



Philip Mileham and Kevin Ward
Inspectors

C/O Caroline Williams
Programme Officer (Core Strategy Review)
Civic Centre
Castle Hill Avenue
Folkestone
Kent
CT20 2QY

Our ref: MJW/Q8985

3rd July 2020

Dear Sirs,

**Examination of the Folkestone and Hythe District Core Strategy Review
Representation on behalf of Pentland Homes Ltd**

This representation is made by DHA Planning on behalf of our client Pentland Homes Ltd. Pentland have previously made representations in respect of the Core Strategy Review and this representation is made following the invitation to submit further comments on the submission plan prior to the EIP.

This representation is specifically in support of **Core Strategy Policies SS6, SS7, SS8 and SS9** relating to Otterpool new settlement.

As part of a balanced delivery of housing growth across the Borough of 13,285 homes it is vital to include sites of all sizes from larger new settlements to smaller sites. This blended approach is considered necessary for several reasons. Firstly, the smaller sites do not always deliver the infrastructure required to sustain growth such as contributions to schools and affordable housing. In addition, all larger sites or all smaller sites would only appeal to the relevant sized housebuilder. For housing growth and delivery, you need to have sites attractive to all sizes of developers from promoters and large PLC housebuilders, to SME's and smaller developers. This reduces the reliance on one developer sector and allows lots of development and delivery to take place in the Borough at the same time

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from different outlets. SME's in particular have a strong reputation in the Borough of building a better quality of design without the constraint the volume housebuilders have of standard house types. They can also react quickly without the high level of board agreements and subsequently deliver quickly on site.

Pentland Homes therefore fully support the overall growth strategy of the Council but also in particular that contained within the policies relating to the new settlement of Otterpool.

We see that at its heart Otterpool's prime location opens the district – for residents seeking an improved quality of life, for business relocations and the visitor economy to Folkestone and all it has to offer. This will make it attractive to all sectors of the development industry from starter homes through to the executive market. At its peak, we believe Otterpool could easily accommodate 3 developers working together to deliver 200 to 300 completions a year. Pentland Homes consider that companies from large housebuilders to SME's are ideally placed to be part of delivery alongside Folkestone and Hythe District Council to deliver the Otterpool vision.

Our view is that the best deal for everyone, District Council, developers, new and existing homeowners alike would be where the Council deliver the infrastructure required to service housing parcels of different sizes.

This would allow more SME's to join in the development alongside the major housebuilders. Also, it would ensure that the existing local people, who will undoubtedly be affected by the changes, could have a say in how the development was provided and would be an important stakeholder in the delivery in the development.

It is therefore for the reasons above that Pentland Homes fully support the policies at SS6 – SS9 in relation to the new settlement at Otterpool. Should any further clarification be required on any of the above information please do not hesitate to contact us.



Yours sincerely,

[Redacted signature]

[Redacted name]

Director

[Redacted contact information]