

South East Faversham

A Warm Welcome from the Duchy of Cornwall

Thank you for visiting our consultation event today, where we are presenting the emerging masterplan for our proposed neighbourhood in South East Faversham.

An Introduction to South East Faversham

We aim to address housing shortages in Faversham and the surrounding area by providing beautiful, high-quality and affordable homes, as well as jobs, shops, work and leisure spaces, new educational facilities and green space for everyone to enjoy. Our design will complement the unique historic character and identity of Faversham.

During four years of design work and community consultation, we have created a masterplan underpinned by the following principles.



Quality affordable and market homes to meet local needs. Homes of different sizes and types that are attainable for all and intermixed throughout



A truly mixed community, enabling people to live, work and relax without unnecessary travel, creating one job per home built



Working with the landscape and the existing natural environment, creating new habitats and enhancing biodiversity



Priority for pedestrians, cyclists and the mobility impaired



Net zero carbon and water neutrality designed in from the outset



Placemaking of the highest quality, to complement the existing beauty of Faversham



DUCHY of CORNWALL



We Want to Hear from You!

Please take part in our consultation to have your say on our proposals. You can speak to a member of our team present today or fill out one of our feedback forms.



Aerial artist's impression of the emerging masterplan

Our neighbourhood will be self-sustaining, where people and nature flourish together in harmony – a place future generations enjoy and can proudly call home.

Our Core Team



The Duchy of Cornwall
Landowner and master developer

Ben Pentreath

Ben Pentreath
Masterplanner and architect



Kim Wilkie
Landscape Architect



South East Faversham

Sustainable Stewardship for Communities, Enterprise and Nature

The Duchy is a private estate that provides an income to The Duke of Cornwall. It is managed in harmony with The Prince's ethos so that it can be passed on with pride to the next generation.

The Duchy of Cornwall is a private estate established by Edward III in 1337 to provide independence to his son and heir, Prince Edward.

The estate and its operations have evolved in line with the views and ambitions of each Duke of Cornwall, but the charter created a clear set of rules that are still observed today. The new 25th Duke of Cornwall has recently taken over the estate and is committed to the principles set out in the charter and its ongoing projects.

The Success of Poundbury, Dorset

Poundbury is an urban extension to the county town of Dorchester. Since building began in 1993, this mixed use, mixed income, walkable community has proved increasingly influential in providing a genuine alternative to volume house building and showing how truly sustainable communities can be delivered.

Poundbury's success has been recognised far beyond Dorset and many of the founding principles of Poundbury have now been incorporated into Government Planning Policy.

Today, Poundbury is home to approximately 3,800 people in a mix of market sale, rented and 30% affordable housing (for rent, shared ownership and discounted sales). The community provides employment for over 2,300 people in over 230 businesses, many of which started in Poundbury and ensure that most of your daily needs can be met on foot.



Aerial photo of Poundbury, Dorset

We have unrivalled experience of delivering unique communities that complement existing places, deliver local needs and keep local interests at heart.



The Growth of Nansledan, Cornwall

Nansledan is an award winning extension to the Cornish coastal town of Newquay. It is increasingly being recognised as a model for building thriving sustainable communities that deliver local needs.

Like Poundbury, Nansledan is a mixed use, walkable community that aspires to deliver one job for every home built and integrates 30% affordable homes to the same high quality. Nansledan has a strong local Cornish character derived from the people who live and work there and through design supported by buildings using local materials

Starting in 2015, it has so far delivered a new primary school, over 35 shops and business premises and over 60 acres of greenspace ranging from wildflower meadows to orchards and allotments, with a forecast 24% Biodiversity Net Gain in Habitat and 48% Biodiversity Net Gain in Hedgerows.

Working Together



Design has focused on the landscape and ecology strategy to boost biodiversity across the masterplan.

Consultation

The masterplan displayed today has been shaped by previous consultations in 2018 and 2021.

The Duchy undertook an 'Enquiry by Design' process in 2018 to help shape a masterplan framework rooted in the aspirations of local people for their community. In September 2021, we invited local people to discuss the emerging masterplan with us as part of an ongoing process of engagement.

We have carefully reviewed feedback to ensure any changes incorporate the valuable suggestions and comments provided by the community.

In the weeks and months ahead, we will be engaging further with local people as we look to finalise our proposals.



How We Have Responded to Feedback

The Duchy has designed a mixed use, walkable community that will reduce car dependency.

Our updated plans place a greater emphasis on homes suitable for first time buyers and those on the local housing waiting list; a range of property types are provided in terraced streets, mews and courtyards surrounded by street trees, productive green spaces and habitats that will help improve air quality and deliver a 20% net gain in biodiversity.

A pioneering strategy for water neutrality on site will ensure it is conserved, re-used and recycled.

A comprehensive net zero carbon strategy will maximise the efficient use of renewable energy to create a more sustainable place to live and work with lower energy bills.

We remain keen to work with the NHS to explore the provision of new or enhanced medical facilities in Faversham.

Photos from Public Consultation events in 2018 and 2021

Investing in the Future

CGI of the Cricket Green at the heart of the development

The Duchy can only provide a truly environmentally and socially sustainable neighbourhood by investing in communities for the long term and working with local partners and leading experts to deliver its ambitious plans.

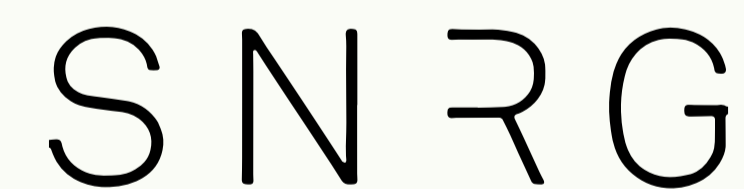
Locally, our partnerships include investments into Faversham's cricket and football clubs. At a national level, we have chosen to work with leading specialists in the UK to ensure our neighbourhood is self-sustaining, zero carbon and water neutral.



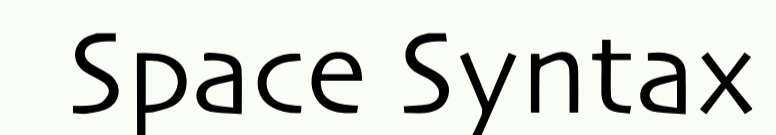
Working with Faversham Cricket Club to re-locate into new facilities in the heart of the site, and creating new facilities for Faversham Town Football Club to ensure a sustainable future for both clubs and maximise their benefit to the wider community.



Working in partnership with Severn Trent Connect to manage surface and waste water on site, leading to replenishment of the aquifer and water recycling for the development.



Working with SNRG to build microgrids, which maximise the use of renewable energy, and with developers committed to net-zero carbon in the construction and operation of buildings.



The 'walkability' of the masterplan design has been assessed and informed by Space Syntax, achieving an overall score of 9.6 (10 being the highest), which is comparable with the most walkable town centres in Great Britain.



Like the Duchy, the Land Trust is committed to sustainable land stewardship, working to create, protect and maintain greenspaces for the benefit of local communities and the environment.



South East Faversham

Landscape Masterplan for A Sustainable Community



The masterplan is designed from the ground up, based on the principles of building mixed use, walkable communities for healthy living, sustainable travel and enhanced biodiversity.

South East Faversham is a landscape-led masterplan inspired by the existing character and identity of Faversham and the surrounding area.

Approximately half the site will be a green and bio-diverse landscape.

It will be built by the Duchy and carefully selected private Kent-based SME housebuilders with a track record in quality design, development and environmental standards.

Key

1. Faversham Cricket Club relocated to a new location in the heart of the settlement with improved facilities.
2. Linear Park and landscape earth form bund providing a strategic landscape buffer along the M2 with opportunities for new habitats, public open spaces, play and growing food.
3. Three form entry primary school located centrally to encourage walking to school.
4. Faversham Football Club with new training pitch provided to the south.
5. A Central green space made up of wildflower meadows, a permanent water body, wooded areas, green walking routes and play spaces
6. Public green square providing high quality public recreation space
7. Local centre, the heart of the new community
8. Selling Road enhanced rural lane and bat corridor
9. Phase one of the development
10. Employment Area 1
11. Employment Area 2
12. Water Recycling Centre - helping to achieve a water neutral development
13. New pedestrian and cycle bridge across the railway
14. Allotment area providing many new growing spaces for residents
15. Macknade farm to be refurbished and restored as public and commercial space
16. The greenway follows the existing PROW and enhances the route by providing public green spaces, community gardens and community orchards





South East Faversham

Facts & Figures

Homes:

2,500 

Quality homes across a mix of sizes and types to meet local needs, 30% of which will be affordable housing.

