

# Sellindge's Future

Sellindge Masterplan, Final Report – Consolidated



---

REPORT PRESENTED BY	URBAN INITIATIVES
---------------------	-------------------

---

IN ASSOCIATION WITH	N/A
---------------------	-----

---

STATUS	FINAL
--------	-------

---

ISSUE NO.	02
-----------	----

---

DATE ISSUED	31 MARCH 2011
-------------	---------------

---

FILE NAME	3734_20110329_ConsolidatedReport_v3_TM.indd
-----------	---

---

AUTHOR	DAVID SYME
--------	------------

---

---

REVIEWED BY PROJECT DIRECTOR	MARCUS WILSHERE
---------------------------------	-----------------

---

---

APPROVED BY DESIGN DIRECTOR	
--------------------------------	---

---

© 2011 Urban Initiatives Ltd. All rights reserved

This report has been prepared for the exclusive use of the commissioning party and unless otherwise agreed in writing by Urban Initiatives Limited, no other party may copy, reproduce, distribute, make use of, or rely on the contents of the report. No liability is accepted by Urban Initiatives Limited for any use of this report, other than for the purposes for which it was originally prepared and provided.

Opinions and information provided in this report are on the basis of Urban Initiatives Limited using due skill, care and diligence in the preparation of the same and no explicit warranty is provided as to their accuracy. It should be noted and is expressly stated that no independent verification of any of the documents or information supplied to Urban Initiatives Limited has been made.



# Contents

<b>1</b>	<b>Introduction</b>	
1.1	Background .....	5
1.2	The Study Area.....	6
1.3	Policy Context .....	8
1.4	Market Context.....	10
<b>2</b>	<b>Context and History</b>	
2.1	Methodology .....	15
2.2	Heritage Analysis .....	15
2.3	Urban Design Analysis.....	19
2.4	Social Context .....	22
2.5	Transport Context.....	25
2.6	Landscape And Environmental Context...	29
2.7	Utilities Constraints.....	31
<b>3</b>	<b>Stage A Consultation</b>	
3.1	Introduction .....	33
3.2	Consultation Strategy.....	33
3.3	Placecheck Exercise.....	34
3.4	The Village Game.....	34
3.5	Landowner Surgery .....	43
<b>4</b>	<b>Options</b>	
4.1	How have options been developed?.....	45
4.2	How have options been consulted on?....	46
	<b>Option 1: Central Focus.....</b>	<b>48</b>
	<b>Option 2: A Dispersed Model .....</b>	<b>54</b>
	<b>Option 3: Central/Northern .....</b>	<b>60</b>
	<b>Option 4: Central/Eastern .....</b>	<b>66</b>
<b>5</b>	<b>Masterplan Options</b>	
5.1	Public Consultation.....	73
5.2	Rationale for selecting a preferred masterplan .....	77
<b>6</b>	<b>Preferred Masterplan</b>	
6.1	Urban Structure .....	79
6.2	Landuse Strategy .....	82
6.3	Landscape & Public Realm Strategy.....	84
6.4	Delivery, phasing and implementation...	88
<b>7</b>	<b>Next Steps</b>	
7.1	Planning & Consultation .....	91
7.2	Project Delivery.....	91
	<b>Appendices</b>	
	Appendix A: Glossary of Terms.....	95
	Appendix B: Core Strategy Preferred Options .....	97
	Appendix C: Landscape Assessment .....	99
	Appendix D: Final Consultation Strategy.....	111
	Appendix E: Placecheck Exercise.....	112
	Appendix F: Consultation Log & Attendance List	117
	Appendix G: Village Game Assumptions .....	118
	Appendix H: Consultation Log & Attendance List	123
	Appendix I: Landowner Surgery .....	125
	Appendix J: Financial Appraisal.....	127
	Appendix K: Summary of Landowner Submissions ....	135
	Appendix L: Public Consultation Boards .....	141
	Appendix M: Public Consultation Questionnaire...	143
	Appendix N: Public Consultation Data.....	145

# Figures

<b>Figure 1.1</b>	Plan showing area of search .....	9	<b>Figure 2.25</b>	Example of working farmland.....	31
<b>Figure 2.1</b>	Historic mapping (1816).....	18	<b>Figure 2.26</b>	Interface between the M20 and farmland.....	31
<b>Figure 2.2</b>	Plan indicating building age and listed buildings .....	18	<b>Figure 2.27</b>	Expansive views to open countryside. ....	31
<b>Figure 2.3</b>	Plan identifying main residential communities....	20	<b>Figure 2.28</b>	Plan showing utility constraints.....	32
<b>Figure 2.4</b>	Plan showing urban design analysis and land use20		<b>Figure 3.1</b>	Tile images .....	36
<b>Figure 2.5</b>	Red brick, two-storey residential dwelling typical within the village and surrounding area. ....	21	<b>Figure 3.2</b>	Game board .....	37
<b>Figure 2.6</b>	Whilst the street furniture within the village is robust and functional it fails to contribute in an attractive way to the character of the village.....	21	<b>Figure 3.3</b>	Landscape sensitivity .....	38
<b>Figure 2.7</b>	Ashford Road (A20). The nature of this route contributes to higher traffic speeds.....	22	<b>Figure 3.4</b>	Proximity to bus stops.....	38
<b>Figure 2.8</b>	The frequency of local bus routes, and lack of evening services are often criticised by the village residents. ....	22	<b>Figure 3.5</b>	Image of PlaceCheck exercise .....	40
<b>Figure 2.9</b>	Access to the countryside from the village is excellent with a comprehensive network of rural footpaths and bridleways. ....	22	<b>Figure 3.6</b>	Image of workshop 2 .....	40
<b>Figure 2.10</b>	Local facilities include Cooperative supermarket and Post Office.....	23	<b>Figure 3.7</b>	Image of game play .....	40
<b>Figure 2.11</b>	A range of housing types provides a suitable mix for residents. ....	23	<b>Figure 3.8</b>	Game 1 Outputs.....	41
<b>Figure 2.12</b>	Surrounding farm buildings providing agricultural employment. ....	23	<b>Figure 3.9</b>	Game 2 Outputs.....	42
<b>Figure 2.13</b>	Sellindge Primary School.....	24	<b>Figure 3.10</b>	Game 3 Outputs.....	43
<b>Figure 2.14</b>	The local Primary School forms part of the focus for social activity within the village. ....	24	<b>Figure 3.11</b>	Game 4 Outputs.....	44
<b>Figure 2.15</b>	Sellindge Surgery provides important healthcare facilities across the district. ....	24	<b>Figure 4.1</b>	Plan showing site references .....	49
<b>Figure 2.16</b>	Playing fields at Sellindge Sports and Social Club25		<b>Figure 4.2</b>	Option 1.....	50
<b>Figure 2.17</b>	The club provides facilities for a range of sports and holds many events throughout the year. ....	25	<b>Figure 4.3</b>	Spidergram of Village Team Assessment .....	52
<b>Figure 2.18</b>	The village hall has long been the focus of community life in Sellindge. ....	25	<b>Figure 4.4</b>	Option 2.....	56
<b>Figure 2.19</b>	Plan showing movement analysis.....	26	<b>Figure 4.5</b>	Spidergram of Village Team Assessment .....	58
<b>Figure 2.20</b>	Plan indicating movement opportunities.....	26	<b>Figure 4.6</b>	Option 3.....	62
<b>Figure 2.21</b>	Journey to work mode share (2001 census) .....	27	<b>Figure 4.7</b>	Spidergram of Village Team Assessment .....	64
<b>Figure 2.22</b>	Travel distance to work (2001 census). Left - Shepway, right - South East Region. ....	27	<b>Figure 4.8</b>	Option 4.....	68
<b>Figure 2.23</b>	Plan showing general landscape features within the area.....	30	<b>Figure 4.9</b>	Spidergram of Village Team Assessment .....	70
<b>Figure 2.24</b>	Plan indicating elements that impact on landscape quality. ....	30	<b>Figure 5.1</b>	Option A .....	76
			<b>Figure 5.2</b>	Option B .....	77
			<b>Figure 6.1</b>	Illustrative masterplan with red line boundary indicating 'Core' Area.....	82
			<b>Figure 6.2</b>	View 1. Artist's Impression of Sellindge village green and adjacent development, looking south from Swan Lane junction.....	85
			<b>Figure 6.3</b>	Cafes and local services focussed around a public open space, Poundbury. ....	85
			<b>Figure 6.4</b>	High quality residential development fronting onto Village Green, Wye, Kent.....	87
			<b>Figure 6.5</b>	View 2. Artist's Impression of Sellindge village green, looking west towards new parish office and existing health centre and Village Hall.....	87
			<b>Figure 6.6</b>	Diagram indicated street improvements along the A20 .....	88



# Tables

<b>Figure C.1</b>	Plan showing landscape sensitivity.....	102	<b>Table 1.1</b>	Average Asking Price Analysis.....	13
<b>Figure C.2</b>	Image of site L1 .....	103	<b>Table 1.2</b>	Average Asking Price Analysis for more specific settlement areas .....	14
<b>Figure C.3</b>	Image of site L1 .....	103	<b>Table G.1</b>	Assumptions on points per tiles .....	121
<b>Figure C.4</b>	Image of site L1 .....	103	<b>Table G.2</b>	Private Residential cost and value assumptions.	122
<b>Figure C.5</b>	Image of site L2 .....	104	<b>Table G.3</b>	Social Rented Residential cost and value assumptions .....	123
<b>Figure C.6</b>	Image of site L2 .....	104	<b>Table G.4</b>	Intermediate Residential cost and value assumptions .....	124
<b>Figure C.7</b>	Image of site L3 .....	105	<b>Table A.1:</b>	Options Appraisal .....	130
<b>Figure C.8</b>	Image of site L3 .....	105			
<b>Figure C.9</b>	Image of site L3 .....	105			
<b>Figure C.10</b>	Image of site L4 .....	106			
<b>Figure C.11</b>	Image of site L4 .....	106			
<b>Figure C.12</b>	Image of site L4 .....	106			
<b>Figure C.13</b>	Image of site L5 (East) .....	107			
<b>Figure C.14</b>	Image of site L5 (West) .....	107			
<b>Figure C.15</b>	Image of site L5 (West) .....	107			
<b>Figure C.16</b>	Image of site L6 .....	108			
<b>Figure C.17</b>	Image of site L6 .....	108			
<b>Figure C.18</b>	Image of site L6 .....	108			
<b>Figure C.19</b>	Image of site L7 .....	109			
<b>Figure C.20</b>	Image of site L7 .....	109			
<b>Figure C.21</b>	Image of site L7 .....	109			
<b>Figure C.22</b>	Image of site L8 .....	110			
<b>Figure C.23</b>	Image of site L8 .....	110			
<b>Figure C.24</b>	Image of site L8 .....	110			
<b>Figure C.25</b>	Image of site L9 .....	111			
<b>Figure C.26</b>	Image of site L9 .....	111			
<b>Figure C.27</b>	Image of site L9 .....	111			
<b>Figure C.28</b>	Image of site L0 .....	112			
<b>Figure C.29</b>	Image of site L0 .....	112			
<b>Figure C.30</b>	Image of site L0 .....	112			



# 1 Introduction

Urban Initiatives, has been appointed by Shepway District Council and the Homes and Communities Agency to prepare a masterplan for the village of Sellindge in Kent. The study will set a vision for the future growth of the village and examine the opportunities offered by new development to support new and existing facilities, create new public open space and deliver much needed affordable housing within the area.

## 1.1 Background

1.1.1 Shepway District Council is in the process of preparing its Local Development Framework (LDF). The Council consulted on the Core Strategy– ‘Preferred Options’ in June/July 2009. The document fosters a selective place-shaping approach that is more sensitive to the pressing (but less immediately prominent) needs of smaller and more rural communities. The preferred strategic option identified housing targets for the whole District of 8,000 dwellings which is above the now revoked South East Plan requirement of 5,800 dwellings.

1.1.2 In identifying areas for growth, Shepway District Council considered the appropriateness of sites within the three broad character areas that make up the district:

- Folkestone and Hythe forming a narrow compact urban strip between the coast and the escarpment of the Kent Downs;
- the Romney Marsh to the south which is all subject to tidal flood risk; and
- the North Downs which is largely covered by the Kent Downs Area of Outstanding Natural Beauty (AONB) Designation.

1.1.3 In the absence of sufficient capacity in and around the district’s towns, an unconstrained area within the western part of the the North Downs was identified as the most suitable general zone with long-term strategic potential. This zone is not covered by the AONB designation, is not within a flood-risk zone and is well served by road and rail links.

1.1.4 The Core Strategy Preferred Options identified a cluster of three sites within this unconstrained area:

- Eastern Sellindge;
- Former Airfield, Lympe; and
- Folkestone Racecourse.

1.1.5 Sellindge is the largest village in this locality. It is located along the A20 which is served by a bus route and is bisected by the M20 and the high speed Channel Tunnel Rail Link. It has a cluster of local services which include a GP surgery, pub, shop, school and village hall and is considered a sustainable location to accommodate growth.

### Purpose Of This Document

1.1.6 This Study aims to provide a clear spatial vision for Sellindge to ensure growth in the village is sustainable and provides tangible benefits to existing and new residents. The conclusions will inform planning and regeneration policy and identify the most suitable sites within the village to meet the core strategy objectives. It is proposed the recommendations within this document supersede any previous decisions made by Shepway District Council at the Preferred Options Stage, although formally this may require a similar resolution by Shepway’s Cabinet comparable to their decision taken at Preferred Options (2009).

1.1.7 The HCAs ambitions for the project include exploring ways of working with rural communities that might provide lessons for other villages and small towns.

## What Is A Masterplan ?

1.1.8 Many terms can be used to describe a strategy for physical development of an area and many of these terms can be used interchangeably. With regard to the Sellindge masterplan it:

**“sets a framework for development and provides a strategy to enable that development to proceed.”**

1.1.9 The Masterplan is underpinned by a series of Objectives set out by Shepway District Council:

- To confirm the potential for and broad nature of development to enable the delivery of a public open facility providing a physical and practical focus in central Sellindge, with maximum local community support;
- To identify the most suitable sites and provide confirmation of the deliverability of land;
- To provide specific principles integral to deliverability over the longterm;
- To guide the Shepway LDF's policy provisions for the managed growth and improvement of the village over the long-term; and
- To potentially inform more detailed proposals that may be submitted by the landowners in relation to a planning application once appropriate provisions have been made in the LDF.

## Document Structure

1.1.10 The brief for this commission consists of a three-stage programme. The first stage is documented within this report and includes:

- Baseline analysis work to understand both issues that affect the village itself and the wider context within which it is set;
- An initial investigation of potential development scenarios and the challenges and opportunities that they present; and
- Consultation undertaken within this stage and how it has informed our analysis of the village and helped shape the development scenarios.

1.1.11 The second stage document will present a thorough testing of options in terms of capacity, design and viability.

1.1.12 The third stage document will present a detailed and robust masterplan for the village.

## 1.2 The Study Area

1.2.1 In developing a vision for the future of Sellindge our analysis has encompassed the whole of the village and surrounding countryside. We have paid due consideration to proposals and applications in close proximity to the village and how they may impact on the plans for Sellindge.

1.2.2 An area of search was established through discussion with Shepway District Council. The area is defined by the Parish boundary to the north, several natural boundaries to the east and west and the A20 to the South. It includes all sites put forward by landowners following the SHLAA process and represents an appropriate study area to determine suitable sites for sustainable growth in Sellindge.

### Development Proposals

#### Folkestone Racecourse, Westenhanger

1.2.3 Situated to the south east of Sellindge village, adjacent to Westernhanger train station, Folkestone racecourse was identified at the Core Strategy preferred options consultation stage as a site for regeneration. The site was proposed to be allocated for a high quality mixed use development to accommodate at least 400 homes, including 35% affordable housing and 20% market lifetime homes. The development will also ensure upgrades to the racecourse and provide appropriate contributions towards existing and new infrastructure.

1.2.4 Arena Leisure has subsequently prepared an indicative masterplan that includes provision for:

- A new Racecourse with supporting facilities and access from the A20;
- The provision of approximately 800 houses, depending upon viability; and supporting Racecourse facilities, such as equestrian and employment uses; and
- The provision of open space and structural open space to provide a setting for the Racecourse, Westenhanger and the Castle.

1.2.5 The masterplan has been submitted to Shepway Council for consideration.



### Former Airfield, Lympne

1.2.6 Situated to the adjacent to Lympne village, southeast of the Link Park business area, this land was identified at the Core Strategy preferred options consultation stage as a site to accommodate housing growth. The site was proposed to be allocated for development of around 400 homes and to provide a significant community facility (a GP surgery of equivalent benefit) including 35% affordable housing and 20% market lifetime homes.

1.2.7 Following developer consultation on alternative approaches, information has been submitted to Shepway Council for consideration.

### Otterpool Quarry, Ashford Road

1.2.8 An application for the construction of a recycling facility, anaerobic digestion plant and associated office space was submitted to Kent County council in 2008. Shepway District Council is

a consultee to the decision making process, and accordingly objected on the basis of reservations relating to traffic conditions and to landscaping.

1.2.9 It is understood Kent County Council have yet to complete the determination of the application.

### Proposed Lorry Park

1.2.10 Kent County Council has identified a preferred site, off the M20 at Aldington for a permanent lorry park to provide a solution to problems caused by Operation Stack. This is outside Shepway but lies near the boundary (Sellindge Parish).

1.2.11 It is believed that the funding necessary to deliver this idea has not been identified and that details have not been produced to draw it up into a proposal to take forward.



Figure 1.1 Plan showing area of search

## 1.3 Policy Context

This report takes into account the wider national, regional and local policy context and other research reports. The policy context is set out below.

### National

1.3.1 The Government set out national level guidance through Planning Policy Statements (PPSs) and Planning Policy Guidance notes (PPGs). The underlying principles for the planning system are set out in PPS1: Delivering Sustainable Development. This document promotes the efficient use of land through compact, mixed use development and the use of suitably located previously developed land and buildings.

1.3.2 PPS3: Housing establishes the Government's strategic housing policy. The main objectives are to ensure that everyone has the opportunity of living in a decent home, which they can afford, in a community where they want to live.

1.3.3 Proposals for Sellindge should have particular regard to PPS 7: Sustainable Development in Rural Areas.

### Regional

1.3.4 The revocation of the South East Plan is not likely to have any impact on housing targets in Shepway. This is because the district's preferred option has been to explore options beyond the level that was indicated for Shepway (290 dwellings per annum).

### Local

1.3.5 Shepway District Local Plan Review was adopted on 16th March 2006. As part of the transitional arrangements under the Planning and Compulsory Purchase Act 2004 (as amended) the council requested a direction from the Secretary of State to save specific policies while it prepares and adopts its Local Development Framework (LDF). The Secretary of State's direction to save policies came into effect on 16th of March 2009.

1.3.6 In the Local Plan Review 2006 'saved policies' Sellindge is identified as a Village/small rural town in the settlement hierarchy as identified by Structure Plan policy RS3(a) (Policy CO2). The land around Sellindge is not covered by any planning policy constraints as shown on the proposals map. Land to the east of Sellindge does adjoin an area of Nature Conservation (Policy CO9 and CO10) and Common Land and Village Green (CO25). There is also a strip of land to the south (along the M20)

that is covered by the Channel Tunnel Safeguard Area.

