



OTTERPOOL PARK

A Garden Town of the Future





Folkestone

Hythe & Romney Marsh

Shepway District Council



www.shepway.gov.uk

Shepway District Council

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"There is still a profound need to build more homes in this country, across all tenures, and support the aspirations of people who want to buy a home.

"This will be a defining challenge of our generation, and it's a prize worth fighting for.

"The economic and social legacy will last far beyond any of our lifetimes.

"Young people have the same hopes and dreams of past generations, and the same ambitions for the future.

"Let's ensure their hard work can be rewarded with a home of their own."

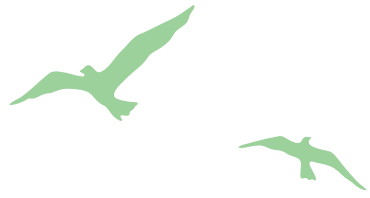
Brandon Lewis MP

Minister of State for Housing and Planning
(Home Builders' Federation Policy Forum, March 2016)

Supported by



KMEP Kent & Medway Economic Partnership



OTTERPOOL PARK

A Garden Town of the Future

Expression of Interest
June 2016



EXECUTIVE SUMMARY

Shepway District Council, supported by Kent County Council, South East Local Enterprise Partnership and site promoters, Folkestone Racecourse Limited, wholly owned by Simon and David Reuben, are delighted to bring forward exciting proposals for transformational growth at Otterpool Park, next to junction 11 of the M20 between Folkestone and Ashford in Kent. This new Garden Town will deliver up to 12,000 much needed new homes, employment, schools and facilities, all in a rich landscape setting adjacent to the Channel Tunnel and within an hour travel time by train to London.

This document has been prepared in response to the Locally-Led Garden Villages, Towns & Cities Prospectus issued by the Department for Communities and Local Government in March 2016. It provides a detailed background to the proposals, sets out how both Shepway and Kent Councils' commitment and level of ambition fits with the various matters raised in the Prospectus, and identifies what will be needed to accelerate delivery. In summary it seeks:

- » **Delivery enabling support** to accelerate the proposal through Local Plan review, masterplanning and submission of a planning application by 2018;
- » **Planning freedoms** to support the policy making process by the Local Planning Authority;
- » Assistance in **brokering joint working** with statutory agencies and utilities to deliver a first phase of development by 2020; and
- » **Financial flexibilities** to assist the Council in meeting the early capital and revenue costs the project will demand.

This Expression of Interest is led by Shepway District Council supported by Folkestone Racecourse, both key landowners and promoters of the scheme. Shepway Council's land ownership allows control over the long term to deliver an exceptional development that will stand out from the ordinary, demonstrate the highest standards of place making and design, and provide a quality lasting legacy for the residents of Kent.

We are delighted to have the endorsement of our bid and support from our local MP, Damian Collins.





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LOCAL CONTEXT

section 01

1.1 Introduction

Shepway District Council is working with key local landowners, residents and partners to develop a new community; a locally-led garden settlement with a unique character which responds positively to embrace the local features of landscape, location, existing infrastructure assets and community aspirations.

The Council has a track record of delivering strategic developments through positive plan making and decision-taking, with the current Local Plan on track to deliver 8000 new homes within the district by 2026. Building on the success of the existing Plan we are looking to review the Plan beyond this period, so as to meet the growing housing, employment and tourism needs of the district over the medium and longer term.

Creating a new community at Otterpool Park offers opportunities for transformational long-term housing growth, making a significant contribution towards employment needs of the district, Kent and the South East more broadly with scope for business to establish and grow as a result of these proposals. A great place for a great community will be built around:

- » Quality and innovative design;
- » Cutting-edge technologies;
- » Local employment opportunities;
- » Accessible green space for all to enjoy; and
- » High quality public realm.

This will be an inclusive and accessible new community which will have housing for people at all stages of their life; from starter homes, low cost housing, and family homes to retirement options such as Extracare housing. Self-build and custom-build will be encouraged along with the best use of technologies in energy generation and conservation. It will help more people achieve their dream of home ownership. A country park stretching across the site will open up access to the public which will embrace and enhance the natural landscape character of the area providing strategic diverse and a networked range of open space of the highest quality. The scale and quality of open space will differentiate Otterpool Park from other settlements. It will make a significant contribution to local housing and employment needs, with all the necessary infrastructure in place at the right time, and it will ease pressure for development on existing communities. These aspirations are captured in the emerging Vision and Guiding Principles for the new community.



FIGURE 1: South East England Context



1.2 A Unique Location for Growth

Shepway is a coastal district in south eastern England and home to a rich and diverse collection of towns, villages and environments. Chiefly rural in nature, the district is large and covers approximately 363 sq. km (140 square miles). It has excellent existing infrastructure and connections: by road (M20); by rail (high speed, Eurostar services and local lines); and by air (London Ashford Airport at Lydd) as shown on the map. Shepway is also home to the Channel Tunnel at Folkestone and is just a short distance from the UK's busiest ferry port at Dover. It offers ideal opportunities for business growth and for attracting inward investment to the area.

As well as attractive countryside and a stunning coastline, the district also benefits from several award winning parks and recreational areas run by the District Council such as the Lower Leas Coastal Park and the Royal Military Canal.

The north of Shepway is predominately, but not exclusively, Kent Downs Area of Outstanding Natural Beauty. Much of the Romney Marsh is designated by the Environment Agency as Flood Zone 3a. Folkestone is the primary town, accounting for just under half of Shepway's 108,000 population (2011 census).

The district can be divided into three main character areas: Folkestone and Hythe Urban Area; the North Downs; and Romney Marsh. The proposed new settlement lies where these three areas join. Within these areas lie a network of settlements which are illustrated in the diagram opposite.

The new development will be designed to complement our existing settlements and not place strain on existing infrastructure such as transport, sewers, health and education. It will be designed to complement the growth planned in Ashford and Ebbsfleet, increasing the significant capacity for development along the M20 corridor radiating out from London. Otterpool Park is distinct from Ebbsfleet and offers different advantages: Ebbsfleet is an urban environment, with strengths in retail at Bluewater, an emerging focus on tourism (Paramount Park), and a transport node which is well connected to north Kent. Otterpool Park is characterised by its distinctive rural location in south east Kent: it has access to a unique coastline and outstanding countryside, with an opportunity to grow the local economy by expanding Folkestone's creative and digital industries, and those firms wanting easy access to mainland Europe using the Channel Tunnel adjacent to the site.

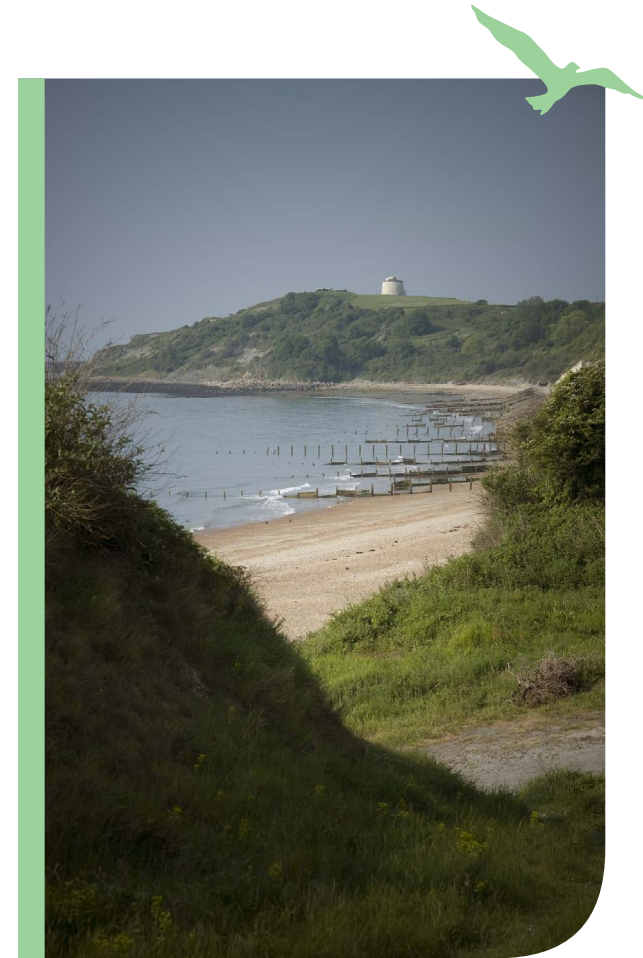
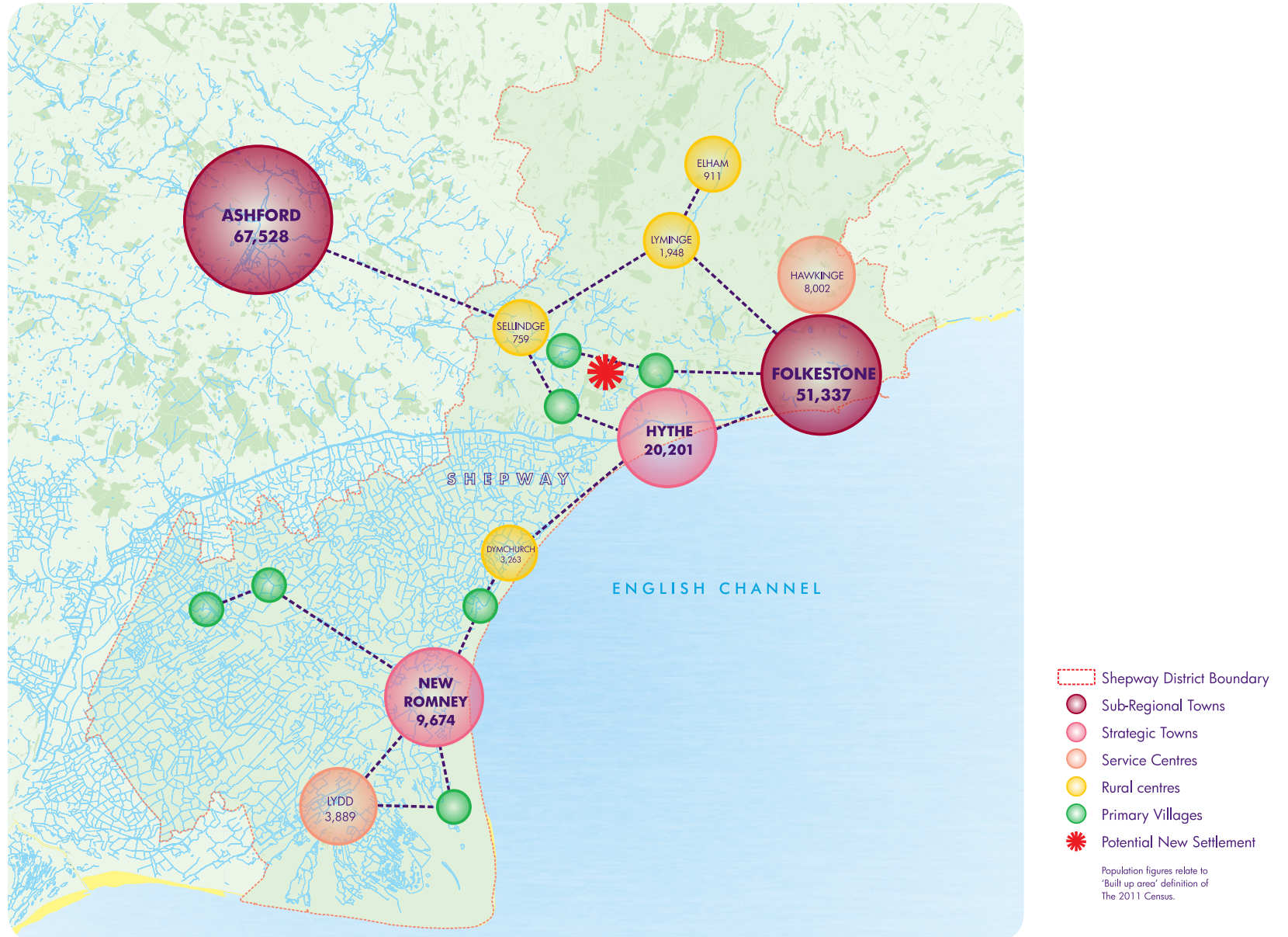




