

Embracing Growth and Enabling Infrastructure

We want Maidstone Borough to work for the people who live, visit and work; now and in the future. We want a Borough where there is a variety of jobs, housing need is met and infrastructure is in place to meet the growing needs of our residents and economy. We also want to ensure we lead and shape our place as it grows, including leading master planning and investing to bring about high quality housing and jobs in the Borough.

Our Outcomes by 2045

- The Council leads master planning and invests in new places which are well designed
- Key employment sites are delivered
- Housing need is met including affordable housing
- Sufficient infrastructure is planned to meet the demands of growth

Between 2021-26 we will place particular importance on:

- Engaging with our communities on the Local Plan review 
- The Council will take a proactive role in creating and consider investing in new places 
- Expanding the Council's role in the delivery of affordable and market rent housing including the provision for the Gypsy and Traveller community 
- Working with partners to get infrastructure planned, funded and delivered 
- Intervening where necessary in the market, to deliver key employment sites 



As of 2017 we had
167,700 people
living in the Borough

Our population is forecast to grow by
24.3%
between 2016 and 2036

From 2011/12-2017/18 a total of
5,291 new homes
have been built in the Borough



Better transport systems was the **second highest priority** for our residents



In 2018 the average home broadband speed is around **46.2Mbps**, up from **36.2Mbps in 2017**. We do recognise that in the rural areas there are substantial problems with broadband.



In 2017/18 the **employment rate** was **78.5%** (83,400 people) up from the same period in the previous year by 3.9%

Safe, Clean and Green

We will keep Maidstone an attractive and clean place for all. Maidstone is a safe place to live and we want our residents to feel safe. We want to protect and where possible enhance our environment and make sure our parks, green spaces, streets and public areas are high quality by ensuring they are looked after, well managed and respected.

Our Outcomes by 2045

- People feel safe and are safe
- A Borough that is recognised as clean and well cared for by everyone
- An environmentally attractive and sustainable Borough
- Everyone has access to high quality parks and green spaces

Between 2021-26 we will place particular importance on:

- Taking action against those who do not respect our public spaces, streets, green spaces and parks 
- Improving community safety by working with our partners to make people less vulnerable to crime 
- Maintain resident satisfaction with the cleanliness of the Borough 
- Implementation of the Biodiversity and Climate Change Strategy and Action Plan 

Over **50%** of the Borough's waste is recycled 

The town centre and its immediate surrounds have been designated as an **Air Quality Management Area**

Overall, **70.5%** of respondents were **very or fairly satisfied** with their local area as a place to live 

Just over **40%** of residents use amenity green space once a week 

of residents feel safe in their own home, but **93%** 22% don't feel safe walking in their local area at night 

Maidstone has **30 large parks**, four of which are Green Flag parks and **80 Neighbourhood greenspaces** 

Homes and Communities

We want to have a place that people love and where they can afford to live. This means ensuring that there is a good balance of different types of homes, including affordable housing. We will have safe and desirable homes that enable good health and wellbeing for our communities. We will address homelessness and rough sleeping to move people into settled accommodation. We will work with our partners to improve the quality of community services and facilities including for health care and community activities. Residents will be encouraged and supported to volunteer and play a full part in their communities.

Our Outcomes by 2045

- A diverse range of community activities is encouraged
- Existing housing is safe, desirable and promotes good health and well-being
- Homelessness and rough sleeping are prevented
- Community facilities and services in the right place at the right time to support communities

Between 2021-26 we will place particular importance on:

- Reducing rough sleeping in a sustainable way 
- Reducing the use of temporary accommodation for homeless families 
- Improving housing through use of our statutory powers to promote good health and wellbeing 
- Working with the Integrated Care Partnership to identify opportunities to reduce health inequalities in the borough 

In 2018 we provided emergency accommodation for in excess of **30 people** sleeping rough



On average people could expect to pay **9 times their annual earnings** on purchasing a home in 2018 compared to 7 times in 2007



Only **22%** of residents agree their neighbourhood is a place where homes are affordable

Three of our wards rank in the **top 10%** for deprivation in Kent.

A Thriving Place

Maidstone is a Borough that is open for business, attractive for visitors and is an enjoyable and prosperous place to live for our residents. Maidstone is the Business Capital of Kent; we will continue to grow our local economy with high employment, good local jobs and thriving local businesses. We want our town and village centres to thrive and be fit for the future. We will lead investment in the County town and rural service centres through our regeneration projects and working with partners. We are proud of our heritage and will continue to grow our leisure and cultural offer.

Our Outcomes by 2045:

- A vibrant leisure and culture offer, enjoyed by residents and attractive to visitors
- Our town and village centres are fit for the future
- Skills levels and earning potential of our residents are raised
- Local commercial and inward investment is increased

Between 2021-26 we will place particular importance on:

- Deliver key actions for the refreshed Economic Development Strategy focussing on actions to enable economic recovery from the Covid-19 pandemic 
- Deliver a sustainable and vibrant leisure and cultural offer across the Borough 
- Working with community groups and parish councils, to develop more sustainable community resilience and to encourage pride in our Borough 
- Promote inward investment in the Borough to ensure a diverse employment and business offer 
- Working with partners to redevelop the Maidstone East site and modernise the bus station in the County Town 
- Developing and delivering plans for the five opportunity sites in the town centre and the Staplehurst regeneration project 
- Working with parishes and community groups on neighbourhood plans 



Maidstone has the **biggest economy** of all the Kent districts



We attract over **4.5 million visits** a year with over **£284 million spend** in the local economy.

45% of residents view the economy as **thriving** or on the way up

1160 more businesses have started up or located to the Borough since 2010

Unemployment (job seeker allowance claimants) is **1.1%** (Nov 2018)