



# ECONOMY

## Chartham Neighbourhood Plan Topic Paper

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## **IMPORTANT NOTICE**

This document has been prepared by a group of volunteers to help the Chartham Neighbourhood Plan Steering Group understand local issues relevant to the Economy. It also sets out how the group believes the community could seek to address the issues identified through the Chartham Neighbourhood Plan.

Whilst the Steering Group will use this document to inform the preparation of the neighbourhood plan, its findings and recommendations are the views of the volunteer group and not necessarily those of the Steering Group.

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# 1. EXECUTIVE SUMMARY

- 1.1. This section provides a brief introduction to the issue of economy and provides a summary of the recommendations of this paper.

## Overview

- 1.2. This paper identifies the current economic issues present within the Parish and how they are a detriment to Chartham and its residents. It goes on to set out the current legal and policy framework within which the neighbourhood plan sits before considering how the principal issues can be addressed, both via the neighbourhood plan and by other means.
- 1.3. The issues were identified by a combination of the Issues & Options Survey undertaken in October 2020 to gather the overarching views of the community, and by those on the Working Group. A separate business survey was also conducted in March/April 2021 to try and understand local economic issues in more detail.
- 1.4. Rural economies are delicate and must carefully be managed to produce a thriving economy that benefits residents and communities alike. For Chartham parish, the main issues identified have been centred on:
- Lack of amenities within the Parish
  - Conditions for seasonal workers, home workers and commuters
  - The settlement becoming a commuter/dormitory village
  - Limited capture of tourism

## Recommendations

- 1.5. Accordingly, this report concludes by recommending that the following policies are considered for inclusion in the neighbourhood plan:
1. Allocate sites for the provision of amenities
  2. Promote the conversion of residential and unoccupied and/or redundant buildings to commercial use
  3. Improve access to amenities through increased parking and access for non-motorised travel users
  4. Allocate sites for the provision of permanent housing for the use of seasonal workers
  5. Promote integration of seasonal workers with the rest of the community
  6. Ensure new development provides spaces to work
  7. Support the provision of workspaces in existing properties
  8. Require new residential and commercial development to install fibre to the property broadband.

9. Support the provision of high-speed mobile connections
10. Provide shared workspaces for small businesses
11. Provide additional parking in locations that would support businesses
12. Improve tourist infrastructure to boost economy
13. Utilise the Neighbourhood Plan to enable people to live, work and play in the Parish
14. Create and promote links, such as footpaths, which encourage people to come into the village

## 2. INTRODUCTION

- 2.1. There are three core types of objectives, namely economic, social and environmental. These are interdependent and need to be pursued in parallel to ensure net gain across each
- 2.2. This paper deals with the objective to build a strong, responsive and competitive economy. This requires sufficient land, property & infrastructure - of the right types & location - to support growth and innovation
- 2.3. A thriving economy is therefore a vital part of the plan area's makeup, and helps to define the area's character, not just through the businesses that are present but also by contributing to the wealth of it. Successful rural economies are strong & resilient benefitting residents & visitors from job opportunities, circular flow of income, and social spaces to meet and places to relax and unwind
- 2.4. Rural settlements often face greater challenges than their urban counterparts due to poor public transport and high private car ownership numbers amongst rural residents who are able to travel further to gain access to a wider variety of shops and services compared to what they have access to more locally. This often due to the cost of local services which may be unable to compete. For Chartham, many residents will have access to a private vehicle however seasonal workers may have limited access to a private car however this is an assumption as there is no car ownership data available for Chartham.
- 2.5. Economy does not only relate to shops and services but also conditions for those working from home, which has grown since the Covid-19 pandemic, and those who commute outside of the settlement. High quality infrastructure is needed to support these groups to maximise their quality of life and effectiveness of working.

### **Members of the Working Group**

- 2.6. This paper has been prepared by a group of local residents for the Neighbourhood Plan Steering Group. The group comprises:
  - Paul Coles - Chartham parish councillor for 10 years and chair of the CPC Highways Committee.
  - John Field - retired consultant in transport planning and economics.
  - John Gilbert - retired Facilities Manager, resident of Chartham village for over 30 years.

## 3. Context

- 3.1. This section provides an overview of the political and policy context relevant to the economy as well as relevant research.

### Political Statements

- 3.2. Political authorities are responsible for managing the economy and the impacts which it can create on a place. This section provides an overview of the main political actors which impact the plan area.

#### Chartham Parish Council

- 3.3. In March 2005, Chartham Parish Council, together with Canterbury City Council and Chartham Society published the *Chartham Parish Design Statement*<sup>1</sup>. It has been accepted as Supplementary Planning Guidance by Canterbury City Council. This notes the key employment sectors within the Parish, the trends in employment and the different impacts of employment on the Parish, alongside the local facilities and amenities. The document notes:

*Land-based working was a major source of employment for parishioners in the past but provides a relatively small number of full-time jobs as increasing mechanisation, loss of labour intensive enterprises such as hops, and farm amalgamation have reduced the demand for labour*

- 3.4. Chartham Parish Council make a clear intention within the Design Statement to support employment opportunities in the Parish and encourage the development for parish amenities, leisure and recreation.

#### Canterbury City Council

- 3.5. Canterbury City Council recognised that there were severe economic issues in their *Review of Canterbury Futures Study: At a Crossroads (2011)*<sup>2</sup>. This document details these economic issues which are the lasting impacts of the economic downturn following the 2008-2011 recession, public sector cuts and issues impacting the housing market, infrastructure and regeneration.

### Research / Evidence

- 3.6. This section provides an overview of the relevant research and evidence, on a local and national scale, to aid in identifying the key issues which Chartham Parish currently face.

<sup>1</sup> [https://www.canterbury.gov.uk/downloads/file/649/chartham\\_village\\_design\\_statement](https://www.canterbury.gov.uk/downloads/file/649/chartham_village_design_statement)

<sup>2</sup> [https://issuu.com/hernebaymatters/docs/canterbury\\_district\\_futures\\_study\\_r](https://issuu.com/hernebaymatters/docs/canterbury_district_futures_study_r)

Chartham Neighbourhood Plan Vision & Objectives Survey (October 2020):  
Results & Analysis

- 3.7. The Chartham Neighbourhood Plan Vision & Objectives Survey<sup>3</sup>. The survey revealed a lot about what the Community feels about the economic conditions of the parish which has helped shape the issues later identified by the Working Group. The economy related survey responses concerned amenities, derelict buildings and social features.