FIGURE 2: Location for Growth



INTRODUCING OTTERPOOL PARK

section 02

2.1 Why a Garden Settlement?

A garden settlement is right for the area because it:

- » Can embrace the landscape features of this rural area to meet the district's housing needs for a future generation, while leaving a well designed and planned legacy;
- » Brings forward public sector land to offer growth that is genuinely transformational, coherently supporting the wider success and growth of neighbouring Ashford and the Garden City of Ebbsfleet;
- » Offers capacity to address wider housing need and pressures across Kent and the South East through a range of high quality homes including starter homes, self and custom build with more opportunities to promote home ownership;
- » Offers wider and more diverse community benefits for the whole district, managed for the long term benefit of the community;
- » Can accommodate a scale of development that can fully fund the necessary infrastructure, including ultra-fast IT;
- » Can be planned effectively as a whole community, while being built out in stages as discrete neighbourhoods;
- » Supports the local economy encouraging an adaptable and responsive labour force, with more job opportunities and inward investment;
- » Offers an opportunity to secure significant investment from the private sector; and
- » Will meet the three economic, social and environment dimensions to sustainable development set out in the National Planning Policy Framework.

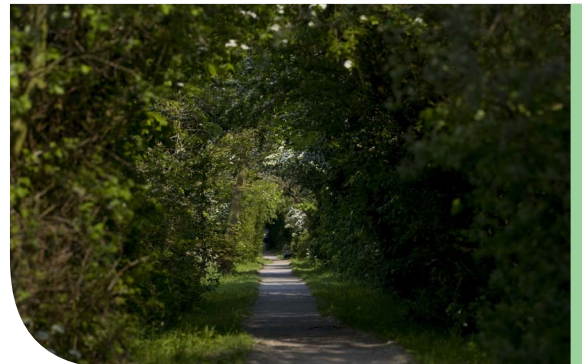
2.2 Why Otterpool Park?

Otterpool Park offers the following unique aspects:

- » **Connectivity:** exceptional existing connectivity provides walkable access to the national rail network offering journey times to London of under an hour, and easy access via road and rail to mainland Europe by the Channel Tunnel (just 4 miles away) and the Port of Dover (just 14 miles away);
- » **Countryside:** opportunity to live in the beautiful Kent countryside with easy access to the North Downs and Romney Marsh;
- » **Coast:** close proximity to our coast, with its beaches, Coastal Park and other seaside facilities;
- » **Culture & Leisure:** enjoyment of the rich heritage assets such as Westenhanger Castle; Romney, Hythe and Dymchurch Railway; and the Cinque Ports; and
- » **Creativity:** Folkestone's thriving arts and cultural scene, through the work of the Creative Foundation and Roger de Haan Charitable Trust, has transformed the economy and image of the town. Otterpool Park will support the success of Folkestone by generating additional economic, social and leisure activities that will enhance the role of the town.

The area of search for the new garden community shown overleaf extends to approximately 615 hectares and comprises mainly agricultural land. It is adjacent to the existing settlements of Lympne and Sellindge, and takes in Westenhanger, Barrowhill and Newingreen hamlets as well as some ribbon development along local roads and the A20. It embraces the former Folkestone Racecourse, Westenhanger Castle and Train Station, and the Link Park Industrial Estate. The northern border is formed by the M20 and railway line and the eastern by the A20 and the edge of the Kent Downs Area of Outstanding Natural Beauty. The southern border is formed by the B2067 Aldington Road. The western border is formed by Harringe Lane and Harringe Brook Woods.

Approximately a quarter of the land is in the Council's ownership. The majority of the land will be in the direct control of the joint venture partnership being established between the Council and Folkestone Racecourse Limited.



The new community will not be an extension of the existing surrounding villages and the master planning work will protect and enhance their character while seeking to improve local services such as schools, GP and health clinics. The surrounding communities and their elected representatives will continue to be involved and will positively be encouraged to shape plans as they progress.

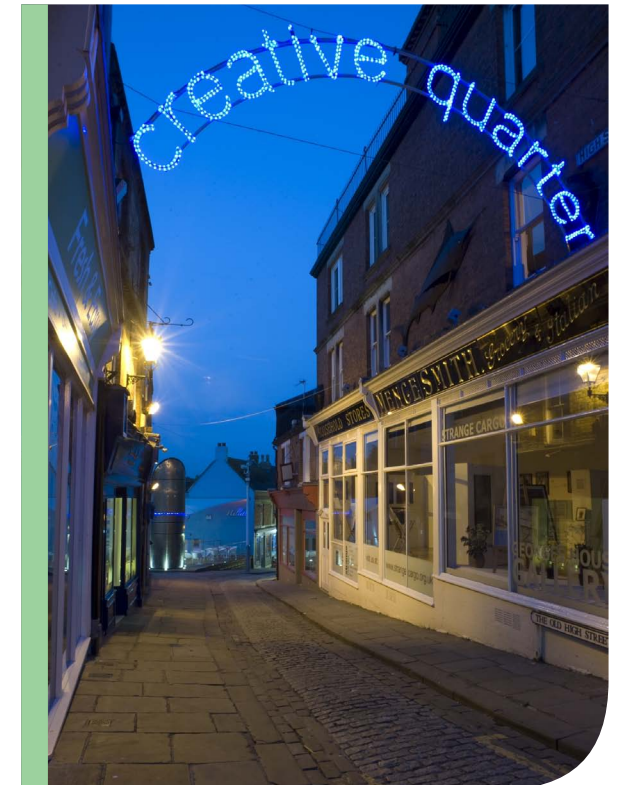
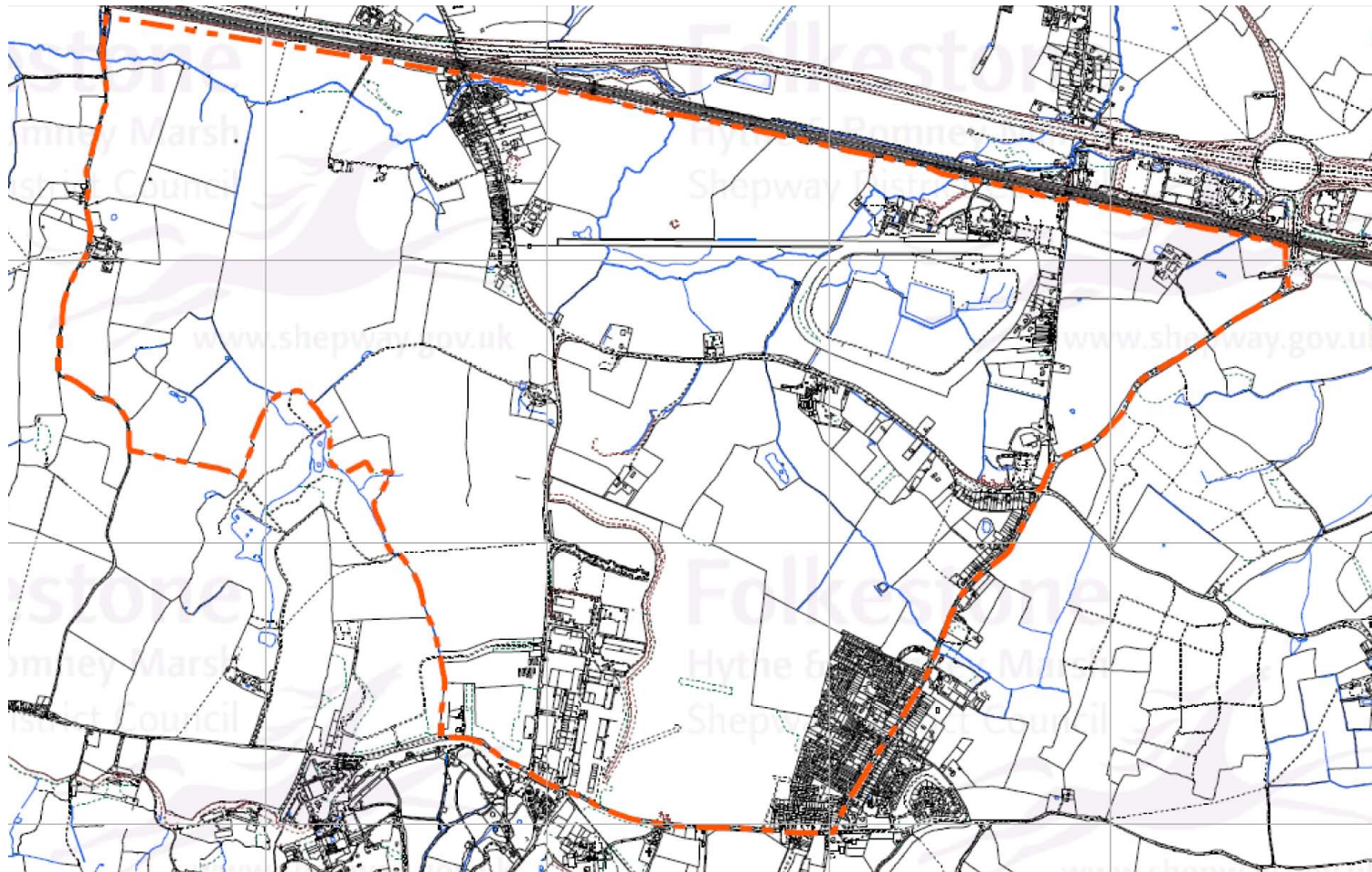
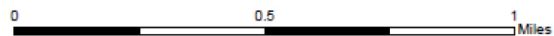




