The study was undertaken on behalf of the Council by Experian Business Strategies, the Future Foundation and GVA Grimley. The study, called the “Canterbury Futures Study: At a Crossroads,” (published in 2007) aimed to identify realistic possible outcomes for the Canterbury district over the next 20 years by assessing global, national and local trends and influences to arrive at a preferred vision for our district. The Council also worked with a range of local stakeholders and public bodies (including an extensive stakeholder workshop in 2006) to ensure that the vision was broadly based, and that the need for policy and other interventions beyond the planning system was understood.

4.2 The research suggested that the District’s population structure will change significantly over the next 20 years. Population forecasts showed that the proportion

of older people was set to significantly increase, increasing the pressure on health services. Over the same period (2006-26) the growth of the District's working population was forecast to be low meaning growth in employment would also be low and the structure of economy is likely to remain relatively low-value. After consultation with stakeholders it was clear that doing nothing was not an appropriate response to the issues.

4.3 The study then tested five alternative scenarios for the future based on the population, economic and other trends. Consideration was then given to the active policies and interventions that the Council, together with its partners, could make to achieve social, economic and environmental objectives. The three preferred outcomes identified by stakeholders were:

- *Knowledge Economy* - this outcome is about increasing the number of jobs in knowledge-based services (ICT, telecommunications, finance, business , services, research and development, creative industries and higher education) and high-tech manufacturing (e.g. production of computers and other higher electronics, high-tech engineering, pharmaceuticals and new environmental technologies). These jobs typically require skilled and qualified workers, earning above average wage levels and give high added-value.
- *Canterbury Experience* - This outcome recognised the increasing value from the "Experience Economy" which is broadly defined as using money to enjoy experiences, rather than purchasing goods. This covers a range of activities,

including cultural, tourism, heritage, leisure and what could be termed “spiritual” experiences. The aim is to broaden the experience of visitors to Canterbury city, beyond retail, by seeking to improve both the quality of facilities and the visitor experience and customer care. It is also aims to increase income from higher and extended spending on such activities. Focus on this outcome would not only benefit Canterbury city centre but the town centres of Whitstable and Herne Bay as they all have something different to offer.

- *Green Economy* - This outcome recognised the importance of a vision underpinned by strong environmental principles. This included sustainable building practices, use of renewable energy and green travel. This may also include education and promotion of environmental issues to encourage a more environmentally responsible way of living and working. A green economy would encourage local businesses that are resource efficient and socially responsible. Encouraging healthy living enhances well-being, supports green infrastructure and promotes public transport. It also includes environmental knowledge-based and high tech jobs for example in green energy, construction and agricultural services. In the Canterbury district context, this also included the protection of the best of the natural and built environment; seeking to achieve a sustainable pattern of new development; support for green tourism, local produce and farmers’ markets; and encouragement of businesses in the environmental technologies sector (linked to support for knowledge-based business).

- 4.4 The combination of these three outcomes forms the basis of the Council’s vision for the area which as set out below remained valid following subsequent review. As set out in the draft Local Plan (Chapter 1), it is a shared vision with the Council’s Corporate Plan (published in 2011, p3) and is that

“through focused, well-planned and environmentally sustainable growth, by 2030 the Canterbury District will be defined by a dynamic strong economy and distinctive cultural and visitor experience from which our communities will prosper. As a council we will provide leadership for our community and shape our district through working in partnership to deliver our vision. We are ambitious and will do the best for our people and will be prepared to take the difficult decisions which may be needed when choices have to be made. We will support the growth needed to deliver our ambition of having a strong dynamic economy and a skilled well-paid workforce supported by the quality of life and housing of the appropriate scale and quality.”

- 4.5 The vision recognises that there needs to be more sustained effort to create a higher-value local economy with high-paid jobs by improving the District’s retail and cultural experience and building more business service activities. Green and sustainable principles must underpin this development to ensure the protection of the District’s environment, which is in fact a key asset in attracting higher value jobs and higher spending visitors.

