

Kingsnorth Green

Statement of Community Involvement

On behalf of Pentland Homes and Jarvis Homes



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Executive Summary

1.1 Outline of the report

This report has been prepared to accompany the planning application for a mixed use development in the Kingsnorth area. It details the pre-planning consultation work that the applicants have undertaken with the local community and the responses received.

The community consultation was undertaken by Quantum Public Relations on behalf of Pentland Homes and Jarvis Homes during March and April 2015.

1.2 Executive Summary

This report sets out the activity that was undertaken to communicate the plans for the proposed mixed use development. The report also contains the feedback that has been received in response to the consultation. This feedback was received via questionnaire, telephone, post and email.

The plans and the public exhibition were widely publicised through an advert in the local paper (the Kentish Express, circulation 12,764), a press release to local media, individual leaflets delivered to 251 residents neighbouring the site, a letter sent to 38 stakeholders, and through the website.

The exhibition was attended by 200 people and 56 feedback forms were completed.

This document lists all of the feedback received during the consultation and the appendices include copies of the consultation materials produced, including; the leaflet, press advert, press release, exhibition boards, consultation questionnaire and invitation letter, as well as an example of press coverage published ahead of the exhibition.

Consultation process

2.1 Outline of the process

To determine the pre-application consultation activities, the applicants have followed Ashford Borough Council's Statement of Community Involvement (SCI). The Council has devised a set of guiding principles for the SCI to make sure that community involvement in the planning process is as effective as possible, which are to:

- Seek people's views as early as possible
- Have consultations available online and in hard copy
- Involve all members of the community regardless of gender, faith, race, disability, sexuality, age, social deprivation or rural isolation
- Keep people informed of future stages of consultation
- Produce clear, concise documents and avoid jargon where possible
- Hold public exhibitions/workshops where appropriate

2.2 Purpose of the consultation

The purpose of this consultation was to involve Kingsnorth residents in the earliest stages of discussions about the proposed development. It was considered important to seek the views of the public on the proposal, and gather any feedback which could be used to further develop the plans, mitigating any concerns where possible.

Consultation process continued

2.3 Who we wanted to reach

A breakdown of recipients is as follows:

Kingsnorth Parish Council (9)

Ashford Borough Council (21)

Kent County Council's member for Ashford Rural South

Stanhope Parish Council

Mersham & Sevington Parish Council

Ruckinge Parish Council

Shadoxhurst Parish Council

Great Chart with Singleton Parish Council

Bilsington Parish Council

MP – Ashford

200 people (including councillors and members of the public) attended the exhibition.

Exhibition display boards provided information on Jarvis Homes, Pentland Homes and other members of the development team, and various details relating to the proposed development. A copy of the boards can be found in Appendix 5.

Members of the Kingsnorth Green development team were in attendance to welcome visitors and answer any questions they had.

Visitors to the exhibition were invited to complete a questionnaire giving their views on the project. In total 56 questionnaires were completed. A copy of the questionnaire can be found in Appendix 6.

Consultation process continued

2.4 Consultation methods

Leaflet/Invitation

A four page A5 leaflet providing an outline of the proposed development, details on the applicants, location and site maps and an invitation to the exhibition was posted to 251 households bordering the site. A copy of the leaflet can be found in Appendix 1.

A wider section of the community was also involved via the website, press advertising and a press release (see 'Exhibition' below).

Telephone and email

A telephone hotline and development email account were established to provide members of the public with ways in which to ask any questions, raise any concerns or make any comments.

Website

A dedicated website was developed to provide information on the proposal and to promote the exhibition. A live version of the website can be viewed at <http://kingsnorthmasterplan.co.uk/>

Exhibition

A public exhibition was held on Thursday 12 March from 2pm – 7pm. Members of the public were invited via a leaflet (issued to 251 households bordering the site, see Appendix 1), a press release issued to local newspapers on 3 March (see Appendix 3), and an advert placed in the Kentish Express on 5 March (see Appendix 2).

Letters were also sent via post to 21 Ashford Borough councillors, Kent County Council's member for Ashford Rural South, 1 MP, 9 Kingsnorth Parish councillors, and 6 neighbouring Parish Council clerks to invite them to the public exhibition. A copy of the letter can be found in Appendix 4.

Consultation process continued

2.5 Consultation timeline

Telephone hotline and email go live	2 March 2015
Write to councillors, MP, Parish Councils	3 March 2015
Deliver leaflet to local residents and businesses	3 March 2015
Launch website page	3 March 2015
Issue press release	3 March 2015
Exhibition advert appears in local press	5 March 2015
Hold public exhibition	12 March 2015
Post exhibition press coverage	Began 12 March 2015
Final date for comments to be included in the report	26 March 2015
Respond to enquiries via email, telephone and letter	Ongoing

Consultation feedback

Below is a list of comments and questions received between 3 March and 26 March.

Via email	13
Via telephone	5
Via the exhibition questionnaire	56

Feedback 1:

1

“Do you have a map of the proposals showing boundaries you could send please, preferably over email? The development looks interesting but the photo is too vague.”

Development
Team
response



“Unfortunately as the proposals are at such an early stage of development we do not have any more detailed site visuals at this time. We expect to further formulate the plans, incorporating feedback gained during the public consultation, in the coming weeks. I will be happy to send you more defined site visuals as soon as they are available. In the meantime, I welcome you to attend the public exhibition to talk to the development team, who will be happy to answer any additional questions you may have.”

Feedback 2:

2

“I live in 4 Steeds Close and my home was flooded on 9th Nov 2014 and again on 8th Jan 2015. Due to the severity of the flooding I have had to move out of my home on 9th Nov 2014 and currently, 4 months later, I have no schedule to move back to my home. I am telling you this because: A. The flood water clearly contained run off rain water from the fields you are proposing to develop on. B. Some of the ditches that rain water flows in away from my property are located on the field you are proposing to develop on. I have had many correspondence with the Kent County Council Environment, Planning and Enforcement department who at one point sent an enforcement notice to the landowner of a field you are developing on so I assume you are already aware of the problems of flooding in this area. I received an extract of a report from KCC which stated that it is Emma Philpott’s (Land Drainage Engineer) and Robert Martindale’s (Contractor) opinion that all local features channel the water to the point of my home. If you observe the gradient of the fields and roads around the area of my home you will see rain water runs to a single point in Bond Lane and then turns into the field and runs along a ditch that runs along the back of Steeds Close and the Cricket Ground towards Ashford Road. This flooding has proven that a change to the capacity, clearance or flow of the water in the ditches and culverts around my home results in my home flooding. The field off of Bond Lane that runs along the back of Steeds Close and the Cricket Ground towards Ashford Road has a particularly steep gradient sloping towards my home. I would like to know what considerations and preventative measures you propose to put in place to prevent my home from further flooding if you develop on the fields around my home?”

“I can confirm that a range of technical studies including a flood risk assessment are currently being undertaken on site to determine any potential issues that may need to be overcome. This comprehensive assessment will be submitted to Ashford Borough Council as part of any future planning application. Our proposal would incorporate sustainable urban drainage systems, ensuring that there will not be any exacerbation of the flood risk. In fact, the situation may well improve.”

Consultation feedback continued

Feedback 3:

3

“You invited comments on the above and, although not immediately involved in the development, I am very concerned about the infrastructure and want to ensure that sufficient thought has been given to the enormous increase in traffic in this area, particularly with the Chilmington Green Development coming on stream. I have been a long term resident of Magpie Hall Road for getting on for 40 years and my children were able to ride their bicycles along this road with safety. Now it sometimes takes a very long time even to get out of my drive. It is ridiculous to expect the present road structure to cope with the extra traffic. I think it is very commendable that you have taken the trouble to inform the public BEFORE applying for planning permission but I sincerely hope that you will look again at the impact that another 750 houses will make on the local roads.”

Feedback 4:

4

“It does not appear that the proposed exhibition at Ashford cricket ground has been well advertised as many residents in the area have not been supplied with the relevant information. I live in Stumble Lane and have not received any notification on same.”

“Thank you for your email. I am disappointed that you feel the public exhibition has not been well advertised and can only apologise for this. We had hoped to reach local residents such as yourself through a hand delivered promotional leaflet, press advert and press release, issued as follows: Leaflets outlining the proposed development and inviting residents to attend the exhibition were delivered on Tuesday 3 March. These leaflets were posted through letterboxes of all properties in Stumble Lane and Bond Lane as well as all properties bordered by these roads in Steeds Lane and Church Hill. An advert relating to the exhibition was also placed in the Kentish Express on Thursday 5 March. The editor of the Kentish Express received a press release relating to the exhibition on Tuesday 3 March. Unfortunately, this article was not published in the 5 March edition and will in fact appear on 12 March. I can only assume that you did not receive the promotional leaflet for some reason? I am sorry if this is the case. If you would like to provide me with your address I will see that a leaflet is delivered immediately. Alternatively, you can download the leaflet by following this link: <http://kingsnorthmasterplan.co.uk/>”

“I have asked a few of my neighbours regarding your alleged distribution of the leaflets you mention. They have not received any such leaflet and were unaware of your exhibition, or the proposed development. With reference to the advert informing the local people of same not being in the Kentish Express until the actual day of the exhibition, this shows a terrible lack of planning/preparation. Do you actually want people to attend and give their opinion? I sincerely hope more thought, consideration, and preplanning has been put into your proposed plans for this development.”

