

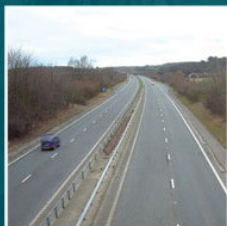
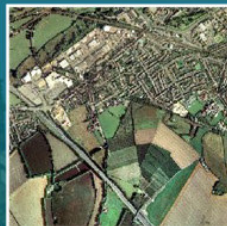
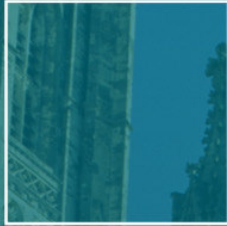
Canterbury City Council

High Level Sustainability Appraisal of the Canterbury Vision Options

Sustainability Report

March 2008

Entec UK Limited



Entec

Creating the environment for business



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Document Revisions

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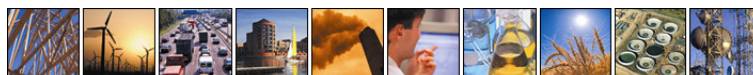
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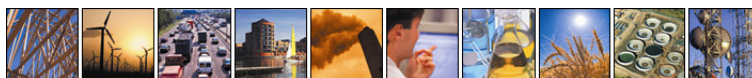
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1. Introduction

1.1 Background

Entec UK Ltd (Entec) was commissioned by Canterbury City Council to undertake a Sustainability Appraisal (SA) of the 'potential alternative outcomes' (options) presented in the Canterbury Futures Report in 2007¹.

The SA provides a qualitative assessment of the environmental, social and economic performance of the options against a set of sustainability objectives. For those potentially negative effects identified, measures to avoid, minimise or mitigate such effects are proposed (through suggested changes to the options). Similarly, opportunities for improvements in the contribution towards sustainability are also identified, where appropriate. The SA will be part of ongoing work to ensure that the requirements of the Strategic Environmental Assessment (SEA) Directive and Regulations are met.

The SA objectives and the approach to the appraisal of the options is based on the methodology described in the Canterbury City Council Scoping Report (July 2007), and which has been revised to reflect comments received on the Scoping Report during the subsequent consultation period². These objectives have been informed by those of national, regional and local policy with particular reference to Regional Sustainable Development Frameworks, local sustainability issues, and community and environmental strategies.

SA is an iterative process, with the main purpose being to appraise plan strategies and policies, from the outset of the preparation process, so that decisions can be made that accord with the objectives of sustainable development.

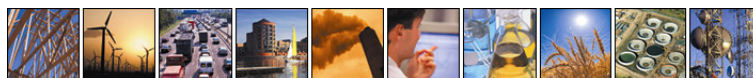
1.2 Sustainable Development

Sustainable development has become a prominent and central concept to many activities following the publication of the Brundtland Report in 1987³ which recognises that the present consumption of resources is damaging to the natural environment and has subsequent effects on the well-being and quality of life of the planet's population. Supported by an increasing evidence base of global climate change, which threatens the economic stability of countries across the world, sustainable development aims to implement a fairer paradigm of development which strikes a balance between environmental, economic and social issues for the benefit of present and future generations.

¹ Experian (2006) *Canterbury Futures*; also online at www.canterburyfuture.co.uk/top5.aspx.

² Canterbury City Council (2007) *Sustainability Appraisal of the LDF: Agreed Scope of the Sustainability Appraisal (following consultation on the Scoping Report)*, Entec UK Ltd, London.

³ World Commission on Environment and Development (1987) *Our Common Future (The Brundtland Report)*. Oxford University Press, Oxford.



This is reiterated by the UK Government's *Sustainable Development Strategy – Securing the Future* (March, 2005):

'The goal of sustainable development is to enable all people throughout the world to satisfy their basic needs and enjoy a better quality of life without compromising the quality of life of future generations.'

Subsequently sustainable development has become the core principle of planning. As Planning Policy Statement 1: Delivering Sustainable Development (PPS1) (Office of the Deputy Prime Minister, 2005) identifies:

'Planning authorities should ensure that sustainable development is treated in an integrated way in their development plans. In particular, they should carefully consider the inter-relationship between social inclusion, protecting and enhancing the environment, the prudent use of natural resources and economic development.'

1.3 **Canterbury Core Strategy Development**

The Canterbury Futures Report (2006)⁴ is a high level strategic document that outlines alternative visions for the future of Canterbury in 20 years time. There are five potential outcomes for the future of the District detailed, other than that implied by the continuation of current trends.

The options have been consulted upon with stakeholders and other community groups to assist the Council in deciding upon a preferred vision. Options for delivering the preferred vision will then be identified by the Council (within a Core Strategy Issues and Options Report) and consulted upon further. An SA of these options for delivering the preferred vision will also be undertaken.

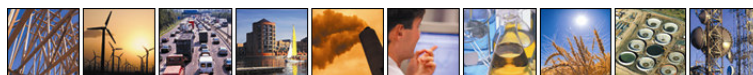
The SEA Regulations require Canterbury City Council to "*describe and evaluate the likely significant effects on the environment of reasonable alternatives taking into account the objectives and the geographical scope of the plan...*". In addition, the policies in the development plan document will be tested thoroughly during independent examination against the tests for soundness identified in Planning Policy Statement 12 (ODPM, 2004), which require that the Core Strategy preferred option will be considered sound if '*the strategies/policies/allocations represent the most appropriate in all the circumstances, having considered the relevant alternatives, and they are founded on a robust and credible evidence base*'.

The SA will be just one of numerous pieces of evidence to support the selection of the eventual preferred options.

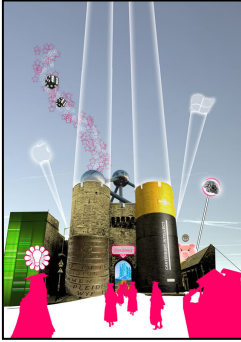
1.4 **Description of the Options**

The potential outcomes presented in the Canterbury Futures Report are not mutually exclusive nor would they necessarily apply to the whole of the District, since one option may be more achievable in one part of the District than another. Each of the potential outcomes has some challenges to overcome, although each is a plausible vision of the future of the District. The five potential options are summarised below.