FIGURE 3: Area of Search



Contains Ordnance Survey data
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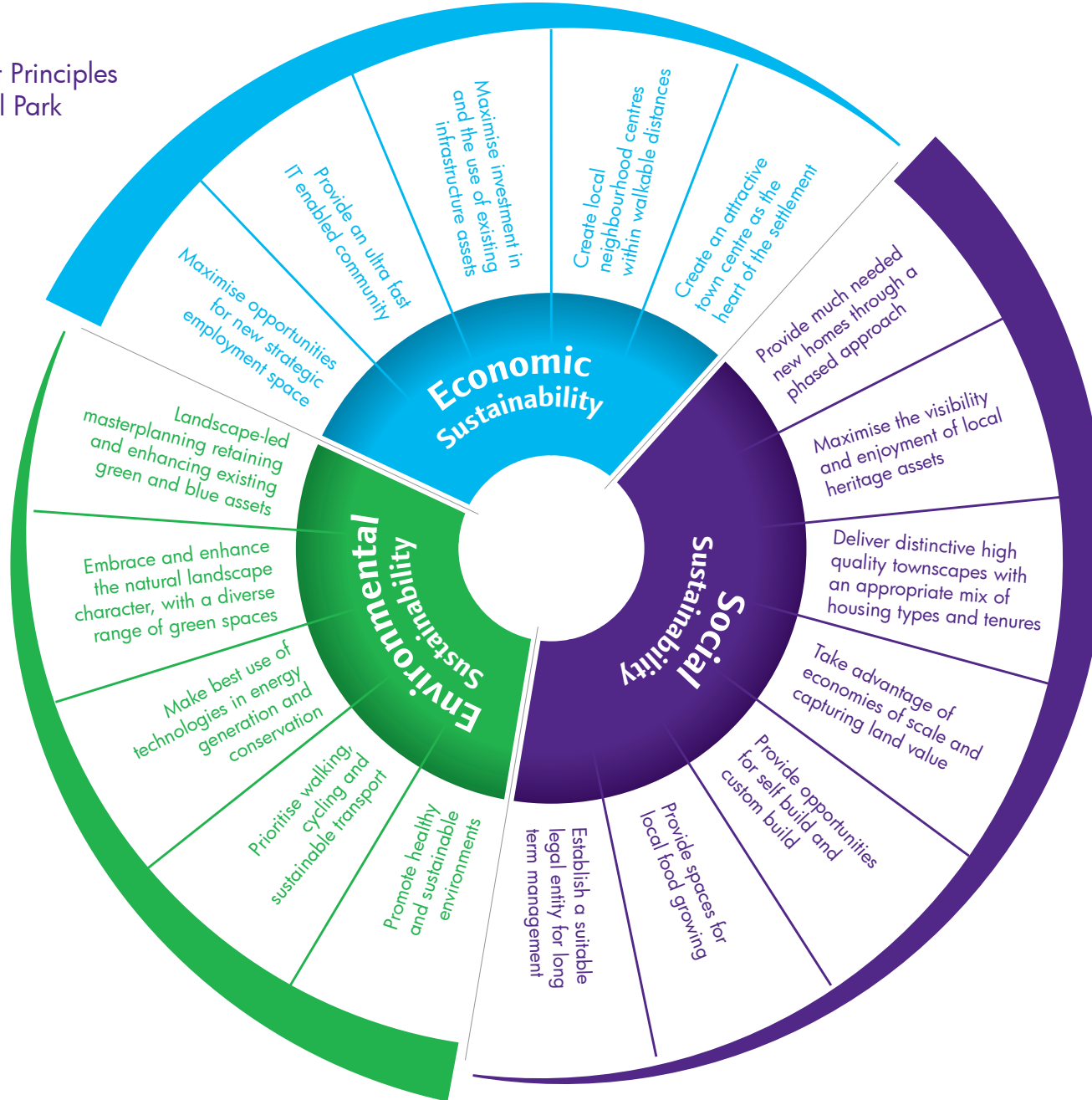


2.3 Guiding Principles

Initial work undertaken by Shepway District Council, supported by the Advisory Team for Large Applications at the Homes & Communities Agency, has explored what capacity the area of search offers and the emerging concept demonstrates a transformational opportunity. The Guiding Principles capture the emerging three aspects of sustainability, representing an exceptional prospect to provide for a high quality, sustainable new community (see figure 4). They will be developed into a deliverable vision in conjunction with the wider community.

Preliminary capacity assessments, shown in figure 5, suggest that if the whole area of search was included the new settlement could deliver up to 12,000 new homes at an average of 30 dwellings per hectare, with 85 hectares of employment land and the associated social infrastructure needed for a community of this size. The Guiding Principles include an ambition to embrace and enhance the natural landscape character of the area providing a strategic and diverse networked range of accessible green open space of the highest quality. The final site area, capacity, mix of uses and densities will be incorporated into development plan policy informed by detailed evidence-based work, masterplanning and community aspiration.

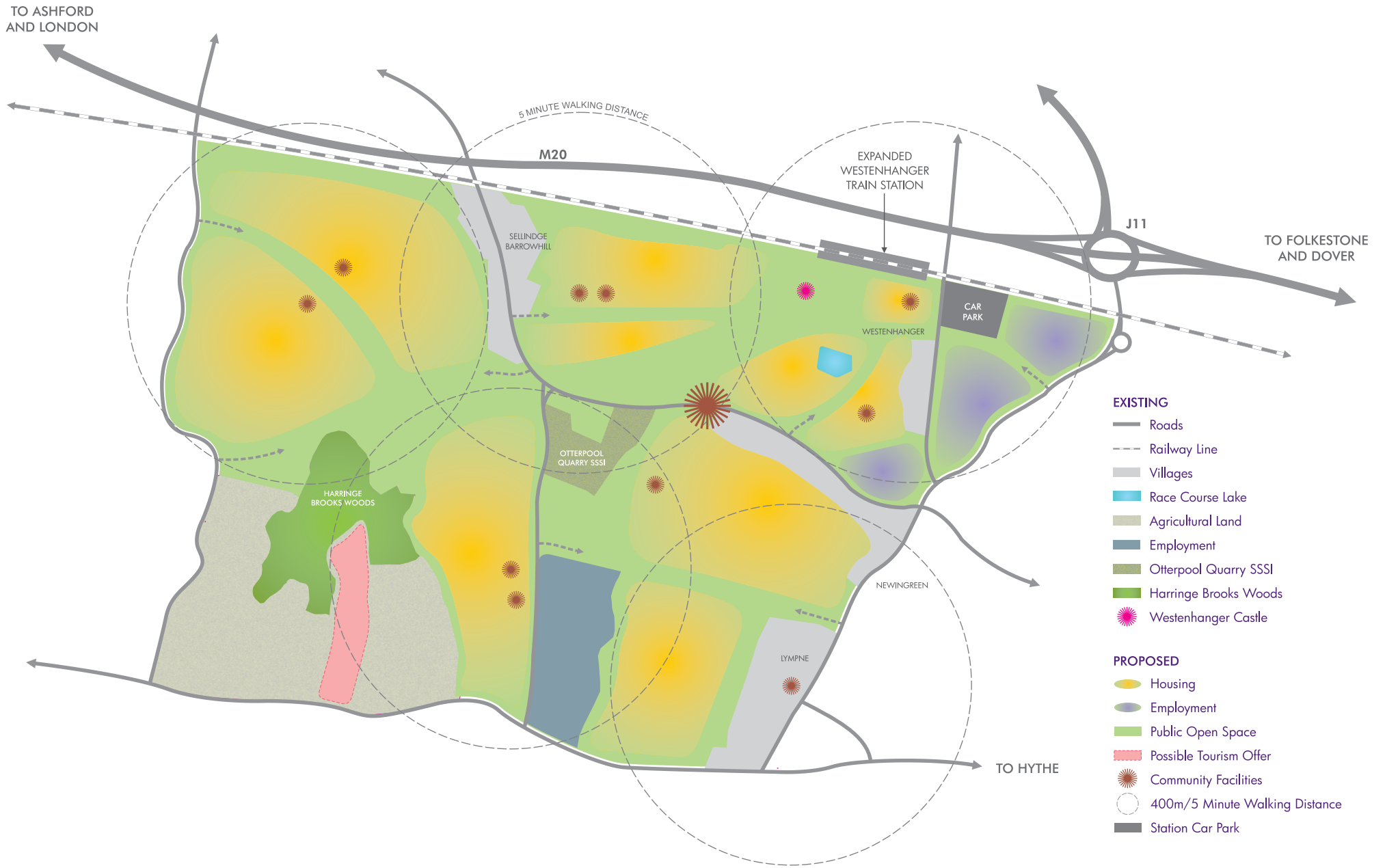
FIGURE 4: Development Principles for Otterpool Park



Guiding Principles for Otterpool Park

- » Providing much needed new homes growing over the long term, through a phased approach and over multiple planning periods, up to a maximum size of approximately 12,000 homes.
- » Embracing and enhancing the natural landscape character of the area, providing a good quantity and diverse networked range of green open space of the highest quality.
- » Approaching masterplanning from a landscape-led perspective, respecting topography and retaining and enhancing existing natural green and blue assets, providing a new strategic country park serving existing and new communities.
- » Maximising investment in and the use of infrastructure assets already available in, or in close proximity to the site (i.e. HS1, jct 11 M20, Channel Tunnel, Dover Ports), which provide excellent road and rail access to London and to mainland Europe, including the upgrade of Westenhanger Railway Station to be a high quality transport interchange.
- » Maximising the visibility and enjoyment of local heritage assets, e.g. Westenhanger Castle, to provide local cultural, creative, recreational facilities.
- » Prioritising walking, cycling and sustainable transport as the easiest and most attractive forms of transport in the garden town through the provision of a comprehensive, permeable and balanced network of attractive streets and boulevards.
- » Creating an attractive village centre, offering a new high street as a core feature and heart for the garden settlement.
- » Delivering distinctive high quality aesthetically pleasing townscapes with an appropriate mix of housing types and tenures to meet the needs of all income groups, ages and household size while addressing the need for affordable and starter homes.
- » Providing opportunities for individuals and groups to produce their own homes through self-build and custom-build.
- » Maximising the opportunities for strategic new employment space in close proximity to junction 11 of the M20, and to provide a range of modern employment types and spaces within the new settlement to support a mixed-use community.
- » Provision of an ultra-fast IT enabled community, which includes adaptable homes with dedicated space for home-working, as well as modern business space.
- » Taking advantage of significant economies of scale and capturing land value to deliver new technology and physical and social infrastructure such as for transport, education, health, energy and community facilities.
- » Promoting healthy and sustainable environments through active design principles and healthy living choices, applying good practice.
- » Incorporating infrastructure that makes best use of technologies in energy generation and conservation and climate change adaptation and mitigation.
- » Providing spaces for local food growing.
- » Establishing and endowing a suitable legal entity to successfully steward, manage and maintain the land and community assets over the long-term, with community involvement and participation.

FIGURE 5: Sketch Diagram



2.4 Alignment to Garden City Principles

The Garden City principles are intended as a starting point in guiding the ambition and opportunity presented by the new settlement. Further work will be undertaken to challenge and refine these to ensure that these principles are appropriate for Otterpool Park and are embraced and expressed through masterplanning.

The critical aspects of this project from the Council's perspective are, the:

- » Opportunity for sharing the uplift in land value to provide for investment in the necessary infrastructure;
- » Strong local political commitment and vision to support growth; and
- » Long term stewardship of assets managed in perpetuity for the benefit of the community.



2.5 New Job Opportunities & Skills Development

The creation of new jobs and the provision of land for employment-related development will be central principles. We will work to ensure that local businesses and supply chains develop and benefit from the proposal; construction and delivery of the new garden settlement will provide a wealth of business opportunities for local companies which we will seek to maximise and promote.

The new settlement will include ultra-fast IT which will create an enabled community that includes adaptable homes with dedicated space for efficient home-working as well as land allocated for modern business space. The creation of new business premises also offers the potential for shared serviced accommodation, reducing costs for businesses while encouraging networking, innovation and improved flexibility.

We are delighted to have the explicit support of the local Business Advisory Board, the South East Local Enterprise Partnership (SELEP), and the Kent & Medway Business Advisory Board.

An additional benefit that more housing brings is a greater supply of skilled labour to the area. The demographic profile of the district is of a steadily ageing, non working population so being able to counteract this will strengthen the long term prosperity of the area; more young people with a diverse range of skills are needed. We will therefore also work closely with our local higher and further education providers to ensure that the skills we need to support our proposals, and businesses of the future, are developed in our local communities.

The support expressed by East Kent College is a critical aspect in developing skills locally and they are a welcomed advocate and key partner in the project.