1.3.7 Relevant 'saved' policies in relation to Sellindge are set out below:

#### Housing

1.3.8 The Local Plan Review 2006 'saved policies' defines housing supply up to 2011 and work undertaken more recently on the Strategic Housing Land Availability Assessment and the emerging Core Strategy is considered more relevant to inform future policy for Sellindge.

1.3.9 Affordable Housing – Policy HO4 seeks to negotiate an element of affordable housing of 30% on all new housing developments of 15 dwellings or more (or over 0.5 hectares). The delivery of this is reinforced by a specific Affordable Housing Supplementary Planning Document adopted in 2008.

1.3.10 Local housing needs in rural areas – Policy HO6 is set out in recognition of the problems of affordability compounded by second and holiday homes, lower housing density, loss of local facilities such as shops and schools in rural areas. It states that planning permission will be granted for proposals for local needs housing development within or adjoining villages of a suitable scale and type to meet identified needs provided this meets a range of criteria set out.

#### Shopping

1.3.11 Policy S8 promotes the retention of local rural facilities such as village shops and pubs by not permitting the change of use of such facilities.

#### Leisure and Recreation

1.3.12 Policy LR9 requires the provision of new open space in areas where an open space deficiency exists or will be created – Sites of 25 or more dwellings should provide open space to the standard of 2.43 hectares (6 acres) per 1,000 population. Sellindge is not deficient in Outdoor Sports Open Space.

1.3.13 Policy LR10 sets out a requirement to provide adequate provision of children's play space in all residential developments. In areas of deficiency a minimum of 5sq m of child bed space should be provided. Sellindge has a deficiency of Equipped Play Areas (requirement 0.3ha per 1000 pop) and in Local Areas for Play (0.5 ha per 1000 pop).

1.3.14 The council also supports the dual use of school facilities for indoor and outdoor recreational and leisure facilities.

#### Built Environment

1.3.15 Policy BE1 requires a high standard of layout, design and choice of materials and sets out



development control requirements for large and sensitive planning applications. The delivery of this and related aims is reinforced by the Kent Design Guide which has been adopted as a Supplementary Planning Document in the district.

1.3.16 Policy BE11 Housing Density seeks a density of 30 dwellings per hectare, subject to acceptable impact on local character.

1.3.17 Policy BE16 seeks to protect existing important landscape features and make appropriate provision for new planting.

1.3.18 Policy BE17 precludes development where it would entail damage/removal of trees protected by a TPO.

### Transport

1.3.19 Policy TR2 requires bus routes for major developments of 100 dwellings or more or 5 hectares and promotes the provision and linkage to public transport.

1.3.20 Policy TR4 safeguards land for Channel Tunnel Rail Link and precludes development that would prejudice the provision of facilities to serve a high speed rail link.

1.3.21 Policies TR5 and TR6 promote cycling and walking.

1.3.22 Policy TR12 requires new development to meet the parking standards set out in the Local Plan.

## Core Strategy – Preferred Options

1.3.23 The council consulted on the Core Strategy 'Preferred Options' in June/July 2009. The council is now anticipating publication of the submission Core Strategy in Summer 2011.

1.3.24 The Core Strategy is a long-term document and looks towards the year 2026 and beyond. The Core Strategy Preferred Options identifies an area based approach to meet the housing requirements of 6000 - 8000 new homes between 2006 – 2026 in the district (300-400 a year).

1.3.25 Preferred Option LS1 Housing mix and density sets out that two thirds of all market housing should be in the form of houses (not flats) with half the houses being family sized (3 or more bedrooms). In terms of housing density it seeks to meet the national minimum density of 30 dwellings per hectare in all new development.

1.3.26 Preferred Option GS3: Sustainable Construction requires a minimum of 10% of energy from decentralised and renewable or low carbon sources (development of 10 or more dwellings). For allocated sites there is a minimum requirement to meet Code Level 4 by 2011.

1.3.27 The North Downs Area Spatial Strategy (s11

of the Preferred Options) identifies Sellindge as one of the 'Areas of Strategic Change'. The general approach is to direct development away from the AONB. The land around Sellindge is unconstrained countryside without any specific planning designations.

1.3.28 Infrastructure implications of areas of strategic change are considered at 11.11" Sellindge is well-placed to bring additional green space within the settlement and provide housing of a high environmental performance. The site could help support existing facilities and provide needed local facilities."

1.3.29 The Preferred Options report states that "Developers and several landowners have put forward sites or collections of sites in this area. The preferred option is to the east of the village.

1.3.30 Options considered at this juncture represent available land as identified by owners and the community at that time. The detailed preferred option 2009 for Sellindge is set out in Appendix B

## Employment Land Study

1.3.31 The Shepway Employment Land Review undertaken by Nathaniel Lichfield and Partners in May 2009 states that "The village of Sellindge, situated adjacent to the M20 west of Folkestone, has been subject to a number of SHLAA representations promoting sites for new housing. No specific employment site or development has been promoted in this location to date, but the Council has requested advice on what the employment land implications would be if significant new housing allocations were to be made at Sellindge. The village does not currently perform a significant employment role, and is remote from established employment locations. No significant need for new employment land provision in this location has been identified through this study. However, if sizeable new housing allocations were to be made in Sellindge in the future, for sustainability reasons some small-scale employment provision should be considered to ensure balanced growth of the village. This would most likely take the form of industrial / workshop units or small office units which may also cater for any needs arising from the surrounding rural areas, for which a small allocation could be made."

## Strategic Housing Land Availability Assessment

1.3.32 The Strategic Housing Land Availability Assessment (SHLAA) completed in 2009 identifies a pool of potential sites which may go forward for further consideration in the strategic planning of Shepway. It also includes a number of sites that were identified by landowners and the community but were unsuccessful in Sellindge against the SHLAA criteria.

## Sellindge Parish Plan

1.3.33 Sellindge Parish Council published the Sellindge Parish Plan in 2006. The Parish Steering Group comprising 20 local residents has been critical in the production of the Parish Plan. The Parish plan-making process was launched with a consultation event on 19th of February 2005. The local school was involved in preparing material for the consultation event and the pupils were consulted as part of the plan preparation. The information collected from the consultation event and the school formed the basis for a survey questionnaire which was distributed to each household in the village. The survey and the consultation event identified transport/traffic related issues and facilities for youth in the village to be the main issues concerning the residents of the village.

1.3.34 The Parish Plan identifies a set of aims along with associated actions to deal with the issues. For example one of the aims to deal with traffic issues is "to reduce the speed limit on the main and secondary roads by 10 miles per hour. Improve traffic calming." The actions identified to meet this aim are to "support local and national issues by lobbying" and "introduce speed watch, recruit eight volunteer residents."

1.3.35 In terms of issues related to facilities for youth, the first aim in the action plan is to "Have a well run and popular and sustainable youth club (Only possible with the involvement of parents and volunteers)." The action identified to meet this aim is to "support groups/ volunteers wishing to set up and maintain a youth club."

1.3.36 One of the key issues identified in other subject areas was that the "village has low reported crime, a number of thriving businesses and many social organisations but may lack a sense of identity". The aims identified to identify these included "ensuring adequate affordable housing for village people, avoiding overdevelopment" and "protect and improve the good bits of the village" by "improving seating and making a garden at the social club."

## 1.4 Market Context

### Market Context

1.4.1 It is important that the Vision for Sellindge will be deliverable and this will depend on the viability of a number of different aspects of the development. Crucially, the delivery of community benefits, improvements and affordable housing are likely to be funded, at least in part, by the sale of private homes. As such, the potential for change is inevitably subject to variations in property, construction and finance markets.

1.4.2 However, this is a long term strategy for change which is likely to take place over several economic cycles. It may also be a number of years before substantial development is underway, as land is disposed of to developers/housebuilders, planning is secured and investment in infrastructure is underway. Whilst we currently face a challenging economic outlook, it is important that the current climate of uncertainty does not unduly fetter the aspirations of the community, and the Council, for change.

1.4.3 In the assumptions described below, we have sought to strike a balance between the current economic conditions in which we find ourselves and a reasonable view as to future growth. It is worth noting however that historically, cost and house price inflation have followed similar trends and whilst one might argue for a level of 'catch up' in house prices, we recommend that a cautious view is taken of future growth.

### Private Homes

1.4.4 The residential property market and the wider economy continue to be exposed to a lack of confidence brought about by fears of unemployment and the potential for a double dip recession. Constraints on mortgage finance have reduced the volume of sales and increased the risks associated with residential development. This, together with wider factors linked to the overvaluing of assets by banks, has reduced the availability and affordability of project finance.

1.4.5 Whilst house prices have broadly recovered to 2009 levels, they remain some 15-20% beneath levels that were achieved before the slowdown. In providing our input, we have had regard to the local market conditions and, whilst volumes of sales are presently limited, we set out below a number of current homes that are being marketed.

1.4.6 Three bedroom bungalows in Swan Green and Downs Way are being marketed currently for £200,000 to £250,000. Given that higher asking prices may be optimistic in the current market, a more reasonable price might be £225,000. More substantial 3 and 4 bedroom detached homes



within the village are for sale at £300,000 to £350,000.

1.4.7 In terms of actual sales, seven recorded transactions along Downs Way since 2007 have averaged £210,000 per property, the most recent transaction being in December 2009. Ten properties on Swan Green have been sold since 2007, with average values of £200,000. The most recent in July 2010 was at £180,000. Details of bedrooms and room sizes are not available through the Land Registry although the standard typology is 1970's/80's detached and semi-detached bungalows with 3 or 4 bedrooms.

1.4.8 At the higher end of the market, a large 4 bedroom detached house at Lourdes Manor Close sold in March this year for £480,000. In the same development, completed in 2004, more modest 4 bedroom properties have sold for £350,000 and a smaller 3 bedroom house sold for £225,000 in August 2009.

1.4.9 We anticipate that as any scheme develops, the developer will look to value engineer through a close assessment of unit types and sizes and the disposition of tenure across the development site. It is not unreasonable to assume a 5-10% uplift for new build where developers demonstrate an attractive scheme for which buyers are willing to pay a premium. However, property prices are inevitably affected by location, demand in that location, building size, proximity to, and quality of, schools, amenities and public transport, plot size, new or second hand property, and in the case of former, the quality of the overall development.

1.4.10 We have also had regard to broader research undertaken in 2010 by Adams Integra on behalf of the Council. The data in table 1.1 is based on asking prices for the five Local Housing Market Areas

1.4.11 These areas were defined in the major Strategic Housing Market Assessment undertaken in East Kent, identifying local socio-economic housing

needs.

1.4.12 Sellindge lies in the area called 'North Downs', with the highest asking prices in the district. For more specific settlement areas, figures are available for five other settlements covered the East Kent Rural South local housing market area. Average properties within these places vary from £220,819 to £368,093. The nearest two villages to Sellindge featured are Lyminge and Etchinghill, although both of these lie within the Area of Outstanding Natural Beauty. Hythe, where there is popular demand for houses, lies a similar distance away (5km or 3 miles) and may provide another point of comparison for Sellindge prices, albeit urban.

1.4.13 The 2010 asking prices in selected Shepway settlements are set out in table 1.2.

1.4.14 At this stage, in the knowledge of the potential range of development quantum, we consider the following rates to be realistic.

- 3 bed house (terraced) - £230,000
- 3 bed house (semi-detached) - £270,000
- 4 bed house (detached) - £290,000-310,000

1.4.15 Moving forward, as the housing market improves, we could see a recovery in values that would improve the viability of development and might reduce the number of new properties that are required to cross subsidise affordable homes and community outputs. As the vision for Sellindge is a longer term strategy, it is important that it will be flexible enough to respond to varying economics of development. We will therefore include in our work scenarios which will demonstrate the impact of 10% and 20% uplifts in value.

1.4.16 The data used by Adams Integra is based on asking prices rather than HM Land Registry data (which records actual sale values). In a challenging market, there is a risk that asking prices are overly optimistic. Whilst larger 4 bedroom homes might command a premium, in similar areas, and have

Average Asking Prices Analysis - Flats and Houses						
Settlement	1 Bed Flats	2 Bed Flats	2 Bed House	3 Bed House	4 Bed House	All Properties
North Downs	N/A	N/A	£192,116	£317,939	£426,918	£327,477
Hythe	£121,656	£184,050	£193,313	£254,998	£383,416	£250,499
New Romney & Lydd	£102,500	£128,342	£147,810	£210,327	£299,177	£218,893
The Marsh	N/A	£125,000	£187,498	£215,711	£293,317	£209,696
Folkestone	£104,830	£149,592	£137,069	£200,353	£277,163	£187,341
Overall	£106,479	£154,224	£154,780	£222,866	£304,239	£209,251

Table 1.1 Average Asking Price Analysis

Average Asking Prices Analysis - Flats and Houses						
Settlement	1 Bed Flats	2 Bed Flats	2 Bed House	3 Bed House	4 Bed House	All Properties
<u>Elham</u>	N/A	N/A	£216,648	£398,575	£413,333	£368,093
<u>Etchinghill</u>	N/A	N/A	N/A	£285,707	£462,500	£329,905
<u>Densole</u>	N/A	N/A	N/A	£229,950	£353,332	£322,486
<u>Lyminge</u>	N/A	N/A	£177,396	£288,898	£428,988	£296,045
<u>Littlestone</u>	N/A	£146,134	£161,930	£208,333	£367,687	£265,910
<u>Sandgate</u>	£152,314	£179,566	£261,250	£290,272	£375,231	£265,049
<u>Greatstone</u>	N/A	N/A	N/A	£235,900	£274,999	£257,227
<u>Hythe</u>	£121,656	£184,050	£193,313	£254,998	£404,325	£256,552
<u>New Romney</u>	£102,500	£116,500	£159,988	£227,836	£290,491	£229,459
<u>Dymchurch</u>	N/A	N/A	£149,995	£229,580	N/A	£222,345
<u>Hawkinge</u>	N/A	£129,998	£149,305	£202,978	£282,378	£220,819
<u>Lydd-on-Sea</u>	N/A	£150,000	N/A	£194,998	£285,000	£203,999
<u>St Mary's Bay</u>	N/A	£125,000	£225,000	£204,153	£293,317	£202,739
<u>Lydd</u>	N/A	£87,500	£140,220	£194,426	£221,867	£179,970
<u>Folkestone</u>	£101,563	£148,505	£128,382	£199,964	£271,028	£172,270
<u>Cheriton</u>	£85,000	£113,249	£132,227	£171,126	£206,674	£169,386
<b>Overall</b>	<b>£106,479</b>	<b>£154,224</b>	<b>£154,780</b>	<b>£222,866</b>	<b>£306,701</b>	<b>£209,874</b>

Table 1.2 Average Asking Price Analysis for more specific settlement areas

achieved in the region of £400,000, it is important to distinguish between larger 4 bedroom (period or well specified) properties and the price of family homes delivered as part of a new housing estate development. We also indicate below that the market for new homes is likely to be from families looking for good quality but not for highly specified properties available at a premium. As such, we have erred on the side of caution in allocating a value to the larger units.

1.4.17 It is reasonable for a developer to assume a sales incentive package that may be required in order to maintain sales rates. A 5% contingency for each unit would allow for varying incentives to be offered. In our view, given the current market, this is prudent and we will include such a contingency, in our future appraisal.

1.4.18 The rates of sale (units sold each year) have an impact on the price that can realistically be achieved and the phasing and finance costs of the scheme. It would be ambitious to assume more than one sale a week and we will take this into account in projecting the likely finance costs of the scheme and timing of delivery.

1.4.19 Any scheme will need to have the flexibility to accommodate and to respond to demand for particular units as it moves forward. This is common across the industry and we would expect the housebuilder to be able to build in the required

flexibility in its programme and its approach to scheme design.

## Affordable Homes

1.4.20 Affordable values are driven by the agreements between Registered Social Landlords (RSL's) and developers. These transactions are generally confidential but typically we would expect the values to equate to 30% of open market value for social for rent and 60% for intermediate, in both cases assuming that no social housing grant is available. It should be noted that the ability to obtain HCA grant funding in 2011/12 will be subject to greater competition for more limited funds. Whilst the HCA has retained a level of capital monies available to support affordable housing delivery, its latest priorities have not been made clear. Should grant be forthcoming, it will be important to reflect this in additional affordable housing outputs or, in an improved quality of product, rather than in increased land values.

## Non Residential Sales Values

1.4.21 In terms of the viability of any development, the non-residential elements are unlikely to make up a significant proportion of a scheme. We have assumed that in the main these are local shops providing services to the community (convenience,

hair dressing, takeaway) as well as the potential for business start-up units. We will assume that these uses are at best marginal and do not contribute to the overall investment value of the project. It might not be prudent to assume income for a community facility, and whilst this may arise, it will be treated as a sum to be recycled into the scheme rather than to feed through to the viability appraisal.

## Residential Land Values

1.4.22 The continued uncertainty generated by the Comprehensive Spending Review and fears of further unemployment and recession have been combined with reduced levels of mortgage finance, exposing the house building industry to considerable risk. Two of the potential sites (408b (part) and land between site 630 and the surgery) have previously been the subject of option agreements in favour of house builders. An investor partner has secured an option over site 328. We have met with Bovis Homes who we understand is in negotiation with the landowners (of sites 630, 408b and land between 630 and the Surgery) to secure options. There is therefore a level of interest in bringing forward development although the timing of this will be important. Landowners will need to have realistic expectations of land values, in light of both the economy and planning constraints and the need to deliver social and physical infrastructure.

1.4.23 The assessment of the value of land is undertaken by deducting the costs of its development from the potential income. This is known as the residual land value and is an approach adopted by the majority of developers and investors in the UK. If the residual land value is greater than its existing value, it is more likely to come forward for development. Existing agricultural land values are approximately £12,000 - £19,000 per hectare (£5-8,000 per acre) with perhaps a 20% uplift for smaller paddocks.. If the residual value is less than the existing use value, it is unlikely to come forward.

1.4.24 This is very important at Sellindge as the land is outside of the Council's control. Whilst the Council will want to encourage development, the requirement for affordable housing, community facilities and other Section 106 obligations, inevitably reduces the residual land value. The density of development and the extent of public sector requirements therefore needs to be balanced against this factor.

1.4.25 Aside from the existing use value is the fact that landowners may have unrealistic expectations of land value given the inflated prices paid for land before the recent down turn.

1.4.26 There is relatively little reliable transactional data on which one can assess residential land values

for greenfield sites. In our meeting with Andrew Beggs (the agent representing the owner of land between site 630 and the Surgery) reference was made to a recent transaction in the district for 6 acres of greenfield residential land which achieved £420,000 per hectare (£170,000 per acre).

1.4.27 We have spoken to land agents at Cluttons in Maidstone and Hobbs Parker in Ashford. They have indicated approximate values of £620,000 to £1,230,000 per hectare (£250,000 to £500,000 per acre). Given the housing market and lack of funds available to many small to medium regional house builders, it would be unrealistic for landowners to expect full payment for a large site in advance. More realistic might be a series of phased payments on drawdown of manageable chunks of development.

1.4.28 The lack of affordable housing grant moving forward may mean that the above land values are no longer achievable if planning policy on this and other section 106 commitments remain at current levels.

1.4.29 The Adams Integra report refers to VOA figures provided for Folkestone July 2009 of between £1.275,000 and £1.450,000 per hectare with VOA commentary to the 2010 update stating that "opinions of value gathered from valuers for residential building land have shown little change in the year to January 2010". Adams Integra do stress the importance of using site specific data where this is available and that the VOA data might not have regard to particular planning obligations expectations.