4.6 The Local Plan aims to deliver the right balance between the outcomes to make the vision a reality by making available appropriate land to create the right conditions for:

- Residents – to improve quality of life whilst retaining our heritage and natural assets;
- Business – to start them up, attract and retain them; and
- Visitors – to encourage them to visit, to stay and to spend.

4.7 The Council wants to set out a consistent vision for the area and a joined-up approach in its various roles and functions to achieving that vision, recognising that this can only be done by a range of local stakeholders working together, not just the Council alone.

5.0 Futures Study review & spatial implications

5.1 The 2006 Study was reviewed and updated in 2011 (by Experian Business Strategies).

5.2 The same conclusions were reached – namely that to achieve the vision for the district would require significant development of new housing and business land being made available. The review also recognised that the vision developed from the Futures Study remained valid and achievable, but that economic circumstances meant that it had become a more difficult task. The vision and evidence base from these studies were built upon in the 2012 Development Requirements study by Nathaniel Lichfield & Partners (NLP).

5.3 The Core Strategy Options Report (dated January 2010) sets out a number of spatial implications arising from the Futures Study:

- Significant proportion of new housing development should be located at Canterbury
- Should be strong support for the diversification of the economy and encouragement for knowledge-based business
- Support for the development of the Universities in terms of new teaching and residential accommodation and creation of new business space
- New residential and business development at Herne Bay to reinforce the regeneration programme for Herne Bay
- Modest level of housing development at Whitstable to recognise that the town has developed an economic niche
- In the rural areas, general constraint except for modest level of development to meet local needs in most villages

6.0 Objective assessment of development needs

6.1 In 2010, the Council commissioned a new Development Requirements Study in order to assess the objectively assessed development needs of the area, taking into account the conclusions of the Futures Study. It was carried out by Nathaniel Lichfield & Partners (NLP), and explored a range of development scenarios, including some of those set out in the Futures Study, as well as standard population projections and economic forecasts.

- 6.2 The work was undertaken with input from Kent County Council in relation to population assumptions and trends, and economic projections for the District.
- 6.3 The Development Requirements Study was undertaken by NLP in partnership with Canterbury City Council, with input from Kent County Council’s demography and economic forecasting teams. The study considered a number of development scenarios based on different social and economic factors, but essentially needed to be based on realistic constraints and also considered the effect of environmental and infrastructure constraints.
- 6.4 The main conclusion of the study was that a significant level of housing would be required to support an increase in local labour supply, to encourage new job creation and the development of new and innovative industries. Crucially the report concluded that adhering to the South East Plan housing figures which went up to 2026 would likely lead to virtually no net increase in jobs over the Plan period.
- 6.5 The Study indicated that a dwelling requirement of between 600 and 700 dwellings per annum (with associated provision for employment land) would appear to represent a balance accommodating the majority of need for housing arising out of a projected population change based on recent trends and Government projections. It would also maintain a local labour force sufficient to support the existing number of jobs in the district and that identified as ‘preferred’ in the Futures Study.

6.6 The study also indicated that just under 100,000sqm of additional employment land would be required to meet the economic objectives of the Local Plan. It also identified a range of health and other facilities that would be required to meet the needs of future residents.

6.7 The findings of the Development Requirements Study (like those of the Futures Study) were shared with a wide range of local stakeholders, neighbouring authorities and other bodies at a workshop in June 2012 (see also Topic Paper on the duty to cooperate). 62% of the stakeholders present supported the delivery of 760 dwellings per annum or more.

7.0 The Link between Housing and Jobs

7.1 The relationship between housing and jobs is identified in the National Planning Policy Framework as key, stating that Local Plans should address barriers to economic growth, including housing (para 21) and that strategies for housing and economic development should be integrated (para 70). The relationship is a complex one due to the wide range of variables and factors that influence it. It is also highly dependent upon peoples own lifestyle choices on how they live and work.