Business Survey (March/April 2021)

- 3.8. The Steering Group conducted the Business Survey as part of their Topic Paper Consultation which ran between Friday 19<sup>th</sup> March and Sunday 11<sup>th</sup> April. The Business Survey was emailed to businesses across the Parish who were encouraged to respond.
- 3.9. 26 businesses responded to the 25 questions within the survey. The main findings are summarised below with the full findings available in Appendix 1 - Business Survey Findings.
- 3.10. 7 of the businesses, prior to the Covid-19 pandemic, had 100% of their employees working from home and 7 other businesses have a mixture of employees working from home, on the road/client's premises or at the businesses' premises.
- 3.11. The employees of 10 businesses decide to drive to work whilst employees of 7 of the businesses choose to walk to work.
- 3.12. Businesses that are anticipating to require planning permission include projects such as solar panels, new work premises and conversion within a house to create additional space.
- 3.13. 8 of the businesses believe that the Community in the Parish is supporting them, 7 do not.
- 3.14. Two of the key responses to the question 'Would any improvements to Chartham help/improve your business?' are:
- *More business units in or around the parish as there is nothing available. More and more commercial premises given over for housing*
  - *Local networking events might be great. Some form of co-working space would be totally brilliant*
- 3.15. Three of the key responses to the question 'What other business opportunities would you like to see in the Parish?' are:
- *More small business start ups*
  - *More available units for small businesses at realistic rates... not office space!*

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<sup>3</sup> <https://charthamnp.com/index.php/documents/category/6-vision-objectives-survey-oct-2020>

- *See above re working space. Maybe the vineyard would be up for offering a work hub during the day in their buildings. Somewhere to bring clients or just get away from home*

3.16. The key response to the question 'Are there any specific ways you think the Neighbourhood Plan could assist your business?'

- *Allow us to build or buy and convert and existing building or rent an existing industrial unit in the local vicinity. It is likely we will have to move away to carry on the business due to lack of opportunity in the area*

Evaluation of Policies for Local Economic Growth: Scoping Study<sup>4</sup> (October 2017)

3.17. This report produced by the Government's Department for Business, Energy & Industrial Strategy provides guidance regarding how policy can boost local economic growth through impacts of transport, skills capital, site development, business support, flood management and digital/broadband infrastructure. An example which relates to housing is stated below:

*The importance of planning policies in shaping the pattern of housing development and the time path of price changes, along with the limited extent to which new housing is likely to drive very local economic change and the likely fairly unique character of many housing sites, mean that any modelling based approach to the definition of counterfactuals will lack credibility*

Local Economic Recovery Planning: Playbook for Action<sup>5</sup> (March 2021)

3.18. This report was published by The Local Government Association (LGA) and commissioned by Social Finance and offers advice to councils surrounding how to advance from the economic issues which were created by the Covid-19 pandemic. Issues discussed include employment, GDP growth, labour markets and various social impacts. Three main phases are identified for economic recovery which are a reopening phase, a recovery phase and a renewal phase.

Productive local economies: creating resilient places<sup>6</sup> (December 2010)

3.19. The Centre for Local Economic Strategies (CLES) produced this report to identify what characteristics make a local economy strong and resilient. An important aspect of this report is that it identifies the 'ten danger signs' which show that an economy is starting to fail, these are:

- Not enough bespoke local strategies which move beyond traditional economic concerns
- Too many strategies and local economies are not central enough in them

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[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/690870/Evaluation\\_of\\_policies\\_for\\_local\\_economic\\_growth\\_BEIS\\_TEMPLATE.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/690870/Evaluation_of_policies_for_local_economic_growth_BEIS_TEMPLATE.pdf)

<sup>5</sup> <https://www.local.gov.uk/publications/local-economic-recovery-planning-playbook-action>

<sup>6</sup> <https://cles.org.uk/wp-content/uploads/2016/10/Resilience-for-web1.pdf>

- Not enough focus on investment and venture capital
- Social and employment issues not related to local economies
- Poor connections between economic development and land use planning
- Poor recognition of the role of the social sector in the local economy;
- Poor fostering of a culture of innovation, creativity and entrepreneurship;
- Not enough 'local'
- Poor accountability in relation to economic planning and strategy;
- Poor thinking as regards growth, development and quality

#### New Rural Policy: Linking up for Growth<sup>7</sup>

3.20. This report produced for OECD countries, provides policy and guidance for rural communities to thrive through:

- Enhancing the capacity of a given region to absorb public and private investment
- Curtailing the level of dependency (appropriation of rents from external sources)
- Encouraging business development and entrepreneurship
- Building a bridge to engender confidence in the rural region and attract private sector investment.

### **The Development Plan**

3.21. The development plan includes all documents that include relevant planning policy for a given area. Section 38 of the Planning and Compulsory Purchase Act 2004 defines the term development plan, which includes adopted local plans, neighbourhood plans that have been made and published spatial development strategies, together with any regional strategy policies that remain in force.

3.22. The Working Group briefly considers the existing development plan documents and the most relevant policies within it below.

#### Canterbury District Local Plan

3.23. The latest *Canterbury District Local Plan*<sup>8</sup> was adopted in 2017. The main policies that have a bearing on economy are discussed below:

#### **Economic Development & Employment (EMP)**

3.24. The Council will support the development for non-class b uses and other uses that are significant in terms of the local economy. **Policy EMP2 Other Businesses.**

<sup>7</sup> <https://www.oecd.org/rural/rural-development-conference/documents/New-Rural-Policy.pdf>

<sup>8</sup> [https://www.canterbury.gov.uk/downloads/file/868/canterbury\\_district\\_local\\_plan\\_adopted\\_july\\_2017](https://www.canterbury.gov.uk/downloads/file/868/canterbury_district_local_plan_adopted_july_2017)

- 3.25. Protect against loss of employment sites unless there is no demonstrable need for them. **Policy EMP4 Protection of Employment Sites.**
- 3.26. Support home-based businesses so long as they do not have an adverse impact on their setting, such as deliveries at unsociable hours. **Policy EMP5 Home-based Businesses.**
- 3.27. Support the development of digital infrastructure, which aids remote working. **Policy EMP6 New Digital Infrastructure.**
- 3.28. Protect the best agricultural land from development unless options on poorer quality land cannot be identified. **Policy EMP12 Agricultural Land.**
- 3.29. Permit proposals for new agricultural buildings if there is an economic need for the development. **Policy EMP13 New Agricultural Buildings**
- 3.30. Support the conversion of existing rural buildings and development of well-designed new buildings that supports the development and expansion of rural business. **Policy EMP14 Other Rural Businesses.**

#### **Town Centres and Leisure (TCL)**

- 3.31. Support proposals for new leisure and cultural activities. **Policy TCL11 Commercial Leisure and Cultural Activities.**

#### **Tourism and Visitor Economy (TV))**

- 3.32. Opportunity to promote tourism and recreation where they provide jobs for local residents. **Policy TV7 Rural Tourism.**
- 3.33. Encourage development, change of use, conversion or extension of existing buildings to provide tourist accommodation, attractions and facilities. **Policy TV8 Rural Tourist Accommodation, Attractions and Facilities.**

#### **Quality of Life (QL)**

- 3.34. Encourage proposals for new buildings or uses for local communities to provide social infrastructure and facilities. **Policy QL1 Social Infrastructure.**
- 3.35. Permit the use or extension of residential properties or farm or other appropriate buildings to provide shops and other services. **Policy QL2 Village Services and Facilities**
- 3.36. Loss of village facilities should be avoided unless the use is no longer viable, there is alternative provision for a similar use or there would be no detrimental impact on rural character. **Policy QL3 Loss of Village and Community Facilities**
- 3.37. Permission will be given if there is no detrimental impact on local shops or character, parking is acceptable, no detrimental impact on residential amenity and no conflicts with other policies. **Policy QL4 Farm Shops**

## National Planning Policy

- 3.38. The National Planning Policy Framework<sup>9</sup> (NPPF) and the National Planning Practice Guidance<sup>10</sup> (NPPG) together form the legislative framework for planning in England.