1.4.30 The range which we have indicated, of £620,000 to £1,230,000 per hectare (£250,000 to £500,000 per acre) is at the bottom end of the Adams Integra scale. This is a reflection of the current economy and the lack of demand for development land. As such, one might assume that values would improve in better economic times and we will include this as a sensitivity when testing potential rises in house prices. Nonetheless, it is important not to unrealistically raise landowner expectations as the value of land is intrinsically linked to anticipated sale prices, build costs and planning policy at the time of any disposal.

1.4.31 In Sellindge, feedback from agents suggests that developers should focus on delivering family housing of good quality but not to such a high standard that they would be expecting a significant premium. The market for private homes is likely to be those families with access to sufficient levels of equity that enable them to raise relatively cheap loans through the current mortgage market.







# 2 Context and History

In formulating a vision for the future of Sellindge, a fundamental starting point is an understanding of the place and analysis of the present form and characteristics of the area.

## 2.1 Methodology

2.1.1 The analysis has been undertaken through on-site survey work, Placecheck with local residents and discussion with representatives of Shepway District Council. This analysis provides a sound understanding of how the area is structured and relates to other adjacent parishes, how people move around and experience the place, the range and mix of land uses, and how the qualities of the environment impact upon perceptions of the area.

2.1.2 The methodology employed is based upon best practice guidance on planning and urban design as outlined in the DETR / CABE publication "By Design: Urban Design in the Planning System – Towards Better Practice" (2000).

## 2.2 Heritage Analysis

2.2.1 Sellindge has a long history as a rural settlement. The town's origins reportedly date back to Norman times and is recorded in the Domesday book as "Sedlindges".

2.2.2 This section provides a summary of the historic development and an assessment of the built heritage including a review of building ages, listed buildings and scheduled ancient monuments.

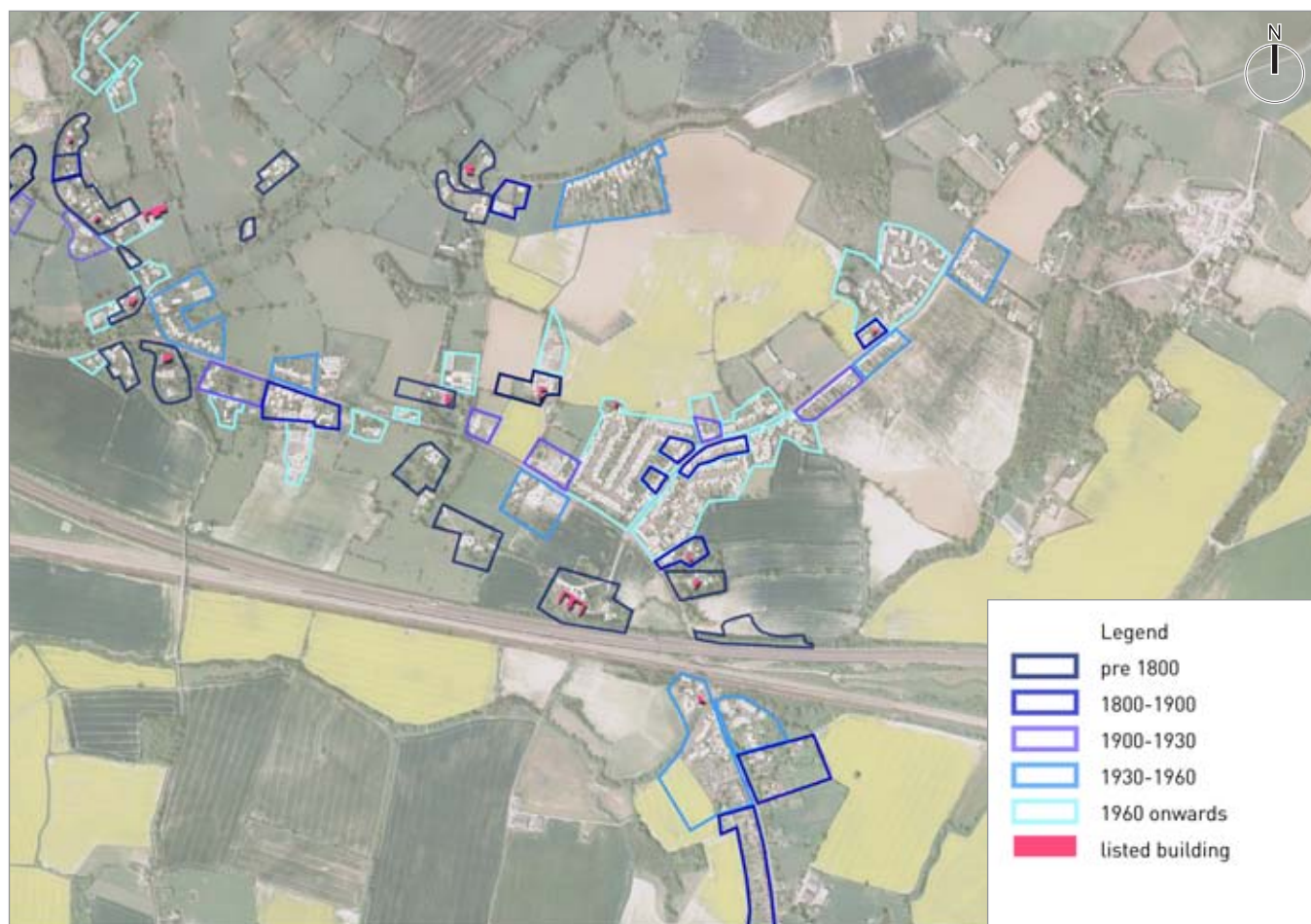
2.2.3 Sellindge developed as a linear settlement with ribbon development along a key route to London. The settlement served as an important stopping point for coaches between Hythe and London and by all accounts had a colourful history as a distribution point for smuggled goods and houses of ill repute. The historic map of 1818 shows that the principle route differs from the alignment of the now Ashford Road and entered the village from Bradbourne Lees via Stone Hill. By the second half of the 19th century this had been replaced by the construction of a new turnpike road broadly as exists today.

2.2.4 Growth was limited in the village until the mid-20th century. The increased use of the car revitalised the village, and during the 1960's a number of estates were built either side of Swan Lane and the A20. In the following decades growth was limited to small infill sites as housing growth was restricted within the provisions of the (now defunct) Kent Structural Plan.

2.2.5 The construction of the M20 in the 1980s had a significant impact on the village and its role. With the majority of traffic from Ashford to Folkestone using the new motorway Sellindge no longer functioned as a settlement serving a strategic route.



**Figure 2.1 Historic mapping (1816)**



**Figure 2.2 Plan indicating building age and listed buildings**

2.2.6 There are a number of listed buildings in Sellindge Parish and a Scheduled Ancient Monuments. The listed buildings include:

- Ashdown Cottages. A 17th Century, timber framed house;
- Church of St Mary's. St Mary's owes its visual character to a series of historical building additions. The Tower is Norman; the chancel, the Nave and the North Aisle, or Chapel of St. Erasmus are 13th Century, while the North chapel dates from the 14th Century;
- Elmtree Farm and Barn. 17th Century farm building;
- Glebe Hall. A timber-framed 2-storey building with red brick infilling;
- Guinea Hall. A stuccoed, 2-storey building constructed around 1800;
- Holly cottage. A 17th Century building with later alterations;
- Lees Cottage 1 and 2. Early 16th Century, timber framed, 2-storey row house;
- Little Rhodes. A Late 18th Century, 2-storey House with red brick in English bond. house;
- Moorstock House. Late 17th Century, 2-storey house with red and grey brick in Flemish bond;
- Old Mill House. An 18th Century, 2-storey red brick building;
- Railway Cottages. The cottages are 2-storeys, redbrick exterior on the ground floor, tile on the second. The cottages date from the 17th Century;
- Somerfield Court and Barn Complex. An L-shaped building of which the North-south wing was built by Thomas Gomeldon in the late 17th Century and the East wing by Thomas Heyman around 1800;
- Southenay Cottage. 15th Century or early 16th Century 2-storey, timber framed cottage;
- Southenay Farm House;
- Rhodes House. An L-shaped 2-storey 18th Century building;
- Stone Hill Farm House;
- Stone Hill Cottage and Old Forge Cottage; and
- Steam Cottage and Grove Bridge Cottage.

2.2.7 Horton Priory lies approximately 800 meters north of Sellindge village, although outside the parish boundary. This 18th Century Grade 1 listed house and estate contain the remains of an 11th century Cluniac Priory founded 1142 and is designated as a Scheduled Ancient Monument.



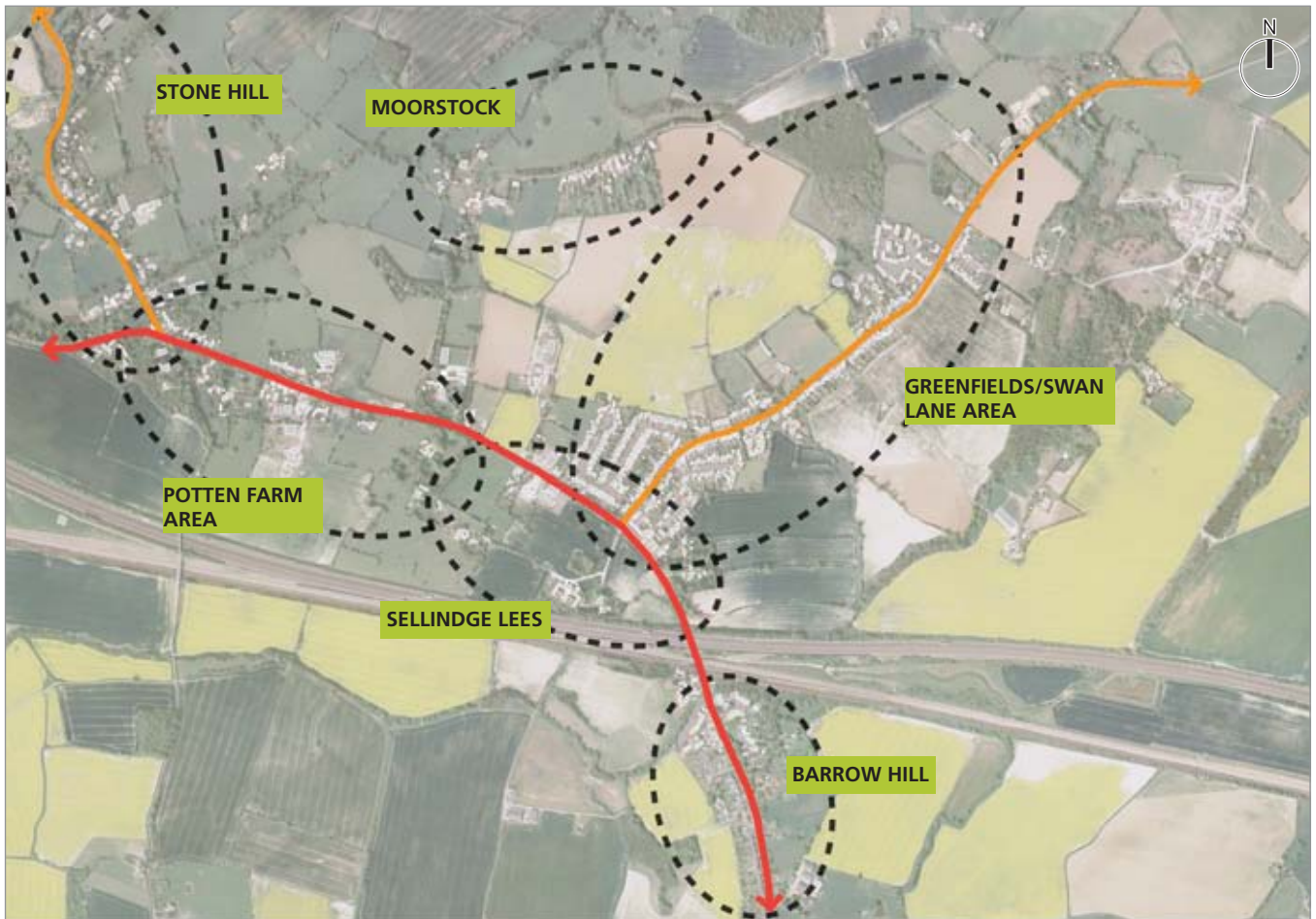


Figure 2.3 Plan identifying main residential communities

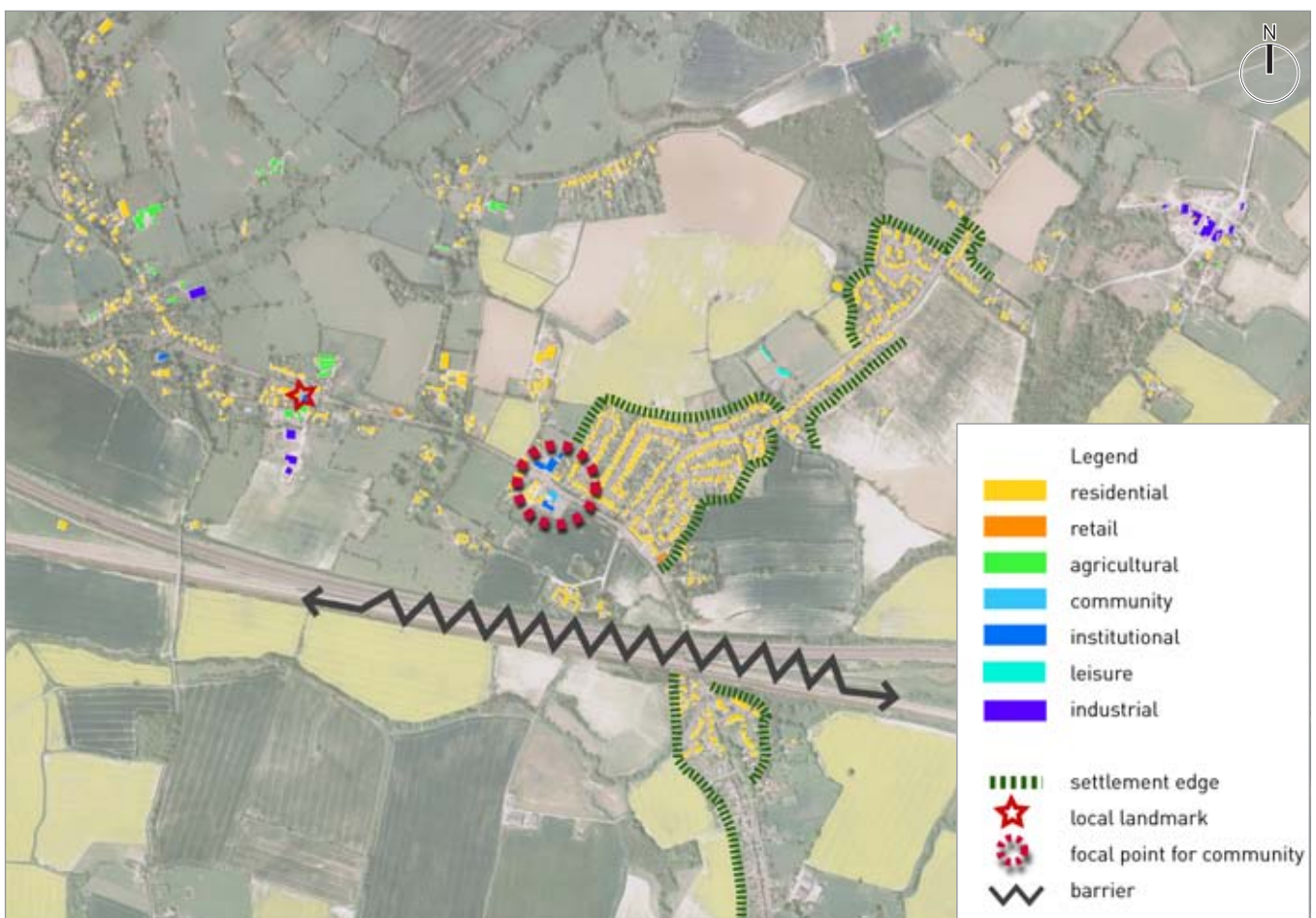


Figure 2.4 Plan showing urban design analysis and land use



## 2.3 Urban Design Analysis

### Character: A place with its own identity

2.3.1 Sellindge's character is defined by its rural setting, surrounding landscape and common architectural styles. The village sits within a plateau of surrounding farmland on three of its sides, east, west and north providing residents with expansive views and excellent connections to the countryside. To the South the land falls towards the dominant feature of the raised M20 and the High Speed Rail Link. This route has significant adverse visual and noise impacts on the village.

2.3.2 Local architectural style varies within the village depending on the period of construction however there is a rural quality to the architecture with a prominence of one and two storey semi-detached and detached properties with hipped roofs. Materials are commonly red brick, white render and clay roof tiles.

2.3.3 There are several areas of distinct identity which make up the village. These areas have developed from the historic growth of the town and in the case of Barrow Hill through the severance of major infrastructure routes. These include:

- Barrow Hill
- Moorstock
- Potten Farm area
- Stone Hill
- Greenfields/Swan Lane area
- Sellindge Lees

### Continuity and Enclosure: A place where public and private spaces are clearly distinguished

2.3.4 Along the historic routes of Ashford road and Swan Lane the adjacent development provides some enclosure and sense of arrival within the settlement. Development is often fragmented however and the continuity of development fronting the street is often broken. Elsewhere, development is typically set back considerably from the street allowing for generous front gardens and/or driveways.

### Quality of the Public Realm: A place with attractive and successful outdoor areas

2.3.5 The quality of the public realm in prominent locations of the village is limited. The streetscape is functional but not particularly attractive or well maintained with simple asphalt highways, asphalt paving and robust street furniture and lighting columns.

2.3.6 The sports and social club provides for a range of facilities catering for lawn bowls, tennis and football. The club is very well used by the village and those from further a field. It is currently being extended to provide improved youth club facilities. Due to its location it can feel somewhat disconnected from parts of the village and the facilities are poorly overlooked, increasing the risk of anti-social behaviour. The children's play facilities are tucked away and appear underused.

2.3.7 A thorough analysis of the landscape quality is provided in Section 2.4.



Figure 2.5 Red brick, two-storey residential dwelling typical within the village and surrounding area.



Figure 2.6 Whilst the street furniture within the village is robust and functional it fails to contribute in an attractive way to the character of the village.

## Ease of Movement: A place that is easy to get to and move through

**2.3.8** The A20 Ashford Road is the primary route through the village providing access to Ashford (west) and Hythe (east). The route accommodates local journeys and a moderate amount of through traffic, and provides half hourly (day time) bus services to Ashford and Hythe. The nature of the route, with its rural characteristics, discontinued footpaths and dispersed frontage along its length contributes to higher traffic speeds, a common complaint by residents.

**2.3.9** Importantly, the road is also used as a diversion for traffic during "Operation Stack" which results in congestion through the village. HGVs have a major impact on residential communities, and during Operation Stack periods they further the disturbance to rural tranquillity.

**2.3.10** Swan Lane and Stone Hill form the secondary tier of routes within Sellindge, linking outlying rural settlements with Ashford Road. Swan Lane accommodates a bus service which loops from Ashford Road to pick up local residents of Swan Lane and Greenfields.

**2.3.11** Due to its dispersed nature and lack of continuous footpaths along the main routes, walking within the village can be a challenge for residents. Many residents feel unsafe as pedestrians on Ashford Road because of the relative speeds of vehicles and as a result, relatively short trips to local services are often done by car.

**2.3.12** Connections to the countryside from Sellindge are excellent with a comprehensive network of rural footpaths and bridleways. Nevertheless off street paths cannot compensate for the difficulties of walking to the primary village facilities.