2.6 Building Homes for People

Shepway District Council is committed to creating mixed and balanced communities. Otterpool Park will provide a range of ways to increase home ownership with starter homes and shared ownership. This will help to encourage younger people to move to the area and become part of its community. The need to increase the range of accommodation suitable for older people, such as Lifetime Homes and Extracare, has also been recognised through the Strategic Housing Market Assessment as we have an ageing population currently choosing to remain in the family home for longer.

Housing demand across Kent and the South East is likely to be exacerbated when the implications of meeting London's housing needs are considered. The further alterations to the London Plan set a 10 year housing target of 42,000 dwellings per annum, but the Housing Market Assessment produced by the Greater London Authority shows an annual housing need of 49,000 to 62,000 dwellings per annum, thus producing an annual shortfall of between 7,000 and 20,000 dwellings per annum.

Research by Nathaniel Lichfield and Partners suggests that for the majority of councils across the South East, each could be expected to accommodate between 1,000 and 5,000 new homes by 2025 beyond their own locally assessed need.

The Guiding Principles for the new settlement demonstrate the Council's commitment to providing self and custom build opportunities. This will help to diversify the housing market; contribute to the character and identity of the place; and provide opportunities for local small and medium sized businesses to deliver housing alongside regional and national housebuilders, increasing delivery and acting as a key driver in the local economy. Self and custom builders will help us to establish a sense of community and act as early pioneers in creating a beautiful and special place. Initiatives that give priority to existing local residents in owning the first phases of self build plots will be explored, learning from the success of Bicester.



OUR APPROACH TO DELIVERY

section 03

3.1 Joint Partnership Working

This project is led by Shepway District Council and we intend to deliver it working closely with our partners. Elected Members are committed to leading the delivery of an exceptional place that benefits existing and new residents alike.

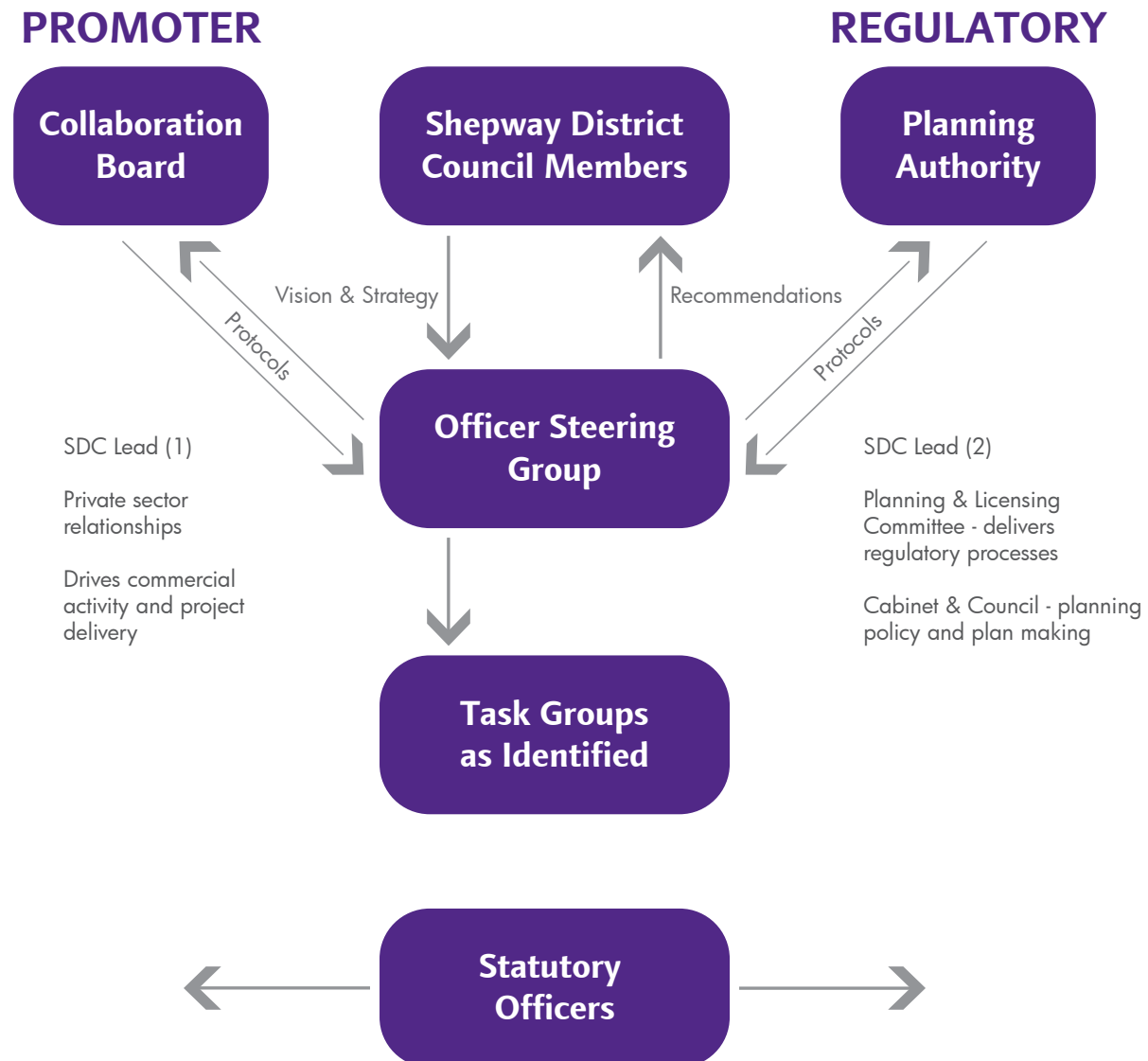
Shepway District Council is a significant public sector landowner within the area, with a freehold interest of 144 hectares, comprising almost a quarter of the area of search. Options have also been progressed to provide control of a further 25% of the anticipated land required.

Additionally, the Council is formally working with Folkestone Racecourse Limited, which has land interests of 130 hectares, with a further 90 under offer, to drive forward these exciting proposals. A formal joint venture partnership arrangement is being prepared; a Collaboration Board meets monthly to provide the necessary oversight, providing strategic direction and decision-making to ensure the proposed project is resourced appropriately and moves forward at pace. Governance arrangements are shown overleaf.

There is a clear distinction in the roles being undertaken by the Council. Protocols are being put in place between the different teams acting as landowner/promoter bringing forward proposals for consideration, which are distinct from the regulatory activities undertaken by the team discharging the role of local planning authority. These protocols will be available on Shepway District Council website to provide reassurance and transparency.

Through this project there will be effective working with KCC and the other four East Kent districts (Ashford; Dover; Canterbury; and Thanet). An East Kent Regeneration Board, consisting of Leaders and Chief Executives from all five authorities, has been in place for many years with an established track record of co-operation on matters of significance. Further work is in-hand towards the possible amalgamations of functions across East Kent districts. More broadly across Kent, opportunities for devolution are being explored with an expectation of making a bid in time for the autumn statement.

FIGURE 6: Governance Arrangements

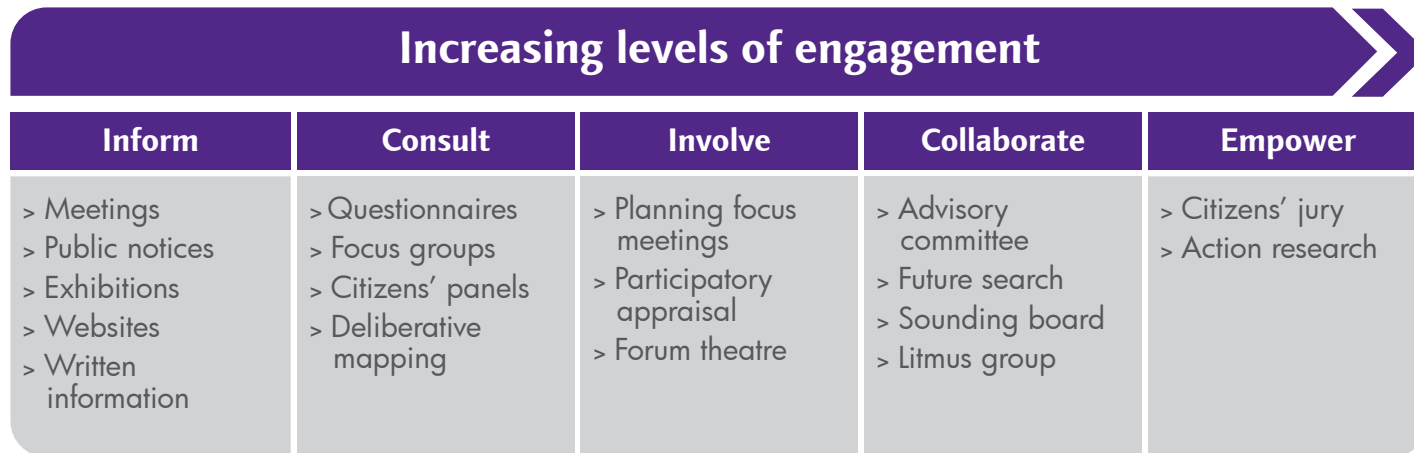


3.2 Community Engagement

Comprehensive engagement will be carried out as a key element in developing our proposals. Resources will be made available to lead a variety of stakeholder events including early meetings with community organisations, workshops, Planning for Real type events, public exhibitions and the creation of a proxy community of the future to act as a sounding board and advisory panel as proposals progress.

A dedicated section of the Council’s web site (www.shepway.gov.uk/otterpool-park) has already been made available to host key documents for wide access as well as providing a direct mechanism allowing comments and questions to be raised via otterpool@shepway.gov.uk. A single point of contact has been created within the Council who is responding to enquiries and questions from interested residents, signposting them to further information and encouraging them to remain engaged.

FIGURE 7: Spectrum of Engagement



3.3 Local Planning Authority - Plan Making

In 2013 Shepway adopted its National Planning Policy Framework compliant Core Strategy Local Plan that plans for a growth target of 400 new homes each year to 2026. That Plan includes strategic site allocations and broad locations for development. It is supplemented by a Places and Policies Local Plan, which is currently being prepared, that will allocate further smaller sites to meet the total growth level planned in the current Core Strategy.

The Council has strong ambitions for future growth and has therefore recently embarked on a partial review of its Core Strategy to support our ambitions for a future generation through to at least 2036. A joint Housing Market Needs Assessment with Dover DC is currently being carried out and it is already clear that long term housing need in the district will be significantly beyond that which is currently planned in the Core Strategy.

