

June 2023




# South East Faversham Summary of consultation feedback



Artist's impressions of the proposed South East Faversham








## People Liked

-  General design
-  Environment considerations
-  Green space
-  Quality of new homes
-  Our track record



## People's Concerns

-  Traffic
-  Impact on character
-  Impact on agricultural land
-  Impact of new residents
-  Impact on house prices



DUCHY of CORNWALL



## People Liked



**1** Those who felt generally positive about proposals were impressed with the general design of our masterplan.



**2** People like the fact that we had considered the environment when creating our masterplan.



**3** Green spaces provided within the neighbourhood were greatly appreciated – especially as around 50% of our neighbourhood will contain green spaces.



**4** The quality of the new homes, based on traditional architecture featured within Faversham.



**5** People have been impressed by our track record of creating award-winning neighbourhoods in Poundbury and Nansledan.

### What people liked, in their own words



*"I am impressed and agree with the proposal."*

*"Sustainability, wellbeing, sociability and design have been well thought out."*

*"Plans are good, much better thought through than other local developments."*

*"I applaud the idea of water re-use, and the plan to include grey water systems within the homes. I will watch this development closely as the idea has been about for many years, but very few developments have managed to implement it."*

*"The layout of diagrams was very informative and the experts we spoke to were very knowledgeable about their particular specialities. In particular we were impressed by the details on power, the installation of solar panels and water retrieval scheme which seemed very much state of the art."*



# People's Concerns

## 1 Potential traffic impacts caused by new homes



### How we can address this:

We understand the need for traffic improvements, particularly at the M2's Brenley Corner. This need is well-established and acknowledged by local and national authorities to improve a key piece of regional infrastructure. We are engaging with Kent County Council and National Highways to understand how and when a scheme to improve the highways will be delivered.

The masterplan is designed on the principles of building a healthy and sustainable community. It will encourage and enable walking and cycling within the new neighbourhood and provide connections to the existing town.

The new neighbourhood will be one of the most walkable in the country. South East Faversham has been designed to generate 20% fewer car trips and less traffic for the A2 and within Faversham compared to similar sized housing masterplans.

## 2 How 2,500 planned homes might affect the character of Faversham



### How we can address this:

This has been a key consideration in developing our designs. Time has been spent studying the character of the town and its surrounding area, the proposed design of both homes and streets reflects the unique character of Faversham.

At South East Faversham we have applied the highest standards of sustainability whilst retaining traditional design principles local to the area. These include streets and squares, green spaces and shops and facilities within walking distance for all homes. We are also creating a palette of materials and designs found locally to be used throughout the new neighbourhood.

We received positive feedback about the look and feel of the new neighbourhood at the public consultation events. We believe building around 120 new homes each year over 20 years, to a very high quality and in beautiful local vernacular, will see South East Faversham slowly integrate with the existing town.

*South East Faversham will deliver new sporting facilities with local clubs*



### 3 The principle of building on agricultural land



#### How we can address this:

Building on agricultural land is not the first choice of a rural estate like the Duchy of Cornwall. However, there is an acute need for more affordable homes locally and Swale Borough Council has independently identified Duchy of Cornwall land in South East Faversham as the most suitable location for the future growth of the town. As a result, the Duchy is committed to working with local people to ensure we deliver the most sustainable development it can be.

When building new homes, a balance must be struck between the need for new homes and what currently exists on any site. New homes are needed in Kent so that everyone can benefit from the security of a place to live, which we feel is an urgent issue which must be addressed. Having a home is something most of us take for granted – and unfortunately, many younger people, including families, are struggling to find somewhere to live.

Growing food locally continues to be part of our ethos, which is why we are planning to create allotments and orchards within our neighbourhood. Once completed, around 50% of the land within our neighbourhood will be green open space, and we are committing to a 20% Biodiversity Net Gain, so that people and nature can continue to enjoy and benefit from this land.

### 4 The impact of new residents on health and education infrastructure

#### How we can address this:

We are working with local health commissioners and GP surgeries to understand how we can provide land and help them enhance healthcare facilities for the community.

We are also planning to invest in educational infrastructure. This will include a new three-form entry primary school at South East Faversham. We will also contribute towards the expansion of existing secondary schools or towards any newly proposed secondary school for the area.



#### Housing Need in Swale

**1,318**  
in need of a home

There are 1,318 on the housing needs list.

**10%**

10% of Swale Borough Council's annual budget is spent on temporary accommodation.