⁴ Experian (2006) *Canterbury Futures*; also online at www.canterburyfuture.co.uk/top5.aspx.



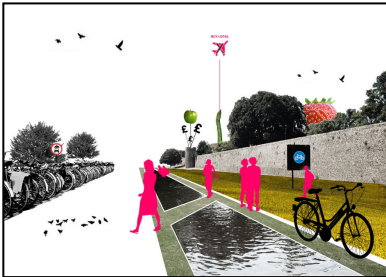
Option 1: Canterbury Experience. The Canterbury Experience is about the District becoming ‘the place to visit’, attracting more visitors and increasing the time and amount that each visitor spends. It would concentrate on developing the area’s tourism and leisure strengths becoming a primary retail centre for East Kent. It would create a reputation of the District having a wide range of high quality consumer and leisure activities including retail facilities, eateries and cultural destinations, exploiting recent and planned investments. It is not expected that there will be a significant change in the structure of the economy, although the service sector should become more productive reflecting an increase in the quality of goods and services.



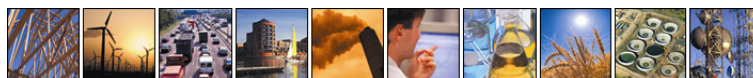
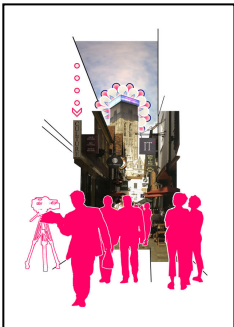
Option 2: Knowledge Economy. The Knowledge Economy is about the District becoming ‘the place to work’, focussing on the development of new enterprises to produce high value-added output based on the specialist knowledge of their owners and employees. It would build upon the District’s educational strengths as well as the character of the area to attract and retain high-skilled people and businesses across a range of sectors, although primarily linked to the strengths of local higher education institutes. It is anticipated that there will be significant investment and improvements in office accommodation and transportation to support the expected growth of high value-added business services.



Option 3: Green Economy. The Green Economy aims to establish the District as ‘the place to live’, focussing on improving environmental sustainability. It would build upon the existing high quality environment and ascertain a strong degree of local self sufficiency through strengthening links between the City and rural surroundings. The Green Economy would develop eco-tourism and promote a ‘weekending’ environment based upon farmers’ markets and charming eateries, as well as leisure activities such as guided bird watching, cycling and sailing. It is expected that there would be an increase in employment, although in lower value-added productivity sectors (for example agricultural and retail sectors).



Option 4: Heritage and Thought. The Heritage and Thought option aims to develop the District as ‘the place to gather and think’, establishing it as a place for thinking and discussing big ideas of a religious and non-religious nature. It would build upon the significance of the Cathedral and the wider Canterbury brand to attract policymakers, non-governmental organisations and academic conferences to the area. It would also seek to develop a reputation within information technology, attracting content providers and broadcasting organisations to the area or who would become associated with the Canterbury brand. It is likely that this would lead to an increase in hospitality services and would require improvements in transportation links to/and from the area.



Option 5: Open to Commuters. The Open to Commuters option aims to establish the District as ‘the place to move to’, promoting the area as a prime location for London’s expanding commuter belt, facilitated by the 2009 1-hour rail link to the capital. This option would build upon the area’s high quality of life and safe and secure communities to attract affluent, professional families who would contribute to the affluence of the District by raising spending power and provide a local skilled workforce, which may attract higher-value jobs in the future. It is anticipated that this option will increase the population of the District far more than the employment opportunities.



1.5 The Purpose of this SA Report

This SA report aims to highlight the high level sustainability issues of each of the five options identified in the Canterbury Futures Report (and described in Section 1.4). It is anticipated that this information will then help inform and guide decision makers so that the most appropriate option or combination of options may be progressed, influencing and leading to more sustainable and suitable policies for the District’s future development.

This report is structured as follows:

Section 1: Introduction. This section provides a background to the SA process and requirements for SA. It also sets out the Canterbury Futures options.

Section 2: Approach to Sustainability Appraisal. This section sets out the SA objectives and the appraisal criteria used to assess the Canterbury Future options.

Section 3: The Assessment of Effects. This section identifies the assessment of the effects of the various options.

Section 4: Conclusions and Recommendations. This section provides the conclusions of the appraisal and highlights the next steps.



2. Approach to Sustainability Appraisal

2.1 Overview

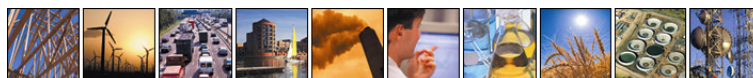
This section highlights the methodology used to appraise the options presented in the Canterbury Futures Report and sets out the criteria against which the options are assessed.

The SA considers both the positive and negative effects of the different options in a holistic manner at a strategic high level. The establishment of sustainability objectives and criteria is central to the assessment process and provides a way in which the sustainability of the options can be identified and described. The objectives used for this appraisal are consistent with those developed to appraise other Canterbury City Council documents and were consulted upon in the Scoping Report⁵.

As identified in the Scoping Report (2007), the key sustainability issues within the District are:

- **Climate Change:** The urgent need to address the causes of climate change to reduce the current and future threat to Canterbury District's population, wildlife, natural resources, archaeological and cultural heritage and material assets (including flood risk);
- **Biodiversity and Geological diversity:** The need to conserve and enhance biodiversity and protect sites important for their geological resource across the District. In particular, the need to enhance Canterbury District's environment as the green heart of east Kent, taking the lead on environmental protection and enhancement;
- **Waste:** The need for an integrated sustainable approach to managing waste in accordance with the waste hierarchy. The need to continue to increase the amount of domestic, commercial and industrial materials recycled or re-used. The need to reduce the volume of construction, demolition and excavation wastes produced;
- **Water Quality and Resources:** The need to manage and protect water resources in response to climate change, population growth and lifestyle choices – which are all placing increasing demands on Canterbury District's water supplies;
- **Air Quality:** The primary source of air pollution in the District is from road traffic, especially on the roads around and into the City. This may be a concern for health and for the conservation and preservation of buildings and there is a need to address this;
- **Historic Environment:** Canterbury has an exceptionally rich urban and rural heritage. However the quality of the historic environment is coming under increasing pressure from competing land uses.