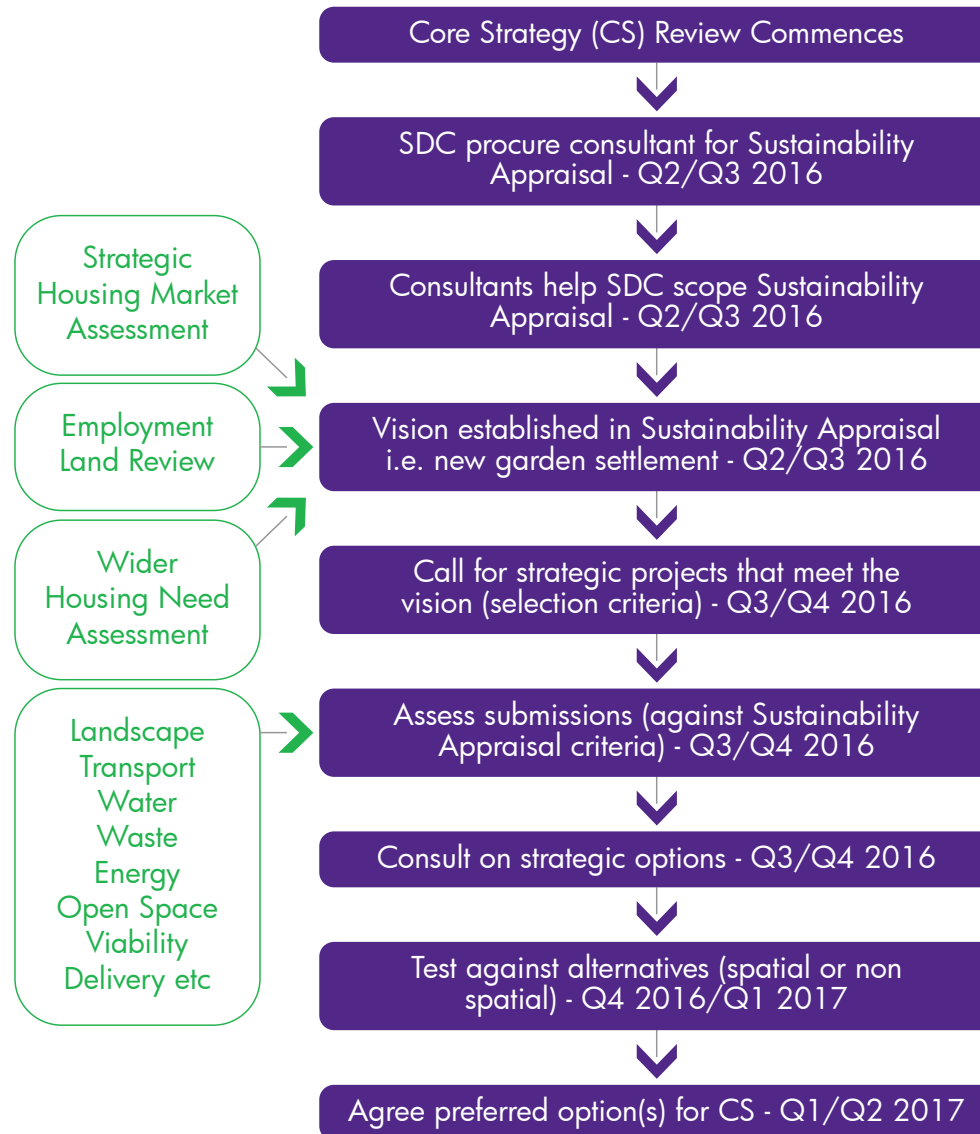
The Council will, through the duty to co-operate process, explore with other Kent and South East Councils the opportunities for meeting housing needs beyond the Council's own administrative boundaries.



The evolution of our proposals will be addressed through the statutory process of a partial review of the Core Strategy Local Plan. Although the Core Strategy review will primarily focus on growth until at least 2036, it is intended that it will also set a platform for longer-term growth beyond this period.

A key component of the review of the Core Strategy will be the Sustainability Appraisal which will test options and alternatives for meeting housing growth. However, without prejudice to the plan making process, a garden settlement in this general location presents a strong opportunity for providing long term housing growth.

FIGURE 8: Sustainability Appraisal Process



3.4 Local Planning Authority - Delivery

Shepway has a strong track record of planning and delivering strategic developments. In the last few years this has included a strategic expansion of Hawkinge, and major housing developments at Martello Lakes in Hythe and Shorncliffe Barracks in Folkestone. Planning permission is in place for the redevelopment of Folkestone Harbour and Seafront. These developments account for over 3300 new homes and significant employment and commercial opportunities.

In addition, the Council has been actively working with investors to create:

- » **Folkestone Urban Sports Park:** an internationally significant innovative multi-storey skate park on the site of a derelict building;
- » **A Creative Quarter:** significant investment in the Old Town as a thriving location for creative small businesses;
- » **Folkestone Triennial:** an established international arts festival run by the Creative Foundation since 2008 which has left a significant legacy of public art and improvements to the public realm in the town; and
- » **Lower Leas Coastal Park:** the Park is a significant award winning local attraction designed and managed by the Council. Its success sets a benchmark for delivering a high quality country park at Otterpool Park, drawing on the Council's proven track record and experience in design, implementation and long term management.

The Council is also developing an exciting tourism proposal for a Holiday Village on some of its land at Otterpool, adjacent to the area of search. In the coming two years investment will be made to complement the existing tourism offer available at the adjacent wildlife park at Port Lympne and the work of the Aspinall Foundation. There is a high level of unmet demand for rural lodge-type holiday accommodation and part of the Council's land (in the lower south west corner of figure 5) is uniquely positioned to provide this. This will bring further distinct character and additional visitors to the area and provide revenue income for the Council.

Otterpool Park will help to reinforce the continued success and investment into Folkestone and Hythe, and its residents will increase the catchment of visitors to support these and other visitor attractions across East Kent, such as those available in Canterbury and in Margate.

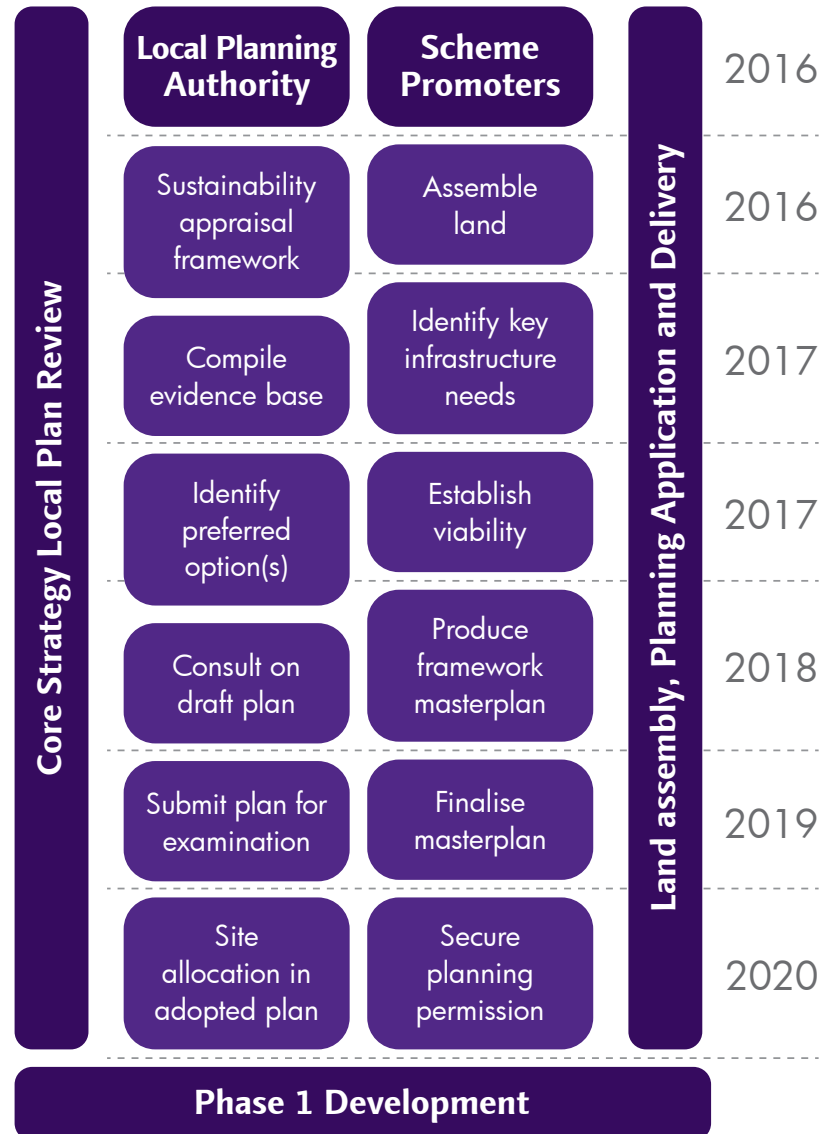


3.5 Timescale

Our ambitious programme is to submit an outline planning application in 2018 with first housing starts during 2020. As major landowner there is an opportunity to accelerate delivery of the scheme. Key milestones are included in the strategic project plan that gives an oversight of the work programme.

Government support will be necessary for this accelerated programming to deliver the first housing starts on site in 2020. Proposed infrastructure capacity studies, phasing and costing analysis at an early stage will support the negotiations with responsible authorities, Southern Water, Affinity Water and Network Rail, and those offering potential investment such as the South East Local Enterprise Partnership. Dialogue will continue with the Homes & Communities Agency and Network Rail to embrace current programmes of support for new homes delivery with rail travel capacity improvements. Improvements will be sought to the train station and its car park with better access on foot, bicycle, public transport and car.

FIGURE 9: Strategic Project Plan-Summary Milestones



3.6 Key Infrastructure

The strategic infrastructure investment already made by Government in the local road and rail networks will significantly reduce the costs of delivering Otterpool Park.

More detailed work is necessary to assess the additional key infrastructure requirements and interdependencies in order that delivery is effectively phased and accelerated wherever possible. Expected issues requiring Government support will be the early provision of utility infrastructure (energy, sewerage and water) and the upgrade of Westenhanger train station in order to maximise the sustainable transport opportunities.

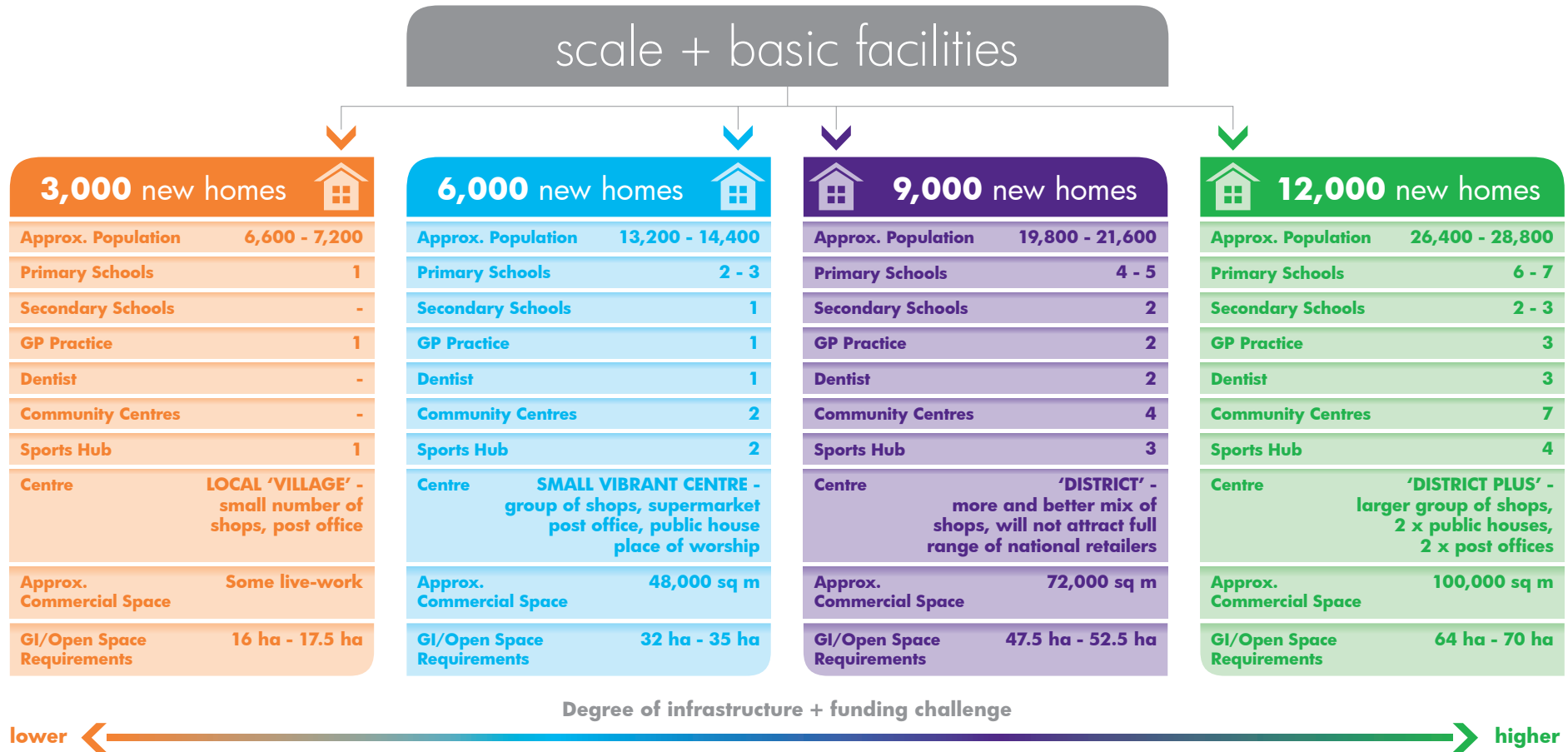
Detailed work on the capacity of junction 11 of the M20, the A20 and other local roads and junctions, such as Newingreen will also be key in delivering a viable scheme. The Council, working with the support of the Department for Transport, Highways England and Kent County Council (as the local highway authority), has already started work to update the Council's transport model with the latest data, providing information of the predicted performance of key junctions in different growth scenarios along with concept mitigation plans where capacity or junction upgrades are needed.

