



OTTERPOOL PARK

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DOCUMENTS SUBMITTED IN SUPPORT

OP15 – STATEMENT OF COMMUNITY INVOLVEMENT

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March 2022



OTTERPOOL PARK

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Otterpool Park

STATEMENT OF COMMUNITY INVOLVEMENT

In support of an outline planning application for:

OTTERPOOL PARK AT LAND BOUNDED BY:
THE M20 AND CHANNEL TUNNEL RAILWAY LINK (CTRL) TO THE NORTH;
THE A20/STONE STREET AND SANDLING PARK TO THE EAST;
HARRINGE LANE TO THE WEST, AND; ALDINGTON ROAD TO THE SOUTH

On Behalf of

Folkestone & Hythe District Council
Cozumel Estates

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1 Introduction

1.1 Arcadis, as lead consultant of a multidisciplinary planning and design team, have been instructed by Folkestone & Hythe District Council (formerly Shepway District Council) and Cozumel Estates to prepare and pursue outline planning consent at Otterpool Park, north-west of Folkestone, Kent, for:

The redevelopment of the site through the demolition of identified existing buildings and erection of a residential led mixed use development comprising up to 8,500 residential homes including market and affordable homes; age restricted homes, assisted living homes, extra care facilities, care homes, sheltered housing and care villages; a range of community uses including primary and secondary schools, health centres and nursery facilities; retail and related uses; leisure facilities; business and commercial uses; open space and public realm; sustainable urban drainage systems; utility and energy facilities and infrastructure; waste and waste water infrastructure and management facilities; vehicular bridge links; undercroft, surface and multi-storey car parking; creation of new vehicular and pedestrian accesses into the site, and creation of a new vehicular, pedestrian and cycle network within the site; improvements to the existing highway and local road network; lighting; engineering works, infrastructure and associated facilities; together with interim works or temporary structures required by the development. Layout, scale, appearance, landscaping and means of access are reserved for approval.

1.2 Folkestone & Hythe District Council have identified the site as a key opportunity for the development of a Garden Town and were successful in making an Expression of Interest to the Garden Cities, Towns and Villages programme in June 2016, with the UK Government announcing support in November 2016. The allocation forms a part of the Council's Core Strategy, addressing future housing and a range of other needs. The intention of the adopted garden town approach is that the District will be better able to meet the housing need in the area through a carefully planned settlement that will also provide the necessary utilities and roads infrastructure; community, health and education facilities. Planning a settlement in this manner allows for a joined-up approach to providing all of the necessary elements, as compared with developing housing incrementally on smaller sites without the additional open space and community facilities.

1.3 This Statement of Community Involvement (SCI) has been prepared in support of the outline planning application and provides a summary of the consultation and engagement process that has been undertaken in advance of the submission.

1.4 This SCI is structured as follows:

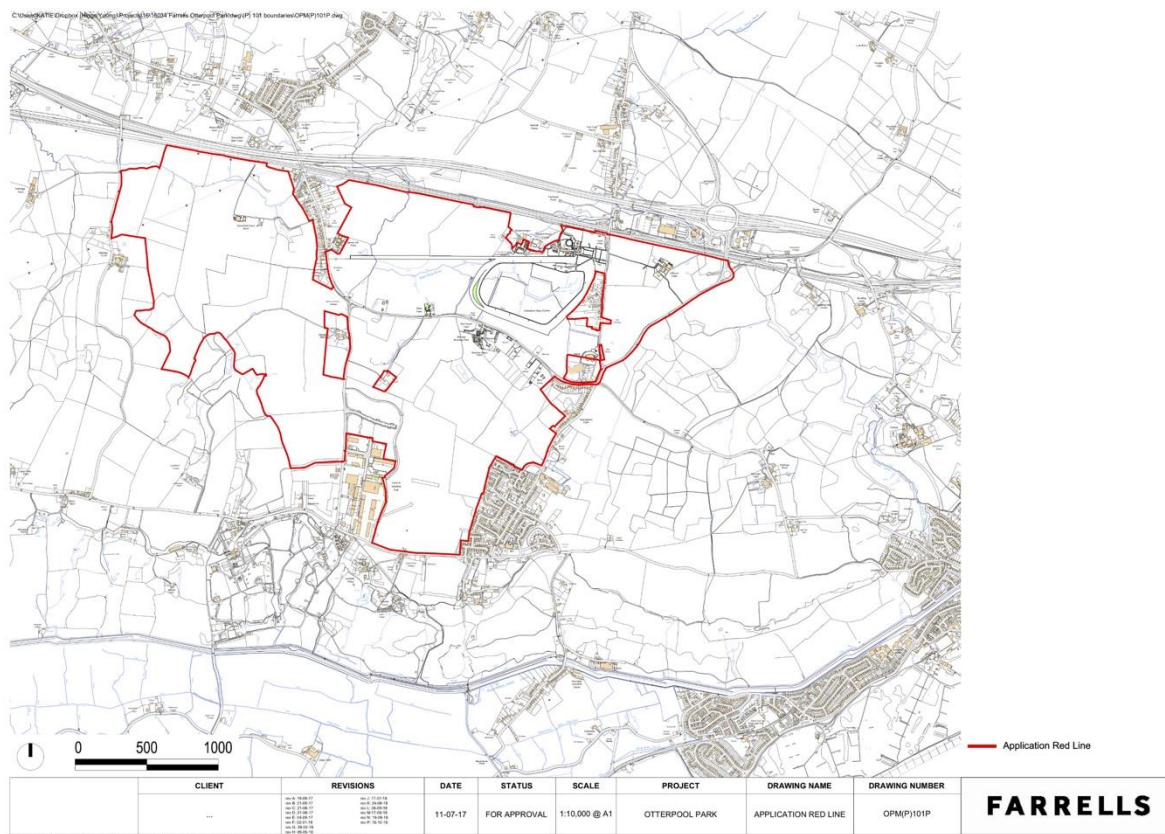
- Section 2 provides a background to the site and a summary of the proposed development for the site;
- Section 3 reviews the importance of consultation as set out within national and local policy;
- Section 4 sets out the methods of consultation undertaken in advance of this outline planning application;
- Section 5 summarises the feedback received and details how the findings have informed the development of the design and detail, the subject of this outline planning application; and
- Section 6 provides an overall summary and conclusions to the consultation process.

1.5 This report is supplemented by the set of three consultation reports prepared by Kevin Murray Associates, who managed the consultation process.

2 Site Background and Proposal

Background to the Application Site

- 2.1 This document does not repeat the detailed descriptions in the Development Specification. However, for clarity, some key details are included here.
- 2.2 The Application Site is located on 580 hectares of land in the west of the Folkestone and Hythe District, Kent.



2.4 The development of the proposals for this site have been the subject of comprehensive pre-application discussions with planning and other technical officers from FHDC and Kent County Council and other parties including statutory stakeholders. The pre-application process is set out in the Planning Performance Agreement of June 2017. The proposals have taken on board the relevant advice of officers and stakeholders and sought to address issues raised, as noted in the accompanying **Planning Statement**.

2.5 The comments raised and feedback given during the cycles of community consultation undertaken between December 2016 and June 2018 have also been taken into consideration during the development and finalisation of the proposed masterplan.

Proposed Development

2.6 In summary, the proposed masterplan comprises: *a new garden settlement accommodating up to 8,500 homes (use classes C2 and C3) and use class D1, D2, A1, A2, A3, A4, B1a, B1b, B2, C1 development with related highways, green and blue infrastructure, with access, appearance, landscaping, layout and scale matters to be reserved for each defined phase of development.* Development schedules for each use are contained within the **Development Specification**.

2.7 The Application Site is split into several Development Zones. Details of the development within each zone are contained in the **Development Specification**.

2.8 It is proposed that, post-consent, design codes will be submitted to FHDC, these will be submitted for each Development Zone prior to reserved matters applications being submitted for the respective phase. The Design Codes shall set out further design principles relating to the design and layout of development and the external appearance of individual buildings that will come forward as reserved matters applications.

3 Consultation Context

- 3.1 For all development, early consultation is critical to the planning process, and especially so when the development proposed is at a large scale. Consultation allows for proposals to be explained to relevant and interested parties, stakeholders and local residents. It is also an opportunity to learn as well as to explore and seek solutions to various issues at an early stage, with the intention of gathering and testing ideas, reducing conflict, raising and resolving problems and avoid unnecessary delays during the formal determination of the application. Overall it results in a better quality planning proposal.

National Policy Context

- 3.2 The National Planning Policy Framework (NPPF, 2019) and related documents encourage individuals and developers who are considering submitting development proposals to engage with local communities from an early stage. Paragraph 39 states that:

“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.”

- 3.3 Policy and advice supports ‘front loading’ public engagement as proposals are developed, and before official submission of planning applications to the relevant local authority. Policy recognises that all parties benefit from this early communication, ensuring all those with an interest are fully informed of proposals and have the ability to influence them. The recently updated NPPF (February 2019) states at paragraphs 41 and 42:

“The more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits. For their role in the planning system to be effective and positive, statutory planning consultees will need to take the same early, pro-active approach, and provide advice in a timely manner throughout the development process. This assists local planning authorities in issuing timely decisions, helping to ensure that applicants do not experience unnecessary delays and costs.

The participation of other consenting bodies in pre-application discussions should enable early consideration of all the fundamental issues relating to whether a particular development will be acceptable in principle, even where other consents relating to how a development is built or operated are needed at a later stage. Wherever possible, parallel processing of other consents should be encouraged to help speed up the process and resolve any issues as early as possible.”

- 3.4 The basic need for consultation in planning has been reiterated through the Planning Act 2008, the Killian Pretty Review, the April 2009 ‘Duty to Involve’, the Localism Act 2011 and current best practice guidance. The Local Government Association’s Probity in Planning (2009) also encourages and highlight the benefits of pre-application discussions between the applicant and the local planning authority and the NPPF has supported this approach since 2012.

Local Policy Context

- 3.5 Folkestone & Hythe District Council (FHDC, then as Shepway District Council) adopted a Statement of Community involvement in 2007. This was updated in 2015 to take into account new legislation and Council policy from the Town and Country Planning (Local Planning) (England) Regulations 2012 and Neighbourhood Planning Regulations 2012.

- 3.6 For planning application submissions, the document encourages application proposers to undertake consultation with the community prior to submission. This consultation: *“provides an opportunity for applicants and developers to find out the views of local residents about their development proposals, and allows the local community to make suggestions which can then be taken into account by the developer in finalising their planning application. This process can help to reduce local opposition, help resolve early design and development problems and ensure that high quality planning applications are received.”*¹
- 3.7 The consultation should be effective in bringing draft proposals to the attention of the public, the local Town or Parish Council and other affected parties and provide the opportunity for discussion and input at a formative stage. The engagement element of the consultation should provide opportunities for comments to be made, and in turn demonstrate how these comments have been taken into account.
- 3.8 Prior to undertaking consultation work with the public, local community and stakeholders the methodology was reviewed with FHDC to ensure that the process was compliant, appropriate and sufficient. The methods of consultation are set out in the following section.

Communications, consultation and engagement strategy

- 3.9 The brief for the masterplan and planning application set out a requirement for consultation as a positive engagement from an early stage and throughout the planning process. Two teams were appointed to help achieve this and prepare a joint communications and community engagement strategy:
- Property House Marketing (PHM), which acted for the applicant in a communications role, providing information over a range of media. This included press coverage; setting up and preparing content for a dedicated website; fliers and information leaflets; thematic blogs on technical issues; setting up Twitter and Facebook presence; working with East Kent College media students and responding to enquiries. PHM also worked closely with Kevin Murray Associates in promoting and running the community events.
 - Kevin Murray Associates (KMA), were appointed as an independent consultancy not directly involved in the planning or design processes. KMA’s role was to advise on an overall strategy for consultation and engagement that aligned with key stages of the masterplan process. KMA set out the structure and format of the events and facilitated and reported on them as an independent party. The KMA reports, which are appended in full, set out the process and feedback in detail.
- 3.10 The overall strategy was aimed at reaching as wide a demographic as possible – young and old; the working population and those living locally and further afield.
- 3.11 From an early stage in the evolution of Otterpool Park the Council also met regularly with a range of local stakeholders, including the Kent County Council, parish and town councils, the MP, the Local Enterprise Partnership and other interested parties. A list of activities by the Council is included as Appendix D.

¹ Folkestone & Hythe District Council, January 2015, *Statement of Community Involvement*, p16

4 Consultation Process

- 4.1 The community consultation and engagement process was undertaken in three distinct stages in December 2016, April/June 2017 and June 2018. The time between each stage was used for further development of the draft masterplan proposals in response to stakeholder workshops and public consultation, as well as other site survey work and specialist research. The first two stages were about wider engagement at a formative stage of the project, encouraging debate around emerging ideas; the third was a consultation on the draft masterplan.
- 4.2 The first set of events were held in early December 2016 at multiple locations within the vicinity of the site. Over 500 participants attended events, drawn from community, local business, parish and district councillors and college students. The majority of participants were residents from close to the area of search for the Garden Town. At this stage some early technical and surveying work had been completed but no proposals had been drawn up. The purpose of this engagement was therefore to raise awareness of the project and the planning process, provide information and hear early ideas and concerns that could feed into the masterplan.
- 4.3 The schedule of events is noted in the table below. Venues, times of day and week were all arranged to enable participation from the greatest number of people, particularly those that may be more directly impacted by the development.

DATE & TIME	THURSDAY 8 DECEMBER	FRIDAY 9 DECEMBER	SATURDAY 10 DECEMBER
AM	East Kent College Students' Workshop 10:30am – 12:00noon		Lympne <i>Lympne Village Hall</i> 10:00am – 2:00pm
PM	Sellindge <i>Sellindge Sport & Social Club</i> 2:00 – 5:00pm	Stanford/Westenhanger <i>Folkestone Racecourse</i> 2:00 – 5:00pm	
EVENING	Hythe <i>Hythe Town Hall</i> 6:30 – 8:30pm		

Table 1: Session 1 Schedule of Events – December 2016

- 4.4 Events were widely publicised through direct mailing, posters and flyers, and the local media, including the following (items noted included in appendices of relevant 'stage reports' in Appendix A):
- A letter from the Leader of the Council, David Monk, was sent to all Folkestone & Hythe District Council residents dated 14 November 2016, notifying them of the Government's announcement of support for Otterpool Park Garden Town. The letter notes that the consultation for the masterplan would begin in December.
 - There was a follow-up letter from FHDC and Cozumel Estates, sent out on 1st December, again to all the District residents with details of the consultation events.
 - Flyers and posters were circulated around the District Parishes as well as being provided to the Parish Councils in digital form and hard copy.

- informing all FHDC and KCC Members, parish and town councils, neighbouring authorities, neighbouring parishes in Ashford District, and the local MP.
- There were also a series of press releases issued with information about the events, as well as a press briefing that took place on the morning of 8th December which resulted in several articles and features in the local media.

4.5 The second set of events was held in April – June 2017. Again, these were held at multiple locations and included workshops with policy & agency stakeholders; civic and business stakeholders; a local primary school and multiple community drop-in events. Around 400 people participated across these events. This was the second stage of an iterative process, building on the information and comments that were initially gathered at stage 1, and providing more detail on how the masterplan was being developed especially with respect to transport, housing, resources (including water) and landscape. The events were postponed due to purdah for the general election in June 2017, hence the gap between the April and June sessions. The schedule of events is shown in the table below:

DATE & TIME		FRIDAY 21 st APRIL		
AM	Folkestone <i>The Burlington Hotel</i> National policy and agency stakeholders' workshop			
PM				
DATE & TIME		WEDNESDAY 14 th JUNE		
AM	Folkestone <i>Leas Cliff Hall</i> Civic and Business stakeholders Workshop One			
PM	Folkestone <i>Leas Cliff Hall</i> Civic and Business Stakeholders Workshop Two			
DATE & TIME		THURSDAY 15 th June		
AM	Sellindge Sellindge Primary School Interactive Years 5&6 workshop			
DATE & TIME	THURSDAY 22 nd JUNE	FRIDAY 23 rd JUNE	SATURDAY 24 th JUNE	
AM		New Romney <i>The Mach</i> <i>The Marsh Academy</i> 10.00am -12.00pm (Presentation at 10.30am)	Folkestone <i>Folkestone Library</i> 10:00am – 2:00pm (Presentations scheduled for 10.30am and 12.30pm)	
PM	Hythe <i>Tin Tabernacle</i> 2:00 – 5:00pm	Sellindge <i>Sellindge Sports & Social Club</i> 2:00 – 5:00pm (Presentation at 3.00pm)		
EVENING	Lympne <i>Lympne Village Hall</i> 7.00 – 9:00pm (Presentation at 7.30pm)			

Table 2: Schedule of Events – April – June 2017

4.6 The third set of events was held in June 2018. This was primarily about consulting on the emerging draft masterplan that had been further developed, partly based on the comments from the two previous stages of engagement. This stage comprised two community stakeholder and business workshops, press and estate agency briefings and a community drop-in session. Across these events almost 300 people participated. The schedule of events is shown in the table below:

DATE & TIME		TUESDAY 19 JUNE 2018
AM		<p>Folkestone <i>Leas Cliff Hall</i> Community and Business stakeholders Workshop One</p>
PM		<p>Folkestone <i>Leas Cliff Hall</i> Community and Business Stakeholders Workshop Two</p>
DATE & TIME		WEDNESDAY 20 June 2018
AM		<p>Folkestone <i>Leas Cliff Hall</i> Estate Agent Briefing</p>
PM/EVENING		<p>Westenhanger <i>Westenhanger Castle</i> 2.00 – 8.00pm</p>

Table 3: Schedule of Events – June 2018

4.7 The public drop-in session was advertised using a number of media forms in advance. In addition to posting the event information on the Otterpool Park website, A3 posters and A5 information booklet detailing the event were hand-delivered and posted to a range of vicinities, including a number of libraries and community halls, in Folkestone and the surrounding areas. An electronic version of the poster was also sent to a database of people who had confirmed they would like to hear from the Otterpool Park team in terms of project updates. An item on Otterpool Park including details of the events was included in the newsletter ‘Your District Today’ which went to all households in the district. The event was also publicised in the Hawkinge Gazette (Web), Kent on Sunday (Web), Folkestone & Hythe Express (Print) and the Kentish Express (Print). Details were also made available across Otterpool Park’s social media channels with a reach of 12,600 people (further information is detailed in the Stage 3 Report). All FHDC and KCC Members, parish and town councils, neighbouring authorities, neighbouring parishes in Ashford District, and the local MP were informed.

5 Consultation Responses

Stage 1 - December 2016

- 5.1 During the first stage of consultation and engagement in December 2016, there were 519 participants and 398 completed feedback forms. A high percentage of the feedback cards submitted were part of a coordinated campaign that chose not to engage directly with the questions raised in the form, but instead wrote “NO OTTERPOOL” or some other similar form of words. This accounted for 61% of the returned forms. The remaining forms did contain detailed feedback.
- 5.2 The feedback form initially sought views on what people felt the priorities were for the masterplanning of a new garden town. Table 4 (below) shows the results of the scoring from all the feedback cards received. It highlights the overall average of each category, based on a scoring out 5 where 5 is very important and 1 is not at all important.

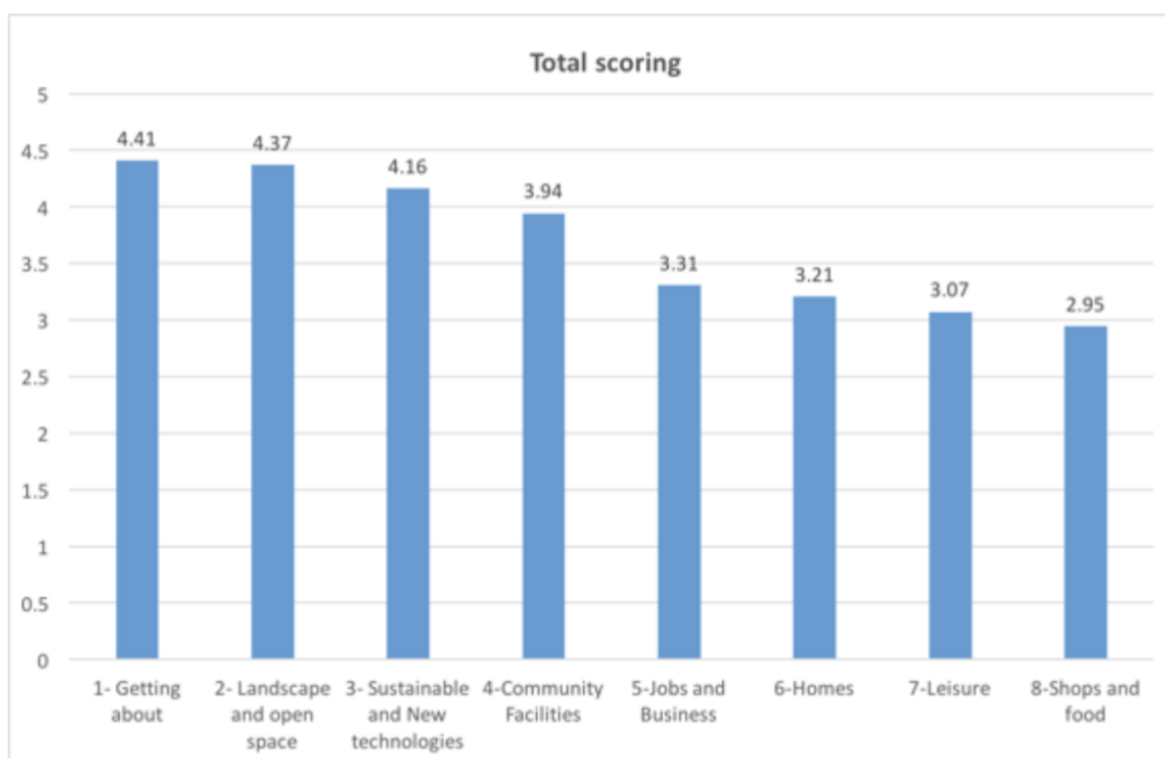


Table 4: Averaged scoring of themes, in terms of prioritisation expressed on the feedback cards.

- 5.3 The second question asked participants to identify what they thought were the key attributes of the area. The most recurrent positive attributes from local respondents were the area’s green space and farmland, and for some respondents it was the rural nature and countryside feel that had attracted them to the area in the first place.
- 5.4 The analysis of the feedback cards confirmed a range of issues and concerns that were also raised by people in person at event. Some were concerned that the proposed development would threaten the quiet, peaceful, rural life that attracted them to live in the area. Others expressed concern that Otterpool Park Garden Town would exacerbate the current pressures on utilities and infrastructure which are already perceived to be overstressed and unable to cope with a future increase in resident numbers. Particular concerns related to road congestion,

sewage and waste water, water supply and flooding. Full details of this feedback are contained in **Appendix A: Stage 1 Report**.

- 5.5 Students at East Kent College were set the task of planning the new community, using plans and coloured paper to represent different uses and activities. This provided useful feedback on what younger people are looking for and the type of housing they see themselves living in. Students studying childcare provided insights into how to cater for both young children and older people in the community, including the importance of access to green amenity space for general well-being.
- 5.6 As the Stage 1 consultation took place so early in the process, the feedback from the events was used to inform the early design and technical work of the Otterpool Park masterplan. A key example of this is water where a comprehensive sustainable urban drainage system was designed so that no flooding will occur downstream as a result of the development. As a garden town, a landscape-led approach was adopted and a key feature was the need to ensure that green infrastructure is accessible for a wide range of people to encourage community interaction. Social infrastructure including schools and health was designed in to the development early as a result of the feedback, including a primary school to be developed at the start of phase 1. Transport and movement plans evolved taking account of feedback such as that received about congestion around the Newingreen Junction.

Stage 2 – April, June/July 2017

- 5.6 The second stage of the engagement in April, June/July 2017 was attended by 412 people, between the workshops and drop-in sessions; with 179 feedback forms being completed, plus additional follow-up correspondence. The structure of the workshop sessions was a presentation by the consultant team followed by a facilitated workshop discussion, with each table taking a leading technical theme to be covered (such as transport and landscape) before moving onto wider points and ideas. These more in-depth conversations offered clear pointers and local insights to the design of the masterplan and the delivery of the garden town, and are set out in the **Stage 2 report at Appendix B**.
- 5.7 The primary concerns that were raised at this stage regarding the masterplan and its constituent proposals were as follows:
- The **capacity of local road networks** across the district to cope with the increase in traffic the development would bring, and how rail services may influence this;
 - Adverse impacts that **increased demand for water supplies** would have;
 - The importance of **providing locally affordable homes** including new social housing, well into the future, especially for young people earning local salaries, and;
 - Adverse impacts resulting from increased demand for **already over-stretched health and social care services**.
 - The origin and **robustness of housing need forecasts** for England and the Shepway area over the coming decades, i.e. next 10, 20, 30 and even 40 to 50 years.
- 5.8 Further detailed information was requested from participants on these issues, and others including issues around health and social care. The full detail of the various responses is contained in **Appendix B: Stage 2 Report**. The report also includes details of the workshop with the local primary school, where year 5 and 6 students were tasked with working in groups to think about what they would want to see in a new town. They placed some emphasis on walking and cycling to local facilities, such as playspace, and on the importance of a safe attractive place for all generations.

5.9 The Stage 2 consultation provided valuable feedback which was incorporated as the project transitioned from the creation of the framework masterplan towards the Outline Planning Application stage. During this period the total number of homes across the wider framework masterplan area was reduced from 12,000 to 10,000 following feedback which led to a reduction in density across the site. Further work on the design of the town centre was undertaken to ensure it is more likely to become a vibrant heart of Otterpool Park, by focussing more on leisure and activities, and less on retail. The landscape-led approach was maintained, resulting in around 50% of the development as green infrastructure, much of it multi-functional. The discovery of a Roman Villa led to the re-design of the country park, and feedback about ways to integrate Westenhanger Castle within the development informed the design approach, including towards the open space to the south.

Stage 3 – June 2018

5.10 Stage 3 of the consultation series was held in June 2018 and was attended by 275 people, across two workshops and the drop-in sessions. 166 completed feedback forms were received, in addition to the workshop contributions.

5.11 Participants at the two workshops were presented with a draft masterplan update and explanation, while the drop-in event received the same information through a series of exhibition panels and a large-scale masterplan map, with specialists of key technical aspects being on hand to respond to questions.

5.12 The Stage 3 draft masterplan had been produced in response to issues, ideas, concerns and questions raised over the first two cycles of consultation. When asked *“Do you consider this latest phase responds to issues raised in previous event?”*, 54% of the workshop attendees stated **yes**, 8% were **not sure**, and 38% stated **no**. From the drop-in respondents, 8% responded **yes**, 31% were **not sure** and 61% stated **no**.

5.13 The two sets of workshop respondents were generally more positive and supportive than those who attended the drop-in who were mainly local residents who may be directly affected. The workshops were structured as previously, with thematic discussions at each table to allow those with expertise or interest to contribute in more detail. Some of the issues that were considered to be outstanding were as follows:

- **Traffic and infrastructure**, as the current infrastructure cannot cope with the existing capacity. One solution suggested is to bypass the development;
- More details were asked about the **phasing**;
- A suggestion was made for an ongoing ‘**community forum**’, to be formed of selected people to consult with, and create a **transparent approach** for those involved in the bid;
- Preservation of the **Area of Outstanding Natural Beauty (AONB)s** was stressed, given the character and appeal of the district both as a place to live and as a tourist destination;
- **The current shortage of doctors, nurses and teachers** was raised, and particularly how that will be mitigated in the development;
- More information and answers were sought about **water supply, drainage, transport and gas supply**;
- **Reducing the lorry-based activity** was advocated as a way in which to positively impact upon the local area;

- **Affordable housing was raised by many**, in terms of ‘actual’ affordability to local people and the overall ratio/proportion;
- More details were requested about addressing **provision for the traveller community** to be included in the development and, if not, why they are not.

5.14 The full detail of this final phase of the consultation can be found in **Appendix C: Stage 3 Report**.

6 Responses in the Application Proposals

6.1 In terms of the response to the issues raised, many elements were taken forward and addressed through the development of the plan and detailed components. The column on the left below shows issues raised over the cycles of consultation and engagement, nearly all cited over several stages. These are broken down by thematic sector.

6.2 The column on the right indicates the response to the issues raised within the development of the plan, which may also have been influenced by other factors than the community consultation commentary alone (e.g. policy, research, statutory agency standards).

Matters raised during consultation	
Housing related issues	Housing related responses
<p><i>Issues were raised about: the general principle and location of Otterpool Park near villages and existing settlements, including concerns about the scale and density of development as a ‘garden town’;</i></p> <ul style="list-style-type: none"> <i>there were recurring questions on the type, tenure, and the quality of housing/ neighbourhoods that will become available.</i> 	<ul style="list-style-type: none"> • Otterpool Park started out as a garden town of up to 12,000 homes. Proposals are now for a garden town of 10,000 homes following feedback about the appetite for higher density housing compared to houses in the local area and impact of higher housing numbers, leading to a reduction in density across the site. with The Outline Planning Application is for the first phase of 8,500 homes. • The Otterpool Park proposals have evolved to include green buffers around the existing villages of Lympne, Westenhanger and Barrow Hill, Sellindge. • Housing density has changed in response to stakeholder feedback such that the proportion of apartments within the garden town has been reduced to circa 30%. • Otterpool Park will provide a wide range of different homes – both in terms of size and tenure, including a significant proportion of self-build homes. Otterpool Park will deliver 22% Affordable Housing throughout the garden town. • High quality design is of paramount importance and design guidelines have been developed for submission as part of the Design and Access Statement. Design Codes will be prepared in due course. The project has already benefitted from the input of a Design Review Panel and will continue to do so as the development progresses.
GI/Landscape/parks issues	GI/Landscape/parks responses
<p><i>Feedback received noted the importance of ensuring that enough green space is provided.</i></p> <p><i>Suggestions were made</i></p> <ul style="list-style-type: none"> <i>that the design could be improved by taking advantage</i> 	<ul style="list-style-type: none"> • The Otterpool Park proposals will create a new landscape-led community that integrates green and blue infrastructure with the existing historic assets and communities. • While retaining around 50% of the environment at Otterpool Park as green space, this will not only house a significant new residential community, it will also create outstanding community infrastructure, a

<p><i>of the past landscape setting of the locality.</i></p> <ul style="list-style-type: none"> • <i>to have more outdoor spaces for families and family-friendly areas.</i> <p><i>Concerns were raised</i></p> <ul style="list-style-type: none"> • <i>regarding how the project may change from conception to delivery.</i> • <i>about the probability of ‘high-rise’ buildings (above the sky line).</i> 	<p>business park, and many natural green spaces as well as sports and leisure facilities.</p> <ul style="list-style-type: none"> • The exceptional green infrastructure has been designed to be multifunctional to provide a range of environmental benefits and to encourage healthier lifestyles, promote sustainable transport choices and support start-up business units where sustainable practices are encouraged. • The proposals highlight heritage assets with green space and green links, promote green corridors for transport and ecology and maximise biodiversity. • The designers have refined types of GI proposed. Settlement areas with distinct characters will be created: the “Gateway” with strong landscape edge, “Town Centre” with tree-lined public space, the tranquil “Riverside” area, the transition through “Otterpool Slopes” to the picturesque “Woodlands” and “Hillside” areas, each adhering to the masterplan’s aim to fully integrate urban and rural character (see DAS section 4.1 and 4.3 for further details). • During the consultation process the amount of parkland surrounding Westenhanger Castle was increased to take further into account the past landscape setting. • In response to suggestions to have outdoor spaces for facilities and family friendly areas, a range of different play areas and sports facilities are now allocated within the masterplan (as shown on parameter plan OPM(P)1008 H Green Infrastructure and Open Space) . • The parameter plans and design guidelines control the future detailed design of the GI (please see DAS and parameter plans). • Connections to wider landscape setting will be maintained and enhanced using appropriate local species to reinforce landscape quality and wildlife habitat. • There will be a very strong sense of greenery through new planting, to reinforce the positive relationship with the adjoining AONB • The scale and density has been modified to keep the general building heights below the prevailing tree-line
<p>Leisure, play, heritage issues</p>	<p>Leisure, play, heritage responses</p>
<p><i>Issues and concerns raised included</i></p> <ul style="list-style-type: none"> • <i>the impact on local heritage e.g. castles, Roman villas and</i> 	<ul style="list-style-type: none"> • Survey work and consultation have meant that knowledge of the opportunities and constraints has evolved over time, but these continue to be at the forefront in establishing the underlying principles of the layout.

<p><i>the villages themselves, has not been sufficiently regarded in developing the plan.</i></p> <ul style="list-style-type: none"> • <i>Lympne airfield should be preserved for future generations.</i> 	<ul style="list-style-type: none"> • Lympne Runway is now designated as GI as shown on parameter plan OPM(P)1008 H Green Infrastructure and Open Space) .. Early discussions have taken place with Lympne Parish Council about the most appropriate way to respect the airfield and the use and nature of the open space. These discussions will continue at the detailed design stage. • It is proposed that sports pitches will be located in close proximity to new schools. It is anticipated that these will also be able to be used by the local community. • A heritage walk is now proposed as described in the DAS. • The treatment of important heritage features such as Westenhanger Castle, the Roman Villa discovered during the archaeological investigations and barrows has evolved carefully in conjunction with Historic England and Kent County Council. They are considered real assets to Otterpool Park, and will sit within green space and parkland to allow greater access for residents and visitors. • The Cultural Strategy has been developed to ensure that creativity is built in to the garden town from the outset in a meaningful way. One key strand is custom and self-build housing which is considered an important way to create a unique place, learning from local and international best practice. • The town centre has evolved away from the original concept of a ‘high street’ towards having leisure and play at its heart with a number of distinct areas including a Market Quarter, Knowledge Quarter, Lakeside Quarter and Creative Quarter encouraging clusters of activity for residents, employees and visitors to enjoy. • A presentation on archaeological finds took place in Oct 2018 to local archaeology groups.
<p>General infrastructure issues</p>	<p>General infrastructure responses</p>
<p><i>Many raised issues about:</i></p> <ul style="list-style-type: none"> • <i>the strategy and approach to infrastructure provision/upgrade, particularly in relation to phasing, impact on the site – and also</i> • <i>upon the wider setting and existing communities.</i> 	<ul style="list-style-type: none"> • Infrastructure to provide ultra-fast broadband will be delivered for Otterpool Park and the Promoters are exploring how this could also benefit existing communities. • The Otterpool Park energy strategy provides for a dual-fuel solution with both gas and electric to be delivered to the first phase of homes. Following the first phase, the development is to be electric only and we will continue to monitor trends in energy to ensure this remains the appropriate strategy for the future.