Did You Know?

In 2020, it was reported that Swale has a housing waiting list of 1,318 people.

Traffic and Walkability:

At least **20%** fewer car trips

Modelling shows that our new neighbourhood will be one of most walkable in the United Kingdom. The masterplan is designed around the pedestrian rather than the car, and enabling healthy and sustainable travel via walking, cycling and use of public transport.



Employment:

2,500  new jobs

Delivering on average 1 job per home

Did You Know?


Poundbury is significantly contributing to the local economy and is predicted to increase the gross value added by £105m per year.

Biodiversity:

20% Net gain

A series of interlinked greenspaces will create new habitats from wildflower meadows to orchards and private gardens to open amenity space and woodlands, to improve air quality, soil nutrients and carbon absorption.



 Our new neighbourhood will deliver much needed homes within a design that will foster community spirit and healthy lifestyles.

Environment:  **Net Zero Carbon and Water Neutral**

Utilising smart energy systems, renewable technologies and a water recycling centre to promote sustainable living. Low carbon construction techniques and the use of organic and natural materials wherever possible.

Nature:  **A place where people & nature can flourish**

Open spaces connected by green corridors used by pedestrian/cyclists as well as wildlife. Fruit trees and allotments will be incorporated throughout the development, and as part of the drainage strategy small ponds will be located close to each of the main soakaway positions.

Health:  **Providing healthcare**

Working closely with local health commissioners and GP surgeries to understand how we can provide and enhance healthcare for the community.

Education:  **Investing in future generations**

A new three-form entry primary school on site and contributions towards a new secondary or expansion of existing schools in the area.



South East Faversham

Providing Quality Affordable Homes for Local People

Over 10% of Swale Borough Council’s annual budget is spent on housing people in temporary accommodation due to the lack of affordable homes.

“There is a shortfall of housing in Swale Borough, and this is reflected in high property prices and unaffordability in the local housing market”

Housing Market Assessment (June 2020)

The emerging local planning policy is to be guided by this assessment and targets a 30% provision of affordable housing in new housing developments, aiming for the following tenure split:

- 60% Social/Affordable Rented
- 15% Shared Ownership
- 25% First Homes

Together with Swale Borough Council, the Duchy have developed the affordable housing mix proposed at South East Faversham to aim to deliver 30% affordable housing with a tenure split and mix of units designed to meet local housing needs.



CGI of proposed homes in South East Faversham

Affordable housing needs in Swale compared to housing mix delivered in other recently approved schemes and housing mix proposed for South East Faversham

| | Market (Beds) | | | | | TOTAL | % | Affordable (Beds) | | | | | TOTAL | % | |
|--|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|------------|------------|--------------------------|---------------------------|---------------------------|---------------------------|----------|-----------|------------|------------|
| | 1 | 2 | 3 | 4 | 5+ | | | 1 | 2 | 3 | 4 | 5+ | | | |
| Swale Borough Council Housing Need* | 4th | 2nd | 1st | 3rd | | - | - | 1st | 2nd | 3rd | | - | - | - | |
| Average Housing Mix: Recent Faversham Housing Developments** | 0% | 13% | 51% | 29% | 7% | - | 69% | 16% | 44% | 31% | 8% | 1% | - | 31% | |
| South East Faversham Proposal | 21 (12%) | 58 (32%) | 66 (36%) | 36 (20%) | 1 (1%) | 182 | 69% | 8 (10%) | 26 (33%) | 32 (40%) | 14 (18%) | 0 | 80 | 31% | 262 |

*Source: SBC Housing Market Needs Assessment
 **Including: Perry Court, Lady Dane Farm, and Oare Gravel Works (Oare Lakes)

Affordable housing will be integrated throughout the scheme to contribute to a truly mixed community. The Duchy will restrict homes to being occupied as a home, not a holiday letting business, to ensure the new homes are kept available to meet local needs.

The Duchy is exploring options with Swale Borough Council and others for

increasing social rented and establishing a professional (Duchy) private rented model for local people who cannot afford their own home but wish to live in a quality home with more predictable rents and security of tenure. The same is being sought for affordable and private later living, care homes and extra care facilities.

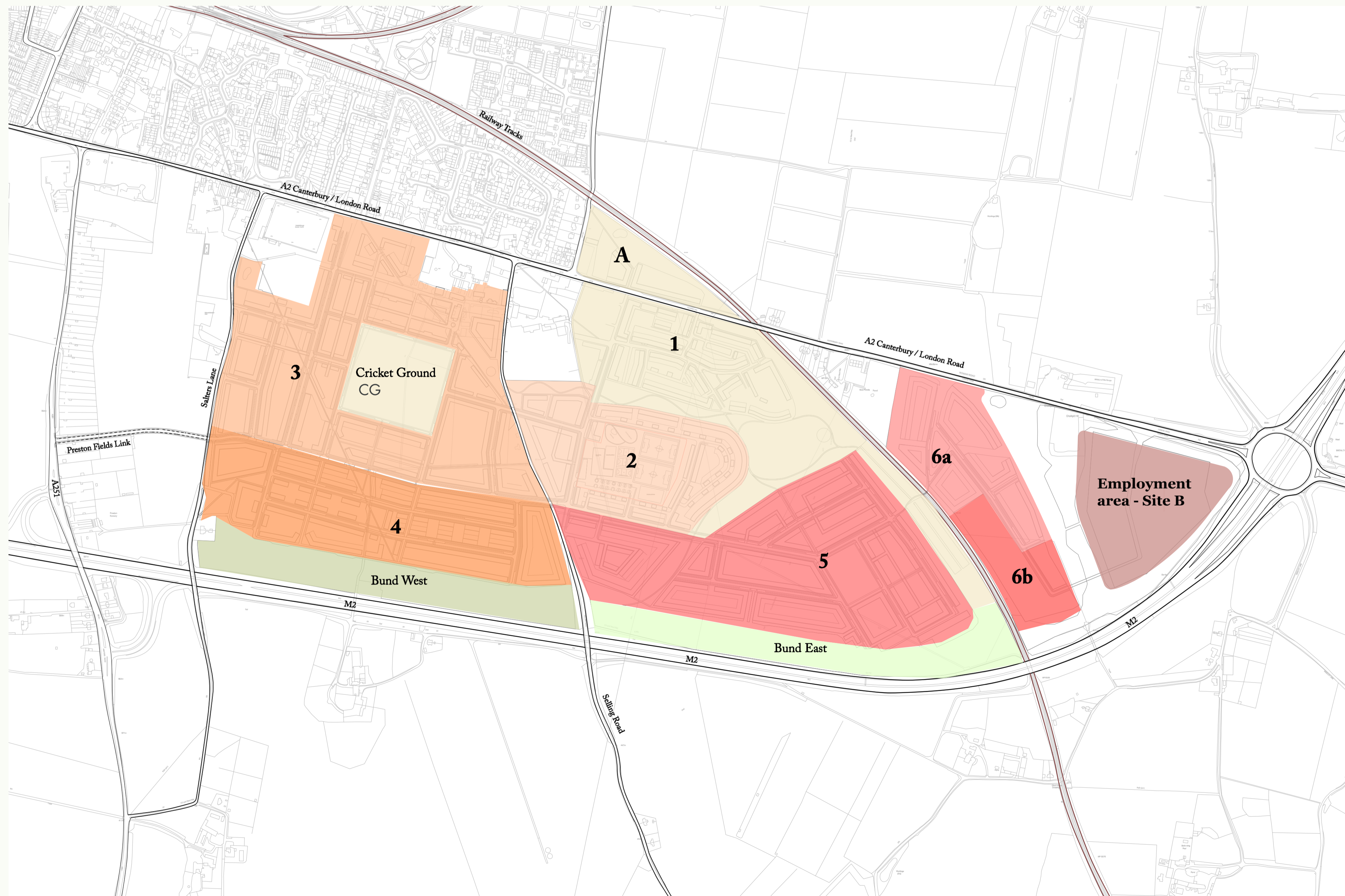


South East Faversham

Indicative Phasing Programme



South East Faversham will be built over a 20-year period with approximately 120-150 houses being delivered on average each year.