**2.3.13** A thorough analysis of the transport issues is provided in Section 2.5.

## Legibility: A place that has a clear image and is easy to understand

**2.3.14** Sellindge has a clear identity as a rural service centre and plays an important role in serving the wider area. Its simple linear structure means it is easy to understand and find your way around. The dispersed nature of the village however makes it difficult to determine your arrival into the settlement and has also resulted in areas which can feel separate from one another.

**2.3.15** The village generally suffers from a lack of an identifiable centre or 'physical heart' that could play an important role in stitching these areas together and improving the cohesion of the village. The 'centred gravity' of existing social activity is around the Village Hall, Primary School, and GP Surgery, straddling the A20. The opportunities for creating a more legible 'heart' for the village is explored further in Section 03.



Figure 2.7 Ashford Road (A20). The nature of this route contributes to higher traffic speeds.



Figure 2.8 The frequency of local bus routes, and lack of evening services are often criticised by the village residents.



Figure 2.9 Access to the countryside from the village is excellent with a comprehensive network of rural footpaths and bridleways.



## Adaptability: A place that can change easily

2.3.16 Sellindge has a long history as a rural settlement – it has therefore had to adapt to our changing lifestyles, technology and modes of transport throughout the centuries. The village now faces new challenges about how it adapts to growth and continues to meet the needs of both its new and existing population. A key challenge will be creating a new local employment market and providing access to affordable housing to retain its future residents.

## Diversity: A place with variety and choice

2.3.17 Sellindge has to meet the needs of its residents, old and young, as well as those in the surrounding villages that also rely on its shops and services. Diversity is about providing choice in where people live, work and shop, their leisure pursuits and the variety of buildings and spaces that contribute to the overall character of the village. Sellindge currently has a number of important services and a small Co-op supermarket incorporating a post office and providing for local shopping needs. In the recent past Sellindge has experienced a decline in the number of facilities including the closure of a pub, garage and tea room. With changing commuting and retail patterns over the last decade it has been more difficult for small business and local services to remain viable. A key opportunity offered by new development is the critical population mass to support new and existing facilities.

2.3.18 Sellindge has a mix of property type and sizes but has experienced a significant increase in house prices in response to demand from commuters and those looking to retire. This has made it difficult for young people to get on the housing ladder and those homes which could accommodate local people have become increasingly unaffordable.

2.3.19 With regard to employment the village does not currently perform a significant role and the majority of people need to commute out of Sellindge for work. The nearby towns offer a range of supporting services that appeal to most investors and employers, and that any village struggles to compete with. There is also a range of rural locations for bigger industrial concerns, such as employment land at Lypne (Link Park) which offers easier access to the M20 than most of Sellindge. The traditional farming jobs of the past have steadily declined and the village lacks any significant established employment locations. The village will need a broader base of opportunities and in order to promote sustainable development future growth should seek to incorporate some new job-generating activities.



Figure 2.10 Local facilities include Co-operative supermarket and Post Office.



Figure 2.11 A range of housing types provides a suitable mix for residents.



Figure 2.12 Surrounding farm buildings providing agricultural employment.

## 2.4 Social Context

2.4.1 Social and community facilities within Sellindge are generally very good and meet the current needs of the parish population and wider catchment area.

### Education

2.4.2 Any significant residential development in the future will undoubtedly put pressure on current educational buildings. The majority of the schools within the area are operating at or near capacity and many may need expansion to accommodate growth in population.

#### Nursery Schools

2.4.3 There is currently a single nursery/pre-school establishment in Sellindge; the Little Learners at Sellindge Pre-School. It is situated on the grounds of the Primary School.

#### Primary Schools

2.4.4 Sellindge Primary School is a 1/2 form entry school (capacity 105 pupils) in the centre of the village. The primary school has a wide catchment and attracts pupils from the wider parish area as well as the village itself. There is expected to be a need for the school to expand to accommodate growth in the population of the village as well as the potential impact of proposals in nearby growth areas (e.g. Folkestone Racecourse).

### Healthcare

2.4.5 The existing provision of primary health care facilities within Shepway is seen to meet the needs of existing residents and has the capacity to accommodate future growth.

2.4.6 Unlike the majority of local villages, Sellindge benefits from a GP surgery. Sellindge Surgery is in the heart of the village, and is a practice with five doctors serving a wide rural area, accepting patients from Sellindge, Smeeth, Aldington, Mersham, Stowting, Stanford North, Hinxhill and Newingreen.



Figure 2.13 Sellindge Primary School



Figure 2.14 The local Primary School forms part of the focus for social activity within the village.



Figure 2.15 Sellindge Surgery provides important healthcare facilities across the district.



## Sports and Leisure

2.4.7 Sellindge Sports and Social Club was established in 1967 responding to the growth in population during this period. The site of approximately 2.3 ha, north east of the Swan Lane area was leased from the village trust to provide public facilities for recreation and other leisure activities. The playing fields were officially open in 1972. Existing facilities include:

- Two football pitches (one full size);
- One cricket pitch;
- Two floodlit tennis Courts;
- Bowls club;
- Childrens play area;
- Social Club;
- Changing rooms; and
- Fully licensed bar.

2.4.8 The facility is undergoing a refurbishment and extension to provide improved youth facilities which is due to be completed this winter (2010/11).

2.4.9 There are a large number of clubs that utilise these facilities including:

- Bradbourne Football Club;
- Sellindge Tennis Club; and
- Sellindge and District Bowls Club.

2.4.10 The facility holds many events throughout the year and the committee have helped organise the annual steam rally held on the premises each year since its inception in 1970.

## The Village Hall

2.4.11 Sellindge Village Hall has been in existence since 1922 when residents purchased a YMCA hut from Dymchurch and erected the building on the present site, south of Ashford Road. The hall has been renovated and extended several times over the years. The most comprehensive took place in 1975 with an extension which included a new small hall (Durling Hall), kitchen, cloakrooms and store.

2.4.12 The village hall is booked daily and widely used by many clubs and organisations including:

- The Womens Institute;
- Sellindge Gardeners' Association;
- Guides;
- Brownies;
- Sellindge Baby and toddler group; and
- Many, many more.

2.4.13 There is a good sized car park, however this is often very well used.



Figure 2.16 Playing fields at Sellindge Sports and Social Club.



Figure 2.17 The club provides facilities for a range of sports and holds many events throughout the year.



Figure 2.18 The village hall has long been the focus of community life in Sellindge.

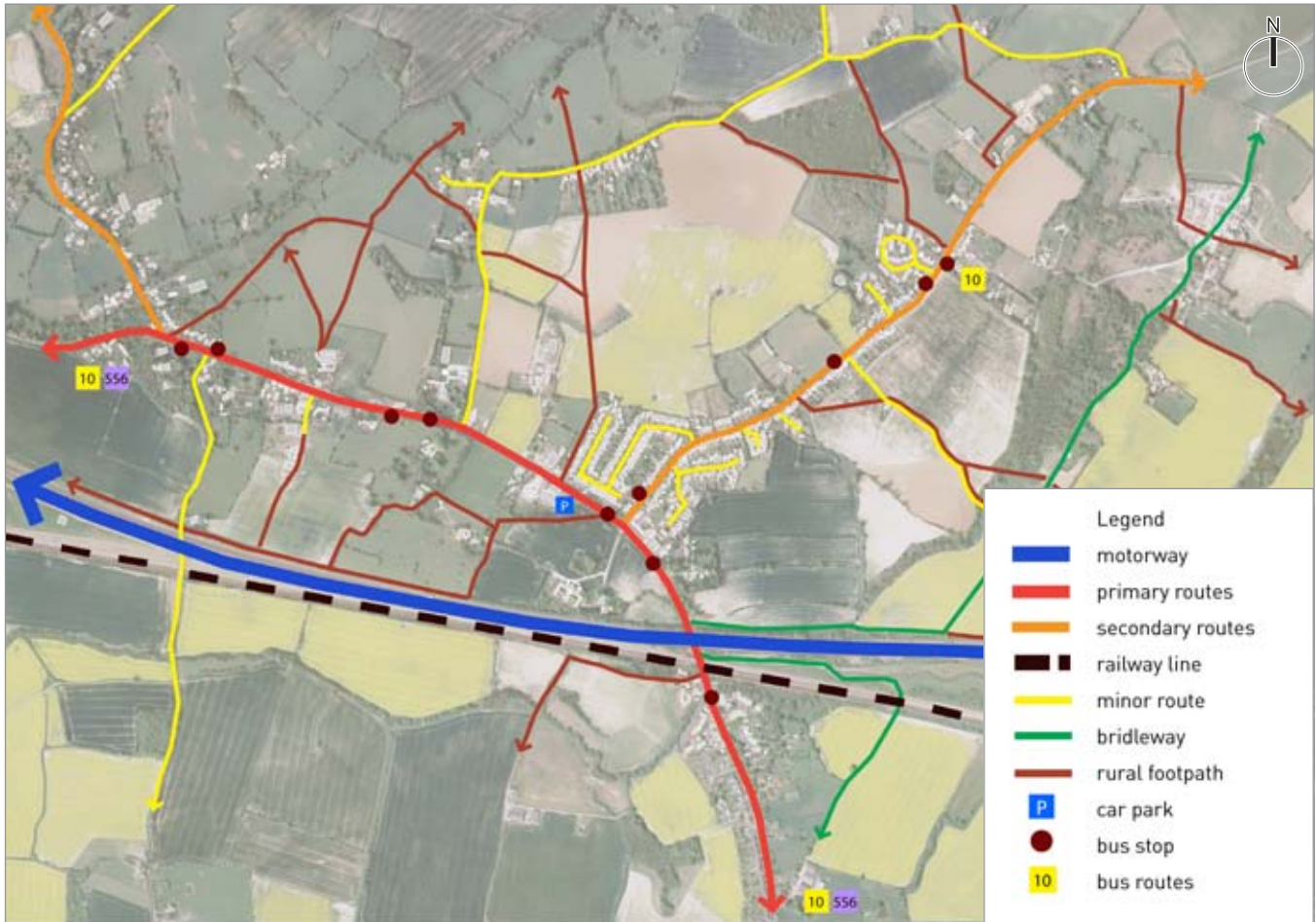


Figure 2.19 Plan showing movement analysis

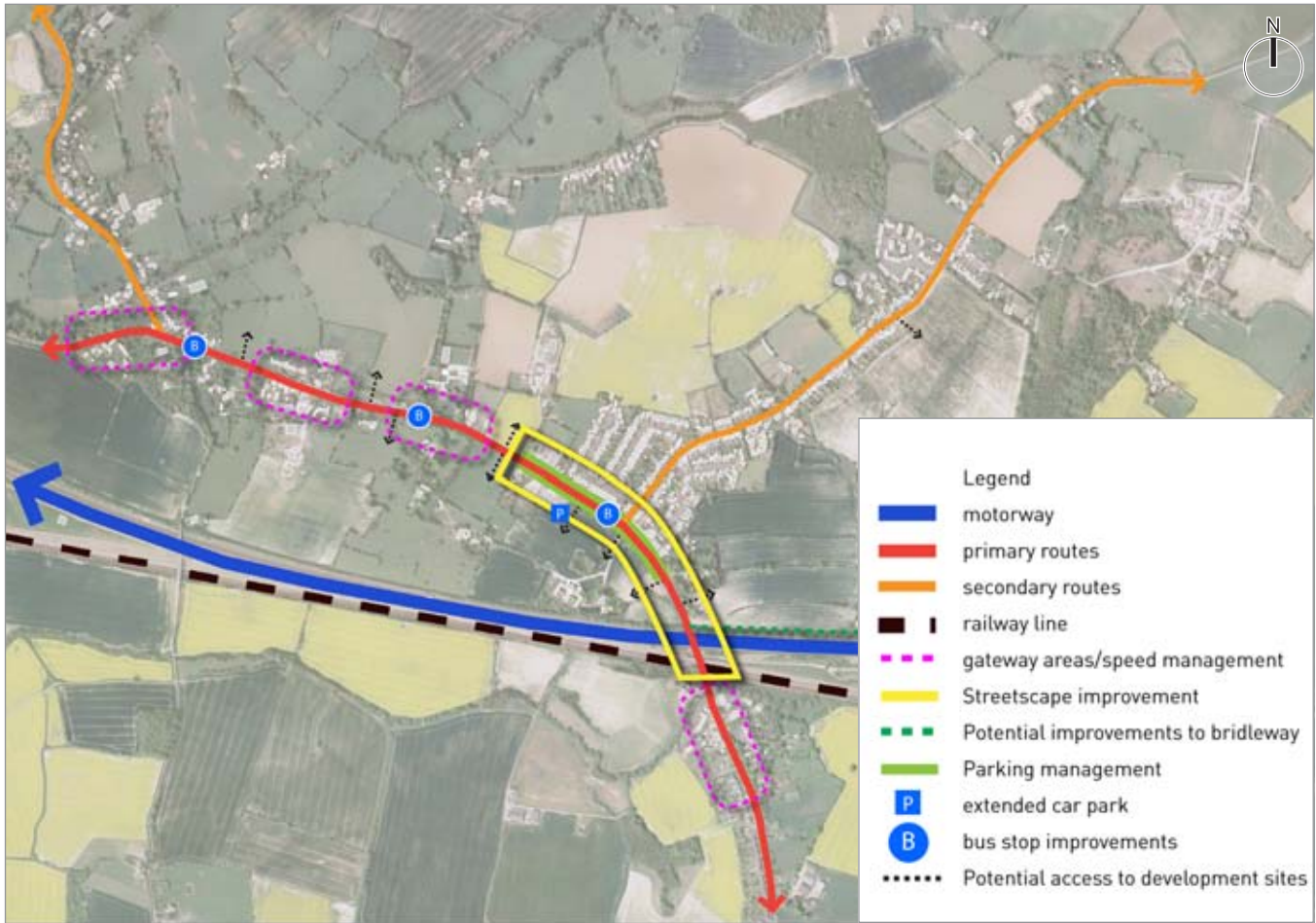


Figure 2.20 Plan indicating movement opportunities



## 2.5 Transport Context

2.5.1 The ease of movement to, from and within rural settlements is fundamental to their success. Sellindge enjoys excellent access to the motorway and other regional routes and is situated 10 miles from Folkestone and 7 miles from Ashford. As a rural settlement, approximately 75% of working people commute to work by car. Corresponding levels of walking, cycling and public transport usage to work are lower than district and regional averages. Refer to figure 2.21.

2.5.2 The trend towards car-based commuting is influenced by the distance to employment destinations, only 21% of people travel less than 2 kms to work, and a total of 27% travel less than 5kms. In addition to this, 73% of people travel over

5kms in comparison to 50% for Shepway and the South East Region. Refer to figure 2.22.

2.5.3 A key consideration for the future of Sellindge is how this commuting pattern may be influenced to encourage more trips on public transport and to provide the opportunity to travel locally to work by incorporating some new job-generating activities.

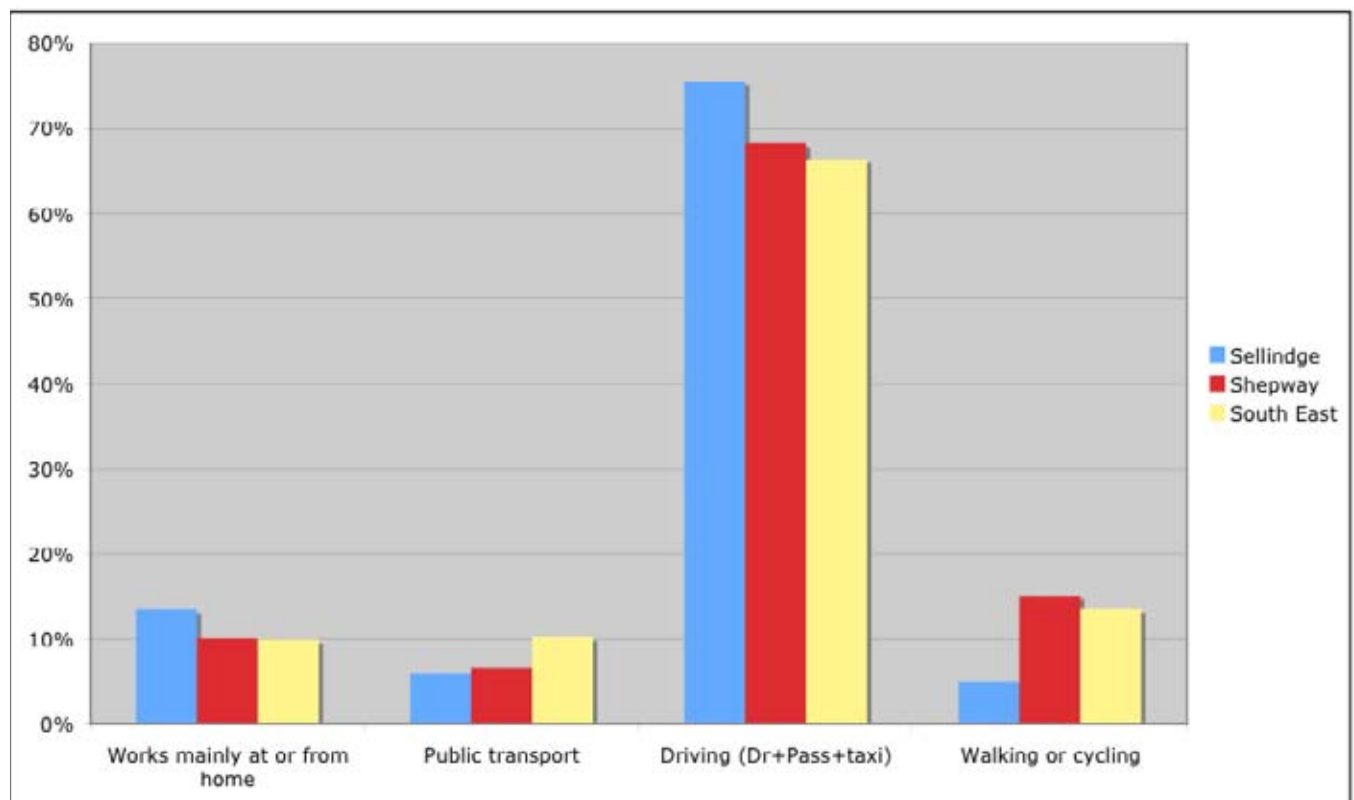


Figure 2.21 Journey to work mode share (2001 census)

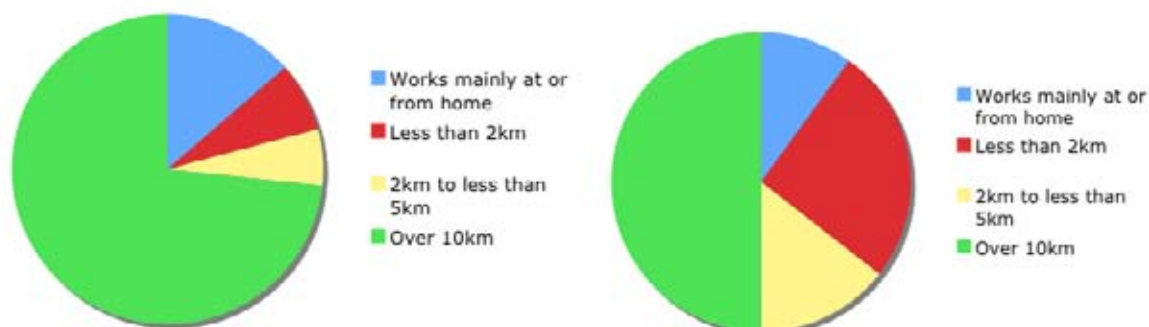


Figure 2.22 Travel distance to work (2001 census). Left - Shepway, right - South East Region.