	<ul style="list-style-type: none"> Charging points for vehicles will be provided throughout Otterpool Park and the energy strategy is designed to accommodate the future anticipated load caused by increase in electric vehicle use. All homes are to have photovoltaic panels on the roof.
Water-related infrastructure	Water-related responses
<p><i>Concern was expressed across all stages of the consultation about:</i></p> <ul style="list-style-type: none"> <i>general water supply and capacity issues;</i> <i>run-off and groundwater issues;</i> <i>any costs and limits that may be applied locally.</i> 	<ul style="list-style-type: none"> Affinity Water has committed to supplying the whole Otterpool Park development, including the expansion of Paddlesworth reservoir. To achieve the Promoters' sustainable water target of 90 litres per person per day, grey water recycling forms part of the water strategy for use in irrigation and WCs, etc. A comprehensive network of Sustainable Urban Drainage Systems is planned for Otterpool Park to ensure that there is no flood impact on communities downstream from the garden town. The existing racecourse pond is to be preserved due to its ecological value and a new water feature is to be created as amenity space within the town centre.
Roads and circulation issues	Roads and circulation responses
<p><i>This was one of the most recurring matters from a wider community perspective, across all stages, including:</i></p> <ul style="list-style-type: none"> <i>Whether the network can take the future traffic growth strategically and locally</i> <i>What the impact will be on existing settlements and routes</i> <i>How industrial traffic, especially lorries, will be affected</i> <i>What will happen at Westenhanger Station, and what will be the impact of that</i> <i>What level of public transport provision will be made?</i> 	<ul style="list-style-type: none"> Extensive transport modelling has been undertaken and mitigation identified where Otterpool Park is assessed to have an impact. The actual impact will be subject to review to ensure that mitigation measures are implemented effectively. A new link road is proposed and a re-routing of the A20 along this new route, north of Newingreen Junction. The speed limit of the A20 will reduce to 30 mph from Sellindge eastwards to the junction, with the A261 Hythe Road and along the proposed Newingreen Link, encouraging HGVs to use the M20, rather than the A20. The town centre streets north of the Newingreen link are designed to be used for local traffic for the facilities located there as well as the station. Only buses will be able to cross Stone Street at the northern end to minimise the impact on existing residents. The development does not connect any new roads on to the Aldington Road. An upgrade service provision, including the potential for direct services to London, and to the passenger facilities at Westenhanger Station is being explored in conjunction with key stakeholders. It is envisaged that improvements could include:

	<ul style="list-style-type: none"> • Upgraded passenger waiting facilities and information; • Platform extensions; • A new pedestrian overbridge between platforms; • Lift access to platforms; • Secure cycle storage; • Bus interchange; • Parking including EV charging spaces; and • Potential for commercial provision of café/ retail facilities. <ul style="list-style-type: none"> • It is intended that there would be a bus stop within 400 metres of the majority of homes along with a minimum service provision of 30-minute frequencies from early occupation rising to a frequency of 10-15 minutes once fully commercial. In the early phases of development, service improvements would be likely to involve enhancements to existing services, including re-routing through the site to serve Westenhanger Station. Diverted routes could consist of the following: <ul style="list-style-type: none"> • From Sellindge on the A20, routing through the northern part of Otterpool Park to the town centre and station, and then via the business area of the masterplan to the A20 south to Newingreen and to Hythe (and vice versa); and • From Sellindge on the A20, routing through the southern part of Otterpool Park, then across to the town centre and station, and then via the business area of the masterplan to the A20 south to Newingreen and to Hythe (and vice versa).
Other movement issues	Other movement responses
<i>Concerns and questions were raised about movement across the area, including the importance of linking footpaths, bridleways, and cycle paths in a manner that benefits local people and communities.</i>	<ul style="list-style-type: none"> • A network of walking and cycling routes is planned within the development and will connect effectively with the networks which surround the site, including routes to the Downs, Hythe and the Marsh. • A bridleway has been designed within the development and which connects to the existing network which borders the site.
Schools and education issues	Schools and education responses
<i>Concern was expressed at all stages of the consultation about both the overall capacity and phasing implications for schools (at all levels).</i>	<ul style="list-style-type: none"> • The masterplan provides for the following school sites <ul style="list-style-type: none"> • 5 primary schools (2 in Phase 1) • 1 secondary school • Nursery and crèche facilities • Otterpool Park will deliver enough school places to meet the needs of children on-site. Where it can be

<p><i>There was a request for clarity about proposals and a suggestion that the services should be built first and be operational before the completion of the development, as current services would not be able to cope with the extra demand.</i></p>	<p>demonstrated through the monitoring procedures that no further school places are needed, delivery of further school sites or floorspace will not be triggered. This is to minimise the delivery of surplus school capacity (which can have operational and cost challenges) and to reduce the potential for children to travel on-site to school from elsewhere.</p> <ul style="list-style-type: none"> • The construction of primary schools may be phased, with 1 or 2 FE being built at the start and additional forms of entry added later. For operational reasons, secondary schools would tend to be phased in blocks no smaller than 4FE. • Further information is provided in the Community Facilities Delivery Strategy.
<p>High Street/town centre issues</p>	<p>High Street/town centre responses</p>
<p><i>Concern was expressed about</i></p> <ul style="list-style-type: none"> • <i>Whether there would be local shops and retail and service provision</i> • <i>Where this would be located and how it would build up over time</i> • <i>The detailed range of content</i> • <i>What the impact would be on existing shops and services – eg in Hythe and in the villages</i> • <i>Whether this would be in the form of a traditional high street or some other mode</i> 	<p>Considerable attention has been given to this element, such that it has evolved considerably over the stages of consultation. The key elements are:</p> <ul style="list-style-type: none"> • The ‘Town Centre’ of Otterpool Park is located in the north east area of the masterplan with close connectivity to the railway station. • The character of the Town Centre is designed as several ‘Quarters’ to create distinct character areas. The ‘Quarters’ are generally of an urban scale to create the proximity with walkable areas for public activity and successful integration of the mixed uses. • The ‘Quarters’ have been formulated to relate both to specific landscapes adjacent and within the town centre, such as Westenhanger Station, Stone Street, Riverside, Lakeside, Westenhanger Castle and to reflect 21st century public realm use and changing interactions in urban areas. <p>Role of mix, function, quarters</p> <ul style="list-style-type: none"> • The Quarters aim to create participation and leisure as well as convenience, resulting in the town centre having a different function, and therefore moves away from a ‘traditional’ high street • The Town Centre is located and identified by the local, market, lakeside quarters within 800m (or 10 minutes’ walk) proximity of the railway station with proposed uses as follows: <ul style="list-style-type: none"> - Community facilities including, nursery, meeting hall, primary school with parking - Retail including Local convenience shop, small shops including pharmacy, - Health services including GP practice and health centre - Car Parking in discrete courtyards

	<ul style="list-style-type: none"> - Hotel and leisure centre with waterside terraces - Extra care housing and flats. - Small workshops and SMEs with a paved area for a farmers market, some on street parking. - Restaurants. with food court and waterside terraces. <ul style="list-style-type: none"> • A Creative and Gateway Quarter is located within 400m (or less than 5 mins walk) from the railway station and Town Centre, with these proposed uses: <ul style="list-style-type: none"> - Transport interchange and bus routes, with park and ride for the station - Public space and public uses such as a health centre and pharmacy, - Business hub, exhibition space, visitor centre, cafes. - Business space for larger SME, - Leisure and community facilities - Shops, supermarket, provision <p>Other centres/facilities/local hubs</p> <ul style="list-style-type: none"> • These are to be planned and scaled such that they are not competing with existing centres. They are to include small retail units, a primary school and community facilities.
Health service concerns	Health service responses
<ul style="list-style-type: none"> • <i>Concerns were expressed over the current shortage of GPs (and teachers), and how that will be managed within the new development</i> • <i>Concern that the proposal does not include a hospital, as the current one cannot cope with the demand</i> • <i>Suggestion that the services should be built first and should be operating before the completion of the development, as current services would not be able to cope with the extra demand, especially on medical services.</i> 	<ul style="list-style-type: none"> • Up to 12,980 sqm GEA of healthcare floorspace could be provided at Otterpool Park. The likely need required as a minimum to provide primary care facilities is 2,000-3,000sqm GIA (for 10,000 homes), so the amount provided is well in excess of what is required to mitigate the impacts of development and provides an opportunity for additional services. • The proposals include one large practice, which, following consultation with health providers, will be located in the town centre. In order to retain flexibility, three other smaller sites have been allocated for potential community floorspace, which could include healthcare. Whilst the both the Applicant and the CCGs want to retain flexibility, it is likely that a one larger centre will be the preference. • Otterpool Park presents an opportunity to attract GPs to FHDC. The new homes will provide a wide range of possible options of GPs and other health and care staff to rent, part own or own their homes. The setting of a Garden Town will provide a high quality environment which will attract skilled workers, including healthcare professionals. The employment space that will be delivered on-site, as well as the good transport connections, will help to

	<p>ensure partners and families will also have employment opportunities.</p> <ul style="list-style-type: none"> • The CCG is exploring opportunities for the Otterpool Park Health Centre to have an on-site education facility with potential for GP, health worker and social care training. • The Section 106 Agreement will set out the legal terms under which GP surgeries will be funded and delivered and under which GP land will be leased to operators. It will set out the obligations committed to by the CCG and the Applicants and establish the approach to trigger dates for buildings, land and/or funds for the delivery of GPs.
<p>Business & employment issues</p>	<p>Business & employment responses</p>
<ul style="list-style-type: none"> • <i>Comments suggested that a flexible approach to employment was necessary.</i> • <i>Solutions to how the shortage of skilled employees can be mitigated should be proposed.</i> • <i>Links should be made with apprenticeship providers to support the next generation.</i> • <i>Concern that Otterpool Park would become a commuter town.</i> • <i>More information is needed on the types of jobs that will be created.</i> • <i>Concern that the retail industry and high streets are struggling.</i> 	<ul style="list-style-type: none"> • As the Application is in Outline and there will be opportunities (and requirements to) refine the employment space offer and the strategy of support and marketing as part of the detailed design process. • Otterpool Park will deliver up to 77,500 sqm GIA of B1, B2 and B8 commercial floorspace, 21,000 sqm GIA of retail and leisure floorspace is planned, in addition to community uses and supported housing which will also create jobs. Home and flexible working will be supported and promoted. • Otterpool Park will provide approximately 8,950 direct jobs (equivalent to 7,195 FTEs): around 50% of employment (4,475 jobs) is expected to be supported in office and light industrial jobs. The remaining employment is expected to be in retail and leisure, hotels, recreation and community, and home working. This represents 4.5% of the job target across the whole of the South East LEP. This means that there will plenty of opportunity for residents at Otterpool Park to work locally, rather than commute. The changing and increasingly flexible nature of many jobs means that it is anticipated that even in cases where residents do commute to London, it will not be a daily occurrence as would have been the case in the past. • Based on the types of jobs that are expected to be supported in Otterpool Park, it is anticipated that the Gross Value Added (GVA) supported would be £354m. The majority of this (£212m) would be within office and light industrial activities. • To support the successful implementation and long-term economic sustainability for Otterpool Park, there is a need to attract highly skilled residents to the area and attract, grow and retain new businesses. The Applicants have set out a framework of commitments and next steps. This

	<p>includes the approach to engagement and marketing, curating of new tenants, building support and investor networks for new business, considering flexible and favourable lease terms and developing a business offer that is complementary and not competing with neighbouring centres, especially Folkestone.</p> <ul style="list-style-type: none"> • There has been early engagement with East Kent College with the aim that opportunities to work on and within the Otterpool Park development are shared with teachers and students. Further work will be undertaken to explore links to apprenticeship providers, particularly in construction skills, as detailed strategy for employment is progressed. • The Housing Strategy responds directly to the housing needs identified in the Local Planning Authority’s Strategic Housing Market Assessment (SHMA) meaning that the development is designed to meet the needs of the local population, including 22% affordable homes. • The retail offer at Otterpool Park is anticipated to be relatively small given the trends in that sector and the focus of the town centre is to be on leisure and play rather than shops, although that will form part of the mix. Following dialogue with neighbouring authorities of Dover, Ashford and Canterbury the scale of retail will respect the hierarchy of existing town centres at Folkestone, Hythe, Ashford, Dover and Canterbury and make provision only to meet local needs generated by Otterpool Park residents.
Community development issues	Community development response
<p><i>It will be important to foster a sense of community amongst new residents, particularly those who are new to the area, and ensure they have facilities available to them as early as possible.</i></p>	<ul style="list-style-type: none"> • The applicants are looking to appoint community development worker to provide support to early residents. This could be managed by the new community led trust. • Further detailed work on phasing has allowed for facilities and services such as buses, primary school and the first phase of the health centre to be delivered early on.
Management issues	Management responses
<p><i>With so much green space plans will need to be in place to maintain and look after this for the long term.</i></p> <p><i>How can we be sure open space will not be built on in future?</i></p>	<ul style="list-style-type: none"> • Work is now underway on the long term stewardship strategy for looking after community buildings and open space, with the preferred model being to set up a community trust. Conversations are also taking place with the parish councils about the future role they may want to play. (See also outline Stewardship Strategy document, which forms part of the planning application)

	<ul style="list-style-type: none">• Land designated as open space will be gifted to the trust or parish council to remain as open space in perpetuity.
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6.3 Following submission of the Outline Planning Application, there will be a period of statutory consultation during which the applicant will hold exhibition events to share details of the Outline Planning Application and discuss details with the community. As the development progress in to detailed design and progress is made with reserved matters, there will be ongoing opportunities for both local and new residents to provide their feedback and contribute to the evolution of Otterpool Park. Discussions will continue to take place with parish councils, neighbouring authorities and other key stakeholders to inform the next stage of masterplanning. Given the long timescale for delivery of the town new residents will have the opportunity to influence the design of future phases and the nature of the community facilities. Community development and engagement will be one of the objectives of the body responsible for long term stewardship of assets.

7 Concluding Remarks

- 7.1 This Statement of Community Involvement, and the accompanying detailed reports within the appendices, provides detail of the community consultation and engagement that was undertaken to inform the community and the evolution of masterplan proposals which are the subject of this outline planning application. It was important that the engagement process began early on in the design process to secure input ideas, while the later stages were more straightforward consultation on specific propositions.
- 7.2 It is considered that the methods of engagement used were the most appropriate and best practice to obtain feedback effectively from a wide group of local residents, community interest groups, local business, local agency and organisations and other local stakeholders.
- 7.3 The engagement process provided multiple opportunities through the three phases of workshops, drop-in sessions and engagement with interest groups such as local Colleges. Letters and information were sent out at each phase, initially to the entire District, and for later stages information was sent to a more targeted audience. At each stage there was opportunity for people who attended workshops and drop-in sessions to provide feedback and comments on both the process and the proposals. There was also online feedback for a period after each formal interactive session.
- 7.4 The total attendance was 1,206 across the three stages. Whilst the engagement strategy made every effort to provide a range of formats and methods for people of all ages and geographical locations across the District to engage, the greater majority of respondents were those local to the site, primarily from the neighbouring local villages. This is a common phenomenon in comparator developments.
- 7.5 The responses indicate that there is particular local concern regarding the pressures that may be placed on these existing communities, their services, networks and utilities, as well as from loss of countryside. However, across the three stages there has also been acknowledgment by, and support from, some consultees of the need for Otterpool Park Garden Town as a logical way of providing housing and other facilities, including green networks, for the local area, and a desire to positively influence the emerging plans.
- 7.6 The issues raised in the three stages of consultation have been considered and addressed by the project team, and the feedback from these various sessions has strongly informed the proposals which are now submitted as part of this application. There will be further opportunities to comment upon the proposals both during the statutory consultation on this outline application, and on the detailed applications that follow in due course.

Kevin Murray Associates
February 2019

APPENDIX A: STAGE 1 REPORT



Otterpool Park Garden Town Masterplan Stage 1 Community Engagement Report

December 2016



Kevin
Murray
Associates

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Cover image: Engagement event at Lympe Village Hall, 10 December 2016

1. Introduction

In November 2016, the Government announced its support for a Garden Town at Otterpool Park, following an Expression of Interest submitted by Shepway District Council and Folkestone Racecourse Limited, in June 2016.

As key landowners and promoters of the Garden Town, SDC and Cozumel Estates (owners of Folkestone Racecourse) have appointed a consultant technical team, led by Arcadis, to prepare a masterplan for Otterpool Park Garden Town. In addition to the technical team, Kevin Murray Associates have been appointed to lead on community and stakeholder engagement and Property House Marketing as the media consultants.

The aim is to prepare an aspirational and deliverable masterplan that

- can embrace the landscape features of this rural area
- meets the district's housing needs for future generations
- is well designed and planned
- engages and is informed by the community and stakeholders

To this end, engagement with the community and local, regional and national stakeholders is an important constituent in the preparation and design process, contributing to the basis from which options and ultimately, a final masterplan will be developed.

This report summarises the issues raised at the first sessions in a series of local community engagement events, held over a number of days in early December 2016, at multiple locations. Over 500 participants attended the events, drawn from the community, local businesses, parish and district councillors, and college students. The majority were residents close to the area of search for the Garden Town, and the comments were wide-ranging, as may be expected at a stage before there is any specific plan to respond to.



Figure 1. Engagement event at Lypne Village Hall, 10 December 2016

2. Background

The programme of events for this first stage of community engagement combined a series of drop-in exhibitions and a workshop with students, that took place between 8 - 10 December 2016.

a. Schedule of events

DATE & TIME	THURSDAY 8 DECEMBER	FRIDAY 9 DECEMBER	SATURDAY 10 DECEMBER
AM	East Kent College Students' Workshop 10:30am – 12:00noon		Lympne <i>Lympne Village Hall</i> 10:00am – 2:00pm
PM	Sellindge <i>Sellindge Sport & Social Club</i> 2:00 – 5:00pm	Stanford/Westenhanger <i>Folkestone Racecourse</i> 2:00 – 5:00pm	
EVENING	Hythe <i>Hythe Town Hall</i> 6:30 – 8:30pm		

The locations, venues, times of the day and week were all arranged to enable participation by a greater number of people, especially those who felt they may be more directly affected by any development. This initial stage therefore gave greater weight to involving local residents and bodies, rather than the wider business, commercial and civic communities from across the whole area. The exhibitions were therefore held in well-known and used local and community venues. They were held over 2 week days, an evening and at the weekend.

b. Publicity

The events were widely publicised through direct mailings, posters and flyers and the local media, including the following:

1. A letter from the Leader of the Council, David Monk, was sent to all Shepway District Council residents dated 14 November 2016, notifying them of the Government's announcement of support for Otterpool Park Garden Town. The letter noted that the consultation for the masterplan would begin in December. **(A copy of the letter can be found at Appendix A)**
2. There was a follow-up letter from Shepway District Council and Cozumel Estates, sent out on 1st December, again to all the District residents with the details of the events. **(See Appendix B)**
3. Flyers and posters were circulated around the District Parishes as well as being provided to the Parish Councils in digital form and hard copy. **(A copy of the flyer can be found at Appendix C)**

4. There were also a series of press releases issued with information about the events, as well as a press briefing that took place on the morning of Thursday 8 December which resulted in several articles and features in the local media. (See Appendix D for press release and list of journalists/media represented at the briefing)

**Give us
your views**
Public engagement on
**Otterpool
Park**
Garden Town

You are invited to attend one of our drop-in events to discuss the proposed garden town in Shepway

The process of developing a masterplan framework will be informed by your contributions.

We encourage all members of the community to take the opportunity to:

- Meet the design team
- Learn more about our project timeline
- Offer your views on how the development is shaped
- Discuss homes, employment, shops, schools and medical centres
- Consider high quality open space and access to the countryside

Community engagement sessions:

LOCATION	DATE	TIME
Sellindge Sports and Social Club 69 Swan Lane, Sellindge TN25 6HB	Thursday 8 December 2016	2:00pm to 5:00pm
Hythe Town Hall High Street Hythe CT21 5AJ	Thursday 8 December 2016	6:30pm to 8:30pm
Folkestone Racecourse The Glover Stand Stone Street Westenhanger CT21 4HX	Friday 9 December 2016	2:00pm to 5:00pm
Lympne Village Hall Aldington Road Lympne CT21 4LE	Saturday 10 December 2016	10:00am to 2:00pm

Please note that stilts or heels may not be worn inside Lympne Village Hall

**Contact the community engagement team to find out more:
otterpoolpark@housegroup.co.uk**



Figure 2. Publicity poster for this first stage of consultation

c. Event format and feedback method

Core format

The events comprised a staffed, public drop-in exhibition open to all. This included a series of display banners and a large floor map showing the area of search for the Garden Town. Members of the Arcadis design and planning team, along with representatives from Kevin Murray Associates, Property House Marketing, Shepway District Council and Cozumel Estates were available throughout the 3 days to answer questions, listen to comments and take notes. A summary version of the display banners was available as a handout to take away. Feedback postcards were available for people to leave comments to inform the next stage of design.



Figure 3. Images showing the exhibition banners (left) and the large floor map (right)

The postcard

The postcard (See Appendix E) asked people to give their views on what matters most to them by indicating their priorities with a score out of 5. There was a range of issues for them to consider:

- **Getting about** – cyclepaths, walkways, bridlepaths, public transport, parking
- **Jobs & Businesses** – start-ups, studios, new businesses, office space, industry
- **Leisure** – sports hall, leisure centres, community halls
- **More schools, health facilities** – dentists, GPs, crèches, schools
- **Open space** – parks, green spaces, play space, wildlife
- **Quality housing/homes** – range of sizes, types, affordability, tenure (rent or buy)
- **Shops & Services** – supermarkets, cafes, pubs, restaurants
- **Sustainability** – energy saving, water efficiency, broadband, low carbon

In addition to this, the cards also asked:

- What do you like about the area now?
- What concerns do you have about the area now?
- What do you think will be needed to improve things in the future? (10-30yrs)

The feedback deliberately did not attempt to quantify the number of people for or against Otterpool Park Garden Town or its design (at this stage there is no clear proposition to consider – this stage will follow). Rather the feedback was designed to contribute issues and aspirations to inform the ongoing analysis and design process. People will have the chance to support or object to the development proposals at the planning application stage, should they wish.

d. Number of participants

The table below shows that at least **519 participants attended and 398 completed feedback cards** were returned for the respective sessions. This is a healthy number for an initial consultation, before actual plans are presented. However, given that the population of the parishes and the town of Hythe in which the events took place was over 18,000 (at the 2011 census), we do not make any claims about the statistical representativeness of the sample that this initial feedback constitutes.

Event	Approx. nos. Attendees	Feedback Cards
East Kent College Students	17	171
Sellindge Sport and Social Club	136	
Hythe Town Hall	112	
Folkestone Racecourse	95	56
Lympne Village Hall	159	171
TOTAL	519	398

Because several individuals and households submitted multiple responses, it is not possible to state the exact percentage of those attending the sessions who provided a response.

By way of further explanation, it should be noted that over the course of the 3 days, there was a coordinated physical presence, both inside and outside each of the venues hired by Arcadis for their drop-in exhibition events, by representatives of a grouping opposed to the principle of Otterpool Park. This was without prior notice, consultation or agreement with Arcadis, Shepway District Council, Cozumel Estates or the individual venues. Attendees to each of the events were first greeted on arrival and then stopped on leaving, by members of this group. Attendees were given a copy of the leaflet shown overleaf and encouraged to submit a “NO OTTERPOOL NEW TOWN” response on the feedback postcards. It is known that this group had helped organise a protest march against Otterpool Park and other Shepway District Council proposed developments the weekend prior to the consultation and, through an associated website (www.slurry.org.uk), had recommended that people attend the events but urged them to “**NOT ENGAGE**” and to simply write “Why” or “No to Otterpool Town” across cards. This would indicate that a significant proportion of people who attended may not necessarily have been interested in shaping the proposals for Otterpool Park per se, but rather in expressing their opposition to the principle of the proposal. This is a normal situation that occurs in the early planning of major projects around the country, where there is yet to be a plan with explanations that people are able to engage with directly.

Despite concerns to the contrary, every card that was submitted has been included in this analysis, even though many were multiple individual and/or household submissions. The total number of cards that responded with a ‘No to Otterpool’ message (if not always in the exact same manner) was 243, around 61% of the total cards examined, and representing a lower percentage in terms of actual people, given multiple submissions. The remaining 155 cards generally provided more detailed feedback. The terms of the ‘No to Otterpool’ leaflet, illustrated in full overleaf, therefore clearly had an impact on the way some participants responded, and should also be borne in mind when reviewing all the other feedback.



Figure 4. Copy of leaflet handed out by Shepway Environment and Community Network



Figure 5. Attendees at Sellindge Sport and Social Club, 8 December 2016

3. Feedback Card Analysis

The left side of the feedback card sought scoring information on what were seen to be priority matters, while the right part sought more open answers about issues, ideas and aspirations.

Feedback 1 What matters most – priorities exercise

Table 1 (below) shows the results of the scoring from all the feedback cards received to 10 December 2016. It highlights the overall average of each category, based on a scoring out of 5 where 5 is very important and 1 is not at all important.

The priorities were as follows:

Getting about	(total average scoring of 4.41 from 127 cards)
Landscape and open spaces	(4.37 from 130 cards)
Sustainable and new technologies	(4.16 from 118 cards)
Community facilities	(3.94 from 121 cards)
Jobs and business	(3.31 from 114 cards)
Homes	(3.21 from 115 cards)
Leisure	(3.07 from 112 cards)
Shops and food	(2.95 from 110 cards)

The averaged scoring in the table below demonstrates the link between the priorities and the attributes identified and the concerns of the respondents which are addressed in more detail next, including a greater weight attached to ‘village/rural living’ issues (the leading 4 themes on the left) than what are perceived as urban/town-based matters (lesser 4 themes on the right).

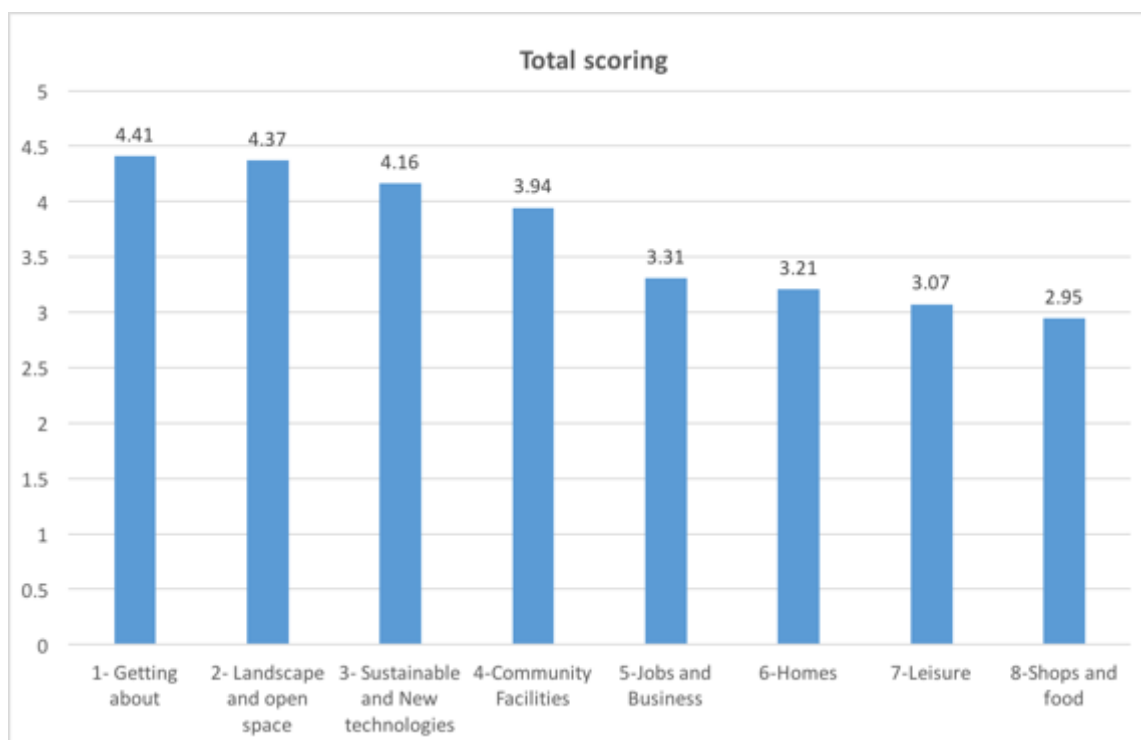


Figure 6. Averaged scoring of the themes, in terms of prioritisation expressed on the feedback cards.

Feedback 2 Attributes of the area

Through the responses given, it is possible to identify the positive attributes that people identify in the area. The most recurrent answers were the **green space, farmland**, it is an **open, quiet village to live in** with a **strong community** that cares for each other.

The area was characterised by some as “a beautiful area” or as “a rural area with outstanding beauty”. According to the respondents, it was the **rural, countryside** aspect that attracted them to this area in the first place.

Finally, the area possesses “a balance of home, greenspace, environment and local amenity”.

Feedback 3 Concerns expressed

From analysis of the responses, we interpret that the “Otterpool Park Garden Town” development is viewed by many of the people who attended as a threat to the quiet, peaceful, rural life they now enjoy.

Furthermore, many fear that Otterpool Park Garden Town will exacerbate the current pressures related to the utilities and infrastructure which are perceived to be “overstressed” and would not be able to cope with a future increased number of residents. These were identified as key subjects of recurring concern to be properly addressed in any future plans and included **road congestion, sewage problems, water and flooding**.

Some contributors expressed concern that Otterpool Park would entail more people moving from London and other areas. A common perception was that local people would not be able to afford the homes that would be built, (i.e. they will be priced out of the market ‘which will be set for Londoners’, is how it was expressed), so it was also argued that there needed to be homes that local people could afford (more detail on this is in the next Section).

“...that development leads to satellite commuter settlements to London” or

“This would become London overspill.”

The image shows two versions of a feedback card. The left version is the front cover, featuring a green circular graphic with the text "Give us your views" and "Public engagement on Otterpool Park Garden Town". Below the graphic, it says "Your views are appreciated and will help shape the plans for Otterpool Park Garden Town. Please complete the questions overleaf if you'd like to share any further feedback with the team. Thank you." and provides contact information for the community engagement team. The right version is the back of the card, titled "Give us your views" and contains a list of categories for feedback, each with a checkbox and a brief description. The categories are: GETTING ABOUT, JOBS & BUSINESS, LEISURE, COMMUNITY FACILITIES, LANDSCAPE & OPEN SPACE, HOMES, SHOPS & FOOD, and SUSTAINABILITY & NEW TECHNOLOGIES. There are also sections for "ANYTHING ELSE?", a name field, and contact details.

Figure 7. The feedback card

4. Headline Thematic Analysis

The following is a headline thematic analysis of the issues, ideas and proposals received from the feedback forms and notes taken by the team present at the events. These ideas are clustered according to the following themes:

- Why here?
- Infrastructure
- Housing
- Facilities
- Environment
- Jobs
- Accessibility
- Traffic and bypass
- Lorries
- Trust and the process
- Understanding of the Masterplan and Planning Process
- Consultation and Engagement

The content in each of these themes is shown in the categories in **(Appendix F)**.

4.1 Why here?

A major query from many of this first phase of participation was around the issue of **‘Why is the focus on this greenfield area?’**, rather than on regenerating the ‘dilapidated and run-down areas’ of Folkestone and Dover? There were some who acknowledged that the scale of housing needed may not all be able to be met by building on brownfield sites, but wanted to know that all brownfield options had been properly considered.

A suggestion from several was to meet as much of the future housing needs/demand by regenerating the urban areas, particularly of Folkestone and, if necessary, providing a smaller number of houses, more on the scale of a Garden Village, in the Otterpool Park area. They did not consider that the scale of local housing need necessitated the building of this number in this location.

Attendees also questioned why **smaller developments within villages**, e.g. at Sellindge, have not been progressed when the local community put considerable effort into shaping them with the developer (Taylor Wimpey) but now the larger Otterpool Park Garden Town is seen as needed. Others noted that Otterpool Park may potentially be more able to provide facilities that smaller incremental development do not contribute, and cited local schools and doctor's surgeries as being important in this regard (see later section on Facilities).

4.2 Infrastructure - roads, energy, water, waste, flood risk and broadband

Many people highlighted that their concerns were focused around **pressures on the ‘already stressed’ infrastructure**, including the **flood risk** that is present, and **the impact that any further development may have on this**. Many stressed the importance in improving local infrastructure so that current residents would benefit and that the threat of flooding should be reduced, and certainly not exacerbated.

Water supply was seen as critical, as supplies in summer months were said to be limited, and there is concern that smaller reservoirs have been lost to development across the wider region, so concerns were raised as to how a sizeable development would actually be serviced?

“What would happen if we had a drought?”

Southern Water’s capacity to be able to cope with the amount of wastewater generated by new development is also a big issue for local people and would need to be carefully addressed through any masterplanning process. It was requested that technical studies are made available to people to provide confidence about how flooding, drainage and drinking water will be dealt with. Local people, in identifying current constraints, will need convincing technical information about processes and new infrastructure, (i.e. what the scope and scale of possible options are), if they are to believe a future system will improve things.

Suggestions included improvements to **ease congestion** on the road network and **better water management** to avoid both drought and flooding.

It was felt that an explanation of the **causes of local flooding** that affect roads and exacerbates congestion was also necessary. People asked how changes to land use, ground coverage and land management could affect this issue. There was some discussion about how new green infrastructure could help to improve local biodiversity whilst also reducing flood risk and providing new greenspace and pathways.

Some people asked if there would be mains gas and if so, could this be extended to Sellindge? Some also mentioned the poor mobile and broadband connectivity and wanted to know if there could be an opportunity to improve this for the existing settlements.

4.3 Housing – scale, numbers, affordability, location, quality, for whom?

Several people asked about where the figures for the housing requirement/need have come from and how this has been quantified. They asked why there is a need to add to the 8,000 homes previously outlined in the Core Strategy. They also asked why a planning application is needed now (in 2018) if the proposals are to meet housing needs looking beyond 2037.

Affordability of housing was listed as a key issue for many, particularly for young people and those on lower wages, with personal experiences included. There was concern around the fact that as the average income in the local area is about £26k, this raised the question of how anyone can get a mortgage for a property on that income? Several people wanted to know how this process can help provide for homes that are affordable to rent and buy for people on or below the average wage. They asked whether any schemes like ‘help to buy’ would be available to help young people get a foot on the property ladder. Self-build was discussed by some, while others considered it may not be a viable ‘affordable’ option – as it would still be too expensive for many people. A suggested solution, as an alternative to affordable self-build, might be to consider selling the ‘shell’ of a house for purchasers to fit out themselves.

While some recognised that most demand is generated locally due to people living longer and more people living alone, there was also a frequently voiced concern that the housing would be for Londoners/London overspill and/or immigrants (although several did recognise that they themselves had moved to the area and commute to London).



Figure 8. Attendees at the Hythe Town Hall engagement event

Connected to the idea of a smaller scale development, a question was raised as to why smaller developments have been refused permission over previous years, if a larger development would be acceptable now or in the future?

There were questions about homes that already exist within the area of search and what, if anything, will happen to those. Linked to this was a question about compulsory purchases and whether there will be any. People were unsure about what to do with their homes in the meantime, in relation to renovations and/or sale and the impact this would have on the value of their homes.

The suggestions from those concerned about overall numbers included **sticking to the planned number of houses**, and not adding anymore to this, and **breaking development into smaller village type groups** rather than a large town, which they objected to and even feared, primarily because of the nature of change it would bring to the area.

A few people touched on the potential design and make-up of the new houses and whether these would be 'modern'. The Hythe development behind the Imperial Hotel received praise for good design. Some people asked whether the houses would have gardens. There were also suggestions to visit places like Hawkinge as a local example of recent development, to learn lessons; for some this was seen as a good example, whilst others said it was an example of how not to do things.

There was a suggestion to make the new settlement 'zero-carbon' in order to perform better for local people (in terms of running cost) and also address carbon and other emissions.

4.4 Facilities

In terms of local facilities, some concern was expressed regarding the nature and capacity of current **health facilities** and the availability of appointments. In addition to further local health facilities, several people suggested that **a new hospital** would be required for a larger population. It was pointed out by some that, even with new health infrastructure, such as GP surgeries, a local hospital and related social services, the problems of recruiting the medical

professionals needed would simply be exacerbated. (Some of the people coming to the drop-ins were medical professionals and had personal experience of trying to recruit and retain the necessary personnel). It was suggested that there would have to be some advance measures, with tailored incentives, to overcome this problem.

It was proposed that, at least some facilities were built in advance of the arrival of the new population so that they are able to provide such 'in demand' services to existing residents as well as to the new residents when they arrive.

Several people were interested in the **airfield location** – ranging from either protecting it or re-allocating it from employment use to open space or residential use. Some also suggested it had potential as a tourist attraction because of its historic associations.

Other facilities that were suggested would be required, and over which there are capacity concerns, included **schools, care/retirement homes** and local **retail**. Specific requests were also made for space for a **scout headquarters** and a **leisure centre**.



Figure 9. Younger members of the community attending the consultation

4.5 Environment

The local **environmental quality** is considered to be good, and protecting that environment was a strong priority for many. A preference was expressed, by some, for brownfield development ahead of any greenfield development. Otterpool Park Garden Town and other such developments were seen by some as a loss of countryside for future generations. Others noted that current access to the existing countryside was poor, with some restriction on the green space that the public had free access to via a few public footpaths.

Concerns were expressed by some that **agricultural/food production** land would be lost to housing development, and that this would be a medium term disbenefit to the county and country. There was some limited discussion of the issues facing farmers, including the impacts of high-input farming on local ecosystems and what this means for environmental quality.

There was some discussion with Arcadis team specialists around how local restorative measures could be undertaken to improve the ecology and landscape quality, as well as provide give people greater access to the countryside. Although perhaps supportive of such an objective, some from the local community found it difficult to believe this could actually happen.

Other questions asked were around what would happen to the land within the area of search that is not used for development? What will this look like in future? Will there be public access to the green spaces and will they be joined up? It was suggested by some that green buffers could be designed in around existing villages to ensure distinct neighbourhoods and settlements.

4.6 Jobs - employment locations and types, and for whom

It was argued by many participants that opportunities for employment are needed locally, both **to ensure local people have work, but also to avoid huge numbers of commuters** and the associated congestion. Concerns were raised that it may **not be possible to create enough employment** and therefore the area could become a **dormitory settlement**.

‘Where will jobs come from?’ and ‘what kind of jobs would a new garden town create?’ were frequently asked alongside a request for any masterplan to help increase the number of local jobs available.

Some consider there was a **lack of business/industry** in the area, and wanted to see more business and industry that responds to the varied skills base of the current and future community. Some wanted to understand what was being done to identify any new businesses/jobs for the area, which hadn’t been done before. The question of what the impact on businesses in Hythe would be, as a result of the development was also asked.

Some existing business owners who attended the events asked if they could be involved in any future discussions about the development as they felt there may be a range of needs and local opportunities. They requested formal involvement of business in future consultations.

4.7 Accessibility

Being able to access transport hubs and facilities by foot and cycle was viewed as important to many of the people who commented. Providing new paths and cycle-ways, as well as improving existing, were identified as important to increase accessibility.

Several people asked if footpath connections to the wider landscape would be improved or created, while some people identified a specific need for a cycle link and/or footpath between Sellindge and the Stop 24 service station.

It was argued there is a need to better understand the **strengths and weaknesses of the existing off-road network of pathways and cycle-ways**, in order for the masterplan to clearly demonstrate how access will be improved using new development to help establish such local benefit.

Several people asked if Westenhanger Station will become an HS1 station in due course, for instance as part of the development being considered for the masterplan.

4.8 Traffic and Bypass

The view expressed by many is that the **roads are currently at capacity** (with several references to the A20 and Sellindge). A major concern in relation to the proposed Otterpool Park Garden Town was around the impact that traffic would have on the quality and character of the area.

There was particular concern that the village(s) would be used as rat-runs/cut-throughs. There would appear to be no real traffic demand management or HGV road hierarchy in place for the local network, it was argued. People perceived that the local network appears to be at or over-capacity, which makes it totally unsafe for cyclists, walkers and riders. People could not readily envisage how this could be resolved.

Many local residents observed that this is the most immediate and biggest stumbling block that any new development needs to overcome, so the masterplanning process will need to demonstrate it can address this.

Many people were keen to understand the **quantitative and qualitative impacts on local roads** including the main causes of any current problems. There is considerable anecdotal information about the current position, but an objective analysis is essential to better understand what the future options might be.

Because of the concerns about air quality, noise and vibration people would like to see good, objective data and analyses about the cumulative impacts of development in the area over the timeframe for construction and post-construction phases of development.

There was a suggestion from several that the **provision of a Bypass** around existing settlements would help resolve the impact of traffic, and would be essential given any large increase in the number of homes and associated trips generated.

4.9 Lorries

A lot of concern related specifically to the current **impact of lorries** and the increase in such traffic, principally around **air pollution and the implications this can have for health and quality of life**, as well as **noise and disruption**, Lorry 'rat-running' is commonplace, whilst related debris, litter and anti-social behaviour were cited as problems. Some residents say they are also being disturbed throughout the night by passing HGVs (noise, vibration and lights).

Perhaps one of the greatest concerns raised was about an issue outside the Garden Town area of search, and indeed outside the control of either the Council or Cozumel. However, we note it here because of the strength of feeling from many participants. The proposed Lorry Holding Area (LHA) triggered concerns about increased traffic, air quality, vibration, mess and anti-social behaviour, none of which can be addressed directly in the masterplan process, despite aspirations for this.

Some people intimated that their 'in principle' opposition to the Garden Town stems in part from the LHA experience. Whilst some acknowledged that without increased availability of properly monitored lorry parking, lorries parking on the roads would continue to be a problem, they worried that the Lorry Holding Area would simply bring more problems to the area. Much closer working with Highways England to create 'the best Lorry Holding Area' possible was also suggested as an approach.

"This is a regional and national problem, so why are we bearing the brunt of everything?"

4.10 Trust and the Garden Town masterplan process

Some people indicated a level of concern, and lack of trust, with respect to Shepway District Council's motivation and transparency, and this affected their willingness to engage openly. Particular concern was expressed over the Council's dual roles as landowner and Local Planning Authority, and in the nature of the land assembly for the project.

Questions were also asked about who Cozumel Estates, (the owners of the racecourse), are and what other developments they are involved in.

Although this was effectively the initial engagement stage, many of those who attended were critical of the partners for a perceived lack of openness so far - over the planning, promotion and ultimately the delivery of a garden town in this location. Some had suspicions that decisions had already been made and plans had been drawn up, although it was explained that this was the very first stage of engagement and more would follow in 2017 as plans progressed.

