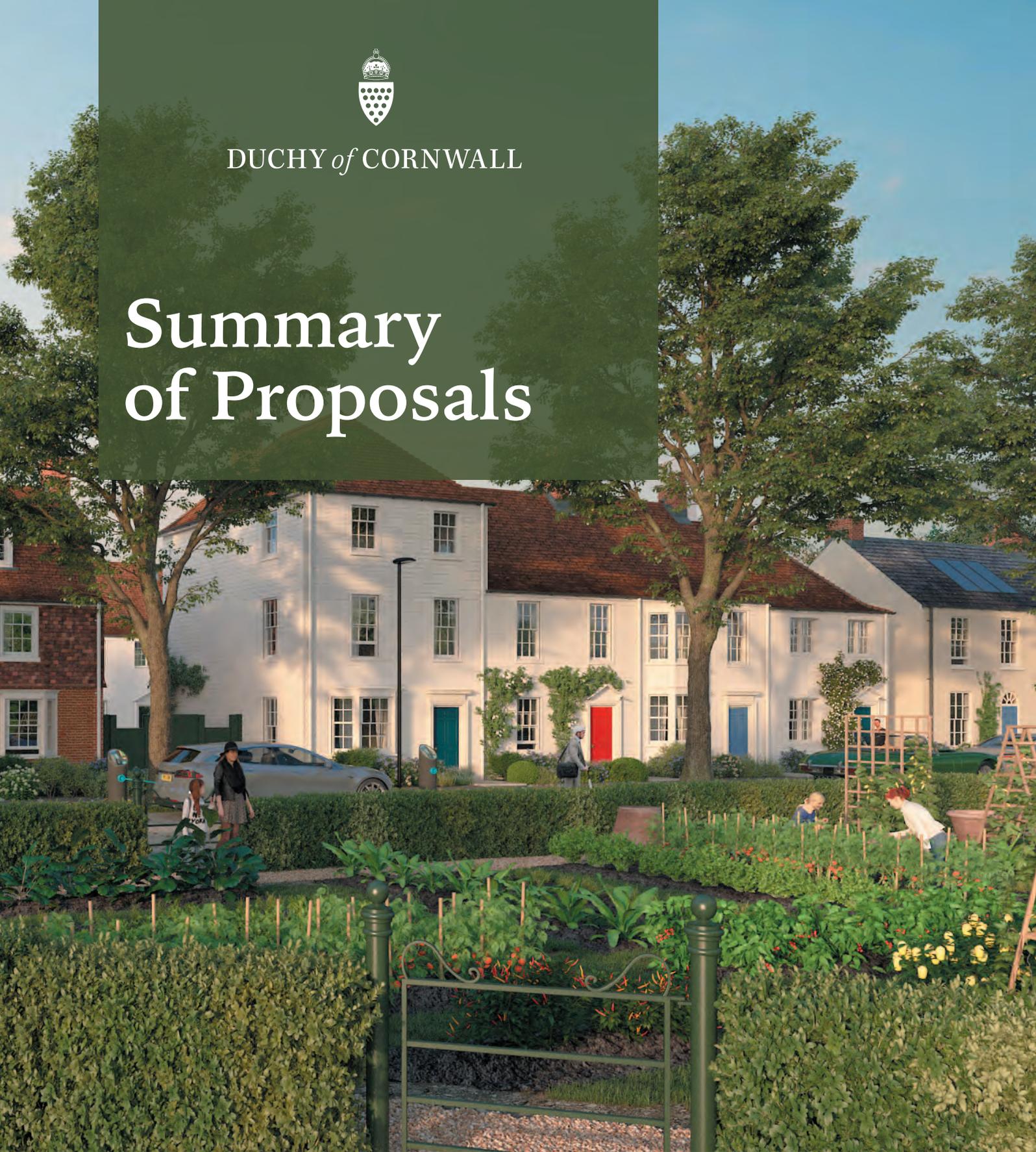




DUCHY *of* CORNWALL

Summary of Proposals



South East Faversham
From the Duchy of Cornwall

March 2026



A tree-lined street envisaged for South East Faversham, where affordable housing will be built to the same standard as homes for sale

Support Received For Our Application

“South East Faversham represents a meaningful step forward for Faversham. We particularly welcome the contribution toward social rent homes, which will help local people who are currently priced out of the area. Combined with the quality of the masterplan and the Duchy’s willingness to engage, these proposals show real potential to deliver a neighbourhood that is both well-planned and genuinely inclusive.”