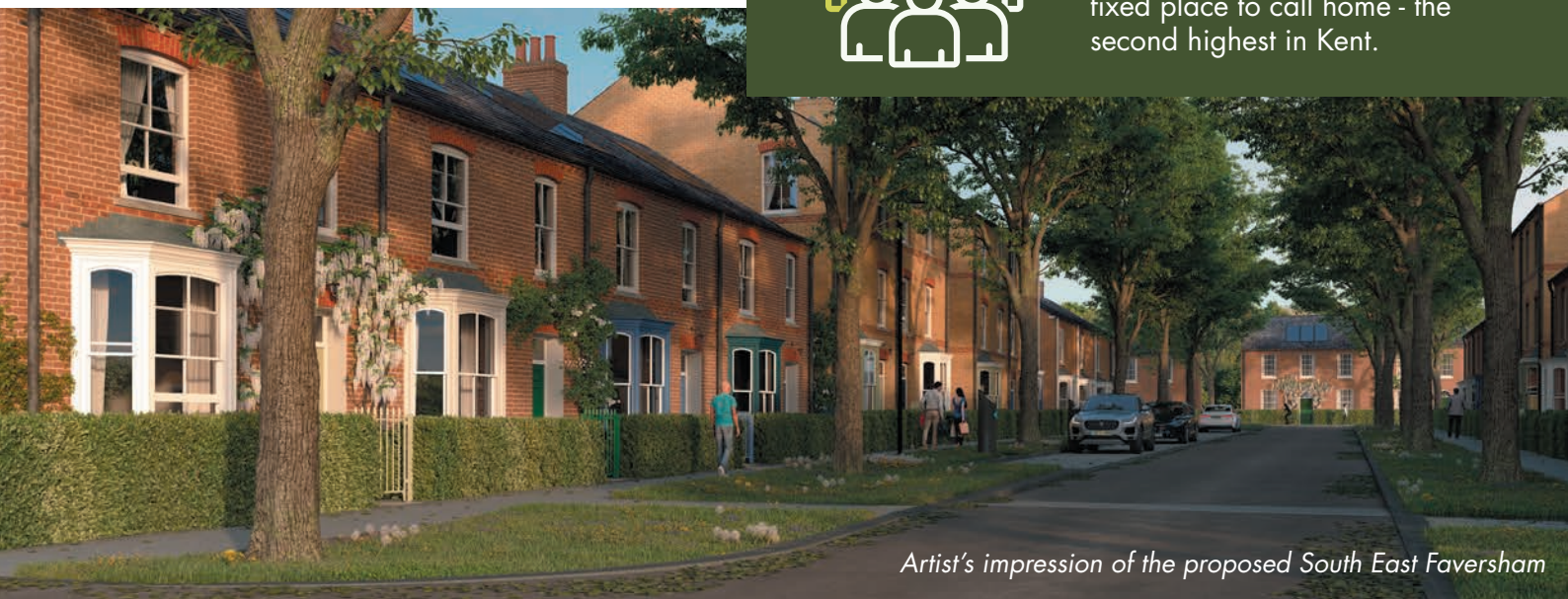


temporary accommodation

Swale has the highest level of temporary accommodation in Kent - double the average within the South East.



According to Shelter, one in every 166 people is without a fixed place to call home - the second highest in Kent.



Artist's impression of the proposed South East Faversham

## 5

## Concern over new people moving to Faversham and its potential impact on house prices



### How we can address this:

Faversham is a hugely welcoming town. New families have moved here in the past few years and are enjoying and contributing to life within the unique and successful community. The homes at South East Faversham will be for everyone whatever your stage of life or income.

We are bringing forward proposals which have been designed to benefit the existing community, especially those in need of a new home. At least 30% of all homes will be affordable for rent, shared ownership and discounted sales, helping hundreds of vulnerable people and families currently on the housing waiting list. We are also looking at various private rental options due to the high local need.

We will be providing homes which meet identified local needs, primarily two and three bed homes, whilst delivering a wide range of tenures, house types and sizes - an approach which is needed to create a balanced and successful community. The opportunities at South East Faversham, including new jobs, can help future generations from all walks of life to flourish together.

### What people had concerns about, in their own words

*"We should only have enough houses for locals, not incomers."*

*"We don't need another housing estate."*

*"This is not sustainable for the town."*

*"The A2 is gridlocked at least once a week at the moment."*

*"Where are 2,500 householders going to register for a doctor's surgery?"*

*Aerial artist's impression of the emerging masterplan*





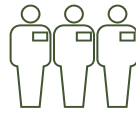
*Our well-attended November 2022 public exhibition*

**On Thursday 3 and Saturday 5 November 2022, people from Faversham and the surrounding areas attended consultation events held by the Duchy of Cornwall, displaying emerging plans for its new neighbourhood at South East Faversham.**



Invitations/leaflets sent

**12,000**



Total attendees

**518**

That's **2.5%** of Faversham's population



Total feedback forms received

**139**

That's around **25%** of attendees

Contact us

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*Artist's impression of the proposed South East Faversham*