⁵ Canterbury City Council (2007) *Sustainability Appraisal of the LDF: Agreed Scope of the Sustainability Appraisal (following consultation on the Scoping Report)*, Entec UK Ltd, London.



The District is rich in archaeological, heritage and conservation interests, with the Cathedral being recognised as a World Heritage Site;

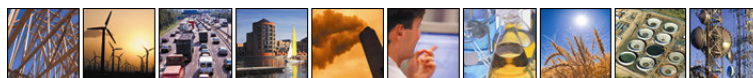
- **Housing:** The need to focus housing development within urban areas and on previously developed land so as to respect the extensive environmental constraints prevalent in the District. There is also the need to maximise the supply of appropriate, well designed and affordable housing (in all tenures) to meet the needs of the District. The supply of affordable housing may also be an issue in some areas of the District and its important role in supporting communities in those areas;
- **Employment and the Economy:** Canterbury is one of the largest economies in Kent and has low levels of unemployment. However, there is a need to broaden the local economy and to increase the knowledge based industry by drawing on links with the Higher Education Institutions and reducing reliance on tourism and retail;
- **Transport:** There is the need to encourage investment in transport infrastructure, to increase transport choice and reduce congestion. There is also the need to improve rural bus services and to improve the train services to London;
- **Skills and Education:** The level of economic and social polarisation within the area has had an impact on educational achievement in some areas. The District is, however, an important focus for higher and further education and there is a need to strengthen the links between secondary and further education;
- **Quality of Life:** Quality of life for the community in Canterbury District can be positively promoted by improving the quality of the physical environment, social well-being and economic and environmental improvements and by recognising the interconnectivity of the above issues;
- **Energy and Renewable Energy:** The need to promote sustainable forms of energy, reduce overall energy consumption and become more energy efficient; and
- **Sustainable Tourism:** Tourism represents an important sector to the Canterbury District and the City in particular. There is the need to promote responsible tourism which is both ecologically and culturally sensitive, and that benefits the whole District.

2.2 When the SA was Undertaken and by Whom

This SA was undertaken by Entec in winter 2007, informed by the input of sustainability specialists and additional contributions from technical experts.

2.3 Technical Difficulties

The SEA Directive requires the identification of any difficulties (such as technical deficiencies or lack of knowledge) encountered. At this stage, difficulties arose due to the high-level nature of the options and the difficulty in providing a detailed assessment of these options. This is due in part to the fact that they are potential visions for the future of the District and not, at this stage, detailed planning documents. Therefore, it is difficult to qualify the effects of the options against the sustainability objectives with any certainty as they may have different



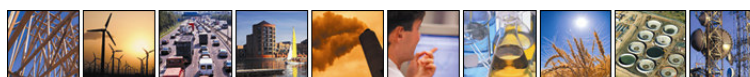
effects in different areas of the District, which will depend largely on how they are implemented. They are also likely to be affected by external factors such the national economic climate. As a result the appraisal undertaken reflects the high level nature of the options and has required a degree of use of informed subjective decisions.

2.4 Sustainability Objectives and Appraisal Criteria

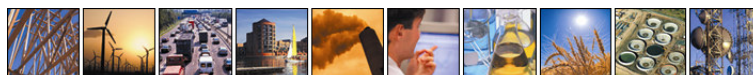
The nineteen sustainability objectives and supporting detailed criteria have been grouped under four main sustainability themes, which focus on the environmental, economic and social aspects of sustainability. They have been presented in Table 2.1.

Table 2.1 Sustainability Objectives and Detailed Criteria

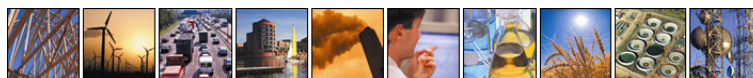
| SA Objective | Key questions/guidance |
|---|---|
| Sustainable innovative and productive economy that delivers high levels of employment | |
| 1. Strong and Stable Economy To achieve a strong and stable economy with opportunities for all. | 1.1 Will it improve efficiency, competitiveness, vitality and adaptability of the local economy? 1.2 Will it encourage investment in businesses, people and infrastructure for the long term? 1.3 Will it increase the number of businesses in the District? 1.4 Will it help diversify the economy? 1.5 Will it lead to an increase in the local skill base through recruitment from Canterbury's Higher education establishments? 1.6 Will it promote sustainable tourism? |
| 2. Employment To offer everyone the opportunity for rewarding and well-located employment. | 2.1 Will it meet the employment needs of local people? 2.2 Will it improve physical access to jobs through improved location of sites and proximity to transport links? |
| 3. Rural/Coastal Communities To sustain vibrant rural and coastal communities. | 3.1 Will it assist with the diversification of the rural/coastal economy? 3.2 Will it support and encourage the growth of rural/coastal businesses? 3.3 Will it retain village/coastal services and local trading schemes? 3.4 Will it assist in the provision of affordable houses in rural/coastal areas? |
| Protect and enhance the physical and natural environment | |
| 4. Water Quality To protect and improve the quality of inland and coastal waters. | 4.1 Will it minimise the adverse effects on ground and/or surface water quality? 4.2 Will it avoid adverse impacts on coastal waters, fisheries and bathing waters? |
| 5. Transport Reduce road traffic and its impacts, promoting more sustainable modes of transport. | 5.1 Will it reduce travel demand? 5.2 Will it improve transport of goods/people by more sustainable means? 5.3 Will it encourage walking, cycling and use of public transport? 5.4 Will it help to reduce traffic congestion and improve road safety? |
| 6. Landscape To protect and improve landscapes for both people and wildlife where appropriate and provide access for recreation. | 6.1 Will it improve access to the countryside and open space? 6.2 Will it avoid adverse impacts and enhance nature conservation and designated landscapes? 6.3 Will it improve access to urban open space? |
| 7. Geology and Biodiversity To avoid damage to geological sites and improve biodiversity. | 7.1 Will it avoid damage to and enhance species and habitats? 7.2 Will it minimise habitat fragmentation? 7.3 Will it provide opportunities for new habitat creation or restoration and link existing habitats as part of the development process? 7.4 Will it ensure the sustainable management of natural habitats? 7.5 Will it avoid damage to and protect geologically important sites? |