Some of those who attended had little trust in Shepway and Cozumel delivering a masterplan, even if an acceptable one was generated. A small minority did not wish to engage in any detailed discussions, merely wishing to express their opposition. However, on balance, most people engaged seriously and fully in the issues and challenges for the future of the area.

Some who discussed future housing needs suggested a proposal for a Garden Village, instead of a Garden Town which they felt was a more palatable scale, more in keeping with the rural character of the area.

People who attended often seemed to have little or no knowledge or understanding of the scale of the proposed Garden Town development. There was a desire for more information about "the process, the stages and timescales" going from initial discussions to having something tangible to approve for construction.

Although some people appreciated that this initial stage of masterplanning is exactly where the most effort in community engagement is needed, there were some views that there wasn't necessarily enough detailed information to engage with yet.

There were some comments made that suggested that some people believe there is some fixed plan already in place. The response provided at the events, and confirmed here, is that this is not the case and future engagement events will be held at which the community can contribute in working towards a masterplan.

4.11 Consultation and Engagement

Some people commented that they felt not enough notice was given in the lead up to these first engagement events and that it was not a long enough consultation period. It was generally explained that this was a very early, pre-plan engagement and there would be further events in 2017 before any formal statutory consultation.

Whilst some felt there was not enough information to be consulted on or to express a view or opinion about yet, others commented that the photographs used on the panels were somewhat misleading, yet others acknowledged that it is difficult to portray what Otterpool Park might look like if there is not a plan at this stage.

On the logistical side, there was a comment that signage, directing attendees to the exhibition, at the Racecourse, in particular, was inadequate and there was criticism that Hythe Town Hall was not accessible to wheelchair users and was too small for the numbers who attended. There were some requests to email the feedback forms and/or provide feedback online.

Suggestions for future consultation events included:

- More **representative photos of the site**
- Some **ideas of what a 'Garden Town' might look like**
- State, in fairly simple terms, **why more houses are needed** and who these are for in Shepway
- Show on a **plan who owns what** (particularly with regards to Cozumel Estates and Shepway) to increase the transparency of the process
- Direct people to the Council's website **www.shepway.gov.uk/otterpool-park** where the Council publishes information about its involvement in Otterpool Park, so people can view the transparency of issues for themselves.
- Show **how the development might grow** if it commenced – i.e. there is a concern there will be thousands of occupied houses before any schools or doctors' surgeries. (i.e. some indicative phasing/examples where this has been done well)
- Show outline ideas on **how houses could be made affordable and for local people**
- Show initial thoughts on **services and waste/sewage** provision
- Show initial thoughts on **road design/provision and integration**
- Acknowledge in more detail that there is a problem with lorries in the area and that the proposed **Lorry Holding Area is nearby**

There were offers to engage with other groups and individuals too, such as the local Architecture Schools, and the Art and Heritage sector



Figure 10. Engagement at Sellindge Sport and Social Club

5. East Kent College Students' Workshop

In addition to the drop-in exhibitions, a workshop was held with students from East Kent College on the morning of Thursday 8 December, at the College's Folkestone Campus. Approximately 17 students attended, primarily from the Business Studies and Social Care courses. They were accompanied by 3 members of staff from the college.

The format of the session included a short introductory presentation explaining the principles of a Garden Town and then an open discussion, using the large-scale floor map, about what they thought the main issues were that need to be addressed for this area now and in the future. This was followed by an exercise where, working in small groups, they discussed what a Garden Town might include and what it might look like, marking this on a plan.



Figure 11. East Kent College students working with the map

Feedback

The students made some very thoughtful observations and had some challenging questions on a range of issues, such as

“Mobile phone technology is really hitting the buffers now, there isn't much further potential, but when you look at housing we are really only at the start of things, why isn't design moving on? Why can't we do better”?

The young people seemed to be much more concerned about providing for all generations and groups, not just their own. Choice was deemed important, in terms of housing, spaces and

places for different people and groups to be able to access, for example all places to be wheelchair accessible.

The young people felt a Garden Town should provide a range of facilities, from nurseries to adaptable homes for the elderly, as well as a range of amenities for young people including bars, restaurants and cinemas.

The social care group advocated providing new green space that would work for all generations, from the youngest to the oldest in a very integrated way, as well as ensuring that new green amenity spaces also worked for wildlife.

There was an understanding that good quality outdoor spaces are essential for the mental and physical development of young babies and children and for the continued health and well-being of older residents. It was considered important that these spaces allowed the different groups to mix, because this is also good for development.

They were keen to point out that these kinds of outdoor spaces require good, regular maintenance and upkeep, if they are to be used well and as intended.

The students were very thoughtful about what existing residents might feel about the proposals and how it would affect people currently able to look out onto green fields.

They were mindful of the affordability of the new houses and the general rise in the cost of living, especially in a new area.



Figure 12. East Kent College students at work

6. Overview

The following are a series of overview points arising from the Stage 1 Consultation process.

- The process so far is the **start to a much longer programme** that has attracted many people (over 500) who wished to engage with the issues, although this is as yet a small proportion of the local population.
- Most of those who participated were **'neighbours' or relatively local residents/organisations**, who may be impacted by development in some way.
- A **majority of those attending this opening stage opposed the scale of a Garden Town** in this location, though not all opposed the principle of new housing and community facilities.
- The events were all **attended by a pressure group lobbying against development**. This affected the nature, feel and output from the events and many of the views expressed in conversations and feedback were reflections of points made by the campaigning group.

Recommendations

Because of people's concerns about the process and potential **impacts of a 'garden town'**, we recommend the following:

1. The community should have **sight of all the relevant baseline reports and the conclusions** these reach.
2. People need far more **information as to what a garden town actually is**, using some appropriate examples from across the UK and internationally.
3. There is also a need for an **accessible explanation of the planning process for a garden town**, from initial discussions, to the development of potential options, phases and so on.
4. Detailed **information about how the public engagement process will be rolled out**, how they will be informed of events and sessions, and how their feedback will be considered as part of the planning process.
5. Future events should be structured so that a **wide cross section of residents and businesses across Shepway and in the Parish of Aldington** (part of Ashford Borough Council) have the opportunity to learn more about what is being proposed and contribute in a structured way. This should include those from sectors such as business, tourism, construction, education and health, as well as schools, colleges and younger people.

Appendix A: Letter from the Leader, announcing the Government's support for Otterpool Park Garden Town

Page 1 shown

Our Ref: BD/DM
Direct Dial: 01303 853345
E-mail: david.monk@shepway.gov.uk
Date: 14 November 2016

Folkestone

Hythe & Romney Marsh
Shepway District Council



Address Line 1
Address Line 2
Town
County
Post Code

Dear Resident

You may have heard that the government has recently announced its support of Shepway District Council's proposal to develop a new garden town to the south of Junction 11 on the M20.

The concept of a garden town, which combines the best of town and country living, has been successfully demonstrated by places such as Letchworth and Welwyn Garden City. It remains as relevant today as when it was first introduced more than 100 years ago.

Now that we have received this endorsement, we plan to work closely with residents in the district to develop a masterplan for the garden town, currently known as Otterpool Park, in order that a planning application can be submitted.

The masterplan, shaped by the community, will enable forward planning of the necessary utilities and services, as well as infrastructure requirements including roads, schools and medical facilities.

This is a very long-term project, lasting for at least 30 years, and it will be developed gradually and shaped by the views and preferences of local people through ongoing and consistent engagement and consultation.

We will start the process of consultation with the local community very soon; the first events are scheduled to take place between the 8th and 10th December 2016, in local venues around the area. Further details will follow shortly. Topics for consideration include infrastructure and sustainability, as well as landscape, public realm and transport.

Creating a new garden town is an extensive, exciting and far-ranging project which will continue over many years and bring immense benefits to the local area. This is a unique opportunity to help shape the future of our district and we look forward to working with you.

From the Leader's Office
Shepway District Council
Civic Centre, Castle Hill Avenue, Folkestone, Kent, CT20 2QY
Telephone: 01303 853000 (Switchboard)
E-mail: sdcl@shepway.gov.uk
DX 4912 Folkestone

www.shepway.gov.uk

Appendix B: SDC & Cozumel Estates' letter giving details of the Masterplan Consultation



OTTERPOOL PARK GARDEN TOWN COMMUNITY ENGAGEMENT EVENTS INVITATION TO PARTICIPATE

We are writing to invite you to attend a drop-in engagement exhibition regarding the proposed Otterpool Park Garden Town.

The exhibition will be hosted by Arcadis, the lead consultant for the masterplan team, and will provide members of the community an opportunity to find out more about the process and guiding principles for a Garden Town as well as to contribute their own ideas and aspirations. There will be further engagement and consultation as the masterplan progresses.

The drop-in sessions are open to all and will be held, over a number of days, at different times and in different locations as follows:

Date	Time	Location
Thursday 8 December	2:00pm – 5:00pm	Sellindge Sports & Social Club 69 Swan Lane, Sellindge TN25 6HB
Thursday 8 December	6:30pm – 8:30pm	Hythe Town Hall High Street Hythe CT21 5AJ
Friday 9 December	2:00pm – 5:00pm	Folkestone Racecourse The Glover Stand Stone Street Westenhanger CT21 4HX
Saturday 10 December	10:00am - 2:00pm	Lympne Village Hall* Aldington Road Lympne CT21 4LE * Please note that stiletto heels may not be worn inside Lympne Village Hall

We look forward to your participation in these events.

If you require further details please contact otterpoolpark@housegroup.co.uk.

Please pass on this information to family, friends, neighbours and colleagues who might be interested in attending any of these sessions.

Shepway District Council and Cozumel Estates

Appendix C: The Flyer

Give us your views

Community engagement sessions to learn about the concept and process, and offer ideas and suggestions:

LOCATION	DATE	TIME
Sellindge Sports and Social Club 69 Swan Lane, Sellindge TN25 6HB	Thursday 8 December 2016	2:00pm – 5:00pm
Hythe Town Hall High Street Hythe CT21 5AJ	Thursday 8 December 2016	6:30pm – 8:30pm
Folkestone Racecourse The Glover Stand Stone Street Westenhanger CT21 4HX	Friday 9 December 2016	2:00pm – 5:00pm
Lympe Village Hall Aldington Road Lympe CT21 4LE	Saturday 10 December 2016	10:00am – 2:00pm

Please note that stiletto heels may not be worn inside Lympe Village Hall

Contact the community engagement team to find out more:
otterpoolpark@housegroup.co.uk

Give us your views

Public engagement on

Otterpool Park

Garden Town

You are invited to attend one of our drop-in events to discuss the proposed garden town in Shepway, promoted by Shepway District Council and Cozumel Estates. The process of developing a masterplan framework, led by Arcadis, will be informed by your contributions. We encourage all members of the community to take the opportunity to:

- Meet the design team
- Learn more about our project timeline
- Offer your views on how the development is shaped
- Discuss homes, employment, shops, schools and medical centres
- Consider high quality open space and access to the countryside

This is the first of an ongoing programme of engagement and consultation with the community, continuing throughout 2017

Contact the community engagement team to find out more:
otterpoolpark@housegroup.co.uk

Appendix D: The press release and list of media sources represented at the press briefing

MEDIA INVITE: Press briefing for proposed garden town in Shepway – 8 December 2016

**Otterpool Park garden town, Shepway
Thursday 8 December 2016**

INVITATION ONLY – NOT FOR PUBLICATION

I'd like to invite you to attend the first press briefing for the proposed Shepway garden town, known as Otterpool Park. The press briefing will be the first event in a series of community engagement sessions, commencing on 8 December 2016.

The session will introduce local and regional journalists to the garden town's planning consultants, who will give a short presentation on planning, design and next steps, as well as details of the forthcoming community engagement events.

Located seven miles from Folkestone and accessible from Junction 11 of the M20, the proposed site for development incorporates Folkestone Racecourse's buildings and track.

**Thursday 8 December 2016
8:30am – 9:30am
East Kent College, Shorncliffe Road, Folkestone, Kent, CT20 2TZ**

Agenda

8:30am: Registration and refreshments
8:50am: Introduction
8:55am: The vision for the garden town, master planning process, next steps, and the community engagement process
9:15am: Q&A
9:30am: Close

Please RSVP if you'd like to attend, and do let me know if you have any questions at this stage.

RSVP
Lisa Flounders, Property House Marketing
01483 561119
lisa@housegroup.co.uk

The following media sources attended the press briefing held on Thursday 8 December at the Folkestone Campus of East Kent College.

Academy FM Folkestone
Kent News (Online), Kent Messenger, Folkestone and Hythe Express
Kent Live, Folkestone Herald
Kent News, Kent Online, Kent on Sunday
Kent Business
The Looker

Appendix E: The feedback postcard

Give us your views
Public engagement on
Otterpool Park
Garden Town

Your views are appreciated and will help shape the plans for Otterpool Park Garden Town.

Please complete the questions overleaf if you'd like to share any further feedback with the team.

Thank you.

Contact the community engagement team to find out more:
otterpoolpark@housegroup.co.uk

Give us your views

WHAT MATTERS MOST IS
Please indicate your priorities with a score out of 5 in the box.
(5 is very important, 4 important, 3 neutral, 2 less important, 1 is not at all important)

GETTING ABOUT
Cyclepaths, walkways, bridlepaths, public transport, parking

JOBS & BUSINESS
Start-ups, studios, new businesses, office space, industry

LEISURE
Sports hall, leisure centres, community halls

COMMUNITY FACILITIES
Healthcare, dentists, crèches, schools

LANDSCAPE & OPEN SPACE
Parks, green spaces, playspace, wildlife, allotments

HOMES
A range of sizes, types, affordability, tenure (rent or buy)

SHOPS & FOOD
Supermarkets, cafes, pubs, restaurants

SUSTAINABILITY & NEW TECHNOLOGIES
Energy saving, water efficiency, broadband, low carbon

ANYTHING ELSE?
(not included in the list on the left)

What do you like about the area now?

What concerns do you have about the area now?

What do you think will be needed to improve things in the future for you and your family? (10-30yrs)

If you would like to be kept updated, please leave your name & contact details (preferably email address):
NAME: _____
CONTACT DETAILS: (email or postal address) _____

Contact the community engagement team to find out more:
otterpoolpark@housegroup.co.uk

Appendix F: Feedback Card Comments

Note: Cards stating, “Why”, “No to Otterpool Town” “No” x243 (not listed separately)

1- Anything Else? (not included in the list)

- This garden town is not needed
- Tourism facilities
- Traffic consideration, retail shops
- Clubs so people aren't in local parks and drinking
- I am concerned about becoming a built-up city. I moved from London as I liked Kent. We are becoming more like London or other busy cities
- A by-pass for Sellindge from Otterpool corner down behind Barrow Hill to cross the M20 at Mersham
- I would like to see some guarantees about affordable housing for our young people of Shepway. Also, maybe help with regeneration of Folkestone centre so the whole community pulls together to enhance our locality
- We need more detailed plans
- N.1 priority is providing extra transport link to reduce traffic on A20 e.g. close access to M.20
- Traffic!
- This development is not sustainable. We must preserve the remaining farmland for food production. We will not be able to rely on foreign supplies. Where will the water supply come from? Remember recent droughts! Jobs- Laughable!
- Key to address this. Comparability of Tenterton & Hythe is misleading. Nor piggybacked on Folkestone. 1.5 miles' house Hythe-Folkestone not key impact
- To ask David Monk and Damian Collins to resign
- There is no capacity for meeting health needs, where will GP'S come from? Where is the health judgment?
- Get it right for people who live here
- Why has planning permission been refused to small developments over the years? And suddenly you think we need this
- Good connections to current roads and rail system
- This development will not solve housing problems
- Car exhaust etc. pollution, car numbers, water supply
- If eventually approved the new town should be a trust - separate entirely from SDC - like Letchworth
- Affordable social housing must be provided, no private landlord
- Very surprised no councillors in attendance tonight - Thursday. Power presence
- Shepway has a plan for 8000 houses why have 12000 more
- Leave our greenfield alone
- There must be rundown industrial areas that could be demolished and then rebuilt as beautiful town
- Ability of local land to provide crops to satisfy local need. Farming and rural feel to environment
- Existing station is not accessible to less able. Biomass Power Station would generate too much traffic. Existing roads too narrow to take more traffic. Station has a single-track road and no car park. Stone Street, roman road is very narrow and floods. Also, a big concern about rising trend for lorry traffic. Hospital needed. Much more opportunity for people to grow own food - (Eaton Lands ➤ allotments and plans for

community orchard) - community operation stack - local businesses affected " Grid Lock"

- Water & fuel saving built into the design of all buildings on site
- Improve footpaths, traffic reduction
- The road network is the top priority. The A20 through Sellindge would not cope with the extra traffic Junction 11 Is a very small part of scheme. Stone St. to Canterbury cannot accept more traffic. This whole scheme is Impracticable.
- We believe it is a completely inappropriate place for the development
- Don't need lorry park, we're Brexiting
- Need to include improvements to generate locality + access
- Why are SDC building on greenfields?
- Maintaining the identity of existing villages
- Hospital availability
- What about a road round Sellindge
- We do not need 12,000 houses built in this area. Kent as a whole needs houses and each town and village needs smaller developments
- Major problem is that the very heavy lorry access to Lympe Industrial Park is currently routed through the heart of the development along the A20 and Otterpool Lane from Junction Eleven M20. A check of very heavy lorry movements to and from the industrial park will confirm the above. Note that this traffic of huge lorries is routed back onto M20 along Otterpool Lane and A20. These roads are not built for such huge vehicles. Plan for "Garden Town" must solve this problem. To avoid traffic danger and pollution.
- The road often develops holes due to the heavy lorries
- Not Needed. You can see the town of Ashford from the site. This is proposed on prime farmland
- National strategy. Information on demography, sustainability, financial, social, infrastructure (road), water, drainage, employment
- Water - supply and quality. Full capacity on existing road A20 & Stone Street, Hospital with A & E, air quality
- Water scarcity. Loss of arable land
- Only now have we been consulted. After the proposal, have been passed by government. A BIT LATE!
- Transport links & buses!
- Not 7 miles from Folkestone but 1 mile from Hythe. Not comparable to Folkestone or Tenterden. The comparison is insulting. You are starting on a priority of having first job 2nd but community cannot support this. I don't object to the concept but the priorities & method of presentation is both misleading and insulting
- Hospital, mobile phone network! Sewerage and roads
- Another hospital is needed - local hospital unable to cope now
- The road structure as implies cannot cope with a large development and a new A20 bypass avoiding Sellindge should be considered
- There is no justification for this development
- Affordable housing on brownfield sites
- Exhibition was a total waste of time. Exhibition too busy to get around and then no new info- not enough staff to answer questions
- London Calling!
- This would become London overspill
- Consider the implications when you add lorry park plans to this
- A yes or no box for voting for this town
- I am strongly opposed to this plan on the following basis:

- What % of land area for roads
- 12,000 Homes will probably mean 24,000 cars. Trains to London - Daughter travel standing pays £6,200 for her season ticket. Too many wishing to go to London. How will so many Greenfields jobs be created?
- Water supply
- Water supply "grey water systems may help but will not make houses more "affordable"
- This land should be used to make habitat for endangered species i.e. turtledoves, cuckoos, nightingales
- As recently as 5 years ago Shepway DC turned down planning permission for 400 homes. Approx. to be built on part of the existing racecourse. The funds generated would be used to carry out massive refurbishment and reconfiguration of the racecourse. (Not part of the Shepway plan) SDC said no and now curiously they are rubber stamping a planned project!
- Lorry park & effect on existing infrastructure. *Do not approve of New town*
- Hospitals, schools both junior and senior, entertainment facilities
- The scale of this proposal should be evaluated on the context of Shepway as a whole!! It is potentially very damaging.
- Social housing
- Overload of existing infrastructure (especially A20/M20 and WHHosp)
- Leave this area alone! Too much in such a small area. Facilities are already at breaking point
- The emphasis should be on gardens
- Also for the Shepway Heart Forum (Heritage, arts tourism forum) 1) sense of place based on the spirit of the history of the area
- Justification for 40% increase in population
- trees VIP, big ones
- Housing not wanted! I do not want arable & dairy farmland being lost
- We do not want this Garden Town "you will need a new hospital" if it goes ahead. Very worried about the infrastructure. Everywhere is very busy increasing traffic no no
- The harm to long established local village and their current way of life
- This proposed garden town is far too large.
- Space given to housing, pleasant, non-overcrowded streets, front gardens, etc.
- Greatly improved health service. Increase in mental health issues
- "Affordable" housing should not just be for first time buyers but those needing to move into the next step and are not able to bridge the gap of the market cost
- No new town. Why did we have the new houses built?
- WHH, can't cope now please get real.
- Residential care homes for the elderly
- No to 12,000 homes. 4000-5000 Homes together with current 5000 in current construction + planning is more than enough. Smaller village type house grouping rather than one main site
- The scale of development is totally out of proportion to the rural setting or local needs
- William Harvey already over stretched
- Not spoiling the environment for people who already live here
- I can't answer these questions, can't understand what the need for the new homes is! Let's talk about alternatives first, if required. Please re-evaluate the manner of communication. We all need to understand how any development fits into under wider strategy
- Low density housing

- Preservation of the existing village life within a countryside setting is important to people who chose to live here
- I live really near the place and I won't be able to sleep with the noise
- Roads that will facilitate the large number of vehicles that will be on the new build site before + after completion
- Must have good portion of smaller properties/ homes be affordable for younger generation
- I suspect self-interest rather than true reflection of local population
- improve public transport
- Keep villages as villages & farms. Why no local design & project team?
- Nature reserve, park similar to central park - more green than houses
- Access to major roads, crematorium
- Area already over populated - No new town required!
- I see no evidence to support a need for this town to be built. It will destroy valuable and beautiful green space, between this lovely area into a monstrous housing estate
- This will be impossible to achieve (Getting About). It is too big, it is horrendous... How will Westenhanger station cope?? So much parking space will be needed
- My friends live very near to where they're going to build it. It is very sad that people want to spoil green space
- I would not object to a village the size of the race course but I feel we are being swamped with concrete
- Water supply- we already have problems/ Hosepipe bans in summers. New residents will send their children to local village schools not large ones in the new town
- Dark skies, 1% in southeast is going to be 0% if this goes ahead
- The road will need improving from Maidstone to Ashford/ Folkestone. A new road will be needed. The railway bridge at Sellindge will need widening
- There is no argument for the project to be so big
- The council needs to be dealing with removal of lorries parked & littering our roads - still continuing (and another lorry park will not resolve it)
- The total urbanisation of the whole area is unacceptable. This is more an effort to rehouse Londoners than for local needs
- Density - Please don't. Just moved to Lympne from south London. Too many people + cars
- Road network too limited!! I.e. Lympne Hill, Aldington Road. Grave concern about the impact on surrounding villages, congestion on roads etc. already too busy
- Good road structure and design
- Road system able to cope with the demand much improved junction!! Which would not cope currently
- Are they homes for emigrants?
- Far, far too many houses
- We already have all of these in abundance in local area
- This is a farcical consultation it does not ask the key question - do you want 12,000 houses?
- Existing water supply and increased pressure needs to be upgraded before any new builds
- Small developments yes - but definitely not large
- Countryside and farmland
- Leave it as it is, you will ruin it

2- What do you like about the area now?

- It is farmland
- A lot of green community consideration
- Open space
- Save our country side
- I think the area is already too congested
- Near tow centre
- The open greenspace and field
- Quiet, needs to stay that way
- Everything as it is
- Nothing
- All the advantages of living in a village
- Open space
- The fact there is no town here
- Traffic free country lanes. Beautiful quiet villages. Still a lot of land under farming
- It is a green open space it provides food because u can't eat concrete
- The countryside, wild life, peace and quiet, Lack of town!
- Good usable land
- Just as we like it
- It is green and rural
- Good balance of towns, villages and greenspaces
- Green open space
- It is natural and open
- Everything. It needs supporting
- Everything
- Largely beautiful please do not destroy
- Rural landscape
- Friendliness, ability to walk to work
- Nothing is built on it!
- New country park footpaths
- It is on big green space, don't concrete it over with 12000 houses
- Green field, open views
- I moved here 4 years ago because it is an area of outstanding beauty
- Pleasantly rural
- Balance of home, greenspace, environment and local amenity. Rural life
- Open areas
- It is quiet, peaceful, fresh air, wide open spaces and expanse of sky, small community, beautiful unspoilt country side
- Open rural area that is quiet. A village setting people + quiet
- Countryside and clean air
- the attractive landscape
- Green space, quiet
- It is an under-utilized area
- To stay as it is!!
- Village life. Green open spaces. Low crime rate. Quiet
- Nothing!
- We live in a village in the countryside. This new town will swell up the village, destroy our community and make our village an access route in and out of the town
- The wide-open spaces, pollution

- Open, Green, is productive farmland, when at the moment. We are unable to keep up with demand & supply farms in flood hit areas with, Hay and straw
- Everything the food that grows there
- Wildlife + open spaces. This is an area of natural beauty
- No large housing developments
- It is green + pleasant + doesn't have a large town
- Rural villages
- The separation of the villages! Green and pleasant land!
- It is a rural area and I do not wish to live in a city
- O/K
- Pleasant, open countryside farming and green. Barrier between Hythe, etc. & Ashford
- This is open unspoiled countryside. I would prefer to see brownfield sites developed near or in existing urban areas
- It is green and farm land
- Farmland and countryside
- Rural landscape garden of England
- Open, Green, rural
- Our countryside productive farm land
- Lympne-village life. Open fields - grazing animals - peace and quiet
- That it is rural
- Small villages, Countryside
- Rural landscape farming & land use
- 1) The open green space! 2) charm of the rural area
- The open green space
- Open countryside very few building
- Countryside, open space, transport links about right for the population
- Open space, rural atmosphere, small villages
- Wide open views onto the AoNB from the Otterpool area unspoilt largely by major development
- Open aspect
- Nothing- Not particularly. Beautiful area split by A20
- It has a great mix of countryside with local town feel unique
- Still some green spaces
- We like it as it is - Leave it alone
- History, transportation links
- Green fields
- It's nice and open
- Rural & sufficient road. Insufficient sewage
- Green fields
- The rural aspect that will become a thing of the past if this ridiculous proposal goes ahead
- Open countryside village environments
- Quiet, peaceful, green spaces
- The open rural feel. Doesn't feel like surrounding towns Ashford/ Folkestone
- It is not Ashford/ Folkestone/ Dover!
- Quiet village life
- It's full of grass and greenery. It is where earth animals live. It is peaceful
- Outstanding beauty
- As it is

- Green open space
- Green spaces + open views
- Peaceful rural environment
- Small communities. Requires sustainable development
- The rural location and living in a village
- Need new hospital
- Countryside quiet - our choice to live in this environment
- It is rural
- Rural, peaceful
- The local feel and the green countryside
- There is room
- Village life- countryside setting- quality homes- community
- It is peaceful. The sheep live there. It has green, it is quiet
- I live in Lympne and like the quiet, friendly and small feel to the area. The many places to walk my dog and enjoy the countryside
- Open space. Woodland
- Could be better used for local community and existing villages left as is!
- The countryside
- The countryside. Locally grown food independent shops
- Perfect as it is
- Not built up
- Open spaces. A nice place to live
- Open countryside - open green space
- Open space and peace
- Rural, farmland, ecology, village life.
- It is green, quiet, picturesque, place for farmland, safe
- The garden of England
- It's already full to capacity new roads, amenities
- Beautiful countryside, small local community
- Community spirit - Village life - rural outlook
- The open space & country around the village of Lympne. Please do not take away our green open space
- Green fields, open space, village communities
- Access to farmland, footpaths, open space
- Strength of community
- Lympne is a wonderful village with old fashioned neighbours and warmth. Everyone cares for everyone else
- The rural beauty
- The open fields/ agricultural land
- The pace of life which is already being distributed by excessive development
- It is open countryside
- A beautiful outstanding part of Kent. It is a village not a town, close community - character will change
- Its neighbourhoods
- Village atmosphere
- Quiet rural village with good transport
- Countryside, open fields
- The fact it is rural, and we have villages! I do not want a town, villages should be left as villages
- Beautiful open fields, green space, wildlife

- It is an area which is part of the garden of England - you are set to destroy this
- Canal walk, -coastal, -not over populated
- It is a village
- Proximity of Lympe to countryside, sea, Hythe, and good transport links
- Countryside and farmland
- The area

3- What concerns do you have about the area now?

- Everything
- Invasion of property
- Traffic, expensive
- Not enough social places
- Affordable housing for young people
- The impact of water sewage. Losing our green space, too small gardens in housing development. "Affordable" housing is not affordable.
- That the whole project will grow bigger than predicted now
- The roads can't cope when motorway is closed
- None x9
- Too much development in the area e.g.: anaerobic digester Lorry park
- You building Otterpool town
- Growing air and light pollution as traffic and built up areas have increased. Huge delays in getting medical care e.g. Axe
- New communities must have connectivity so highways to be a contained community. Have employment in place before houses are built to stop drain on Lympe
- It will be sad to see it rip apart for housing
- No tenant farmer in Otterpool approved. No plan to use Folkestone racecourse for anything other than a building site
- Being decimated by lorry parks and buildings
- The prospect of a lorry park and a town for non-locals
- Too much building - too much traffic. Not enough doctors, schools, hospitals. Prospect of unnecessary lorry park
- Not enough affordable housing
- We will lose natural habitat - a green "lung" if development goes ahead
- None, but the thought of all the new houses you are planning
- Overcrowding
- Nothing
- It will be ruined
- Destruction of agricultural land
- Otterpool park totally unnecessary
- Transport. Park lorry. A20 dealing with existing issues
- Housing sited near to the world's biggest lorry park
- Our capacities, 12,000
- The amount of traffic around the whole area will increase - it will become town as opposed to country
- Employment
- Real concern about SDC's approach to protecting and supporting local character and scale of planned development
- Traffic

- Massive over-development, massive increase in traffic, narrow country roads unable to cope, a permanent building site
- Too much traffic. Poor broadband. Electricity outages. Overcrowded amenities
- The bottleneck on the A20 beneath the 3 bridges approaching Sellindge cannot cope when operation Stack forces. More traffic on the A20, Sellindge would need a bypass
- None ok as it is
- None. We would like to see the race course revitalise
- Threat of ruining our beautiful area
- Roads are already clogged and over busy at times
- The fact that SDC want to build on it
- Increase in traffic. Decline in community. Lack of infrastructure. Lack of green space
- Extra traffic through Sellindge
- Sellindge will become a drive through to all traffic accessing the new town from and to, Ashford/ Maidstone/ London
- The traffic is far too heavy. The size of the lorries are a danger to other roads users
- The A20 struggles & can't cope with existing traffic along with the stone street, hospitals are struggling & Folkestone has closed adding to it
- None, pollution from lorry park
- Lorries polluting area and noise going past in the night rocking my house & forms & litter
- None- it's perfect as it is. We don't need thousands of people moving in
- The lorries travelling through the village day & night
- Everything
- We already have long stand traffic flow through the village what will it be like in future with a garden city?
- Flooding and roads
- Looks dormant since race course closed
- Its planned destruction
- S.D.C riding roughshod over residents' concerns and wishes
- Risk of urbanisation destruction of farmland
- None-that's why I chose to live here
- Shepway District Council not listening to the people
- We have a nice quiet life now with greenfield cattle & sheep etc. We do not want to live in a town - More People More cars more congestion
- Your development destruction of countryside
- Local community could be wiped out. Lorry park- potential for increased criminality
- Loss of farm land. Loss of local production. Too many people
- Roads very busy already
- 1)Lack of infrastructure 2) scarcity of water 3) nor an efficient amount of medical care (Gp's + hospital) for current population 4) a lack of transparency covering this whole project + speed of transition of SDC'S aim to "preserve agricultural land" into a major development
- Congestion especially on motorway and rail. Infrastructure hospital facilities
- That SDC is destroying the area
- Very vulnerable to greedy developers
- Flood rise, impeding lorry park
- Not enough water, gas, internet, too many lorries
- Losing unique quality
- Lack of employment lack of good quality eco-friendly housing in Folkestone centre where employment is

- Transport link
- It will not be preserved as an area pleasant to live in
- The area will become the same as many other UK towns
- Hospital at breaking point. This development must have new hospital
- None, but will be changed beyond belief by this development
- Roads - state of roads. Poor transport services
- The threat to the above
- Lorries! Lorries! Litter! Parking!
- Lorry parking
- The water table is very high
- Lack of water, sewage facilities
- Very worried for the future - trains are full too! Standing only. Some are full have to wait for the next train
- One narrow, dangerous hill that links the area with Romney Marsh
- Will Lympne disappear? Congestion, gridlock, adequate hospitals, doctors, etc. schooling
- Traffic, lorry parking along verges, litter, strained NHS services from Ashford Expansion
- Lack of wildlife areas, road capacity
- How additional development above Otterpool will further change things
- Lack of infrastructure, poor health facilities e.g. Doctors, hospitals
- Loss of rural "village" feel and of green space. Amount of traffic using M20 for CT & DOVER
- I won't (when I'm older) have any green left. It will be noisy
- Infrastructure, hospital, roads
- What SDC will do to it
- Unused space
- Lack of rainwater land penetration once land is built on. Area already suffers water shortages
- Possible development
- Object to Lorry park - too large - should be areas of small parks down M20. Very little affordable housing, council housing
- Development next to the M20- particularly the proposed lorry park
- More traffic, noise change of future crime
- None except intrusive development
- Traffic increase on Stone Street and other lanes
- That development leads to satellite commuter settlement to London
- It will be messed up by this development
- Being overrun by low cost, poor housing stock and the social problems this will inevitably produce!!
- It will spoil the area
- Road congestion, poor control of road junctions, lack of traffic lights
- Under used
- Traffic on A20 HGV vehicles noise/ pollution
- Spread from Ashford, Hawkinge is still growing. Must look at east Kent as a whole
- Shepway District council land leader David Monk
- Affordable housing to buy not rent
- Too big, some houses not 12,000
- Concerned about losing this green area
- Lack of amenities
- Development of the area to lose village life & the rural environment

- Pollution, busy, industrial, value of countryside diminished
- Being over developed
- Huge increase in traffic over past 6 years. It's been overdeveloped already. Cannot take anymore
- Infrastructure - roads, etc. Poor for the size of existing community
- Lorry Parking on the A20 on route to Junction M20!!
- There will be no green space left for me and my friends
- Nothing it's perfect as it is
- Congestion on road, lorry parking in laybys
- This proposed, scale is too excessive
- This would change completely. The new road structure would ruin the village and Store street would become a "rat run"
- Flooding - with the Stanford Lorry Park + this proposal. The area will become a very high risk area (Ashford + Canterbury) + 30K New homes are planned in Ashford - causing even more flood risk
- Current infrastructure is already struggling particularly healthcare. The plan identifies needs for increasing primary health facilities (GP practices) - no mention of increasing hospitals
- Lorries, which create bad roads & pollution
- The open space + nature is protected
- It will become a town character of village will disappear. No difference from anywhere else
- It needs more transport
- Proposal of Lorry Park
- Inappropriate dirty industries attempting to get planning permission e.g. Sludge Digester, Lorry Park
- Existing council reps
- The Newingreen junction, load enough now, this truly needs to be looked into
- No concern (traffic on Aldington Road)
- It is under threat by having 24000 cars and a lorry park for 4000 lorries (800 overnight)
- No commercial vision for the future
- Too many lorries and not maintained footpaths and roads
- Hospitals + other health services+ social services hopelessly unable to cope with demand
- Loss of Countryside and farmland
- Over stretched

4- What do you think will be needed to improve things in the future for you and your family? (10-30yrs)

- More leisure facilities
- More availability to get here
- I am concerned that "affordable" houses are places in areas that are undesirable. i.e. sewage works. Investments are about making huge profits for developers which does not help young people for example single people to get on the house market easily. Renting is extortionate
- Safer environment
- Rental housing of all sizes
- Affordable housing for our local young people Shepway based people
- We don't need a town to have more housing

- Nothing x2
- More jobs
- Reduced noise & pollution. Access to open areas
- Leave it as it is
- Conservative CLLRS in SDC being voted out
- Leave "Green" to be Green
- Cleaner air. Less crowding of our little island
- Sensible planning in the existing envelope
- Nothing in this green area
- For the area to evolve in a more natural manner
- Better health and social care
- Keep open space. Do not lose important habitat for BEES. Water for existing residence
- Don't build this town! The area can't sustain it
- Looking at other countries and learning (sorry for such a rude word) from them
- Countryside and real open space
- Green open spaces - do not destroy
- Improve roads, also maintenance
- Scout headquarters. 48 scouts already. 50 guides
- Don't build these houses it is a high on our village
- Leave village to be village
- A station at Sellindge
- Need SDC to treat rural areas same as urban areas
- Protection of rural environments strategy for transport and homes appropriately integrated
- Overview of traffic within a 20 miles' radius of Sellindge
- Very happy as it is
- Leave the area alone. Do not destroy it
- Keep the countryside
- The development will have a detrimental effect on our local inhabitant lives
- Respect of green space
- Less cars
- To leave it alone!!
- Conservation of green space. Better infrastructure. Cycle paths/ walking in green alternative!
- A20 needs to bypass Sellindge from Otterpool Lane. A20 to the rear/ south of Sellindge dividing Sellindge from New Towns
- Healthcare
- That the spaces we have are conserved and if possible made accessible for everyone to enjoy
- Healthcare & roads, water, air quality & employment when it is expanded like Ashford and we lose our livelihood
- None for locals, not second holiday homes
- Less lorries
- Not blighting the area with large housing estates
- Not building a new town
- Less lorries on our roads
- Better hospital facilities. Better road network. Employment
- Not for the vast garden city to go ahead and for housing for people locally
- Any new development must have the infrastructure in place so that it doesn't strain the existing (sewage, water, power, etc.)