“I have checked with our distribution team and can confirm that Stumble Lane was mistakenly missed off the list of roads to deliver to. Leaflets will be delivered to all properties in Stumble Lane this afternoon. Please accept my deepest apologies for this oversight. To clarify, the exhibition advert appeared in the Kentish Express dated Thursday 5 March. The press release was issued in time to appear in the same edition. Unfortunately, the editor said he was unable to feature the release in this edition but added that he would publish the copy in the following edition, Thursday 12 March.”

Consultation feedback continued

Feedback 5:

5

"I see from your leaflet that you are proposing to develop on the field in Bond Lane that runs along the back of Steeds Close and the Cricket Ground, and which has a footpath leading from Bond Lane to Ashford Road. I regularly use this footpath with my young children, to get from my house in Steeds Close to Ashford Road. This is a safer route to take, as there is no pavement on Steeds Lane to Ashford Road, and there is a blind bend at the junction with Ashford Road. Can you please inform me what footpaths or paved walkways you are proposing to replace the footpath with if you were to build the proposed development on this field?"

"Unfortunately as the proposals are at such an early stage of development we do not have any fixed plans regarding footpaths and paved walkways at this time. However, I can tell you that we will take your views into account when we develop our proposals and that we intend to include comprehensive paths and walkways. For more information on the proposals, please visit the development website at www.kingsnorthmasterplan.co.uk, which now includes a link to download the 12 information boards displayed at yesterday's public exhibition."

Feedback 6:

6

"I am unable to attend your proposal development meeting today and would be grateful if you could email me with further information on the types of developments you are planning, such as number of houses on each parcel of land, types and sizes of houses, types of commercial development, time scales etc."

"Unfortunately as the proposals are at such an early stage of development we do not have any fixed plans in relation to the details you requested at this time. However, the 12 information boards displayed at yesterday's public exhibition are now available to download from the development website – www.kingsnorthmasterplan.co.uk. I hope this will give you a greater understanding of our outline proposals. Should you have any further questions please do not hesitate to get back in touch and we will endeavour to provide a full response when we are able."

Feedback 7:

7

"I was hoping to come along this evening to your event, but unfortunately will not be able to make it due to work commitments. Will there be any further opportunities in the future? Having an event on a Thursday between 2:00 – 7:00 pm I would have thought would be difficult to get to for a lot of people. Was there a reason why this time was chosen and not at a weekend or more conveniently, later into the evening? I am the owner of First Stop which is the bungalow on the corner of Magpie Hall Road and would be interested to hear of your proposed plans and in particular what is planned for the piece of land immediately opposite our bungalow. Can you please tell me whether details of proposed plans are available as yet and if not when they will be? I know that you have said that you are gauging public opinion first, but you must have some idea where the 750 new homes, new primary school etc. will be located. Can you also please advise of the timescales of the development. When it is due to start, end, how many phases etc? The junction of Magpie Hall Road has in the past been a scene of many road accidents due to the speed the drivers approach, particularly from Hamstreet, are there any proposals for road changes on this section of road? At the moment as a very rural road I would consider it to be a minimal problem, but in a more residential area it will become a greater risk. Can you advise on any other changes that are proposed for Magpie Hall Road, which as I am sure you are aware is a very rural road with no pavements at present? Sorry for all the questions, but as I say, I was hoping to come along today where I would have hopefully obtained this information."



Consultation feedback continued



“Unfortunately as the proposals are at such an early stage of development we do not have any fixed plans in relation to a number of the details you requested at this time. However, the 12 information boards displayed at yesterday’s public exhibition are now available to download from the development website – www.kingsnorthmasterplan.co.uk. I hope this will give you a greater understanding of our outline proposals. Should you have any further questions please do not hesitate to get back in touch and we will endeavour to provide a full response when we are able. The project will go through a lengthy planning process and there will be further opportunities in the future to find out more information.”

Feedback 8:

8

“I’ve just seen the plans for the Kingsnorth masterplan. I hope that they are better at building than they are at plans. They’ve marked Knights Park up as Stanhope. Easy mistake to make I suppose on a little project like this.”

Feedback 9:

9

“I have received a leaflet concerning development to Kingsnorth area could I please receive a reply detailing what the yellow lines on the attached picture represent.”

“I can confirm that the yellow lines are intended to show that the village greens will not exist in isolation. Instead, the greens are designed to work together as part of the developers’ efforts to maintain a strong rural identity.”

“Does this mean that you will be connecting the fields via development of road ways?”

“I can confirm that it is our intention to connect the site by enhancing the existing road network. While our proposal is at a very early stage of development, we have produced a graphic that outlines these plans.”

“I would then like to inform you that the proposed line for roads seem to pass through my residence of TN23 3ER.”

“I have attached a more detailed visual that shows an indicative route a new road might take across the proposed development site and the locations of new junctions with Ashford Road. Please note that this attachment is without prejudice and not for reproduction.”

Feedback 10:

10

“Having lived in Kingsnorth, Mill Hill for over thirty five years, it is a growing concern the volume and speed of traffic that passes our property. If you get planning permission for the extra houses my one request would be that the new road system your representative mentioned to my husband is put in place before you start the new homes.”



Consultation feedback continued



“As the proposals are at such an early stage of development any construction plans are yet to be finalised. I can confirm that any subsequent construction timeline would be phased, with housing and infrastructure, including the planned road improvements, built in conjunction at set intervals.”

Feedback 11:

11

“While my wife and I found your Kingsnorth development exhibition interesting, especially the village green and rural pathway concepts, we are extremely unhappy with what appears to be a proposed encroachment of our land, which itself has been submitted into the Local Plan review for consideration for development. Your map of ‘Existing Landscape and Ecology Constraints’ shows a circular marked area around the church which is denoted as ‘Suggested development limit around church’. This circular marked area is NOT on Pentland / Jarvis controlled land and covers several plots owned by local people who intend development. It seems that you are ‘suggesting’ to the council that these plots can be designated as non development and sacrificed to ease your proposals through. You have no right or authority to do this, and we ask you to remove reference to this from your plans please. We fully intend to develop our land and this reference could prejudice our submission.”

“When designing the ‘Existing ecology and landscape constraints’ exhibition board and in particular the ‘Suggested Development limit around Church’ circle, we replicated the same approach adopted by Ashford Borough Council when considering the Park Farm development. We cannot and are not imposing any development constraints, merely indicating what might occur should a similar approach be taken by Ashford Borough Council. Any decisions regarding development constraints would be made by Ashford Borough Council.”

Feedback 12:

12

“While my wife and I found your Kingsnorth development exhibition interesting, especially the village green and rural pathway concepts, we are extremely unhappy with what appears to be a proposed encroachment of our land, which itself has been submitted into the Local Plan review for consideration for development. Your map of ‘Existing Landscape and Ecology Constraints’ shows a circular marked area around the church which is denoted as ‘Suggested development limit around church’. This circular marked area is NOT on Pentland / Jarvis controlled land and covers several plots owned by local people who intend development. It seems that you are ‘suggesting’ to the council that these plots can be designated as non development and sacrificed to ease your proposals through. You have no right or authority to do this, and we ask you to remove reference to this from your plans please. We fully intend to develop our land and this reference could prejudice our submission.”

Feedback 13:

13

“Please send me any information (plans maps etc) that you have on the proposed developments and its effects on residents in Steeds Lane .”

“I have attached a more detailed visual that shows an indicative route a new road might take across the proposed development site and the locations of new junctions with Ashford Road. Please note that this attachment is without prejudice and not for reproduction.”

Consultation feedback continued

Telephone feedback 1:*

1

"I would like to speak with Ian Bull. The timing of the exhibition will stir up anti-development feeling prior to the election."

Telephone feedback 2:*

2

"What does the green area on the Green Concepts image represent?"

"The area referred to between church hill and north of proposed village green is not included in development."

Telephone feedback 3:*

3

"I have 3.5 acres of land bordering the development site that I am interested in selling."

Telephone feedback 4:*

4

"1 – Regarding the archaeological sites on the proposed land, do we know the precise acreage? 2 – Who will own the land once the development is built? (They are concerned that the green areas may subsequently be further developed) 3 – We have access to a dyke on the development site. Will we retain access to this dyke as it needs to be maintained? 4 – Who was the land purchased from? 5 – Will the main entry be on Ashford Road? Are there any other entry points?"

"Further to our conversation on Friday 13 March, I am pleased to be able to provide you with responses to the questions you asked. The precise acreage of the archaeological sites on the proposed development land is yet to be confirmed. This will be identified in detailed archaeological reports, which will be finalised in the next few months. In terms of the long-term ownership of the site, green spaces are normally transferred to the Local Authority together with a commuted sum for maintenance or an estate management company. I can confirm that any private access rights to the site will not be affected. Unfortunately I am unable to reveal who owns the various plots of land as this is a private matter between the landowners and the developer. Finally, in terms of entry to the site, the principal points of access will be to Ashford Road."

Telephone feedback 5:*

5

"Please send me a leaflet and feedback form."