Harold Goodwin,
Faversham Community Land Trust

“Sustainability, wellbeing, sociability and design have been well thought out.”

Resident feedback during Duchy consultation

“I’m interested in supporting this development as it’s offering an affordable, beautiful and well-planned development in my county. I adore Faversham but can’t afford to buy a property in the existing market.”

Resident feedback during Duchy consultation

We desperately need more homes. This plan meets the need with sympathetic, sustainable design and good facilities with excellent transport links.”

Resident feedback during Swale Borough Council consultation

“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 the water retrieval scheme which seemed very much state of the art.”

Resident feedback during Duchy consultation

“We have been incredibly impressed to see the Duchy responding seriously to the principles of Fair Growth and Investment we’ve set out. A neighbourhood of this scale has to deliver for local people – not just in the long term, but right from the start. What’s been put forward here shows real potential, and we’ll be looking for other major developments to follow suit.”

Kate Willard OBE,
Chair of the Thames Estuary Growth Board, and Thames Estuary Envoy

“It is clear that the Duchy are investing in a scheme that will exceed prevailing sustainability and biodiversity standards by a considerable margin. They demonstrate a pioneering solution to sewage and water security issues. These attributes, combined with a strong affordable housing offer, is why the Faversham Community Land Trust have no hesitation in supporting the SE Faversham planning application.”

Stephen Atkins,
Faversham Community Land Trust

“The Duchy has taken great care to consult with residents, to consider planning, services and the environment and is far superior in every way to the miscellaneous clumps of newly built homes which are being scattered around Faversham.”

Resident feedback during Swale Borough Council consultation

“I studied in some detail the plans for this development when exhibited in Faversham. Having been to Poundbury a few times and seen the now settled development there I was impressed. This will be a lovely new sustainable community, built sympathetically to blend in with local Kent architecture. It will have quite a number of amenities on site and will make fewer demands on the water supply than other new developments.”

Resident feedback during Swale Borough Council consultation

Did you know?

- 484 visitors were welcomed and engaged in conversation at our Spring 2025 engagement events, spread across six weeks.
- 518 people visited our November 2022 masterplan consultation exhibitions, delivered across two days.
- 249 people attended our September 2021 emerging masterplan consultation events.

In total, we have engaged more than 1,000 residents.

1

What makes the Duchy different



An indicative visual showing the traditional tree lined street at South East Faversham

At the Duchy of Cornwall, we create more than houses—we build homes within thriving communities. Our approach combines local character, sustainability and timeless design to create places where people feel they truly belong.

The Duchy's approach at Poundbury and Nansledan demonstrates how resilient neighbourhoods can be delivered through strong local engagement, design frameworks, integrated affordable housing, wide ranging facilities and infrastructure planned alongside homes—not as afterthoughts.

At Nansledan, environmental and green infrastructure commitments are embedded within the neighbourhood, which has been externally recognised for quality and walkability.

In 2021, Nansledan was a winner at the National Urban Design Awards under the category of 'Frameworks and Large Masterplans', with the Urban Design Group commenting: "Where most new developments provide no more than housing, Nansledan is a genuine piece of town-making. The project is compact, walkable, and when complete will offer a wide range of on-site jobs and facilities.

The use of the Local Development Order planning model looks set to streamline delivery, while ensuring a high quality outcome".

At Poundbury, the long-term model has delivered a functioning mixed-use community with independently evidenced economic benefits and proven low-carbon initiatives.

Did you know?



The Duchy's gentle density model, incorporating terraces that form proper streets and squares, with clear fronts and backs, has been widely recognised and celebrated. It's now part of the mainstream national language about how we build better places.



Our track record: Poundbury

Poundbury in Dorchester, Dorset, exemplifies our vision. Launched in the 1990s, it blends timeless design, sustainability and community to create a place people love to call home.