Our approach to infrastructure funding and delivery (including the use of section 106 planning agreements) will align closely with landowner negotiations and position on land value / developer contributions towards infrastructure. Our negotiated land options have an equalisation principle embedded within them and as a consequence this releases us in the design and masterplanning stages from entrenched positions and vested interests on end land-uses. A fully tested infrastructure delivery plan will be prepared as the project develops.

Shepway anticipates hosting the government-funded lorry holding area for Operation Stack at Stanford West. As a consequence we are working closely with Department for Transport and Highways England through the next stages of their analysis in the expectation of expanded lorry holding facilities being in place during 2017/18. As part of the detailed planning work for that nationally important project, the Council will be placing particular emphasis on ensuring that landscape screening and other mitigation measures, such as air quality monitoring, protect local amenities as an integral part of the lorry area development.



FIGURE 10: Potential Infrastructure Requirements



3.7 Social & Community Infrastructure

Delivery of social infrastructure will be critical in creating a sustainable community as shown in figure 10. We intend to work with Kent County Council, local NHS Trusts, local Academy Trusts and East Kent College on this. We anticipate delivering at least two secondary schools, five primary schools and adequate nursery provision. We would welcome a mix of provision, including Free Schools. Other essential social infrastructure will include new GP surgeries, health centres, leisure and community facilities. Principles of co-location and shared facilities will be explored at an early stage. We understand the importance of delivering these community benefits as early as possible.

3.8 Funding

Discussions will continue with key partners and potential funders, such as the East Kent Spatial Development Company, the Kent and Medway Economic Partnership and the South East Local Enterprise Partnership, in order to support our local ambitions for growth. As detailed work progresses, funding proposals and relevant business cases to secure investment (some of which would be recoverable) will be made to relevant funding streams made available by Government such as the Local Growth Fund Round 3.

A key benefit of our partnership with Folkestone Racecourse is that in addition to them controlling approximately 50% of the land with no debt, they can support investment in infrastructure and take a long term view.

We are also exploring different potential models and options for the long term stewardship of assets in order to minimise the longer term and on-going financial burdens on the public purse while embracing the spirit of community ownership in their management of those assets. The creation of a new Parish Council or the suitability of a Community Trust will be explored as just two of a number of potential options.





4.1 The Case for Support

Shepway District Council has been bold; it has intervened directly in acquiring land to take a direct controlling stake in the potential development of an exemplar new settlement. Investment of some £5.25m has already been made in land acquisition and the Council has made additional capacity and expertise available to support its ambitions. Savills is contracted to advise on land assembly matters with Pinsent Masons providing legal and governance advice on the promotion activities, and DAC Beachcroft providing advice to the Council in discharging its role as local planning authority.

Our timeline for this project is ambitious. To ensure we achieve this we will require support from Government. This falls into four broad categories:

- A Delivery Enabling Support** – to accelerate proposals through Local Plan review, masterplanning and detailed assessment of the scheme, resulting in a planning application during 2018;
- B Planning Freedoms** – to support the local planning authority by providing the necessary legislative and policy framework to deliver these exciting ambitions;
- C Brokerage** – Government influence to secure early programming of utilities infrastructure to release land for first development phases in 2020; and
- D Financial Flexibilities** – to support the local authority so as to avoid undue additional pressures.

This support will provide clear additionality; it will enable our proposed transformational development to happen at pace, bringing robustness and efficiencies in quicker plan making, and accelerate on-site housing starts during 2020. With this support our timetable can be achieved.

FIGURE 11: Proposed Planning Timetable

Year Quarter	PROPOSED PLANNING TIMETABLE																	
	2016				2017				2018				2019				2020	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
WORK STREAM 1 - Core Strategy Review and Policy Development																		
Establish Project Plan For Reviewing Core Strategy	█																	
SHMA Review (To Identify Housing Need)	█	█	█															
Define Criteria For Assessing Strategic Sites#		█	█															
Call For Strategic Site Options (To Meet Housing Need)		█	█	█														
Consultation on Strategic Site Options			█	█														
Transport Capacity And Opportunities Assessment		█	█	█														
High Level Infrastructure Assessment			█	█	█													
High Level Landscape Character Assessments			█	█	█													
Employment Land Review Update			█	█														
Carryout Sustainability Appraisal (SA) For Each Option				█	█	█	█	█	█	█	█							
Select Preferred Option And Draft Policies (BIG DECISION 1)#					█	█												
Assess Master Plan Against Draft Plan Policies						█												
Finalise Regulation 18 Draft Local Plan - Including SA and HRA#						█	█											
Cabinet Agree Consultation On Draft Local Plan (BIG DECISION 2)								█										
Regulation 18 Public Consultation On Draft Local Plan									█									
Consideration of Reg 18 Representations / Objections										█	█							
Make Modifications To Plan											█							
Prepare Regulation 19 Submission of Local Plan#												█						
Cabinet Approval of Regulation 19 Local Plan (BIG DECISION 3)													█					
Final Public Consultation On Submission Plan														█				
Submit Local Plan With Evidence Base To PINS															█			
Examination In Public (EIP) Including Inspector's Report															█	█		
Adopt Plan (if Inspector doesn't require changes) (BIG DECISION 4)																█		
WORK STREAM 2 - Master Plan Settlement																		
Visioning And Narrative	█	█																
Scoping	█	█																
Education Assessment		█	█	█														
Health Assessment		█	█	█														

Year Quarter	PROPOSED PLANNING TIMETABLE																	
	2016				2017				2018				2019				2020	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Community Needs Assessment		█	█	█														
Contaminated Land Assessment		█	█	█														
Sports, Open Space And Recreation Assessment		█	█	█														
Heritage Assessment		█	█	█														
Ecology Assessment		█	█	█														
Retail Impact Assessment		█	█	█														
Drainage Assessment		█	█	█														
Water Cycle Assessment		█	█	█														
Energy And Waste Assessment		█	█	█														
Produce Framework Masterplan To Support Draft Local Plan					█													
Prepare Full Masterplan						█	█	█	█	█	█							
Submit Full Masterplan To LPA To Support Planning Application												█						
WORK STREAM 3 - LAND OWNERS / DEVELOPERS TASKS																		
Establish All potentially Relevant Land Owners	█																	
Meetings And Discussions With Relevant Land Owners	█																	
Viability Appraisal Work		█	█															
Landowner Joint Venture Agreement Preparations	█	█	█	█														
Prepare And Submit To LPA Strategic Options for J11			█	█	█													
Prepare Delivery Plan						█	█	█										
Prepare And Submit Outline Planning Application									█	█	█	█						
Await Decision And Prepare Draft 106 Agreement													█	█	█			
Receive Outline Planning Permission With S106																█		
Submit Reserved Matters For Phase 1 Approval																█	█	
Commence Phase 1 Development																	█	
NOTES																		
# Potential Staged Sign Off (formal or informal) by PINS?																		
SA = Sustainability Appraisal (throughout plan making process)																		
HRA = Habitat Regulation Assessment																		
Duty to Co-operate runs throughout planning process																		

4.2 Delivery Enabling Support

To accelerate our proposals through Local Plan review, masterplanning and submission of a planning application by 2018, the following delivery enabling support has been assembled by SDC and KCC. Our request for support from DCLG is shown overleaf.

OTTERPOOL PARK – PROPOSED BUDGET	£'000			DESCRIPTION
	16/17	17/18	18/19	
SDC contribution				
Project Coordination & Strategic Allocation				
Additional planning staff capacity	108	108	108	Additional staffing capacity to make the case for a new strategic allocation, collect and analyse evidence and draft policy. The additional staff will help accelerate the process by front-loading evidence gathering and enable delivery within the first five years of the plan period from a strategic allocation rather than 5+ years in the case of a broad location.
Project Co-ordination	90	90	90	Additional dedicated resources to drive delivery and co-ordinate activities.
SDC staffing resource	405	405	405	Resource made available to support the project; legal, procurement, finance, admin, communities, communications, Economic Development, Corporate Management Team.
Duty to co-operate	30	20	10	A range of activities to support policy formation in meeting planning / housing need outside Shepway
Sustainability Appraisal and related work streams				
Specialist consultants working alongside the LPA	75	75	20	Early sustainability appraisal work is essential to create a supportive planning policy framework for a Garden Town. Establishing a vision, testing options, identifying a preferred option and taking it forward to external examination in support of the Core Strategy review.
Strategic Housing Market Assessment	24	0	0	
Landscape Character Assessment and appraisal of options	80	55	0	
Rail masterplan and business case for LGF bidding	25	25	0	
Community Engagement & Communications				
Stakeholder mapping and development of a proxy community and community engagement strategy	25	10	5	To prepare a comprehensive community engagement strategy which includes a number of activities across different aspects of the proposals. Nationally recognised community planning processes will be included that allow residents to register their views and to work together on the resulting scheme.
Community survey and profiling	10	20	20	
Community led planning for real exercises	50	30	20	
Communications officer / PR / website management	25	25	25	
Total	947	863	703	