### National Planning Policy Framework

- 3.39. The NPPF as originally published in March 2012, consolidated over two dozen previously issued documents. It has since been revised in 2018, 2019 and 2021. These set out the Government's Planning Policies for England and how these are expected to be applied.
- 3.40. The NPPF introduced a presumption in favour of sustainable development at the heart of the English planning system. The NPPF includes policies that relate to building a strong economy, these policies are as follows:
- 3.41. NPPF Paragraph 81 states:

*Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future. This is particularly important where Britain can be a global leader in driving innovation<sup>40</sup>, and in areas with high levels of productivity, which should be able to capitalise on their performance and potential.*

- 3.42. NPPF Paragraph 83 explains that:

*Planning policies and decisions should recognise and address the specific locational requirements of different sectors. This includes making provision for clusters or networks of knowledge and data-driven, creative or high technology industries; and for storage and distribution operations at a variety of scales and in suitably accessible locations.*

- 3.43. NPPF Paragraph 84 states that planning policies and decisions should enable:

*a) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings;*

*b) the development and diversification of agricultural and other land-based rural businesses;*

*c) sustainable rural tourism and leisure developments which respect the character of the countryside; and*

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[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/810197/NPPF\\_Feb\\_2019\\_revised.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/810197/NPPF_Feb_2019_revised.pdf)

<sup>10</sup> <https://www.gov.uk/government/collections/planning-practice-guidance>

*d) the retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship.*

3.44. NPPF Paragraph 85 details that:

*Planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. In these circumstances it will be important to ensure that development is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable (for example by improving the scope for access on foot, by cycling or by public transport). The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist.*

National Planning Practice Guidance

- 3.45. The online National Planning Practice Guidance was published by the Government in 2014 and provides further planning guidance to be used alongside the NPPF. The NPPG is split into topics, such as Housing and economic needs assessment and town centres and retail.
- 3.46. Relevant sections of the NPPG surrounding economy are Housing and economic land availability assessment, Housing and economic needs assessment, and Town centres and retail.

**National & International Legislation**

- 3.47. The Government's Build Back Better: our plan for growth<sup>11</sup> policy paper sets out national guidance regarding how the economy can bounce back following the pandemic. Three core pillars of growth are established which is supporting infrastructure, skills, and innovation with the hope that growth will level up the whole of the UK, support the transition to net zero and support the vision for Global Britain.
- 3.48. The Government's UK National Reform Programme 2019<sup>12</sup> sets out UK Government recommendations regarding sustainable growth. It is identified that infrastructure investments in the form of housing supply and planning reform, are required to achieve sustainable growth.
- 3.49. The Government's National Infrastructure Strategy 2020<sup>13</sup> provides national policy regarding infrastructure investment to help drive recovery and rebuild the economy.

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<sup>11</sup> <https://www.gov.uk/government/publications/build-back-better-our-plan-for-growth/build-back-better-our-plan-for-growth-html>

<sup>12</sup> [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/796965/UK\\_NRP\\_2019\\_web.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/796965/UK_NRP_2019_web.pdf)

<sup>13</sup> [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/938539/NIS\\_Report\\_Web\\_Accessible.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/938539/NIS_Report_Web_Accessible.pdf)

The main goals of the strategy are to focus on how infrastructure can boost short term economic growth, levelling up the economy, transform the UK's infrastructure to meet net zero and climate change commitments, decarbonise power, heat, heavy industry and transport network, support private infrastructure investment and finally accelerate and improve infrastructure delivery.

- 3.50. The Government's Tourism Policy<sup>14</sup> sets out the UK's objectives surrounding tourism. The main objectives are to create stronger, more focused tourism bodies, raise industry standards, make the industry more competitive and improving transport infrastructure.

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[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/78416/Government2\\_Tourism\\_Policy\\_2011.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/78416/Government2_Tourism_Policy_2011.pdf)

## 4. MAIN ISSUES IN CHARTHAM PARISH

- 4.1. The Working Group identified six main issues relevant to the economy which have been drawn from the residents' responses to the Vision and Objectives Survey and business responses to the Business survey.

### **Issue 1 – Limited number of local amenities (shops, services, places to eat and gyms)**

- 4.2. The Community identified through the 2019 and 2020 Vision and Objectives Survey that there is currently a limited number or lack of shops, services, places to eat and gyms within Chartham. This detracts from the overall enjoyment of the Parish as a place to live as residents must travel further to access these amenities.

### **Issue 2 – Unsuitable housing for seasonal workers**

- 4.3. The Working Group have identified that some seasonal workers live in temporary mobile homes which are inadequate for longer term living.
- 4.4. Permanent housing would improve the quality of life for the seasonal workers.

### **Issue 3 – Challenging conditions for home working**

- 4.5. The number of people working from home has increased due to the Covid-19 pandemic and a lot of people may continue to work from home when the pandemic is over. Facilities for home working are currently inadequate and require improvement to adapt to this new way of life.

### **Issue 4 – Unsuitable infrastructure to support economy**

- 4.6. Existing infrastructure to support the economy is inadequate. Businesses require new and higher quality infrastructure to improve their operations and gain increased revenue.

### **Issue 5 – Concern about settlements becoming commuter / dormitory villages**

- 4.7. The Community have raised through the Vision and Objectives Survey that they are concerned that Chartham will become a commuter or dormitory village to Canterbury, or even a suburb of Canterbury where solely residential development is carried out without the provision of amenities.

- 4.8. This has been discussed by Barton councilor Dave Wilson, in Kent Online<sup>15</sup>, who states “for those residents on the fringes of the city, in places like Bridge, Sturry and Harbledown, we run the risk of them not being villages anymore, but quaint suburbs of the city”.
- 4.9. This has been seen in numerous villages in the south east such as New Ash Green, and therefore this must be avoided before it is too late.

### **Issue 6 – Limited capitalised upon local tourism**

- 4.10. The Working Group have identified that tourism exists within the Parish and there are appropriate facilities and attractions for tourist to visit, but the value of tourism is not captured through insufficient infrastructure to support this industry.

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<sup>15</sup> <https://www.kentonline.co.uk/canterbury/news/building-17-000-homes-will-turn-villages-into-city-suburbs-248490/>

## 5. ISSUE 1 – LIMITED NUMBER OF LOCAL AMENITIES (SHOPS, SERVICES, PLACES TO EAT AND GYMS)

### Overview

- 5.1. Chartham has a limited availability of shops, services, pubs, cafes and gyms. The Community and the Working Group identified that Chartham would benefit from an increased supply of these amenities in order to enable residents to shop locally and use local services and to attract residents into Chartham to boost the local economy.
- 5.2. At present, Chartham only has 2 pubs, 1 garden centre cafe, a very limited number of dispersed shops, no gyms, one restaurant (The Old Well Restaurant) and one hotel (Howfield Manor Hotel). The Community express that this is insufficient to meet their wants and needs in the Vision and Objectives Survey as one of the things they liked least about the Parish. The Working Group state that this is also insufficient to attract visitors into Chartham thus restricting the local economy and its growth.
- 5.3. There are several derelict, unused, underutilised and/or surplus buildings located in the Parish, this has been identified by the Community in the Vision and Objectives Survey as one of the things they least liked about the Parish. This can have detrimental impacts on the appeal of the area but also provides the potential to reuse these buildings for commercial use.