## Street Network

2.5.4 Sellindge Village is situated north of the M20, with junctions 10 and 11 providing interchange with the A20 to the west and east respectively.

2.5.5 The A20 Ashford Road is the primary route through the village providing access to Ashford (from the west) and Hythe (from the east). Traffic volumes along this route are generally low, with approximately 700 vehicles travelling in both directions during the 8 – 9 am peak hour and 850 vehicles in the 5 – 6pm peak hour. Despite the low traffic volumes, the route forms a significant barrier to pedestrian movement as a result of its rural characteristics, 40mph speed limit, discontinued footpaths and dispersed frontage.

2.5.6 A number of local routes branch out from the A20, including Swan Lane and Stone Hill, linking outlying rural settlements with Ashford Road. Junctions are predominantly priority controlled which given the relatively low traffic volume are entirely appropriate. There is a single signalised stretch of the A20 within the village, under the old Victorian viaduct to deal with the significant carriage width constraints at this location. Traffic moves through this section in one direction at a time which leads to significant queues during peak times.

2.5.7 A study is currently being undertaken for Shepway District Council by Scott Wilson to determine the likely impact of proposed growth areas on traffic volumes throughout Shepway.

## Freight Management

2.5.8 The A20 running parallel to the M20 serves as a diversionary route when there is an incident on the motorway, or when the channel tunnel is closed. 'Operation Stack' is the name given to the traffic and freight management measures put in place when the latter event occurs. Freight moving either to the Euro Freight Centre for transfer to rail, or heading to Dover, is essentially stacked between M20 junctions 11 and 12 while the Channel Tunnel is closed. General motor traffic and local goods vehicles are diverted onto the A20 at junction 11, sending significant volumes of traffic through Sellindge.

2.5.9 Although this only occurs a few times a year, these events create serious problems for people moving to, from or within Sellindge by all modes of transport. Kent County Council have a proposal to construct a lorry park, which would effectively remove the need for lorries to stack on the M20 and to divert general traffic onto the A20. It is believed that the funding necessary to deliver this idea has not been identified and that details have not been produced to draw it up into a proposal to take forward.

2.5.10 With regard to the Otterpool Quarry

application (refer to section 1.2), this facility would generate approximately 150 lorry movements per day, an additional 15 lorry movements per hour in both directions. This may not be overly significant in terms of numbers, but will have an impact upon pedestrian amenity as well as increase noise through the village. At this stage it is not known what mitigation measures would be agreed or what road improvements would be delivered through section 106 agreements.

2.5.11 Shepway District Council is a consultee to the decision making process, and accordingly objected on the basis of reservations relating to traffic conditions and to landscaping.

2.5.12 It is understood Kent County Council have yet to complete the determination of the application.

## Public Transport

2.5.13 Bus travel is currently the only public transport option within the village. Bus route number 10 provides an hourly service from Sellindge to Folkestone and to Ashford. Journey times are approximately 35 minutes from Ashford International on HS1 rail services into central London. Journey times from London to Folkestone are approximately 50 minutes. The 556 service links Sellindge to surrounding schools. The National Express Coach service 21 passes through Sellindge three times a day on the way to and from London and Dover. It is a two hour journey to London and a 50 minute journey to Dover.

2.5.14 There are a number of bus stops within the village along the A20 and Swan Lane. A number of these are simply on street with signs demarking stops whilst others are located in laybys with shelters. A more co-ordinated approach to bus stops could be pursued as improvements to bus services are delivered over time. New housing development in the area will generate the need for service improvements and opportunities for the co-ordination of section 106 funding should be investigated with Stagecoach.

2.5.15 The nearest railway station is Westenhanger to the East, 2.7 miles (4.3km) via the A20 or a 1.6 miles (2.6km) via a rural footpath running parallel to the M20. Bus service number 10 provides the opportunity for people to interchange with the station, although the service is too infrequent to encourage this type of journey. The 15 to 20 minute walk along this footpath is generally considered outside comfortable walking distance for most within the village. In order to encourage public transport use there may be an opportunity to make improvements along this route to facilitate walking and cycle movements to the station.

2.5.16 Southeastern mainline rail services stop at Westenhanger providing a journey time of 15 minutes to Folkestone and 25 minutes to Dover.

In the other direction a 9 minute journey time to Ashford offers people the opportunity to transfer onto HS1 services to London in a total journey of under an hour.

## Pedestrian movement

2.5.17 Whilst connections to the countryside are excellent (as stated above) walking conditions within Sellindge to and from local facilities are generally poor.

2.5.18 The masterplan has an opportunity to address the issues associated with the A20 with simple, low cost and effective solutions to encourage local trips to be carried out on foot.

2.5.19 These solutions are being discussed with Kent County Council Highways department and may include:

- Lowering the speed limit through the village from 40mph to 30mph.
- Street improvements at key gateways in conjunction with lowering the speed limit to signal to drivers the need to reduce speeds when entering built up areas.
- Streetscape improvements through the heart of the village that could comprise of; new footways to form continuous routes for pedestrians; widening existing footways, buildouts and crossing facilities, raised tables at key junctions and side roads and changing road surface materials.
- Marking and managing existing on-street parking.
- Providing additional formalised parking to avoid indiscriminate parking on footways.





Figure 2.23 Plan showing general landscape features within the area.

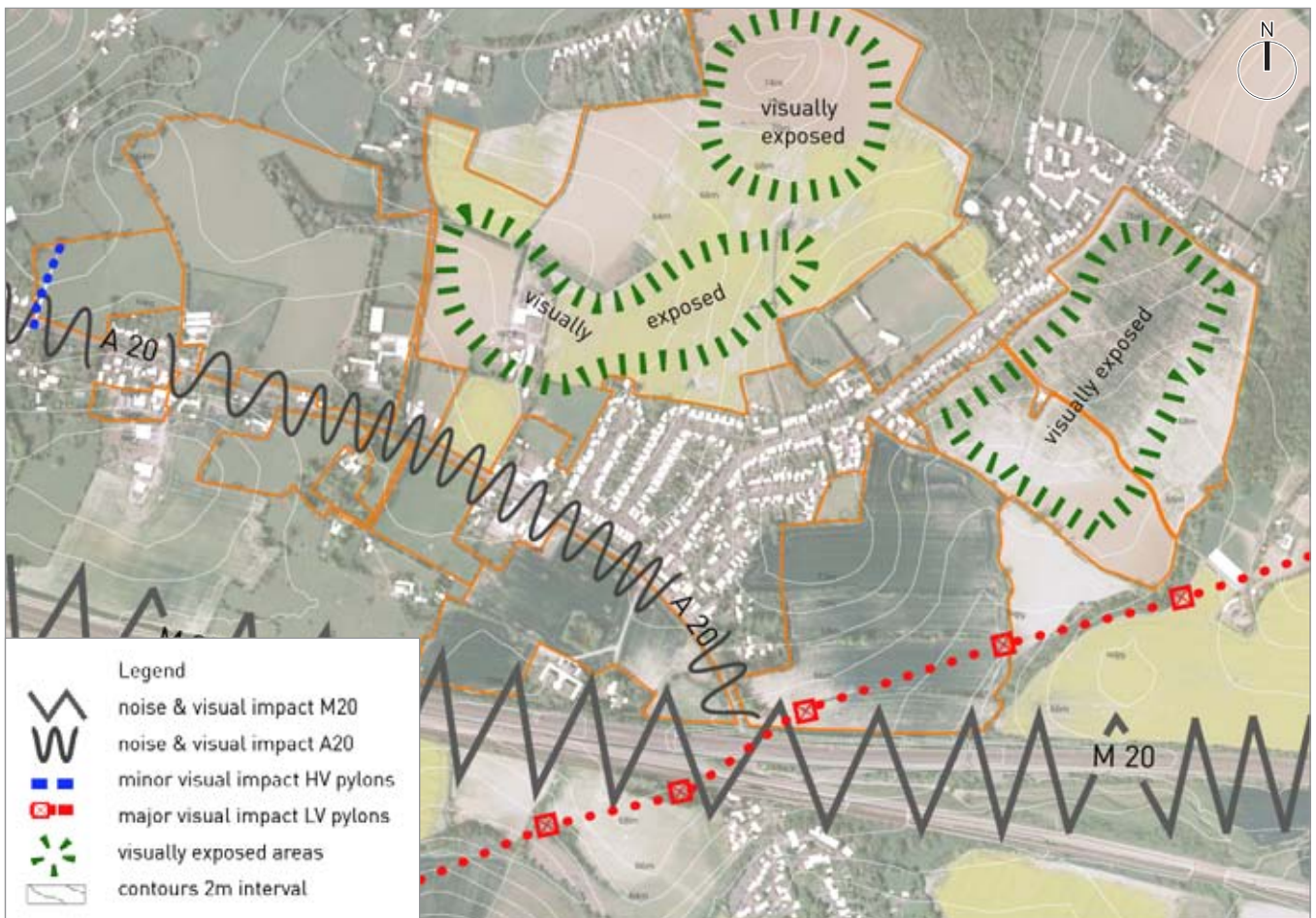


Figure 2.24 Plan indicating elements that impact on landscape quality.



## 2.6 Landscape And Environmental Context

**2.6.1** The Kent village of Sellindge sits on the A20 between Ashford and Folkestone, just a few hundred metres north of the M20 Motorway in a landscape categorised as being part of the 'Sellindge Plateaux Farmlands'. These farmlands are mixed (arable and pasture) with a gently undulating topography, which fall broadly into two types.

**2.6.2** The lower-lying fields to the south between 65m and 70m AOD, close to the road corridors, have retained their traditional field patterns and sizes and continue to be defined by mature hedgerows and trees. The detrimental impact of the two roads, particularly the M20, on the quality of this landscape, is significant in noise and visual impact terms. The presence of high voltage electricity pylons, further erodes the landscape quality to the south east of the village.

**2.6.3** The larger fields to the north, on higher ground between 70m and 80m AOD, have lost of much of their traditional hedgerow divisions and are, as a result, more exposed. This landscape still retains a distinct rural character, however, as it is sufficiently remote from the detrimental impacts of the M20 and A20. Its elevation and relative openness allow distant views to the surrounding countryside.

**2.6.4** The landscape and visual effects of developing the lower lying land to the south for housing would be generally less than developing the higher land to the north. The quality of the lower lying land has been eroded significantly by the noise and visual impacts of the M20 and A20 in addition to visual impacts caused by the High Voltage Electricity Pylons. The higher land to the north is much less affected by these negative intrusions. Visual impacts caused by any new housing developments would be minimised by the existing mature hedgerows, which create strong visual containment. The higher land to the north, however, is more visually exposed as it is less well contained by hedgerows allowing any new developments to have far greater visual impacts.

**2.6.5** The landscape and visual assessment was carried out on the 28th September 2010 with fine and cloudy weather with moderate to good visibility. All vegetation was in full leaf and it was assumed that all mature hedgerows, trees and woodland would be retained in new developments when assessing the effects and predicting the impacts.

**2.6.6** A detailed landscape analysis can be found in Appendix C.



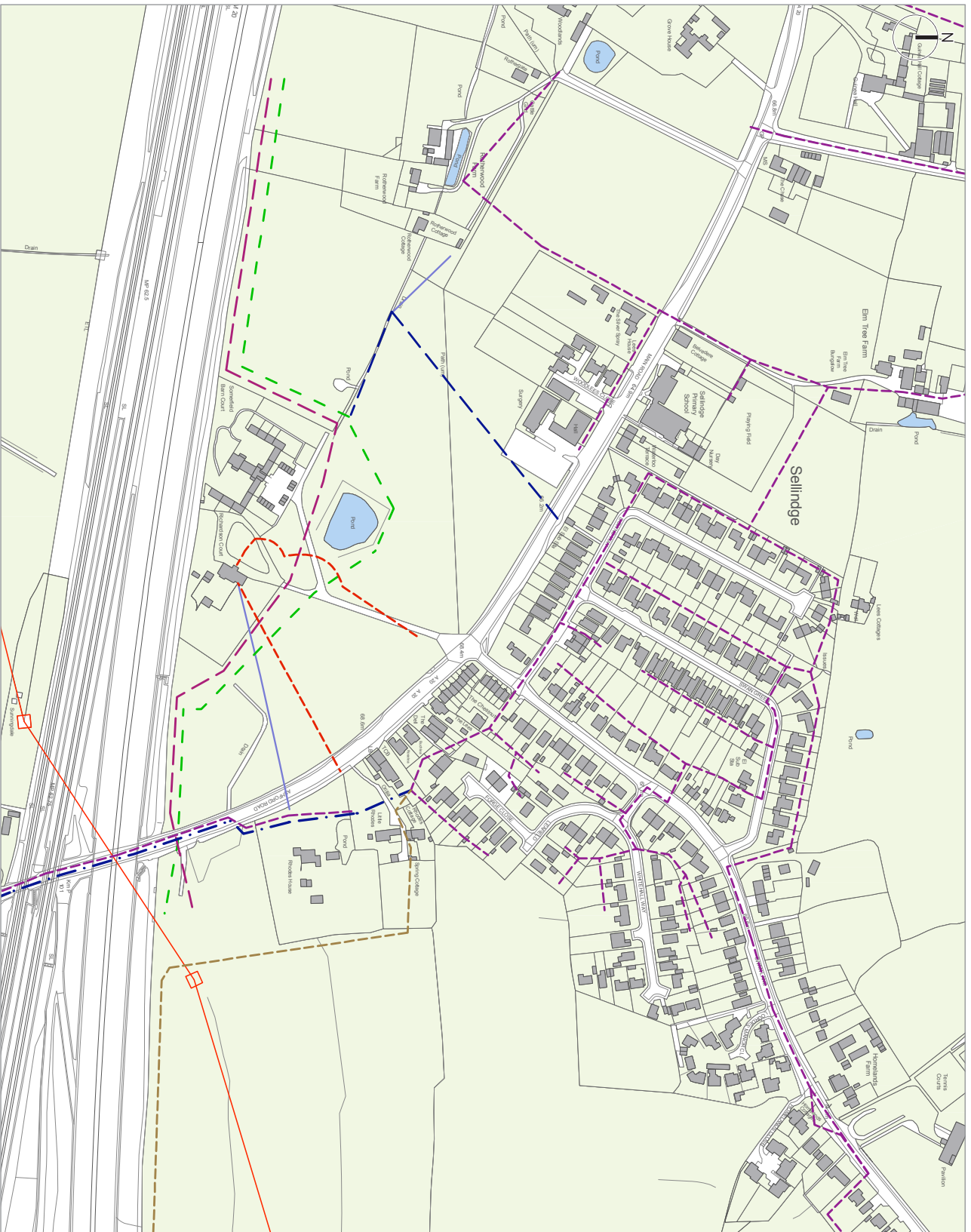
Figure 2.25 Example of working farmland.



Figure 2.26 Interface between the M20 and farmland.



Figure 2.27 Expansive views to open countryside.



- Sewer lines
- Combined sewer lines
- Combined rising mains
- Foul rising mains
- Electrical/ telecommunications
- e/tw/ telephone line
- 260kv dc national grid
- 240v underground cable
- 240v overhead lines
- 123kv EDF
- Overhead high voltage lines
- Overhead high voltage lines

Figure 2.28 Plan showing utility constraints.

## 2.7 Utilities Constraints

2.7.1 A National Grid High Voltage Line (260kV) serving the Channel Tunnel Rail Link and the EDF Energy 132k-V oil filled cable run parallel with the M20 to the east and deflects around the historic properties of Somerfield and Richardson Court. Whilst we have yet to receive the exact alignment of these cables West of Ashford Road it is known that the route follows a fairly consistent path parallel to the M20.

2.7.2 As per the National Grid guidance on the land use restrictions, which are applicable over, buried cables; construction of buildings, earth mounding, excavation on the cable easement strip and planning of trees and hedges is restricted. These guidelines need to be taken into account as part of the master planning process.

2.7.3 The other utilities such as electrical lines and telephone wires are also present however they do not present as a major constraint to site development.

2.7.4 High Voltage Electricity Pylons run diagonally across south east of the existing village and will pose significant constraints to residential development.

2.7.5 Through the masterplanning process it has been identified that the waste water treatment works has the capacity to accommodate growth within this area. The resources mineral plan also shows sufficient capacity with an appropriate level of management to accommodate growth.





# 3 Stage A Consultation

We recognise that as consultants we cannot deliver successful regeneration alone. We believe that engagement with stakeholders and the wider community is fundamental in the preparation of the masterplan at all stages.

## 3.1 Introduction

**3.1.1** This section outlines the consultation undertaken at this stage in the process. It includes:

- A summary of the Consultation Strategy;
- The methods of consultation in each workshop; and
- A review of the outcomes.

**3.1.2** Urban Initiatives and Shepway District Council worked closely to determine the appropriate strategy for engaging stakeholders, and collaborated in the process of facilitating each consultation event.

## 3.2 Consultation Strategy

**3.2.1** Our approach seeks to overcome barriers by using illustrative, interactive and engaging processes. Preceding the consultation events, a consultation strategy was devised to structure the approach and ensure that appropriate methods were used to attract the target audience. This is available on the dedicated website [www.sellindgefuture.org.uk](http://www.sellindgefuture.org.uk).

**3.2.2** Two methods of consultation were selected for this stage in the process:

- A PlaceCheck exercise. The PlaceCheck approach explores the qualities of a place through a walk about with the design team. Residents are asked to identify key issues, constraints and opportunities at certain points along the route; and
- The Village Game. The Village Game is an interactive challenge that encourages stakeholders to determine potential development layout, social infrastructure and open space requirements using a large aerial plan of the site. This enables consideration of multiple sites with stakeholders working collectively to allocate housing in a more sustainable, inclusive manner.

**3.2.3** Each workshop was attended by a 'Village Team', set up by the Council. The team consists of around 25 - 30 people including representatives from the Parish Council, local interest groups, local councillors and members of the local community. This range of interests ensure meaningful debates and contributions to the planning process. The stakeholders also act as a 'gateway' as part of wider strategy to disseminating information to the wider community.

## 3.3 Placecheck Exercise

3.3.1 The purpose of using PlaceCheck is to use the attendees local knowledge to understand existing qualities of the environment. The PlaceCheck exercise was carried out on the 23rd September and involved a walk around the village with the residents and design team. The residents were given a questionnaire with specific questions relating to places along the route. The questionnaire can be found in Appendix E.

### Outputs

3.3.2 A number of key observations were made relating to how the village currently operates and what could be done to improve it, including:

- The lack of a readily identifiable village centre or heart;
- The physical and social disconnection between various areas of the village;
- Improvements that the residents would like to see to improve the quality and safety of the A20 such as crossing points and traffic calming; and
- Additional facilities that could be provided including, children play areas, a village green, accommodation for the Parish Council.

3.3.3 A more detailed log of the consultation event and attendance list can be found in Appendix F.

## 3.4 The Village Game

3.4.1 The Village Game is based on a board with a large aerial photograph of the village linked to computer software. The approach makes technical issues transparent so that participants can see the real trade-offs between different development scenarios. Complex issues such as landscape value, compactness and viability can be explored. The approach links to our analysis and option testing within Section 4.