Timeline

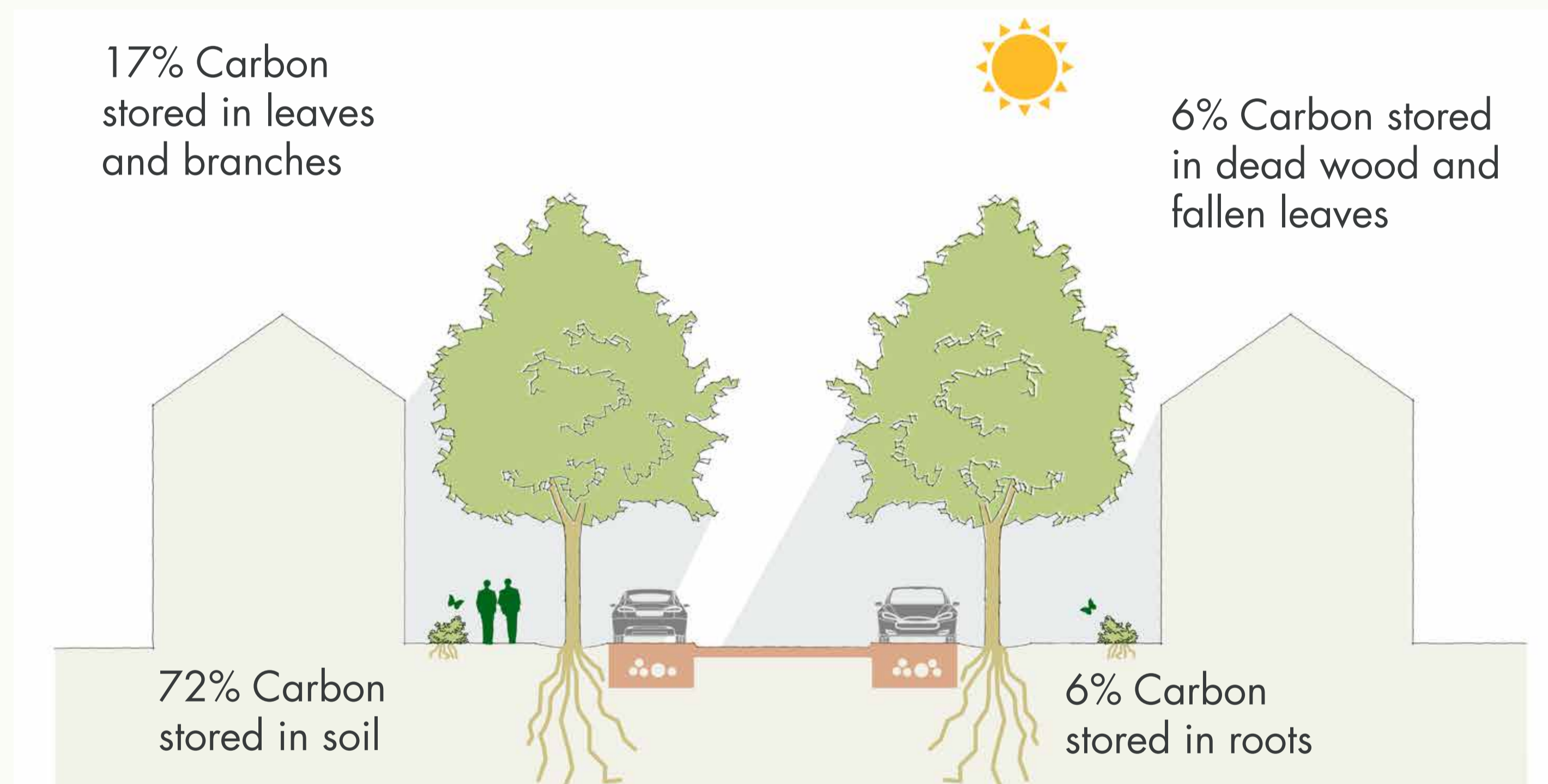
| | Start | Completion |
|-----------------|----------|---|
| Phase 1 | May 2025 | October 2029 (delivery of CG 2025 – 2028) |
| Phase 2 | May 2028 | October 2031 (includes delivery of School) |
| Phase 3 | May 2029 | October 2035 (Gas main diversion 2034) |
| Phase 4 | May 2034 | October 2039 |
| Phase 5 | May 2036 | October 2043 |
| Phase 6a | May 2041 | October 2044 |
| Site A | May 2027 | October 2030 |
| 6b | May 2041 | October 2044 |
| Site B | May 2025 | May 2027 |

Air, Soil and Water



Did you know?

The scheme will target high levels of water recycling and conservation – a unique approach at this scale of development.



Street Trees – Improving Soil and Air Quality

The combination of herb-rich meadows with major tree planting will help to improve air and soil quality as well as support biodiversity, regulate temperatures, reduce flood risk and aid the health and wellbeing of the population. **All the streets will be lined or bordered by trees and utilities will be contained in special ducts so that roots are allowed to grow free through streets, gardens and green spaces.** Below the ground trees will connect in microbially rich soils while above their leaves will clean and freshen the air.