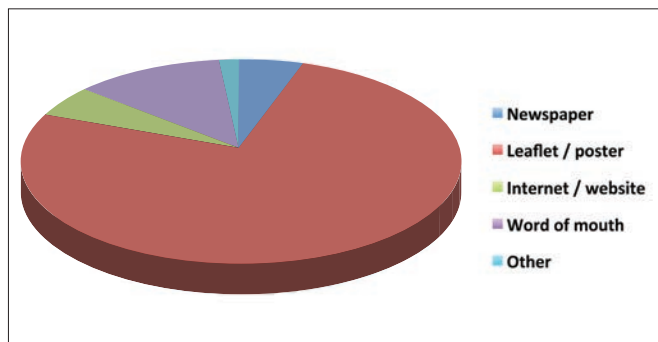
* Please note the telephone feedback listed is representative of the conversation between the correspondent and a member of the development team.

Consultation feedback continued

A questionnaire was available at the exhibition. 56 were completed and the results can be found below:

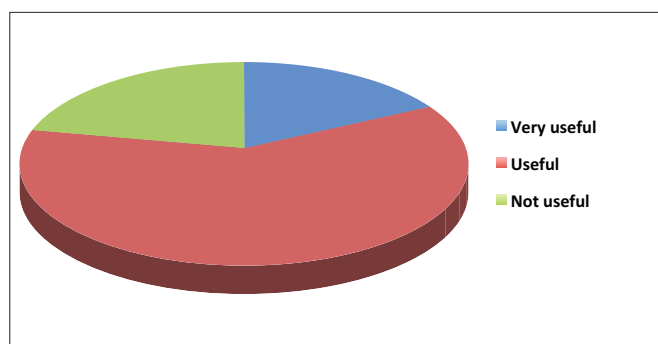
1. How did you find out about today's public exhibition?

Newspaper	3
Leaflet / poster	43
Internet / website	3
Word of mouth	7
Other	1 (Neighbour)



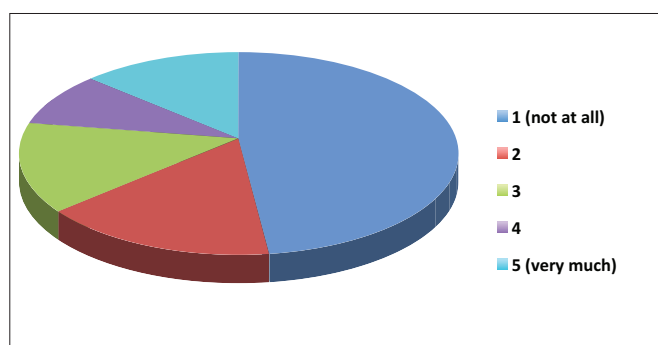
2. How useful did you find this public exhibition?

Very useful	9
Useful	30
Not useful	11
=	50



3. Do you agree there is a need for new homes in Ashford?

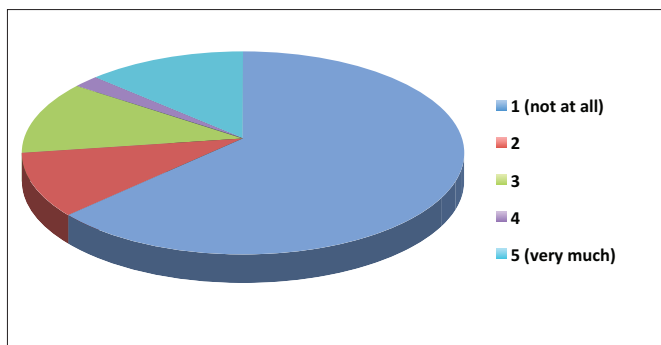
1 (not at all)	25
2	8
3	9
4	3
5 (very much)	7
=	52



Consultation feedback continued

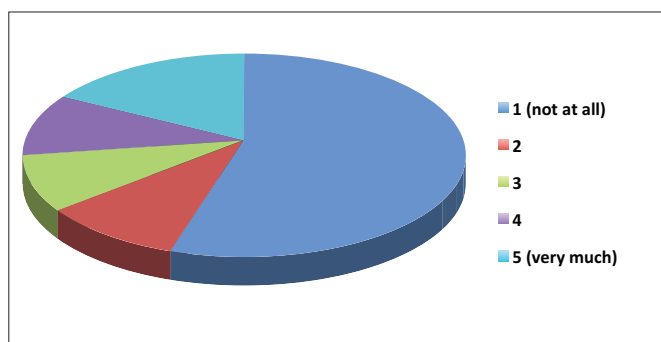
4. Do you support the principle of new homes in Kingsnorth?

1 (not at all)	32
2	5
3	6
4	1
5 (very much)	7
=	51



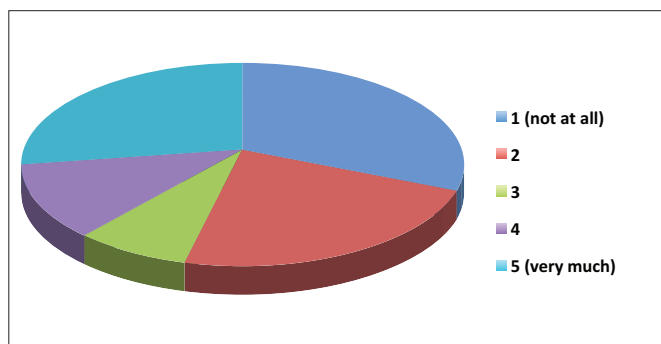
5. Do you think the balance of new homes, open space and new planting is appropriate?

1 (not at all)	29
2	5
3	5
4	5
5 (very much)	9
=	53



6. Do you support the inclusion and need for affordable homes?

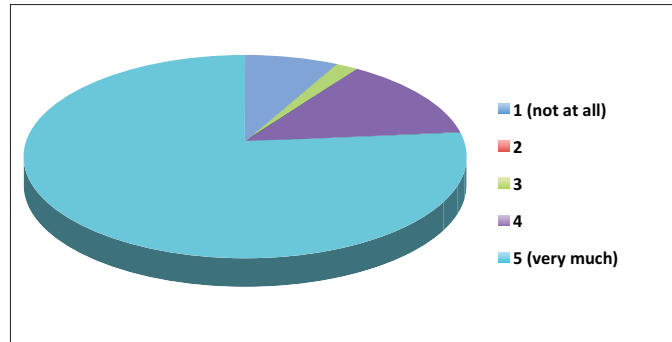
1 (not at all)	17
2	12
3	4
4	6
5 (very much)	15
=	54



Consultation feedback continued

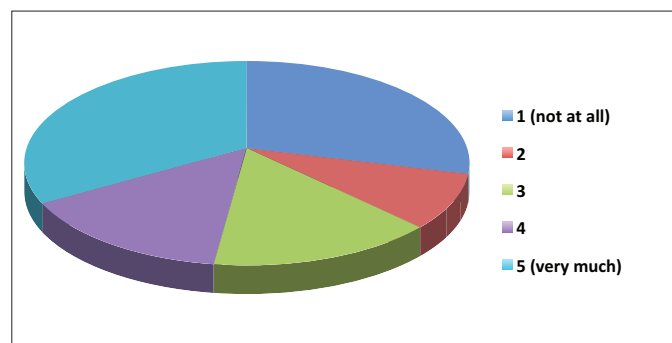
7. Is it important to you that existing trees and hedges are retained and managed wherever possible?

1 (not at all)	4
2	0
3	1
4	7
5 (very much)	39
=	51



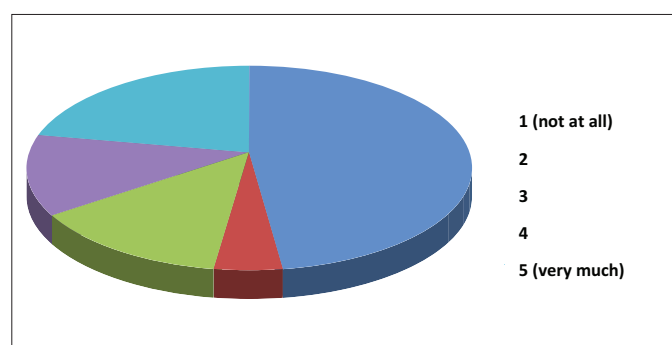
8. How important is the creation of new public footpath links?

1 (not at all)	14
2	4
3	7
4	7
5 (very much)	16
=	48



9. Do you support the idea of the new village green?

1 (not at all)	22
2	2
3	6
4	6
5 (very much)	10
=	46



Consultation feedback continued

10. Please tell us what you think of our draft proposals.

"Good start. Primary school at Myrtle Court too close to Church Hill/Kingsnorth School. Locate Stubbs Cross."

"Proposed third primary school is too close to the existing two. Despite good intentions, parents will drive rather than walk - A school further out by Magpie Hall Lane may be better received."

"Roads before building please."

"OK."

"Develop infill of new sites and Ashford, not green fields."

"Absolute rubbish – no consultation with existing home-owners about the proposals – ridiculous place proposed for new school - no thought to medical infrastructure."

"Very draft, Lacking detail, nothing to really comment on."

"I think the plans would spoil Kingsnorth area there is insufficient roads and support for more housing."

"Not much, appreciate need for housing but why oh why so much here in Ashford. Nobody wants change but Ashford has done its fair share to support 'a housing crisis'."

"Concerned that the integrity of the village will be completely lost in the emerging urbanization of the area."

"Do not agree."

"As one cannot see the detail one cannot make an informed decision."

"Not much, leave Kingsnorth alone!!"

"Completely disagree with proposals. Poorly thought through. Existing Residents."

"Want you to leave things has they are."

"Not much too much pie in the sky involving ideas for land you don't own or control."

"Inappropriate to the community. 'Green Areas' are not placed as buffer zones to separate the new development from the established housing."