- **Thriving Economy:** Poundbury supports over 2,730 jobs in 250 local businesses, fostering opportunity and innovation
- **Green Spaces:** Residents enjoy 12 hectares of parkland, including The Great Field, designed for nature and play
- **Affordable Housing:** 35% of homes are affordable, promoting inclusive communities
- **Sustainability:** Home to the UK's first biomethane-to-grid plant, powering up to 90,000 homes with renewable energy.



A sense of belonging

Poundbury's community spirit shines through festivals, events and shared spaces. In 2023, The Times named it one of the UK's best places to live.



Lasting legacy

In 2021, Nansledan won the National Urban Design Award, praised as "a genuine piece of town-making". This reflects our commitment to building neighbourhoods that stand the test of time.

Our track record: Nansledan

Nansledan, near Newquay, Cornwall, celebrates heritage while meeting modern needs. It's a vibrant, self-sufficient neighbourhood where tradition and innovation coexist.

- **Local Identity:** Materials like Trevillet slate reflect Cornwall's character, with local businesses driving the economy
- **Green Living:** Over 60 acres of wildflower meadows, orchards and allotments enhance biodiversity, achieving a 24% habitat gain
- **Built for Connection:** Adventure playgrounds, shared spaces and mixed-use buildings foster a close-knit community
- **Economic Growth:** Nansledan supports over 40 local businesses, creating jobs and boosting the economy.

2

Creating a sustainable neighbourhood with heart in Faversham



An indicative visual showing South East Faversham

South East Faversham is a long-term proposal for a new garden neighbourhood of around 2,500 homes on the edge of Faversham, which will be built sustainably over two decades. We will work towards creating a walkable community which reflects the strong character of the town and surrounding countryside, while helping Swale to address its significant housing, employment and infrastructure needs over the next 20 years and beyond.

The masterplan has been shaped around well-connected streets, attractive public spaces, community buildings and facilities that are accessible to all.

It seeks to deliver a balanced mix of homes, green spaces, employment areas, schools, health provision and sports facilities.



Did you know?

An independent study by the Thames Estuary Growth Board has examined how South East Faversham can maximise its social, economic and environmental benefits for local people – especially those who are currently disadvantaged.

Our neighbourhood was chosen as the first test case for the Board's fair growth principles, which are designed to ensure that prosperity reaches the whole community, not just a few.

Responding to the Growth Board's recommendations, we have formally confirmed four commitments that will guide delivery of the scheme:

1. Development partners will build local supply chains and work with local organisations to provide training and apprenticeships that lead to stable, well-paid jobs. Across construction and the completed neighbourhood, we expect to create a significant number of jobs - supported by new business space and key community facilities, including a 630-place primary school, healthcare, sports and play facilities.
2. Homes built and sized to meet local needs, including a policy-compliant provision of affordable housing. On current forecasts, this would translate to over 890 homes.
3. We will empower grassroots organisations by encouraging long-term community engagement and participation in the management and use of green spaces and community facilities.
4. Fair, green and future-proofed design: Climate-resilient homes, 50% of the site reserved for nature and food growing, and streets laid out to ease pressure on the A2 and promote active travel.

A masterplan rooted in Faversham's character

Our proposals have been shaped by a detailed understanding of Faversham's historic growth and the distinctive character of its built form and landscape setting. The Duchy commissioned a Faversham Characterisation Study examining the town's finely grained urban and landscape forms and identifying the patterns that help new development feel properly integrated—not by imitation but by learning from successful local precedents.

3

Addressing housing need in Faversham and Swale



A tree-lined street envisaged for South East Faversham, where affordable housing will be built to the same standard as homes for sale

Swale Borough Council has declared an Affordable Housing Emergency. Despite recent housebuilding, there are not enough affordable homes to meet local needs. Temporary accommodation costs have more than doubled in four years, reaching around £4.5 million in 2023/24. Some 306 households – mostly with children – remain in temporary accommodation and 1,684 families are currently on the housing waiting list.

The housing mix at South East Faversham will be aligned with the latest local needs evidence. Swale's Strategic Housing Market Assessment identifies a varied requirement for 1–4 bedroom homes across tenures. The masterplan focuses particularly on 2- and 3-bedroom houses, reflecting local demand and supporting families and those looking to move within the area.

Delivering genuine affordability

Based on current adopted standards, of the 2,500 homes planned, over 890 homes would be 'affordable' and attainable. In this context, 'affordable' refers to homes for sale or rent aimed at people who cannot access housing at full market prices. This includes shared ownership, social rent and homes for affordable rent.