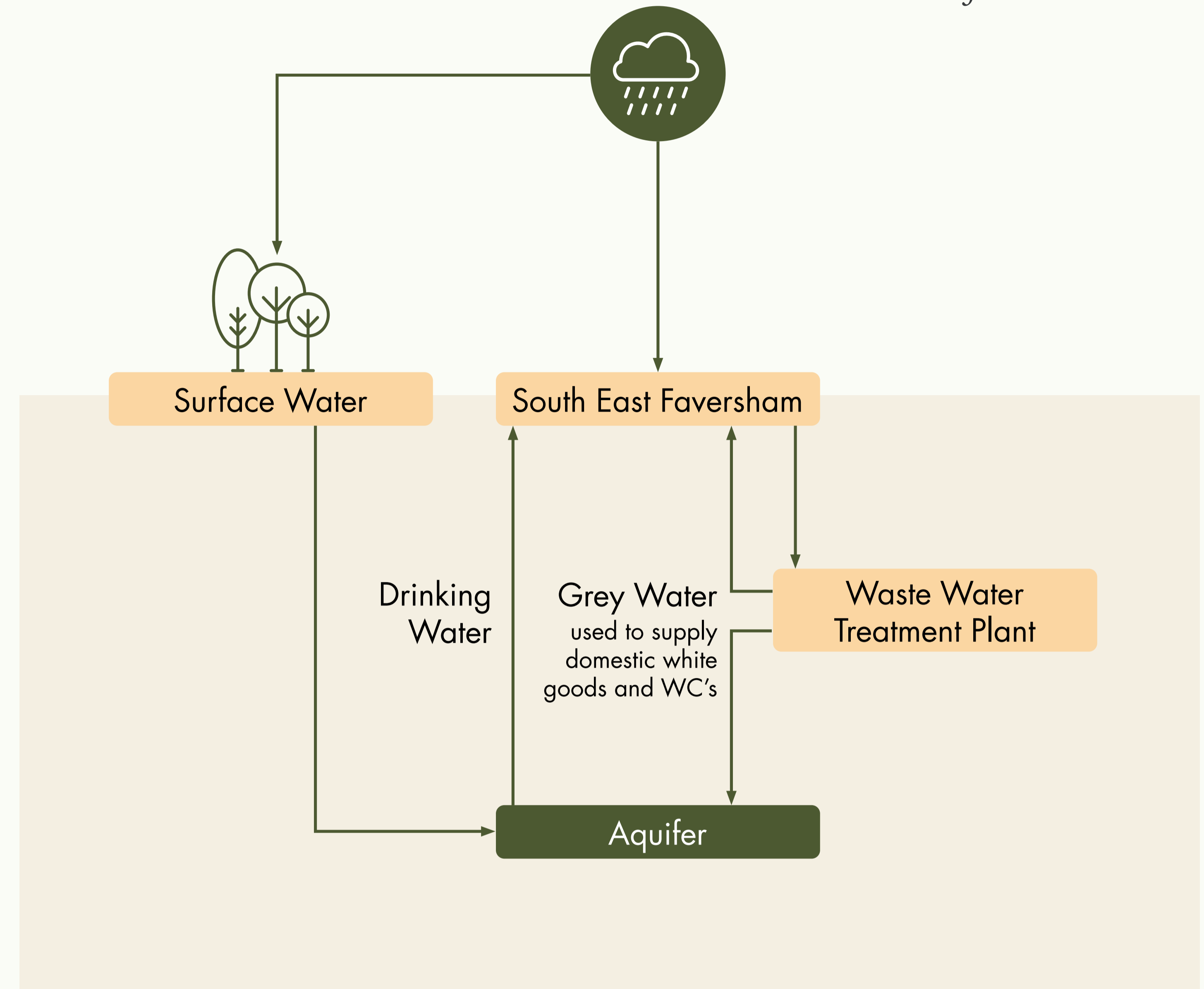
Water neutrality - Drainage

Surface water will be returned to the chalk aquifer that lies under the site via a sustainable urban drainage system that utilises the green verges planted with trees, swales and soakaways that follow the contours of the existing land form, storing water in depressions with an overflow leading to a deep bore soakaway. This **provides capacity to address extreme weather events and reduces risks of flooding with no surface water leaving the site** and any excess topping up the aquifer below.



South East Faversham

Air, Soil and Water



Water neutrality - Recycling

We will create a waste water recycling centre, processing sewerage through anaerobic digestion, recycling water for re-use on site, and cleaned solid matter for fertiliser.

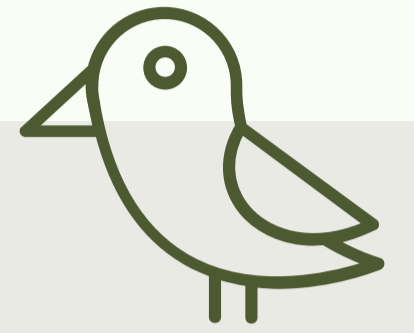
The recycled water will be piped back into homes in a secondary supply for use in toilet flushing and some white goods, significantly reducing the amount of potable water used. Awaiting Environment Agency approval for any excess recycled water to be treated as surface water on landscape and farms or returned to the aquifer.

This combined approach to managing water use will help preserve local water supplies for future generations, saving on energy, negating the use of chemicals in off-site treatment works and ensuring South East Faversham will not be contributing to the potential discharge of storm and waste water. Instead, helping to protect our precious waterways, coastlines, eco-systems and human health.



South East Faversham

Landscape and Wildlife



Did you know?

In urban areas, wildlife is being encouraged with the use of built-in nestboxes for birds, which the Duchy has been pioneering nationally with the RSPB.



A local landscape

The new settlement at Faversham has been designed to flow with the underlying topography and the centuries-old, local pattern of human relationship with the land.

A simple grid of tree-lined streets will open south from the Roman Watling Street (A2 Canterbury Road) and frame a central green with a cricket pitch and pub. Ancient drove way diagonals will cut across the grid to provide intimate pedestrian paths lined by gardens and green spaces.



The Duchy's Sustainability Strategy includes making provision for nesting birds, and the project will deliver 2,500 new swift bricks. Bee bricks will also be used in the development, creating new habitats to encourage biodiversity.



A place for food

The rich soil and temperate climate makes a great place for growing food. Drawing on the Duchy's experience at Nansledan and Poundbury, every possible corner will be used for orchards, allotments and productive gardens. Local markets will link to food grown on the adjacent Duchy farmland.

Schools and groups of all ages will be encouraged to connect and learn through planting and harvesting food. And the active, productive management of the land will help humans, wildlife and community.



And humming with wildlife

From thick hedgerows, scrub banks and new woodland to chalk grassland valleys and dew ponds, a mosaic of local habitats will be conserved and created. The overlap with gardens, orchards and allotments will foster an environment for insects, amphibians, birds, bats and dormice.

Sensitive settlement integrated with thoughtfully managed habitats can make a place where both humans and wildlife thrive. The Duchy aims to deliver well above the national requirements for Biodiversity Net Gain.



South East Faversham

Landscape and Wildlife



South East Faversham will show how to live on the land beyond net zero.

South East Faversham starts from the earth up. It has been designed around topography, soil, water and historic patterns of settlement.

Avenues, orchards, allotments, meadows and wooded rides will link the houses together in a shaded, green framework.

This will be a settlement that is based on healthy soils, clean water, resilient vegetation, thriving local wildlife and a naturally cohesive community.





South East Faversham

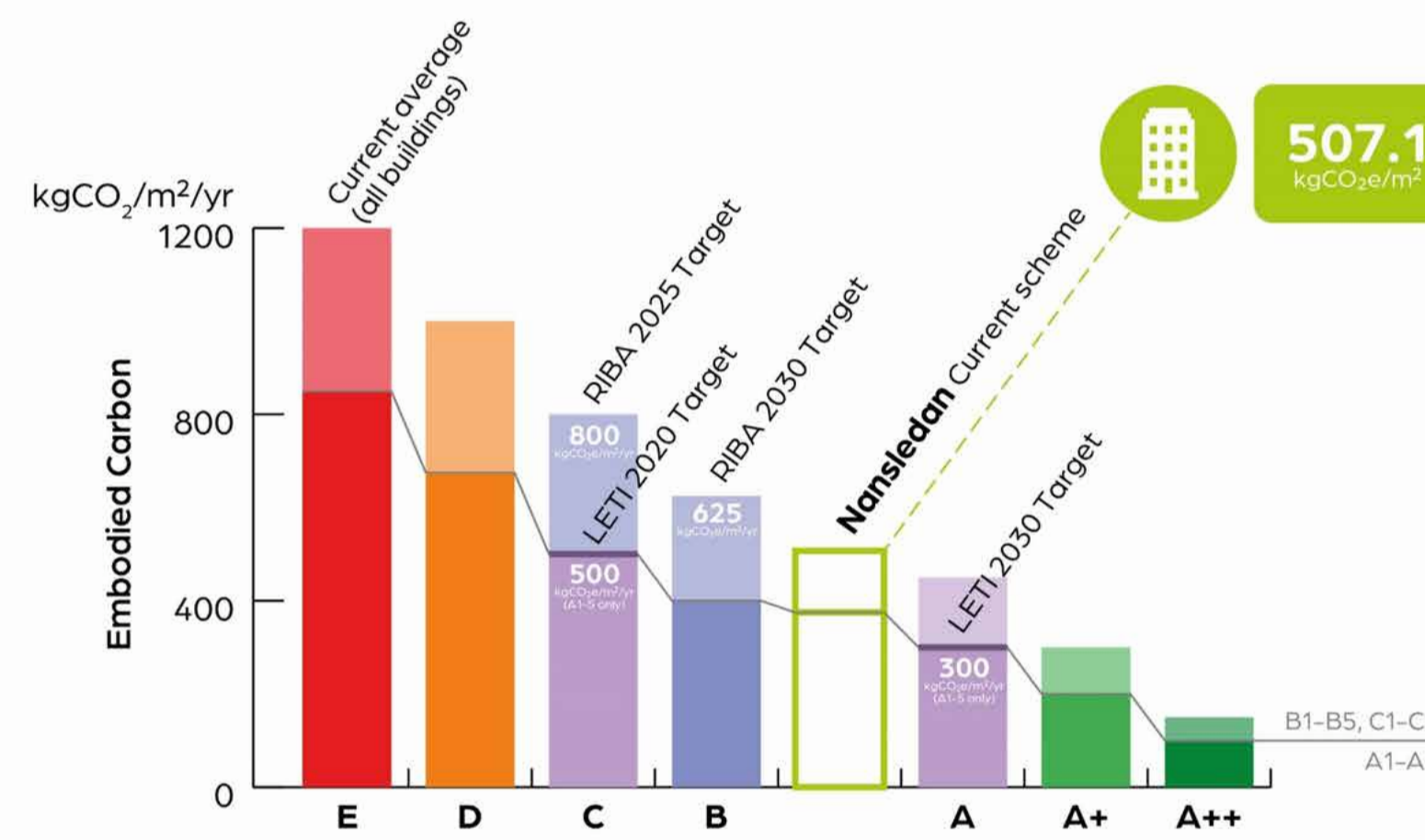
A Net Zero Carbon Neighbourhood

Did you know?