"Poorly researched."

"It will make Kingsnorth no longer a village. I moved to Steeds Lane for fields and scenery..if I wanted to live on an estate I would live in Stanhope."

"Kingsnorth should be left undeveloped. It is a lovely rural village and should be left as it is."

"Not bad."

"Your new draft proposals are going to turn our quiet village into a large town."

"Low density housing giving it a richer outlook than other developments."

"Has it been proved that there is a need when so many other sites are still not fully developed."

Consultation feedback continued

“What about infrastructure IE hospital/police/fire services/ambulance service/drainage sewage.”

“Rubbish.”

“We feel they are not appropriate in an area which is already full of wild life + suits it original surrounding.”

“If we have to have more building here, they seem balanced.”

“Develop infil of new sites and Ashford, not green fields.”

“Nothing at all.”

“I am against the further development of Kingsnorth, so it is impossible to answer the questions on this sheet. There are plenty of brownfield sites and empty buildings that could be used for housing before a village is engulfed into the local town.”

“You need to think about the benefits for residents of Steeds & Stumble lane & the traffic impact on these roads.”

“Rubbish. Poorly thought out and constructed. Glaring omissions.”

“I don’t.”

“Terrible – no good for our horses/dog walking being rural is brilliant and we hate this!”

“If it has to happen it is well thought out.”

“It is a such a shame to spoil such rich habitat – there area owls nesting in our garden on Church Hill, which is also visited by more than 40 other bird species and many reptiles, invertebrates, etc.”

“It does not consider the existing homes + the recent flood + new homes will further increase this risk significantly.”

“We live on the site of a windmill, mill barn and mill stable. It is inappropriate to surround historical buildings like this with new housing.”

“I wish this centre of Kingsnorth to be left as green fields. I do not want to be surrounded by new houses.”

“At present my house is surrounded by green fields. We have seen owls & rare birds around us which need to be protected. My home will become devalued & I don’t want to be surrounded by houses.”

“Very pretty, like all architects proposals. All villages need to expand but not on this scale. More prime agricultural land being built on.”

“Not keen on development coming near us but then the proposal is good if it has to happen.”

Consultation feedback continued

11. What do you like about the plans for new homes at Kingsnorth?

"Fully support. Village green idea. Pathways good keeping greenery."

"Homes that are within keeping of a 'Kent style' and appropriate to the area would be more acceptable if we are to create a community feel to the development."

"Low density, high quality housing with strong design ethics. Environmental considerations."

"Might make new friends."

"Nothing. I don't think any of the houses will be affordable (in practice) for any young Kingsnorth residents. The roads in this area are unable to support any more traffic."

"I don't like these plans at all. Develop already existing sights – for example beyond Bridgefield."

"I don't! The current roads cannot cope already + the loss of green space will ruin the village feel."

"Nothing, Ashford is already overcrowded. We have Cheeseman's Green, Park Farm, Chilmington & Finbury on our doorstep. This is too much."

"I might make some new friends."

"Nothing."

"I don't like or agree with this plan at all."

"Do not agree with new homes in this area not sufficient roadways and access without spoiling the area."

"There is nothing different, so not much to say compared to other sites."

"Nothing, so much of Kingsnorth is now reflected by large new estates, 'village life'. Moved here to appreciate our open fields not to be surrounded by concrete & enclosed by buildings"

"Village green concept on Eastern edge of development."

"A new 'by-pass' road for Ashford to Tenterden traffic"

"None."

"Just what Kingsnorth needs to bring odd pockets of houses together."

"I do not support it."

"We do not believe there is a need, in view of the other developments."

"Nothing the plenty of other sites between Asda and 2070."

"More concerned where will all traffic along Ashford Rd. Go!! Schools?? It is already very busy road."

"Nothing at all."

"Plenty of green space to buffer existing homes."

"Think the plan is good, def needed in line with govt. Housing increases."

Consultation feedback continued

"To early to say."

"I do not."

"We don't."

"Green spaces."

"I don't."

"I don't!!"

"Village green and protection of old part of Kingsnorth village."

"The grouping would seem to enhance the feeling of the Village."

12. What don't you like about the plans for new homes at Kingsnorth?

"1. Devaluation of our home- 2. Unsalability of our home- 3. 5 years noise during construction phases- 4. Plans affect the existing residents = Other developments have avoided this ie Park Farm, Chilmington, Bridgefields & Finberry 12 Continued 5. Loss of light, views, rural setting, and resulting in our home being put in the centre of a residential estate. 6. Water/flooding problems building on farmland/floodplains. 7. Leisure/public areas being sited below H.V. Electric pylons 8. The listed wartime "pill box" 12 cont. – gets a barrier zone, but not the residents properties!" "Nothing, so much of Kingsnorth is now reflected by large new estates, 'village life'. Moved here to appreciate our open fields not to be surrounded by concrete & enclosed by buildings"

"Where are the plans for a new infrastructure. E.G. PR's (GP surgery) hospital) investment in the town centre + local industry, jobs, facilities for young people, further 11+ school places/transport overcrowding to commute for work."

"I don't like the idea and there were no pictures of the proposed houses."

"Everything."

"Kingsnorth is a village not a housing estate – there are many brown field sites that should be developed."

"Ashford & the surrounding area is not but a dormitory area. There is no industry in Ashford to support potential buyers of these houses."

"I live in Kingsnorth because I want to live in a village, NOT a housing estate."

"Build on brown field sites. Leave these green areas as green sites."

"It will significantly increase the likelihood of flooding which currently happens with no homes built."

"Too many houses for the area. Too much traffic for existing & new roads. Surgery? – Kingsnorth is already full. Secondary school? More parking in Ashford? Hospital already stretched."

"There is already a lot of new houses in Kingsnorth."

"KEEP KINGSNORTH RURAL – We are already have Chilmington & Park farm – please leave us alone to live in peace."

"Not enough foot or cycle paths."

Consultation feedback continued

"They are completely wrong. 'The rape of Kingsnorth'."

"Acorrdia Cambridgeshire houses need to fix pot holes."

"It focuses almost exclusively on the new without reference to the existing."

"Taking all OUR COUNTRYside away (village)."

"I feel there are sufficient new homes in the area already."

"The relief road MUST be built first. The extra traffic will otherwise go through Bridge field to access J10 to avoid congestion."

"The buffer zone around the church. Why is it needed and what was the decision making route to the outcome proposed?"

"You 'suggest' a development limit around the church that encompasses my land. I intend development. What right have you got to suggest such a limit? I want an answer."

"They will spoil the village."

"Too much impact on local road network."

"There are enough already."

"Increase in traffic."

"Do not like."

"Not enough houses."

"They encroach on the privacy of existing homes. No buffer zone."

"The area to the north of our property is designated flood plain and yet includes new development."

"Nothing the plenty of other sites between Asda and 2070."

"Kingsnorth is a village not a town."

"Don't need more homes and will decrease the NATURAL HABITAT surroundings."

"Everything about the whole idea."

"Did not show the density & type of house for each proposed area of building."

"To early to say."

"Building these, with existing houses, will create further problems with traffic, surface water, sewage."

"Look elsewhere."

"To much building on green fields."

"There are two many houses proposed, area will be overpopulated, polluted & very noisy"

"The thought that our flooding and drainage problems will worsen."

Consultation feedback continued

"No health provision."

"I don't."

"Our house is of historical interest. It is inappropriate to surround a 200 yr old house with new houses."

"High density housing not consistent with "village" character."

13. Is there anything you would like to see included as part of the proposals, or any specific issues / areas of improvement?

"All of the above, + personally we have concerns about the proposed roundabout & access to & from our property, specifically as I am wheelchair bound often requiring regular hospital transport + disabled mini buses needing access to our drive etc."

"Safe route for children to cycle into town from the area."

"Better quality roads are needed and a low speed limit enforced."

"Medical infrastructure, consideration of the elderly & disabled."

"No."

"How will this preserve the wildlife!"

"Fish + chip shop."

"Leave Kingsnorth as a VILLAGE – we don't wish to be part of Ashford. We chose to live in a village."

"Facilities which would ENHANCE the VILLAGE feel - and not deferred for years & years."

"Just bin the whole idea."

"Tear them up."

"Health provision."

"An actual plan! There is too much talk of environment here, not enough firm proposal."

"I would like to see all proposals scrapped."

"Transport is the key issue."

"Roads before building."

"Locate school Stubbs Cross Way – Moves traffic away from V. Busy Church Hill – Kingsnorth School."

"Leave alone."

"Development of Bond Farm yard."

"The existing homes on Ashford Road will be blighted as the housing proposals encroach on their boundaries."

Consultation feedback continued

"Our cesspool is in the field to the rear of our property and to which we also have rights of access. The field is also home to great crested newts."

"Don't do it."

"Yes, leave Kingsnorth undeveloped."

"Flooding & soaking ground is a constant problem especially on the corner of Bond Land & Church Hill. There is a big problem with the drainage which should run off down to Park Farm but which sits on the proposed building lane and rushes down to the lowest point. IE: Bond Lane/Church Hill. This needs to be addressed urgently."

"Fields with live stock in and not new houses/new roads."

"Information as to how surface water will be managed with control into existing river."

"Sewage/Drainage."

"Public footpath across Herondell, TN23 3EZ, needs to be diverted and all footpaths or cycle routes etc. Directed elsewhere to prevent public traipsing across the gardens of Herondell which does have a currently poorly used public footpath running through it."