- Sympathetic treatment of the area - Not dropping unwanted developments at random throughout the region
- Easy access to M20 Junction 11
- The retention of a greenbelt policy and the preservation of the remaining countryside
- This project will deliver nothing for local people
- Merry Christmas
- Stick to original plan just 5,000 houses
- Road/Rail, infrastructure. Improve Newingreen Junction
- Get rid of Shepway District Council
- We are in our early 70's and very concerned. We do not want to live in a town, if we wanted to live in a town we would live somewhere else!
- A council that listen to its residents and stops pursuing its own agenda
- Class A1 employment the sort of employment your development will not create
- Plot size per home, 200x60ft? Would be good. -space to play and privacy
- Better roads, better transport
- Use all the brownfield sites first
- If it happens. Hospital is already full! We do not want this garden city. Why not further north?
- Proper well thought infrastructure 2) high-speed broadband 3) more water
- Improved medical facilities
- A change at SDC to be greener
- No more development all spare land turned into nature reserves
- Infrastructure, water management
- Investment in existing communities and their infrastructures
- Protection of existing environmental and open space
- Too old to worry!
- Leave things as they are now
- Sensible amount of new homes, 12,000 is crazy Circa 6,000 is better
- Recreational facilities
- Infrastructure never is given adequate capacity before overdevelopment
- Infrastructure needs to be sorted first before any building takes place
- Sustainability, affordability, environmentally, friendly
- A sense of "ownership" of the scheme. [There could be better questions on the subject]
- Information and allowed to have a say
- Cheaper houses
- Zero carbon development and transport
- No more houses
- Roads are very busy, more roads (if you get the go ahead)
- A caring local council that works for the interests of its residents this is not happening now
- Affordable housing. Adequate off-road parking areas. Appropriate employment
- Sensible sized developments in all areas of Shepway and Kent
- Infrastructure for sustainability, solar panels, electric car infrastructure. Decent sized homes
- Services, transport
- Health/policing
- A decent environment
- Please leave it alone
- SDC to be abolished

- Transport access + care facilities
- Up to 5000 new homes in Otterpool area
- Keep rural settings
- Less development
- Bus service. Sensitive development of area. i.e. small expansion of quality housing
- There will be no green place for me and my friends
- Better roads which improve traffic flow that will be designed to take the greater volume of traffic that will occur
- Scouting/ outdoor education
- More amenities and affordable housing
- Hospitals/ doctors/ schools
- Healthcare but no people to recruit. What is the point of empty facilities with extra pressure on existing
- A change of leader and councillors
- New houses but not 12,000. Better roads
- Road improvements to M20, Westenhanger train station, public transport
- Leave this area alone - it should be protected and should be farmland for ever!
- Safe place-making
- No new large development.
- Cost, eco-friendly, sustainability, affordability, value for money
- Jobs
- Less traffic, particularly lorries - arable farmland for crops - no more polluting development
- Infrastructure, employment
- Better bus service
- Local employment for existing residents - not hundreds of new
- Local employment for local people
- Lympe needs to be kept as a separate village and entity from the garden town to retain its identity
- Affordable housing
- Another hospital priority
- Fortunately, I shall not be around by then & my family have already left
- Low pollution + low pollution levels
- Money needs to be spent now on present infrastructure, already deteriorating. Perhaps a smaller development of fewer houses not a town
- More shops
- Road condition
- Very clear limits to size of development to stop creep gradually sprawling over Sellindge village
- Leave area alone
- To leave villages as they are with minimal housing
- Less traffic
- A much bigger hospital to deal with NO2, PM 2.5 and PM10 led increase in morbidity
- Increased working infrastructure and commercial opportunity
- Slightly larger village but not a town
- Other than M/way roads are inadequate
- Status quo

APPENDIX B: STAGE 2 REPORT

Otterpool Park Garden Town Masterplan Stage 2 Community Engagement

September 2017



Kevin
Murray
Associates

Cover image Consultation event at Lympne Community Hall, 22nd June 2017

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1. Introduction

This report covers a series of engagement events with the community and local, regional and national stakeholders, as part of the preparation and design process for the Otterpool Park Garden Town masterplan. These are referred to as the Stage 2 events.

Otterpool Park Garden Town is being jointly promoted by Shepway District Council (as landowner) and Cozumel Estates, and has been since mid-2016. The masterplanning process, being led by Arcadis, involves the preparation of an aspirational and deliverable masterplan that:

- Can embrace the landscape features of this rural area
- Meets the district's housing needs for future generations
- Is well designed and planned
- Engages and is informed by the community and stakeholders

The purpose of this promoter-driven engagement is to explore perspectives, ideas and concerns ahead of finalising any masterplan and making any application. This is an iterative process with the local community and other stakeholders, prior to formulating a finalised masterplan as the basis for a formal planning application.

It should be noted that this is not a statutory process, nor is it about the principle of development. These matters will be addressed separately in the consideration of

- The Shepway Council Core Strategy
- Any formal planning application

This Stage 2 engagement builds on an earlier stage (1) in December 2016, and is due to lead to another Pre-Application stage (3), in early 2018.

This report summarises the issues, ideas and feedback obtained at the following engagement events held between **April and the end of June 2017**:

- Policy & Agency Stakeholder event, Folkestone - April 21st
- Civic and business workshops, Folkestone - June 14th
- Sellindge Primary School, Sellindge - June 15th
- Community Drop-Ins, various venues - June 22nd to 24th

In total, some 400 participants attended these events, with the workshops run as 'by invitation' sessions and the 'open' community drop-Ins attracting local residents, local businesses, parish and district councillors.

As with Stage 1 engagement, the majority of people attending the Drop-In sessions were members of the local communities living within or close to the area of search for the proposed Garden Town. The second stage events included a presentation of the initial design ideas summarising 13 exhibition panels which set out in more detail how the masterplan was being developed around transport, housing, resources and so on. The discussion, comments and feedback from these sessions was wide-ranging with detailed questions and specific issues being raised in response to the indicative framework masterplan.

Sections 2-7 of this report record the events, with sections 8 providing a Thematic Overview Summary and section 9 Conclusions from the events, with additional detail in the Appendices.

2. Background

The programme of engagement events for the second stage of community engagement took place between April 21st and 24th June 2017, comprising the following:

a. Schedule of events

DATE & TIME		FRIDAY 21 st APRIL		
AM	Folkestone <i>The Burlington Hotel</i> National policy and agency stakeholders' workshop			
PM				
DATE & TIME		WEDNESDAY 14 th JUNE		
AM	Folkestone <i>Leas Cliff Hall</i> Civic and Business stakeholders Workshop One			
PM	Folkestone <i>Leas Cliff Hall</i> Civic and Business Stakeholders Workshop Two			
DATE & TIME		THURSDAY 15 th June		
AM	Sellindge Sellindge Primary School Interactive Years 5&6 workshop			
DATE & TIME	THURSDAY 22 nd JUNE	FRIDAY 23 rd JUNE	SATURDAY 24 th JUNE	
AM		New Romney <i>The Mach</i> <i>The Marsh Academy</i> 10.00am -12.00pm (Presentation at 10.30am)	Folkestone <i>Folkestone Library</i> 10:00am – 2:00pm (Presentations scheduled for 10.30am and 12.30pm)	
PM	Hythe <i>Tin Tabernacle</i> 2:00 – 5:00pm	Sellindge <i>Sellindge Sports & Social Club</i> 2:00 – 5:00pm (Presentation at 3.00pm)		
EVENING	Lympne <i>Lympne Village Hall</i> 7.00 – 9:00pm (Presentation at 7.30pm)			

3. National Policy and Agency Stakeholder Workshops

This day of workshops with a professional national and agency stakeholder audience began with an initial presentation on the origins of the proposition for Otterpool Park and how best to meet local needs, the evolving design approach and timeframe for the project. This was followed by a 'question and answer' session before attendees worked in mixed groups to respond to the following questions:

- What are the core issues, policy and influencing parameters (e.g. market & community perceptions?) that need to be addressed;
- Identify the issues and opportunities for taking the Garden Town approach forward.

A full list of the organisations invited and those that sent one or more representatives is attached at **Appendix A**.

The feedback reported is drawn from the analysis of the verbal, mapped and written feedback. Within the workshop the following dimensions were discussed, each with a lead policy theme:

- Specific parameters, processes, and policies to meet?
- Future policy and technology context?
- Any details and trade-offs to develop?
- Priorities and next steps?

All attendees were also asked to fill in a feedback form. The feedback form asked the 6 following questions:

- i. What were the key issues in taking forward Otterpool Park Garden Town?
- ii. What policy parameters and/or thresholds needed to be met
- iii. What ideas or concepts would help to develop Otterpool most beneficially?
- iv. What are the priority steps, investigations or trade-offs that need to be addressed in the next stage of planning and design?
- v. Any other issues or suggestions in taking the Garden Town proposals forward?
- vi. What other organisation or individual should be engaged with in the process of planning Otterpool Park Garden Town?

In discussion and feedback there was a level of support for the 'one town and two villages' concept, and for the high street, though these were caveated by other issues and concerns, as noted below in the group feedback summaries.



Figure 1 Stakeholder workshop participants, Folkestone April 2017

Address community demographic balance

The new community should be one that attracts young people, taking care not to create a commuter settlement, with the aim of making Otterpool Park a 'whole life cycle development'. Re-addressing the age balance locally and creating business communities onsite was seen as critical so that young local people don't leave the area.

Progressive transport approach needed

The need to liaise with the rail franchisee (ending 23rd May) and Network Rail to secure a good outcome for Westenhanger station was seen as important, i.e. upgraded platforms.

Because the aspiration is to encourage walking as much as possible within the site, car parking at the station should be the minimum to meet needs. However, whether the station could help develop a new community without encouraging commuting was questioned.

Upgrading existing transport infrastructure and applying good practice demand management measures were viewed as potentially aiding sustainable transport flows and modal interchange with the station. Moving the station towards the centre of the site is unlikely to be viable but it has been raised in the forthcoming Aecom report.

There is a danger that improving local road networks for easier use would make access to the AONB easier, creating higher through flows of traffic. A strategic approach to accessibility and mobility should help to foster higher use of improved public transport services; these could be geared to enabling easier public transport access to events and to the AONB.

HGV impacts are high and need to be better controlled but the motorway junction itself has the capacity to take more traffic.

A cycle route/walkway from Sellindge to the station was suggested, as was a bus network within and through Otterpool Park to other towns nearby e.g. Hythe, Lympe etc.

Future-proofing Otterpool Park was advised so that the design allows for new technology e.g. in public transport such as bus routes changing on demand and electric bus links to the station reducing the need for car parking etc.

Landscape and infrastructure

Effectively managing flood risk within and beyond the site using effective SUDs solutions to achieve infiltration rates better than existing levels was raised as an issue requiring agreement by a range of stakeholders. The landscape-led design approach enabling significant, strategic use of SUDs was considered to be a way of providing good solutions for flood mitigation, energy efficient insulation and biodiversity benefits. Securing new infrastructure investment within the main utilities' five yearly business planning cycle was strongly advised.

The landscape around existing settlements like West Hythe and the M20, Junction 11 and A20 is eroded and in need of enhancement. Considering how to 'present' the development by using the opportunity to redesign existing and 'left over' road infrastructure, so that the network is more effective and better integrated into the landscape was strongly advised, not least because "people are drawn to good places".

Address water, waste and flooding

Due to the complex water supply/waste treatment/flood risk issues, it was suggested that a dedicated group be established to consider and help resolve the water and infrastructure

issues.

Emphasis was also placed on a sustainable waste management involving allocation of areas on the masterplan for energy-to-waste plants giving a self-sufficient waste disposal system whilst creating a local energy source that would also provide local employment.

Housing

There was considerable discussion as to how homes could best be allocated to local people, including those wishing to return to the area. There were concerns about getting the right balance between attracting incomers to encourage new business, and preventing Otterpool Park from becoming a commuter settlement for London.

Discounted house prices and specific mortgage packages were considered for health/medical practitioners and key workers, as provided by the Dolphin Trust in London, and similar set-ups, with such properties being safeguarded for health/medical workers as part of an Otterpool Park Community Management Trust.

Community facilities

The provision of new schools for Otterpool Park was discussed alongside the urgent need for new health facilities. Recruiting the necessary staff was a concern due to the existing skills shortage. There was agreement that not only must new provision meet the needs of the new community, but also support existing provision in the surrounding areas. Transferring good practice approaches for new ways of delivering health and social care from other parts of the UK was suggested, including links with green infrastructure for healthier lifestyles.

Meeting needs across all age groups by providing cultural, social and leisure facilities and amenities that enable active lives, including links to Canterbury and Folkestone, was considered essential.

Encouraging community cohesion around business places, rather than a linear layout, was thought beneficial, i.e. something circular would allow for socialising in the spaces between business premises. Changing work patterns, with older people working longer in future, perhaps part time and preferably locally, with homes near jobs will encourage movement, walking and socialising.

Getting the retail and leisure offer right to encourage a thriving local centre was seen as very important. Integrating community facilities to ensure viable delivery of facilities should be considered, as well as encouraging 'pioneer' new shops possibly concentrated around the station. Also, the shortage of burial spaces in the area was raised as an issue for consideration.

Green networks, landscape and long-term management

There was much support for a landscape-led approach with new woodland planting providing a sense of settlement and screening. Setting the new development into the existing landscape, responding to cues from its history and topography was considered potentially more important than taking design cues from the existing settlements; Otterpool Park must respect the existing context but have its own character.

There was support for greenspace around Westenhanger Castle, to protect it and restore its southward aspect. Visual impact assessment will be essential for views from the AONB, within and across the site. The landscape-led approach raised questions about who will manage this new public resource, with suggestions for setting up a community trust in perpetuity using a

S106 agreement like the Milton Keynes Park Trust.

The search area lies outside the AONB but within its setting, which is an important consideration for the proposed Otterpool Garden Town. This includes views out from the AONB over the new development must be carefully considered, including the adjacent Ashford Council's 'Dark Skies' policy to the west of the search area. Building heights and legibility will be important considerations relating to development within this setting. Combining green courses with watercourses is considered desirable.

Taking account of the historic grain and how this might influence the layout would also help in making Otterpool Park attractive to incomers and local communities, the public green space envisaged could be used for events (walkable for many residents). The local Creative Foundation is worth considering as a partner/stakeholder for how best to utilise new greenspace/green infrastructure. Taking design cues from the surrounding area, e.g. neighbourhoods to the north echoing the traditional built form found at the base of the North Downs could work well. Tenterden has a unique interface with local geography.

Sustainability, sustainable design and a prosperous economy

Opportunities for renewable energy and innovative technologies were raised, including energy efficient design and C21st energy systems for better development, so that not only new but also existing residents/settlements can benefit.

Encouraging new technologies for heat recovery and cooling, particularly on allocated business employment sites was advised. Using solar roofs, not simply PV panels, encouraging green roofs and walls and re-chargeable home-batteries and public charging points for electric vehicles were all suggested.

The recent Aecom waste and water strategy reviews were advised to be factored into Otterpool Park's design approach.

An effective design review process to achieve high standards was requested with explicit, clearly phrased design codes embedded in S106 agreements that are legally effective.

Employment and mixed use

A robust employment strategy was seen as necessary, with attractive propositions to draw the right mix of people. A mixed use high street (commercial/retail/housing) with an evening economy such as that in Rochester could be an explicit aim.

Planning and delivery process

There was discussion about how Otterpool Park will work with other developments within the site area that have already received planning permission, plus how the proposals impact on adjacent areas.

Making the proposals clear within the SDC Core Strategy and being transparent about the planning process and how people can respond to it was seen as important.

Safeguarding the masterplan so it is developed as intended and can be secured through effective planning conditions, whilst not preventing future applications in the longer term for something different/better, was advised.

4. Civic and Business Workshops

This day comprised two separate, identically run workshop sessions at Leas Cliff Hall in Folkestone for civic representatives from parish, town and district councils and business people from across the Shepway area and adjacent districts. Views were sought about the location of the proposed development, its timeframe, the emerging framework masterplan and its proposed phasing. All participants had been specifically invited to take part, working in self-selected groups of between five to eight per table.



Figure 2 Group discussions at Civic & Business workshop, Folkestone June 2017

Each workshop session began with a comprehensive presentation by the Arcadis-led project team, explaining the reason for the location and area of search, the design approach and the relevance of garden town principles for what was being proposed. People were invited to ask questions during the presentation and each session then led into group discussions facilitated by team members followed by verbal feedback on the proposals. Each group was given a main topic to focus on: transport and infrastructure; the economy and local business; housing and community; sustainability; green infrastructure and environment, but could also cover anything they felt was important. They were each asked to consider the following four questions:

- What do you support about these proposals?
- What is of concern to you?
- What ideas and suggestions do you have that the team should take on board?
- What other advice or questions do you have?

The following is a summary of the main points of the discussions from each workshop session but every participant was also invited to complete a feedback form which is attached at **Appendix C**. This form was also used for the subsequent community drop-ins at the end of June to aid consistency in analysing the results, which are provided in **Section 7**.



Figure 3 Group discussions at Civic & Business workshop, Folkestone June 2017

Dimensions of support for the proposals

There was general support for the proposals which were considered to be coherent and the strong emphasis on a landscape-led development was especially welcomed, as was the restored setting for Westenhanger Castle as a heritage asset.

The proposed 'town centre' density and height of buildings was felt to work if properly balanced with high-quality green space. A Tenterden-style of development and design was welcomed by some, whilst providing flats over shops was felt to be positive because it livens up a retail area, making it a more vibrant place; many said they were encouraged by the masterplan.

The attention given to high-quality employment - with a new town centre and commercial areas – would offer young families and young people opportunities in what is currently an ageing rural community. The provision of several schools was seen as a positive as this is a big local issue, with pressure on existing schools to increase their intake.

“Not only jobs but housing for the younger generation will be supplied on what is a good, well-chosen site, making it possible for people to stay in the area, not have to move away for work. It will be a place for young people.”

“Good opportunities for young people and young families, they need this.”

People felt that the business areas were generally in the right place but queried what type of businesses could be attracted to Otterpool Park as there would need to be a range of business premises for start-ups, those expanding, offices and manufacturing space with equal opportunities for small as well as larger businesses.

The construction sector would obviously benefit, although there was concern that local companies may lose out to larger businesses.

The provision of multiple local centres to encourage walking and cycling was felt to be good, with the provision of dedicated cycle paths especially welcomed. Other new infrastructure like a possible light rail/tram link to Hythe was considered to be a good idea, if feasible.

Matters of concern

The main concern was that Otterpool should avoid becoming a dormitory town of London commuters. Attracting one or more bigger employers to create jobs and a fairly self-sustaining community, where people don't need to commute out, was seen as critical.

Attracting a mixed demographic comprising local people as well as younger people from further afield, was cited as important. Whilst new employment opportunities would be created there was real concern about local salaries not being attractive enough to younger people, with a high proportion attracted to London jobs with higher salaries.

Pinning down the infrastructure issues, like the possible upgrade to Westenhanger station, and whether or not HS1 will stop there was a concern. Providing a park and ride that's too big could attract more London commuters, defeating the main local purpose of Otterpool Park.

Concern remains about whether the lorry holding area will go ahead because it's not seen as sustainable or compatible with this development.

Public distrust about the proposals means that existing residents need trust/credibility/transparency in the process. It will be important not to swamp the existing villages or cause any loss of identity but achieve improved quality of life for all ages.

"There is a need to demonstrate more clearly what Otterpool can offer to the existing communities and how they can benefit; it needs to be inclusive".

Some felt that volume homebuilders might not provide high standards of construction and that there needs to be surety in provision of a range of tenures and sizes of homes in each phase of development so that local needs are met.

The spread of multiple local centres to meet local needs was popular, but innovation in parking areas would be needed to avoid replicating problems in Folkestone.

Questions were asked about long-term responsibilities for shop and office premises, especially if flats are above ground floor business premises, (i.e. what freehold and leasehold arrangements are being considered?) as this will affect whether premises are attractive enough to potential users.

Questions were also asked about the housing need figures and how these match the plan phasing, which would need to ensure that services are provided at the right time to have a community to supply, and vice versa. Whilst the principle of development was accepted some felt that it was important to first consider existing brownfield sites, and develop those first as a priority.

"Whilst the emerging plan looks good, why not focus first on those brownfield and derelict parts of Folkestone and adjacent towns that are in need of investment and regeneration; this would require less infrastructure and have more immediate benefits."

Transport infrastructure improvements to the local road network and a new motorway junction to the east of the site were considered to be long overdue and should be a priority. Getting traffic movements right to avoid station traffic and HGVs on the new high street was important.

One group felt that the design approach wasn't brave or innovative enough yet, stating that the masterplan and vision need to be more forward-looking and challenging.

Addressing local housing needs of all types was critical including the percentage of affordable homes to be provided. Social rented housing, shared ownership provision and private rented housing, involving some of the larger providers, was considered to be an important ingredient.

Getting a careful balance between housing and commercial development, whilst establishing a high street able to withstand changing retail trends, would be needed.

Businesses need the right facilities to succeed so getting good broadband and similar services was also requested.

Environmental concerns included the need to consider groundwater, especially to the south where springs could be an issue; A key point was ensuring that water supply and water shortages had been assessed in detail because creating a new town/village could make an existing situation worse.

The potential for grey water recycling and rain-water harvesting need to be fully investigated

Addressing waste management right and avoiding adding to existing air quality problems that have long-term health consequences, especially for the young, are important.



Figure 4 Group discussions at Civic & Business workshop, Folkestone June 2017

Ideas and suggestions for the design team

Getting information (the emerging masterplan and proposals) out to the younger generation as fast as possible was strongly advised. "they need to know about this, they're the future."

The need to stress the 30-year timeframe and the multiple benefits the development could bring to existing communities was strongly advised.

SDC was also urged to use all its powers and influence as a landowner/developer to get volume homebuilders and others to fully deliver the right outcomes. It was seen as important to attract a logistical hub company to pull in more businesses.

Aiming for Otterpool to be zero carbon and making good use of renewable energy technology was suggested. Having green walls and roofs was considered to be good for reducing pollution and an aspiration that Otterpool should ideally aim to be a 'particulate free' settlement was

raised. It was argued that this could be pursued in several ways including using only electric buses, installing electric car charging infrastructure across the development from the outset and prioritising parking for electric cars.

Using a variety of building styles and tenures to attract a good range of people was suggested, as was the idea that local building companies should get preference. Creating a design guide and using more contemporary architecture, plus a range of wide and narrow streets should be an aim; trying to get a feel of a Cinque Port development or Tenterden-style should make Otterpool Park an attractive place to live and work. Creating a sense of civic pride in Otterpool Park as a good place to live should be an aim.

Using sport and cultural facilities to be proud of, as long as these compliments what is on offer elsewhere in the district, was advised as this would help attract people and help to create a new identity.

Local food production was seen as important with a suggestion that the lorry holding area could be used to return land to farming in the event of any future food shortages. Making sure that structural woodland planting addresses the issue of ash die-back was cautioned and new public facilities like a fishing lake were recommended.

Other advice and further questions

Further ideas and queries were grouped around the following:

- Improved road and rail links, including liaison with Ebbsfleet, and possibly a shuttle bus to Ashford link to improve access to Eurostar.
- Have an experimental technology cluster and encourage more innovative sustainability solutions.
- What type and scale of local food production would be feasible and what would the benefits be for local producers?
- Avoid parking on streets in neighbourhoods, as this inhibits children playing outside together. Boulevard type roads and proper cycle paths to make cycling safe for everyone. Having small blocks of homes around mini greens creates communal areas for play, socialising, etc. so that neighbours can get to know each other.
- Go for a diversity of architectural practices and really challenge them to get the best out of them, to make Otterpool Park distinctive. Don't keep harking back to Ebenezer Howard when things have moved on considerably, with new technology, new priorities, and so on.
- Houses to be built with water harvesting/solar panel and dementia-proof housing. Try to pitch a new, more exciting proposition that really focuses on distinctiveness.
- New churches and faith centres will be needed as will either a crematorium or burial space.
- What impact will Otterpool Park have on existing communities, businesses and infrastructure – construction traffic will need better infrastructure from the outset.
- Given lorry holding area proposals there is concern that freight/haulage do not fit with the proposals
- What is affordable housing in reality? What opportunities for social affordable housing, private and government schemes will be provided?
- A buffer between new development and Aldington is needed. Who will own the green buffers and who will manage them? Otherwise they will lose their role and value.

5. Sellindge School Session

This interactive workshop for Year 5 and 6 pupils was attended by the form teacher and a teaching assistant as well as the KMA team and a representative from SDC. The pupils were split into groups of five to six per table and were given a very short introductory presentation about the proposals to create a new garden town. It was explained that nothing was definite but that a project team was working on several studies covering the area of search to see what was possible including new housing, green space, cycle routes, shops and offices, new roads and other facilities. The KMA team explained that it would take many years for the town to be slowly developed and that they would be grown up and may have children of their own by the time the first phase was established.

The pupils were invited to ask any questions before being asked to work in their groups to list out all the things they felt would be needed for the new town, and to think carefully about what it would be like to be grown up and live there if Otterpool were to go ahead. Once each group had agreed what they felt was important to provide for children, families, older people and workers, that were asked to create their own 'masterplan' on maps provided. This involved cutting out and sticking on coloured paper, with each colour representing a different type of facility or infrastructure:



Figure 5 Group work at the Sellindge school workshop, Sellindge 2017

The pupils participated enthusiastically and seemed pleased that they had been asked to take part in helping the masterplanners to design the proposed new settlement, with some requesting a follow-up visit. The series of images overleaf show the groups each presenting their final plans to their classmates and teachers. There were suggestions for fun parks, football stadiums, shops and restaurants but also very thoughtful suggestions like new parks that would be good for people to walk and play with their dogs, green areas where older people could sit and talk and even a special knitting centre for grannies. Every group advised that a new hospital would be needed, with a couple suggesting that two would be best, with one being very specialist and a second being for non-emergency care. The children also felt that it would be much better to be able to walk or cycle to school on safe pathways away from cars and lorries.

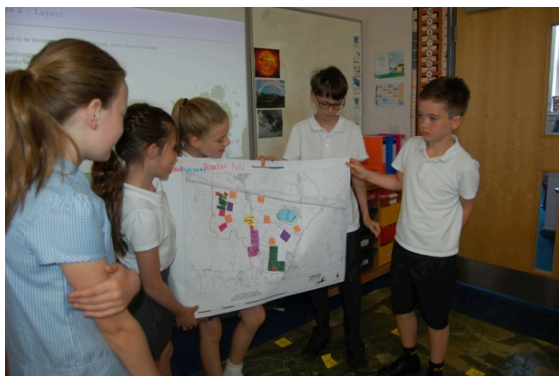
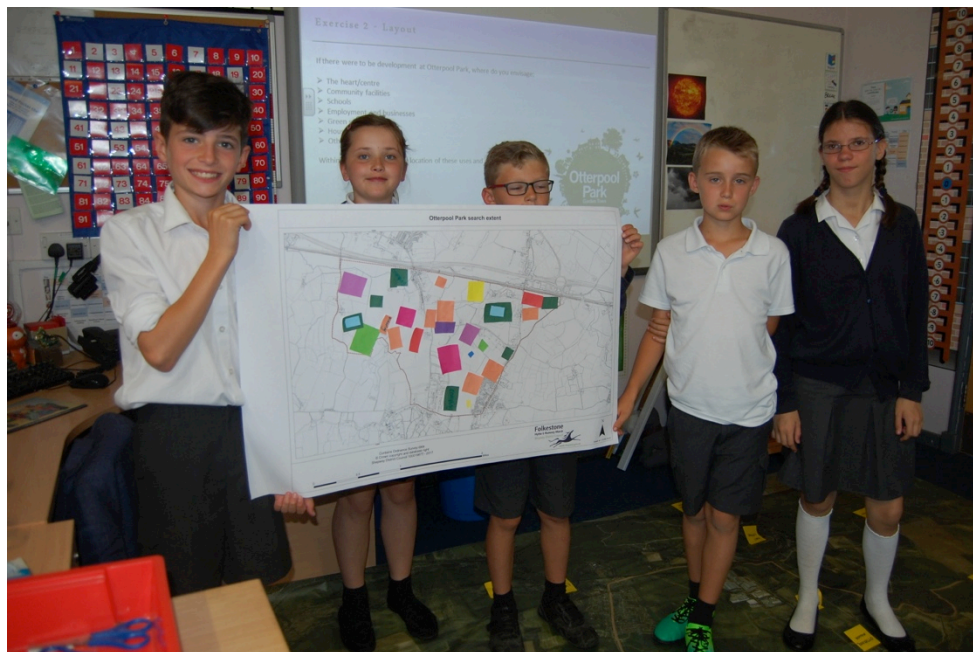
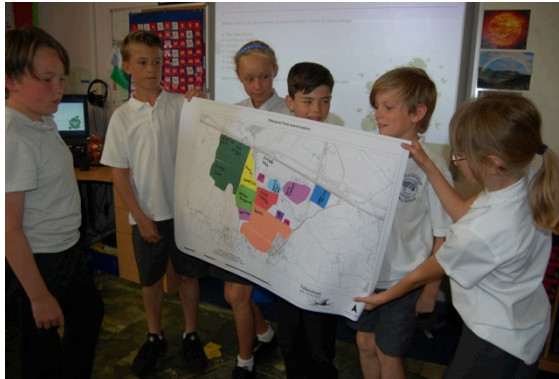
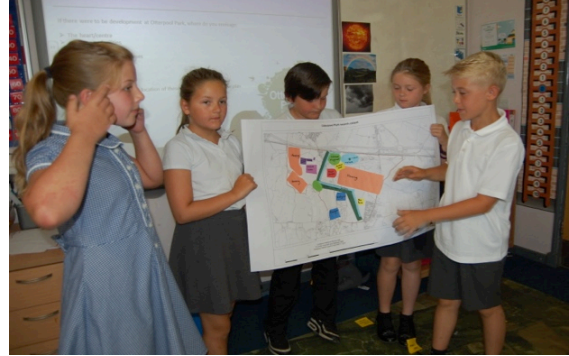


Figure 6 Group presentations at the Sellindge school workshop, Sellindge 2017

6. Community Drop-In Sessions

As with the Stage 1 Engagement in December 2016, the locations, venues, times of the day and week were all arranged to enable participation by as large a number of people as possible, especially for those who felt they may be more directly affected by any development within the area of search. The exhibitions were in well-known and used local and community venues that were easy to get to and took place consecutively over two week days, one evening and during the day on a Saturday.

a. Publicity

The events were once again widely publicised through direct mailings, posters and flyers and the local media, including the following:

- A press briefing on 14th June for invited members of the local press, which resulted in 10 pieces of coverage a week ahead of the event;
- A joint SDC/Cozumel press release issued on 12th June, resulting in 5 pieces of coverage (**See copy at Appendix B**).
- Three broadcast interviews with Kent radio stations, of which two were on 14th June following the press briefing whilst the second took place on the 21st June, as part of the advance publicity;
- Social media was also used; Facebook and Twitter channels were established, and several targeted posts ‘boosted’ on Facebook were aimed at relevant audiences.
- Posters and flyers were printed and distributed to local libraries and event venues in the relevant parishes in advance of the sessions. They were also provided as handouts to stakeholders attending the civic workshop session on 14th June and to everyone who came to the public Drop-In sessions (**see posters and flyer below**);



Figure 7 Publicity posters for the second stage of community consultation

b. Event format and feedback method

As with the December engagement, the events comprised a staffed, public drop-in exhibition open to all, but with the main difference being a short, pre-publicised presentation at a specified time during each session. The purpose in offering these presentations was to explain the design approach in more detail, complementing the summary information provided on the exhibition panels and provide people with the opportunity to ask more targeted questions.

The series of display banners explaining the approach taken to designing the phases of development for Otterpool Park covered transport, green infrastructure, employment and skills opportunities, the approach taken to housing design and density in each phase, health, education and environmental considerations including water and biodiversity. These were designed to address questions and concerns arising from the Stage 1 community engagement events at which the following had been raised:

- Some ideas as to what a ‘garden town’ or ‘garden village’ might look like and where it would be located within the area of search
- State, in fairly simple terms, why more houses are needed in the area and who SDC think they are needed for, i.e. local people and/or people moving to the area
- Show how the development might grow if it commenced to allay concerns about new homes being provided before services and facilities are in place
- Provide some initial ideas on road design, new on/off road provision and integration/connectivity
- Explain outline ideas on how houses could be made affordable and for local people
- Provide some initial thoughts on services and waste/sewage provision

For this series of community events the indicative framework masterplan ‘graphic’ was provided on a large floor map. The masterplan layout was shown within the area of search for the garden town and identified the likely phases of development, starting at the north-eastern corner of the site close to Westenhanger station and developing south and west within the area of search over a 40 to 50-year period. An exhibition panel considered the size, location and character of the first two phases in more detail covering the first 10 to 15 years of development.

Members of the Arcadis design and planning team, along with representatives from Kevin Murray Associates, Property House Marketing, Shepway District Council and Cozumel Estates were available throughout the three days to answer questions, listen to comments and take notes.

An A4-size summary leaflet about the indicative masterplan was available as a handout to take away (**copy in Appendix C**). This also provided an explanation of the planning context for the new town proposition, in particular the need for new housing identified in a Strategic Housing Market Assessment (SHMA) prepared as evidence for Shepway’s Core Strategy and Local Plan.

Feedback forms were available for people to complete, preferably before they left, or to take away and post back to Property House Marketing. Everyone who came to the events were invited to provide comments on the indicative masterplan to inform its next iteration.



Figure 8 Image showing the exhibition banners (on left) and the large floor map (centre right)

c. The feedback form

The feedback form (see copy at Appendix C) was used at different types of events – professional/statutory stakeholders, civic and business stakeholders and members of the community – to enable consistency of analysis and comparison of responses between each type of stakeholder.

The feedback data collated during the drop-ins sought to review the emerging indicative framework layout, phasing and overall design approach and to contribute issues and aspirations to inform the ongoing analysis and design process. People will have the chance to support or object to specific development proposals at the planning application stage, should they wish.

d. Number of participants

The table overleaf shows that some **304 attended and 100 completed feedback forms** were returned for the respective sessions. The indicative masterplan, the design themes and propositions presented gave people a much better idea of the likely extent and type of new settlement that is likely to come forward as a formal planning application. As with the December events, the attendance at the Stage 2 drop-ins may not be statistically representative of the population of Shepway District (circa 108,000 people) so we cannot make any claims on behalf of the views of the whole district-wide population.

Event	Approx. nos. Attendees	Feedback Forms
Tin Tabernacle, Hythe	94	34
Lympne Village Hall	90	29
The MACH, The Marsh Academy, New Romney	8	1
Sellindge Sports and Social Club	87	26
Folkestone Library	25	10
TOTAL	304	100

In addition to feedback forms completed during the session, a further 25 responses were emailed after the events. As with the Stage 1 December events, because several individuals and households submitted multiple responses, it is not possible to state the exact percentage of those attending the sessions who provided a response.

Three to four members of a local protest group¹ objecting to the garden town proposal were again present outside the entrance to each event (except at the Mach Academy, Romney) without any prior notice to, or agreement with Arcadis, Shepway District Council, Cozumel Estates or the individual venues. Attendees were greeted on arrival by members of this group and given a handout before entering the venue.

The leaflet prepared by the objectors group sets out their perspectives on the proposition for a new garden town, containing their interpretation about the number of new homes needed for the Shepway area. A major concern raised is around a sense of loss of rural/village identity in the locality.

The issues that people raised are combined into the thematic section 8., with the feedback form issues in Appendix D.



Figure 9 The Folkestone drop-in presentation



Figure 10 Drop-in presentation

7. Overview Thematic Analysis

The results of the feedback form analysis in Appendix D have been combined with the notes taken by team members present at the civic and business events and the community sessions. Notes were taken to record key issues, views and ideas, particularly as they affect the masterplan moving forward.

As with the Stage 1 report, the analysis has been grouped into the headlines themes emerging from the discussions and feedback information. These are listed below and may be regarded as the core topics being raised, discussed and fed-back by people following each event.

- Infrastructure – existing and future capacity
 - Transport and traffic demand management
 - Water supply
- Housing, especially local affordability
- Health services and facilities
- Business, employment and education
- Greenspace and environmental quality
- Trust and control over the planning and construction process
- Continuing consultation and engagement

7.1 Infrastructure – existing and future capacity

Transport and traffic demand management

Concern was expressed about the potential impact of the proposed development on the local road network, saying that the local roads won't cope and that traffic management across the area needs re-thinking, including to ensure that existing issues are resolved as a priority.

There was considerable concern about **the impact of additional traffic on the roads at peak times**, especially during the summer weekends when more people want to go to the beach, and for other 'peak traffic' times.

A number of people expressed the aspiration that **new and improved transport links** and transport interchange facilities be provided **in advance** of any development at Otterpool. Concern was also expressed about undesirable changes to the character of the rural roads in that they are attractive and any loss of character to a more urban feel, with associated street-lighting, would not be welcomed.

The indicative masterplan identified new roads within each phase of the development but portrayed the existing A20 and other roads as they currently are. There was concern about whether the relevant authorities would achieve an effective **solution to the A20's current traffic issues**.

There was also continuing concern about the potential impacts of **Operation Stack/the lorry holding area** proposals on both the existing road network, and any improvements that might be possible.

The potential to create **safer routes for cyclists and pedestrians** across the development, linking to adjacent areas was very popular, especially where segregated cycle lanes and off-road routes could be provided.

There were several questions at each session about the likelihood of **upgrading Westenhanger station** and the impacts this may have. There were concerns that making Westenhanger a HS1 stop would take this service away from another local station, to the detriment of existing residents. Another concern was that making Westenhanger a HS1 stop would simply encourage London commuters to move into Otterpool Park, i.e. it would effectively become a satellite of London. There was a very strong sentiment that any improvements to the station should benefit locals and that extending parking provision could be double-edged in terms of impacts. The potential to reinstate the old racecourse branch-line was also raised.

Water

Water was considered a critical issue, with the many people at each community event concerned about water shortages being avoided, especially during summer drought conditions. Water was seen as a finite resource, already severely under pressure because **no-one wanted their existing supply to be put at risk**. There was also concern that any new water supply and aquifer re-charge infrastructure for Otterpool Park may unfairly increase costs for existing communities in the area. People were generally very concerned about options for water management and security of supply and sought convincing detail on this.

“This area is already water-stressed with risks of water shortages so how can it support this size of development?”

The **green infrastructure and SUDs design** approach were strongly welcomed by those with a technical and in-depth knowledge of their value. There was some limited discussion about the potential for aquifer recharge and links with measures that could enable improved winter flood mitigation.

Some felt that the proposals for a green corridor along the river Stour complimented necessary flood risk mitigation identified by the Environment Agency, whilst also benefiting biodiversity. There was also limited discussion about the potential **for integral rainwater collection and water recycling systems** being built in at the design stage for each phase. Reference was made to how cost-effective this could be, whilst some requested more information.

7.2 Housing, especially affordability

There was some high level of agreement that new **housing was needed** but considerable variation in views as to how much, what type and where. There was a recurring line of debate around whether new homes could be accommodated by infill development in existing rural villages and the main coastal towns, set against the evidence that most available sites had already been accounted for in the recent Strategic Housing Market Assessment (SHMA)

There was concern and confusion about the figures provided, their origin and accuracy. Those who were supportive of the Otterpool Park proposals in principle, were however sceptical about whether local people would be able to afford to live in the development unless measures were put in place to ensure that preference was given to local people to rent or to buy. There was generally much concern about the **importance of providing new affordable** – including social rented - housing in perpetuity to benefit local people, especially young families and key workers in the health and education sectors.