The first Anaerobic Digester Plant in the UK was created for Poundbury, Dorchester, and provides Biogas from waste crops to supply 20,000 homes at winter peak load, with two bi-products of peat free compost (BloominAmazing.com) and green CO2 capture for use in the drinks industry (biocarbons.com).



Solar Slates in Nansledan, Newquay



Bar Chart showing low embodied carbon in Nansledan in 2020/21

Sustainable Development

The Duchy of Cornwall has long been concerned with sustainable land stewardship, which includes building communities using local SME builders to construct energy efficient homes from locally sourced natural materials. The Duchy creates community-scale renewable energy solutions and integrates a range of business uses, affordable homes and greenspace with meaningful biodiversity net gains.

The proposals for South East Faversham start from the earth up and represent the next step forward in climate-aware housing delivery to achieve a net zero sustainable new community.

Sustainable Materials

Working with local SME housebuilders and innovative infrastructure providers, the Duchy is targeting net zero carbon in the construction and operation of South East Faversham, with timber frame construction and other organic materials such as hemp insulation to create homes that capture carbon.

Combining these construction methods and materials with highly energy efficient homes powered and heated from renewable energy generation on site will deliver net zero in the construction and operation of buildings.



Aim to be **100% powered by renewable energy**, and achieve a level of energy performance in line with national climate change targets.



Follow best practice targets for embodied carbon by **responsible sourcing of materials** with the ability for these to be disassembled at end of life.



Incorporate heat pump technologies to minimise carbon emissions, **reduce energy bills** and improve air quality in urban areas.



Integrate demand response and **energy storage** into the buildings to allow residents to be flexible with their demand on the grid.



South East Faversham

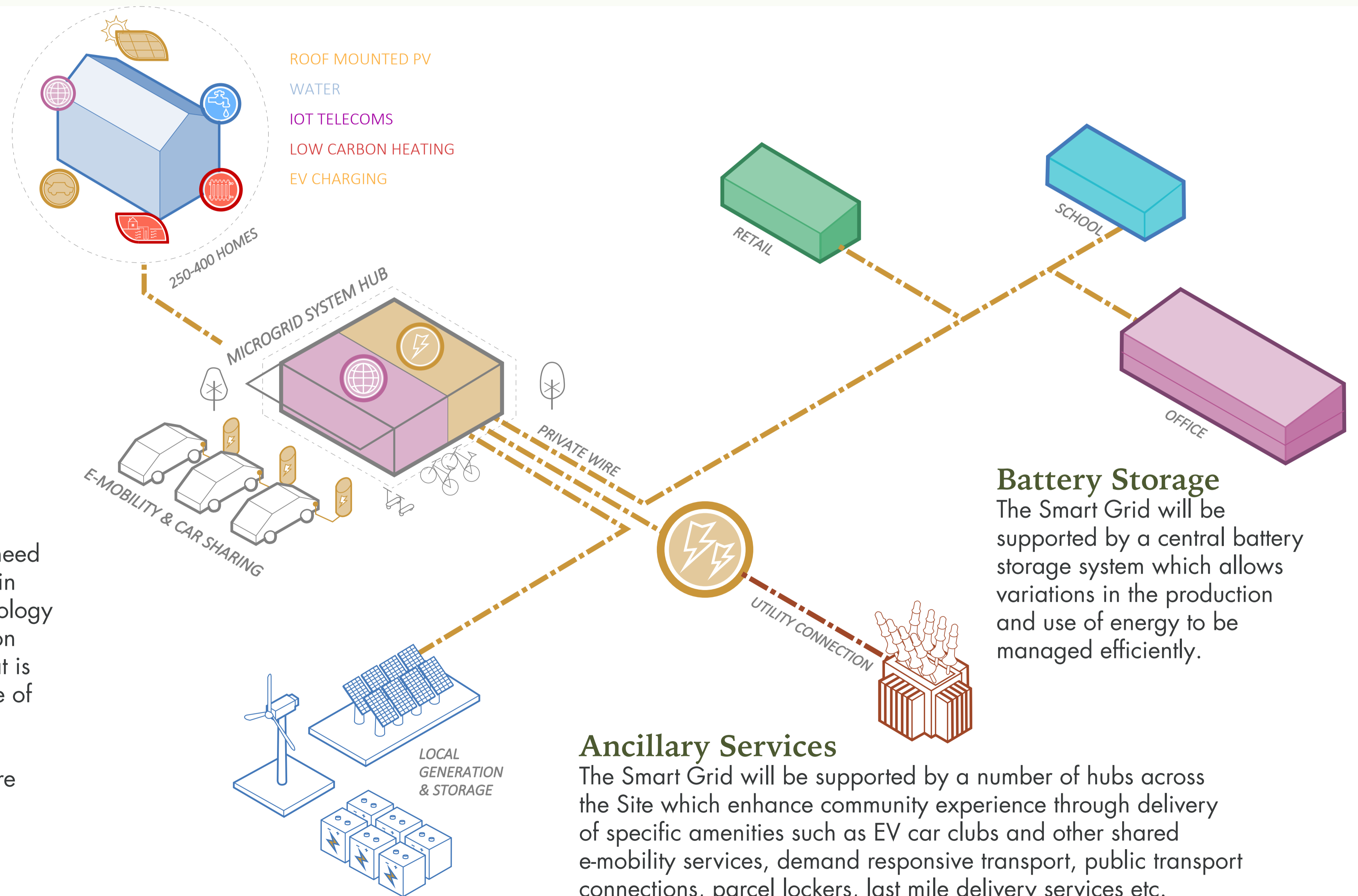
For People and the Planet

A Smart Grid

A Smart Grid is a network of private cables that allows all points of generation, storage, and consumption to be connected and controlled centrally through smart software to ensure that the Site operates as efficiently as possible. The Smart Grid is connected to the public network which allows electricity to be purchased when the Smart Grid is unable to meet all of the demand. Residents will see significant cost savings through purchasing from the Smart Grid compared to traditional utility providers, however, they have the choice to opt-out if they so choose.

Communal EV Charging

The Smart Grid will need to adapt to changes in behaviour and technology including the transition from an economy that is dominated by the use of internal combustion engines for private transport to one where electric vehicles (EVs) dominate.



Battery Storage

The Smart Grid will be supported by a central battery storage system which allows variations in the production and use of energy to be managed efficiently.

Ancillary Services

The Smart Grid will be supported by a number of hubs across the Site which enhance community experience through delivery of specific amenities such as EV car clubs and other shared e-mobility services, demand responsive transport, public transport connections, parcel lockers, last mile delivery services etc.



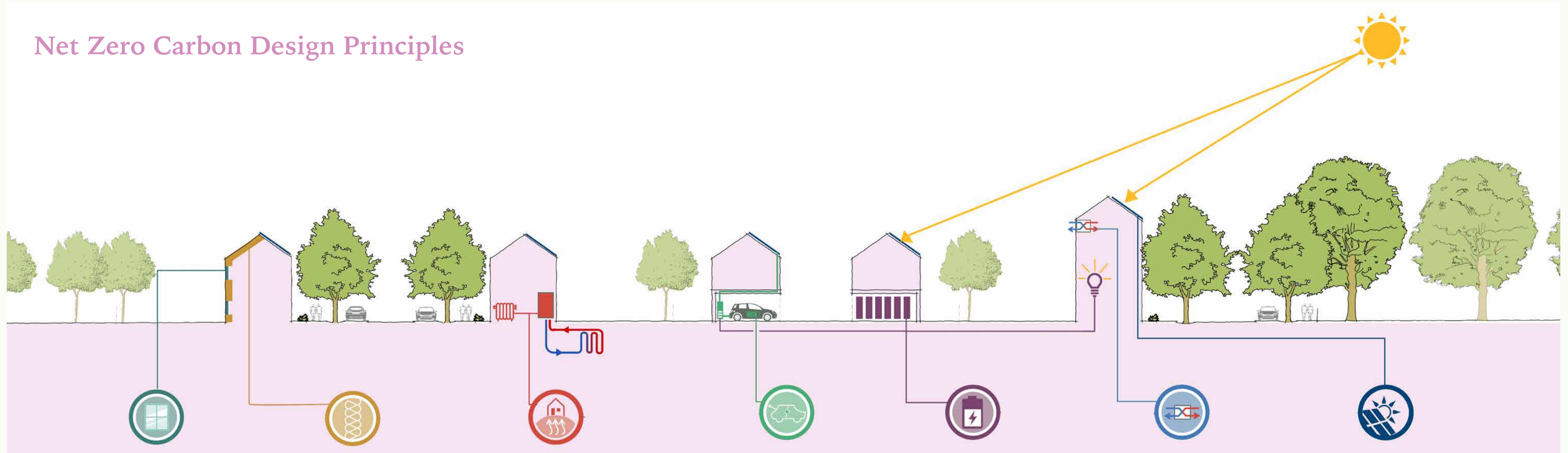
South East Faversham

For People and the Planet

South East Faversham aims to deliver high quality, sustainable homes, that will cost less to maintain than traditionally-built homes and produce no emissions.