3.4.2 The aerial photography of the site is covered by a 50m grid, creating squares of 1/4 hectare in size.

3.4.3 The area of play depicted by the yellow boundary corresponds to the area of search established within the project brief and indicates where tiles may be placed.

3.4.4 A range of scenarios are run; a scenario based on the residents association option of a village green, several variations on this scenario exploring options to locate housing in a compact manner and a dispersed option that looks at locating development along the key routes.

3.4.5 A range of tiles indicating residential development, employment use, different community facilities, traffic calming measures and open space can be used. Residential housing tiles include:

- Private and Affordable detached housing 4 per tile – 16 dph
- Private and affordable semi-detached housing 6 per tile – 24 dph)
- Private and affordable terraced properties – 40 dph
- Private mixed use, flats with non-residential use on ground floor 12 properties per tile (high density – 48 dph)



Figure 3.1 Tile images



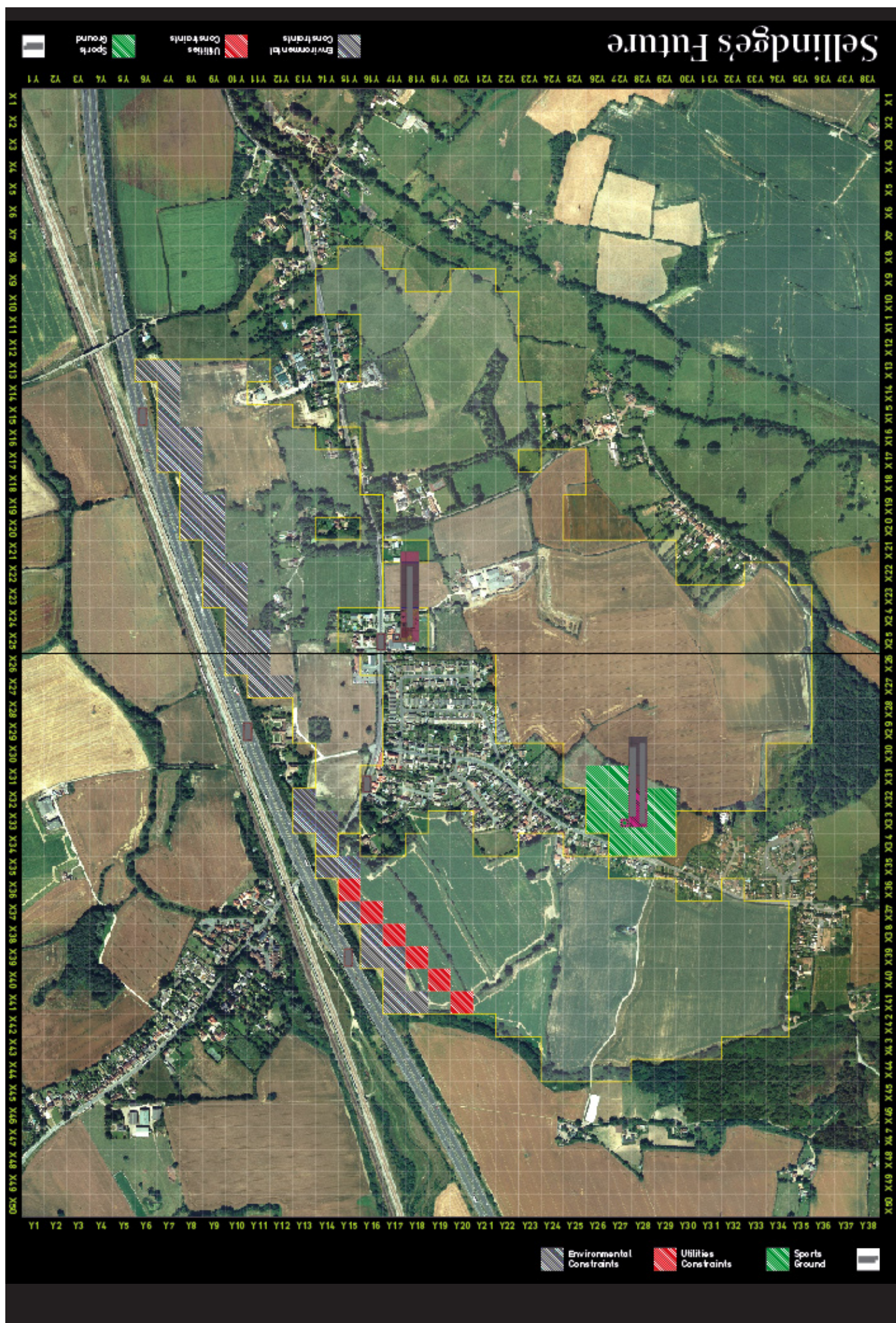


Figure 3.2 Game board



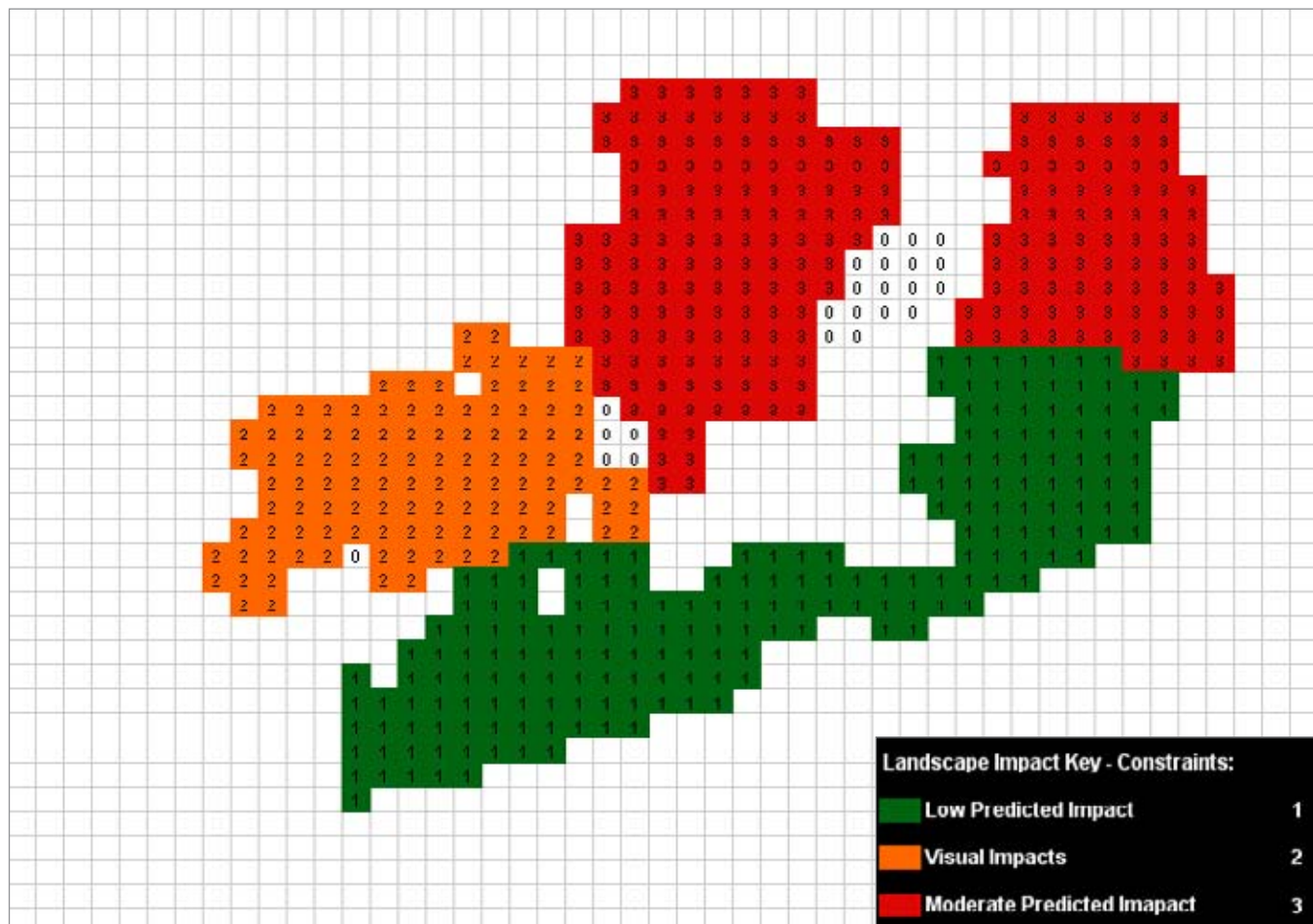


Figure 3.3 Landscape sensitivity

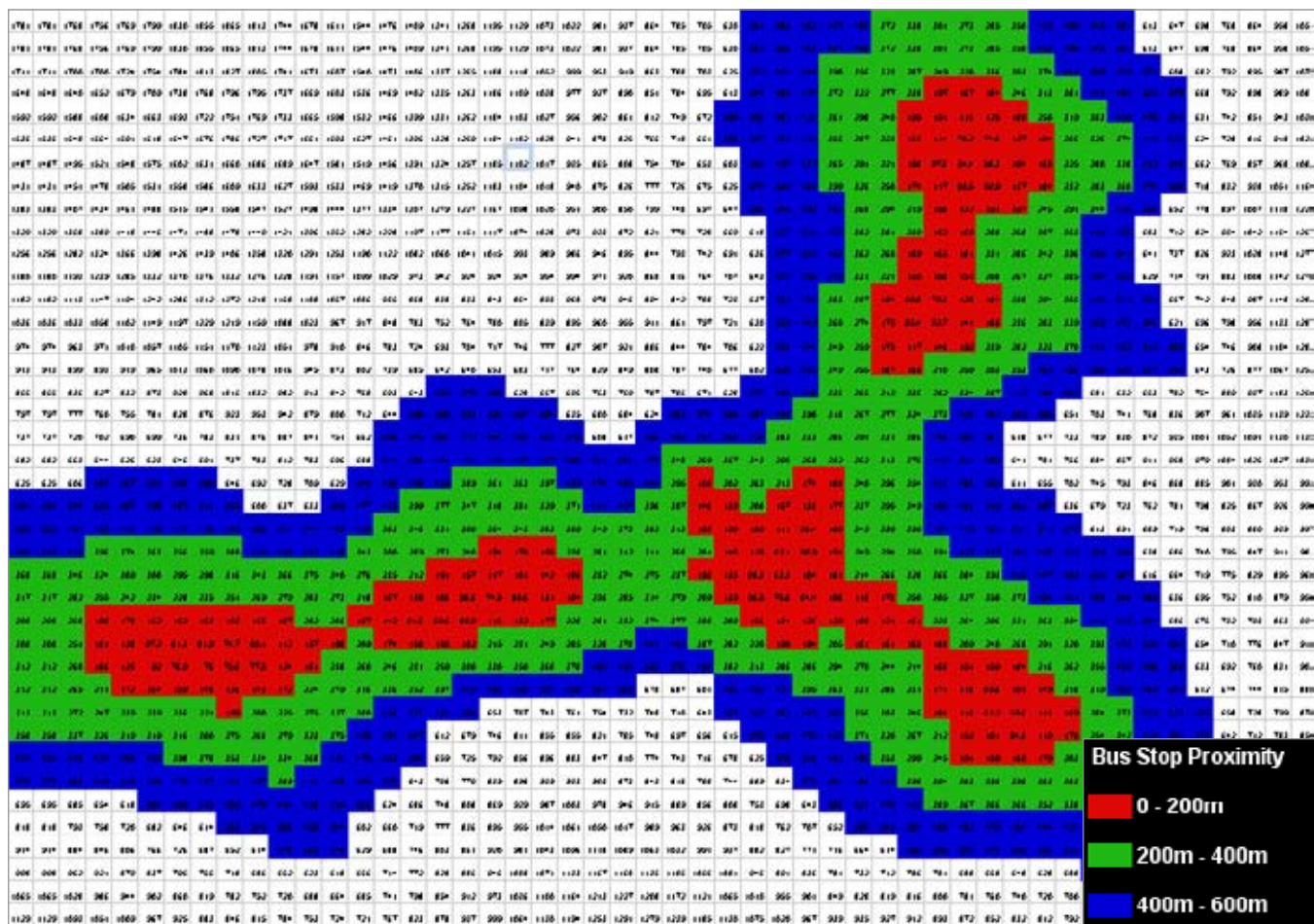


Figure 3.4 Proximity to bus stops

3.4.6 Thresholds for different requirements such as Open Space standards and Community Facilities are set. These requirements are in line with local planning policy and relate to population growth calculated at an average of 2.4 persons per household (this is a fairly liberal assumption and reflects the likelihood of the provision of a significant element of family-sized housing in the mix).

3.4.7 The outcomes were assessed by the village team relating to the following criteria:

- Viability: each tile is assigned points relating to their relative value or cost on the project. This allows participants to see in real time a general indication of the viability of any proposed development. The assumptions underpinning these points can be found in Appendix G. This gives an initial ballpark approach to viability but is not meant to represent a detailed financial appraisal. This will be carried out in Work Stage B.
- Compactness: the percentage of all units within 400m of the local centre, percentage of all units within 400m of open space, percentage of all units within 400m of bus stops. This distance is widely regarded as a reasonable 5 minute walk for many individuals.
- Landscape sensitivity score sourced from the landscape assessment: the highest score is located on areas with the highest landscape value/ lowest landscape capacity for development as highlighted within the landscape assessment within Section 2.6. Whilst areas deemed to have lower landscape value had lower sensitivity scores, reflecting their landscape capacity for development.

3.4.8 A spreadsheet-based model runs simultaneously to the game being played and allows for 'live' calculations of how many dwellings have been played, the resultant population of the village, the resultant requirement for open space, primary school and community facilities, the percentage of various types of residential dwellings, percentage of affordable housing played, landscape sensitivity and compactness.

3.4.9 The game is a tool for building consensus across local stakeholders for an overall land use strategy for the village. The outputs from the event must then be tested against constraints to inform professional option designs for further public consultation.

## Outputs

3.4.10 As a starting point the participants were asked to determine the existing centre of the village in order to calculate the existing percentage of dwellings within a 5 minute walk. The participants agreed that the existing community facilities; the school, village hall and health centre formed the centre of the village. This set the following benchmark targets for all the options explored:

- Percentage of homes within 5 minute walk of local centre: 30%
- Percentage of homes within 5 minute walk of designated public open space: 34%
- Percentage of homes within 5 minute walk of bus stop: 87%

3.4.11 A more detailed log of the consultation event and attendance list can be found in Appendix H.





Figure 3.5 Image of PlaceCheck exercise



Figure 3.6 Image of workshop 2



Figure 3.7 Image of game play

## Game 1 (Central Focus Option)

3.4.12 The group started by placing tiles on the board which broadly represented the design worked up by the residents association in response to the LDF options process. This incorporated a village green south of Ashford Road (A20), mixed use/employment in close proximity to the existing Co-op, a new community building within the village centre, an extension to the Primary School and residential development forming a compact development around these uses.

3.4.13 The group also stressed the need to address the issues associated with Ashford Road (A20). The initial solution selected was the re-alignment of the road and tiles were placed accordingly. Participants could clearly understand from the 'live' calculations that the cost of road re-alignment would place a substantial burden on delivery. Instead a more modest approach was then taken which included crossing points between key facilities and limited stretches of traffic calming.

3.4.14 A mix of residential typologies was played equating to 200 new homes, with higher density generally grouped around the village green and local facilities. The 28% affordable housing fell short of the 35% target but the participants felt that this represented a realistic and achievable figure, appropriate for Sellindge's needs.

3.4.15 The scenario improved the overall compactness of the village, only developed on land identified as having low landscape sensitivity and broadly represented a viable scheme.