The emphasis on affordability is intended to help hardworking and vulnerable people, including those on local waiting lists, such as families in temporary accommodation. Affordable homes will be designed and finished to the same high standard as homes for sale, avoiding any visual or quality distinction between tenures.



Photo from our Nansledan neighbourhood in Newquay: designed with everyone in mind, our neighbourhoods bring people together, creating spaces where the whole community can thrive and connect

Maximising affordability from day one

Phase 1 will deliver 261 new homes, with 35% provided as affordable housing. Within that affordable provision, we are proposing a 50/50 split between social rent (for those on the Council's housing needs list) and intermediate, which includes shared ownership and discounted market housing.

Phase 1 will be targeted for construction as soon as a suitable partner is identified and subject to all planning and legal processes progressing at speed. Phase 1 sits within Faversham's town boundary and is planned as a coherent, deliverable first step, which allows us to begin delivering much-needed homes as soon as the first properties are completed.

Across later phases, built over an estimated 20-year programme, the affordable housing tenure mix will be confirmed at reserved matters stage for each phase. We will work with Swale Borough Council to review the tenure mix as proposals come forward, reflecting adopted planning policy and the most up-to-date evidence of local housing need at that time.

Homes for key workers

The neighbourhood will prioritise key workers such as teachers, nurses, doctors and dentists, through the affordable housing nominations process, in collaboration with Swale Borough Council. This will help ensure that those delivering vital public services can live close to where they work, strengthening local resilience, contributing to communities and reducing commuting pressures.

Homes for later living

The proposals also include provision for later-living homes, allowing older residents to downsize without leaving the area. A range of independent later-living models are being explored, which combines apartments with houses. These arrangements are designed to support active lives with help available when needed, so residents do not need to move away as their circumstances change.



Indicative visual showing an abundance of greenery at South East Faversham

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A garden neighbourhood: green space and biodiversity



A view of Poundbury from above, showing a large area of high-quality green space within the neighbourhood

South East Faversham is conceived as a garden neighbourhood, with around half of the site – about 45 hectares – remaining as open green space. This is equivalent in area to more than 70 football pitches.

These green spaces will take many forms:

- Wildflower meadows and species-rich grassland
- New woodland and tree-lined streets
- Allotments and orchards
- Adventure play parks and informal play spaces
- Community gardens and multi-functional open spaces

The masterplan is designed to deliver at least a 20% net gain in biodiversity. A mosaic of habitats – including ponds, hedgerows, woodland and

meadows – will support wildlife, improve soil health, enhance carbon absorption and provide a more attractive environment for residents and visitors. The approach builds on the Duchy's track record at Poundbury and Nansledan, where nest boxes are integrated into new buildings and bee bricks and wildlife-friendly planting are routinely used.

Along the M2, an earth-mound woodland bund will act as a natural barrier to air and noise pollution, while also providing habitats for wildlife. Street trees will be selected using Urban Tree Air Quality Scores to maximise air-purifying benefits and help create a cooler, more comfortable microclimate.



At Poundbury we built homes for people and nature

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An eco-friendly neighbourhood



An indicative visual showing nature at South East Faversham

South East Faversham is intended to work towards being a carbon net-zero sustainable neighbourhood where people and nature thrive together. Homes will be built using responsibly sourced materials and designed for low or no operational emissions. Solar panels, heat pumps and high levels of fabric efficiency will reduce energy use and cut bills for residents.



Poundbury's community orchard

Smart energy

A key feature of the project will be the linking of PV panels and energy storage, wherever possible. EV charging infrastructure will also be provided across the site to support the transition to electric vehicles.

Water, drainage and sewage

Water and wastewater infrastructure will be separated from Faversham's existing network to prevent additional strain on the town's systems. An on-site water recycling centre has been designed to treat wastewater from homes and businesses and we are working with industry bodies to seek to reuse this water for non-potable uses, such as toilets and washing machines, subject to satisfying regulatory and legal requirements. This would reduce potable (tap) water demand by around 40%.

Surface water will be managed through sustainable drainage, with water filtered through chalk bedrock to help replenish the underground aquifer that supplies local drinking water. This integrated approach reduces flood risk while supporting long-term water security.