Net Zero Carbon Design Principles



Optimised glazing
ratio for heat demand reduction and overheating mitigation

High-performance building fabric
to reduce heating demand and improve indoor environment

Ground source heat pump (GSHP)
systems within each building connected to shared ground loop array

Electric Vehicle (EV) charging
will be provided across the Site to meet the growing demand for EV users

Battery storage
to allow residents to benefit from lower energy costs, increase resilience and allow PV generated electricity to be stored locally and utilised efficiently

High levels of airtightness
and the use of mechanical ventilation with heat recovery (MVHR) to improve air quality and minimise heat loss

Solar PV
on each roof space to meet a net zero balance in terms of operational energy



South East Faversham

Walkability and Infrastructure



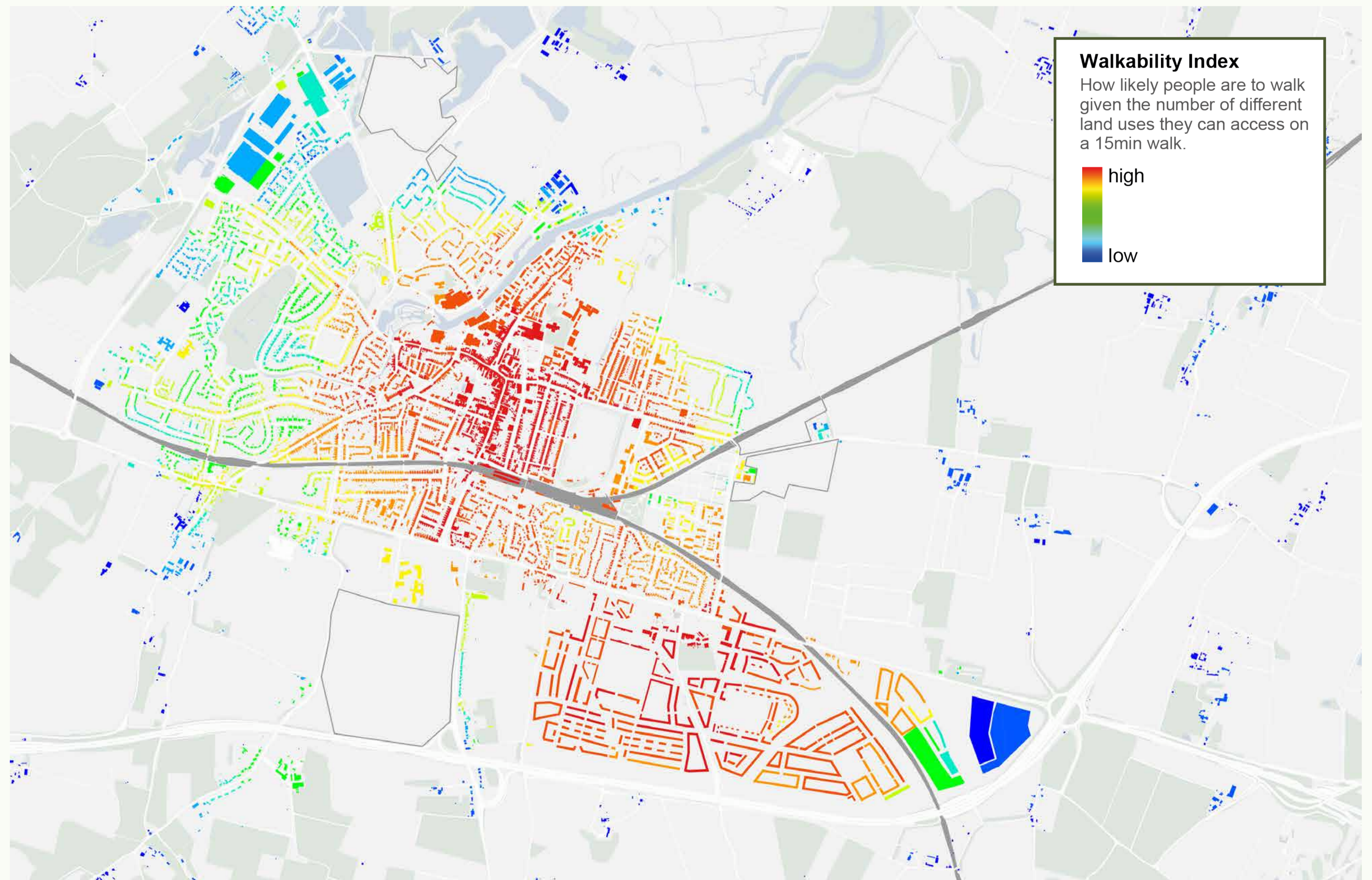
The principle of the walkable neighbourhood is well-established by the Duchy, designed with safe, accessible and enjoyable walking and cycling routes, connected street networks and provision for electric vehicles.

Streets made for walking and cycling

The masterplan is designed as a walkable, mixed use community with permeable streets helping to meet most of your daily needs through healthy and sustainable travel. Independent assessment of our new neighbourhood proves it will be one of the most walkable in the country and will create at least 20% fewer car trips compared to similar sized developments.

As an experienced creator of the highest quality new neighbourhoods, the Duchy focuses on ensuring communities are fully integrated with existing places through roads, cycle and footpaths with new public transport and accessibility for all.

Kent County Council (KCC) is developing strategic traffic modelling of Swale and we continue to work with KCC and Highways England to develop our transport modelling to ensure appropriate transport infrastructure is agreed and delivered.



Walkability plan showing South East Faversham will be as walkable as Faversham town centre