There was **scepticism that ‘affordable homes’ would actually make it to market** and examples of recent and new development in Hythe, Ebbsfleet and other local towns were cited as

evidence of promised affordable homes not being delivered. Concern was cited about inflated rents and high prices for second-homes to attract incomers from London were common, e.g. the Fisherman's Beach development. The point was made that average salaries in Shepway (around £25K) mean very few people have the chance of making it onto the property ladder.

There was an exchange of views amongst some participants around nimbyism and selfishness when it came to new housing development, i.e. those who are against any change are denying younger people the chance to get on the housing ladder. The focus of the discussions about housing was around how best to **ensure that affordable homes really were provided** within the right mix of tenures, and were available only to locals on a long-term basis. The importance of providing a good mix for young and older people was also stressed, and to ensure key workers are supported to get on the housing ladder. There was pressure on SDC/Cozumel to provide more information about tenure options and long-term measures.

"It's good to have all the generations together in a new development, but there will have to be special provision for the elderly as well as 'lifetime homes'."

There was also some mistrust around how the **housing statistics and forecasts** had been derived. A proportion of people found it difficult to believe the level of housing required over the next 30 years and more. Some felt that the proposals for mixed high street development with housing in Otterpool Park were attractive, but felt strongly that existing places like Folkestone needed a similar design treatment first.

Several participants strongly advised that **more people, especially younger people**, should be sought out to make them aware of the proposals and to encourage them to get involved in shaping the development.

7.3 Health and well being

The challenge of maintaining **good levels of accessible healthcare** are as much of an issue in Shepway, as they are in other areas. There were high levels of concern expressed about local closures, limited GP surgery hours at existing medical centres, and threatened changes to hospital services. A high proportion of people felt that even if Otterpool Park had a new multi-service health hub for the wider area, finding the medical staff to work in it would be very difficult.

"GP surgeries are closing as there are no doctors to work in them, so why would Otterpool Park be different."

Elderly and acute hospital care issues, such as timely treatment for stroke patients, were specifically raised in relation to the recent (temporary) downgrading of Canterbury Hospital's A&E and strains on the William Harvey hospital. The question was asked several times as to whether **Otterpool Park would at some point have its own hospital**. The point was made that expansion of the University of Canterbury will put further pressure on local GPs and that this needed to be taken into account in any proposal for Otterpool Park as a large-scale development.

Because the GP funding formula (Cahill formula) is less per head for Shepway than for adjacent areas, **Shepway's greater, more complex mental and general health issues** (related to income and employment problems) are not being fully addressed. Whilst this is an issue for the NHS

Care Commissioning Group, SDC needs to work very closely with the NHS to avoid new development making things even worse.

“There is a local duty of care to existing residents that must be met before new capacity is needed for new residents in Otterpool Park.”

There was limited acknowledgement that several existing GP surgeries are no longer fit for purpose and that new, better designed and equipped centres were needed, with the potential for **Otterpool Park to provide this in a new health hub**. How this would attract and retain the right type of staff was again a matter for considerable debate.

7.4 Business, employment and education

There is concern that if existing, recently built business developments in places such as Folkestone and Ashford were not being occupied **why would the ones at Otterpool Park be any more successful?**

Attracting independent shops for the proposed new high street and local centre would offer a different shopping experience to Folkestone’s. There was concern that Otterpool Park’s high street and business units would need subsidising, possibly at the expense of Hythe and Folkestone businesses.

“Rental rates on the high street are rising, people cannot keep up and small independent shops close – we need [the certainty of] fixed rates.”

There were divided views as to **whether and what kinds of businesses** were needed. Some locals said that they didn’t need new facilities and wouldn’t use them, even if Otterpool’s high street and Business Park were built. Others were interested in the potential mix of commercial units and disappointed that there wasn’t more information available.

The potential to offer local school leavers **training opportunities** was welcomed, but several made the comment that once trained, young people preferred to work in London on higher salaries and would commute out of Otterpool Park.

“We need to see an economic development strategy to mitigate risk of commuter dormitory settlement.”

The number and location of **potential primary and secondary schools** to service the new development was generally accepted. The main concerns were that these would not adversely impact the catchment for existing schools.

7.5 Greenspace and environmental quality

Overall, the **green infrastructure and landscape proposals** were generally strongly welcomed, especially in the way that public open space linked by cyclists and pedestrian routes would be provided.

Residents at **Barrow Hill** were very concerned that no green buffer appeared to be provided for their community.

There were some comments about **the loss of agricultural land** to provide what was described as a 'productive, edible landscape' not really making sense, whilst others were much more welcoming and felt that allotments should be available too.

The potential to benefit local producers by providing new centres to sell local goods was felt to be important, especially where stronger links could be made with the farming community of the Kent Downs AONB.

Despite the maps available there was some limited confusion as to whether or not the area of search and proposed development was within the AONB boundary.

7.6 Trust and control over the planning and construction process

Many local community participants were still querying why new large-scale development is being targeted in a rural area on farmland, rather than in other parts of Shepway District. There also remains a core of local residents who feel that SDC's land purchase was unfair and not transparent.

Some consider the engagement process was "*cosmetic*" with not much more information provided since the December events, and that more Council members should be present to explain the rationale for the proposals.

There were arguments that the proposal was closing the door on other sites.

There was a proposal that profits from the sale of new private housing could be invested in affordable and social housing and other public needs.

Questions were also asked about who is going to make sure that Otterpool Park would get built to high standards.

Getting the right specifications in place and following through to make sure that high aspirations for Otterpool Park's construction standards are fully met were a concern for some.

"We would like details of, and to understand, the procurement process before and during, not after things get built".

Some participants urged greater transparency in the planning process with the links between the SDC Core Strategy and the planning application clearly explained in public.

The matter of how the finance necessary for managing public assets like the schools, public realm and open space into the longer term was raised by several respondents.

The amount of green space being proposed was highly welcomed but there was concern about who would pay for it in the long term. Discussion about the use and effectiveness of Section 106 planning obligations raised concerns about effective follow-through at county and district level.

There is an understanding that the design process was far from complete and people wish to formally respond to the final masterplan layout once a formal planning application was made in 2018. There was also general acceptance that the final decision on any formal application

would be made by the government's independent Planning Inspector and not SDC.

The sequencing of the development in discrete phases was broadly accepted, with acceptance about the need to also phase in services and facilities as homes are completed and occupied.

There were, however, concerns about how to guarantee that whatever gets put forward formally as the preferred masterplan actually gets fixed and not changed over time. There was some discussion about other garden towns such as Letchworth, where the original design and layout remains intact several decades later.

"Who will make sure the plan is guaranteed, who will be held to account?"

7.7 Continuing consultation and engagement

Some participants expressed concern that the scheme felt predetermined and that their voice held little sway. They wanted to feel their opinions were responded to.

Others advised that a proportion of local residents had avoided the sessions to avoid any heckling. Some of those who attended were annoyed by the vociferous objection and left part-way through the presentations due to the constant interruptions. (Written feedback suggests that the presence of the local objectors group may have put other people off from coming to the sessions.)

"I wonder if many people ... avoid the Otterpool Park consultations because they feel a bit side-lined by other issues and 'groups'. I don't know, there must be a better way to connect with the actual residents ..."

Attendees at the Folkestone events urged that young people should be much more involved and actively engaged in the consultation process, especially the unskilled who might benefit from the proposals. Some people suggested that future information should be provided as door to door mail-outs, as well as posts on parish/ residents' social media web pages. Posters and flyers on village notice boards would also be welcomed.

7.8 Impact on existing settlements and services

A recurring theme was **the impact of any future development on existing places and communities**, whether in Shepway or even into Ashford. This ranged from traffic effects, to schools, water and health provision, to shops and specialist services and even the internet.

People wanted to understand the scale of development and **likely impacts over the suggested phases** and future decades, with reassurances that any new development would not worsen the existing situation for communities already living in the area, and that key improvements or upgrades would be in place early, rather than as an afterthought.

A strong message coming through was that local **communities should not be swamped** by the development, or completely lose their identities. In addition to in principle opposition, there were views that existing settlements actually had something to gain and that every opportunity should be taken by SDC to ensure that these communities were sensitively integrated with Otterpool Park to their advantage; in order that there are mutual benefits.

8. Stage 2 Engagement Conclusions

Overview points

As in Stage 1 engagement in December, most of those who participated were from the villages within and adjacent to the 'area of search', or relatively local residents/organisations, who may be impacted by development in some way. Overall, some 412-people attended the workshop and drop-in sessions and a total of 179 feedback forms and additional follow-up correspondence was received. As this obviously represents the views of a small percentage of Shepway District's total population, we are not in a position to claim this is representative of the wider district population or their views.

Session	Date & Time	No of Attendees	No of Attendees signed in	No of feedback forms returned
National Policy a& Agency Stakeholder Workshop	Friday April 21 st 10.00 - 3.00	41	41	-
Business & Civic Workshop 1	Wednesday 14 June 14:00 – 16:30	50	50	39
Business & Civic Workshop 2	Wednesday 14 June 18:00 – 20:30	17	17	15
Hythe	Thursday 22 June 14:00 – 17:00	94	42	34
Lympne	Thursday 22 June 19:00 – 21:00	90	25	29
Romney Marsh	Friday 23 June 10:00 – 12:00	8	3	1
Sellindge	Friday 23 June 14:00 – 17:00	87	43	26
Folkestone	Saturday 24 June 10:00 – 14:00	25	12	10
Online or post	Deadline Friday 7 July	-	-	25
TOTAL		412	233	179

(1) The engagement process

The local pressure group lobbying against the development proposals materially affected the nature, feel and output from some of the events, especially the Lympne drop-in. Whilst many of the views expressed in conversations and feedback were reflections of points made by this group of objectors, there was a view expressed by many that they would prefer to learn more about the proposals in a 'less adversarial' environment. This need, coupled with the need to obtain the views of younger people living in Shepway and those seeking greater employment opportunities, was frequently made. This does not pre-suppose the view of these people but rather that there are voices and opinions that could be more fully engaged.

(2) The issues and content of a garden town

Whilst those taking part in the informal engagement stages of the masterplanning process seemed to appreciate the maps and plans showing how the design ideas are shaping up, there

was still considerable frustration at the lack of detailed information about how the development can be physically accommodated within the area.

The primary concerns expressed were about:

- The capacity of local road networks across the district to cope with the increase in traffic the development would bring, and how rail services may influence this;
- Adverse impacts that increased demand for water supplies would have;
- The importance of providing locally affordable homes including new social housing, well into the future, especially for young people earning local salaries, and;
- Adverse impacts resulting from increased demand for already over-stretched health and social care services.
- The origin and robustness of housing need forecasts for England and the Shepway area over the coming decades, i.e. next 10, 20, 30 and even 40 to 50 years.

Because of concerns about the potential impacts of a garden town on the local environment, and the requests for more, it is recommended that the next stage of engagement should incorporate the results of the in-progress baseline assessments. The resulting reports and the conclusions about capacity for new development should ideally be made publicly available in advance of the next stage of engagement.

(3) Understanding the masterplanning process, from initial design to planning application

The current and continuing process is the non-statutory pre-cursor to a formal application of the preferred masterplan approach. There remains a need for a comprehensive, highly accessible explanation of the planning process for a garden town, from initial discussions, to the development of potential options, through to how a preferred option would enter the formal planning process as a full Outline Application. At what point **formal** objections can be made also needs to be explained, as this is much misunderstood.



Figure 11 The master plan layout being discussed at the Tin Tabernacle Drop-In session, Hythe

References made to other new developments in the area, and how these may or may not have delivered what was promised, suggest that more information about what is good planning and

development practice needs to be made available. This should include the wording and application of Section 106 planning conditions and obligations and at what point in the planning process these are set and legally triggered.

(4) Other aspects of going forward

There are a number of concerns and issues that some people who have attended so far want more fully addressed, in particular around more detailed information about what would work well in remedying concerns. This information ideally needs to be made publicly available in advance of further opportunities for people to take part in the engagement process.

For instance, several issues were raised around health and social care, in particular. It would be helpful to make clear how the Council is working with other bodies such as the NHS Care Commissioning Group; the Kent County Highways Authority; the Department for Transport and other relevant stakeholders in addressing issues and informing the emerging design of the Otterpool Park proposals.

The next stage of engagement should also reflect people's requests for accessing information on-line, via Facebook and village websites. A comprehensive district-wide mailing of information to all households and homes might be worth considering, including asking about preferences for taking part in discussions about more detailed aspects of the emerging design proposals.

Whilst it is desirable to gain wide views from communities, the events in New Romney and Folkestone were less well attended despite being publicised in the same way. It may be desirable therefore to consider diverse approaches for engaging and informing people, particularly if the views of a broader cross-section of the population of the area are to be sought.

Effective feedback to local communities on the results of this second stage of the engagement process should also be beneficial for all those involved, going forward.

Appendix A: National Policy and Agency Stakeholder

Specialism	Organisation
Waste Management	Kent County Council
Transport & Development Planning	Kent County Council
Public Transport	Kent County Council
Membership Development	Kent Coastal CCG
Sustainable Development	Natural England
Planning – Growth, Environment & Transport	Kent County Council
Sustainable Development Team	Natural England
Landscape and Urban Design Officer	Shepway District Council
Biodiversity	Kent County Council
Area Planning	Southern Water
Heritage Conservation	Kent County Council
Planning & Strategic Development Projects	Shepway District Council
Stakeholder Engagement	Southern Water
Senior Archaeological Officer	Kent County Council
	Kent County Council
Head of Planning	Shepway District Council
Economic Development	Shepway District Council
	Shepway District Council
Group Racing & Property Director	Cozumel Estates
Principal Transport & Development Planner	Kent County Council
	Network Rail
Primary Care Estates	South Kent Coast CCG
Feasibility Engineer	Affinity Water
Developer Services – South East	Affinity Water
Director	Kent Downs AONB
Principal Inspector of Ancient Monuments	Historic England
Planning Adviser	Shepway District Council
Primary Care Commissioning Manager	Canterbury, Coastal & Ashford CCG
Head of Strategic Planning & Policy	Kent County Council
Planning Manager	Kent AONB
Planning Adviser	Environment Agency
Otterpool Park Project Coordinator	Shepway District Council
Director	CPRE
Planning Policy Officer	Ashford Borough Council
Head of Timetable Strategy	Southeastern Rail
	Kent County Council
Project Manager – Integrated Commissioning	Kent Coastal CCG
Planning Policy Manager	Shepway District Council
Stakeholder Engagement & Account Management	UK Power Networks
Head of Development	Cozumel Estates
Drainage	Kent County Council

Appendix B: Press release

Otterpool Park public engagement to continue in June 2017

Community consultation report on December 2016 sessions now available

Kent residents, people who work in the county and other stakeholders are being encouraged to attend the next engagement sessions for the proposed Otterpool Park garden town.

The next series of community drop-in events will take place between Thursday 22nd and Saturday 24th June 2017 in various locations around Shepway. There will be presentations from the consultant team at each session, giving more details on the design process and how planning will progress. In addition, consultation events are being planned for local organisations such as businesses, schools and colleges.

Over 500 people attended the first engagement sessions last year, sharing their views on what they would like to see as part of Otterpool Park as well as their concerns regarding development.

Andy Jarrett, spokesperson for Otterpool Park, comments: "We were pleased to see so many local people attend the sessions last year, and the feedback we've received will help to shape the proposed garden town. We hope to see even more people at the next events. Residents and other members of the community can see how their contributions so far have informed ideas, and importantly, can find out more about how we are addressing areas of concern for infrastructure, housing type and green space."

The community consultation report detailing the feedback gathered in December 2016 is available at www.otterpoolpark.org.

Community engagement drop-in sessions:

Location	Date	Time
Tin Tabernacle, Hythe Portland Road Hythe CT21 6FL	Thursday 22 June 2017	2:00pm – 5:00pm (Presentation at 3:00pm)
Lympne Village Hall Aldington Road Lympne CT21 4LE (please note that stiletto heels are not to be worn inside the hall)	Thursday 22 June 2017	7:00pm – 9:00pm (Presentation at 7:30pm)
The MACH at the Marsh Academy Station Road New Romney	Friday 23 June 2017	10:00am- 12:00pm (Presentation at 10:30am)

TN28 8BB		
Sellindge Sports and Social Club 69 Swan Lane Sellindge TN25 6HB	Friday 23 June 2017	2:00pm – 5:00pm (Presentation at 3:00pm)
Folkestone Library 2 Grace Hill Folkestone CT20 1HD	Saturday 24 June 2017	10:00am – 2:00pm (Presentations at 10:30am and 12:30pm)

Ends

Contact:

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lisa@housegroup.co.uk 01483 561119

About Otterpool Park

Otterpool Park is a proposed garden town in Shepway, Kent, situated seven miles from Folkestone and accessible from Junction 11 of the M20 and Westenhanger train station.

In partnership with the local community, Otterpool Park will provide the homes and jobs that will enable future generations to remain in the area in which they were raised, and the necessary facilities and services to support the residents, as well as bringing increased economic benefits to Shepway's wider communities. Plans for the garden town will include homes, land for employment, shops, schools and medical centres, as well as extensive open spaces and access to the countryside.

Otterpool Park is a long-term project, spanning approximately 30 years. With a collaborative approach and careful masterplanning from the outset, Otterpool Park will bring value, sustainability and a high quality of life to local residents.

Appendix C: Feedback form

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Otterpool Park Engagement: June 2017

Background

1. How did you find out about this engagement regarding Otterpool Park Garden Town?

Personal invitation

Newspaper/press

Radio/TV

Poster/flier

Word of Mouth

Facebook

Other internet

Other (specify)

2. Did you participate in any of the engagement events regarding Otterpool Park in December 2016?

Yes No Not sure

If yes, do you consider this latest phase responds to issues raised in December?

Yes No Not sure

Information about the process

3. Is the information clear about why new homes, employment opportunities and garden town facilities are required?

Yes No Not sure

4. Is it clear why this area of Shepway is under consideration for future growth?

Yes No Not sure

5. Do you consider the masterplan team to be considering the correct range of issues in exploring a garden town masterplan?

Yes No Don't know

If NO to above, please advise what issues they should be addressing:



Masterplan content

6. In your opinion, what are the most pressing three issues in addressing the concept and delivery of Otterpool Garden Town

Issue 1

Issue 2

Issue 3

7. Is there anything you particularly welcome or support in the approach to Otterpool Park?

Yes No Don't know If YES, please specify

8. Is there anything that particularly concerns or worries you about the approach to Otterpool Park?

Yes No Don't know If YES, please specify

9. Do you think there are key employment and business opportunities associated with Otterpool Park?

Yes No Not sure

If Yes, what are they?

10. Is access to a network of green spaces at Otterpool Park important in your opinion?

Yes No Not sure



11. From what you have seen and heard so far, would you consider...

Living in Otterpool Park	Yes	No	Don't know
Visiting Otterpool Park for leisure	Yes	No	Don't know
Working in Otterpool Park	Yes	No	Don't know
Using services in Otterpool Park	Yes	No	Don't know
Opening a business in Otterpool Park	Yes	No	Don't know

Priorities

12. Please rank the following transport projects listed below, in terms of what you think are the most important elements of an access and travel strategy for Otterpool Park (where 1= most important, 5= least important)

- Improved facilities and services at Westenhanger Rail Station
- Frequent bus services connecting to new town centre and rail station
- Improvements to motorway junctions and main highway connections
- Local highway improvements
- Walking and cycling network

13. Please name ONE social, community, business or recreational facility would you like to see provided as a priority at Otterpool Park?

Follow up

14. Do you wish to be kept informed of further developments in the plans and proposals for Otterpool Park?

Yes No Don't know

15. Would you be willing to be part of a 'pilot community' testing the functionality of Otterpool Park, to help optimise its use for residents, businesses, and local services?

Yes No Don't know

Thank you.

Contact details:

Appendix D: Feedback Form Analysis

The feedback form for the civic and business workshops and the community sessions comprised a total of 15 questions, many of which sought simple *yes/no/don't know* responses, with others seeking specific information about issues, priorities and ideas using open-ended questions. This format enabled respondents to answer as briefly or as fully as they wished whilst enabling consistency in the analysis.

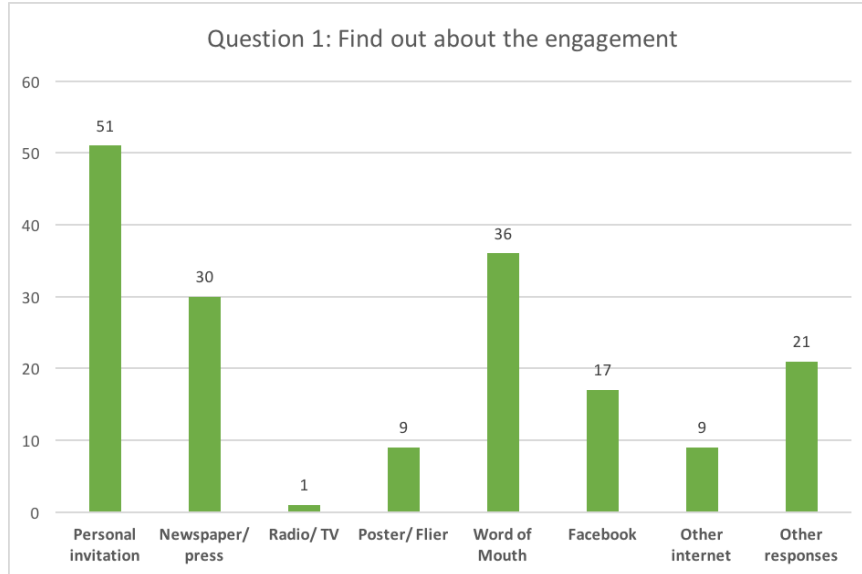
The form is available in full at Appendix C and comments at Appendix E (available as a separate document) with the summarised results and analysis are provided in the following sub-sections. It is important to note that whilst people may have been reticent to voice their concerns about or their support for the proposals, being able to complete the form may have enabled them to, more freely and anonymously if they prefer, express their views in writing.

The total number of completed feedback forms from the civic and business workshops and the community drop-in sessions was **179**. The table below shows the number of forms returned at each venue, plus a small number submitted later on-line or by post.

Session	Date & Time	No of feedback forms returned
Business & Civic Workshop 1	Wednesday 14 June 14:00 – 16:30	39
Business & Civic Workshop 2	Wednesday 14 June 18:00 – 20:30	15
Hythe	Thursday 22 June 14:00 – 17:00	34
Lympne	Thursday 22 June 19:00 – 21:00	29
Romney Marsh	Friday 23 June 10:00 – 12:00	1
Sellindge	Friday 23 June 14:00 – 17:00	26
Folkestone	Saturday 24 June 10:00 – 14:00	10
Online or post	Deadline Friday 7 July	25
TOTAL		179

The analysis of the feedback for each question is provided, with graphs and charts which help to summarise the findings.

Q1. How did you find out about this engagement regarding Otterpool Park Garden Town?



Out of **159** responses to this question:

- **51** respondents said they received a personal invitation – these were most likely to be attendees to the civic and business workshops
- **36** heard about the events by word of mouth
- **30** saw the newspaper/press details
- **20** read about them via Facebook
- **9** saw a poster/ flyer and/or details on the internet
- **1** heard about the events through radio/TV

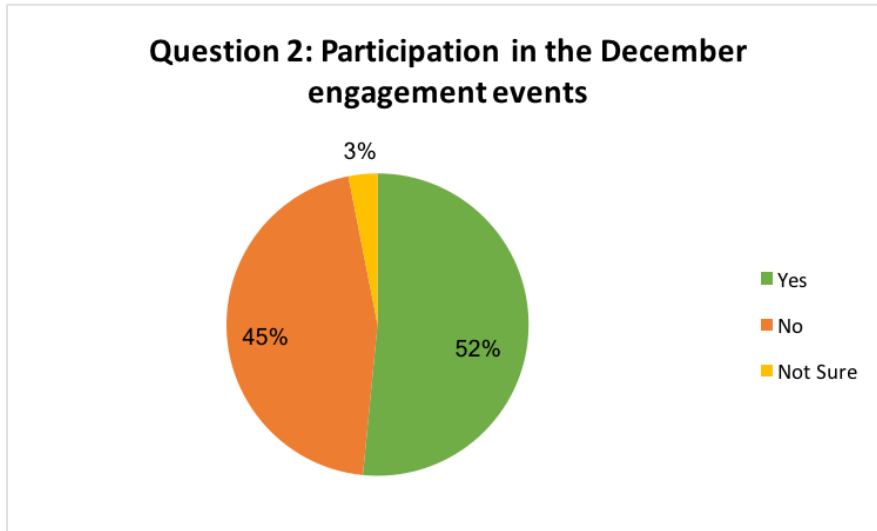
The remaining 21 respondents said they found out through the following channels:

- **2** through a council invitation, e.g. parish council, because they are a Sellindge resident
- **2** from emails from local associations
- **2** from the Lymgne or village newsletter or local parish newsletter
- **2** attendees were looking at purchasing a property in the area

It is worth noting that the public, community engagement events were held at a number of alternative venues, during the week and weekend including, morning, afternoon and evening sessions, to enable the greatest participation.

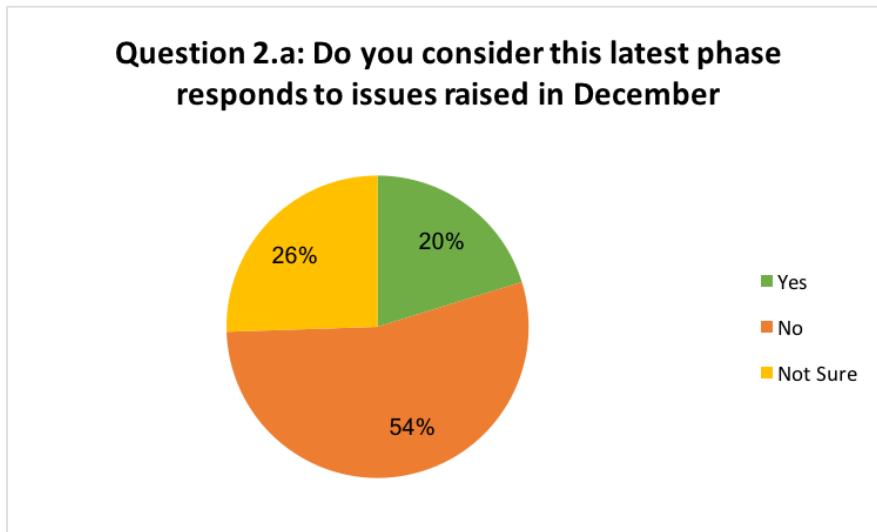
However, feedback was also received from a small number that even these options did not provide enough flexibility for them to participate.

Q2. Did you participate in any of the engagement events regarding Otterpool Park in December 2016?



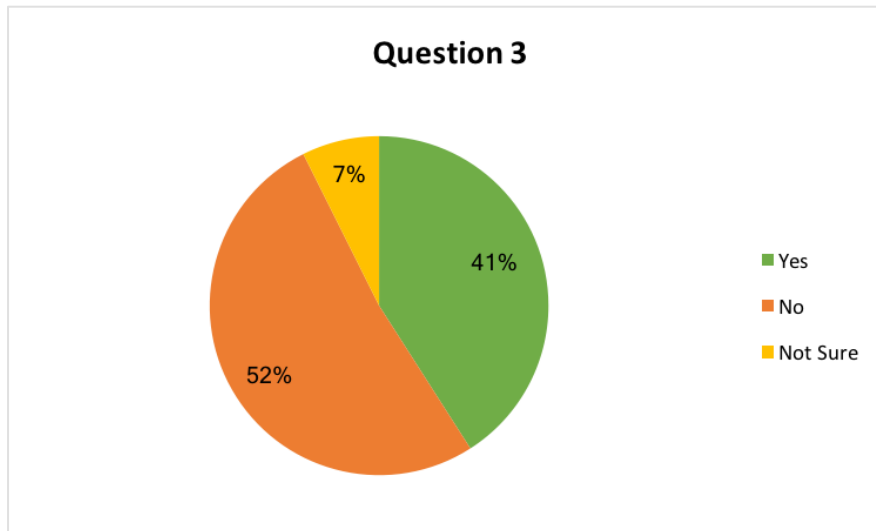
Out of 161 responses, 83 people said they had attended a previous event, 73 were attending for the first time and five people were not sure if they had attended before or not.

Q 2a If yes, do you consider this latest phase responds to issues raised in December?



Of 94 responses to this question, 51 respondents (54%) felt this latest phase of consultation did not respond to the issues raised in December. Of the 24 respondents (26%) who were not sure, some mentioned that "more detail was required", probably reflecting that the masterplan layout was indicative at this stage and that several technical studies (traffic, water, etc) have yet to report. Others thought that only some issues were addressed, and one person said, "at least you are trying". Some 19 respondents (20%) agreed that this latest phase responded to the issues raised in December.

Q3. Is the information clear about why homes, employment opportunities and garden town facilities are required?

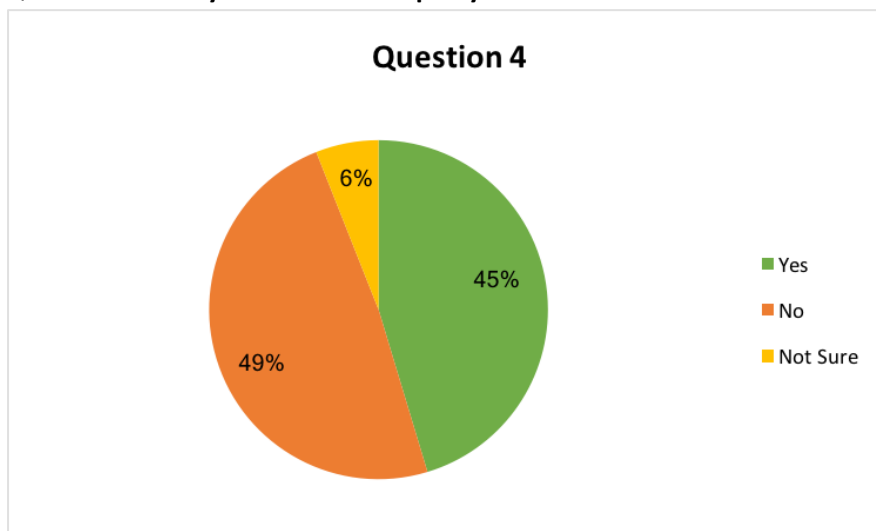


Out of the 153 responses 63 (41%) people who responded said that the information was clear, about why the homes, employment opportunities and garden town facilities were required; 79 (52%) felt that the information was not clear ; a further 11 respondents were not sure.

Representative comments included:

- *“it is clear that the nation needs housing but why does it have to be on this site on this scale?”*
- *“has a figure of 14,600 homes needed, but not sure where this figure comes from”,*
- *“believe they are not required here in such great numbers”*

Q4. Is it clear why this area of Shepway is under consideration for future growth?

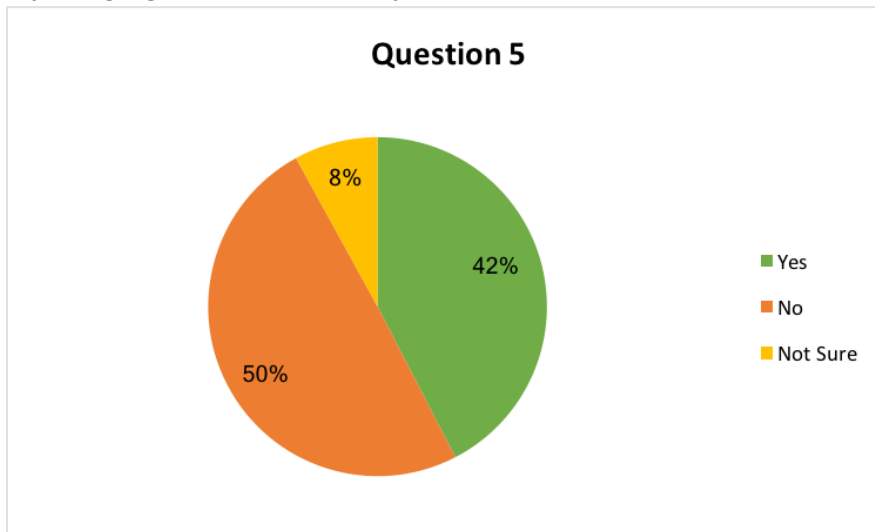


Out of the 150 responses to this question, 68 felt that it was clear, 73 respondents felt that it was not clear why this area is under consideration for future growth. Nine were not sure. Some asked why it has to be Otterpool Park, others claimed the information presented was “or it was *“vague”* and *“not specific”* enough.

Some of the local opposition group comments against development were: *“this development is not needed”*, *“it never should have been taken to the government”* or *“the basis is incoherent”*.

The results for this question clearly show a strong dichotomy of views expressed.

Q5. Do you consider the masterplan team to be considering the correct range of issues exploring a garden town masterplan?



Out of the 125 responses, just under half (53 people) felt that the right issues were being considered, and half of the responders (62 people) felt that the masterplan team was not considering the correct range, with a further 10 not sure. This again demonstrates a strong dichotomy, similar to other responses. When asked to advise what issues the masterplan team should be considering, the main themes coming through were:

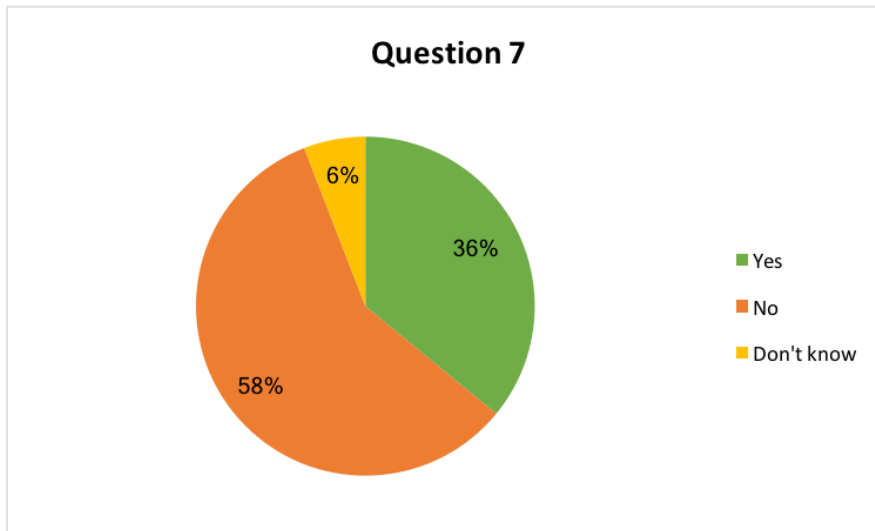
- **Brownfield development:** some thought that instead of building on greenfield, the team should look at developing brownfield sites and rehabilitating empty properties first.
- **Sustainable approach to a bold design - an Eco-town:** some wanted the concept of the garden town to be more ambitious and pushed even further into a sustainable eco-town that would provide Otterpool Park with a unique identity. This might help mitigate some of the current infrastructure issues such as water scarcity.
- **Deliverability of the project:** More detail on the phasing and deliverability of the development was requested by several.
- **Employment sustainability:** Some concern was expressed about Otterpool Park primarily becoming a commuter town and that local employment opportunities must be provided to mitigate this.
- **Amenities, facilities and infrastructure:** Some felt that current facilities and infrastructure like health centres, schools, nurseries, water supplies and roads are already saturated and would not cope with the increase in population. Others suggested enhancing and creating links between the garden town and the surrounding villages to integrate these for mutual benefit.
- **Considering the point of view of local people:** those who object to the proposed garden town felt that their opinion was not being taken into consideration
- **Objecting to the development:** the main reasons for this were related to building on open farmland, or that the development was too intensive, not needed and not appropriate for the character of the area.

Q6. In your opinion, what are the most pressing three issues in addressing the concept and delivery of Otterpool Park garden town.

The following key issues raised were:

- **Better and improved infrastructure networks:** water, broadband and transportation networks were seen as very important.
- **The size and scale of the development:** For some, the number of houses proposed is too many. A town-scale development was not seen as appropriate within the rural local surroundings. Fewer houses at lower densities (max 3 storey) was seen as more in keeping with the character of the area.
- **Sustainability:** a more ecological, carbon neutral approach was requested by some.
- **Facilities and amenities:** new schools, health care (GPs and hospitals), nurseries are all needed.
- **Affordability and mixed tenure housing:** ensure the development contains a mix of tenure between social housing, shared and private ownership, including houses and flats to meet the needs of different age groups.
- **Business and employment:** attracting businesses and employment to the area such as tech industries and start-ups. The phasing of the project could help to achieve this and secure more sustainable growth. It is important not to create a dormitory town where people will have to commute to London.
- **Consulting the communities:** more consultation with the local communities and taking into account their opinion was requested. Concern was expressed, mainly by local community groups, about how the land was initially acquired.
- **Loss of farmland, countryside and wildlife:** it was thought that the development would result in the loss of farmland and the scale of it would damage the countryside, in spite of the increase in greenspace and areas for wildlife.
- **Delivery of the masterplan** - the main issue raised, primarily by local residents was how the masterplan would be delivered, especially around who would end up paying for the public realm and public open space to be provided. There were concerns, again primarily from community members, about the order of phasing and how shops built in phase 1 would be able to survive with only a small start-up community; business viability was seen as an issue. The timescale for delivery was queried, possibly within the context of recent developments that had failed to deliver enough affordable housing or infrastructure; would what was planned actually get built? Some had concerns about delays and legal difficulties in bringing any worthwhile development to fruition.
- **Green areas and open space** – overall the amount of new greenspace was seen as a benefit by many, but concerns about how it would be managed and by whom, were common.
- **Car parking** – getting car parking levels right for the station and new town centre were seen as critical, to meet needs without encouraging commuter parking which would add to pressures on local roads.
- **Lorry holding area** – there is still much concern as to whether this will go ahead and what impact it will have without, but especially if Otterpool also goes ahead.

Q7. Is there anything else you particularly welcome or support in the approach to Otterpool Park?



Out of the 153 responses, 55 (36%) said they welcomed and supported the approach, 89 responders (58%) did not, whilst 9 were unsure. This result possibly reflects the numbers and views of those attending the civic and business workshops, who were generally more positive, and the larger numbers of people attending the community sessions at which there was more opposition.