We recognise the pressures on water supply across Kent and want to reassure members and the wider community that the proposed strategy has been designed to protect existing residents as well as serve new homes. The infrastructure will rely on the relevant regulatory approvals being in place (including Environment Agency approval where required), with ongoing monitoring and management to maintain performance, resilience and water quality over time.



The infrastructure planned at South East Faversham will ensure it is a sustainable neighbourhood

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Movement, transport and Brenley Corner



Indicative visual showing South East Faversham

National Highways and Kent County Council have reviewed our transport proposals and have confirmed they have no objection.

Our neighbourhood is planned as a highly walkable and cyclable neighbourhood, with key day-to-day facilities located within about a 5-minute (400m) walk of homes.

Our independent assessment indicates our neighbourhood will generate at least 20% fewer car trips than neighbourhoods of a similar size.

South East Faversham is located roughly a 5-minute cycle or 10-minute walk from the railway station, and around a 15-minute walk to the town centre, ensuring residents and visitors have sustainable travel options and are not reliant on cars.

Street design and parking

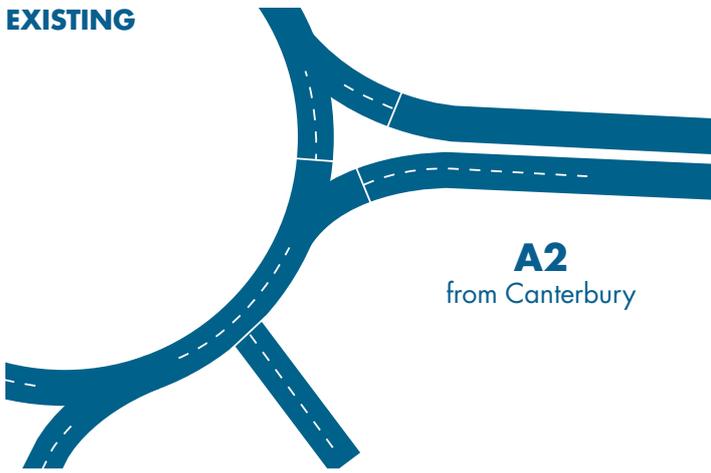
Following our successful models at Poundbury and Nansledan, parking bays and garages will generally be located away from main frontages. This supports pedestrian-friendly streets, reduces on-street car dominance and encourages more people to walk or cycle.

Public transport and active travel

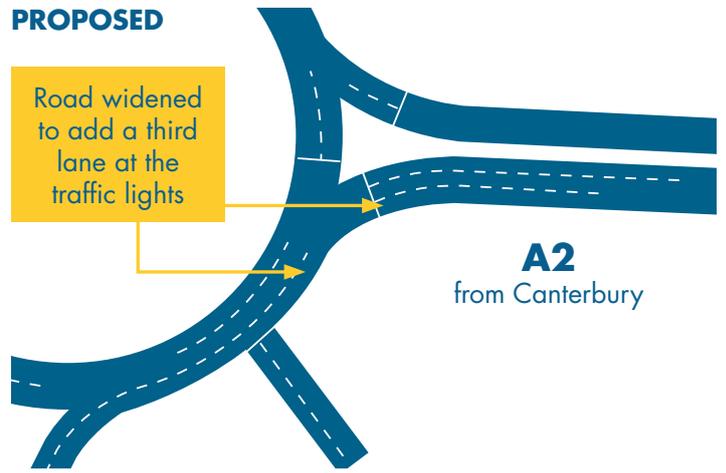
The scheme includes:

- A contribution towards local bus provision
- Contributions towards new cycle hire provision and additional cycle parking at Faversham station, making it easier to combine cycling with rail travel
- Our contributions will also support and improve existing public rights of way, and help create new routes.

EXISTING



PROPOSED



You can see above how a new link road and Brenley Corner improvements can improve travel

A2 and Brenley Corner improvements

To manage wider network impacts, the proposals include:

- Funding an additional new lane on the A2 Canterbury–Faversham approach to Brenley Corner (M2 Junction 7), or contributing to National Highways’ anticipated major upgrade of the junction
- A new road link between the A2 east of Love Lane and the A251 south of Tettenhall Way, providing resilience between M2 Junctions 6 and 7 and helping to relieve pressure on Brenley Corner.