| SA Objective | Key questions/guidance |
|---|---|
| 8. Climate Change, Energy and Air Quality To reduce the causes and impacts of climate change, improve air quality and promote energy efficiency. | 8.1 Will it reduce vulnerability to climate change? 8.2 Will it reduce or minimise greenhouse gas emissions? 8.2 Will it maintain and improve local air quality? 8.4 Will it minimise the need for energy? 8.5 Will it increase efficiency in the use of energy? 8.6 Will it help to increase the share of energy generated from renewable sources? |
| 9. Flood Risk and Coastal Erosion To reduce the risk of flooding and coastal erosion which would be detrimental to the public well-being, the economy and the environment. | 9.1 Will it help to minimise the risk of flooding to existing and new developments/infrastructure? 9.2 Will it help to discourage inappropriate development in areas at risk from flooding and coastal erosion? 9.3 Will it help to manage and reduce the risks associated with coastal erosion? 9.4 Will it reduce vulnerability to flooding and coastal erosion? |
| Just society that promotes social inclusion, sustainable communities and personal wellbeing | |
| 10. Access to Services Share access to services and benefits to prosperity fairly. | 10.1 Will it improve social and environmental conditions in the most deprived areas? 10.2 Will it increase economic activity? 10.3 Will it improve access to skills and training for raising employment potential? |
| 11. Sustainable Living and Revitalisation To revitalise town and rural centres and to promote sustainable living. | 11.1 Will it improve townscapes/rural centres and physical assets? 11.2 Will it encourage more people to live in town centres? 11.3 Will it improve provision of shops or services within town centre? 11.4 Will it promote responsible tourism which is both ecologically and culturally sensitive? 11.5 Will it improve physical access to services, such as a GP, a hospital, schools, areas of employment and retail centres? |
| 12. Sustainable Design To encourage sustainable design and practice. | 12.1 Will it use architectural design to enhance the local distinctiveness of development? 12.2 Will it improve the quality of the built environment through high standards of sustainable design and construction of new and existing buildings? 12.3 Will it minimise light and noise pollution? |
| 13. Housing To make suitable housing available and affordable to everyone. | 13.1 Will it encourage more access to affordable housing? 13.2 Will it encourage access to decent housing? 13.3 Will it provide an appropriate mix of housing to meet residents' needs and aspirations and create balanced communities? 13.4 Will it reduce the number of unfit and empty homes? 13.5 Will it reduce the number of empty homes? 13.6 Will it reduce the level of homelessness in the District? |
| 14. Quality of Life To improve the quality of life for those living and working in the District. | 14.1 Will it reduce actual levels of crime? 14.2 Will it reduce the fear of crime? 14.3 Will it reduce death rates and negative health impacts in key vulnerable groups? 14.4 Will it promote healthy lifestyles? 14.5 Will it improve peoples' perception of their local area being a place where people from different ethnic backgrounds get on well together? 14.6 Will it promote sport and physical activity? |
| 15. Natural and Built Assets To protect and maintain vulnerable assets (natural, built & historic environmental). | 15.1 Will it help to protect and enhance sites, areas and features of historic, cultural archaeological and architectural interest? 15.2 Will it help to conserve historic buildings, places and spaces that enhance local distinctiveness, character and appearance through sensitive adaptation and re-use? 15.3 Will it improve and promote access to buildings and landscapes of historic/cultural value? |
| Use resources and energy as efficiently as possible | |
| 16. Use of Land To deliver more sustainable use of land. | 16.1 Will it promote the wise use of land (minimise development on greenfield land)? 16.2 Will it reduce the amount of derelict, degraded & underused land? |



| SA Objective | Key questions/guidance |
|---|--|
| | 16.3 Will it reduce land contamination? 16.4 Will it promote the use of previously developed land? 16.5 Will it encourage urban renaissance? |
| 17. Locational Patterns To deliver more sustainable location patterns. | 17.1 Will it reduce the need to travel? 17.2 Will it help to provide more equal access to opportunities, services and facilities (e.g. sport, culture, health, education, open space etc.)? 17.3 Will it encourage access to cultural and sporting facilities by sustainable modes of transport? |
| 18. Natural Resources To ensure the prudent use of natural resources and the sustainable management of existing resources. | 18.1 Will it minimise the demand for raw materials? 18.2 Will it promote the use of local resources? 18.3 Will it reduce minerals extracted and imported? 18.4 Will it increase efficiency in the use of raw materials and promote recycling? 18.5 Will it minimise the use of water and increase efficiency in water use? 18.6 Will it protect water resources? 18.7 Will it encourage farming practices sensitive to the character of the countryside? |
| 19. Waste To reduce generation and disposal of waste, and achieve sustainable management of waste. | 19.1 Will it reduce the amount of waste generated? 19.2 Will it encourage the recycling of waste? 19.3 Will it increase the demand for recycled materials? 19.4 Will it ensure the management of wastes consistent with the waste management hierarchy? |



3. The Assessment of Effects

3.1 Assessing Sustainability Performance

The five potential outcome options were appraised against each of the sustainability objectives. For each option a commentary on the likely effects was provided as and a score against the objective was provided. A guide to the qualitative scoring system used is provided in Table 3.1.

Table 3.1 A guide to the scoring system used in the Sustainability Appraisal

| Score | Description | Symbol |
|-----------------------|---|--------|
| Major Positive Impact | The proposed option contributes significantly to the achievement of the objective. | ++ |
| Minor Positive Impact | The proposed option contributes to the achievement of the objective but not significantly. | + |
| Neutral | The proposed option does not have any effect on the achievement of the objective | 0 |
| Minor Negative Impact | The proposed option detracts from the achievement of the objective but not significantly. | - |
| Major Negative Impact | The proposed option detracts significantly from the achievement of the objective. | -- |
| Unrelated | The proposed option is unrelated to the sustainability objective | ~ |
| Uncertain | The proposed option has an uncertain relationship to the objective or the relationship is dependant on the way in which the aspect is managed. In addition, insufficient information may be available to enable an assessment to be made. | ? |

The scores are only intended to serve as an indication to the types of effects that may occur based on the level of information considered. The findings of the appraisal assessment are presented in Table 3.2.