Those who welcomed and supported the approach provided the following comments:

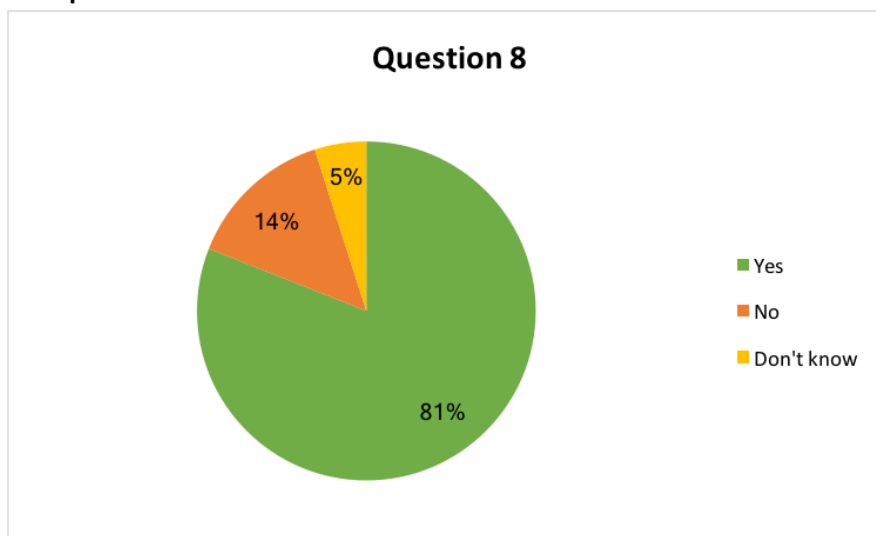
- **This is an opportunity to be innovative:** it is an exciting development
- **Mix of uses:** integration of businesses and residential, using insulating concrete framework (ICF) and modular design to create a new High Street with a mix of uses.
- **Green spaces:** the green spaces were very welcome and there was a lot of support for having a greenspace-led design.
- **This is a sound concept with thoughtful design:** Several appreciated the design, for example, the new woodland and the improved approach to the castle, seen as a local asset of high historic interest and deserving of an improved setting. The sustainable urban drainage system (SUDS) design was also welcomed as a means of improving surface water management in both wet and dry seasonal conditions.
- **HS1 and transport infrastructure:** was seen as attracting new employees to live in Otterpool, including those who would not be reliant on driving, i.e. providing opportunities to walk, cycle and use public transport.
- **Effective communication of options:** a request for regular communication about the developing ideas for layout and phasing of all types of infrastructure to be provided.
- **Addressing long-term housing needs:** this was seen as very important, especially for younger people and those on lower incomes.

For those who were less supportive of the approach, comments included:

- **Not addressing the local view and opposition to the project:** some considered that the issues raised in December had not been addressed.
- **No development:** “I do not welcome any development”, “No Otterpool” were common statements made by those who most strongly oppose the proposition.
- **Consider public services:** particularly health, policing and social care.
- **The development would not achieve the “benefits”:** especially in relation to creating new jobs, i.e. it might possibly provide employment for a small fraction of new residents, but the rest would have to commute.

- **Smaller scale development would be more acceptable:** a large proportion of those most opposed do not believe the scale of development is necessary or desirable.
- **Create a green-buffer zone:** Several respondents expressed concern that Barrow Hill especially has no green buffer shown on the indicative masterplan. *“it is absolutely crucial that this land/all of the field is maintained as a green buffer, either being maintained as farmland or a protected area for nature. This land is home to many species of wildlife, notably including hares, badgers and two species of rare to the UK birds of prey.”*

Q8. Is there anything else that particularly concerns or worries you about the approach to Otterpool Park?



Out of the 142 responses, 115 responders (81%) expressed concerns and worries about the approach, 20 responders (14%) were not concerned and seven (5%) were not sure.

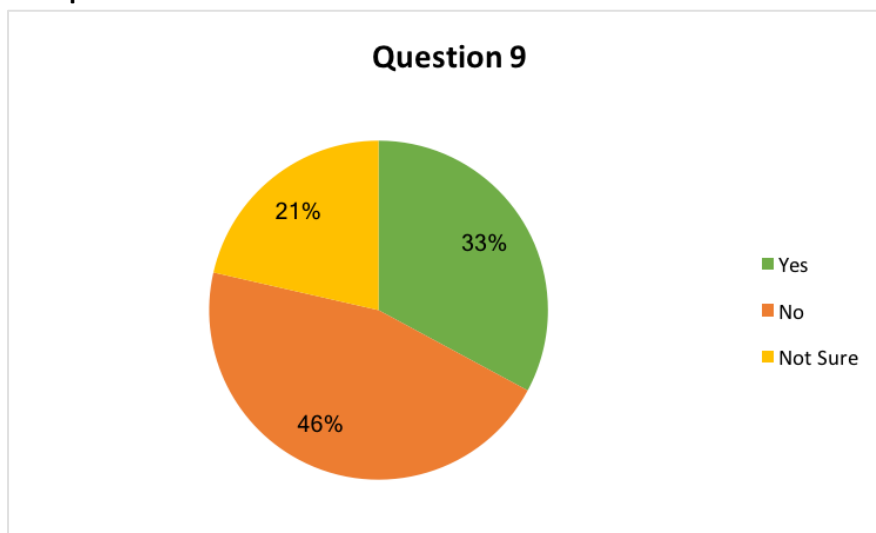
The areas of concern were:

- **How the land was acquired:** many community respondents felt misled about the reason for SDC acquiring the land within the area of search.
- **Development of farmland instead of brownfield sites:** some believe this development does not belong to the area because of the destruction of 'valuable' farmland and that new development should be prioritised on brownfield sites.
- **The project being a commercial development:** whether many local developers and architects will be approached rather than the larger companies, plus concern about the development of the site to simply maximise profits to benefit a minority at the expense of the majority.
- **Infrastructure impact:** the concern is that a large development will overload the already stretched infrastructure including roads, water, drainage, internet and waste systems plus the impact of construction lorries adding to other lorry traffic, especially after Brexit
- **Engagement with the younger generation:** engagement with young people needs to be conducted since they will be the ones to live there.
- **Inadequate responses to those who oppose the development.** Those who most strongly oppose the development feel that their views are being ignored, *“Shepway council’s refusal to directly seek a mandate for the project from local residents”*.
- **Delivery of the garden town:** the financing of the development and the building work around residential areas *“will result in 15 to 30 years of construction”* in addition to

how well the project will integrate with the surrounding neighbourhood and villages. Some were concerned about the lack of clarity on what Shepway wants to achieve from this project (vision and objectives). The uncertainty in relation to the proposed start date. More information about the project timescale was demanded.

- **Density and scale of the project:** height of housing at 6 storeys [*proposed for the new town centre*] was deemed too high. Furthermore, the surrounding areas are all rural, so building a town in this rural setting was an issue for some. There was concern about the proximity of the development to the surrounding villages and towns, such as Hythe.
- **Employment opportunities:** It was thought that there would be few employment opportunities within the development and that most people will be commuters to London.
- **Housing type and numbers needed:** the development will not provide the kind of housing needed for the area.
- **Buffer/green zone:** no green buffer zone to protect existing properties on Barrow Hill from urbanization and new development.

Q9. Do you think there are key employment and business opportunities associated with Otterpool Park?



Out of the 140 responses, 64 (46%) believed the development would not provide key employment opportunities, however 46 people (33%) answered yes and were of the view that new opportunities would be created whilst 30 (21%) were not sure.

The key employment and business opportunities suggested were:

- Business start-ups
- Technology led initiatives
- Leisure and Hospitality: bars, restaurants, pubs
- Retail – High Street: shops
- Manufacturers
- Service related: Doctors
- Marine engineering
- Educational: University college of the sea, schools, apprenticeships
- Green and biotech companies
- Light industries

Type and size of business suggested:

- Youth employment
- Home working
- Varied business sizes
- Business park
- Offices
- Small independent businesses (making sure they get access and not be pushed away by big business)

Tenure and scheme suggested:

- Long-term ownership
- Buy/ share scheme

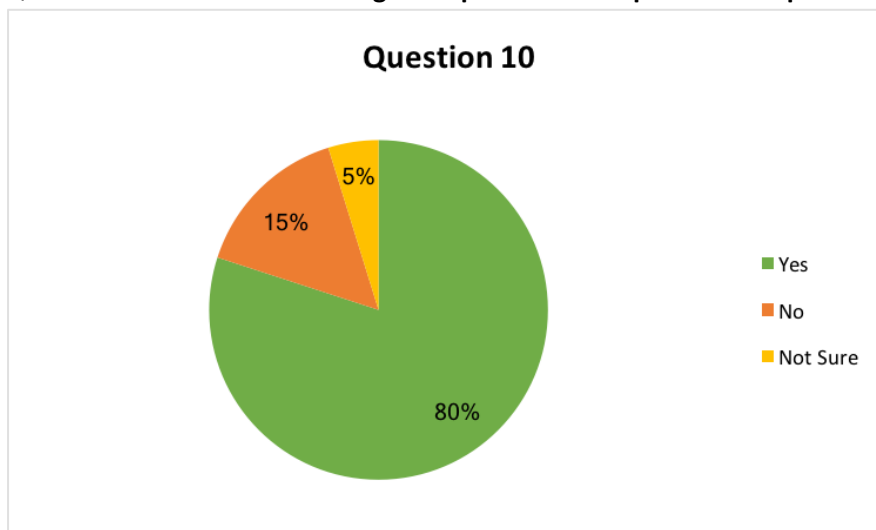
Amenities suggested:

- Better communication and quality high speed broadband was seen as critical.
- Proximity to M20, J11 and good public transport seen as beneficial for business
- Visitor and worker parking
- Good infrastructure

Other comments:

- Location of business
- Attract Londoners (young couples/ single people)
- A rural town
- Engagement with business communities needed.
- No commuter town!
- Is the amount of businesses suggested too little for this type of development?
- Requirement for a core employer to be based at Otterpool for it to be viable.
- Local businesses should benefit most

Q10. Is access to a network of green spaces at Otterpool Park important in your opinion?

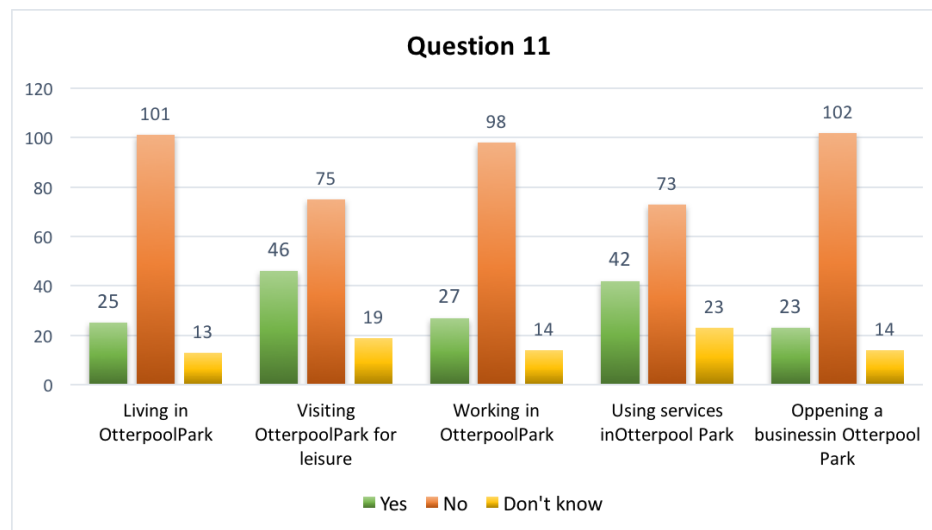


Out of the 125 responses, a large majority of 100 responders (80%) thought that green spaces are very important, 19 responders (15%) answered no and only six (5%) were not sure.

For those who replied no, the comments were:

- Not just a few trees, use of space and helping the environment “green” also means recycling, waste management and energy generation – solar, wind. Insulation
- For some the area is already green which will be ruined by this development

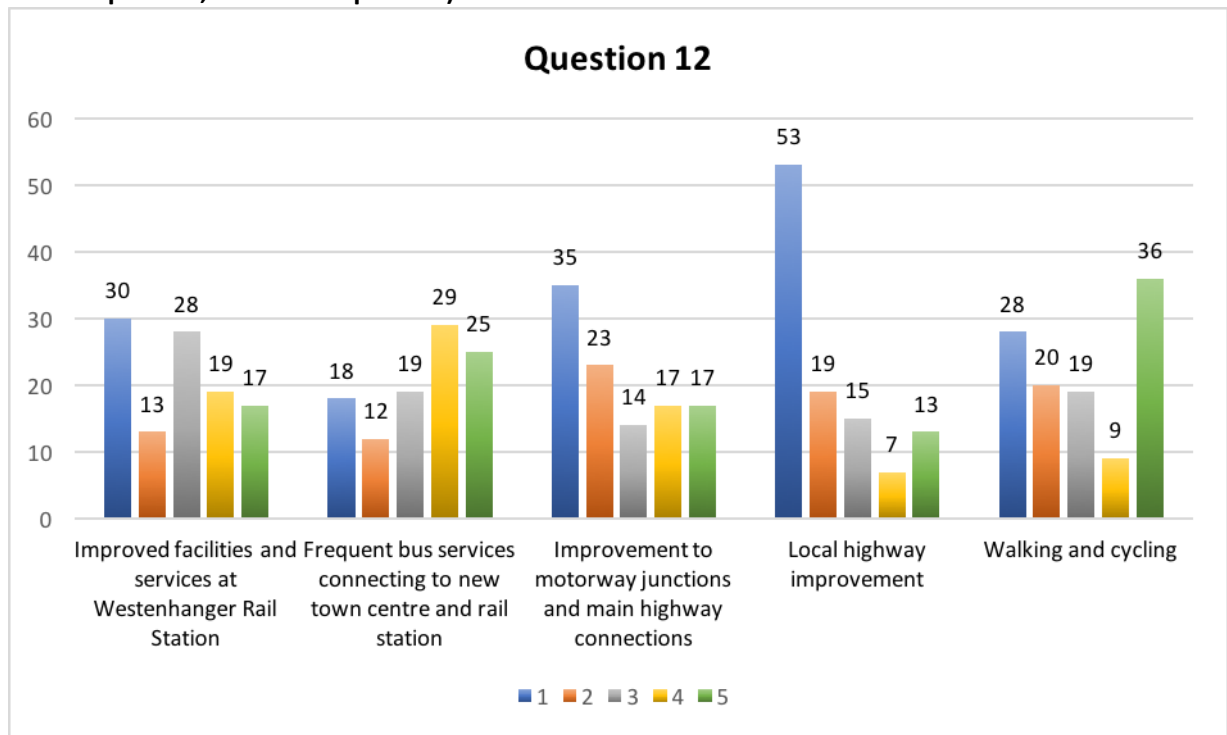
Q11. From what you have seen and heard so far, would you consider any of the following options ...



Options	YES	NO	DON'T KNOW
Living in Otterpool Park	18%	73%	9%
Visiting Otterpool Park for leisure	33%	54%	14%
Working in Otterpool Park	19%	71%	10%
Using services in Otterpool Park	30%	53%	17%
Opening a business in Otterpool Park	17%	73%	10%

The majority of respondents were negative about living and working in, or visiting Otterpool Park at this stage, though some envisaged using it for leisure or services. This may be reflective of the strong dichotomy in views between those people attending the community sessions and those attending the civic and business workshops.

Q12. Please rank the following transport projects listed below, in terms of what you think are the most important elements of an access and travel strategy for Otterpool Park (where 1 = most important, 5 = least important)



Local highway improvements were overwhelmingly cited as the most important element to be provided as these are considered to be pressing, even without the Otterpool Park proposals. A close second was improvements to motorway junctions and main highway connections to alleviate potential causes of further congestion. Improved facilities and services at Westenhanger Rail Station were listed a third overall in order of important. Frequent bus services connecting to new town centre and rail station were not seen as very important and walking and cycling were seen as the least important at this stage despite this being strongly promoted as a positive aspect of the masterplan. The results most probably reflect the existing situation in that the majority of people living in this rural area currently access most services and places by car as the most convenient form of transport.

Q13. Please name one social, community, business or recreational facility would you like to see provided as a priority at Otterpool Park

Social:

- Town centre
- Access to green spaces, parks
- Affordable homes, council homes

Community:

- Health centre, hospital, doctors surgery with GPs
- Dementia Village
- Care home
- Schools
- Community event place, community centre

Business:

- Employment theme - i.e. tech related/ artistic
- Attracting business that will employ higher paid employees
- Modern flexible business space
- Farming to continue
- Business start-up centre - Low cost and easy low process availability
- Small business units

Recreational:

- A heritage park (Westenhanger and great park) reinstatement of the deer park/forest etc, plus a visitor centre, a nature park
- A leisure complex centre with sports/water facilities, a park and restaurants
- Sports facilities, tennis club, swimming pool
- Cinema, theatre, art/concert hall
- Free recreational facilities for young persons and teenagers and children’s play areas
- Quality, well maintained outdoor space
- Running trail without crossing a road
- Cycle routes, mountain bike tracks
- Restaurants, pubs
- Horse racing

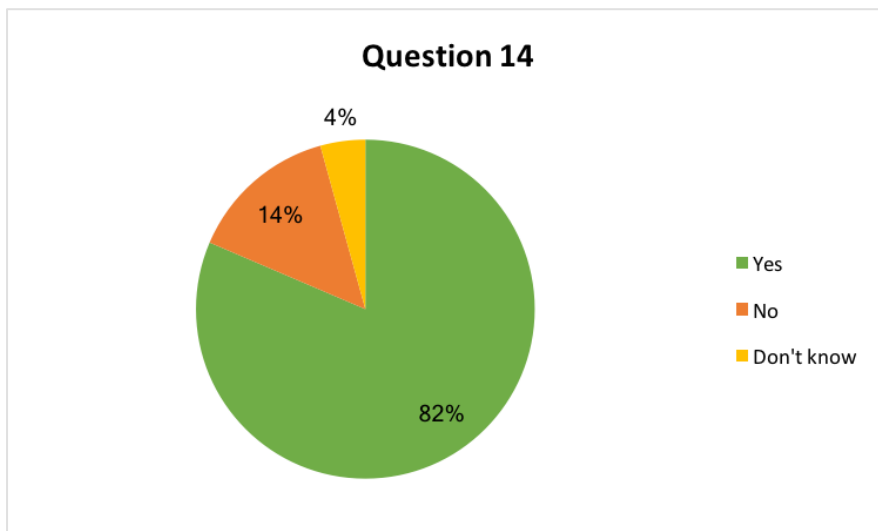
Infrastructure:

- Slower road on A20! No lorries.

One key comment received was *“Need to find something nobody has locally, e.g. major conference/ hotel centre perhaps as none locally, especially given the proximity to the continent. Shepway needs to decide if it is going to do something innovative or normal [conventional] in terms of development especially as it owns some [of the] land”*.

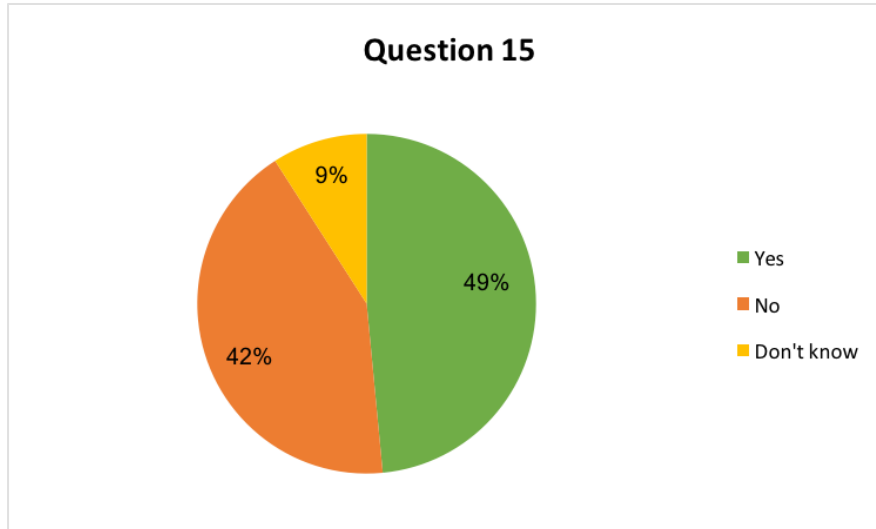
Those most opposed to the project wrote *“No new town”, “no development”, “not needed”, “Nothing but farming”*

Q14. Do you wish to be kept informed of further developments in the plans and proposals for Otterpool Park?



Out of the 140 responders who provided their name, 114 people (82%) would like to be kept informed, 20 people (14%) do not want to be kept informed and six were not sure.

Q15. Would you be willing to be part of a "pilot community" testing the functionality of Otterpool Park, to help optimise its use for residents, business, and local services?



Out of the 132 responses, a promising majority of 64 people (49%) would like to be part of a "pilot community", 56 people (42%) do not want to be involved and 12 (9%) were not sure.

APPENDIX C: STAGE 3 REPORT



Otterpool Park Garden Town Stage 3 Consultation Report July 2018

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Executive Summary

This report is the third in a series relating to the stakeholder and community engagement around the prospective Otterpool Park Garden Town, a planned settlement being jointly promoted by Folkestone and Hythe District Council (as landowner) and Cozumel Estates.

This report summarises the issues, ideas and feedback obtained at the following engagement events held on **19th and the 20th June 2018**:

- June 19th Community stakeholder and business workshops, Folkestone
- June 20th Estate Agents Briefing, Folkestone
- June 20th Community Drop-Ins, Westenhanger Castle

The Stage 3 open community engagement session was held at the Westenhanger Castle Stone St, Westenhanger, Hythe on the 20th June 2018 between 14:00 and 20:00 hours. The weather was dry and warm and across the session, some 210 people attended.

Overall **166 responses** were returned, of which 122 were from the drop-in session, 2 were online surveys and 42 were from the workshops (29 from workshop 1 and 13 from workshop 2).

The participation and consequent feedback from the two workshop sessions and the subsequent drop-in were different, and this is clearly set out in the formal feedback charts in the main report.

1.0 Introduction

This report is one part of a series covering engagement with the community and local, regional and national stakeholders, all forming part of the planning and design process for the Otterpool Park Garden Town masterplan and eventual planning application.

The process, whereby perspectives, ideas and concerns around the proposition can make a substantive contribution to the masterplan content and options, has now completed its third stage, having earlier undergone stages of engagement in December 2016 and June/July 2017. Within this staged process masterplan content is refined in an iterative process based upon growing knowledge shared with the local community and other stakeholders. A finalised masterplan is due to be taken forward as a formal planning application from late 2018.

Otterpool Park Garden Town is being jointly promoted by Folkestone and Hythe District Council (as landowner) and Cozumel Estates, and has been since mid-2016. The masterplanning process, led by the Arcadis team, involves the preparation of an aspirational and deliverable masterplan that:

- can embrace the landscape features of this rural area
- meets the district's housing needs for future generations
- is well designed and planned
- engages and is informed by the community and stakeholders

This report summarises the issues, ideas and feedback obtained at the following **engagement events held on 19th and the 20th June 2018:**

- June 19th Community stakeholder and business workshops, Folkestone
- June 20th Estate Agents Briefing, Folkestone
- June 20th Community Drop-Ins, Westenhanger Castle



Figure 1 - Engagement held at Exhibition Drop-in at Westenhanger Castle.

2.0 The community stakeholder and business workshops

Two community and business stakeholder workshops were held as part of a series of Otterpool Park community engagement events in June 2018. These events provided the opportunity to share plans with an invited group of representatives from local communities, agencies and businesses, and explore relevant issues and guiding principles for Otterpool Park, before the Garden Town proposal is submitted as a planning application.

The invitations were extended to known agencies and groups that had expressed an interest in the past, and the sessions were designed to complement the estate agents' session and open sessions the following day.

Workshop Attendance		
Workshop 1	2:00 – 4:30pm	46
Workshop 2	6:00 – 8:30pm	19

The workshop took the form of an update presentation from Rebecca Kearney of Arcadis and Gary Young of Farrells – outlining the evolution of the Otterpool Park Masterplan over the course of the previous 12 months. Following the update presentation facilitator Kevin Murray, of Kevin Murray Associates, explained the format for the workshop discussions.

Each table group was given a lead theme to include in their discussion to ensure all core aspects were covered, but it was explained that the discussion should be open and not constrained to this theme alone. Participants were asked to feed in what they supported or welcomed from the masterplan presentation, what gave them cause for concern, what areas required more detail, and any advice that they might give the masterplan team going forward.

The themes for the respective table groups were:

- Housing, design and neighbourhoods
- Environment and green space
- Heritage and archaeology
- Community facilities, health and education
- Transport, infrastructure and water
- Governance

The format for the feedback within this report will follow the four questions asked of the group, with responses organised thematically. Most groups discussed a wide range of subjects in addition to their lead theme.



Figure 2 - Group discussion at the Stakeholder Workshop

Dimensions of support for the masterplan proposals

Across all the discussions there were a number of areas where support was expressed in group feedback.

There was general support for the **masterplan meeting the district housing need**. While there are still questions regarding what “affordable” might mean in practice locally, amongst those who supported for this reason acknowledged the merit of a cohesive, masterplanned approach to meeting housing need and future demand.

There was strong support for the **level of greenspace being committed to** in the masterplan. There had been concerns previously that this level of greenspace and green infrastructure was too ambitious, therefore participants were pleased to note that this was still the target. The greenspace elements provided a positive framework that people felt they could support, and that it began to make Otterpool Park look and feel like a desirable place.

There was support for the **future location of businesses by the M20**. This location close to the motorway junction made for a more logical location for some participants. However, there were still concerns that prior to any relocation of commercial premises heavy traffic will still be passing through the centre of Otterpool Park and through housing areas.

The aim of attracting employers to the area and **creating a place that has jobs**, including for the younger generation was supported. This might mean that a generation would be able to settle in the area, and not have to move out-with the district in search of employment and housing.

There was support for the **multiple districts and centres**, such that not everything was being pushed to one major single centre. Multiple centres reduced the sense of scale, dividing Otterpool Park up into several smaller sub-areas, rather than simply one very large monolithic estate.

Some support was expressed for the **solutions to the water issue**. While 90 litres per person/day sounded like a very ambitious target, the innovative solutions being put forward were viewed as positive and enabling of achieving that target.



Figure 3 - Group discussions

Matters of concern

Many of the concerns that people had raised in previous consultation stages were still being expressed, particularly around water and infrastructure.

There was concern that Otterpool may **end up being a commuter town** for London. Attracting one or more bigger employers to create jobs and a fairly self-sustaining community, where people don't need to commute out, was seen as critical to prevent this from happening.

If there is not a master-developer it will **lead to a piecemeal** development, that means the settlement becomes incoherent and does not deliver on what is being proposed.

There has not been enough **dialogue with the wider community** to be able to state that this is community led.

Not enough **consideration has been given to footpaths/cycleways** once they leave the red boundary and how these connect outwards to existing settlements.

Whilst new employment opportunities would be created, there was real **concern expressed about local salaries not being attractive enough** to younger people, with a high proportion attracted to London jobs with higher salaries - making it difficult to attract and retain the highly skilled staff that would be needed, not just for the business area, but also to run local schools, hospitals, veterinarian surgeries, etc.

Concern that **HS1 trains will not stop at Westenhanger** as this would disrupt service to Folkestone West. Parking at the station also a concern.

Some groups **do not feel adequately catered for** in the plan – faith groups and teens are two that were specifically mentioned in feedback.

Some felt that volume homebuilders **might not provide high standards of construction** and that there needs to be surety in the provision of a range of tenures and sizes of homes in each phase of development, so that local needs are being met.

Concerns around **the Link Park**, its suitability and the impact on other areas.

Transport infrastructure improvements to the local road network and a new motorway junction to the east of the site were considered to be long overdue and should be a priority. Getting traffic movements right to avoid station traffic and HGVs on the new high street was important.

One group felt that the **design approach still wasn't brave or innovative enough** yet, stating that the masterplan and vision need to be more forward-looking and challenging.

How parking will be dealt with – if there is not enough off-street provision, will spill over parking cause problems on streets?

Environmental concerns included the **need to consider groundwater**, especially to the south where springs could be an issue. The potential for grey water recycling and rain-water harvesting needs to be fully investigated

Addressing **waste management and recycling** issues is critical to ensuring that additional burden, is not simply placed onto the current system loadings.

Areas requiring further detail

There were a range of areas where participants in both sessions considered more detail was required to ensure a compelling and convincing plan and place.

Transport Infrastructure

Evidence that the increased traffic can be accommodated on the parts of the road network that will not be upgraded was considered key. Evidence that changes/upgrades will not make the current situation worse, but improve particularly at peak times, will be important.

Details on the Lorry Park and HGV movements. It is important to know what is being assumed within the EIA with regards to the Highways England proposals. How will potential new residents be made aware and kept informed of this potential development?

Water

Details of the innovations that allow 90 litres/pp/day of water consumption to be achieved need to be better understood. Also, the point at which additional water storage infrastructure be added needs to be explained, including whether there any local cost implications?

Community cohesion and uses

How will the development improve the quality of life for people in existing settlements? The benefits to the surrounding areas need to be more clearly defined.

The uses and capacity of the proposed community use buildings at the local centres needs to be more clearly defined. Detail would enable groups to decide if these facilities were suitable for use, and therefore add to the community through activity.

Related to the above, how will community and cohesion be established? What engagement has there been to date with potential community organisations: i.e. faith groups, uniformed groups etc? Will sporting and cultural facilities/provision be complementary to those elsewhere in the district rather than competing?

Phasing

More detail is needed on infrastructure – while it is understood some early development stages pay for later infrastructure, how will the necessary upfront infrastructure have funding guaranteed? Phasing for the shops and services is important, as they need a community to serve, and cannot be established prior to this being there.

Housing phasing was questioned – focusing on the detail of what typologies and tenures will be included in each phase?

Habitats

how will new natural habitats be established, and particularly when, for any species requiring translocation?

Design and sustainability

What type of design guidance will be used to ensure there is a high level of design quality throughout the settlement and over time? What will determine what is in the design guidance? Modern vs traditional architecture etc.

More detail and clarity is required on some of the sustainability elements – e.g. what provision will there be for green roofs and walls? What is the target for onsite energy generation? What types of

energy generation are being considered? PV, wind etc? What type of vegetation is being considered and does this account for climate change impacts?

Other advice and further suggestions

Further ideas and queries were grouped around the following:

- Ensure that the masterplan **relates to the wider area** and has positive relationships with the surrounding existing settlements.
- Have an **experimental technology cluster** and encourage more innovative sustainability solutions.
- What type and scale of **local food production** would be feasible and what would the benefits be for local producers?
- Embed **efficiency and sustainability** into housing design, including aspects such as orientation.
- Developing opportunities for culture will help give the place identity.
- Ebbsfleet's wellbeing centre is a good example of a **health hub** – use this as a comparator.
- **Business spaces need to be flexible** for small business/freelance workers and include hotdesk spaces. Internet speeds, aim for gigabit speeds. Attracting 1-2 key businesses to the area will be important for attracting others.
- **Consult with other communities:** Aldington, Hythe, Romney Marsh communities.
- What is **affordable housing** in reality? What opportunities for social affordable housing, private and government schemes will be provided?
- Create structures for **governance and management** early – particularly for greenspace if this is to be included in early phases.
- Consideration should be given to **relocating the existing distribution businesses** to land north east of the development with better access to the M20 and thus avoid the need to have access on local roads.



Figure 4 - Workshop deliberation of masterplan matters of concern, support and needing further work

3.0 The exhibition drop-in event

The Stage 3 open community engagement session was held at the Westenhanger Castle Stone St, Westenhanger, Hythe on the 20th June 2018 between 14:00 and 20:00 hours. The weather was dry and warm and across the session, some 210 people attended, with 166 completing feedback forms. On site publicity was provided by a grouping opposed to Otterpool Park on arrival at Westenhanger Castle, and some participants were provided with briefing questions on their way in to register.

The public drop in session was advertised using a number of media forms in advance. In addition to posting the event information on the main Otterpool Park website, A3 posters and A5 information booklets detailing the event were hand-delivered and posted to a range of vicinities, including a number of libraries and community halls, in Folkestone and the surrounding areas. An electronic version of the poster was also sent to a database of people who'd confirmed they'd like to hear from the Otterpool Park team in terms of project updates.



Figure 5 - Poster displayed to publicise the June 20th event. Other publicity materials can be found in Appendix 4 – Publicity Materials

The event was publicised in a number of local publications (online and in print) as a result of a press release detailing the public drop-in session which was distributed prior to the event. These included the Hawkinge Gazette (Web), Kent on Sunday (Web), Folkestone & Hythe Express (Main) and the Kentish Express (Main).

The drop-in session was also advertised across Otterpool Park's social media channels; Facebook and Twitter. While a vast number of organic posts were published across both platforms, due to the

ability to target specific geographical locations, money was put behind a Facebook post to target and reach an increased number of people, notifying and inviting them to attend the event. Insights of this post are included below:



For those who were unable to attend the drop-in session, or wanted to provide feedback after the event had finished, an online version of the exhibition content and feedback form were made available via the Otterpool Park website.

The form was available between 28th June and 13th July. During this time web links to both the exhibition panels and the feedback form were also posted across Otterpool Park's social media platforms regularly. Upon enquiry, attendees of the drop-in session were also informed a digital version of the form would be available post-event, so they could advise neighbours and friends.

4.0 Consultation feedback

A consultation feedback form was provided at both the stakeholder workshops and community drop-in. The form relates to the workshop presentation and the exhibition information presented at the drop-in. It seeks to capture people's views on the background information, the process and the proposals. An online version of the form was available for those community members who could not attend the drop in, to feed in their views.

Community Engagement June 2018

Background

How did you find out about this latest engagement around Otterpool Park garden town?
 Personal invitation Newspaper/press Radio/TV Poster/flyer
 Word of mouth Social media Other internet Other (specify)

Did you participate in any of the engagement events about Otterpool Park in December 2016 or June 2017?
 Dec 2016 June 2017 No Not sure

If yes, do you consider this latest phase responds to issues raised in previous events? (Panel: What you have told us so far)
 Yes No Not sure

Information about the process

Is the information clear about the background to this consultation? (Panel: Welcome)
 Yes No Not sure

Is it clear why a garden town approach is proposed to address housing needs and growth? (Panel: What is Otterpool Park/ The Planning Process)
 Yes No Not sure

Is the information about the planning process and next steps clear? (Panel: The planning process)
 Yes No Not sure

Masterplan and its content

Is an appropriate response being developed to address the following?

Water and drainage issues? (Panel title: Water and drainage)
 Yes No Not sure Comments/ideas:

Internal and external movement by different transport modes? (Panel: Getting around 1&2)
 Yes No Not sure Comments/ideas:

Landscape and the environment? (Panel: Otterpool Park's landscape 1&2)
 Yes No Not sure Comments/ideas:

New services locally? (Panel: Creating new services)
 Yes No Not sure Comments/ideas:

New utilities and infrastructure locally? (Panel: Creating new services: Utilities)
 Yes No Not sure Comments/ideas:

Delivering a variety of new types of homes? (Panel: Homes)
 Yes No Not sure Comments/ideas:

Do you consider the emerging masterplan represents an appropriate response to delivering more jobs locally? (Panel: Jobs)
 Yes No Not sure Comments/ideas:

Do you consider that an appropriate regard is being paid to the matters of heritage and archaeology? (Panel: Heritage)
 Yes No Not sure Comments/ideas:

Is there anything you particularly welcome or support in the approach to Otterpool Park garden town? (Panels: The emerging masterplan/all panels)
 Yes No Don't know If YES, please specify:

Is there anything that particularly concerns or worries you about the approach to Otterpool Park garden town? (Panels: The emerging masterplan/all panels)
 Yes No Don't know If YES, please specify:

From what you have seen and heard so far, (see all panels), would you consider...

Living in Otterpool Park	Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/>
Visiting Otterpool Park for leisure	Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/>
Working in Otterpool Park	Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/>
Using services in Otterpool Park	Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/>
Opening a business in Otterpool Park	Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/>

Is there anything you feel has not been addressed in developing a garden town masterplan? (Panels: What you have told us so far/all)
 Yes No Don't know

If NO to above, please advise what issues they should be addressing:

Follow up

Do you wish to be kept informed of further developments in the plans and proposals for Otterpool Park?
 Yes No Don't know

Would you be willing to be part of a 'pilot community' testing the functionality of Otterpool Park, to help optimise its use for residents, businesses, and local services?
 Yes No Don't know

Thank you

Name (optional)

Contact details

Email

The personal data you supply (name and contact details) will be stored and used by the following organisations:

- Property House Marketing (PHM), Otterpool Park's communication consultants, will use this information to contact you only with information about Otterpool Park. PHM will not share this data with anyone else without prior written permission from you, and only in relation to Otterpool Park.
- Kevin Murray Associates (KMA), Otterpool Park's community engagement facilitators, will use this information only to produce a report regarding its community engagement activity and the responses received from members of the community. This report will not include any data that personally identifies you. KMA will not share this data with anyone else.

You have the right to request that PHM and/or KMA delete your personal data at any point. You can request the deletion of these records by emailing otterpoolpark@nosesurvey.co.uk.

You can find out more about how your data is protected at www.otterpoolpark.org.

Figure 6 - Illustration of the feedback format

Overall **166 responses** were returned, of which 122 were from the drop-in session, 2 online surveys and 42 were from the workshops (29 from workshop 1 and 13 from workshop 2). The two responses from the online survey have been analysed as if from the drop-in.

Generally, there was a divergence between the opinions of the workshop respondents and the drop-in respondents. Given the location of Westenhanger Castle, the drop-in event had attracted a greater proportion of 'neighbouring residents' located closer to, and more likely to be directly affected by, any future development of Otterpool Park.

The workshops attendee views ranged from *neutral/unsure/unconvinced* to *positive* regarding the approach and masterplan. From the drop-in the aggregate view is a more complex range from a *categorical no*; to an *unconvinced* response - seeking more detail, clarity of drawing, guarantees on affordability of housing, phasing, infrastructure, services and management of open space; to *positive about the general concept* and some specific proposal aspects.

Background

How did you find out about this engagement around Otterpool Park garden town?