National Highways is developing plans for a major upgrade of Brenley Corner as part of Road Investment Strategy 3 (2025–2030). If that scheme comes forward ahead of the neighbourhood’s own junction improvements, the Duchy will contribute funding, reducing the burden on taxpayers and enabling earlier delivery.

The area closest to Brenley Corner is earmarked for logistics and employment uses, which could enable the relocation of distribution centres from north-west Faversham. This would reduce HGV movements through Osprige and West Faversham, making those areas quieter and safer.

Did you know?



South East Faversham will be a sustainable extension to the historic town of Faversham. The A2 in its current form, along the northern edge of South East Faversham, poses a challenge for pedestrians and cyclists due to high traffic speeds. To make it safer, we are planning new crossings over the A2 alongside other traffic management and calming measures. These safe connections not only provide pleasant routes to the town centre for pedestrians and cyclists but also help reduce car journeys, pollution and traffic congestion.

7

Social infrastructure: education, health and community



At Poundbury we take pride in our flourishing schools - a vision we aim to bring to life in South East Faversham

Throughout the consultation, local residents consistently highlighted infrastructure as a top priority – particularly the capacity and provision of education, healthcare and community infrastructure.

Delivering this infrastructure is essential to ensure the neighbourhood can thrive, remain sustainable and support existing and future residents.

Education

Our proposals allow for:

- A new three-form entry primary school for 630 pupils
- A nursery facility to support early years provision within the neighbourhood
- Financial contributions towards secondary education to help expand capacity in Faversham's existing secondary schools
- Financial contributions towards SEND provision.

Facilities will be located so that most children can walk or cycle to school, supporting healthier lifestyles and reducing car dependence.

Health and social care

£3.2 million will be provided to the National Health Service to help deliver a primary healthcare facility, either within the neighbourhood or by supporting improvements to existing healthcare facilities elsewhere in the local area. A further £7.7million is under consideration for local acute care services.

Community spaces

The proposals provide for various community spaces, including a new primary school and nursery designed to be capable of wider community use and funding for Kent County Council towards a building or space for adult social care, integrated children's services and other community facing services.

There is also funding towards the library service and Kent County Council's community learning team. Outdoor provision will include parkland, play spaces and allotments.

Our adventure playground at Poundbury



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Sport, leisure and healthy lifestyles

South East Faversham is designed to become a hub for sport and recreation, serving both existing residents and new households.

Key elements include:

- Enhanced facilities for Faversham Cricket Club, to provide greater long-term resilience for the Club
- Investment in Faversham Town Football Club, including a new 3G pitch at the main ground and a new training pitch on Duchy land to the south
- A multi-use games area and playgrounds
- Sports pitches adjacent to the new primary school.

South East Faversham builds on the Duchy's experience at Poundbury, where the Great Field Parkrun – a weekly, inclusive 5k event – demonstrates how designed-in green infrastructure can support regular, community-led physical activity. Similar opportunities will be explored at South East Faversham.

We have worked very closely with Faversham Town FC and will be investing towards new facilities



The Duke of Cornwall visiting Faversham Town Football Club in 2024

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Economy, jobs and skills



We create vibrant communities that foster economic growth and open doors to new opportunities

South East Faversham is not just a housing scheme, it is a mixed-use neighbourhood generating local jobs through significant employment space.

The proposals include:

- Commercial and industrial spaces designed to complement and support existing businesses in and around Faversham
- Space for food shops, independent retailers, cafés, restaurants and flexible office space
- Smaller local centres within the neighbourhood for day-to-day needs
- Workshop and studio units to encourage start-up and artisan businesses, as seen successfully at Poundbury and Nansledan

The Duchy aims to create significant employment opportunities for local residents, through construction and once the scheme completes, helping residents to work close by and reducing the need for commuting by car.

Partnerships with local businesses, social enterprises and education providers will support training, apprenticeships and upskilling, with a particular focus on emerging and innovative sectors.

At Poundbury, a 2018 economic impact assessment found that the neighbourhood generates an **additional £98 million per year** for the local economy, supporting over 250 businesses.

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Why are we building on agricultural land?