### Options to address the issue

- 5.4. The Working Group have considered the best way to address the issue and consider that there are several possible ways which this could be done. N.B. there may be ways to address the issue outside of the neighbourhood plan and these are also included below;

Option 1 – Do not address this issue in the Neighbourhood Plan, and instead leave it to national policy to encourage the establishment of new amenities

- 5.5. National policy seeks to promote healthy communities through encouraging the provision and retention of safe and accessible green infrastructure, sports facilities, local shops etc. by local authorities to support a prosperous economy.

Option 2 – Allocate sites in the Neighbourhood Plan to provide shops, services and other amenities

- 5.6. Allocating attractive sites for amenities will help to encourage development to provide the shops and services that the village needs. These sites would be in key locations to attract high levels of footfall to benefit these businesses.
- 5.7. A knock-on effect could possibly occur as an increase in local businesses may increase the number of people shopping locally which can benefit existing businesses.

Option 3 – Introduce a policy in the Neighbourhood Plan to promote the conversion of residential and unoccupied and/or redundant properties for commercial use

- 5.8. Residential properties can be converted into commercial use to attract more amenities into the Neighbourhood to help meet the wants and needs of the residents.
- 5.9. Derelict, unused, underutilised and/or surplus properties can appear to be highly unappealing for those passing by. Converting these derelict properties into commercial use would be a lot more cost effective than building a new property and help to improve the attractiveness of the settlement.

Option 4 – Introduce a policy to improve access to and use of amenities, such as the post office, through increased parking and access for non-motorised travel

- 5.10. Access to amenities would help to increase footfall for business. Increasing parking provision will ensure that more visitors can be accommodated into commercial areas which can help local businesses to grow.
- 5.11. Improved access for non-motorised travel e.g. cycles, will help to decrease the number of vehicles on the road as it may become more enticing to travel to amenities through alternative methods. This may also encourage residents who tend to drive further afield, to shop more locally.

Option 5 – Outside of the Neighbourhood Plan, promote Article 4 directions to Canterbury City Council to prevent the loss of employment space

- 5.12. Article 4 directions would prevent permitted development from removing important employment sites within the Parish which must be maintained as employment opportunities within the Parish are limited.

### **Consideration of options & recommended solution**

- 5.13. Option 1 aims for national policy to support the provision and protection of amenities. The benefits of this are that the loss of amenities can be avoided because of the planning system. The main drawback however is that national policy

does not consider the local conditions and characteristics of an area and may not therefore be effective.

- 5.14. Option 2 seeks to allocate sites for the provision of shops, services, places to eat and gyms. This will help to specify where commercial development can occur to be beneficial for local businesses and those who use them. Alongside this, new amenities could attract more customers for existing businesses. The main drawback however is that it could potentially be difficult to find landowners willing to allocate the land for this commercial development.
- 5.15. Option 3 enables residential and derelict properties to be converted into commercial use. Residential to commercial use is not included in permitted development rights so therefore requires planning permission. This policy would help ease the process of this conversion. Another advantage is that derelict, unused, underutilised and/or surplus properties are highly unattractive therefore by converting these into commercial properties would help to improve the quality of the streetscape.
- 5.16. Option 4 aims to improve access to amenities through the provision of new parking. This will help to potentially increase footfall for local businesses which could help them increase revenue and subsequently grow. Another advantage is that an increase in parking may encourage resident to shop locally and visitors to travel into the Parish to shop. A disadvantage of this however is that the option could encourage an increase in vehicle usage within the Parish leading to an increase in congestion and pollution.
- 5.17. Option 5 aims to prevent the loss of employment space through the promotion of Article 4 directions to Canterbury City Council. The downside of this is that it could prevent development that has a more beneficial use for the Community from being provided.
- 5.18. A combination of options 2-5 is recommended. Option 1 will occur because of the planning system however it may not be significant enough to protect and provide amenities in reality. It also suggests that no action should be taken however options 3 and 4 suggest that action can be taken. Option 2 will help to specify where commercial development can take place in identified locations that will maximise benefits however it may be challenging to acquire the land to allocate from landowners. Option 3 will improve the attractiveness of the streetscene through the conversion of derelict and residential properties. Option 4 will improve access to local amenities which could result in an increase in residents shopping locally and visitors travelling to Chartham to access amenities. Finally, option 5 prevents the loss of employment space through Article 4 directions to restrict permitted development rights.

## 6. ISSUE 2 – UNSUITABLE HOUSING FOR SEASONAL WORKERS

### Overview

- 6.1. Migrant workers play an integral part in Chartham's local economy; between mid-2018 and mid-2019 there was a net migration increase of 800 within Canterbury district which was identified in Migration indicators in Kent - 2019<sup>16</sup>. Travelling to work in a new country can be difficult and can pose numerous significant challenges to this group. According to the Canterbury District Local Plan, Canterbury had higher average house prices compared to the other East Kent Districts of Thanet, Dover, Shepway and Swale in 2017 of £56,000 on average higher. One such challenge that migrants can potentially face is the high cost of living and particularly the high cost of renting or owning a house especially within walking distance of work.
- 6.2. The Community reinforces the concern regarding high house prices by stating in the Vision and Objectives Survey that there is not enough existing affordable housing in the Parish which is one of their main concerns about the future of Chartham Parish.
- 6.3. A number of migrant workers in Chartham work seasonally on farms and live in temporary accommodation on the sites of the farms. This accommodation is not suitable enough for long-term living due to cramped living space and poor quality of facilities, therefore it is important to provide alternative options.

### Options to address the issue

- 6.4. The Working Group have considered the best way to address the issue and consider that there are several possible ways which this could be done. N.B. there may be ways to address the issue outside of the neighbourhood plan and these are included below;

Option 1 – Do not address the issue in the Neighbourhood Plan and instead leave it to national policy to improve housing for seasonal workers

- 6.5. National policy states that local authorities must consider the size, type and tenure of housing needed for different groups when deciding planning applications. Canterbury City Council must therefore identify the need to supply appropriate housing for seasonal workers.

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<sup>16</sup> [https://www.kent.gov.uk/data/assets/pdf\\_file/0005/13829/Migration-indicators-bulletin.pdf](https://www.kent.gov.uk/data/assets/pdf_file/0005/13829/Migration-indicators-bulletin.pdf)

Option 2 – Provide policy support for the creation of permanent housing for seasonal workers (rather than temporary mobile homes) and on-site social facilities

- 6.6. Current temporary mobile homes are inadequate in quality for permanent living. Permanent housing and on-site social facilities should therefore be provided for seasonal workers to increase their quality of life with increased residential space and quality of building.