7.2 However, the range of evidence that exists on the link between housing and jobs indicates the following:

- (1) Constrained housing supply can restrict labour market mobility, which can lead to increased commuting, reduced labour market efficiency and costs to

business (and the public sector), reducing economic growth and employment opportunities;

- (2) Within any Local Plan there must be broad alignment between jobs, the population of an area (including population profile and the local labour force) and the housing needs associated with that population. The housing strategy for an area should not place risks against achieving the economic strategy for an area;
- (3) The best way of modelling this statistical relationship is to embed it in a demographic model to ensure that the housing and jobs outcome of any given scenario are aligned. Such approaches have been tried and tested at Local Plan examinations. The accuracy of the model will be dependent upon the reasonableness and robustness of the assumptions adopted within them; and
- (4) New housing itself does deliver new jobs. Direct employment in construction, as well as indirect employment in supply chains, can be significant. In addition, a greater population and more households in an area will support the growth in jobs of consumption related sectors (such as retail).

8.0 Sustainability Appraisal in strategy development

- 8.1 As well as Sustainability Appraisals undertaken at different stages of the draft Plan, the Council also commissioned Sustainability Appraisals (SA) of the Futures Study work, the Strategic Housing Land Availability (SHLAA) sites and the Development Requirements Study.

8.2 The SA of the Futures Study options (para 4.1) concluded that “overall, a number of the options for the future of Canterbury are likely to have a generally positive effect on meeting and achieving sustainability within the District. Of particular note are the following:

- **Knowledge Economy** – the Knowledge Economy option is likely to have a particularly positive effect on achieving a sustainable innovative and productive economy that delivers high levels of employment, primarily through the expansion of the relatively high value-added sector of the economy. It is also likely to contribute to the revitalisation of urban centres, having a positive effect on sustainable design and the quality of life; and

- **Green Economy** – the Green Economy option is likely to have a particularly positive effect on using resources and energy as efficiently as possible as the District becomes more self-sufficient producing less waste and increasing the sustainable use of land. It is also likely to have a particularly positive effect on protecting and enhancing the physical and natural environment through the reduction in travel as a result of the increase in self-sufficiency. It may also contribute to improving the quality of life through enhanced levels of sustainable living.”

The **Canterbury Experience** option was anticipated to have an uncertain, neutral or mixed effect against achieving the sustainability criteria (para 4.1).

- 8.3 The conclusion of the SA was (para 4.2) that “to maximise the benefits of sustainable development in the District, the Council should consider building on the vision of both the Knowledge Economy and Green Economy options and integrating them into future policies.”
- 8.4 In 2010, an SA was completed of a number of spatial development options in support of the emerging Canterbury Core Strategy. Nine possible broad development options were developed, informed by the Canterbury Futures Report (2006) and the then South East Plan. The broad options were illustrative and developed to give a broad perspective of differing spatial options and ranged from infill of the City Centre to a new (free-standing) settlement. The appraisal concluded that, relative to the other indicative options, those options based on infill were anticipated to provide a greater range of positive effects against the SA objectives.
- 8.5 Taking into account the findings of the SA, the strategic vision for the district, the development objectives and the development needs, the Council then proposed a development option that combined the infill options with elements of the three other options. The Non-Technical Summary of the SA of the Core Strategy Options concluded that the proposed option was able “to build on the more sustainable aspects of the nine development options... The consultation option also provides more of a focus on the areas to the south of Canterbury for larger scale developments where better transport links exist and where there are fewer nationally important sites for wildlife in close proximity”.

8.6 In 2012, the SA of the development scenarios in the Development Requirements Study was completed. It concluded that “...at this stage scenario E offers the greatest potential to achieve the appropriate balance (to optimise growth and minimise detrimental environmental effects). However, careful consideration would be required of the proposed location of development envisaged in the scenario to avoid sensitive sites, to optimise positive community effects and to take the opportunity to maximise the benefits of innovative sustainable design (by ensuring efficient use of land and resources) to mitigate any potentially significant negative impacts” (para 4.2).