We have a track record of building neighbourhoods where nature can thrive

Swale faces significant land constraints, with around 60% of the borough protected due to flood risks, coastal change and environmental designations. The remaining 40% is largely high-quality agricultural land, making development choices challenging.

South East Faversham has been identified as Swale Borough Council's preferred housing growth option in every published draft Local Plan document since Bearing Fruits was adopted in 2017.

While developing on agricultural land is not the first choice, the shortage of otherwise suitable land means it is necessary.

Pragmatically, what the Duchy has brought forward offers the best available and most sustainable solution—providing homes and economic opportunities in a location that avoids flood zones and major environmental constraints and is easily accessible to the town centre, while leaving 50% of the land available for nature and for the growing of food in allotments, gardens and orchards.



Did you know?

Surveys conducted for Swale Borough Council to inform its Local Plan housing site allocations found that only 2% of Swale's brownfield land is suitable for development, meaning the majority of housing demand must be met on greenfield sites.

The Faversham Neighbourhood Plan highlights this challenge. With a housing need of 219 homes within the existing built-up area, its site selection criteria prioritise:

- Brownfield sites,
- Sites within the built area, and
- Sites offering wider community benefits.

All allocated sites meet at least one of these, showing brownfield land is being used where possible. However, outside Faversham, viable brownfield sites are scarce, reinforcing the need for a strategic approach to future housing.

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Frequently asked questions



Image showing people enjoying our green spaces in Poundbury

1. Why is the Duchy proposing a new neighbourhood here?

The Council's own assessments have repeatedly identified land at South East Faversham as the most sustainable location for the town's long-term growth, taking account of flood risk, environmental designations, access and infrastructure. The proposals respond directly to that invitation by providing much-needed homes and supporting facilities in a planned, coordinated way.

2. Will the homes really be affordable for local people?

Yes. Of the 2,500 homes:

- Over 890 homes will be affordable as per current forecasts, including:
 - Social rent homes linked to local incomes and affordable rent homes for those who struggle to afford market rents
 - Shared ownership and discounted market homes for first-time buyers with a local connection
- Homes include more attainable 2- and 3-bed properties aimed at local households who do not qualify for affordable housing but are currently priced out.

Affordable and market homes will be indistinguishable in terms of design and build quality. We are committed to working with Swale Borough Council to ensure local people receive these homes.

3. Who is expected to live in the new neighbourhood?

The scheme is designed to meet a range of local needs:

- Families currently on the housing waiting list, including those in temporary accommodation
- Key workers such as nurses, doctors, dentists and teachers will be prioritised within the affordable housing nominations policy
- First-time buyers seeking a route onto the ladder via discounted market and shared ownership homes
- Older residents who wish to downsize but stay in Faversham, supported by later-living options.



Since 2015, the Duchy has partnered with the RSPB to integrate 'nest bricks' into new buildings, enhancing wildlife

4. How will you make sure the neighbourhood doesn't overload local roads and Brenley Corner?

The transport strategy has been designed in partnership with National Highways, Kent County Council and Swale Borough Council. It includes:

- Additional new lane on the A2 Canterbury to Faversham approach to Brenley Corner or a financial contribution to National Highways' own upgrade of M2 Junction 7
- A new road link between the A2 (east of Love Lane) and the A251, improving resilience between Junctions 6 and 7
- A layout and mix of uses designed to result in at least 20% fewer car trips than comparable neighbourhoods, with everyday facilities within walking and cycling distance.

5. Will South East Faversham put extra pressure on Faversham's schools and GP services?

No, the masterplan includes new and expanded provision:

- A new three-form entry primary school (630 pupils) and a nursery within the neighbourhood
- Financial contributions towards secondary education in Faversham
- Space and funding for new health and social care facilities, to be delivered in partnership with the NHS and regional health authorities.

6. How will you protect wildlife and the wider environment?

New habitats will be created to maximise the potential for a wide range of species. The scheme will:

- Deliver at least 20% biodiversity net gain through new woodland, meadows, hedgerows, ponds and species-rich grassland
- Integrate bird boxes, bee bricks and wildlife corridors into the built form
- Use a woodland earth-bund along the M2 as a natural barrier to noise and air pollution.

Ongoing ecological monitoring will guide habitat management throughout the build period and beyond.



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