Option 3 – Designate an area for seasonal worker accommodation through site allocation and allow permission in principle to develop dwellings

- 6.7. Designating a site for seasonal worker accommodation will help to ensure that seasonal workers are able to acquire a more substantial house without competition from elsewhere to ensure that seasonal workers acquire this housing.
- 6.8. Permission in principle will make it easier to develop these houses without the need of full planning applications. The submission of adequate technical details will be required to be submitted to accept permission.

Option 4 – Promote integration of seasonal workers with the community

- 6.9. Conversely to option 3, promoting integration of seasonal workers with the community would be beneficial in improving Chartham's social aspects through forming new relationships between seasonal workers and other residents and also potentially the economy through an increase in the number of customers for local businesses.
- 6.10. Another benefit is that this would prevent seasonal workers needing to use a bus to access shops and services which has environmental and health benefits. Seasonal workers living closer to shops and services could walk instead.
- 6.11. This may be challenging however due to the limited stock and high price of housing and competition that seasonal workers would have with others looking to secure housing in Chartham.

### **Consideration of options & recommended solution**

- 6.12. Option 1 aims for national policy to improve housing for seasonal workers. National policy can be influential for local authorities to identify the housing needs of seasonal workers however it may not lead to an improvement in housing for migrants as it is only a consideration.
- 6.13. Option 2 aims provide permanent housing for seasonal workers. The benefits of this are that living conditions and quality of life will improve for seasonal workers. The downside however is that there is a risk that permanent housing would become unoccupied or rented out as seasonal workers may not always occupy the homes.

Another complication could be that permanent housing would not always be secured by seasonal workers as they would be open to anyone to secure.

- 6.14. Option 3 aims to designate and allocate a site for housing which the permission for can be acquired through permission in principle for seasonal workers. This will help to ensure that seasonal workers are able to be to secure permanent housing without competition from elsewhere. Permission in principle also makes it easier and faster to gain planning permission. The downside of this option is that it could lead to segregation between the seasonal workers and other residents which does not support healthy communities.
- 6.15. Option 4 seeks to integrate seasonal workers with the rest of the community by encouraging seasonal workers to secure housing within residential areas of the Parish. This would lead to social and economic benefits as previously discussed alongside environmental and health benefits of reduced public transport, minibuses and taxi usage. The downside of this is that existing high house prices and limited stock as well as competition to secure housing from elsewhere.
- 6.16. There is no perfect option to resolve this issue however it is considered that a combination of options 3 and 4 are recommended to the Steering Group. Option 1 assumes that no action can be taken which is incorrect. Option 2 supports the provision of housing however this is not guaranteed to be secured by seasonal workers. Option 3 allocates sites for permanent housing for seasonal workers to ensure that they can be secured by seasonal workers. Option 4 encourages the integration of seasonal workers and the rest of the community.
- 6.17. The combination of options 3 and 4 would help to provide permanent housing specifically for seasonal workers whilst also encouraging the integration of seasonal workers and the rest of the community.

## 7. ISSUE 3 – CHALLENGING CONDITIONS FOR HOME WORKING

### Overview

- 7.1. The Covid-19 pandemic has forced a change in work habits from working in offices to working at home. Although many businesses will return to normal operations after the pandemic, some business will continue to allow working from home. Suitable infrastructure should be provided to support home working to improve productivity and support residents to work from home.
- 7.2. Working from home can produce a range of challenges which include:
- Communication with clients, customers and work colleagues
  - Quality of mobile and broadband services
  - Lack of appropriate working space within residential dwellings
  - Access to appropriate technology and services
  - Lack of collaborative space, local IT support, and social contact.

### Options to address the issue

- 7.3. The Working Group have considered the best way to address the issue and consider that there are several possible ways which this could be done. N.B. there may be ways to address the issue outside of the neighbourhood plan and these are included below:

Option 1 – Do not address the issue in the Neighbourhood Plan and instead leave it to national policy to support home working

- 7.4. National policy encourages local authorities to provide policy for and adapt decision making for, advanced, high quality and reliable communications infrastructure such as mobile service and broadband, to help homeworkers to access mobile and internet services.

Option 2 – Introduce a policy to ensure that new residential development provides spaces to work

- 7.5. To support home working, working space should be required within new residential properties to enable home workers to have a quiet space to work with the required infrastructure.

Option 3 – Introduce a policy to support the provision of work space in existing properties.

- 7.6. To provide work space within residential properties, it should be easy to convert residential space to work space in order to help home workers set up an adequate space to work.
- 7.7. It must be noted that permitted development is still needed for certain changes in land use.

Option 4 – Outside of the Neighbourhood Plan, engage with mobile service and broadband providers to improve their service within the Parish

- 7.8. Adequate mobile service and broadband speeds are required for home working in existing residential dwellings. Slow broadband speeds can be detrimental to home working efficiency and poor rural mobile phone service can make it impossible to communicate with clients, customers, work colleagues etc.
- 7.9. Engaging with mobile service providers and Openreach to improve mobile service and broadband speeds will help to improve home working conditions.

Option 5 – Policy to require new commercial and residential property to have Fibre to the Property (FTTP) broadband

- 7.10. FTTP provides exceptional broadband speeds for residents, up to 1GB/s. This will improve upon existing infrastructure and subsequently improvements to productivity for home working.

Option 6 – Policy to support the provision of high-speed mobile phone connections

- 7.11. High-speed mobile connections are critical for home working especially in rural areas which may not receive fast connections.
- 7.12. This can be provided through the construction of new, or better use of existing, masts in key locations to improve mobile connection speeds for as wide a range of people as possible.

### **Consideration of options & recommended solution**

- 7.13. Option 1 seeks to provide sufficient infrastructure to support homeworking. The benefits of this are that new development should include high quality communicative infrastructure to support homeworking. The drawback of this however is that national policy can only influence new development and cannot have an impact on existing dwellings.
- 7.14. Option 2 ensures that new residential development will include space for a study or home office to support homeworking. The benefit of this is that productivity and efficiency of homeworking can increase. The downside however is that not

everyone would demand a study or home office and due to the uncertainty following the Covid-19 pandemic, home working may not become a widely undertaken activity. One thing to note is the risk of occupiers of larger properties disguising bedrooms as workspaces in planning applications and once approved there would be little if any control of how internal spaces are used. This would also reduce the required number of parking spaces in developments.

- 7.15. Option 3 improves the ease of converting residential space to office space. As already stated, home office space can help to improve productivity and efficiency of homeworking. It must be ensured however that this conversion remains appropriate and respects other local and national policy. Again it is important to note the risk of occupiers of larger properties disguising bedrooms as workspaces.
- 7.16. Option 4 aims to engage with mobile service and broadband providers to improve their service. This will help to improve productivity and efficiency for workers in existing properties. The drawback of this however is that it would depend on the providers themselves and what their aims and objectives are.
- 7.17. Option 5 would help to improve productivity for home workers by implementing FTTP for new dwellings. The benefits of this are that it is affordable and does not require a phone line rental. The disadvantage however is that availability is limited therefore it might be difficult to have it installed for all new development.
- 7.18. Option 6 seeks to improve mobile connection speeds through the erection of additional masts. This would help to improve the ability of home workers to contact clients and work colleagues to improve the efficiency of their work.
- 7.19. A combination of options 2-6 is recommended. Option 1 assumes that no action can be taken which is not the case. Option 2 provides study space for all new residential development. Option 3 helps to make it easier to convert residential space to office space. Option 4 seeks to improve mobile service and broadband for existing residents. Option 5 aims to install FTTP for all new development to increase broadband speeds. Option 6 would provide improved mobile connection speeds to help home workers.