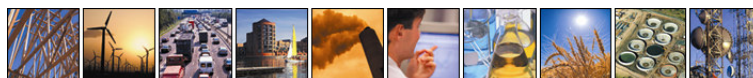
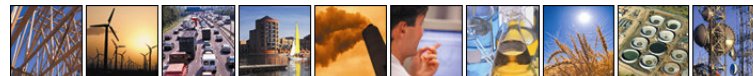


Table 3.2 Sustainability Appraisal of the Canterbury Future Potential Outcome Options

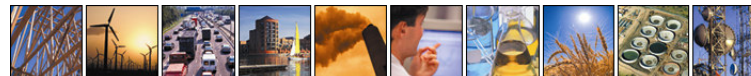
| Options SA Objectives | Option 1: Canterbury Experience | Option 2: Knowledge Economy | Option 3: Green Economy | Option 4: Heritage and Thought | Option 5: Open to Commuters |
|---|---|---|--|--|--|
| Sustainable innovative and productive economy that delivers high levels of employment | | | | | |
| <p>1. Strong and Stable Economy – To achieve a strong and stable economy with opportunities for all.</p> | <p>The economy is likely to become increasingly vulnerable to changes in consumer spending which may result from external shocks to the national/global economy presenting a high degree of uncertainty.</p> <p style="text-align: right;">?</p> | <p>There is likely to be a major positive effect on the economy as a result of the expansion of the relatively high “value added” sector which may help to stimulate growth in other sectors of the economy.</p> <p style="text-align: right;">++</p> | <p>Increasing self sufficiency may help improve the stability of the local economy by reducing its vulnerability to national/global external shocks, as it will be able to supply more goods and services locally rather than importing them from other regions of the country/abroad. However, the reliance on eco-tourism may continue to leave the economy vulnerable to changes in consumer habits due to the emphasis placed on this market sector. The option may lead to a slower rate of growth than the SE more generally due to a focus on lower economic output activities.</p> <p style="text-align: right;">+</p> | <p>There is likely to be a positive effect on the economy through the growth of both high and low “value added” economic sectors, providing services for businesses as well as attracting permanent business. The growth in jobs is also anticipated to further support the economy.</p> <p style="text-align: right;">+</p> | <p>It is likely that there will be an increase in the retailing sector to meet demands of new residents who will increase spending. Growth in the retailing sector may be concentrated on large supermarkets and large retail units, which may result in the closure of smaller, independents shops (i.e. butchers, greengrocers).</p> <p style="text-align: right;">+</p> |
| <p>2. Employment – To offer everyone the opportunity for rewarding and well-located employment.</p> | <p>There is likely to be a further expansion in the relatively low “value added” sector such as retailing, hotels and catering to serve the expansion of tourism. However, employment opportunities will remain limited in the high “value added” sector.</p> <p style="text-align: right;">+</p> | <p>The expansion of relatively high “value added” employment will ensure opportunities for skilled labour in the area. The indirect economic growth is also likely to have a positive effect on providing employment opportunities for other sectors of the economy, across a range of skills.</p> <p style="text-align: right;">++</p> | <p>It is anticipated that there will be an increase in employment in a number of low “value added” and public service sectors, with greater opportunities for everyone through a potential increase in part time work. However there may be limits to the employment opportunities for high “value added” job sectors.</p> <p style="text-align: right;">+</p> | <p>It is likely that there will be a positive effect resulting from the growth of the economy through the direct and indirect provision of high and low “value added” employment opportunities.</p> <p style="text-align: right;">+</p> | <p>There is unlikely to be significant employment opportunities for high-skilled people in the locality in the short to mid term. However, the increase in the skilled workforce concentration in the area may attract businesses and increase the number of opportunities available to them in the long term.</p> <p style="text-align: right;">+</p> |



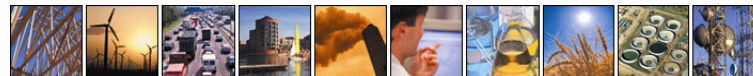
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| <p>3. Rural/Coastal Communities – To sustain vibrant rural and coastal communities.</p> | <p>Improved leisure services and investment may lead to a revitalization of coastal communities, although they may only attract second home owners, possibly leading to affordability issues.</p> | <p>?</p> <p>This option may help sustain rural and coastal communities through additional employment opportunities, depending on their location. However, rural communities may be affected if demand for such locations increases by higher income earning people, pushing up prices and creating affordability issues.</p> | <p>+(?)</p> <p>The character of rural and coastal communities would be recognized with an increased emphasis on conserving, enhancing and sustaining them locally having a positive effect.</p> | <p>+</p> <p>It is likely that the coastal communities may benefit from improved investment to attract business conferences resulting in a positive effect.</p> <p>However, it is uncertain whether rural communities will benefit from this option to the same extent as coastal communities, as it depends on whether they can provide a suitable, accessible setting.</p> | <p>+(?)</p> <p>-</p> <p>It is likely that there may be an increase in the demand for housing in rural/coastal areas, the interest of which may stimulate investment, sustaining the communities. However, commuters earning a higher wage may result in affordability issues for locals and there is a risk of the increase of dormitory settlements, limited in community character.</p> |
| <p>Protect and enhance the physical and natural environment</p> | | | | | |
| <p>4. Water Quality – To protect and improve the quality of inland and coastal waters.</p> | <p>There is unlikely to be any significant effect on coastal or inland waters, although there may be some increase in consumption.</p> | <p>0</p> <p>There is unlikely to be a significant effect on the quality of water resources in the area, although the rise in population may increase consumption.</p> | <p>0</p> <p>It is not anticipated that there will be a significant effect on water quality.</p> | <p>0</p> <p>It is considered that there is unlikely to be any significant effect on water quality.</p> | <p>-</p> <p>There is likely to be an increase in areas of hardstanding associated with the step-change increase in housing provision above past trends. This may increase surface run-off, which if polluted may result in a detrimental effect on water quality.</p> |
| <p>5. Transport – Reduce road traffic and its impacts, promoting more sustainable modes of transport.</p> | <p>The 2009 1hr to London train service may help encourage the use of more sustainable modes of transport by visitors, but there may also be an increase in local traffic as a result of more visitors into the area.</p> | <p>+</p> <p>-</p> <p>The increase in population as a result of the in-migration of people and businesses may lead to an increase in traffic, particularly if people live some distance away from their place of work and commute.</p> | <p>++</p> <p>The emphasis on local produce and self sufficiency is likely to reduce the need to travel long distances and result in a major positive effect. However, there maybe an increase in local traffic movements. Highly skilled residents may commute out to suitable employment opportunities, and there may be an</p> | <p>+</p> <p>Attracting conferences is likely to periodically increase traffic in, and to, the area. However, public transport links may be improved (London rail link will be reduced to 1hr in 2009), resulting in more sustainable transportation methods to and around the district.</p> | <p>--</p> <p>The emphasis on commuting is likely to lead to an increase in the number of journeys taken. While it is anticipated there will be a positive increase in the number of journeys made on public transport (e.g. trains to London), it is also likely that there will be a negative effect</p> |