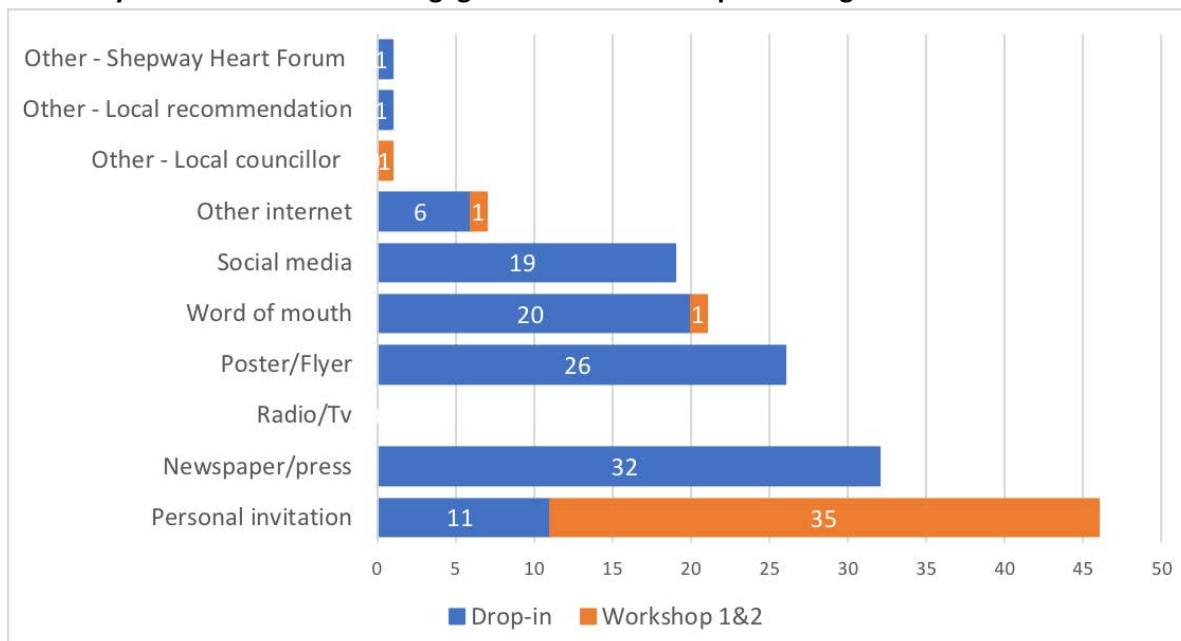


Figure 7 - Breakthrough between Drop-in and Workshop 1&2

Figure 6 shows that the majority of the workshop attendees knew about the event through a personal invitation. For the drop-in session, most of the attendees found out about the event through newspaper and press, followed by poster/flyer, word of mouth, social media, other internet and personal invitation.

Did you participate in any engagement events about Otterpool Park in December 2016 or June 2017?

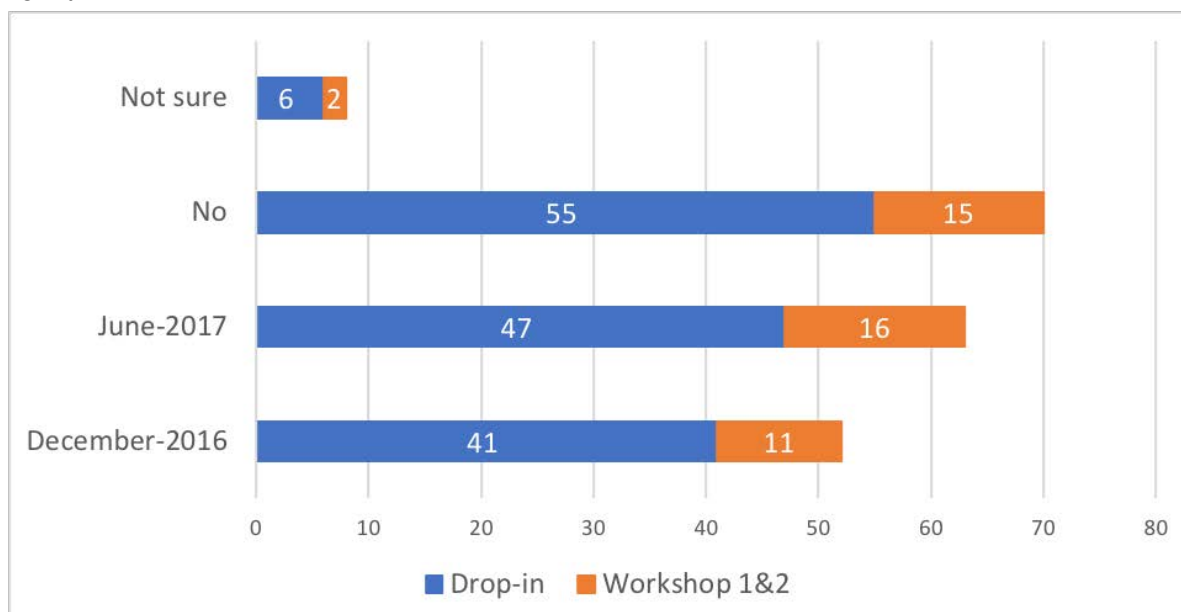


Figure 8 - Ratios of previous consultation stage involvement of attendees

The graph highlights that there was a significant proportion of 'new' attendees at the June 2018 drop-in session (51% for the drop-in and 42% for the workshops). However, there were also

significant numbers who had been to previous consultation sessions (63 overall in 2017 and 52 in 2016). Indeed, from the 36 respondents from Workshops 1 & 2, some 8 participants attended both previous stages while from the 113 respondents of the drop-in session, some 36 participants had attended both previous stages.

If yes, do you consider this latest phase responds to issues raised in previous events?

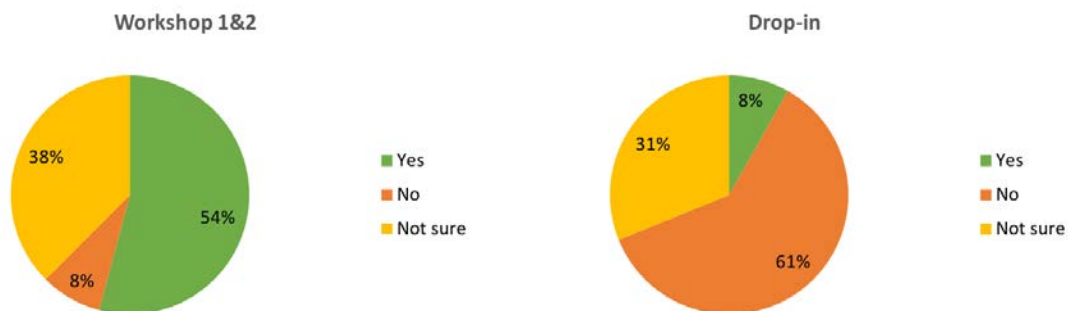


Figure 9 - Comparative session responses to perception of responsiveness

When asked whether the latest phase responded to the issues raised in previous events, around 54% of the workshops respondents replied **yes**, while 61% of the respondents to the drop-in replied **no** to the same question.

Information about the process

Is the information clear about the background to this consultation?

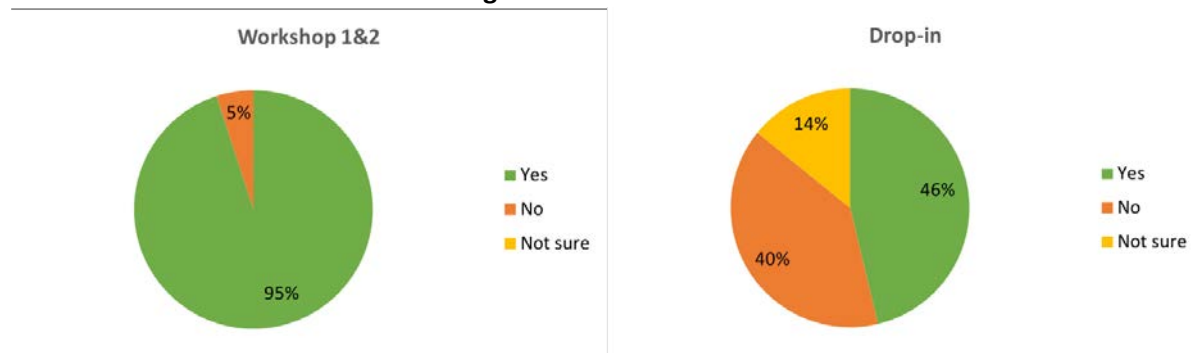


Figure 10 - Clarity about process

Most of the workshop respondents, **38 out of 40 responses - 95%**, considered that the information was clear about the background to this consultation. When it came to the drop-in exhibition session, the opinion of the respondents was split - of 105 responses, **49 said yes** and **42 said no**). The majority of those who responded yes from the drop-in session, were new visitors.

Some of the respondents who answered no in the drop-in session felt that the background evidence does not support the project, and that the views of local residents are not adequately taken into account.

Expressions included *“It continues to claim that somehow a garden town is necessary when that is not supported by the evidence”* and *“no notice is taken of people’s (earlier) responses”*.

Is it clear why a garden town approach is proposed to address housing needs and growth?

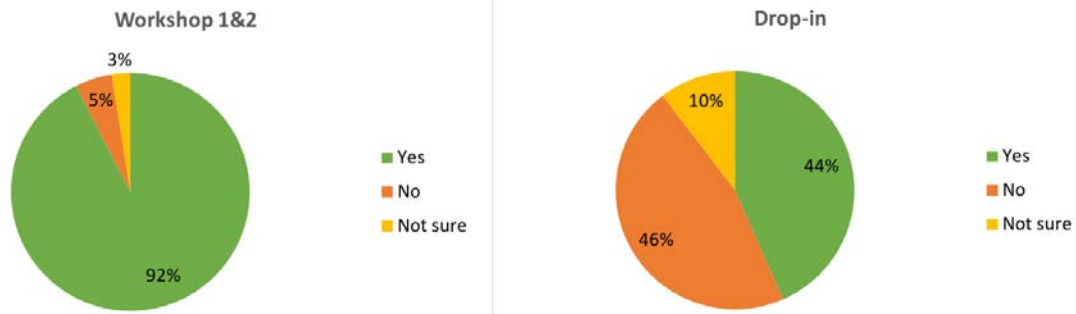


Figure 11 - Clarity of garden town approach justification

The vast majority of the respondents from the two workshops (**37 of 40 responses - 92%**) considered the reasons for the garden town approach were clear. By contrast, the views of the drop-in participants were divided between **44%** who answered **yes** and **46% no** (out of 106 responses).

From those who answered no, the majority opposed the development or some aspect of it. Their comments included: *“Lack of infrastructure present to support the project”, “we don’t have the infrastructure for the existing population”*. Some stated *“you haven’t explained why this is the only answer”* or *“develop the town centre first”*.

Some thought the explanation given was false as they felt that the project would not provide affordable housing.

Is the information about the planning process and next steps clear?

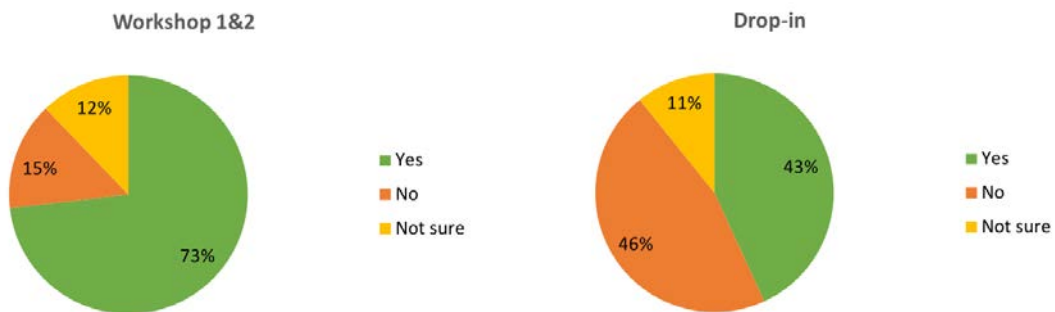


Figure 12 - Clarity of information and planning process and next steps

The majority of the workshop attendees thought that the information was clear (**30 out of 41 responses**), whereas for the 105 drop-in session responses the opinion was divided **45 (43%) yes and 48 (46%) no**. Some of the comments of those who answered no were based around a perceived *“lack of trust in the planning system to take into consideration the (local) community point of view”*.

Masterplan and its content

Is an appropriate response being developed to address the following?

Water and drainage issues?

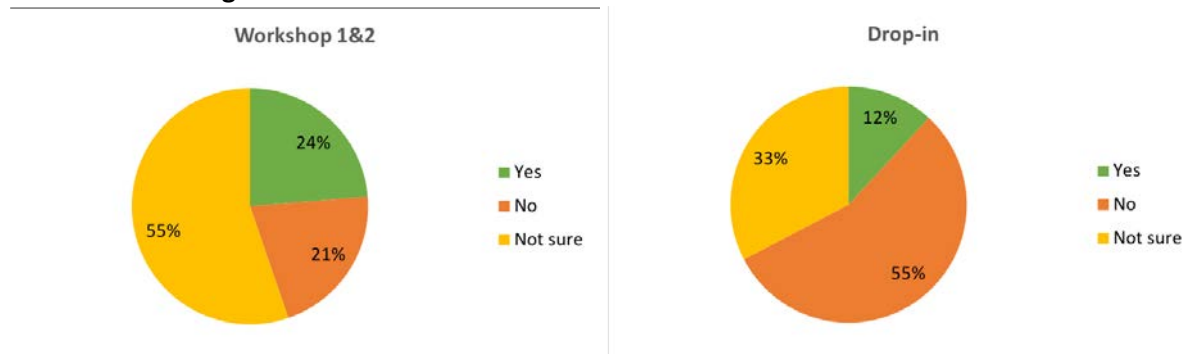


Figure 13 - Adequacy of water and drainage response

Out of the **38** workshop participant responses, **some 55% were not sure** whether an appropriate response was being developed to address the water and drainage issues. Their comments include:

- **More details and work is needed** on how this will be achieved, how the water would be supplied, whether that would result in additional costs to the local people, and whether/how the existing homes would benefit from this.
- **Build less housing** - restrict to around 1,500, the capacity of the water supplier
- **Other options** suggested:
 - o Have multiple suppliers on stream at the same time
 - o Roof water collection, swimming pools
 - o Reservoirs
 - o Salt water recovery

Out of **101** drop-in attendee responses, **55%** thought that the response developed so far was **not appropriate** to address the water and drainage issues. Their comments included:

- **More details and proof** of how it will be achieved, what infrastructure will be needed/constructed, when will it be available
- How viable is sustainable drainage, how will waste water treatment be provided, what will happen in periods of drought, how will that affect existing properties
- **Flooding risk** as the result of the development
- **Insufficient water supply**, Affinity the water company cannot cope with the new demand and not enough water to serve the area
- **Examples/lessons from other places** – France’s solution for water re-use in rural communities. France encourages new builds to have their own boggy area that filters water back into the properties for reuse.
- **Existing drainage and sewage problems** – things would only get much worse

Internal and external movement by different transport modes?

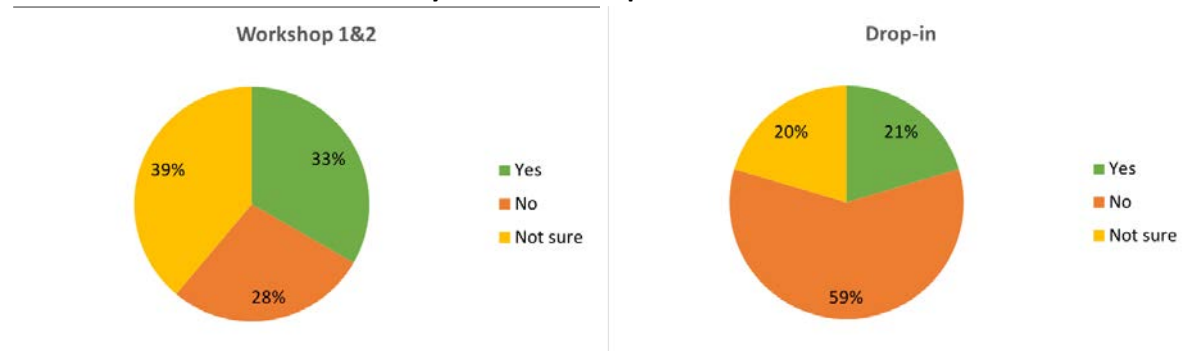


Figure 14 - Adequacy of movement/transport approach

Out of **36** responses, **12** workshops respondents said **yes**, **10** said **no** and **14** **not sure**. The workshops respondents' opinion was evenly split between the 3 categories and their comments were:

- **Concern about traffic**, as the roads are congested and it will increase when the development is complete
- **More detail** needed about **the proposal elements**
- Have **more frequent bus service and an ease of access to the station**.
- Improve **connectivity to other areas**
- **Rely on other transport modes** such as tramway or light rail
- **Concern about lorries movement** in Sellindge, access to and from Hythe.
- Some suggested **creating rail links from Westenhangar to Hythe and Folkestone** and stopping lorries using the A20 by keeping them on the motorway between J10 and J11

For the drop-in respondents, out of the **98** responses, **59%** thought that the response developed was **not appropriate** to address the internal and external movement by different transport modes. Their comments were:

- **Provide a Sellindge by-pass** by extending the A20
- **More details and work needs to be done on traffic calming** and its impact on local area
- **Concern that the roads will not be able to cope with the traffic** in terms of capacity and width resulting in further congestion. Also, concern about how the A20 will cope with the extra traffic and the lorries.
- Some suggested to create a **road that is parallel to A20 to ease traffic**. Some thought an upgrade to the existing roads is needed before the development is started.
- **Concern about parking**
- Suggestion to do **transport modelling** on a range of scenarios about where people will live and work
- **Inclusivity of the less mobile** within the new plan
- **More information needed** about the proposal
- Scepticism about the **delivery of the HS1 access** at the Westenhangar station.

Landscape and environment

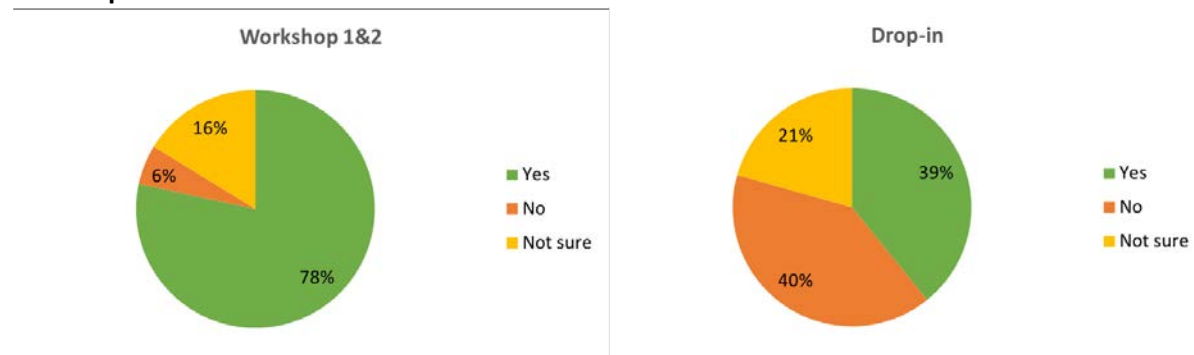


Figure 15 - Adequacy of landscape approach

Out of the **37** workshop respondents, a **majority of 78%** thought an appropriate response was being developed to address landscape and environment, and some of the comments were:

- **More details and work is needed on the management of the projects** through from design phase to development, on how the maintenance of common areas will be accomplished, and what measures will be undertaken to maintain the quality of the place.
- The project was seen **as very sympathetic to the locality**
- Concern about the **probability of high-rise buildings (above tree-line)**
- Suggestion of **placing a protection order on the green spaces** being developed and woodland areas, to prevent any future development of these areas.

From the **97** drop-in respondents, their views were divided between **39%** who said **yes**, **40%** who said **no** and **21%** who were **not sure**. Their comments were as follows:

- The development has an **excessive amount of housing** and **not enough green spaces**. Some thought that 40% green space was too low compared to other places where the percentage was 60%. Others were concerned about overdevelopment.
- Suggestion that the **design could be improved by taking more advantage of the past landscape** setting that existed from medieval times to the 1800
- Some **praised the new development** and thought it looks respectful of the environment
- Concern expressed about the **possibility of pollution** of the nearby area
- Concern about the **destruction of the existing countryside**, landscape and wildlife.
- Categorical refusal to countenance the idea of **construction on any green spaces**.
- Seek more details about **how the proposal will be carried out**, how the surrounding areas will be affected from the construction period until the end of development,
- more details on the **house volumes and massing** were requested
- Local amenities are already **overcrowded**
- Concern over the **possibility of how the project may change from conception to delivery** - some wanted to be assured that the design would not change
- Suggestion made to have **more outdoor spaces** for families and family-friendly areas.
- Concern over the **loss of the Government Infrastructure Fund** which might impact negatively on the spending on landscaping and thus, the quality and maintenance of the development

New services locally

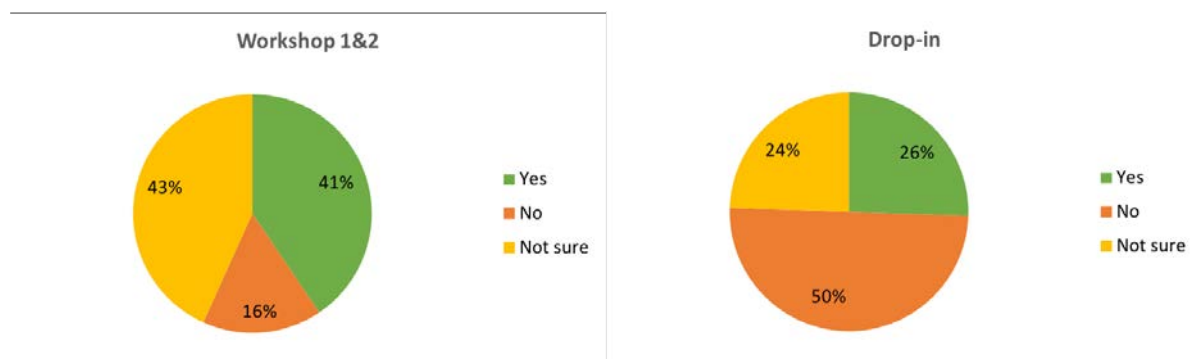


Figure 16 - Views on approach to new services

For the **37** workshops respondents, their opinion was split evenly between **41% yes** and **43% not sure** on the appropriateness of the approach to new services.

More information was requested about the services aspects of the proposal, including:

- The capacity within **health partners for provision** to the local population.
- Concern that the **proposal does not include a hospital**, while others thought that the health centre was the only proposal that stood out.
- Concern the development **does not include benefits for surrounding village**.

From the drop-in session's **94** responses, **some 50%** of the respondents did not think that an appropriate response was being developed for services locally; some of the comments were:

- Concerns over the **current shortage of GP and teachers**, and how will that be managed within the new development
- Concern that the proposal **does not include a hospital**, as the current one cannot cope with the demand
- Suggestion that **the services should be built first** and should be operating before the completion of the development, as current services would not be able to cope with the extra demand, especially on medical services and schools
- Concern that **retail businesses are closing and high streets are struggling**. How will the project deliver a vibrant high street?
- The proposal should have **more manufacturing jobs** instead of service industry
- More details about the **phasing, the plans and the services**.

New utilities and infrastructure locally

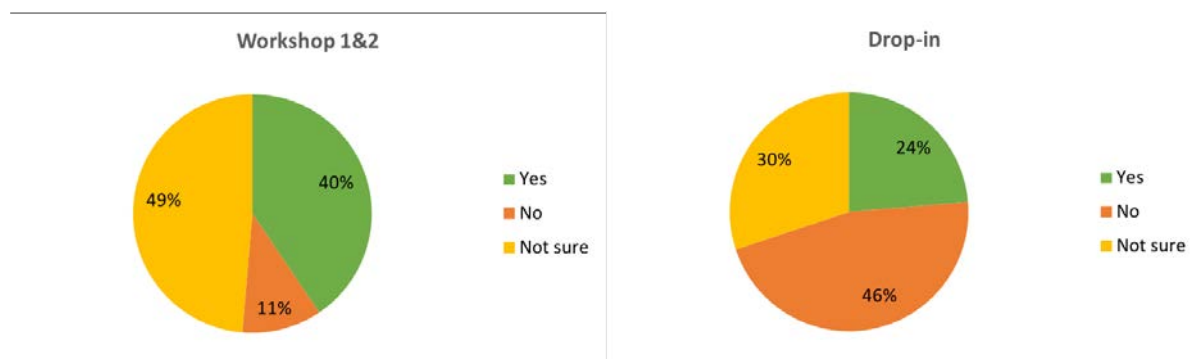


Figure 17 - Views on utilities and infrastructure provision

Out of the **37** workshop-based responses, **49%** indicated were **not sure** whether an appropriate response was being developed for new utilities and infrastructure locally, while some **40%** said **yes**; some of the comments were:

- Concern over **lorries and the prospective lorry park**
- Concern over **medium and longer term sustainability issues**
- Suggestions that **utilities and infrastructure upgrades** should be phased early along with the **green spaces at the beginning of the project** to ensure they are delivered.

From the drop-in's **93** responses, the majority of **46%** replied **no**, they believed there was not an appropriate response on utilities and local services. **24%** said **yes**.

- More information about the **broadband fibre internet connection** was sought, including whether it will be included within the infrastructure upgrade.
- Concern over the **electricity shortage and the gas prices**. The suggestion was to have solar panels on all the rooftops, notably at affordable costs for lower income households
- Suggestion that the new development has to **provide the adequate infrastructure** in terms of water, broadband connection, sewage, electricity **not only for the new neighbourhood housing**, but also for the remoter residences that currently do not benefit from them.
- Concern/scepticism was expressed that these **proposals would not be delivered** as they all depend on external agencies such the NHS.
- More details about the **proposal and the energy supply** were requested
- Concern over the (possible inadequacy) of the **number of car charging points**; need to make sure these are sufficient and that the electricity grid would not be over-loaded.
- Concern that the **council could fail to secure the necessary funding** required.
- Suggestion that the **water problem must be managed and resolved** before delivering the development

Delivering a variety of new types of homes

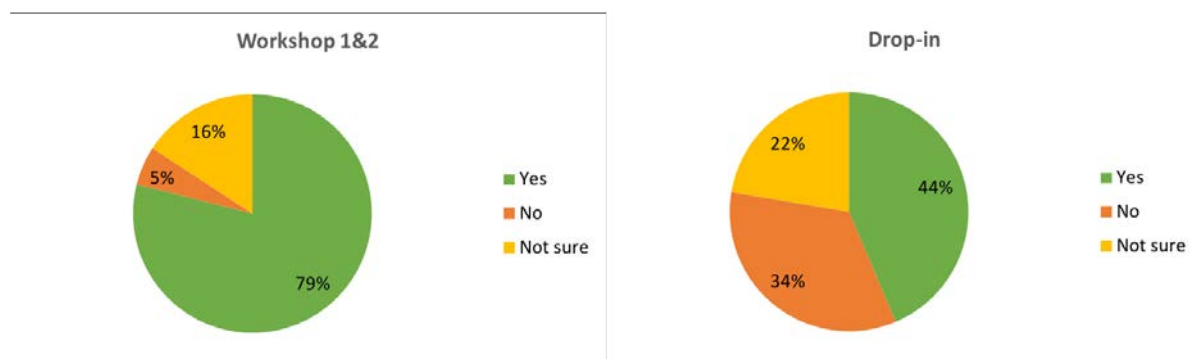


Figure 18 - Views on housing design, typology and tenure

Out of the **38** workshop respondents **79%** considered that an appropriate response was being developed for delivering a variety of new types of homes, while 5% said **no**.

Some of the comments were:

- More information about **the expected life span of the houses is needed**,
- How are the **local people going to be prioritised** in the buying and renting of the houses?
- More **assisted living houses** are needed for elderly people
- Ensure that **local building companies are used** to deliver the project (to bring local, skills, employment and economic benefits).

Out of the **94** drop-in event responses, some **44%** said **yes** there was an adequate response to addressing the types of new homes, while **34%** said **no** and **22%** were **not sure**.

The range of comments expressed included:

- The **refusal to accept or support the project** by some, was explained by the fact that farmland and open spaces must be used and that this will destroy the rural aspect of the area.
- Concern was expressed about the **affordability of the houses** and further information sought how to guarantee that the local people would be able to afford and benefit from the new garden town project
- **New types of homes** should include sheltered housing, assisted living, flats, apartments, starter homes, bungalows, supported living for adults with any learning disability.
- More details and information about **numbers, size, cost, layouts of the houses and location of the self-built** needs to be provided.
- Concern that the garden town would be a **commuter town for London or for second homes**.
- Please have **more social housing for rent and affordable housing** for local people
- Concern that the development is **not sensitive to the local area** and environment
- Look at other progressive **European models for elderly housing** and co-operative models.

Do you consider the emerging masterplan represents an appropriate response to delivering more jobs locally?

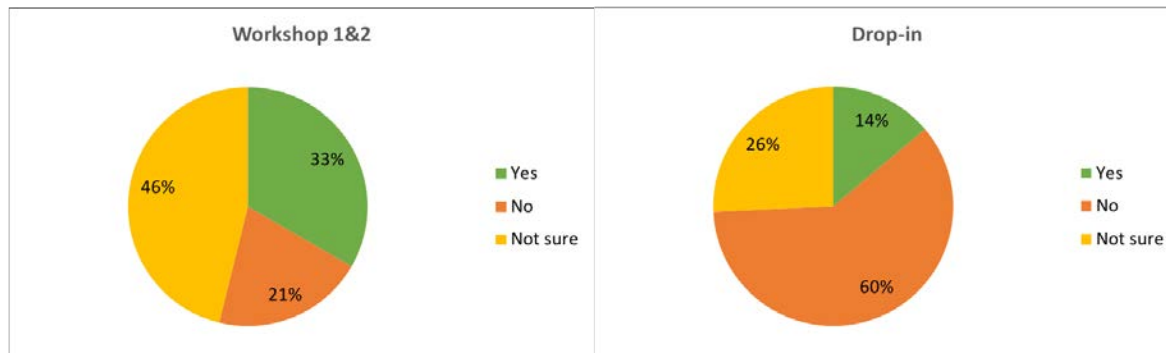


Figure 19 - Views on local job creation at Otterpool Park

Of the **39** workshop responses, **46%** were **not sure** whether the emerging masterplan represents an appropriate response to delivering more jobs locally, while **33%** said **yes**, and **21%** **no**.

The comments received were:

- There is an **unclear employment strategy** at this stage
- Importance of having a **flexible approach**
- Challenge that there is a **shortage of skilled employees** (such as GP and teachers) at the moment, and how to mitigate this problem for the future situation
- Ensure **links are made with apprenticeship providers** to support the next generation.
- Construction jobs would be provided, but **uncertainty about other types of jobs** in the future.

Out of the **101** drop-in responses, **60%** answered **no**, there is not an adequate response to delivering jobs locally.

The comments received were:

- **A lack of a definitive plan for the types of jobs** or how will they be created, and how to guarantee full employment in the new town for the local people first.
- More information is needed around **clear targets for local businesses or specialist trades** that will be needed/used.
- Concern that the **development would not provide the skilled workers required** for the local jobs
- **Jobs are needed more** in the local area than homes.
- **Concern that it would be a commuter town**
- Concern that the **retail industry and high streets are struggling** and how to ensure that the units provided would not simply remain vacant.
- Suggestion to **incorporate enterprise for people with learning disability**
- **Scepticism about the delivery** of jobs.
- **Aspirational and wishful thinking**
- Concern that **employment is linked to the wider economy** which presents a variety of uncertainties, such as Brexit.
- Concern that **companies would not choose this location** to develop their business.

Do you consider that an appropriate regard is being paid to the matters of heritage and archaeology?

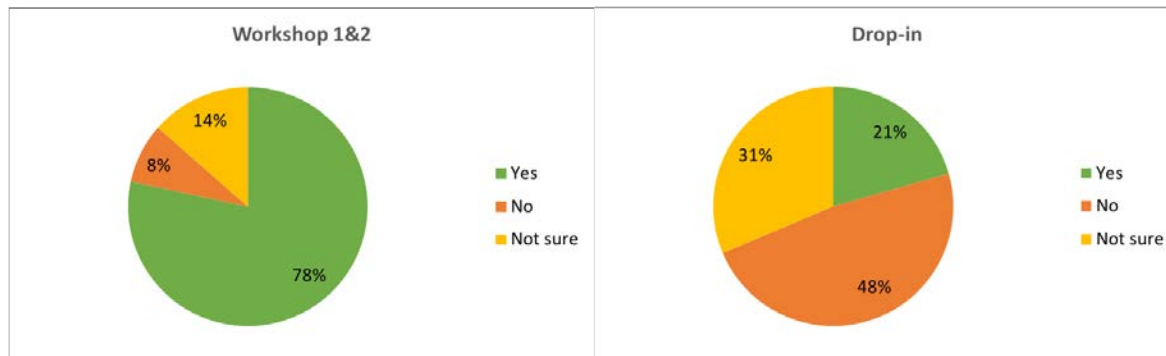


Figure 20 - Views on heritage and archaeology

Out of the **37** workshops responses, **78%** said **yes**, they considered that appropriate regard is being paid to the matters of heritage and archaeology, while 8% said **no**. The comments were:

- More work could be made to make heritage and archaeology integral to the new development/community
- Agreement to approach to heritage and archaeology along lines of *“very much so; hope so; Lots if it can be delivered; it appears so”*

Out of the **102** drop-in event responses, **48%** responded **no**, **21% yes** and **31% not sure**.

The comments received from these respondents were:

- **Lympne airfield is a unique part of this nation’s aviation history**, and building on it is an insult to that heritage and the forces personnel that took part of WW1 and WW2. The airfield should be preserved for future generations.
- **Destroying prime farmland and historic roads** to build this development, would result in devastation of an area of *“outstanding national beauty”*
- More details were sought about **the approach and the process of choosing** the general and specific elements of this heritage site
- Pleased that the **key sites have been identified** - they should be preserved and used as tourist attractions where possible.
- Suggestion was made to **transform the castle** into a significant tourist/visitor attraction
- Concern that the **impact on local heritage** e.g. castles, Roman villas and the villages themselves, has not been sufficiently regarded in developing the plan.

Is there anything you particularly welcome or support in the approach to Otterpool Park Garden Town?

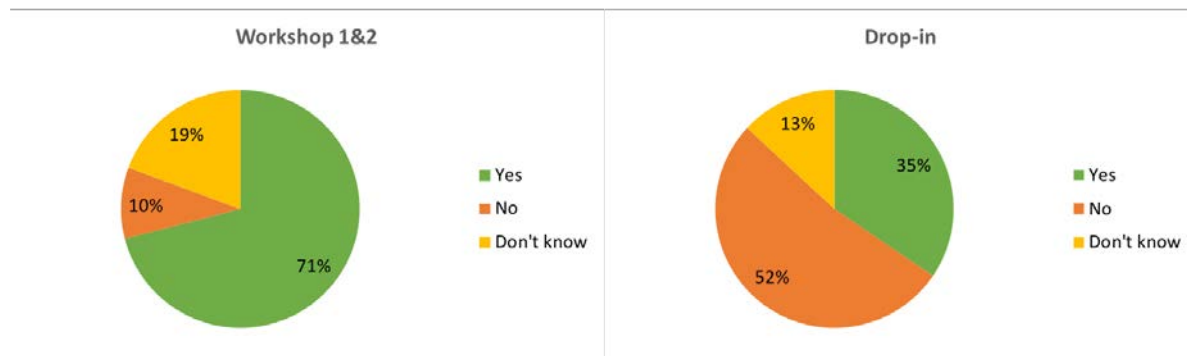


Figure 21 - Support for elements of the proposed Otterpool Park masterplan

Out of the **31** workshop responses **71%** answered *yes*, and **10%** *no*, on whether there was anything they particularly support or welcome.

The comments indicated welcomed aspects were:

- Addressing the **housing need**
- **Green spaces**, having open spaces – notably the 40% landscape proportion
- **Green transport infrastructure** - bridleway, walking, cycling
- **Community involvement**
- **Leisure facilities**
- **Water** - possibility of grey water recycling
- **Modern high-tech homes**

Out of the **84** drop-in event responses, **35%** replied *yes* and **52%** replied *no*. The comments of those who said *yes* there were welcome elements included:

- **Job opportunities and housing** for future generation
- *“Exciting plan”*
- **Percentage of green spaces**, trees, cycle path
- **Infrastructure, services and amenities** such as doctor surgeries, school, cycle paths/ bridleway
- **Retention and protection of wildlife**
- **Density reduction** – *“Yes, if the scale of the project is reduced”*
- **Community engagement** - *“Positive approach to understand local needs + fears”*; *“you seem to be listening and actioning some concerns raised previously”*
- **Upgrade of the infrastructure grid**

The comments of those who answered *no* were:

- **Local housing needs** can be met within the existing plan
- **Good plan**, but in the wrong place
- **Destruction of the countryside** for private profit
- **Generally against the proposal** *“Otterpool is not wanted or needed”*; *“don’t want it”*; *“not needed”*; *“we were never asked”*; *“not required”*; *“we don’t want a garden town”*
- **Lack of affordability** of the houses being built
- **Road infrastructure** inadequate
- **Community engagement** – *“the public having a say and being listened to”*

Is there anything that particularly concerns or worries you about the approach to Otterpool Park Garden Town?

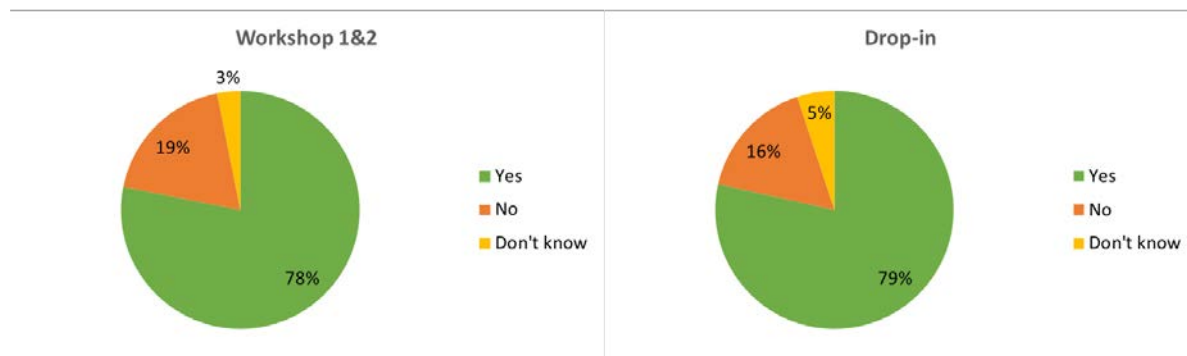


Figure 22 - Concerns regarding elements of the proposed Otterpool Park masterplan

Out of the **32** workshops respondents, **79%** answered **yes**. Their comments on their concerns were around:

- **Road infrastructure, access and traffic management** - access to and from Lymgne Industrial Park and Link Park, the impact of the development on the existing roads, access to and from Hythe, access to J11, A20 to go into the high street were all specifically cited.
- **Bus network** is a concern
- Fear that the development might become **a commuter town**
- **Deliverability of the project** – and importance to ensure community places are being developed, such as community halls;
- **Risk of developers changing the project** (once plan and agreement reached)
- How the **spaces would be managed on the long-term**
- **Water** – provision for and water usage
- **Impact on the wider area**, how will/can the existing communities benefit from the development
- **Scale of the project** and the disruption to local communities at the beginning of the development

Similarly, of the **79** drop-in responses **79%** answered **yes**, they had concerns. Some of the issues raised are similar to those raised in the workshop sessions. The comments were:

- **Road infrastructure, access and traffic management** - increased traffic, insufficient measures for traffic through Sellindge (a bypass was suggested), the pinch point at A20 Bridge, increase in pollution and noise from traffic were all listed
- **Densification of the area, the scale of the project** and view that the number of houses proposed is “*too many*”
- **Loss of the countryside** - will destroy the **character of the area** as part of the “garden of England”,
- Losing Hythe’s important historical **heritage** and identity
- **Lack of transparency concerning the business case** and how the land was acquired - the council should be transparent in every step of the process and the public should be kept informed and their views considered
- **Reduction in the affordable housing percentage from 30% to 22%** was seen as quite low, and request to know how affordable would these houses actually be
- **Impact on the infrastructure, services and amenities** as currently these are already struggling:
 - o Water provision and waste water treatment, would that be sufficient for the homes being developed
 - o Concern over gas provision

- Sewage and waste
- Lack of doctors and GP
- **Commuter town** and London overspill impact
- **Opposition to the project** “we do not need this garden town - we don't want to be choked in pollution from yet more traffic in our village. We want our green space kept! we want our village left alone and our farmland + airfield!!”; “we don't need a garden town that we weren't consulted about!”
- **Lack of details** about the proposals

From what you have seen and heard so far, would you consider...