	£'000			DESCRIPTION
	16/17	17/18	18/19	
KCC Contribution				
KCC Officer support and in-kind contribution	150	140	55	A range of support for the project across KCC specialisms, particularly transport, heritage, ecology, drainage and demographics.
DCLG Contribution				
Masterplanning & associated evidence base				
Masterplan co-ordination & production (inc concept design)	100	75	25	The master plan will draw together a clear strategy for the spatial, economic and social transformation of Otterpool Park. The masterplan will be supported by detailed assessments and evidence that plan for the neighbourhoods that sit within the garden town vision. The masterplan and the associated evidence base is essential to front-load new development plan policy and bring forward delivery to the first five years of the new plan period.
Green infrastructure	40	45	25	
Social infrastructure, inc education, health & wellbeing	75	50	25	
Heritage, archaeology,	40	30	10	
Economic development, commercial matters & employment studies	45	45	25	
Housing & future demography	50	50	0	
Utilities & drainage assessments	75	75	25	
Acoustic, lighting and air quality assessments	50	30	0	
Culture and public realm	30	20	0	
Habitat Regulation Assessment	20	80	10	
Transport & Movement Assessments				
Highways, transport infrastructure review & strategy	100	100	50	A range of public transport and other movement related studies will be necessary alongside capacity assessments and enhancements to the train station. Early design work will assist in accelerating growth potential.
Feasibility & design work for Westenhanger rail station expansion and potential parkway development	65	100	25	
Delivery Planning				
Viability testing & cost consultancy	100	150	95	Planning for viable delivery, including infrastructure assessment to ensure a clear plan is identified and prioritised to allow for early phasing. The delivery plan will identify what is needed by when and how it is expected that this will be delivered. Early viability work is necessary to support a Strategic Site Allocation in the first five years of the new plan period.
Infrastructure assessment and delivery planning	80	80	40	
Financial modelling - finance & funding including phasing for delivery	50	50	50	
Legal & Governance				
Legal costs	150	150	150	Legal input on planning process, land value sharing, equalisation principles, and future governance arrangements.
Long term community stewardship - options assessment	25	25	25	
Total Funding Request to DCLG	1095	1155	580	

4.3 Planning Freedoms

As this project responds to national as well as local housing needs, we have discussed with colleagues in the Department for Communities and Local Government the following planning freedoms:

Freedoms to Streamline Our Plan Making:

introduction of secondary legislation and/or national planning policy to allow us to assess development plan options for the proposed settlement that meet key principles, rather than having to assess a wider range of high level options as alternatives to the proposed garden settlement. This will reduce the timescale, cost and complexity of our plan making.

Freedom in Meeting Wider Housing Need:

support is needed from Government in compiling an evidence base that justifies meeting housing needs that go beyond our own Housing Market Area, or an acceptance in national policy or secondary legislation that as there is a recognised national housing shortage there doesn't need to be additional evidence base justification in planning for a settlement above local needs.

Flexibility on Housing Mix: flexibility when planning the garden settlement to meet local aspirations for housing mix, type and tenure that meets community aspirations for home ownership to become a mixed and balanced community rather than being a fixed response to housing need data.

Flexibility in Working With Statutory Agencies:

priority access and response times from statutory agencies and utility providers with dedicated staff being made available to deal with our project at each key stage. Establishing a panel group of key agencies to aid co-ordination and understanding of the project will speed up delivery.

Flexibility in Working With the Planning Inspectorate:

In line with suggestions made by the Local Plan Expert Group, the Council would like to pilot a new approach to providing more certainty in plan-making through staged sign off by the Planning Inspectorate. Dedicated and consistent advice from the Planning Inspectorate is needed throughout the review of the Local Plan making process.

Flexibility in Performance: the Council currently has a 5 year housing land supply. Flexibility in terms of maintaining this supply (or not having to increase existing land supply if delivery rates fall), during the period it takes for the proposed garden settlement project to go through a review of the Council's Core Strategy Local Plan is needed. Being able to avoid special measures regarding appeals and 8/13 week performance targets while it is pro-actively planning a new garden settlement will allow resources to be focused on delivering long term sustainable housing growth rather than dealing with speculative planning applications / appeal work.



4.4 Financial Flexibilities

The project is ambitious and a significant undertaking for a District Council. There will be challenges over the scale of up-front funding and the level of resource required in progressing the project at pace. In order to do so, the following freedoms and flexibilities will help the Council:

» **Capital Support** – Recognising the significant up front infrastructure and investment to achieve planning permission, the facility to raise early capital to support infrastructure costs either through grant or loans or loan guarantees with minimal revenue impact will support the delivery of the programme;

» **Capital Switch** – An extension to the ability to convert capital receipts to support the revenue funding elements of the project. This will ease the revenue pressures in the early stage of the development, particularly in relation to infrastructure costs;

» **Revenue Support** – Investment needed to provide additional capacity support in the setting up and delivery of the programme; and

» **Revenue Streams** – Investigation of ongoing revenue streams to support the embedding of the development such as the establishment of an endowment or Tax Increment Financing.

The Council will seek to work with the private sector to share risks and optimise the funding streams to deliver the project.



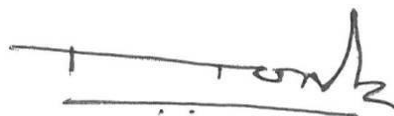
4.5 Conclusion

The inspiring Otterpool Park proposal is led by Shepway District Council; a multi-award winning Council with a track record of success. Success in winning Britain's first high-speed rail link. A track record of involving our residents in co-designing our services. Success in achieving a national award for our relentless focus on improving our customer experience. We are a Council whose commitment to protect family budgets means our Council Tax today is less than half a percentage point higher than it was in 2010.

We have a track record of leveraging the skills, experience, and resources of private-sector partners for the benefit of our citizens. For Otterpool Park, our key partners share our long-term commitment and vision, and bring the financial resources to help make it happen.

Our clear political leadership, backed by highly motivated professional officers, share one vision. A vision of a connected community, in a prime location on the strategic UK-Europe corridors. A vision of connected citizens and businesses, enjoying ultra-fast broadband, and easy access to the road, rail and cycle networks. A vision of empowered citizens, shaping the places they live and the services they use. A vision of successful citizens fulfilling their aspirations.

Our vision comes together in Otterpool Park. It will help build a stronger and more competitive local economy for the region. It will provide quality space and infrastructure for small and medium-sized businesses and enterprises. It will help us deliver the best schools and skills for our young people, so the next generation can succeed against the best in the world. Above all, Otterpool Park will help deliver the jobs and homes our community needs to grow and prosper.



Councillor David Monk
Leader of the Council
Shepway District Council

LETTERS OF SUPPORT FOR OUR BID FROM OUR KEY PARTNERS

APPENDICES

South East
Local Enterprise Partnership



South East LEP Secretariat
c/o Essex County Council
County Hall
Market Road
Chelmsford
CM1 1QH

13th May 2016

Brandon Lewis MP
Minister of State for Housing and Planning
Department of Communities & Local Government
2 Marsham Street
London
SW1P 4DF

Dear Minister

Shepway Garden Town – Otterpool Park

I am delighted to confirm the South East Local Enterprise Partnership's (SELEP) early support for the developing proposals from Shepway District Council and Kent County Council for a new Garden Town at Otterpool Park.

Recognising the transformational impact that this could have in shaping the growth of the District over the next 30+ years, we are keen to confirm its congruence with our own plans for the future of the SELEP's area and the delivery of our core mission – the enablement of land for housing growth and the creation of high value jobs.

We are engaged with the development of Shepway District Council's proposals through the Kent and Medway Economic Partnership in its role as a federal board of SELEP and we will ensure that it features prominently in our priorities for growth, including in the refresh of the Strategic Economic Plan which we have scheduled for later this year.

I hope that you can join me in supporting and championing Shepway District Council's exciting venture.

Yours sincerely,

Chris Brodie

Chairman
South East Local Enterprise Partnership

DAMIAN COLLINS MP



HOUSE OF COMMONS
LONDON SW1A 0AA

Brandon Lewis MP
Minister of State for Housing and Planning
Department for Communities and Local Government
2 Marsham Street
London
SW1P 4DF

25 May 2016

Our Ref: DC/DS

Otterpool Park Garden Town - Expression of Interest

I am writing to give my support to Shepway District Council's expression of interest for a new garden town at Otterpool Park, south of junction 11 of the M20.

This proposal warrants serious consideration as it provides a unique opportunity to plan for long term housing and employment growth in a high quality environment, while reducing expansionary pressure on existing towns and villages across the district.

New residential development of this kind which offers more opportunities for home ownership in our district is essential to meet the needs and aspirations of existing and future generations. I am particularly pleased to see the proposals embrace a range of opportunities for starter homes, self-build homes and custom built homes which will also support the development of more small and medium sized builders and developers.

The emphasis placed by the Council on creating an ultrafast IT enabled community, that promotes flexible working and provides modern employment

020 7219 7072 · damian.collins.mp@parliament.uk · www.damiancollins.com



space for business to prosper, while also providing the much needed social infrastructure, is to be applauded.

The location of the proposed new settlement is ideally located with the national motorway network, the channel tunnel terminal and with regular rail services from Westenhanger offering travel to central London under an hour.

This is a bold proposal utilising public sector land and I look forward to working closely with the Council and members of the local communities on this exciting and innovative project.

I would be grateful for an opportunity to meet with you to discuss this proposal along with representatives from Shepway District Council.

DAMIAN COLLINS

Paul Carter CBE Leader of the Council



Rt. Hon. Brandon Lewis MP
 Minister of State for Housing and Planning
 Department for Communities and Local Government
 2 Marsham Street
 London
 SW1P 4DF

County Hall
 Maidstone
 Kent ME14 1XQ
 Tel: 03000 410009

13 May 2016

Dear Brandon,

Re: Locally-Led Garden Villages, Towns and Cities – Otterpool Park, Shepway

On 3 May 2016 the Leadership of Shepway District Council and its Corporate Management Team presented to Kent County Council a proposal to submit an expression of interest for a garden settlement at Otterpool Park.

The County Council has reviewed the March 2016 prospectus *Locally-Led Garden Villages, Towns and Cities* published by the Department for Communities and Local Government. Kent County Council recognises that expressions of interest for new garden towns and cities should have the support of local authorities in the area they are situated, including the county council in two-tier areas.

For the benefit of the Department for Communities and Local Government, Kent County Council is the upper tier authority in Kent which has a two tier system of governance. The County Council is a provider of key infrastructure across the county of Kent, including in its capacity as Local Education Authority, Local Highway Authority and provider of Adult Social Care. It also led the preparation of the inaugural *Kent and Medway Growth and Infrastructure Framework* which provides a strategic overview of the scale of growth in the county, the necessary infrastructure required to support growth and sets out a plan to address the challenges to delivery.

The proposal for a garden settlement at Otterpool Park provides an exceptional opportunity to respond to the demonstrable local and county wide need for housing and jobs, in a positively planned manner with well-designed development supported by sustainable infrastructure provision in a truly green setting. The location is extremely well connected both locally, regionally and internationally, situated in close proximity to the local and strategic highway network, the mainline railway station at Westenhangar and Eurotunnel terminal at Cheriton.

Kent County Council therefore is delighted to offer its **full support** for the principle of a garden settlement at Otterpool Park. It also welcomes the proactive manner in which the District Council has sought to positively engage officers of the County Council at the earliest opportunity. Kent County Council looks forward to both

paul.carter@kent.gov.uk

16-0924

Authorities continuing to work closely to deliver the homes, jobs and infrastructure required to support the creation of a new garden settlement of the highest quality which will leave an outstanding legacy.

If you require any further information to support the expression of interest, please do not hesitate to contact us.