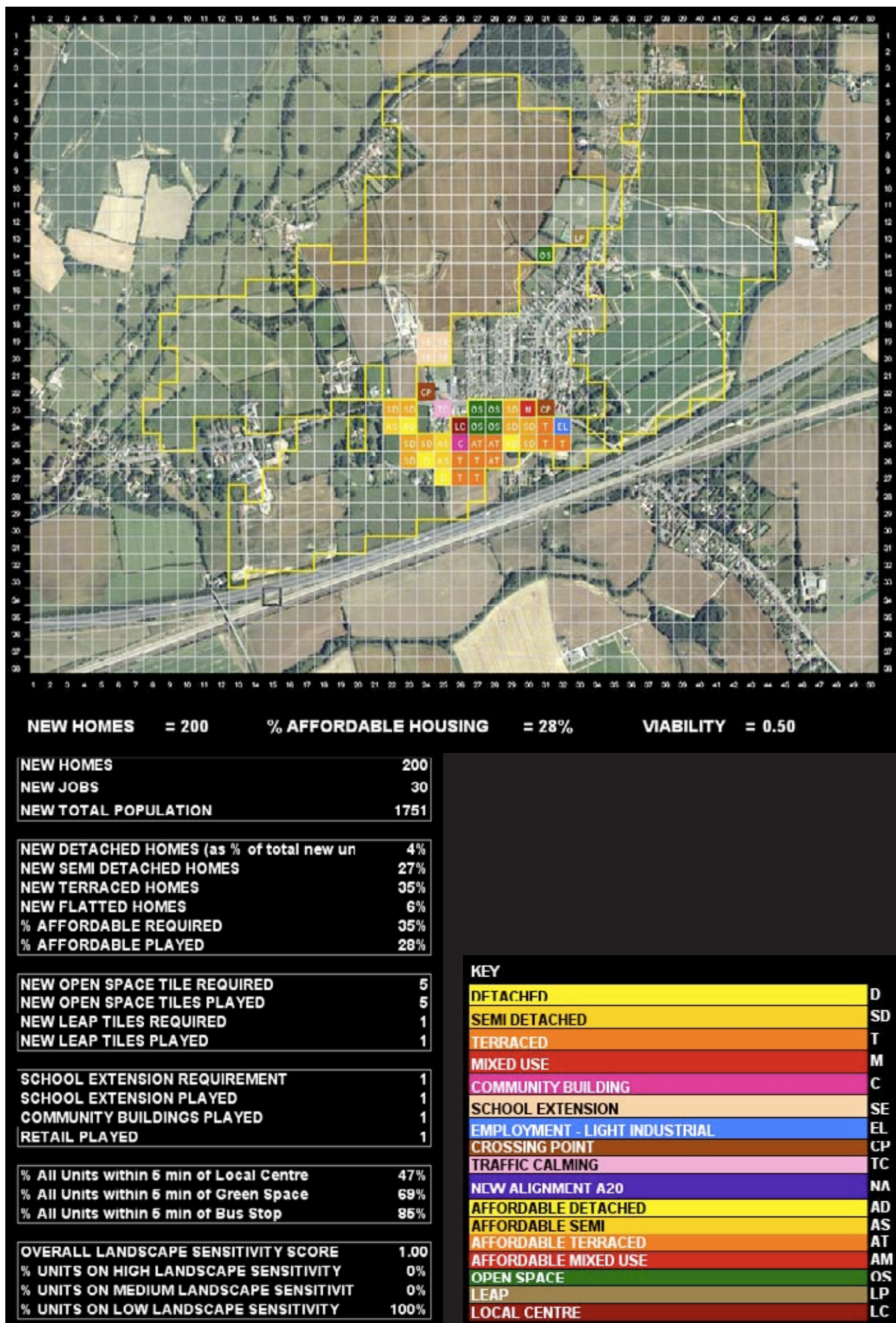


Figure 3.8 Game 1 Outputs



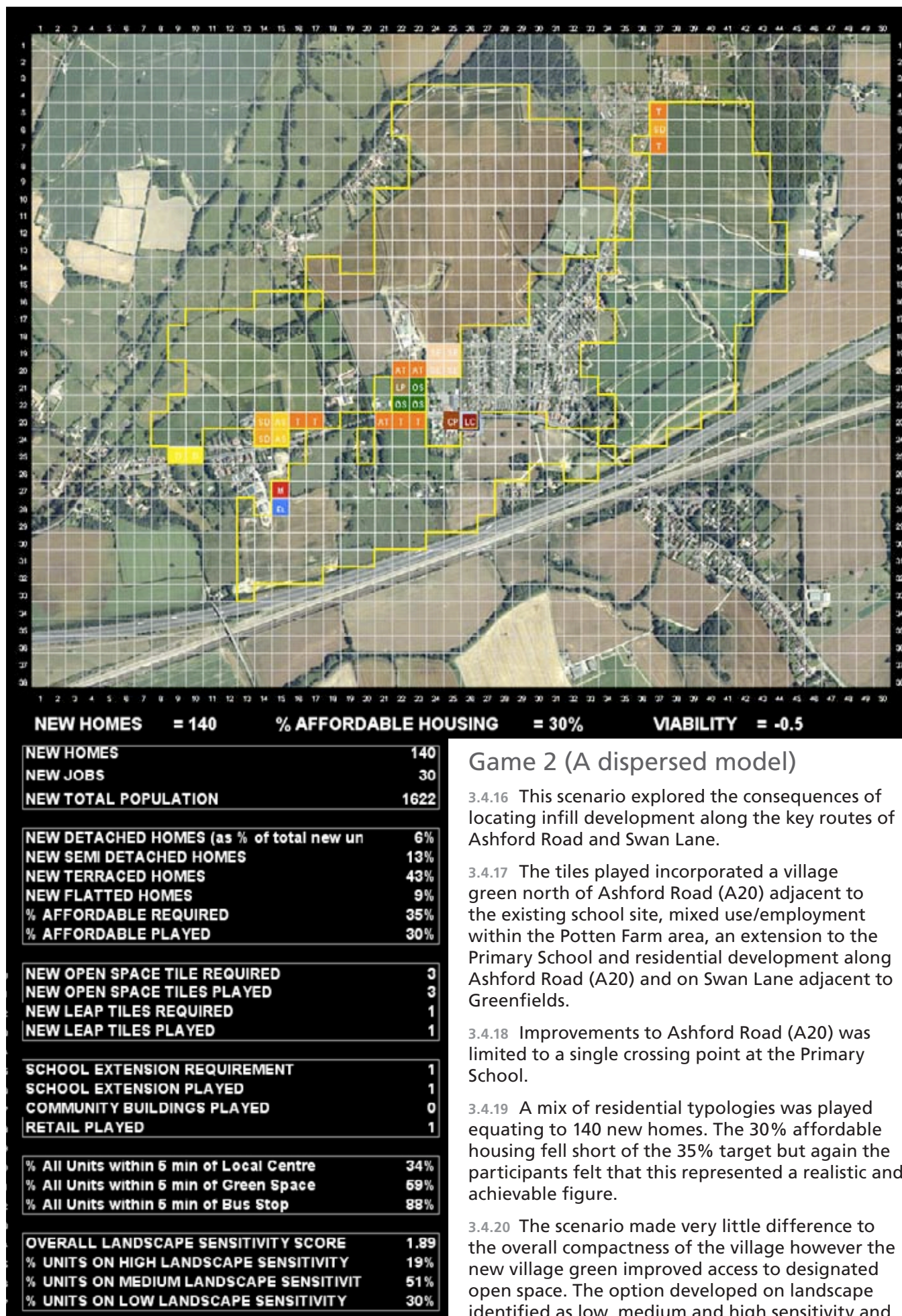


Figure 3.9 Game 2 Outputs

## Game 2 (A dispersed model)

3.4.16 This scenario explored the consequences of locating infill development along the key routes of Ashford Road and Swan Lane.

3.4.17 The tiles played incorporated a village green north of Ashford Road (A20) adjacent to the existing school site, mixed use/employment within the Potten Farm area, an extension to the Primary School and residential development along Ashford Road (A20) and on Swan Lane adjacent to Greenfields.

3.4.18 Improvements to Ashford Road (A20) was limited to a single crossing point at the Primary School.

3.4.19 A mix of residential typologies was played equating to 140 new homes. The 30% affordable housing fell short of the 35% target but again the participants felt that this represented a realistic and achievable figure.

3.4.20 The scenario made very little difference to the overall compactness of the village however the new village green improved access to designated open space. The option developed on landscape identified as low, medium and high sensitivity and represented a slight deficit in terms of viability.



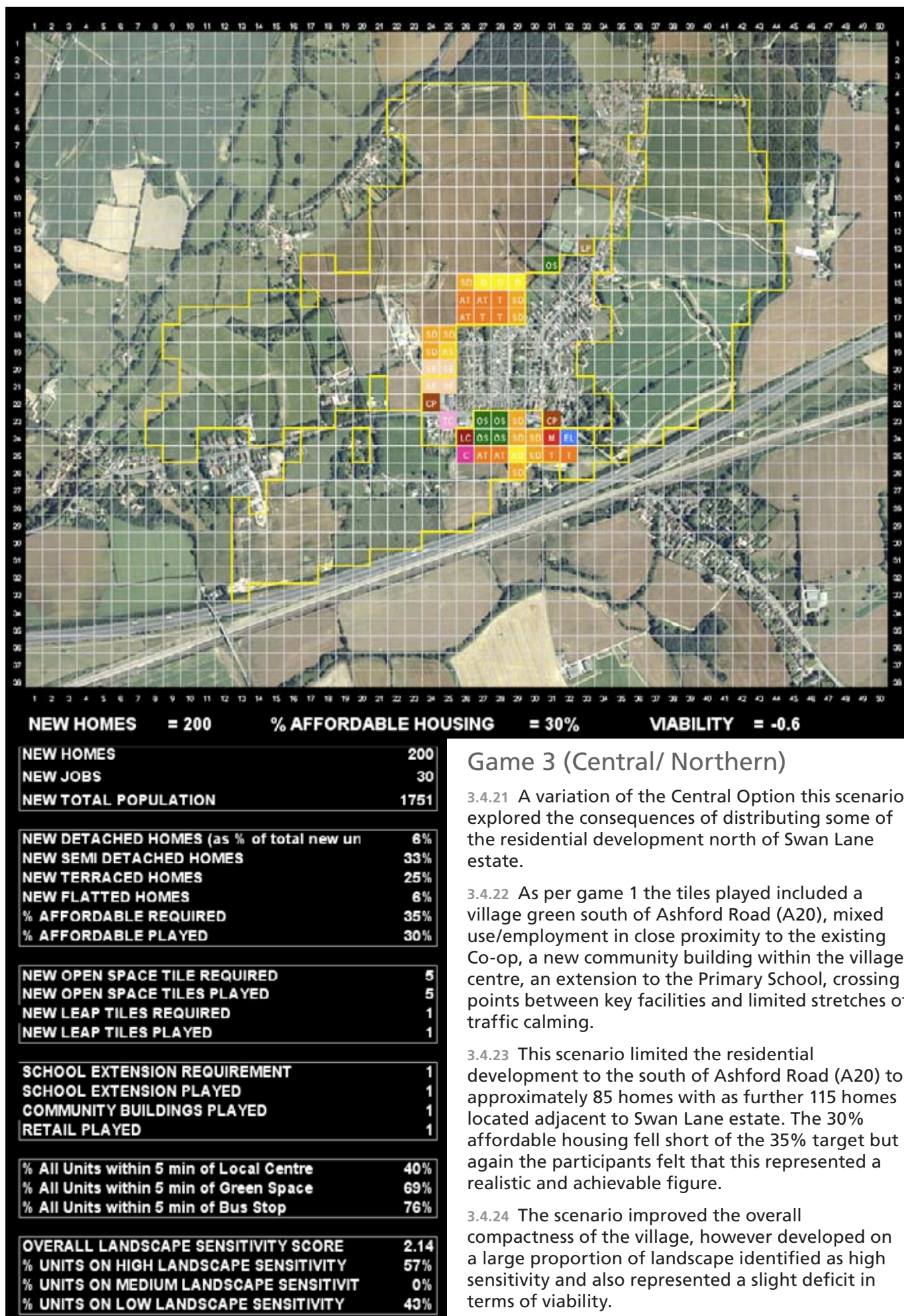


Figure 3.10 Game 3 Outputs

### Game 3 (Central/ Northern)

3.4.21 A variation of the Central Option this scenario explored the consequences of distributing some of the residential development north of Swan Lane estate.

3.4.22 As per game 1 the tiles played included a village green south of Ashford Road (A20), mixed use/employment in close proximity to the existing Co-op, a new community building within the village centre, an extension to the Primary School, crossing points between key facilities and limited stretches of traffic calming.

3.4.23 This scenario limited the residential development to the south of Ashford Road (A20) to approximately 85 homes with as further 115 homes located adjacent to Swan Lane estate. The 30% affordable housing fell short of the 35% target but again the participants felt that this represented a realistic and achievable figure.

3.4.24 The scenario improved the overall compactness of the village, however developed on a large proportion of landscape identified as high sensitivity and also represented a slight deficit in terms of viability.



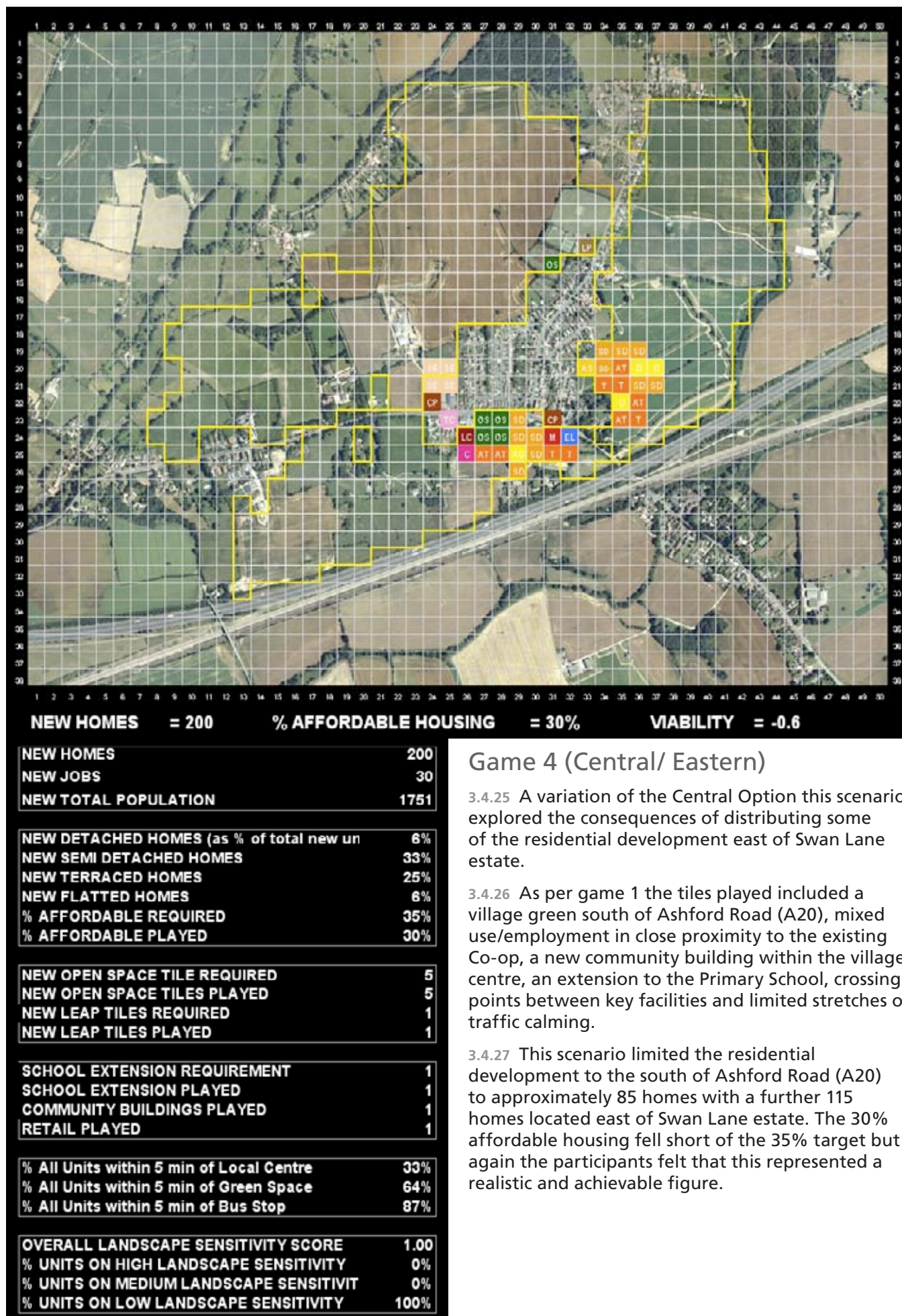


Figure 3.11 Game 4 Outputs

### Game 4 (Central/ Eastern)

3.4.25 A variation of the Central Option this scenario explored the consequences of distributing some of the residential development east of Swan Lane estate.

3.4.26 As per game 1 the tiles played included a village green south of Ashford Road (A20), mixed use/employment in close proximity to the existing Co-op, a new community building within the village centre, an extension to the Primary School, crossing points between key facilities and limited stretches of traffic calming.

3.4.27 This scenario limited the residential development to the south of Ashford Road (A20) to approximately 85 homes with a further 115 homes located east of Swan Lane estate. The 30% affordable housing fell short of the 35% target but again the participants felt that this represented a realistic and achievable figure.

3.4.28 Because of the location of the local centre the percentage of homes within 5 minutes of this remained consistent with the existing benchmark. The percentage of homes within walking distance of the local shops would increase within this scenario. The option only developed on landscape identified as low sensitivity but represented a very slight deficit in terms of viability.

3.4.29 Whilst options 2,3 and 4 represent a small deficit in terms of viability this represents a fairly minimal factor which could be brought into positive viability through an additional five homes.

## Further considerations

3.4.30 A further scenario was considered and then dismissed by participants which explored locating the village green and local centre adjacent to the Sports and Social Club. Following a general discussion between the group all participants agreed that this was not the best location for the village green many of whom believed that the new open space should form a focal point along Ashford Road (A20) and that new community and retail facilities should re-enforce the existing ones.

## Conclusions

3.4.31 Some of residents who attended the workshop voiced concerns over the principle of growth within the village particularly when combined with other proposals within Shepway. It will be important for the council to clarify how the potential impact of development proposals outside Sellindge will be addressed.

3.4.32 There were a number of aspects where a strong consensus formed within the group during game play. This included:

- The location of the village green south of Ashford Road (A20);
- A strengthened local centre around the existing facilities of the school, PCT and village hall;
- A preference for compact development as apposed to a more dispersed model;
- New retail and employment use adjacent to the existing Coop; and
- Traffic calming measures and crossing points along Ashford Road.

3.4.33 Many participants saw the benefit of providing development to improve the village and support the viability of new and existing local facilities. However, for some the avoidance of any development at Sellindge is still a priority, which may reflect concerns over the impact of possible changes on sites on the edge of the village.

## 3.5 Landowner Surgery

3.5.1 The first of two Landowner Surgeries was held at the HCA offices, Kent House, Ashford on 29th September, 9.30am to 4.45pm. The format of the session was a series of one to one meetings with each landowner and/or representative.

3.5.2 The purpose of the consultation was to inform the development of options for the village and help assess the viability of each site. A number of factors were considered:

- Their aspiration for the site;
- Their opinions on the village and its future potential;
- Any proposals that have been developed;
- Willingness to engage with the council;
- Any information they could share with us, such as surveys, ground conditions, utilities etc;
- Approach to future engagement in the masterplanning process; and
- Impact of the credit crunch on aspirations and land value.

3.5.3 A summary of the surgery can be found in Appendix I.





# 4 Options

## 4.1 How have options been developed?

4.1.1 The sites identified within the area of search included all sites put forward by landowners following the SHLAA (Strategic Housing Land Availability Assessment) process and subsequently represented an appropriate study area to determine suitable sites for sustainable growth in Sellindge.

4.1.2 A “Village Game” Workshop was held on 19th October 2010 at the Village Hall in Sellindge. The “Village Game”, an interactive quantitative spatial analysis tool, was used to test options with the Village Team and to help participants appreciate the benefits of different development scenarios. The area considered within this exercise corresponded to the area of search established within the project brief.

4.1.3 This workshop established four development options based on the four games scenarios explored at the village game workshop (see Section 3.4):

- Central focus
- Dispersed model
- Central/Northern
- Central/Eastern.

## VIABILITY AND OPTIONS REVIEW



## 4.2 How have options been consulted on?

### Options Appraisal

4.2.1 An Options Appraisal workshop with the Village Team was held on 15th November 2010, at Sellindge Primary School. The workshop was chaired by Marcus Wilshire from Urban Initiatives and well attended by Village Team members. In this way the masterplan has been shaped both by people who have a local knowledge of Sellindge, plus stakeholders who will have a role in delivering change. The purpose of the workshop was to give feedback on the current status of wider development proposals (such as the Folkestone Racecourse Site) and tackle overriding concerns voiced by the Village Team relating to the provision of community infrastructure.

4.2.2 This was followed by the presentation of initial design options generated from the Village Game scenarios developed at the previous workshop. Having briefly introduced the options the members broke into four groups and carried out a thorough analysis of each option recorded on a questionnaire prepared by Urban Initiatives. The questionnaire related to the principle project objectives set out in the brief and responded to the issues identified in the Placecheck exercise. The criteria on the questionnaire included:

- How well does the option help to make a compact and walkable village?
- How well does the option provide or strengthen a central focus for the village?
- How well does the option provide adequate community benefits?
- How well does the option improve the quality of public open spaces?
- How well does the option locate housing to best contribute to the vitality of the village?

4.2.3 The results of the questionnaire were collated and form an important part of the appraisal process set out below for each option.



## Landowner Surgery

4.2.4 Having identified a number of options with the Village Team those landowners within viable options were invited to attend a second Landowner Surgery on 23rd November 2010, at the HCA offices, Kent House Ashford.

4.2.5 The purpose of the event was to update landowners on the production of options, the process of appraising each option and to discuss/ gather individual landowner submissions. The format of the session was a series of one to one meetings with each of the key landowners and/or representatives. The agenda was as follows:

- Progress on the options
- Opportunity to comment on options
- Viability and deliverability
- Landowner submissions
- Next steps and public exhibition.