"I do not want the proposals."

"There should be woodlands and fewer houses."

"Widening & pavement to Steeds Lane, Stumble Lane."

"Is there enough car parking, traffic slowing etc.?"

Please use this space to add any additional comments:

"The wildlife in the fields around us need to be preserved. They need the grass, fields, trees, hedges for preservation."

"Roads before building."

"When can I buy one of these lovely houses."

"Past 10 years+ hundreds of new houses/development with no infrastructure to support. Moved to our bungalow for open spaces/greenfields."

"Don't build it doesn't need it."

"Do not build on this land. Leave Ashford."

"Move pavements + cycle paths."

"Just shouldn't be done, go somewhere else."

"Please consult with Kingsnorth Medical Practice re Primary Care Provision 01233 610140."

"I'm sad I could not see the exhibition and had to rely on pictures."

"Absolutely awful discriminatory exhibition – no disabled access - surely that is totally outrageous."

Consultation feedback continued

“The railway station at Bridgefield is not being built so should be removed from your plans. If it were reinstated parking at Bridgefield would be an issue.”

“Doesn't really matter what we think. Private homeowners can't get planning permission to build second dwellings for their families on their own land but you developers can come in and seemingly build wherever you like.”

“We would like a one on one meeting with the developers before making comment.”

“As above – owls in fields need to be preserved. Dormice also must be preserved. Evidence of dormice.”

“I do not want to look out on to houses, I want to look at green fields. That's why we brought our house in 1st place.”

“Please do not put this proposal forwards WE WILL object – wildlife/footpaths/living conditions will be spoilt.”

“The presentation is misleading because the information put Stanhope in the wrong place.”

“We know what is at the basics of this development but perhaps people should come before 'mammon'!”

“This is a no go Steeds Lane floods now. Thanks to Park Farm the last thing want to see when I wake loads of houses.”

“Stop the decicration of our comunity and rural village.”

“Kingsnorth village is going to be Kingsnorth town.”

“I have spoken directly to Gary Young (Farrell Master Planner) and Ian Bull (Planner) Regarding the issue of the footpath at Herondell and Gary Young agreed to review the current Master Plan.”

“What about hospitals, schools, drainage cannot cope now.”

“The boundary ditch needs to be maintained by Mumford House.”

“It would have been appreciated if Jarvis/Pentland had approached owners of land (all land) available for development prior to the exhibition. We would have welcomed the opportunity to be involved.”

Appendix 1 – Leaflet



Pentland Homes and Jarvis Homes are in the process of producing plans for a mixed use (residential and commercial) development in the Kingsnorth area.

This project is based around a new village green. It would provide much-needed housing for Ashford in a carefully landscaped environment, enhancing and protecting the existing ecology and biodiversity.

Any proposed development will take into account the nature of the landscape and include 'green' streets, footpaths and cycle routes and keep a strong rural identity along country lanes.

At this stage the proposal is to develop up to 750 homes, together with social facilities, public open space and a new primary school.

Pentland and Jarvis want to develop a traditional, sustainable, high quality community that people will be proud to live in. No plans have yet been submitted to the local authority as the developers want to gain feedback from the local community before moving forward.

This leaflet is intended to make the local community aware of the proposals, direct them to where they can find out more information and invite everyone to attend an exhibition on the proposals.



Appendix 1 – Leaflet continued

Site plan and village greens concept



Appendix 1 – Leaflet continued



Appendix 1 – Leaflet continued

Before any plans are finalised, Pentland Homes and Jarvis Homes would like to invite you to a public exhibition to find out more about the proposed plans.

**The exhibition will be held on Thursday 12th March 2015,
from 2pm to 7pm at Ashford Town Cricket Club, Stacians Park,
Steeds Lane, Kingsnorth, Kent TN26 1NQ**

The public exhibition is intended to provide the local community with the opportunity to find out more about the proposal. Members of the development team will be on hand to discuss the plans and answer questions.

We look forward to meeting you at the exhibition.

If you are unable to attend but would like further information about the proposal please contact:

Visit: www.kingsnorthmasterplan.co.uk
Email: info@kingsnorthmasterplan.co.uk
Call: 08081 681678

Write to: Kingsnorth Masterplan,
c/o Quantum Public Relations,
Suite 4, Invicta Business Centre,
Orbital Park, Ashford, Kent TN24 0HB

FARRELLS

pba
peterbrett

wardell
armstrong

Ian Bull Consultancy Ltd
Chartered Town Planners & Development
Consultants

Appendix 2 – Press advert



**Proposed development
in Kingsnorth
Public Exhibition**

Thursday 12th March 2015, from 2pm to 7pm at Ashford
Town Cricket Club, Stacians Park, Steeds Lane, Kingsnorth,
Kent TN26 1NQ

Pentland Homes and Jarvis Homes are working on plans for a proposed mixed use (residential and commercial) development in Kingsnorth, Ashford.

As part of our pre-planning public consultation, we are hosting a public exhibition to give residents and stakeholders an opportunity to learn more about the proposal.

Members of the development team will be on hand to discuss the plans, answer questions and receive any feedback about the proposal.

We look forward to meeting you at the exhibition.

For more information about the proposed development please visit www.kingsnorthmasterplan.co.uk



Appendix 3 – Press release



PRESS RELEASE

03 March 2015

Public exhibition for proposed development in Kingsnorth

Pentland Homes and Jarvis Homes are working on plans for a proposed mixed use (residential and commercial) development in Kingsnorth, Ashford.

As part of our pre-planning public consultation, we are hosting a public exhibition to give residents and stakeholders an opportunity to learn more about the proposal. It will take place on **Thursday 12th March 2015** at:

Ashford Town Cricket Club, Stacians Park, Steeds Lane, Kingsnorth, Ashford, Kent TN26 1NQ from 2pm – 7pm

The public exhibition will give the local community an opportunity to find out more about plans for the Kingsnorth development. Members of the project team will be on hand to answer any questions the public may have about the project.

Ian Bull, spokesman for the project, said: "The proposed development is based around a new village green and will provide up to 750 much-needed new homes for Ashford in a carefully landscaped environment."

The proposed development will take into account the nature of the landscape and include rural 'green' streets, footpaths and cycle routes as well as new planting both within the proposed development and on its boundaries and ecological enhancements works.

The developers also propose building new social facilities, a public open space and new primary school.

For more information please visit www.kingsnorthmasterplan.co.uk, email info@kingsnorthmasterplan.co.uk or call 08081 681678.

-Ends-

For more information please contact Sananur Meric or Simon Robinson at Quantum Public Relations on 01233 500 200 or email sananur@quantumpr.co.uk or simon@quantumpr.co.uk

About Pentland Homes

Since its foundation in 1998, Pentland Homes has gained a reputation for constructing quality homes in some of Kent's most attractive locations. Pentland owes much of its success to the experience of its founders, who have been building in Kent for over 30 years. Still a privately owned limited company, Pentland is committed to excellent customer service and the development of contemporary house designs that meet modern living needs.

About Jarvis Homes

For more than 360 years, the Jarvis family have constructed individually crafted dwellings in the Ashford and Tenterden area. Today, the current fifth generation of the family continue to build quality homes using traditional building materials. This solid construction ensures a superior lifestyle and more secure investment.

Appendix 4 – Invitation letter



Name
Title
Address
Address
Address
Kent
Postcode

DATE

Dear NAME,

Proposed development in Kingsnorth, Ashford

Pentland Homes and Jarvis Homes are working on plans for a proposed mixed use (residential and commercial) development in Kingsnorth, Ashford. As part of our pre-planning public consultation, we are hosting a public exhibition to give residents and stakeholders an opportunity to learn more about the proposal. It will take place on:

**Thursday, 12th March, from 2pm – 7pm at
Ashford Town Cricket Club, Stacians Park, Steeds Lane, Kingsnorth, Ashford, TN26 1NQ**

Members of the development team will be on hand to discuss the plans, answer questions and receive any feedback about the proposal.

We hope you can make the exhibition and look forward to meeting you there. If however you are unable to attend, you can find more information about the proposal by visiting the development website – www.kingsnorthmasterplan.co.uk – or by contacting the development team by email on info@kingsnorthmasterplan.co.uk or telephone on 08081 681678.

Yours sincerely,

Ian Bull
Project Manager

Proposed mixed use development in Kingsnorth, c/o Quantum Public Relations, Suite 4, Invicta Business Centre, Orbital Park, Ashford, Kent, TN24 0HB

Appendix 5 – Exhibition panels 1 and 2 of 12

Proposed Development in Kingsnorth - Introduction



Pentland Homes and Jarvis Homes are in the process of producing plans for a mixed use (residential and commercial) development in the Kingsnorth area.

This project is based around a new village green. It would provide much-needed housing for Ashford in a carefully landscaped environment, enhancing and protecting the existing ecology and biodiversity.

Any proposed development will take into account the nature of the landscape and include 'green' streets, footpaths and cycle routes and keep a strong rural identity along country lanes.

At this stage of proposal is to develop up to 750 homes, together with social facilities, public open space and a new primary school.

Pentland and Jarvis want to develop a traditional, sustainable, high quality community that people will be proud to live in. No plans have yet been submitted to the local authority as the developers want to gain feedback from the local community before moving forward.

This public exhibition is intended to provide the local community with the opportunity to find out more about the proposal. Members of the development team are on hand to discuss the plans and answer questions.