## 8. ISSUE 4 – UNSUITABLE INFRASTRUCTURE TO SUPPORT ECONOMY

### Overview

- 8.1. The local economy requires appropriate infrastructure to operate and without it, the local economy would fail.
- 8.2. One of the main concerns that relates to unsuitable infrastructure is the performance and availability of public transport has been identified as a major concern in the Parish. The Community raised through the Vision and Objectives Survey that better buses services, bus timetables and public transport would be needed to improve their life in Chartham Parish.

### Options to address the issue

- 8.3. The Working Group have considered the best way to address the issue and consider that there are several possible ways which this could be done. N.B. there may be ways to address the issue outside of the neighbourhood plan and these are included below;

Option 1 – Do not address this issue in the Neighbourhood Plan and instead leave it to national policy to provide the infrastructure needed to support the economy

- 8.4. National policy aims to encourage communicative infrastructure with new development which can help residents and businesses to contact customers, clients and work colleagues to improve their efficiency and operation.
- 8.5. National policy also aims to support the sustainable growth and expansion of business in rural areas, the development of agriculture and other land-based rural businesses, sustainable rural tourism and leisure development, and retention and development of local services and community facilities.

Option 2 – Introduce a policy to provide shared workspaces for small businesses

- 8.6. Shared workspaces can help small businesses who may not be able to afford the rental costs of offices by enabling workers to collaborate together in a shared physical environment comparable to over the internet. The efficiency of working is higher when physically working together so shared workspaces can help small businesses to grow.

Option 3 – Outside of the Neighbourhood Plan, engage with public transport service providers to improve their efficiency

- 8.7. Improved public transport that can cover as much of settlements as possible can help the economy by enabling more residents to travel to shops and services within the Parish and also for workers to commute to work within the Parish.

Option 4 – Introduce a policy to provide additional parking in locations that would support businesses within the Parish

- 8.8. The Community identifies through the Vision and Objectives Survey that on-road parking is a significant problem in Chartham and is not sustainable to support the economy.
- 8.9. An increase in designated parking would increase the appeal of Chartham as a commercial and leisure destination and attract visitors which leads to support of the economy.

### **Consideration of options & recommended solutions**

- 8.10. Option 1 aims to improve infrastructure to support the economy through national policy. The benefits of this are that new development must provide infrastructure to both residents and businesses. The downside however is that national policy does not consider what the specific wants and needs of the Parish are.
- 8.11. Option 2 seeks to provide shared workspaces for small businesses. This can help to provide a place to bring clients for meetings and collaborate with other work colleagues without the need to own or rent an office.
- 8.12. Option 3 aims to improve public transport services within the Parish. This will help to increase the number of residents who can easily access public transport to travel to shops, services or work within the Parish. The downside of this is that it depends on whether public transport service providers would be willing to change their services.
- 8.13. Option 4 wishes to provide additional parking to attract visitors to enjoy the commercial and leisure aspects of the Parish. The benefits of this include increased footfall and subsequently revenue for local businesses and a reduction in on-road, obstructive parking. The disadvantages of this are that an increase in parking could attract more motorised vehicles into the Parish so there could be an increase in congestion and pollution.
- 8.14. On balance, a combination of policy 2 and 4 is recommended. Option 1 assumes that nothing can be done which is incorrect. Option 2 would be highly beneficial for small businesses who would be able to collaboratively work in a shared space for little to no fee. Option 3 may not be possible as it is ultimately down to the public transport providers themselves. Option 4 seeks to attract visitors through additional parking in order to attract more customers to visit existing businesses which could in turn lead to an attraction of new businesses.

## 9. ISSUE 5 – CONCERN ABOUT SETTLEMENTS BECOMING COMMUTER/DORMITORY VILLAGES

### Overview

- 9.1. The Working Group have raised their concerns regarding settlements becoming commuter or dormitory villages.
- 9.2. A commuter or dormitory village is one which is primarily residential rather than commercial and serves the purpose of providing a settlement to live to commute elsewhere for work.
- 9.3. The concern is that Chartham will become solely a settlement that provides housing for commuters traveling to work in Canterbury. Chartham has a rich identity which needs to be preserved. The Community have raised this in the Vision and Objectives Survey as one of the things that worries them most about the future of Chartham Parish.
- 9.4. One of the key characteristics of a commuter or dormitory village is the lack of shops and services which has already been discussed under issue 1. The Community have raised this as one of the things they like least about Chartham in the Vision and Objectives Survey.
- 9.5. One means of preventing the village from becoming a commuter or dormitory village is an active visitor economy. Chartham has a significantly attractive landscape as stated in the Vision and Objectives Survey as the Community described Chartham as being 'beautiful', 'quiet' and 'peaceful' with numerous heritage sites and buildings. This landscape has the potential to attract tourists to prevent settlements from becoming commuter or dormitory villages.

### Options to address the issue

- 9.6. The Working Group have considered the best way to address the issue and consider that there are several possible ways which this could be done. N.B. there may be ways to address the issue outside of the neighbourhood plan and these are included below;

Option 1 – Do not address this issue in the Neighbourhood Plan and instead leave it to national policy to protect the Parish's identity and avoid the Parish from becoming a commuter village

- 9.7. National policy seeks to support a place's identity conserving it for the wellbeing of the place. Alongside this, as previously stated, national policy aims to protect

amenities which are pivotal in preventing a place from becoming a commuter or dormitory village.

Option 2 – Introduce a policy to improve tourist infrastructure to boost the visitor economy

- 9.8. Chartham has an array of attractive sites for tourism. There is currently an untapped potential for the tourist economy which could significantly benefit Chartham bringing in more revenue, helping to benefit businesses.
- 9.9. One such site that could be further utilised for tourism is by the River Stour. New paths could be installed, and existing ones improved to increase accessibility. Amenities such as a café or pub if constructed could help to take advantage of the scenic route.
- 9.10. The provision of parking could help to increase the number of visitors. The Transport and Travel Working Group have identified this solution to support the increase of visitors with further parking and the installation of a coach park.
- 9.11. Attracting more visitors into Chartham would improve its identity as a unique rural village. This will avoid Chartham becoming a commuter or dormitory village. An increase in amenities would be required alongside these strategies in order to attract more visitors.

Option 3 – Outside of the Neighbourhood Plan, engage with Canterbury City Council to encourage new businesses to setup in the plan area

- 9.12. One way of preventing Chartham from becoming a commuter or dormitory village is by increasing local employment opportunities so that people can live, work and shop in Chartham. A variety of businesses should be encouraged such as retail, food outlets, tertiary services etc.
- 9.13. This can possibly be achieved through reduced taxes and other incentives to encourage new businesses to set up which can help to improve local employment opportunities.