Yours sincerely,

Paul Carter CBE
 Leader of the Council

Matthew Balfour
 Cabinet Member for Environment and Transport

Cc. Councillor David Monk, Leader of the Council, Shepway District Council
 Mr Alistair Stewart, Chief Executive, Shepway District Council
 Dr Susan Priest, Corporate Director, Strategic Development, Shepway District Council

16-0924

Aldersgate Investments Limited

Company number: 1465466
 Registered address: c/o Patton, Moreno & Asvat (BV) Ltd,
 O'Neal Marketing Associates Building, 2nd Floor, Wickham's Cay II, PO Box 3174, Road Town, Tortola, BVI
 Correspondence address: c/o Reuben Brothers SA, 9 Place du Molard, 1204 Geneva, Switzerland

Shepway District Council,
 Civic Centre,
 Castle Hill Avenue,
 Folkestone,
 Kent, CT20 2QY

23 May 2016

To whom it may concern

Folkestone Racecourse "FR" is wholly owned by Simon and David Reuben through its primary property vehicle Aldersgate Investments Limited, who through various companies are long term investors in UK property with over £6bn of UK property owned free and clear of any third party debt. Folkestone Racecourse was part of the Arena Racing Company (ARC), that operates 16 racecourses throughout the UK, staging some 35% of the UKs horse racing fixture list. Folkestone Racecourse closed in 2012 as it had become financially unviable as a racecourse, although they have remained committed to seeking a long term solution for the facility, which would create opportunities for employment, tourism or other economic benefits to Kent and Shepway in particular.


FR has been approached by Shepway District Council to explore the potential to develop the site around junction 11 of the M20, due to their belief that the site offers a unique opportunity to deliver a garden village that provides significant new homes, with excellent existing infrastructure, but could also provide significant and long term economic benefits and job to the region. The proposal is rightly ambitious in what it aims to achieve, however Folkestone Racecourse believe this is entirely achievable over the period of the development strategy.

Through Shepway District Councils commitment, and Folkestone Racecourse ownership structure the development will not rely on external funding, and can both be comprehensive and visionary in its planning, and decisive in its execution. The project, through its guiding principles, can provide an exciting place to live and work, with green open space, and real social cohesion within a new community.

We look forward to continuing to support and deliver upon the objectives outlines within the Expression of Interest document proposed by Shepway District Council, and believe this is a once in a lifetime opportunity to deliver a step change for the economy in Kent.

If you have any further queries on this matter, please do not hesitate to contact me

Yours faithfully



Alexander Bushaev
 Director

Kent & Medway Business Advisory Board

Rt. Hon. Greg Clark M.P.
 Secretary of State
 Department for Communities and Local Government
 2 Marsham Street
 London
 SW1P 4DF

19 May 2016

Dear Secretary of State

Otterpool Park – A new garden town proposal

Thank you to the Government for inviting local authorities to identify areas for new garden settlements to increase the overall number of homes being built nationally.

A key priority for the Kent and Medway Economic Partnership is meeting the accommodation need of the growing local populous and unlocking the associated economic growth. We support the establishment of new well-designed, high-quality garden cities that create a sense of community, and have appropriate and sufficiently-funded infrastructure built into their design.

An expression of interest is being drawn up by Shepway District Council, in close liaison with Kent County Council, for a new Garden Town in the area surrounding Otterpool Manor Farm.

I'm writing today on behalf of the Kent and Medway Business Advisory Board to register our support in principle for this new Garden Town, known as Otterpool Park, which could see up to 12,000 new homes being built over the next 30 years. This major transformational project aligns with our strategic vision to unlock new housing and the site is conveniently located close to junction 11 of the M20, and so would allow fast access by car to existing Kent communities and commercial centres.

I hope that you can join me in supporting Shepway District Council's expression of interest.

Yours sincerely



Geoff Miles
 Vice-Chair of the South East Local Enterprise Partnership
 Chair of the Kent and Medway Economic Partnership
 Chair of the Kent and Medway Business Advisory Board

CC. Brandon Lewis M.P., Minister of State for Housing and Planning

Kent & Medway Business Advisory Board, 2nd Floor, Invicta House, Maidstone, ME14 1XX



19 May 2016

Brandon Lewis MP
Minister for Housing and Planning
Department for Communities and Local Government
2 Marsham Street
London SW1P 4DF

Ramsgate Road
Broadstairs
Kent CT10 1PN
United Kingdom
T 01843 605040
F 01843 605013
www.eastkent.ac.uk
Principal: Graham Razey

Dear Mr Lewis

Re: Proposal for Otterpool Park garden town

I am writing to express East Kent College's support for the proposed bid, recently announced by Shepway District Council, for a garden town in the area surrounding Otterpool Manor Farm. The draft set of principles that has been developed by the Council is very exciting and there has been active and positive consultation with community partners and with business. We are particularly pleased that the council is basing the proposals on important social, economic and environmental principles, which is critical if a new development of this kind is to be successful.

As a key enabler of economic prosperity, the College will need to work with the Council and other partners throughout the development process to ensure that high quality further education and skills provision is factored into the plans for the garden town, including any other investment that may be required that would be in addition to the provision at our existing Folkestone campus. It is vital that this is considered alongside schools provision as many technical skills will be required to meet the needs of the employment opportunities that will be available in Otterpool Park and the surrounding area.

East Kent College is also keen that local people are able to take advantage of opportunities that will be available through the planning, development and construction of the new garden town. The garden town development will enable numerous training and career opportunities for local people, including Apprenticeships, and the Council has committed to ensuring that these are included in robust frameworks and agreements associated with the development. It will be important that the College is seen as a key delivery partner in this regard.

We look forward to continuing to work with Shepway District Council and other partners in developing the proposals for Otterpool Park and hope that you will be inviting a full Expression of Interest in due course.

Yours sincerely

Graham Razey
Principal | East Kent College
01843 605000
PA: Kerry Hickmott (kerry.hickmott@eastkent.ac.uk)
www.eastkent.ac.uk
facebook.com/eastkentcollege twitter.com/grahamrazey



Your college.
Your future...



Experts in Business

FSB Regional Office
The Business Terrace
King Street
Maidstone
Kent ME15 1JQ

Dr Katharine Harvey
Head of Economic Development
Shepway District Council
Civic Centre, Castle Hill Avenue,
Folkestone, Kent, CT20 2QY

20 May 2016

Dear Dr Harvey,

Re: Otterpool Park Garden Town

As a representative of small businesses in Kent, I am writing in regards to Shepway District Council's proposal to build a garden town, 'Otterpool Park Garden Town'. I would like to show initial support for this proposal which could see up to 12,000 new homes being built over the next 30 years and would include space for businesses, new schools and parks.

We are particularly interested in the fact that Shepway District Council are keen to work to ensure that local supply chains develop, so small firms can take part in and benefit from the proposal from the outset. We'd like to call on buyers taking part in the Otterpool Park Garden Town to break up large contracts and create more work opportunities for small firms. Our findings also show when local authorities spend money with small firms, the local economy benefits by an average of 58 per cent.

We are pleased to hear that the new settlement will include the provision of ultra-fast IT. Small businesses cannot thrive without reliable broadband connection – it is a commercial necessity. Demand is only going to increase, therefore planning ahead for future demand will enable businesses to operate in a competitive international market. We know that there's significant economic growth potential if small businesses are able to do more online. Whether contacting customers, suppliers, or staff, the internet allows small firms greater flexibility and competition.

We urge the overall developers to engage with local small businesses and their suppliers which are at the heart of our local communities, and look forward to hearing about public consultations that will take place.

Yours sincerely,

Bill Fox
Regional Chairman
FSB Kent and Medway
Office.kent@fsb.org.uk

T 01253 336000
E customerservices@fsb.org.uk
W fsb.org.uk

A Sir Frank Whittle Way,
Blackpool Business Park,
Blackpool, FY4 2FE

Registered Office:
National Federation of Self Employed and Small Businesses Limited,
Sir Frank Whittle Way, Blackpool Business Park, Blackpool, FY4 2FE
Registered in England: 1263540

Shepway Business Advisory Board

Civic Centre, Castle Hill Avenue, Folkestone, Kent, CT20 2QY

Rt Hon Brandon Lewis
Minister of State for Housing and Planning
Department for Communities and Local Government
2 Marsham Street
London
SW1P 4DF

23rd May 2016

Dear Minister

Proposal for the new Garden Settlement, Otterpool Park

The Shepway Business Advisory Board is a forum of businesses in the Shepway local authority district which meets regularly to discuss local and national issues that affect business. As Chairman of the Board I am writing to convey our support for the new garden settlement, Otterpool Park, proposed by Shepway District Council.

The Board has been involved and is supportive of Shepway District Council's aspirations for growth in the district. We heard a presentation about their ambitions for the area around south of M20, Junction 11 over a year ago and the Board encouraged the council to bring forward their ambitions for this site as soon as was possible.

The Board is therefore very supportive of bringing this area forward as a new proposed garden settlement. Our business board members recognise the clear opportunities that this proposal offers to existing businesses in Shepway district, as well as to the wider Kent and Medway economy. We have challenged the district council to ensure that local, rather than national, businesses will benefit from this development and we feel confident that they have heard our message and that local supply chains will develop and benefit from the proposal.

The Board welcomes the intention for significant employment space to be allocated within this new settlement. This will offer opportunities for the district to attract new high value inward investment into Shepway to meet the economic growth aspirations for the district, as well as presenting new supply chain opportunities for local business.

The new settlement will also enable Shepway to attract more people of working age with the skills needed by all our businesses in the district to grow in the future.

Yours faithfully



Geoff Miles, MA DL
Chair, Shepway Business Advisory Board

25th May 2016

Brandon Lewis
Minister for Housing and Planning

Dear Sir,

Proposal for Otterpool Park garden town

I am writing to express the Creative Foundation's support for the proposed bid, recently announced by Shepway District Council, for a garden town in the area surrounding Otterpool Manor Farm.

The Creative Foundation is the Shepway arts charity that has taken a leading role in the regeneration of Folkestone and the surrounding area. We particularly support this proposal because by planning the change that responds to a need for additional housing in the area the Council can show leadership and control of the development. We are particularly impressed by their commitment to excellent design that we know helps create successful communities.

The Creative Foundation would be committed to working with Shepway District Council to not just ensure excellence in their design, but to provide creative connections to artist/architects. We are also in a position through our work to provide a strong cultural offer to those that move into the area.

We look forward to continuing to work with Shepway District Council and other partners in developing the proposals for Otterpool Park and hope that you will be inviting a full Expression of Interest in due course.

Yours faithfully,



Alastair Upton
Chief Executive

26th May 2016

Rt.Hon Brandon Lewis
Minister of State for Housing and Planning
Department for Communities and Local Government
2 Marsham Street
London
SW1P 4DF

Dear Minister

Re: New Garden Settlement Proposals at Otterpool Park, Shepway

Kent Invicta Chamber of Commerce is a Membership organisation which represents the voice of over 1300 Kent based businesses. As an organisation we work with both the public and private sectors on economic development, to ensure an environment that is conducive to business growth and enterprise.

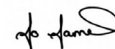
Having looked at and discussed the proposals for Otterpool Park, the Chamber is fully supportive of this initiative. If it comes to fruition it will provide necessary housing and commercial opportunities to ensure the continued growth of the District.

With its excellent connectivity, just off Junction 11 of the M20; distance to London; the Ports & Eurotunnel; it is an excellent location to attract much needed inward investment to the area, ensuring employment opportunities for the local community and beyond.

The proposals put forward will provide a quality settlement, encompassing quality housing, much needed new business premises whilst retaining a quality public realm.

We very much hope that this proposal is carried forward.

Yours faithfully



Jo James
Chief Executive



Folkestone

Hythe & Romney Marsh
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