8.7 However, the SA also noted (para 3.2.5) that “this need would result in development proceeding on the periphery of the city, using significant areas of greenfield sites and potentially encroaching on sensitive landscape or biodiversity sites.”

8.8 The Preferred Option Draft Local Plan was published for consultation in June 2013. This set out both the quantum of housing to be provided for over the plan period and the Council’s preferred development option. An SA of the Preferred Option Local Plan was completed. The SA appraised the preferred spatial option based upon concentrating development at Canterbury and Herne Bay, with some development located at the larger well-serviced rural centres. The SA also considered a number of alternatives to the preferred development option.

8.9 This reflected the findings of the appraisal of the SHLAA sites and the configurations of development options that could be assembled. However, once the transport,

infrastructure and planning constraints were also considered, two reasonable alternatives were appraised, namely ‘Canterbury Focus’ and ‘Coastal Towns and Hersden Focus’. These two alternatives placed a different emphasis on the location of development (in terms of the overall quantum of growth split between Canterbury, the coastal towns and Sturry).

8.10 Section 3.3.4 of the SA concluded that “overall, the distribution and quantum of development sites contained in the preferred option is able to better meet the future development needs (within the plan period) of the District (by providing a mix of sites, of varying scale located in areas of key demand whilst avoiding more sensitive locations, consistent with transport plans, infrastructure delivery and public opinion research)”.

8.11 It was not considered appropriate to re-visit the full range of development options set out in the 2010 Core Strategy Options Report at the Preferred Option Local Plan stage. This was because the options had already been appraised and tested and the development options had already been substantially refined beyond those considered in 2010. Importantly, the Council was able to use the outcome of the SHLAA process to identify actual sites with known locations to develop realistic alternatives, rather than revisit the earlier 2010 broad illustrative options.

8.12 The Publication Draft Local Plan included revisions to the preferred option drawing on new site submissions arising from consultation undertaken by the Council on the Preferred Option Draft Local Plan and advice received from the Planning

Inspectorate. These new sites and the revised preferred development option have been subject to SA with the findings incorporated into section 3.3.5 of the 2014 SA Report which concludes in Section 4.1 that the preferred development option “reflects the conclusions of ongoing SA work that this offers the greatest potential to optimise growth and minimise detrimental environmental effects”..

9.0 Progress of Local Plan

Draft Core Strategy – January 2010

9.1 The Core Strategy Options report was published in January 2010, based in large part on the provisions of the South East Plan, but also framed by the outcomes from the original futures Study. It identified a range of potential options for the delivery of development requirement.

9.2 It also indicated “options for further testing” as a preferred option. This showed development primarily focussed at Canterbury and Herne Bay, with some development at the larger villages, mainly at Sturry.

Preferred Option Draft Local Plan 2013

9.3 The draft Local Plan (Preferred Option version) was published in June 2013, following a review of the Futures work mentioned above and the publication of the NLP Development Requirements report and the accompanying Sustainability Appraisal.

9.4 The outcomes from the NLP Development Requirements report and the SA represented a significant shift in the development requirements from the South East

Plan (a 50% increase in the housing requirement). There was recognition that, in order to achieve the wider economic and other objectives for the area, a higher level of housing and employment land was required.

- 9.5 Following further review, however, the approach of having a primary focus of development at Canterbury, Herne Bay and larger villages was shown to be the most suitable response and was maintained, but with a smaller allocation of housing at Whitstable.

10.0 Objectively Assessed Needs & Housing Requirements

- 10.1 The national Planning Practice Guidance (para 2a-015) states that the “Household projections published by the Department for Communities and Local Government should provide the starting point estimate of overall housing need”. The current published interim household projections (CLG, 2011-based) indicate 840 per annum up to 2021. The new CLG household projections are not expected to be published until 2015. However, when they are published, the Council anticipates that there is likely to be a significant fall in household projections. This is based on initial analysis of the recent Sub-National Population Projections (2012) by Kent County Council.