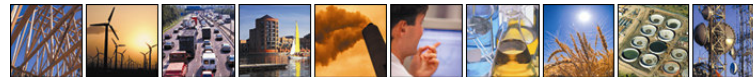
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| | | | | increase in visitors which could increase travel. It is anticipated that many of these may make use of the improved railway link with London and will be encouraged onto sustainable modes of transport. | | due to an increase in local traffic to and from the station, towns, and local amenities. | |
| 6. Landscape – To protect and improve landscapes for both people and wildlife where appropriate and provide access for recreation. | The increase in visitors is unlikely to have a significant effect on the landscape of the area. 0 | Whilst it is envisaged that many businesses will be located in the city, the nature of those targeted by the knowledge economy option, may require a number of science parks to be developed outside the city. As such it is envisaged that there may be development pressures greenfield sites, which could lead to a detrimental effect on landscapes valued by local residents. - | ++ | There is likely to be a significant positive effect on the landscape aesthetics as traditional agricultural landscapes are retained. The adoption of environmental stewardship schemes and eco-tourism is likely to help protect and enhance wildlife habitat and recreational use of the countryside for people. | + | There is unlikely to be a significant effect on the landscape as a result of pursuing this option, although there may be an improvement in the accessibility to urban open space, rural and coastal areas. | The step-change in the provision of housing above past trends is likely to result in a significant number of new homes. It is considered that this increase may have a negative effect on the landscape of the District through the loss of agricultural land and are likely to have an effect on the character of the area. - |
| 7. Geology and Biodiversity – To avoid damage to geological sites and improve biodiversity. | The pressure placed on habitats and green spaces by a greater number of people may affect biodiversity. - | It is anticipated that housing or business developments outside the city may change land use, affecting habitats and is likely to have a negative effect on biodiversity. - | + | Biodiversity is anticipated to be supported and encouraged due to its importance to the eco-tourism economy (bird watching, guided tours etc.). It is considered that there is unlikely to be an effect on geology in the area. | 0 | At this stage, it is considered that there is unlikely to be any significant effects on geological sites or biodiversity in the area. | The anticipated increase in new housing is likely to be located on previously developed land where possible, although a significant amount is anticipated to be located on greenfield sites (of low grade agricultural land where possible). It is considered that this may result in the loss and fragmentation of habitats, such as fields and associated vegetated hedgerows. There may also be potential issues of protected species living on brownfield sites which may be adversely affected by development (and would require significant mitigation measures to be put in place). - |



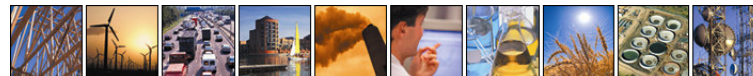
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| <p>8. Climate change, Energy and Air Quality – To reduce the causes and impacts of climate change, improve air quality and promote energy efficiency.</p> | <p>It is anticipated that the increase in visitors and associated traffic is likely to have a negative effect on air quality due to increase in vehicle emissions. There may also be a negative effect from increased energy use due to population swells from visitors and the encouragement of new businesses, which may contribute to climate change through higher CO₂ emissions.</p> | <p>Any new developments are likely to have a positive effect through the increase in energy efficiency measures. However, air quality may be negatively affected through the likely increase in traffic.</p> | <p>The emphasis on self sufficiency and local produce, along with the adoption of stringent environmental standards is likely to have significant positive effect on promoting energy efficiency, reducing air pollution from reducing the need for transportation of goods and people, and the reduction in greenhouse gas emissions.</p> | <p>The increase in visitors to the area may increase traffic which is likely to decrease air quality. There may also be an overall increase in energy consumption through the use of more conference facilities and the attraction of IT and media based businesses.</p> | <p>Although new homes are likely to be more sustainable there is anticipated to be an increase in total energy consumption in the District. The increase in commuters and the population in the area may also lead to an increase in traffic congestion which may cause deterioration in air quality. However, the adoption of the code for sustainable homes and zero carbon developments which would reduce carbon emissions, and increase energy efficiency and renewable sources of energy may reduce the negative effect</p> |
| <p>9. Flood Risk and Coastal Erosion – To reduce the risk of flooding and coastal erosion which would be detrimental to public well-being, the economy and the environment.</p> | <p>There is unlikely to be an increase in the risk of flooding or coastal erosion.</p> | <p>There is unlikely to be a negative effect in terms of flood risk as sustainable drainage systems may be incorporated to counteract the increase in impermeable surfaces.</p> | <p>It is not anticipated that there will be a significant change in flood risk or coastal erosion in the area. However due to the area's increased self sufficiency, the local effects of a flood may be more prominent.</p> | <p>Any development of facilities along the coast may become more susceptible to coastal erosion and flood risk as a result of climate change, unless appropriate mitigating measures are taken.</p> | <p>The increased areas of hardstanding may exacerbate local flooding should insufficient drainage be provided. Additionally, new homes in coastal communities may also be susceptible to flood risk due to an increase in impermeable surfaces, which may cause an alteration to drainage patterns, although the use of SuDS may help reduce the effect. New homes may also be susceptible to coastal erosion due to the potential consequences of climate change, such as increased storm frequency and magnitude.</p> |