Proposed Development Location Plan



Kingsnorth - in the Context of Ashford

The local area is changing - strategic transport options & large developments

Ashford Concept Masterplan



Ashford Core Strategy



Proposed and Committed Developments on Ashford Southern Fringe



Ashford Concept Masterplan - full circle 'Smart Link'



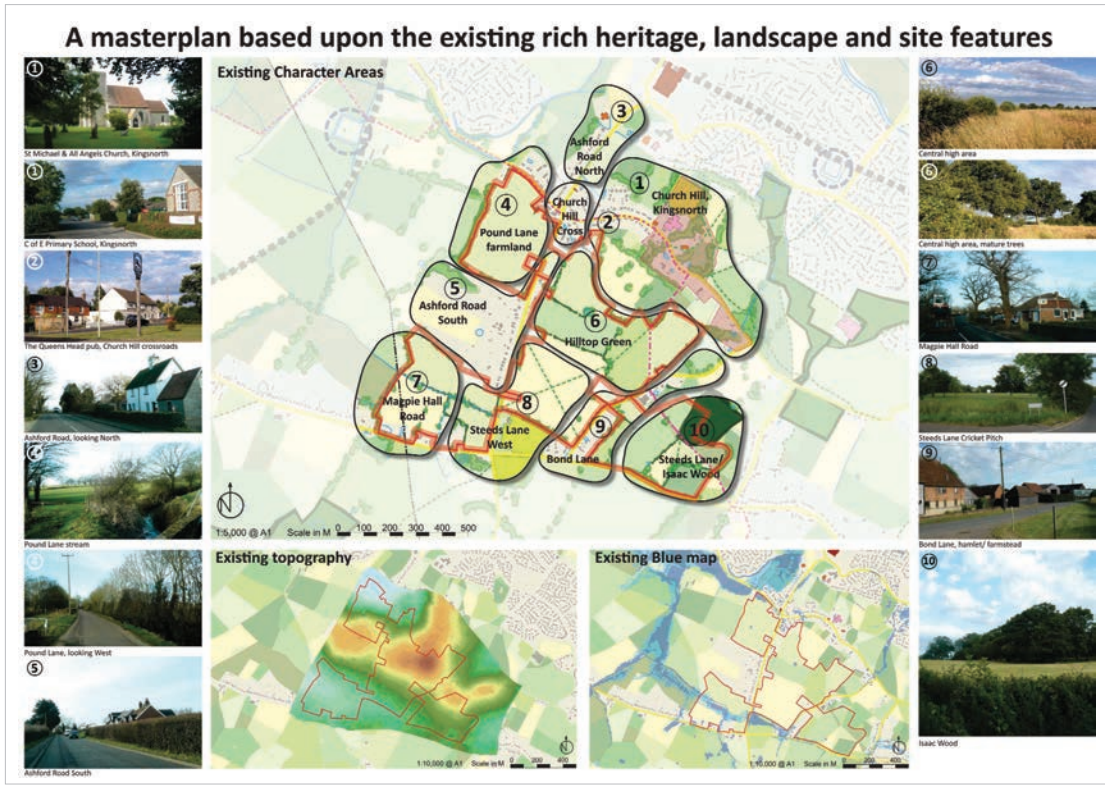
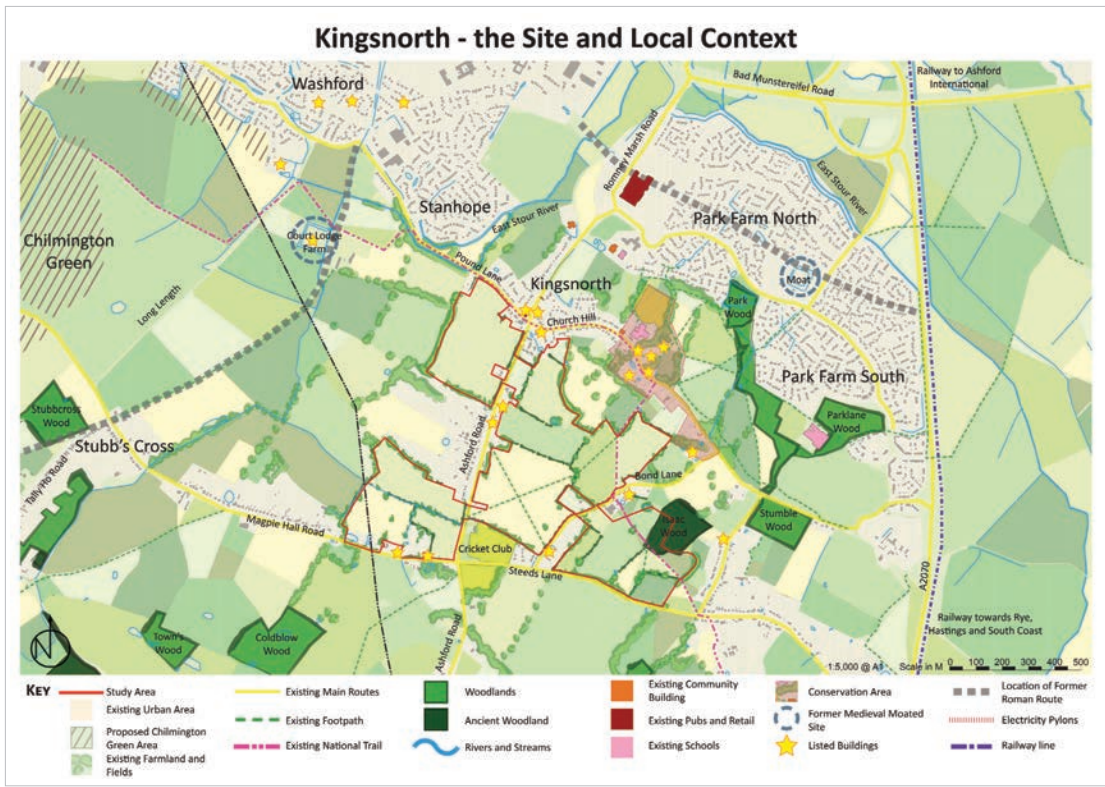
Study area in context with Ashford urban area



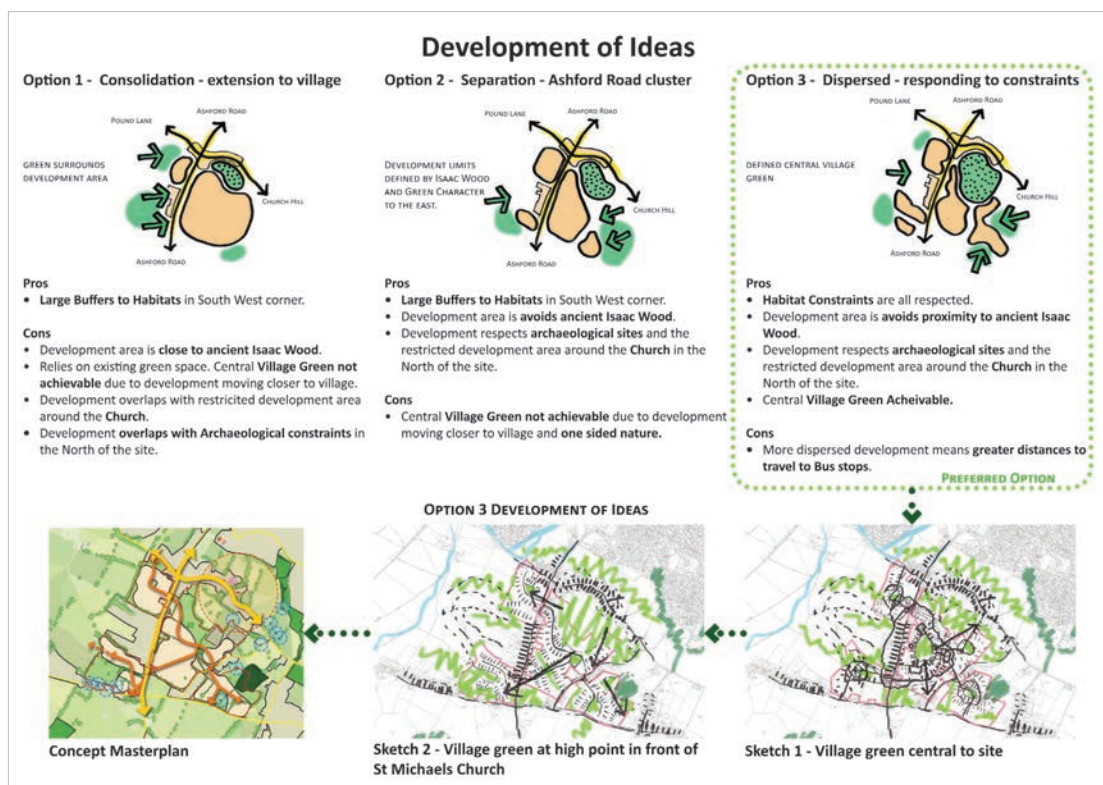
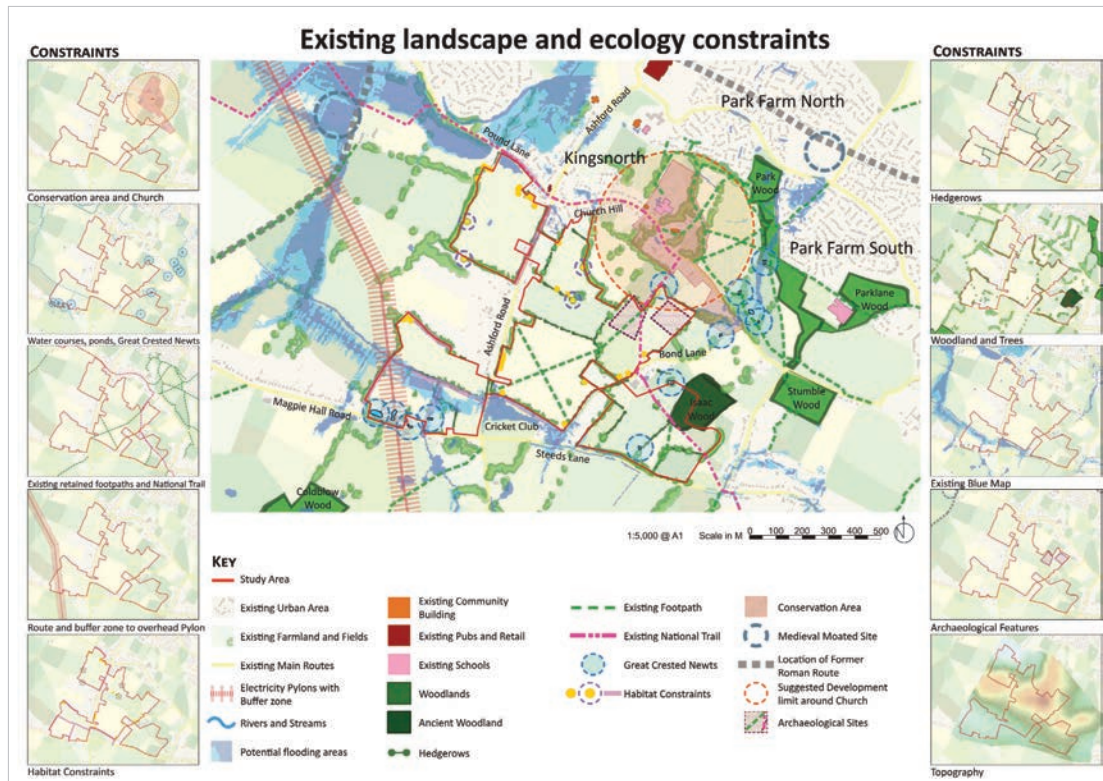
Ashford Masterplan - Staged Embryonic Public Transport