South East Faversham

Transport and Infrastructure

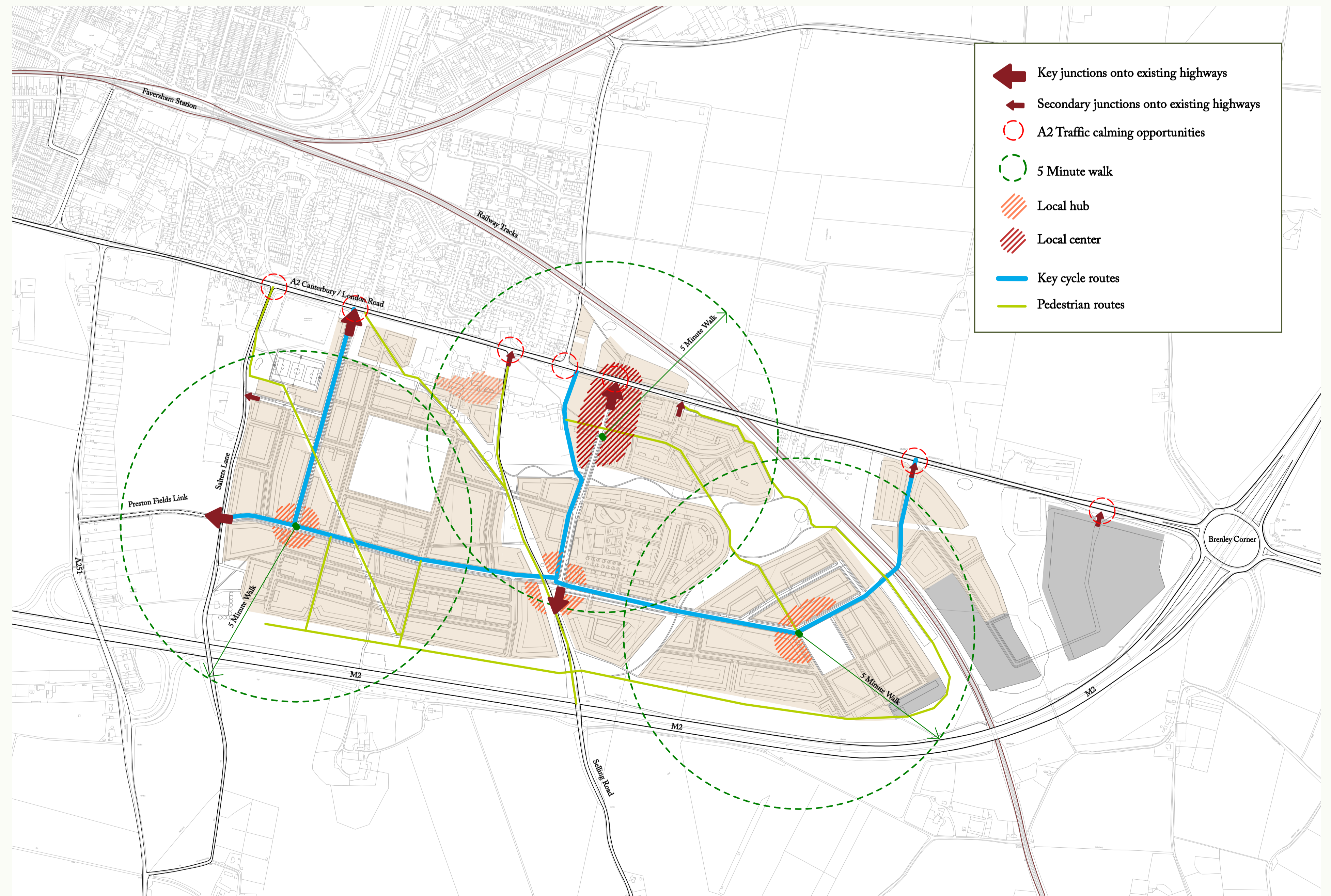
Addressing Existing Congestion

The need for upgrading the M2's Brenley Corner (Junction 7) is well-established and an important consideration for any future growth in the immediate area and wider region.

The Duchy has been engaging with KCC and Highways England and is committed to working closely with them in the future to understand how and when a scheme will be delivered to resolve significant ongoing congestion issues.

The A2 Canterbury Road on the northern edge of South East Faversham at present creates a barrier for pedestrians and cyclists due to the high traffic speeds.

The Duchy will work closely with KCC, Highways England and others on proposals to upgrade this road to create a high quality street that connects Faversham to our new neighbourhood. Our specialist highway engineers have extensive experience of making design interventions that help slow the speed, not the flow, of traffic, and change the feel of the place to allow people to safely cross on foot and by bike.



Plan showing how active travel will help to reduce car journeys within and from South East Faversham

South East Faversham



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Creating a Beautiful Neighbourhood



A row of two bed terrace houses. These small two bed terraces take their inspiration from much loved houses found across Faversham and will help provide genuinely affordable housing. The houses have solar panels on the south facing roofs, in front of the houses are small community orchards and allotments.

South East Faversham



DUCHY of CORNWALL

Creating a Beautiful Neighbourhood



The Cricket Green will be the heart of the development, a 3.4-hectare public square with the Faversham Cricket clubs new grounds and pavilion at the centre. The square will be bordered by three lines of mature trees and surrounding the cricket ground will be 1.6 hectares of public play and green space.

South East Faversham



DUCHY of CORNWALL

Creating a Beautiful Neighbourhood



Looking into the first phase of the development from the A2 London / Canterbury Road. This will be the heart of the development with shops, offices, public buildings, and flats looking out over a public square.

South East Faversham



DUCHY of CORNWALL

Creating a Beautiful Neighbourhood



Tree lined streets made up of two and three storey terraces. These streets are hugely inspired by the large amount of Victorian expansion that is found around Faversham. The tree lined streets help to green the masterplan and shade the houses in summer. The green verges provide sustainable drainage and give way to on street parking with public electric car chargers.

South East Faversham



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Creating a Beautiful Neighbourhood



Public green with a permanent waterbody providing natural drainage and high-quality biodiverse habitat. The large green space will primarily feature species rich chalk grassland with wooded areas, play spaces and green walking & cycling routes.

South East Faversham



DUCHY of CORNWALL

Creating a Beautiful Neighbourhood



Rows of two, three and four bed houses within the first phase of development include a mix of house types and tenures, helping to create a diverse community. The street is located south of the A2 London/Canterbury Road and takes its character from the older parts of Faversham and Ospringe.



Register for Updates

Please register to receive our newsletter and we will ensure you are kept updated every step of the way. Visit www.sefaversham.co.uk or email tamsinh@commcommuk.com

Next Steps

Following this exhibition, we will be reviewing your feedback to help finalise the Masterplan for South East Faversham. We are continuing to collate site survey data and consult with all stakeholders as we prepare more detailed plans to submit a planning application to Swale Borough Council early in 2023.



Phase 1

The first phase of the development will deliver around 260 homes, to include a wide range of house types and apartments with a mix of tenures and sizes, including 30% affordable homes. The first phase will also include over 30,000 square feet of ground floor commercial space that will provide new employment opportunities. Amenity space will include a large new public meadow area; a key aspect of the landscape network of the overall development, alongside play spaces and allotment areas. This build sequence allows us to then deliver the new Primary School.

Construction

Following any decision to approve our planning application, we will contract with local SME housebuilders and local supply chains as we prepare to commence construction of phase 1.

We understand the construction process can cause disruption to traffic and neighbours, and by working together we are confident that we can minimise this. Before any construction commences, we will be consulting our neighbours and stakeholders thoroughly to ensure our Construction Management Plan responds to feedback from local people who know the area best.

The Duchy of Cornwall is targeting to be a net-zero organisation by 2034, and is well on its way to achieving this in the construction and operation of the homes and business premises we deliver. When our neighbourhood is complete, it will be a net-zero carbon project when taking construction activity, materials used, operational energy and any remaining necessary offsets into account.



South East Faversham

Frequently Asked Questions



The site is currently agricultural land. What are your views on removing farmland to make way for development?

The Duchy of Cornwall is a rural estate, passionate about sustainable land stewardship and supporting its farm tenants in the protection and enhancement of its farmland, and in so doing making a significant contribution to the UK's agricultural industry and natural capitals.

In this wider context, building on farmland does not sit easily with us. If however, building on agricultural land is required to meet local housing needs then we have chosen to do all we reasonably can to ensure it is the most sustainable development it can be. Swale Borough Council's Local Plan process identified South East Faversham as the most suitable and sustainable location to meet the growth needs of Faversham and surrounding areas. We therefore feel it is incumbent upon us to work with local people to ensure the masterplan delivers for them, and to work with our farm tenants to manage an orderly transition of land, minimising disruption to their businesses over the next 15-20 years.



How will your proposals enhance the environment?

The proposals will bring about many environmental enhancements through a strategy based on healthy soils, clean water and the creation of high-quality natural greenspaces and habitats over approximately 50% of the site, for existing and future species to flourish. Our tree planting and landscape management plans are also addressing air quality and the impacts of the M2 and A2 Canterbury Road.

How will you address the needs of those currently on the housing waiting list?



30% of new homes provided will be designated affordable housing which means they will be prioritised for those people and families on the local housing waiting list. Currently the local housing waiting list stands at 1,318 people and we are working closely with Swale Borough Council, to identify suitable affordable housing providers to deliver the types of homes people in the local community need.



Why are you proposing to build on a greenfield site?

There is a significant local housing need which unfortunately cannot be met by the limited amount of brownfield land in the area. The site comprises the following agricultural land categories:

- Grade 1 58%
- Grade 2 12%
- Grade 3a and 3b 19%.

It would of course be much more preferable to reuse previously developed land if available, but the site is not greenbelt land and has no environmental designations, which are important distinctions to make. In any event we will always aim to work with local people and businesses to create a vibrant, sustainable community with thriving wildlife habitats.



South East Faversham

Frequently Asked Questions



What impact will such a large development, with so many new residents, have on local facilities?