| Just society that promotes social inclusion, sustainable communities and personal well-being | | | | | | | | | | |
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| <p>10. Access to Services – Share access to services and benefits to prosperity fairly.</p> | <p>There is the potential that there will be an inadequate mix of essential facilities and services required by local residents as provisions are focused toward visitors' needs.</p> | - | <p>It is likely that service provision will increase to accommodate new residents although if not phased appropriately, it could lead to a short-mid term negative effect as services are over stretched.</p> | ? | <p>There may be an increase in the population as new residents, particularly an older demographic, are attracted by the higher quality of life. This may place greater demand on specific social and community infrastructure (such as health services).</p> | - | <p>There may be a positive effect on community access to the benefits of improved transport links. However, it is unlikely to have a significant effect on the provision of local services and is therefore deemed negligible.</p> | 0 | <p>The increase in residents in the region may place an unsustainable demand on services if relevant infrastructure is not developed in line with additional housing.</p> | -- |
| <p>11. Sustainable Living – To revitalise town centres to promote sustainable urban living.</p> | <p>There is likely to be a positive effect as urban centres are revitalised through investment.</p> | + | <p>There is likely to be a positive effect as a result of town and city centre revitalisation to attract and meet the needs of a growing population, providing accommodation close to places of work.</p> | + | <p>There is likely to be a positive effect on sustainable living through the development of communities around individual settlements' character and the revitalisation of local markets in town centres.</p> | ++ | <p>There is unlikely to be a significant effect on sustainable living in town centres. However, the provision of conference facilities and visitor accommodation may help revitalise urban centres.</p> | + | <p>Town centres are likely to be revitalised to accommodate the growing population through the refurbishment of under utilised buildings and brownfield sites. Increased spending in the economy may also contribute to an improvement in the quality of retailers in the area.</p> | + |
| <p>12. Sustainable Design – To encourage sustainable design and practice.</p> | <p>It is anticipated that any urban revitalisation would contribute to high levels of sustainability and incorporate architectural design that emphasises local character.</p> | + | <p>It is anticipated that high quality architectural form, design and build of offices and housing will take into consideration and reflect the surrounding design heritage and character of the area. It is therefore expected that there may be a positive effect on sustainable accommodation in the area.</p> | + | <p>It is likely that new developments will be highly sustainable in terms of design through the use of locally sourced materials and craftspeople.</p> | + | <p>Any new developments are likely to allow for the integration of the sustainable design features and may utilise local materials to maintain the local distinctiveness of settlement.</p> | + | <p>There is likely to be a significant level of new build to meet the requirements of this option. As such it is anticipated that there will be an opportunity to incorporate a high level of sustainable design. Architectural forms should take great care to reflect and be sympathetic to local character.</p> | + |
| <p>13. Housing – To make suitable housing available and affordable to everyone.</p> | <p>There may be a negative effect if visitors choose to purchase second homes or relocate into the area, which may push prices up and create</p> | - | <p>There may be an increase in the demand for housing by higher paid skilled workers. This could raise prices and create housing affordability issues for</p> | - | <p>The option may attract new residents to the area, particularly an older demographic, which may lead to an increase in house prices, affecting</p> | - | <p>It is unlikely that there will be any significant change in the demand for housing, as visitors and participants in conferences and related activities</p> | 0 | <p>House prices may increase rapidly due to affluent commuters moving into the area, which local residents may not be able</p> | -- |



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| | affordability issues. | | some of the population. However, there is likely to be an increase in housing provision, although this may not keep pace with demand. | | the affordability of housing. The effect of this would be further highlighted, should the income of the local community be limited or decrease slightly due to the type of employment available. | | are likely to stay in temporary accommodation such as hotels. | | to match, causing affordability issues. This will be particularly noticeable in the short-mid term while additional housing is being constructed. |
| 14. Quality of Life – To improve the quality of life for those living and working in the District. | There could be a positive effect on the quality of life as a result of improved leisure facilities as well as a revitalised and enhanced town centre, in combination with higher spending and economic activity in the area. | + | The quality of life may be improved from a greater increase in opportunities for employment as well as enhanced working environments and an overall revitalisation of urban centres with the anticipated expansion of cultural and leisure facilities. | + | There is anticipated to be an increase in the quality of life as a result of an improved work life balance and the increased sense of community, which is likely to reduce the fear of crime and improve safety. | ++ | Improved transport links are likely to benefit the local community. However, there is unlikely to be any significant changes to the quality of life. | 0 | There may be a degree of hostility by local residents towards new residents who commute out to work but have an impact on the availability of services, traffic and contribute to the impact of development on the landscape. There may be a further negative perception of the loss of community through new residents which may increase the perception and fear of crime. |
| 15. Natural and Built Assets – To protect and maintain vulnerable regional assets (natural, built and historic environment). | The higher number of visitors may place pressure on historic and natural features, increasing the risk of their damage or erosion. | - | There is unlikely to be a significant effect on natural or built assets. | 0 | Existing natural, built and historical heritage assets are likely to be protected and maintained within a sympathetic context (such as an agricultural landscape). As such, it is anticipated that there is unlikely to be a significant effect. | 0 | The option is likely to ensure the protection and enhancement of selected heritage features on which the area brand is developed and to attract the business clientele. However, there is the potential that features not central to the brand may become marginalized and vulnerable to damage. | + | There is a risk that the likely increase in development and growth in population may have a negative effect on the contextual setting of natural, built and historical features. Additionally, historical built features may be at increased risk from demolition, damage or redevelopment. |
| Use resources and energy as efficiently as possible | | | | | | | | | |
| 16. Use of Land – To deliver more sustainable use of land. | There may be a positive effect on the sustainable use of land if derelict buildings and brownfield sites are developed to | + | It is anticipated that some degree of greenfield development is likely to meet the housing requirements of | - | There is unlikely to be a significant effect on the sustainable use of land, although new developments may avoid | 0 | This option is likely to lead to development around key urban centres and select coastal communities to appeal to the | + | This option anticipates a significant increase in population with associated |