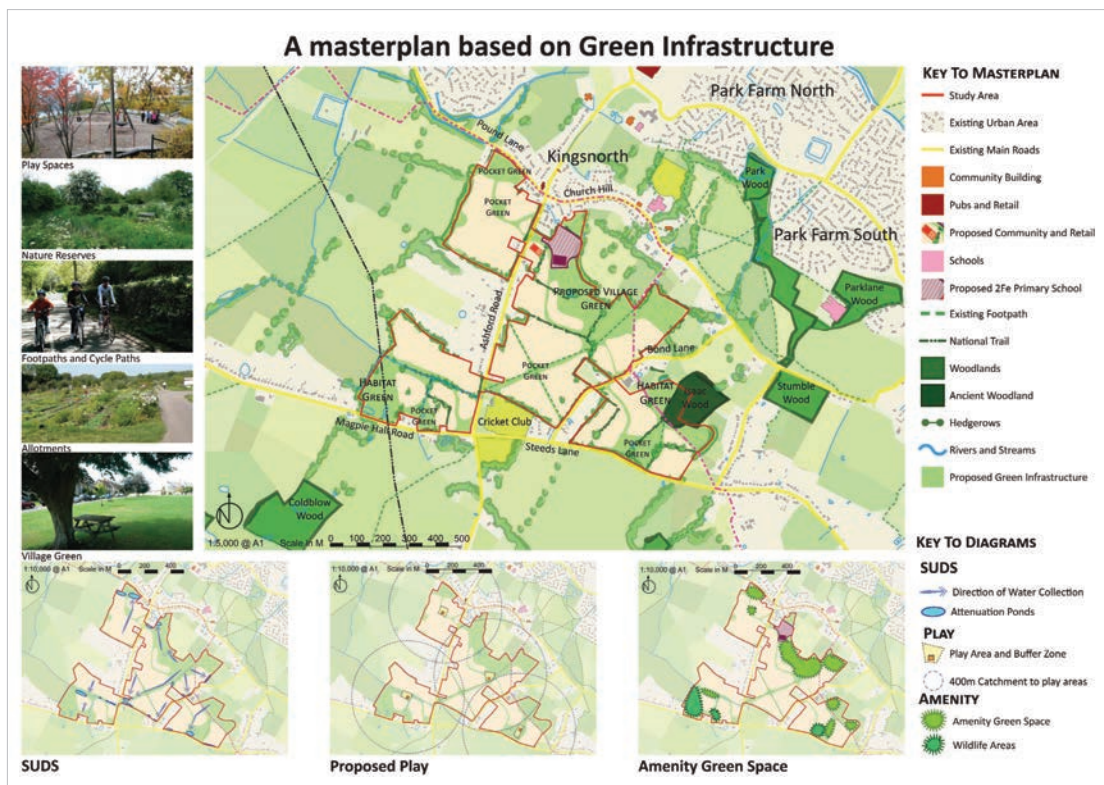
Appendix 5 – Exhibition panels 3 and 4 of 12



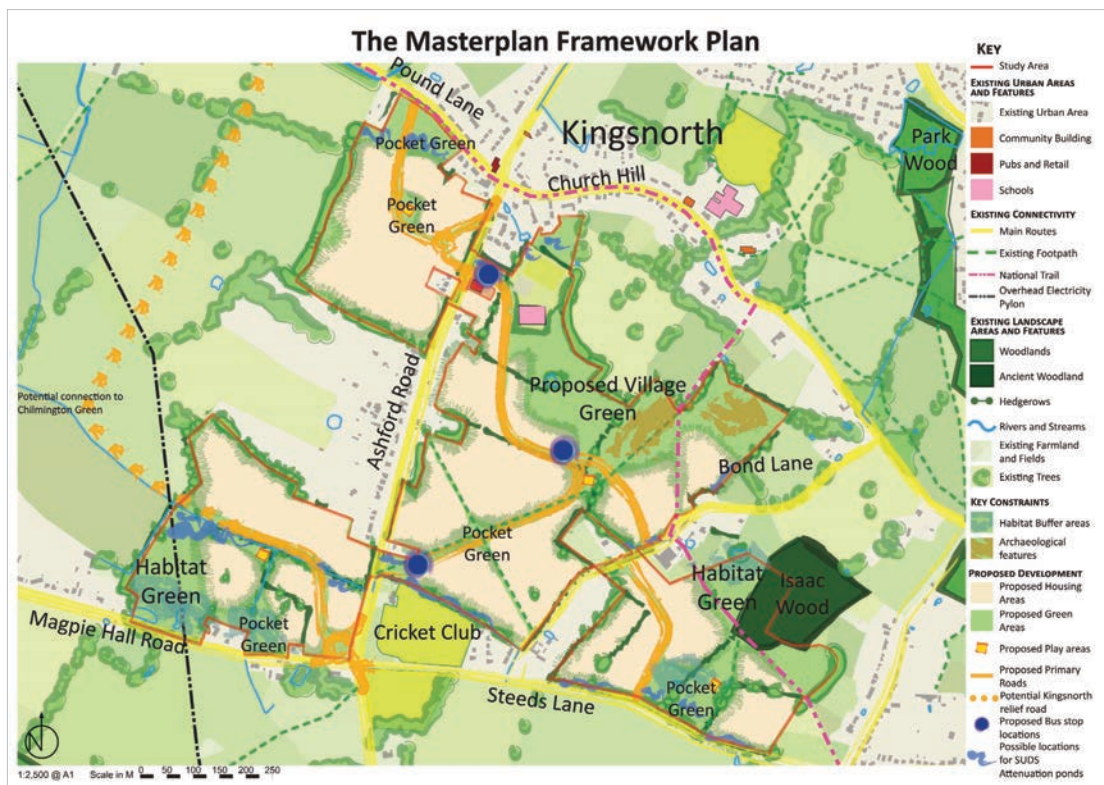
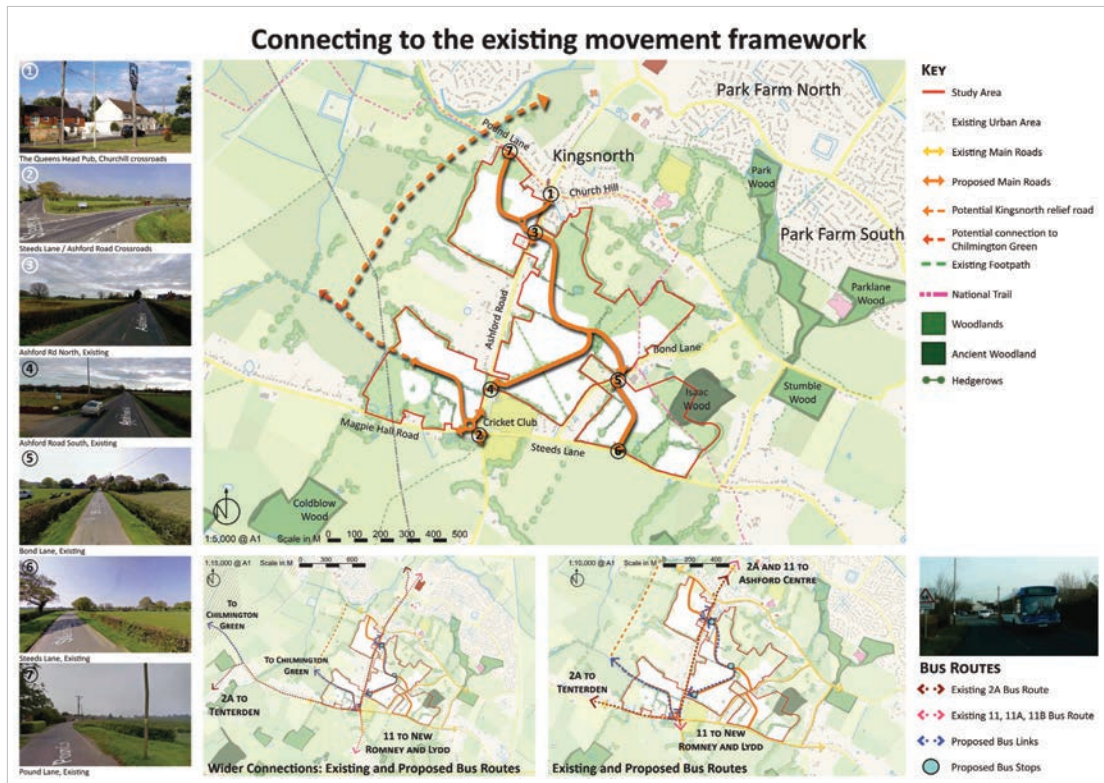
Appendix 5 – Exhibition panels 5 and 6 of 12