Option 4 – Utilise the Neighbourhood Plan to enable people to live, work and play within the plan area

- 9.14. The Neighbourhood Plan should seek to encourage the provision of facilities that will help to enable people to live, work and play within the plan area.
- 9.15. This can be through the implementation of housing, employment opportunities and recreational/leisure facilities and also that all policies within the Neighbourhood Plan should have the idea of live, work and play included throughout.

## Consideration of options & recommended solution

- 9.16. Option 1 enables national policy to prevent Chartham from become a commuter or dormitory village. The advantage of this is that Chartham's identity and amenities should be protected. The disadvantage however is that national policy does not have significant influence to solve this issue.
- 9.17. Option 2 seeks to improve tourist infrastructure. This will help to improve the local economy through increased footfall for businesses and also to take advantage of the natural landscape and heritage that Chartham has to offer whilst protecting the village from becoming a commuter or dormitory village. The downside of this however is that it may be difficult to attract tourists with the current offer.
- 9.18. Option 3 aims to encourage new businesses through incentives. The advantages of this are that residents of the Parish will have a wider access to amenities, existing businesses can benefit from increased footfall and it would prevent Chartham from becoming a commuter or dormitory village.
- 9.19. Option 4 utilises the Neighbourhood Plan to enable people to live, work and play in the plan area. This would help to improve all aspects of the Parish for residents so that they can maximise their enjoyment of the settlement they live in.
- 9.20. A combination of options 2-4 are recommended. Option 1 assumes that nothing can be done which is incorrect. Option 2 will help to benefit the tourist economy by attracting visitors. Option 3 aims to attract new businesses into the Parish however this heavily depends on Canterbury City Council's aims and finances whether they can afford the loss of revenue. Option 4 seeks to improve residents' ability to live, work and play within the Parish.

## 10. ISSUE 6 – LIMITED CAPTURE OF LOCAL TOURISM

### Overview

- 10.1. Chartham provides a range of natural features and facilities which attracts tourists to the plan area such as Pilgrims' Way to Canterbury and a rural pathway network in the village.
- 10.2. In terms of places to see, this includes:
  - Chartham Vineyard and art exhibition
  - St Mary's Church
  - The Wonky Parsnip
  - The village green
  - Rattington Street
  - Pilgrims Way
  - No-mans Orchard
  - Milton Manor Chapel
  - Milton Manor
  - Riverside path
  - Paper mill
  - Chartham Village Hall
  - Chartham Hatch Village Hall
- 10.3. In terms of places to stay and eat, these include:
  - Howfield Manor Hotel and The Old Well Restaurant
  - The Willows Bed & Breakfast
  - The Artichoke
  - The Local
- 10.4. As seen, Chartham does have features that are attractive for tourists however, at the moment, the economy fails to capture the trade derived from tourism in the area.
- 10.5. Tourism can provide local employment opportunities and help to benefit local business through improved footfall and increased potential profits. In the long run, this could lead to new businesses setting up in the Parish to benefit from tourism and also investment into infrastructure such as footpaths and roads.
- 10.6. The Working Group therefore accepts that there are points of interest for tourists however the trade for tourism needs to be capitalised upon to help local businesses.

## Options to address the issue

- 10.7. The Working Group have considered the best way to address the issue and consider that there are several possible ways which this could be done. N.B. there may be ways to address the issue outside of the neighbourhood plan and these are included below;

Option 1 – Do not address this issue in the Neighbourhood Plan, and instead leave it to national policy to support rural economies through tourism

- 10.8. National policy identifies the significance that tourism places on supporting rural economies and encourages the provision of infrastructure to capture the value of tourism.

Option 2 – Policy to facilitate development to support tourism

- 10.9. Development such as visitor centres would help to inform visitors of the different features of the Parish that can be accessed and educate visitors of the history of the plan area.
- 10.10. Development such as parks and cafes could further Chartham's attractiveness as a tourist destination and provide more places to visit and enjoy.
- 10.11. Clear signage and signboards will help tourists to navigate around the Parish making them aware of the nearest footpaths and amenities. The signage could also have information regarding the local area such as what wildlife and plant life may be present in the area alongside information about heritage and sites of interest.
- 10.12. New development is required to increase the number of tourists visiting Chartham.

Option 3 – Policy to promote/create links from existing footpaths through areas of high footfall and central areas

- 10.13. One of the more valued features identified by the Community in the Vision and Objectives Survey are the various nature walks which are appealing for tourists.
- 10.14. It is important that existing footpaths link with areas of high footfall and central areas to improve access to these areas so that visitors are encouraged to visit local businesses to capture the value that tourism provides.

Option 4 – Outside of the Neighbourhood Plan, create a Parish level tourist board/committee

- 10.15. This committee could make key decisions regarding tourism in the area such as what investments should be made to improve tourist infrastructure.

- 10.16. This will continuously help to improve the quality of the Parish as a tourist destination to capture the most value possible from tourism to benefit the Parish.

### **Consideration of options & recommended solution**

- 10.17. Option 1 aims for national policy to address some of the issues relating to tourism by supporting the rural economy. This will help influence planning decision making to encourage tourism into the area. The downside of this is that national policy does not provide detailed policy regarding tourism which is included more in local policy.
- 10.18. Option 2 seeks to encourage tourism related development such as cafes and parks but also signage to attract more visitors to the Parish. The disadvantage of this is that developers will have to appreciate that current levels of demand for tourism are not particularly high, but development will help to increase the number of future visitors to benefit their businesses through increased footfall.
- 10.19. Option 3 encourages the promotion and creation of links between existing footpaths and areas of high footfall or central areas. This will help to benefit local businesses by making it easier to access commercial areas from existing footpaths. It will also improve accessibility in the Parish making it easier to travel by non-motorised means. The drawback of this is that links may need to be created on private land which would require the landowner's permission to establish.
- 10.20. Option 4 aims to establish a tourist board/committee. This will help to improve tourist infrastructure through improved tourism related decision making and potentially funds available. Improving tourist infrastructure may subsequently help local businesses.
- 10.21. On balance, a combination of policies 2-4 is recommended. Option 1 is inappropriate as it assumes that action cannot be taken which is incorrect. Option 2 helps to encourage new development. Option 3 seeks to promote and create links between existing footpaths and areas of high footfall and central areas to benefit local businesses. Option 4 would seek to establish a tourism board/committee to make decisions regarding tourism.

# 11. Conclusions

- 11.1. This topic paper has discussed the context of Chartham regarding economy and has provided relevant supporting national and local policy. The paper has set out the issues which the Working Group have identified, through community engagement, and have also detailed options which can assist in solving these issues. These options have been considered against each other and the most applicable options have been recommended to the Steering Group.