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| | provide areas suitable to business and hotels. | | the growing population. Similarly, high skilled businesses, particularly those focused on research and development tend to locate in purpose built, out-of-town business and science parks. | | greenfield locations due, in part, to the importance of open countryside to the eco-economy. | | business/academic conference market. This may lead to the development of brownfield sites which is likely to have a positive effect on the sustainable use of land. | | housing demands, which may only be met through the use of greenfield sites. It is anticipated that there will be challenges in meeting the PPS3 requirements for locating 60% of new housing on brownfield sites. |
| 17. Locational Patterns – To deliver more sustainable locational patterns. | There is unlikely to be a significant effect on locational patterns. However, if developments are located near to transport hubs, making it easier for visitors to access the city and area, there may be a positive effect. | + | The likely effects on location patterns are considered uncertain at this stage as the link between possible out-of-town science parks, residential accommodation and transport links is unknown. However, there may be an opportunity to focus housing in areas surrounding business locations, thus minimising transport requirements. | ? | New developments may be focused near existing transport routes and services for visitors to the area and residents, to help improve the sustainability of locational patterns. | + | There is likely to be a positive effect on location patterns as much new development will be focused around transport links to enable easy access by visitors. | + | It is considered that there may be a positive effect on location patterns as it is anticipated that new housing is likely to be developed close to public transport links to encourage sustainable transport use by commuters, which could be fostered by the high speed links to London. |
| 18. Natural Resources – To ensure the prudent use of natural resources and the sustainable management of existing resources. | The increase in the temporary population as a result of visitors is likely to result in the use of more resources. However, the effect of this may be reduced by sourcing local products where possible. | - | The increase in businesses and population may lead to an increase in resource use in the area particularly energy and water. | - | The increase emphasis on local products and self-sufficiency is likely to have a positive effect on the resources, by promoting a reduction in the consumption of packaged foodstuffs (through more farmers' markets) as well as encouraging recycling and reuse of resources. The adoption of sensitive farming practices to the character of the countryside to promote biodiversity and support eco-tourism is likely to have a positive effect. However, the increase in tourists and potential increase in the population attracted by the perceived lifestyle may lead to an increase in water use, which could have a detrimental effect. | ++ | The consumption of natural resources may increase slightly as a result of hosting conferences. The increase in temporary populations may also place additional pressure on the area's limited water resources. However this may be reduced through the provision of recycling facilities. | - | There is likely to be an increase in the use of natural resources as a result of more households in the area, contributing to an overall increase in energy and water consumption. Despite the expectation that the new homes are likely to be resource efficient, the additional demand on water resources (which are already limited) is likely to have a negative effect. |



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| <p>19. Waste – To reduce generation and disposal of waste and achieve sustainable management of waste.</p> | <p>The growth in visitor numbers is likely to result in an increase in the volume of waste produced, which is likely to have a negative effect. However, it may be reduced through the implementation of the waste hierarchy.</p> | <p>The increase in businesses and population is likely to lead to an increase in waste generated in the area.</p> | <p>The priority given to the efficient use of resources within this option is likely to reduce all forms of waste arising from domestic, commercial and industrial activities. The active implementation of the waste management hierarchy with a greater focus on reuse and recycling is also likely to have a positive effect on reducing residual volumes of waste requiring disposal.</p> | <p>There is likely to be an increase in waste as a result of the increase in the temporary population making use of throw-away products (i.e. take-away coffee cups or food packaging).</p> | <p>The increase in the population is likely to result in an increase in the total amount of waste generated which is likely to have a negative effect. However, the incorporation of sustainability may have a positive effect on implementing the waste hierarchy (e.g. through appropriate recycling facilities), although the extent to which this will be adopted is unknown at this stage and as such is considered to be uncertain.</p> |
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4. Conclusions and Recommendations

4.1 Key Recommendations Emerging from the Assessment

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.

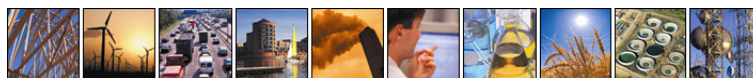
Conversely, however, there is one option that may result in some significant negative effects against some aspects of the sustainability objectives:

- **Open to Commuters** – the Open to Commuters option is likely to have a negative effect on achieving a just society promoting social inclusion and sustainable communities due to the fact that there may be an unsustainable increase in the demand for services in the area and the price of housing is likely to increase rapidly. It is also likely to have a negative effect on the environment through the potential increase in traffic causing a decrease in air quality, as well as the impact on the landscape from new developments. It is also considered to have the greatest detrimental effect on the quality of life of existing residents of the five options.

The other two options, the Canterbury Experience and the Heritage and Thought option, are anticipated to have an uncertain, neutral or mixed effect against achieving the sustainability criteria. Whilst the Knowledge Economy contributes positively to achieving some options it is limited by the fact that it is likely to have a negative effect on the use of resources and energy as a result of the increased business population and increase pressure for developments on greenfield sites.

4.2 Conclusions

In conclusion, the appraisal has highlighted that generally, each of the options will have an overall beneficial effect against a number of the sustainability objectives. As previously noted, none of the options are designed to be mutually exclusive and at this strategic high level, it is difficult to accurately determine the effects of the options on all areas of the District.



It is likely that the preferred option will demonstrate elements of each of the visions. In this regard, the two options with the most positive effect are the Knowledge Economy and Green Economy. Therefore, 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.

The next steps will require the further consideration of the options and the how they may be used to shape policies, as well as considering what policies are required to achieve the options' visions. This report will help inform decision makers by highlighting the potential high level sustainability issues, so that any negative effects can be minimised and positive effects from the options maximised.