Appendix 5 – Exhibition panels 7 and 8 of 12



Appendix 5 – Exhibition panels 9 and 10 of 12



Appendix 5 – Exhibition panels 11 and 12 of 12

Proposed Housing Character Types and Materials

Courtyards and Mews housing

Home zones - Urban courtyard

- Enclosure of private green space by houses
- Green courtyard (with or without)
- Flat roofed house to the courtyard
- Courtyard access to the house
- Shared or assigned houses

Home zones - Mews court

- Enclosure of private green space by houses
- Mews access to the courtyard
- Shared or assigned houses
- Buildings built around a paved path or court or along a street

Housing around a village green or green courtyard

Housing - Village Green

- Courtyard green in the centre
- Shared access to the village green
- Shared or assigned houses around the green area
- Shared or assigned houses
- Shared or assigned houses

Housing - Village Green - Green courtyard

- Enclosure of private green space in the middle
- Shared or assigned houses
- Shared or assigned houses
- Shared or assigned houses around the green area
- Shared or assigned houses

Housing along rural lanes with a strong landscape identity

Housing - Lanes - Open front to landscape

- Open front along the landscape
- Courtyard with the landscape
- Shared or assigned houses
- Shared or assigned houses
- Shared or assigned houses

Housing - Lanes - Strong hedge enclosure to landscape

- Strong hedge enclosure along the landscape
- Shared or assigned houses
- Shared or assigned houses
- Shared or assigned houses

Residential 'green' streets

Housing - Streets - Open front within development clusters

- Open front within development clusters
- Shared or assigned houses
- Shared or assigned houses
- Shared or assigned houses

Housing - Streets - Strong hedge enclosure within the development cluster

- Strong hedge enclosure within the development cluster
- Shared or assigned houses
- Shared or assigned houses
- Shared or assigned houses

The Team

Jarvis Homes

For more than 300 years, the Jarvis family have constructed individually crafted dwellings in the Ashford and Tonbridge area. Today, the current 8th generation of the family continue to build quality homes using traditional building materials. This solid construction ensures a superior lifestyle and more secure investment.

Farrells

Farrells are award winning architect planners with offices in London, Hong Kong and Shanghai. Our approach is not a singular house style but a strong character that responds to context, scale and the opportunities contained within each project brief. Farrells obtained planning consent for the new settlement of Cambridge near Cambridge comprising 3000 homes, village centres, infrastructure and employment which is now completed which is acknowledged exemplar landscape scheme which has won design awards. They have led the masterplan design from 2012 for W11 Greater masterplan for a sustainable urban extension of the north west of Boston, Oxfordshire designed to standards which meet the Ecotowns supplement of PPS1. Throughout his career, Sir Tony Farrell has championed placemaking and the public realm and... Farrell review.

Pentland Homes

Since its foundation in 1998, Pentland Homes has gained a reputation for constructing quality homes in some of Kent's most attractive locations. Pentland owes much of its success to the experience of its founders, who have been building in Kent for over 30 years. Still a privately owned limited company, Pentland is committed to excellent customer service and the development of contemporary house designs that meet modern living needs.

Ian Bull Consultancy

After a successful career in Local Government at both County and District level, Ian worked in the private sector for a number of major house builders before setting up his own consultancy in 2005. The Practice has an impressive list of clients and an enviable record of success in respect of residential, retail and commercial developments throughout the South East.

Peter Brett Associates

Peter Brett Associates LLP is a leading development and infrastructure consultancy. We provide trusted advice to create value from the land and buildings, invest or operated by our clients. Together, we create better places for the communities in which we work. We amalgamate our skills across a broad range of disciplines, from engineering and planning to regeneration and economics. Our planning and economic skills are informed by a deep understanding of what it takes to deliver development, and we have extensive experience of a rapidly changing planning environment. Our reputation for seeking out new ideas and different opinions may precede us. We take the initiative to extend our knowledge, challenge our approach and improve the work we do. This open-minded approach to our work is embedded in our culture, and our values.

Wardell Armstrong

William Armstrong was a far-sighted man. But when he set up shop as a mining engineer in Newcastle upon Tyne in 1837, he could never have dreamed that his business would one day grow into the professional, international environmental and engineering consultancy that Wardell Armstrong has become. Our roots are in mining and minerals. Today, though, we're just as strong in renewable energy, water resource management, infrastructure, sport and leisure, planning, landscape and environment. Nearly half our business is overseas.

Appendix 6 – Consultation questionnaire

Kingsnorth masterplan public consultation questionnaire

Thank you for taking the time to visit this exhibition. Your views are important to us. We would be grateful if you could take a few moments to complete this short questionnaire and provide us with any comments you have about the project.

Name: _____

Address: _____

Email: _____

1. How did you find out about today's public exhibition?

- Newspaper
- Leaflet / Poster
- Internet / Website
- Word of mouth
- Other (please state)

2. How useful did you find this public exhibition?

Very useful Useful Not useful

On a scale of 1 to 5 (1 being not at all and 5 being very much):

3. Do you agree there is a need for new homes in Ashford?

1 2 3 4 5

4. Do you support the principle of new homes in Kingsnorth?

1 2 3 4 5

5. Do you think the balance of homes, open space, and new planting is appropriate?

1 2 3 4 5

6. Do you support the inclusion and need for affordable homes?

1 2 3 4 5

7. Is it important to you that existing trees and hedges are retained and managed wherever possible?

1 2 3 4 5

8. How important is the creation of new public footpath links?

1 2 3 4 5

Appendix 6 – Consultation questionnaire

9. Do you support the idea of the new village green?

1 2 3 4 5

10. Please tell us what you think of our draft proposals.

.....

.....

11. What do you like about the plans for new homes at Kingsnorth?

.....

.....

12. What don't you like about the plans for new homes at Kingsnorth?

.....

.....

13. Is there anything you would like to see included as part of the proposals, or any specific issues / areas of improvement?

.....

.....

Please use this space to add any additional comments:

.....

.....

If you have asked a question, please ensure you have provided your contact details on the front of this questionnaire so that we can contact you with a response

Please tell us your postcode. This will only be used to analyse the feedback we receive.

.....

If you would like to be kept up to date with news on the project, please tick this box

Thank you for your feedback

Please post this questionnaire in the box before you leave, or return it to Kingsnorth Masterplan, c/o Quantum Public Relations, Suite 4, Invicta Business Centre, Monument Way, Orbital Park, Ashford, Kent TN24 0HB

Appendix 7 – Sample press coverage

Kentish Express
12.3.2015

Plans for 750 homes on show

An exhibition detailing plans to build a new estate of 750 homes on land in Kingsnorth is being held today (Thursday).

The proposals will be on show to the public at Ashford Town Cricket Club, Stacians Park, Steeds Lane, Kingsnorth from 2pm to 7pm.

The exhibition will detail the plans for the proposed development on land adjoining both sides of the Ashford Road.

'The proposed development is based around a new village green'

Pentland Homes and Jarvis Homes are working on the proposed mixed use (residential and commercial) development.

As part of their pre-planning public consultation, the two housebuilders are hosting the

exhibition which aims to give residents and stakeholders an opportunity to learn more about the scheme.

Members of the project team will be on hand to answer questions about the project.

Ian Bull, a spokesman for the developers, said: "The proposed development is based around a new village green and will provide up to 750 much-needed new homes for Ashford in a carefully landscaped environment."

He said the proposed development will take into account the nature of the landscape and include rural 'green' streets, footpaths and cycle routes as well as new planting both within the

proposed development and on its boundaries and ecological enhancements works.

The developers also plan to build new social facilities, including a public open space and new primary school.

■ For more information visit www.kingsnorthmasterplan.co.uk, email info@kingsnorthmasterplan.co.uk or call 08081 681678.