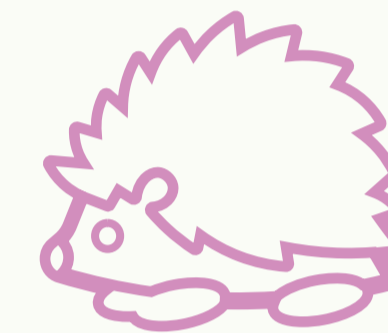
All the reports for Swale Borough Council's Local Plan identified this site as the most sustainable location for the growth of the town, due to its location, range of connecting infrastructure, capacity for 2,500 homes, workspace and the range of future community infrastructure and amenities to be delivered.

New infrastructure can provide real value to Faversham. As a beautifully designed neighbourhood with new amenities, South East Faversham can become a place for local people to enjoy and benefit from.

The families and individuals who settle into the new homes and take up the new jobs created through our proposals, will ensure Faversham can continue to thrive. By delivering the local area needs, South East Faversham will also bolster the existing town and help to ensure existing Faversham businesses can flourish with new customers.

Employment opportunities are an important aspect of our proposals. We aim to provide one job per home built through a mix of businesses including shops, offices, workshops, community space, sports facilities and services.

The relationship between our proposed community and the existing town is very important to its success. Our new neighbourhood has been planned and designed to integrate into the existing town, its unique characteristics and community.



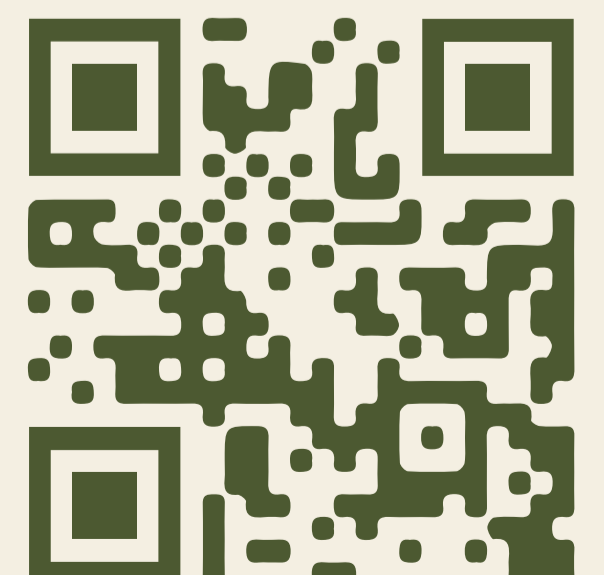
Are there any rare or protected animals or plants at South East Faversham?

We have commissioned a team of ecological experts to advise on the best ways to respond to the ecological constraints and opportunities, and to deliver 20% net gains in biodiversity. These surveys have identified a variety of flora and fauna including birds, bats, dormice, reptiles and invertebrates. Strategies are being developed to protect and enhance habitats for all these species and more.

Overall, by building in a sensitive way and increasing natural habitats such as species rich chalk grassland over the entire site, we can not only protect existing wildlife but ensure South East Faversham becomes a place where people and nature thrive in harmony.

If you have any further questions or comments, you can:

- Speak to a member of the project team today at this event
- Fill out one of the feedback forms at this event
- Freepost COMM COMM UK
- Email tamsinh@commcommuk.com
- Call 0800 772 0475
- Visit our website: www.sefaversham.co.uk





South East Faversham

Housing Survey Results, October 2022

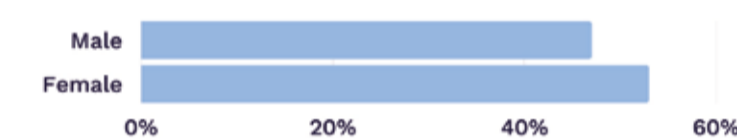
The Duchy undertook a two-week online survey in October to find out what local people think about housing and what is needed locally.

| | | | | | |
|----------------------------------|---------------------------------|---------------------------------|-----------------------------|----------------------------|-----------------------|
| 1,831 people took part | 72% live in Faversham | 11% work in Faversham | 11% live in Swale | 3% work in Swale | 2% visitors |
|----------------------------------|---------------------------------|---------------------------------|-----------------------------|----------------------------|-----------------------|

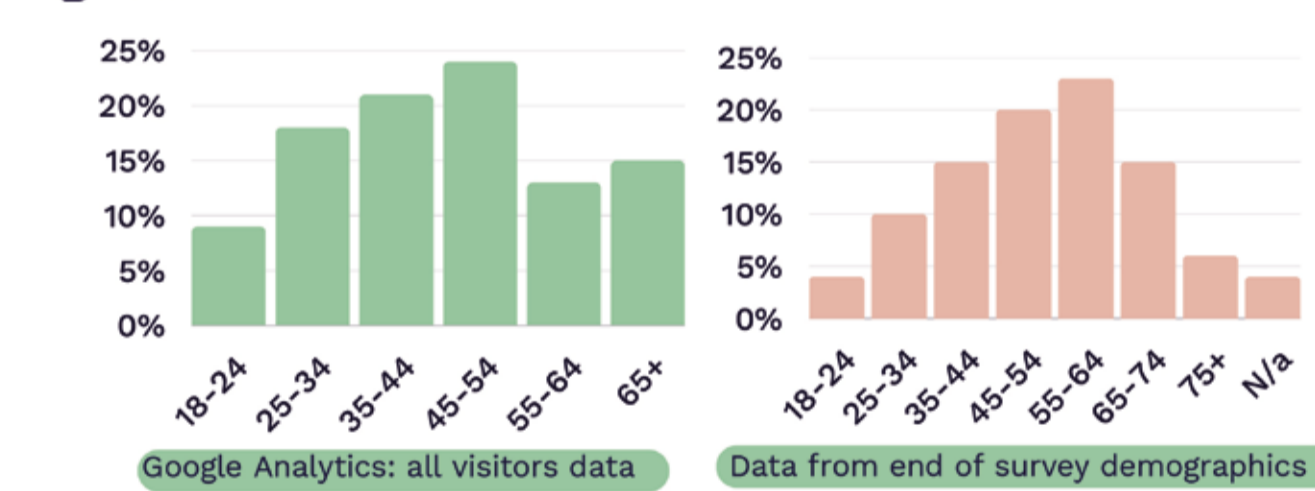


Voter locations

Gender breakdown: Google Analytics



Age breakdown



60% of the community believe there is **NOT A NEED** for new homes in Faversham. **25%** agree **THERE IS A NEED**.



Faversham's community has clear winners for what is most important to them. **HEALTH & SOCIAL CARE** and **HAPPY & HEALTHY LIVING** both received **60%** of votes.



MEDICAL FACILITIES are wanted by the community with **80%** of votes. **SCHOOLS** was the second most wanted form of infrastructure with **53%**.

What Faversham Said



Affordable homes, yes. Big homes, no

61% of people said affordable housing is needed followed by 50% who said homes for first-time buyers are needed. Over 70% of 18-24 year olds wanted both affordable housing and homes for first-time buyers.



Cost of living for young people

Overall, cost of living is the third priority with 46%. However, it is the top priority for those under 25 years old with 77% and second priority for 25-34 year olds with 58%.



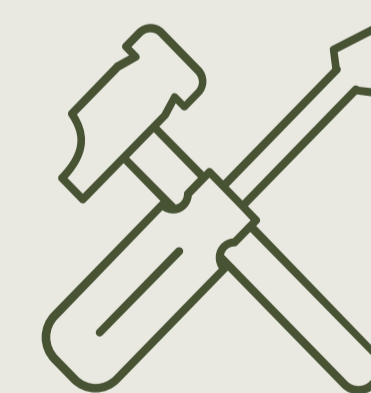
Housing demand differs by age

40% of 18-24 year olds do want new homes in Faversham. 73% of over 75 year olds do not want new housing.



Key Ingredients for successful places to live

There are two clear favourites that inform where people want to live across all demographics: Shops and local services (57%) and private and public green spaces (52%)



Quality over character

When choosing a new home, there were two top priorities – building quality and affordability. Energy efficiency was third and local character last.



Open spaces welcomed by all

Meadow, woodland and habitat was welcomed by 79% of votes, parkland and picnic areas by 68% and walking and dog walking by 50%.

An executive summary of the results is available.