- a) Living in Otterpool
- b) Visiting Otterpool Park for leisure
- c) Working in Otterpool Park
- d) Using services in Otterpool Park
- e) Opening a business in Otterpool Park

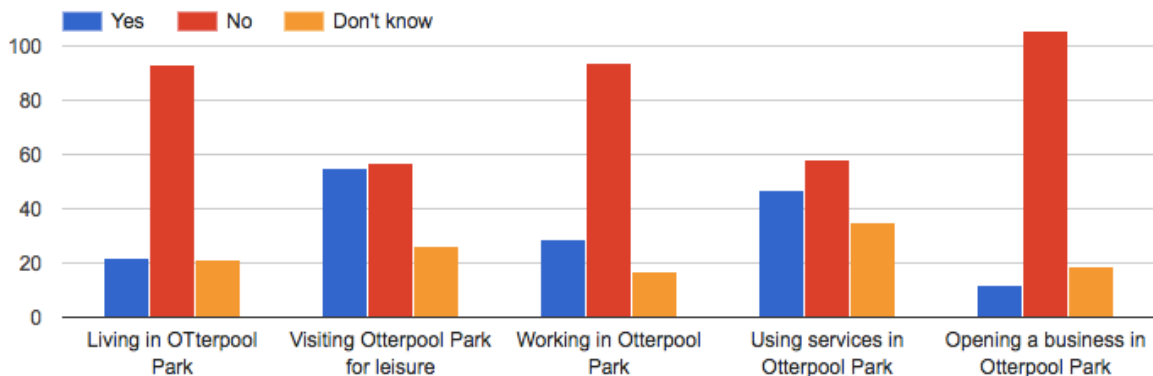


Figure 23 - Views on living, visiting, working, using services and opening business in Otterpool Park

The respondents have been aggregated between all sessions and forms of feedback

The combined majority responded **no** to:

- Living in Otterpool Park
- Working in Otterpool Park
- Opening a business in Otterpool Park

However, for visiting Otterpool Park for leisure the respondents were split between **55 yes** and **57 no** responses. For using services in Otterpool Park, **58** said **no** compared to **47** who said **yes**.

Is there anything you feel has not been addressed in developing a garden town masterplan?

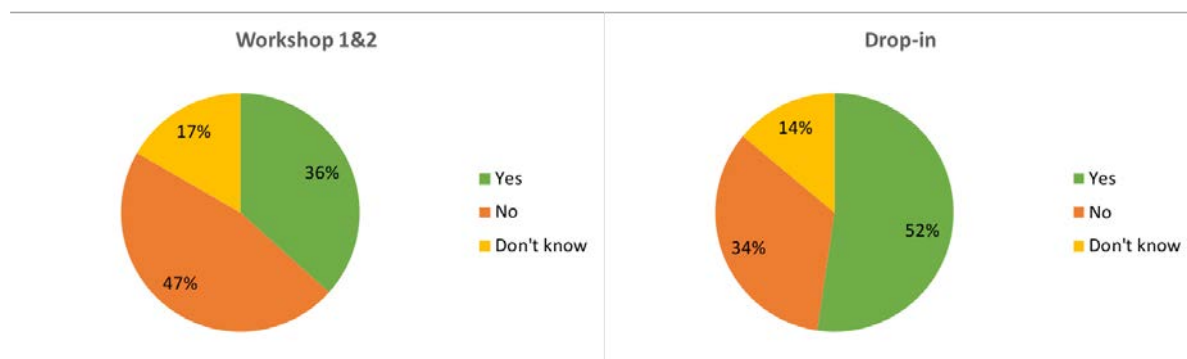


Figure 24 - Views on elements that have not been addressed in the masterplan

This produced a wide range of responses. Of the **30** workshops responses, **47%** answered **no** and **36%** answered **yes**.

The comments for those who said **no** were:

- **Transport links and connection with nearby areas** - road/rail impact on existing users
- **Expected demographics** - commuter settlement only
- **Phasing of the project** which did not appear logical
- **Management of the green space**, who is going to be responsible for this?

The comments from those who said **yes** were:

- **Overcoming existing local issues in the plan** – e.g. existing traffic movements from/to Lympe Industrial Estate
- **Car parking provision**
- Make the **design of the stream** in a zigzag instead of a straight line
- **Maintenance** - How to maintain the quality of build and maintain the long-term management.
- **Affordable housing** in terms of affordability and specific ratio

Some enquired about:

- **Self-build** and how to register for it
- Which percentage of the 8,500 homes will be built in/around the town centre, ie on the **racecourse**, and what percentage on the land (south) on the other side of the A20.
- How can outline planning go ahead if the **points have access** have not yet been agreed?

Out of the **86 drop-in** respondents, **52%** said **yes** and **34%** said **no**.

The comments for those who said **yes** were:

- **Traffic and infrastructure**, as the current infrastructure cannot cope with the existing capacity. Solution suggested is to bypass the development.
- More details were asked about the **phasing**.
- Suggestion for a "**community forum**" to be formed of selected people who submitted feedback (nominated by others who can be identified) who could meet, say monthly on the lead up to the planning application? (first meeting early July)
- How to ensure the housing will be **occupied by local people** and not London's overspill
- **A transparent approach** for those involved in the bid
- Preservation of the **Area of Outstanding Natural Beauty (AONB)s**, the character and appeal of the district as a place to live and a tourist destination
- **Current shortage of doctors, nurses, teachers** and how that will be mitigated in the development

- More information and answers to the questions about **water supply, drainage, transport and gas supply.**
- Concern over the current **shortage of water, gas, electricity and the pollution of the area.**
- **Reduce the lorry based activity** which will have a positive impact on the area
- **Care homes** and sheltered housing
- **Make the development more inclusive** by taking into account the needs of disabled people.
- **Affordable housing** in terms of affordability and ratio
- Have a **police station** as the increase in the population might increase the crime rate
- More details about **provision for the traveller community** to be included in the development, and if not, why they are not.

The comments for those who said **no** were:

- **Against the proposal** as it was seen to be about generating profit and not addressing housing need, nor taking into account the local residents of Lympne, Westenhanger, and surroundings villages.
- The proposal was seen as **too large for a rural area**
- **Listening to the local community** opinion
- **Current services cannot cope** – and will therefore not be able to - with the future demand
- Some were asking whether **10,000 houses are really needed** in this area - as there is already planning permission to build 8,000.
- View that none of the **local people's concerns** have been addressed so far in plan

3 people commented that their questions **could not be answered by the staff** who were present in the drop-in.

1 person explained that that although the development is becoming clearer, there is **still a lot of detail missing**, and would like to see less on the vision level and more concrete/specific detailed proposals on the subjects of water, waste, housing density and infrastructure.

Out of the **119** drop-in responses, **8** respondents have placed an **X** on their feedback forms, expressing a rejection of the project with comments such as:

- No Garden Town
- Not needed, no Otterpool, leave as it is
- No Town

Typical examples of these are shown below.

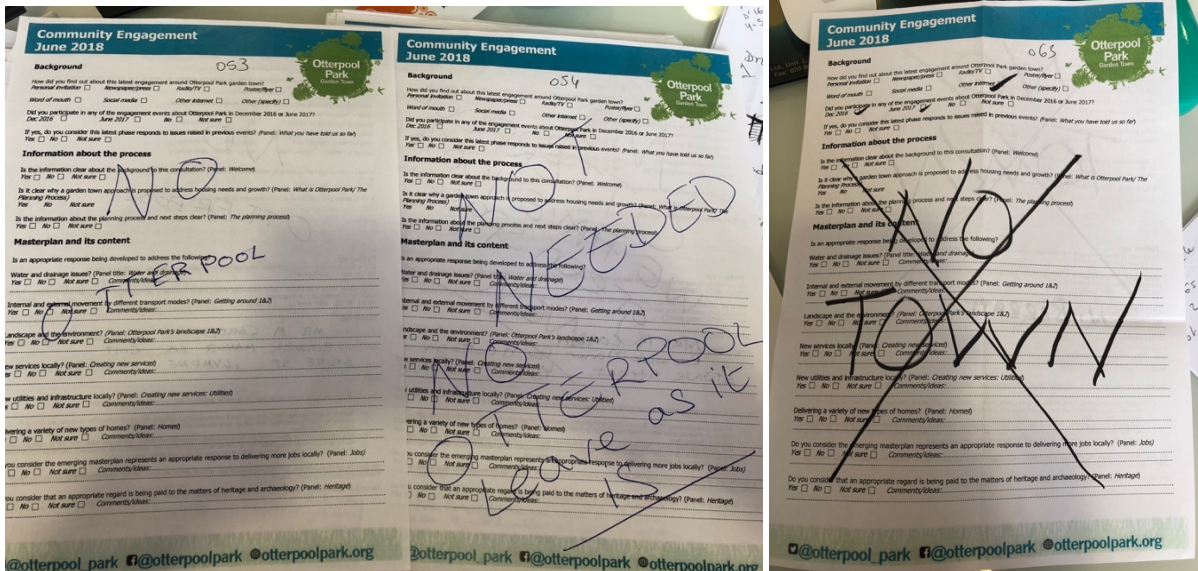


Figure 25 - Images of examples of campaign responses to the survey



Figure 26 - Exhibition and discussion at the drop-in event

Appendix 1 – Exhibition Panels

Welcome



How the homes at Otterpool Park could look

Welcome to this exhibition, which gives you the opportunity to learn about Otterpool Park, the proposed new garden town.

Otterpool Park is to provide up to 10,000 homes over around 30 years, as well as jobs and services for current and future generations. The garden town will also provide facilities, shops, medical centres, roads and green space that will bring increased economic benefit and connections to other communities in the area.

Otterpool Park is being designed as a place where future generations can thrive and communities can connect with each other. Here, people can live and work supported by the facilities and services they need.

The garden town can create connections – between people and their communities, the places that surround them, and Otterpool Park's history.

The plans have been promoted by landowners Folkestone & Hythe District Council and Cozumel Estates, who own the land where Folkestone Racecourse used to be. The planning and design work has been undertaken by a team from Arcadis and their partners. They have been working on the project for over two years, including previous cycles of engagement events, and have engaged with a wide range of organisations and individuals in that time.

Hundreds of people have given their views on the proposed garden town so far, and we've used this feedback to inform the ideas in the exhibition.

In March, our masterplan for Otterpool Park was approved by the Cabinet at Folkestone & Hythe District Council. The first planning application will be submitted later this year for around 8,500 of these homes.

This exhibition is an opportunity for you to see and hear more about the evolving proposals and share your views. Please review the maps and drawings displayed around the room and discuss any issues, ideas and suggestions with the team.

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What is Otterpool Park and why do we need it?



It has been widely acknowledged that there is a housing shortage across the country. This is a particular problem for young people. Work by the Local Planning Authority in this area shows:

- The district needs approximately 14,600 new homes between 2014 to 2037
- 8,000 new homes have already been completed or planned
- The district needs to provide a minimum of 6,600 more homes to meet demand up to 2037.

It is Folkestone & Hythe District Council's responsibility to plan and provide the right amount and range of homes for the residents of their area. This includes for existing residents and their families, ageing residents and younger people who will need a home of their own as they grow older.

The plans will help meet the current and future housing needs of the area, while providing an opportunity to develop a distinctive garden town that promotes a happier, healthier lifestyle for its residents.

We want this community to make the most of its location, including creating employment and business opportunities, as well as an abundance of green space and open areas that everyone can use.

What is a garden town?

A garden town is a planned new settlement which enhances the natural environment, tackles climate change and provides high quality housing and locally accessible jobs in beautiful, healthy and sociable communities.

Otterpool Park is one of several garden towns and villages currently being planned across England.

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What you have told us so far

At previous community engagement events, held in December 2016 and June 2017, you told us about the issues and concerns you had about developing a garden town in this area.



Image of a previous community engagement session

Key themes where people sought more detail included:

- Water supply
- The transport network
- Landscape and green space
- Protecting the character of existing villages and communities
- Local services (like health and schools)
- Homes and jobs for local people.

We've engaged with the communities in Sellindge, Barrow Hill, Lympe, Stanford and Westenhangar, as well as in the wider area.



A map of the communities we've engaged with

Water and drainage



Examples of water systems in action at other locations

Water supply was raised by many local people as a concern, in an already water stressed area.

Affinity Water has confirmed that the whole garden town can be supplied with water. The first supply can be provided for up to 1,500 homes in advance of new investment into the distribution system. We've also been talking to Albion Water—they are a supplier that uses new and innovative ways to provide water and wastewater services, including onsite water treatment recycling and non-potable water within Otterpool Park.

We plan to use Sustainable Drainage Systems (SuDS) and Water Sensitive Urban Design (WSUD) principles, encouraging rainwater harvesting and treated effluent (waste water) recycling. This integrated approach allows surface water to be collected and managed within the site and it can be used in different ways.

We have some challenging targets to meet:

- No increase in flood rates
- No extra drainage into the River Stour
- Efficiency target for potable (clean/drinking) water of 90 litres per person per day.

Importantly, SuDS and WSUD can also collect and control water.

Our strategy will include an interconnected network of well-designed and managed onsite swales, basins, ponds and wetlands with dedicated outfalls or vents that will provide attractive water features. This will be set out in agreement with the Environment Agency and Lead Local Flood Authority to collect, treat, infiltrate, transport and store water.

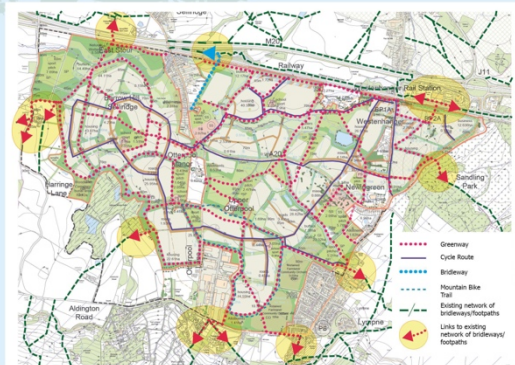


Getting around

Local people have raised their concerns about the impact of extra traffic on rural roads in the area, particularly about HGV traffic on the A20.

We have been working closely with Kent County Council, Highways England and other transport operators to agree how to plan for access and travel to the site and assess the transport impact. This enables us to understand future improvements to be made.

Our main objective is to encourage people at Otterpool Park to use their cars less. We want to encourage less dependency on cars so we can help people lead active lives and minimise air and noise pollution from traffic. All facilities will be a 10 minute walk from where you live.

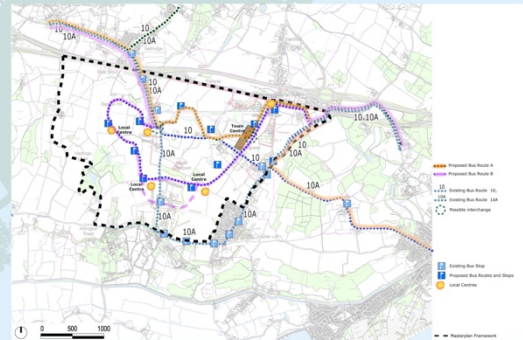


Walking and cycling routes at Otterpool Park

We also propose to:

- Create cycleways, paths and roads that allow easy access to the places people want to travel to (including work, shops and schools) - this will also connect communities around Otterpool Park
- Build routes that meet the needs of mobility-impaired members of the community
- Improve station facilities at and access to Westenhanger Station and lobby for a high-speed train service to London
- Provide separate construction access during development to minimise disruption
- Reduce speeds on some stretches of the A20 to make the area safer for walkers and cyclists and change its character to form more of an active street
- Reduce HGVs in the Barrow Hill and Sellindge area
- Improve the Newingreen junction and a diversion of the A20.

Getting around /2



The proposed bus route to link neighbourhoods

Footpaths and cycle routes will have two forms:

- Direct routes for commuters will provide fast and easy access
- Leisure routes, which are more rural and meandering, will allow people to enjoy the landscape.

Our strategy will include:

- Cycle parking and storage
- A network of car charging points for electric cars
- Car clubs and car sharing schemes
- Cycle training for the community.



Communities within 400m walking distances

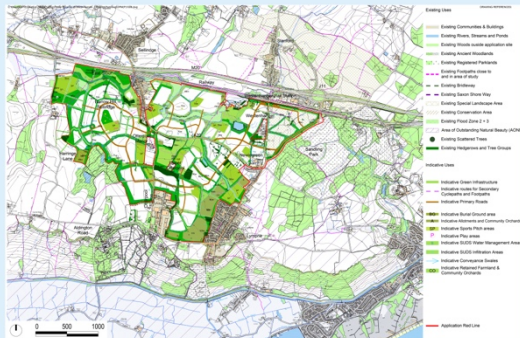
Otterpool Park's landscape

The whole approach to planning Otterpool Park has been landscape-led, taking into account the important setting of the Kent Downs Area of Outstanding Natural Beauty that surrounds the site.



Green space makes up approximately 40% of the proposals for the garden town. It will offer a rich variety of green spaces, including green connections that create a network across the site, creating a characterful and green view from the North Downs.

This map shows how our plans for the design and landscape of Otterpool Park are being guided by the ecology and biodiversity of the site and surrounding area.



The results of a range of detailed ecological surveys are being utilised to inform the design of Otterpool Park and associated green space.

Currently, the site as a whole includes a range of habitats, notably woodland, hedgerows, ponds, mature trees and grassland and supports a wide variety of animals, from kingfishers, great crested newts and bats to badgers and reptiles.

The site design is being evolved to retain notable habitat areas, and ensure good, functional habitat corridors across the site and to the wider environment. We want to retain, enhance and create habitats so that the development area continues to support a diverse range of species.

We're creating a development Biodiversity Action Plan to protect biodiversity into the future too – important to allow species to move into different areas of the site.

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Otterpool Park's landscape /2

Protecting and connecting

Green buffers will provide protection of existing habitats and features, and important separation between neighbouring villages.

An example of this is the proposed River Park, which will perform a crucial role in managing flood risk, providing habitats for various species and enjoyment for residents and visitors to Otterpool Park.

This diagram shows the design principles for river corridor buffer zones:



Barrow Hill resilience zone will be a key area for water management, biodiversity (potentially otter, water vole, kingfisher etc) and quiet enjoyment of nature.

At Lymgne, the green buffer will provide separation from and a green setting to the existing village. It will accommodate water management, a home for biodiversity (including reptiles and Great Crested Newts) and food production.

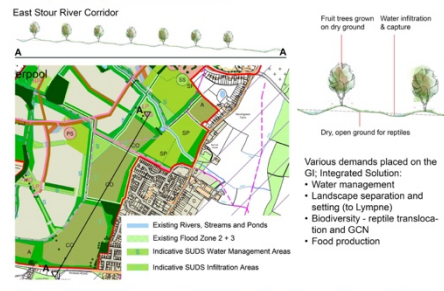
Example: Barrow Hill Resilience Zone



Various demands placed on the GI; Integrated Solution:

- Water management - key area for water management
- Biodiversity - habitat for otter, water vole, king fisher and others
- Quiet enjoyment of nature - focussed human access; viewing areas interpretation boards

Example: Lymgne Resilience Zone



Examples of green buffers

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The emerging masterplan

Previous plans provided for up to 12,000 homes. Following feedback from our engagement sessions, we have extended the site to enable us to reduce the density of development. We've also reduced the number of homes to 10,000.

Other changes include:

- Extending the green buffer around existing villages
- Realigning the A20 to relieve pressure on Newingreen and Lymgne
- Stronger walking and cycle links
- Working to accommodate the discovery of the remains of a Roman villa.



Creating new services

Otterpool Park gives us the opportunity to relieve pressure on existing services.



It will provide:

- Up to six primary schools, up to two secondary schools and eleven nursery schools
- Shops and community buildings
- Retail uses around Westenhanger Station
- Local centres in each neighbourhood
- A health centre and potentially other new health facilities, the first to be delivered in parallel with the first homes
- A network of public open spaces including sports pitches, parks, woodland, play areas
- Restaurants and cafés.

Creating new services: Utilities

The community has previously expressed concern about pressure on existing supplies, potential flood impact and opportunities for improved services.

Otterpool Park will provide upgrades to broadband and power networks, which will increase resilience of the networks and connectivity for the wider villages.

Timelines and phasing of wider network upgrades are also still being determined, but essentially, the network reinforcement requirements are now generally known and understood for all utilities.

Broadband

The existing network will be upgraded as part of bringing high speed/ultra-fast broadband to the development, which will provide wider benefit to adjoining villages.



Gas

Traditional energy sources, such as gas, have not been ruled out, but emerging Government policy for more renewable power technologies for cleaner air has been fully considered in the options.

The limited gas supply network means that an all-electric development energy supply option is being considered for the first phases of the development. However, reinforcement for providing a gas supply to the Otterpool Park site is still an option under consideration.

Electricity

An upgrade of Sellidghe Grid Substation will be required for Otterpool Park to be supplied with electricity. Proposals will require a new primary substation to be built on the site.

Electrical vehicle charging points will be incorporated into the development. The shift to electric vehicles will be a gradual one, but the additional power requirement for vehicle charging have been factored into the utility delivery strategy.



Electric car charging

Homes

We want Otterpool Park to provide homes to meet the needs of everyone.

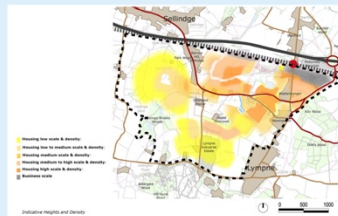
This means:

- Flats and small houses for first-time buyers, family homes and homes suitable for people who want to retire here
- 22% affordable housing, in line with Folkestone & Hythe District Council's Core Strategy policy. This will include shared ownership, social rent and affordable rent
- A mix of homes to rent and buy
- Self or custom build homes
- Around 10% of homes will be extra care and housing for older people.



How the homes at Otterpool Park might look

The garden environment is important in the design of the homes, bringing together the green environment and energy efficiency. We're also considering practical aspects, such as where cars will go when left at home.



The first homes will be ready for occupation in 2022, if construction starts in 2020. We expect early years' delivery rate will be circa 325 per year, rising to 450 per year in later years.

Masterplan Framework housing density and heights strategy



Phasing: Years 1 to 5

Phasing: Years 5 to 10



Phasing: Years 10 to 15

Phasing: Years 15 to 20

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Jobs

For Otterpool Park to be a balanced community it must provide new jobs for the area. One of the objectives is to bring higher skilled jobs to the district and attract innovative and creative businesses.

We are seeking to provide around 8,000 jobs at Otterpool Park, 65% of which would be within higher-skilled groups and 75% taken up by Folkestone and Hythe residents based on current patterns.

In 2017, planning and development consultants Lichfields prepared a report that identified and explained the employment opportunities for Otterpool Park. The garden town's advantages as a location for employment include its location, sustainability, lifestyle aspects and the quality of the space.



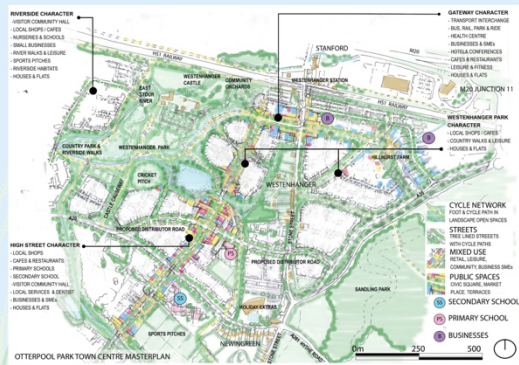
Lichfields identified five growth sectors for Otterpool Park:

- Green construction
- Low carbon environmental goods and services
- Advanced manufacturing
- Creative, digital and media
- Business, finance and professional.

We want people to be able to work differently and flexibly – including at home and in shared and borrowed working space.

Around half the jobs will be within services such as schools and shops, and the rest through a range of employment space in the town centre. We're planning:

- 550,000 sqft of office space
- 115,000 sqft of light industrial space
- 270,000 sqft of retail, café and restaurant space.



How Otterpool Park's town centre could look

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Heritage

The Otterpool Park site has been used as a home and community for thousands of years. From prehistoric barrows, Roman roads and farmsteads, to the medieval manor houses and castle, through to the Second World War airfield, there is a distinctive and fascinating history of occupancy.



The heritage team at work

The heritage team's aim has been to uncover this heritage as we are developing the master plan to understand what needs to be preserved or enhanced and consider how the sites' heritage can contribute to creating a great place to live and visit.

We have been working on an extensive programme of research and surveys including mapping of the area using specialist equipment to see what might be below the ground and digging trenches to explore areas that look unusual.

The teams have worked closely with the County Council's archaeologist and Historic England and have relied on the assistance of the landowners to enable this important work.

The remains of what is thought to be a Roman villa have been discovered by the archaeology team. Work is ongoing to find out exactly what the remains are and how old they are, while plans for development may be further changed to protect them.

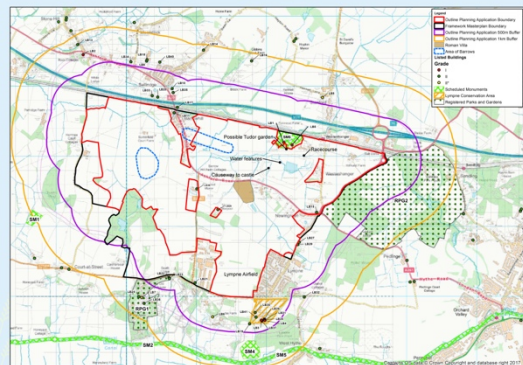


Figure shows key heritage features

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The planning process

A planning application for the garden town will be submitted in due course. The application is being prepared and once submitted local people and statutory bodies (such as the Environment Agency and Historic England) will have the opportunity to comment formally on the proposals.

Planning applications are normally determined by the local planning authority (sometimes via committee), but because Folkestone & Hythe District Council (F&HDC) is also the landowner, it will recommend a decision with the government having the final say.

What will be included?

The planning application that we submit this year will be for 8,500 homes, but the masterplan takes up to 10,000 homes into account setting the framework for longer-term growth and designing the community as a whole.

The planning application will set out plans for how the first 8,500 homes, and supporting facilities and services, will be built out in phases. Much of the detail will therefore come forward in subsequent phases, with each phase requiring permission for the detail to be approved by the Council, in consultation with stakeholders and the local community.

Timeline

Planning application submitted	2018
Public consultation about the planning application	Following submission of application
Evaluation	2019
Committee and examinations	Spring/Summer 2019
Inspectors report and planning decision	Late 2019

F&HDC's Core Strategy Review

In parallel with this preparation of plans for Otterpool Park, the council has been reviewing its Core Strategy. This is the council's plan for how it will develop the district over the coming years. In 2019, the Core Strategy will be reviewed by an independent inspector during a public examination to determine whether it is 'sound'.

This strategy will take the latest plans for Otterpool Park into account, so the development will also be considered by an inspector here too.

Feedback



Thank you for attending this exhibition to view the emerging plans.

Please take the time to ask the team any questions you might have about our work and to complete a feedback questionnaire.

Your comments will be used to inform the planning application and the development of the project more widely.

If you'd like to take part in ongoing discussions about Otterpool Park, or perhaps attend an online forum session, please let the team know.

There will be further opportunities to comment once the planning application has been submitted to the Local Planning Authority later this year.

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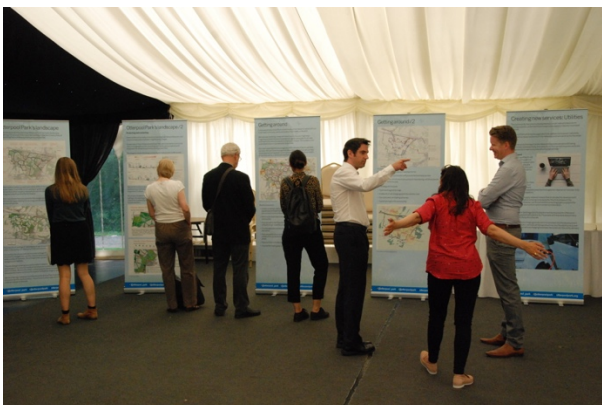
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Appendix 2 Photos of the stakeholder workshop 19-June 2018





Appendix 3 – Photos of the drop-in session 20 June 2018





Appendix 4 – Publicity Materials

A3 Publicity Poster



Otterpool Park
Garden Town

Find out more about plans and designs for a new garden town

You are invited to a drop-in exhibition to see and hear more about the plans for the proposed garden town, Otterpool Park, and give us your views ahead of the planning application which will be submitted later this year.

As well as influencing decision-making, public feedback has already helped to shape our latest proposals which we would now like to share with you.

- View and discuss the masterplan for Otterpool Park
- Discuss neighbourhood design
- Learn more about how Otterpool Park will help the long-term housing needs in the district
- Consider the services and facilities Otterpool Park can provide for the wider community
- Hear more about plans for landscape and green space
- Find out about transport, access and connection opportunities for the area
- Learn more about the areas of our work including heritage, biodiversity and water
- Offer your views on our plans

Wednesday 20 June
2pm-8pm

Westenhanger Castle
Stone Street, Westenhanger, Kent CT21 4HX

Contact the community engagement team to find out more:
otterpoolpark@housegroup.co.uk

[@otterpool_park](https://twitter.com/otterpool_park) [f @otterpoolpark](https://www.facebook.com/otterpoolpark) otterpoolpark.org

A5 Publicity and Information Leaflet – 4 pages (top – outer leaves; bottom – inner leaves)

Some key issues explained

Water supply

Affinity Water has confirmed that the whole garden town can be supplied with water. The first supply can be provided for up to 1,500 homes in advance of new investment into the distribution system. We've also been talking to Albion Water – they are a supplier that uses new and innovative ways to provide water and wastewater services.

We plan to use Sustainable Drainage Systems (SuDS) and Water Sensitive Urban Design (WSUD) principles, encouraging rainwater harvesting and treated effluent (waste water) recycling. Importantly, SuDS and WSUD can also collect and control water.

The transport network

We have been working closely with Kent County Council, Highways England and other operators to agree how to plan for access and travel to the site and assess the transport impact.

We want to encourage less dependency on cars so we can help people lead active lives and minimise air and noise pollution from traffic. All facilities will be a 10 minute walk from where people live.

Landscape and green space

The whole approach to planning Otterpool Park has been landscape-led, taking into account the important setting of the Kent Downs Area of Outstanding Natural Beauty that surrounds the site.

Green space makes up approximately 40% of the proposals for the garden town. Green buffers will provide protection of existing habitats and features, and important separation between neighbouring villages.

Local services

- Up to six primary schools, up to two secondary schools and eleven nursery schools

- Shops and community buildings
- Local centres in each neighbourhood
- A health centre
- A network of public open spaces including sports pitches, parks, woodland and play areas
- Restaurants and cafés.

Homes and jobs for local people

We want Otterpool Park to provide homes to meet the needs of everyone. This means:

- Flats and small houses for first-time buyers, family homes and homes suitable for people who want to retire here
- 22% affordable housing, in line with Folkestone & Hythe District Council's Core Strategy policy. This will include shared ownership, social rent and affordable rent
- A mix of homes to rent and buy
- Self or custom build homes
- Around 10% of homes will be extra care and housing for older people

We are seeking to provide around 8,000 jobs at Otterpool Park, 65% of which would be within higher-skilled groups and 75% taken up by Folkestone and Hythe residents based on current patterns.

- We're planning:
- 550,000 sq ft of office space
 - 115,000 sq ft of light industrial space
 - 270,000 sq ft of retail, café and restaurant space.



Walking and cycling routes at Otterpool Park

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What is Otterpool Park?

Otterpool Park is a proposed garden town located seven miles from Folkestone.

Otterpool Park is to provide up to 10,000 homes over around 30 years, as well as jobs and services for current and future generations. The garden town will provide facilities, shops, medical centres, roads and green space that will bring increased economic benefit and connections to communities in the area.

Otterpool Park is being designed as a place where future generations can thrive and communities can connect with each other.

The plans have been promoted by landowners Folkestone & Hythe District Council

(F&HDC) and Cozumel Estates. The planning and design work has been undertaken by a team from consultancy Arcadis and their partners.

Hundreds of people have given their views on the proposed garden town, and we've used this feedback to inform our ideas.

Why build a garden town?

It has been widely acknowledged that there is a housing shortage across the country.

Work by the Local Planning Authority in this area shows:

- The district needs approximately 14,600 new

homes between 2014 to 2037

- 8,000 new homes have already been completed or planned

- The district needs to provide a minimum of 6,600 more homes to meet demand up to 2037.

It is F&HDC's responsibility to plan and provide the right amount and range of homes for the residents of their area. The plans will help meet the current and future housing needs of the area, while providing an opportunity to develop a distinctive garden town that promotes a happier, healthier lifestyle for its residents.

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The emerging masterplan

Previous plans provided for up to 12,000 homes.

Following feedback from our engagement sessions, we have extended the site to enable us to reduce the density of development.

We've also reduced the number of homes to 10,000.

Other changes include:

- Extending the green buffer around existing villages
- Realigning the A20 to relieve pressure on Newingreen and Lympe
- Stronger walking and cycle links
- Working to accommodate the discovery of the remains of a Roman villa.



The planning application that we submit this year will be for 8,500 homes, but our masterplan takes 10,000 homes into account. It sets the framework for longer-term growth and designs the new community as a whole.

The timeline



APPENDIX D: LIST OF ORGANISATIONS CONSULTED

Community engagement log May 2016 – Dec 2018

Purpose	Who	When	Format
Awareness raising: Initial briefing on submission to garden towns programme and early feedback	Westenhanger Castle owner	May 2016	Meeting on site
	All parish councils	June 2016	Presentation and discussion
	AONB unit	June 2016	Meeting
	Dover District Council	June 2016	Meeting
	Canterbury City Council	June 2016	Meeting
	District and Parish Joint Committee	July 2016	Presentation and discussion
	Rother District Council	July 2016	Meeting
	Tunbridge Wells BC	July 2016	Meeting
	Kent Ambassadors	Aug 2016	Presentation
Thanet District Council	Aug 2016	Meeting	
Early engagement: gathering ideas, hearing concerns and learning from elsewhere	Parish and town councils in small groups (North Downs, Marsh, Folkestone and Sandgate, Hythe etc)	Aug/Sept 2016	Meeting
	Kent County Councillors	Aug/Sept 2016	Meeting
	Individual meetings with parishes directly affected: Saltwood, Lympe, Sellindge, Stanford and Postling	Aug/Sept 2016	Meeting
	Ashford neighbouring parishes (Aldington, Bonnington, Smeeth, Brabourne, Bilsington, Mersham)	Aug/Sept 2016	Meeting
	Ashford BC – briefing and learning from Chilmington Green meetings	Aug/Sept 2016	Meeting
	CPRE Kent	Aug/Sept 2016	Meeting
	Kent Ambassadors Group	Aug/Sept 2016	Presentation
	Chris Ruddle, Faith Communities	Oct 2016	Meeting
Receiving feedback on principle of Otterpool Park and understanding how people want to be involved	Aldington PC		Presentation and discussion
	Brockhill School		Presentation and workshop discussion
	St Mary in the Marsh Parish		Presentation and discussion
	Hythe Town Council		Presentation and discussion
	Kent Developers Group	Dec 2016	presentation

Purpose	Who	When	Format
Collaboration Board formal engagement Stage 1	See KMA Stage 1 Engagement Events report	Dec 2016	
	Aldington Village planning open day	Jan 2017	Open session with stand at open day
Emerging masterplan engagement	Public stakeholders – see KMA report	April 2017	Workshop
	Individual meeting with Lympne, Sellindge and Postling PCs	March/ April 2017	Meeting
Collaboration Board formal engagement Stage 2	See KMA Stage 2 Engagement Events report	June 2017	Various
	Locate in Kent		Presentation
Emerging masterplan engagement	F & HDC and Parish Councils Joint Committee	Sept 2017	Update at meeting
	British Horse Society		Meeting to discuss bridleways and provision for horses
	Barrow Hill residents	Nov 2017	meeting
	F & HDC and Parish Councils Joint Committee	Nov 2017	Update at meeting
	Barrow Hill Residents	Jan 2018	Meeting and discussion
	Aldington Village planning open day	Feb 2018	Open session with stand at open day
	F & HDC and Parish Councils Joint Committee	Jan 2018	Update at meeting
	Residents on A20	March/ April 2018	Individual meetings
Consultation Otterpool Park Framework Masterplan	F & HDC and Parish Councils Joint Committee	March 2018	Update at meeting
	Aldington and Bonnington Annual Parish Assembly	April 2018	Presentation and discussion
	Westenhanger Castle owner	April 2018	Meeting
	Individual parish councils – Lympne, Sellindge, Stanford, Saltwood, Postling.		Meetings
Collaboration Board formal consultation Stage 3	See KMA Stage 3 report	June 2018	Various

Purpose	Who	When	Format
Consultation Otterpool Park Framework Masterplan	Stanford Parish Council	August 2018	Meeting
Emerging masterplan engagement	Residents on A20	September/October 2018	Individual meetings
Information sharing	Local Historical Societies	October 2018	Presentation on historical finds on site
Consultation Otterpool Park Framework Masterplan	Individual parish council – Stanford and Lypne	October 2018	Meetings
	Meetings with existing landowners	October/November 2018	Meeting
	Lypne PC	November 2018	Meeting
	Joint meeting on transport with Lypne, Sellindge, Stanford, Saltwood, Postling.	November 2018	Meeting