- 10.2 The proposed economic strategy in the draft Local Plan suggests 780 dwellings per annum, above the standard economic forecast of 679 dwellings per annum (NLP, 2012). Bearing this in mind, and taking into account market signals and the need to align housing provision with the economic strategy for the area, and known housing

need, **the Council considers that 780 dpa is the Objectively Assessed Need for which it should be planning.**

10.3 Although the Strategic Housing Market Assessment (2009) indicated a high level of affordable housing need which might affect the level of OAN, the Council has undertaken a full review of its housing register and has identified a total need for 1,734 dwellings to meet local need in 2014, compared to 4,708 in 2013. The Council considers that this is the most reliable and up-to-date information available on affordable housing need, even making an allowance for an element of hidden affordable housing need. The revised affordable housing figures, taken with the other evidence, means that figure of 780dpa is robust.

10.4 Furthermore the Council believes that, despite improvements to the calculation of the migration figures, the impact of students in the general population is still over-estimated and this needs to be recognised in calculating the Objectively Assessed Need for Canterbury district.

10.5 The Council has in fact taken this OAN figure of 780dpa as its housing requirement figure without applying further environmental and other policy constraints that exist. The Council considers that the evidence base (such as the Sustainability Appraisal; SHLAA assessments; draft Infrastructure Delivery Plan) demonstrates that this level of development can be delivered, despite environmental and other constraints (AONB; international wildlife sites; traffic congestion in Canterbury and other infrastructure constraints).

10.6 Scenario E as set out in the Development Requirements Study represents a total housing requirement of 15,600 dwellings, with a requirement for just under 100,000sqm of business floorspace up to 2031, which would be expected to support the creation of about 6,500 workplace jobs in the same period.

10.7 To seek to provide less housing would not meet the need for housing for local people, and would artificially constrain the numbers of available workforce for the district and the economic development potential of the area.

10.8 To provide more housing would, however, exceed the interim CLG household projections by a significant margin and would not reflect the true housing need in the area.

11.0 Links to other Council Strategies

11.1 The Council recognises that the implementation of a strategy and vision for the area is not solely a planning matter and that other interventions are required to achieve social, economic and environmental objectives for the area. The draft Local Plan therefore seeks to take account of the other strategies of the Council in terms of their land-use implications, and the priorities of partner organisations

11.2 These Strategies, including the draft Local Plan have each developed over slightly different time periods and for different purposes. However, through wide consultation with different sectors of the local community, and a Council

commitment to a corporate approach to such issues, the Strategies possess a considerable commonality of direction.

11.3 The Strategies include:

Corporate Plan (2012-16)

11.4 The Corporate Plan for 2012-16 was published in 2012. It reflects the outcomes from the Futures work and shares the overall vision of the draft Local Plan. The Corporate Plan sets out a number of pledges to meet the overall vision for the area. These are:

- We will support the growth of our economy and the number of people in work
- We will strive to keep our district a safe place to live
- We will plan for the right type and number of homes in the right place to create sustainable communities in the future
- We will support improvements to tackle traffic congestion and the state of our roads and pavements
- We will make our district cleaner and greener and lead by example on environmental issues
- We will support facilities and activities for children and young people
- We will support excellent and diverse cultural facilities and activities for our residents and visitors
- We will tackle disadvantage within our district
- We will encourage greater involvement for local people; and
- We will support a broad range of sporting and fitness facilities and activities

Housing Strategy (2012-2016)

11.5 The Council's Housing Strategy:

- Re-states the Council's Pledge for Housing and our community's priorities;
- Examines the interdependence between housing, the planning system and the economy;
- Identifies imbalances in the local housing market;
- Promotes better use of existing homes;
- Analyses the cost and affordability of buying or renting a home;
- Assesses the need for new affordable homes;
- Explains our preferred mix of tenures and property types;
- Considers the support needed to enable people to live independent, fulfilling lives;
- Quantifies known resources; and
- Recognises the vital role of partners and seeks to influence their thinking.

