

# Local Centre Survey Report (2021)

## Introduction

The Canterbury District Local Plan includes areas that are designated as local centres.

Local Centres are important in meeting the retail needs of the local residents who wish to shop locally or who need access to facilities locally. The retail services offered and any existing community facilities play an important role in meeting day-to-day needs locally, within a neighbourhood, particularly for the elderly and other vulnerable groups. They also boost local economic activity and employment and provide a focal point for community initiatives.

They can offer an alternative type of service to larger supermarkets, and contribute to reducing congestion and pollution.

The local centres designated in the current Local Plan proposals map are:

- Wincheap
- Tankerton Road, Tankerton
- Herne Bay Road / St Johns Road, Swalecliffe
- Sea Street, Herne Bay
- Canterbury Road, Herne Bay
- Reculver Road, Beltinge
- Faversham Road, Seasalter

Existing Local Plan Policy TLC5 aims to protect and improve the provision of retail uses and other uses that meet local needs in the designated local centres and the Canterbury City areas of Wincheap, and St Dunstons.

The Local Plan is currently being reviewed. The local centres are being reviewed as part of this process to establish if the designated areas are still appropriate and if there are any additional areas that meet the criteria to be designated as a Local Centre. The proposed changes will form part of the new Local Plan consultation process.

## Methodology

A mapping analysis of all the local centres took place in September 2020 and any potential new sites were also considered through a mapping exercise to establish if they meet the criteria and form the function of a local centre.

A physical survey and audit of all the local centres designated on the proposals map and within Local Plan policies TCL4, TCL5, QL5 and potential additional areas was carried out in October/November 2020.

A local centre must include a minimum of 3 units of the following criteria for designation:

- At least 1 convenience store
- Takeaway plus 1 retail unit or;
- At least 2 other retail units

### **Findings and recommendations**

A comparison of the existing Local Centres boundaries and the properties providing local services and facilities identities within the audit is available to view [here](#).

It is recommended that all the local centres designated within the local plan are carried forward into the next local plan as they all meet the criteria for designation.

It is also recommended four Local Centres are expanded, to ensure that all properties within these areas which provide a service/facility for local residents are appropriately protected.

They are:

- Herne Bay Road/ St Johns Road
- Sea Street
- Reculver Road
- Wincheap

Five new areas have been identified that meet the criteria for the designation:

- Zealand Road, Canterbury
- Hawe Farm Way, Broomfield, Herne Bay
- Poplar Drive, Greenhill, Herne Bay
- Canterbury Road/ Herne Street, Herne
- St Dunstons

## **Appendix - Summary of findings**

<b>Local Centre</b>	<b>Findings and recommendations</b>
Wincheap	The audit demonstrated that Wincheap has a range of services and facilities which continues to meet the criteria of a Local Centre. However, the current designation does not cover all the services identified. It is recommended that the designation at Wincheap is expanded to cover all services and facilities identified.
St Dunstons	The audit demonstrated that St Dunstons offers a range of services and facilities which meets the criteria of a Local Centre. Currently there is not a defined designation boundary. It is therefore recommended that a Local Centre boundary is designated to protect the vitality of St Dunstons in the future.
Tankerton Road	The audit has demonstrated that the Local Centre at Tankerton Road remains consistent with the previous assessment. Therefore, as the centre continues to meet the designation criteria it is recommended we continue to protect this centre to support local residents
Herne Bay Road/ St Johns Road	The audit has demonstrated that the Local Centre at Herne Bay Road continues to meet the designation criteria and an additional 3 commercial units have been established. Therefore, it is recommended we expand the designation to reflect the growth.
Sea Street	The audit has demonstrated that the Local Centre at Sea Street continues to meet the designation criteria and an additional 3 commercial units have been established. Therefore, it is recommended we expand the designation to reflect the growth
Canterbury Road	The audit has demonstrated that the Local Centre at Canterbury Road remains consistent with the previous assessment. Therefore, as the centre continues to meet the designation criteria it is recommended we continue to protect this centre to support local residents
Reculver Road	The audit has demonstrated that the Local Centre at Reculver Road continues to meet the designation criteria and an additional 3 commercial units have been established. Therefore, it is recommended we expand the designation to reflect the growth
Faversham Road	The audit has demonstrated that the Local Centre at

	Faversham Road remains consistent with the previous assessment. Therefore, as the centre continues to meet the designation criteria it is recommended we continue to protect this centre to support local residents
Zealand Road	The Local Centre audit has demonstrated that Zealand Road offers 4 services which meet the designation criteria. Therefore, it is recommended a new local centre is designated at Zealand Road to protect the local services.
Hawe Farm Way	The Local Centre audit has demonstrated that Hawe Farm Way offers 4 services which meet the designation criteria. Therefore, it is recommended a new local centre is designated at Hawe Farm Way to protect the local services.
Poplar Drive	The Local Centre audit has demonstrated that Poplar Drive offers 3 services which meet the designation criteria. Therefore, it is recommended a new local centre is designated at Poplar Drive to protect the local services.
Canterbury Road/ Herne Street	The Local Centre audit has demonstrated that Canterbury Road/ Herne Street offers 5 services which meet the designation criteria. Therefore, it is recommended a new local centre is designated at Canterbury Road/Herne Street to protect the local services.