## Recommendations

- 11.2. The outcome of this topic paper is therefore to recommend that the neighborhood plan seek to include planning policy which:
1. Allocate sites for the provision of amenities
  2. Promotes the conversion of residential and derelict buildings to commercial use
  3. Improves access to amenities through increased parking and access for non-motorised travel users
  4. Allocates sites for the provision of permanent housing for the use of seasonal workers
  5. Promote integration of seasonal workers with the rest of the community
  6. Ensures new development provides spaces to work
  7. Supports the provision of workspaces in existing properties
  8. Requires new residential and commercial development to install FTTP
  9. Supports the provision of high-speed mobile connections
  10. Provides shared workspaces for small businesses
  11. Provides additional parking in locations that would support businesses
  12. Improves tourist infrastructure to boost economy
  13. Utilises the Neighbourhood Plan to enable people to live, work and play in the Parish
  14. Create and promote links, such as footpaths, which encourage people to come into the village
- 11.3. In addition, the following actions should be picked up and progressed by the Parish Council separately to the Neighbourhood Plan:
- Engage with mobile and broadband service providers to improve their services
  - Engage with Canterbury City Council to encourage new businesses to set up
  - Create a Parish level tourist board/committee

- Promote Article 4 directions to Canterbury City Council to prevent the loss of employment space.

## 12. APPENDIX 1 – BUSINESS SURVEY FINDINGS

12.1. This section provides the findings from the Business Survey which were summarised in section 3.

12.2. The following table sets out the employment patterns from the survey:

How many directors/employees does your business have?	What % of your workforce lives within the Parish	In normal times, please confirm where your workforce works (%)			
		At our business's premises	From home	On the road/clients' premises	Other
16	30	25	5	70	0
1	2	0	20	80	0
2	1	100	0	0	0
1	100	0	30	70	0
1	100	0	100	0	0
3	33	66	30	4	0
1	100	0	100	0	0
1	100	0	50	25	25
160	2	0	100	0	0
3	10	60	0	0	40
14	30	60	0	40	0
2	1	0	0	100	0
2	100	80	10	10	0
5	4	100	0	0	0
1	1	0	100	0	0
1	100	0	50	50	0
1	100	0	100	0	0
1	100	0	100	0	0
2	100	0	100	0	0

- 12.3. When asked 'How do your workers travel to work?', 38% said they travel by car, 23% travel by walking. The other 39% either answered NA, working from home or by bike or train.
- 12.4. When asked 'Does your business offer training for staff?', 27% answered yes and 73% answered no. When asked for details the answers were:
- Competent person, authorised person, asbestos awareness, first aid, PASMA, Ipaf, confined spaces, brazing,
  - Complete selling and social media training
  - Work in conjunction with college courses
  - Apprentice
  - Training by ARLA
  - Training to schools/early years practitioner
  - If I hire staff, I will teach them
  - Accounting qualification support
- 12.5. When asked 'Are you anticipating requiring planning permission for your business in the future, 19% answered yes and 81% answered no. When asked for details, the answers given were:
- Ground based solar panels
  - Where I live, as with other businesses in the parish, they constantly expand and I'm not sure this is good for the community, arguably it's to the detriment of the community
  - We are losing our current work premises and it is likely if we find a suitable building, we will need change of use to light industrial.
  - Possibly need a building in the garden as the business grows
  - I may need to extend the house - convert the loft or conservatory as we're running out of space
- 12.6. When asked 'Do you believe that the parish supports your business, 73% answered yes and 27% answered no. When asked what more could be done, the answers given were:
- Parish approved planning permission for a new unit to be built for us to expand
  - I am a very small business, and I'm very lucky I have fantastic clients
  - As a new start up, I am unaware what support is on offer.
  - As a MLM [multi-level marketing] the company isn't looked on favourably
  - There is a lot of friction between the business where I live, the parish and the community
  - Well supported by the local community,

- I think this survey shows there is support, but I'm new to the area and it's lockdown so I don't know much more.
- Broadband availability

12.7. When asked would any improvements to the parish help/improve your business, 35% said yes and 65% said no. When asked for details, answers given were:

- More signage/speed signs to help on Bigbury Rd, it's a rat run for Kent College
- Promotion of local businesses and promotion of the neighbourhood supporting local businesses.
- More safe dog walks. Dog friendly places. Village noticeboard? Good access to village for customers out of area.
- Allow more MLM
- There needs to be a lot more interaction and sympathy from a lot of the larger local businesses to the needs and wishes of the parish and community
- More business units in or around the parish as there is nothing available. More and more commercial premises given over for housing.
- Local networking events might be great. Some form of co-working space would be totally brilliant.
- Help with advertising, grants to extend house rather than occupying another building for storage/packing. Extra recycling collection for free

12.8. When asked 'Has/do you expect Brexit to impact on your business?', 4% said yes, 96% said no. When asked for details the answers given were:

- It already has, I've had to stop selling in Europe and there are stock delays & price hikes so the British people will get a lower value box now

12.9. When asked 'How does your business plan to reduce your energy consumption/carbon footprint?', the answers given were:

- I'm very aware of environmental issues, and use local suppliers as much as possible
- We use a lot of solar lighting. Also our yard lights are on timers so they cannot be left on
- Buy Local Together works in a holistic, circular economic manner with many environmental and social impacts. Two examples including reducing packaging from multiple merchants by combining orders into one delivery and reducing the need for customers to have to travel between multiple merchants thus reducing their carbon footprint.
- solar panels
- As a company we have looked at the environmental impact of the company

- I've seen a lot of local business starting, over the last few years, to use renewable energy but I question whether this is to offset carbon emissions or even to act as a 'cover' for it
- We recycle all our waste product to heat our home and workshop. We use only ethically sourced timber.
- Constraint be fabric of business
- I work from home so it's as a private individual.
- Keeping the business all within our house to save travel & double energy use etc. We also reuse packaging that comes in

12.10. When asked 'What other business opportunities would you like to see in the parish?', the answers given were:

- More small business start ups.
- Smaller businesses, more recreation, even the creation of cafe, restaurant etc. But all these rely on the community and those from outside the community using them. Several well known establishments closed down even before Covid restrictions and while the community had complained about these closures, they never actually supported them very much
- More available units for small businesses at realistic rates...not office space!
- See above re working space. Maybe the vineyard would be up for offering a work hub during the day in their buildings. Somewhere to bring clients or just get away from home clutter.
- Apprenticeships, info about grants that could help, promotion. Discounts on use of the village hall for events/packing

12.11. When asked 'Are there any specific ways you think the Neighbourhood Plan could assist your business?', answers given were:

- We would love to be able to put a sign for our business further up the road
- Allow us to build or buy and convert an existing building or rent an existing industrial unit in the local vicinity. It is likely we will have to move away to carry on the business due to lack of opportunity in the area.
- I'd like to know what other independent professionals are around. Also wellbeing for people working from home e.g. we could start a running group.

12.12. When asked, 'Anything else you want to tell us?', the answers given were:

- As a new business I am keen to hear from you as to what support is available and get involved in ways of promoting local businesses. Please get in contact via [hello@buylocaltogether.com](mailto:hello@buylocaltogether.com) Regards Patrick
- Just let the village know we are here please

- Greater interaction, which actually comes from the businesses, between local companies (large and small), the parish and the community