11.6 The Strategy contains a series of actions to address local housing issues, recognising the relationship between housing, the economy and development:

- Ensuring that the new Local Plan allocates enough land for the right number and type of homes in the right places;
- Increasing the number of new homes that families on the average local wage can afford to buy or rent;
- Encouraging the building of more family-sized homes;

- Improving the choice of homes to tempt “empty nesters” to downsize from family-sized homes;
- Reducing the number of excess winter deaths by improving the quality and condition of existing private homes;
- Managing the impact on the housing market of high numbers of young people studying and living in our district.

11.7 Although the Housing Strategy formally covers a period up to 2016, the issues and actions identified in the Strategy are seen as being important in the longer term, through the period of the draft Local Plan. The draft Local Plan seeks to address the land-use aspects of these issues, including the mix of tenures and property types identified in the Housing Strategy, and the provision of affordable housing, in line with Government policy.

Economic Development Strategy (2013)

11.8 The Economic Vision for the area is set out in the Strategy and states that “We will help set an ambitious direction for the area’s economy which capitalises on new opportunities for investment, presents a strong profile of the district to investors and attracts, stimulates and nurtures greater levels of economic activity. By 2016 a local economy will be developing in Canterbury district that is well-positioned to exploit improved national economic conditions”.

11.9 The economic strategy for the area is strongly linked to the outcomes of the Future Study and therefore also to the objectives of the draft Local Plan in strengthening and broadening the local economy.

Draft Transport Strategy (2014)

11.10 The draft Transport Strategy for Canterbury was published in June 2014, and has strong linkages to the draft Local Plan, since it provides some of the key responses to traffic congestion in the city. One of the main objectives of the draft Transport Strategy is to support the Local Plan, taking into account committed and proposed levels of development. The draft Local Plan also safeguards routes for transport improvements, relative to proposed developments around the District. It looks comprehensively at transport issues across the District, and reflects the provisions of the draft Transport Strategy.

11.11 The four main strands of the draft Transport Strategy are:

- (1) Encouraging sustainable travel
- (2) Balanced car parking strategy
- (3) Managing the network to achieve reliable journey times
- (4) Reducing the Demand to Travel

11.12 The draft Transport Strategy also contains a detailed Action Plan, and the land-use related elements are reflected in the draft Local Plan. The draft Transport Strategy was approved by the Joint Transport Board (comprising members of the City and

County Councils⁰ in October 2014. A copy of the draft Strategy has been submitted for the Inspector's information and assistance.

12.0 Conclusions

12.1 The City Council therefore believes that the Strategy set out in the draft Local Plan is in line with Government guidance, and reflects a sound and clear vision for the local area, based on evidence gathered by the Council and its partners. It seeks to address the range of issues affecting the district, and to apply Government guidance and strategic policy in a constructive way to those issues.

12.2 The approach set out in the draft Local Plan is broadly supported by Kent County Council, neighbouring Councils and others. Duty to cooperate matters are dealt with in a separate Topic Paper.

12.3 The strategic approach in the draft Local Plan builds upon and is, in many respects, a natural progression and development of the strategic approach set out in the 2006 Local Plan, and this reinforces the strength of the Council's approach, and the consistency of the evidence base for Local Plans for Thanet over a long period of time.

12.4 The draft Plan continues to support the development of knowledge-based business and the diversification of the economy. The draft Local Plan also aims to deliver the required housing to meet local needs and support the growth of the economy. However, it also seeks to achieve a high standard of development, with good

environmental standards; to increase the proportion of non-car journeys through the related Transport Strategy; and to continue to protect the best of the built and natural environment.

- 12.5 Canterbury City Council therefore asks the Inspector to support the overall Plan Strategy as one that will help to deliver the vision and objectives of both the Council and the wider local community, and meet the requirements of the NPPF and the national PPG.