4.2.6 A summary of Landowner Submissions can be found in Appendix K.

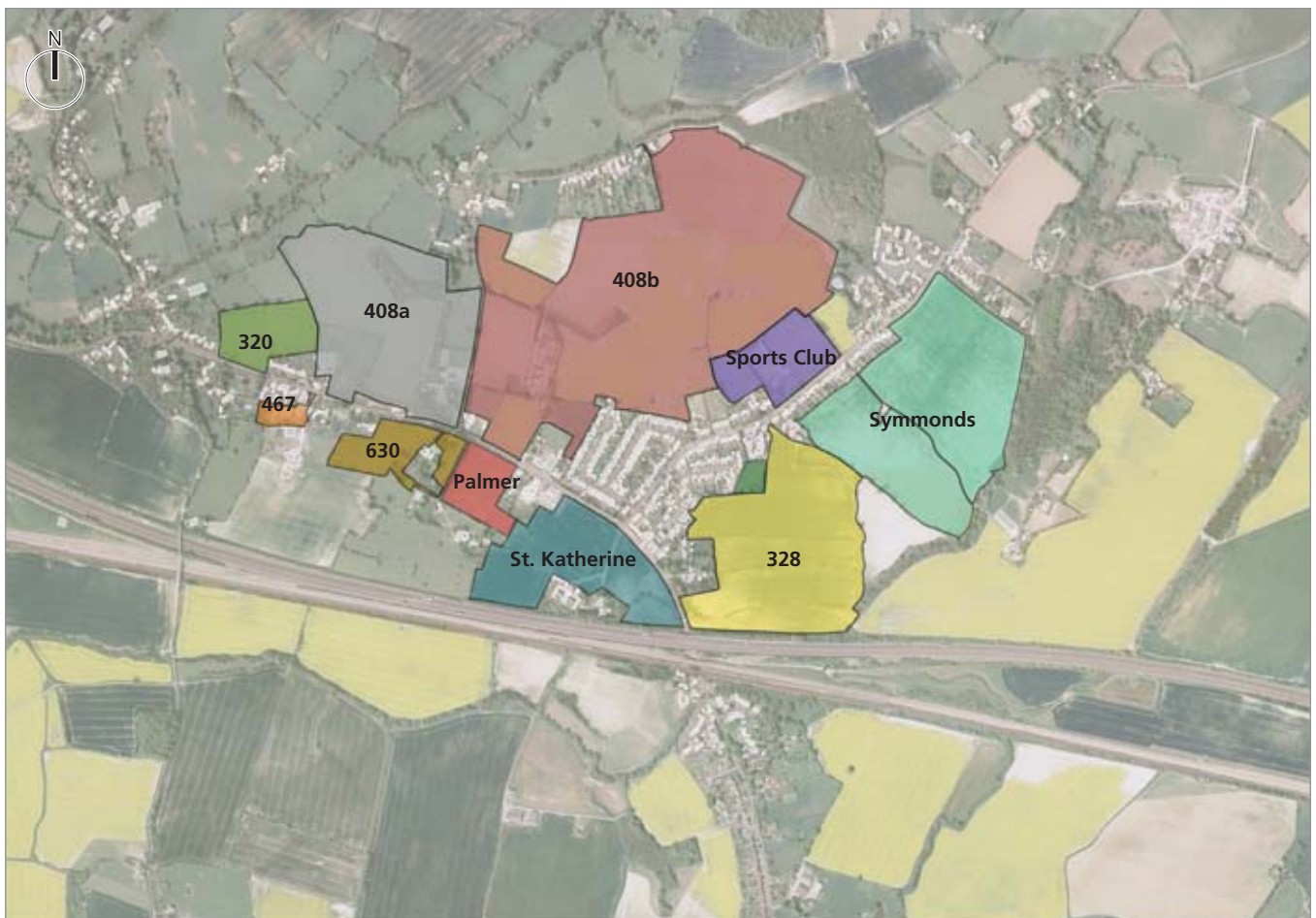


Figure 4.1 Plan showing site references

# Option 1:

## Central Focus



Figure 4.2 Option 1

### Summary Description

This Scenario concentrates growth in a compact central area primarily south of the A20. It incorporates a village green south of Ashford Road (A20), mixed use/employment in close proximity to the existing Co-op, a new community building within the village centre, an extension to the Primary School and residential development forming a compact development around these uses. This proposal distributes growth as follows:

- Site Ref - St Katharine's: 3.2ha of development land providing approximately 103 dwellings, community facilities 1920sq.m, 2230sq.m parking area, communal open space 1.77 ha. , 1615sq.m of employment zone and 670sq.m of retail.
- Site Ref – Palmer : 2.28ha of development land providing approximately 73 dwellings.
- Site Ref – 408b : 2.0ha of development land providing approximately 64 dwellings and 6190sq.m of school extension area
- The total number of proposed dwelling is approximately 240.



## Constraints

<b>Landscape and Views</b>	<ul style="list-style-type: none"> <li>The majority of developable land is designated as having a low landscape sensitivity and therefore has a high suitability for development.</li> <li>Site ref: 408b – Development will impact on views from the A20 to the open countryside to the north. <i>Source: Landscape Assessment – baseline report</i></li> <li>Site Ref: 408b – has a very open character, allowing some inter-visibility across its boundaries, including glimpsed views to and from the edge of the Kent Downs AONB to the north. Care would be needed in the landscape design of any developments on this site to minimize potential impact in views looking south towards Sellindge from the Kent Downs AONB. <i>Source: Preliminary Landscape Appraisals by Floyd Matcham on behalf of Bovis Homes.</i></li> </ul>
<b>Ecology</b>	<ul style="list-style-type: none"> <li>The overall ecological value of the proposed sites is low</li> <li>There are a number of hedgerows on the sites that may have to be retained within the development. In particular the presence of a species rich hedgerow (Site Ref: 408b) along the boundary with Moorstock Lane.</li> <li>There are a number of mature trees some of which may be categorised as “veteran” trees. <i>Source: Ecological Deliverability report by ead ecological consultants on behalf of Bovis Homes.</i></li> <li>Site Ref: St Katherine’s – Site is fringed by planted mixed woodland and species poor boundary hedges with overgrown ditches forming hedge habitat within the site boundary. A large pond is situated in the centre of the site and fringed by dense scrub and trees.</li> <li>The site survey identified the potential presence of a number of legally protected species, and species otherwise considered to be of value to biodiversity conservation, or are afforded protection by statute. <i>Source: Initial Environmental Appraisal by Entec on behalf of Smiths Gore</i></li> </ul>
<b>Compact Score</b>	<ul style="list-style-type: none"> <li>% of all units within 5min walk (400m) of Local Centre (Village Hall) 47%</li> <li>% of all units within 5min walk (400m) of Public Green Space 69%</li> <li>% of all units within 5min walk (400m) of existing bus stops 85%</li> </ul> <p><i>Source: Village Game</i></p>
<b>Utilities</b>	<ul style="list-style-type: none"> <li>Site Ref: Palmer &amp; 408b – No information available</li> <li>Site Ref: St Katherine’s – National Grid High voltage Line (260kV), serving the channel Tunnel Link and EDF Energy 132kV oil-filled cable. A number of other electrical utilities, telephone wires are also present. <i>Source: Initial Environmental Appraisal by Entec on behalf of Smiths Gore</i></li> </ul>
<b>Transport and Movement</b>	<ul style="list-style-type: none"> <li>Provides a compact critical mass to support public transport corridors.</li> <li>New access points to the sites could be achieved with relative ease from the A20.</li> <li>Site Ref: 408b – Existing access to Elm Tree Farm will have to be retained and screened from residential development</li> <li>Existing access to Richardson Court and Somerfield Barn Court to the south of St Katherines would have to be maintained and agreed with residents.</li> <li>The site is crossed by a public right of way, running from the junction of the access road with the A20 westwards towards Rotherwood Farm.</li> </ul>
<b>Built heritage</b>	<ul style="list-style-type: none"> <li>Site Ref: St Katherine’s</li> <li>Two Grade II listed buildings lie directly to the south of the site. Somerfield Court and Barn Complex.</li> <li>There is some potential for effects on the setting of aspects of the historic environment and in particular the listed buildings in the vicinity of the site.</li> </ul>

## Summary of Village Team assessment of option against Project Objectives

The assessment summary below is a literal translation of the “options appraisal” workshop held on the 15th November 2010 with the Village Team. The result of the questionnaires have been collated and an average score calculated for each question relating to project objectives. Refer to Appendix ? for further details.

How well does the option help to make a compact and walkable village?		The majority of development within walking distance of a local centre.
How well does the option provide or strengthen a central focus for the village?		The village green provides a central focus for the village in close proximity to existing community facilities
How well does the option provide adequate community benefits?		The option incorporates a village green, traffic calming along the A20, mixed use/ employment, new community building and extension to school.
How well does the option improve the quantity of public open spaces?		
How well does the option locate housing to best contribute to the vitality of the village?		The housing land forms a compact extension to the village providing a central critical mass with the existing Swan Lane area.

Very Well	Well	Adequate	Only Slightly	Poorly	Unknown Impact
-----------	------	----------	---------------	--------	----------------

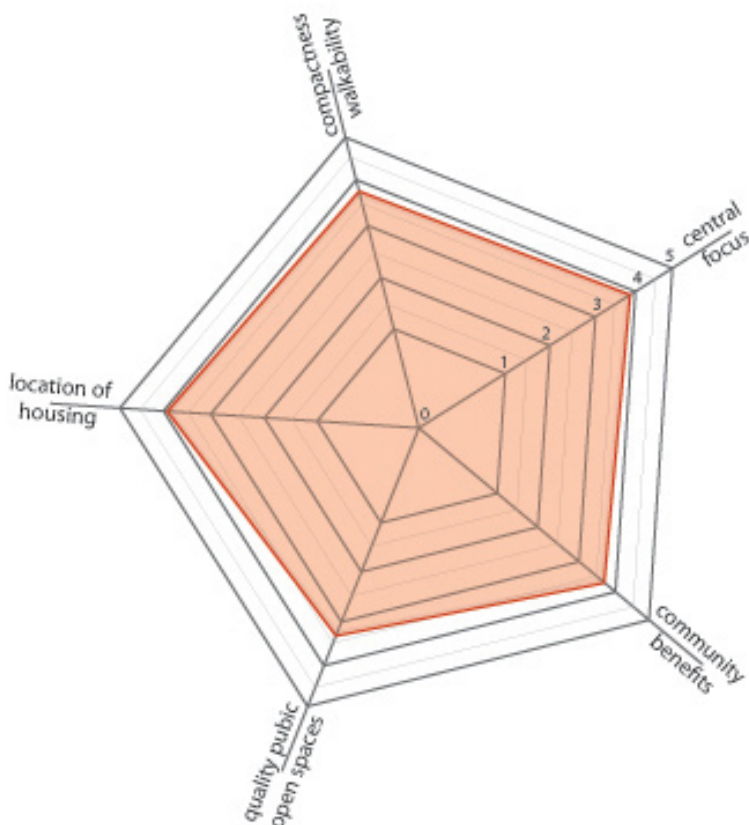


Figure 4.3: Spidergram of Village Team Assessment



## Assessment of option against “features of a successful layout”, Kent Design Guide

Must Have Active Streets		
Maximises opportunities for mixed uses - ensure that shops, schools, workshops, etc., are integrated into the layout.		The compact nature of the option and the position of non-residential use adjacent to the A20 allows ease of passing trade and increases their likely success as viable uses.
Building entrances are placed to maximise interaction in public areas.		The arrangement of community uses and retail fronting onto the village green maximises interaction.
Must have ease of movement		
Ensures good linkages between spaces		The protection of landscape features such as existing hedgerows, drainage ponds and areas of mature landscape creates a network of landscape routes linking to the wider countryside. The option also maintains the public right of way through the village green.
Provides direct routes		Access points from the A20 and a central residential street provides legible entrances and direct routes through the new development
Ensures that cars will not dominate		The measures proposed along the A20 should provide much needed traffic calming within the village whilst the residential streets within the development will be designed to ensure traffic speed is low and pedestrians have priority.
Provides for pedestrian and cycle priority.		A network of pedestrian and cycle routes will be provided in parallel to the landscape network and minor residential streets.
Must be legible		
Has a clear street hierarchy		Access points from the A20 and a central residential road provides legible entrances and direct routes through the new development
Includes some landmarks – distinctive buildings and public art		At this strategic level it is difficult to assess
Allows for vistas to existing features of the landscape.		The majority of development is south of the A20 and therefore has no significant impact on views to the landscape. The residential site North of the A20 will impact on views from the A20 to the open countryside and on views looking south towards Sellindge from the Kent Downs AONB.
<div>Very Well</div> <div>Well</div> <div>Adequate</div> <div>Only Slightly</div> <div>Poorly</div> <div>Unknown Impact</div>		

## Must be safe

Ensures direct pedestrian routes are overlooked		Development will front onto streets providing natural surveillance
Avoids blank walls in frontages		At this strategic level it is difficult to assess
Avoids creating blind spots and dead ends		The central residential street with several access points to the A20 provides a permeable network of routes and avoids the creation of dead ends.
Ensures public spaces are well lit.		At this strategic level it is difficult to assess

## Must have a human scale

Ensures that the size of spaces is related to the number of people likely to use them		The village green is deemed entirely appropriate for the rural nature of the space.
Ensures walking distances to local facilities are kept to a minimum.		The location of the development surrounding proposed and existing facilities ensures that walking distances are kept to a minimum.

## Must have variety

Avoids uniform building styles		At this strategic level it is difficult to assess
Uses a range of different surface materials		At this strategic level it is difficult to assess

Very Well	Well	Adequate	Only Slightly	Poorly	Unknown Impact
-----------	------	----------	---------------	--------	----------------



## Delivery Appraisal

### Option 1a (The above option excluding development north of the A20)

**Viability:** This option provides development around the village green and delivers 173 homes. It provides the parish offices, village green, public parking and improvements to the A20. For each option we are assuming a housing tenure mix in line with council policy of 70% private and 30% affordable. The scheme has a deficit of £1.3m. Part of the St Katherine's land is situated relatively close to the M20 by 10%. Whilst no specific noise tests have been undertaken, there is the potential that this could adversely affect viability. We have reduced private for sale values for homes close to the M20 to reflect the fact that it could be harder to sell private homes on this site.

**Deliverability:** The site is within the ownership of The Royal Foundation of St Katherines and the trust represented by Andrew Beggs (agent for land between site 630 and the Surgery). St Katherine's has indicated a willingness to engage with other landowners in order to release the value in their own site. Given the importance of this land within several of the options, this is an important factor. Beneath the St Katherine's land is a high voltage electricity cable but development has been proposed so as not to interfere with this.

The land between site 630 and the Surgery has been marketed for some time and the agent, Andrew Beggs has indicated a willingness to sell for housing development.

### Option 1b (The above option)

**Viability:** This option provides the greatest scale of development in closest proximity to the new village green. It delivers 240 homes and is an

extension of option 1a to also include land to the north owned by Mr Downs. It delivers the parish offices, village green, public parking and improvements to the A20. It is financially viable on the assumption of a land value of £300,000 per hectare.

**Deliverability:** We have commented in option 1a on the deliverability of the St Katherine's site and land between site 630 and the Surgery. In principle, Mr Downs has indicated a willingness to make his land (to the north of the A20) available for redevelopment. We have identified a small parcel of land, which may be outside the ownership of Mr Downs and we are investigating this. Given the lack of development expertise of the 3 land owners, it is likely that the route to delivery would be achieved through agreement with a single developer/housebuilder, responsible for securing planning consent, delivering the scheme and making fair payment to each landowner. A similar approach is likely in options 3 and 4 below where the land is in 2 ownerships.

---

## Conclusion

The central focus option will provide the greatest critical mass of new development in one location, and as a consequence maximises the potential for new development to successfully integrate with the village. The permeable layout offers the opportunity for a walkable neighbourhood that complements the existing village and supports new and existing local facilities. In terms of deliverability, the sites south of the A20, particularly those closest

to the motorway and high-speed rail link are unlikely to match house prices obtained elsewhere. The effects of the noise could be mitigated through landscape buffering, separation distances and detailed design but this is likely to remain an issue in terms of marketing properties. The option provides considerable community benefits and provides a focal point for village life and is well supported as an option by the village team.

## Option 2:

# A Dispersed Model

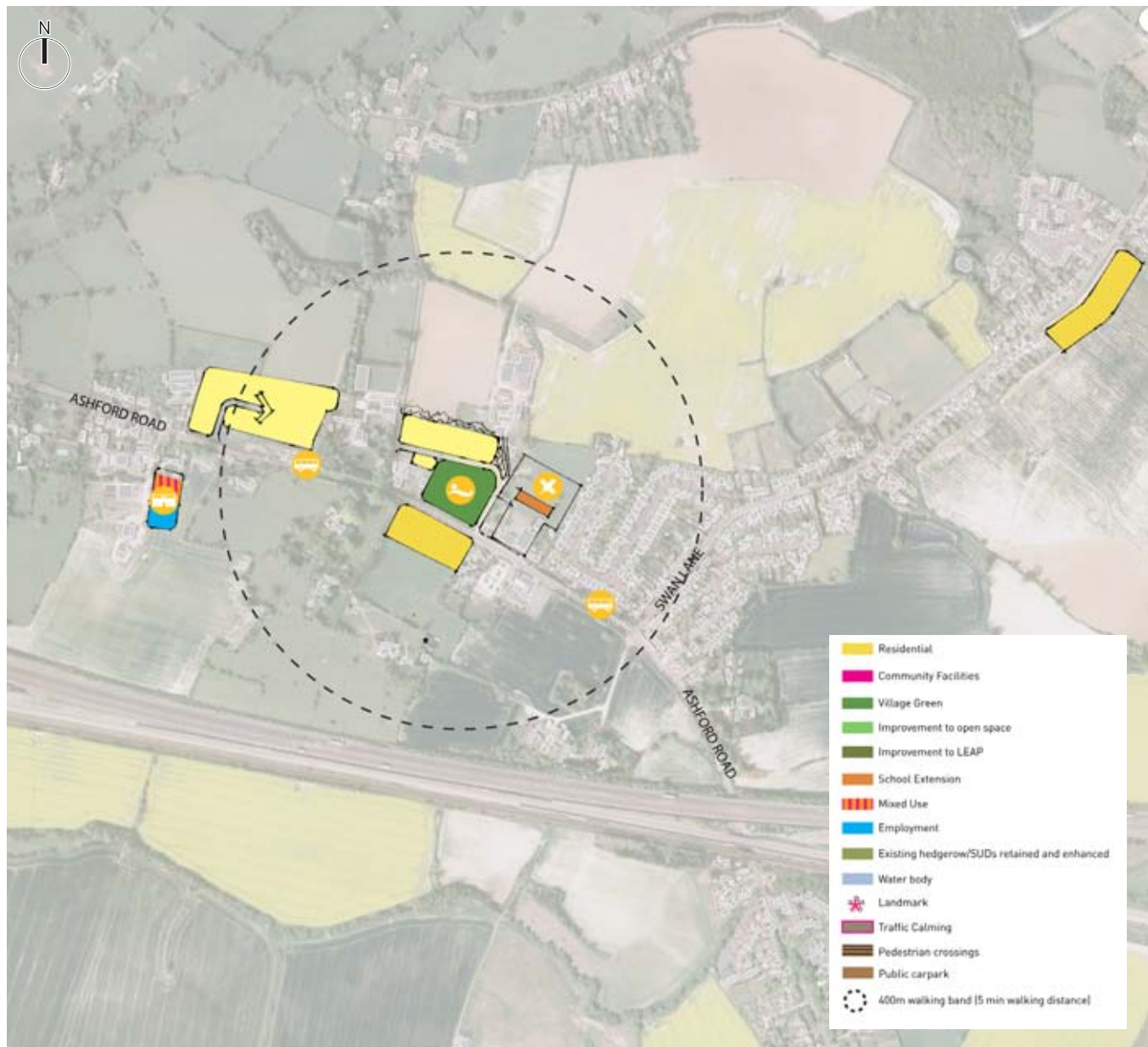


Figure 4.4 Option 2

## Summary Description

This option assumes infill development will take place along the key routes of Ashford Road and Swan Lane. It incorporates a village green north of Ashford Road (A20) adjacent to the existing school site, mixed use/employment within the Potten Farm area, an extension to the Primary School and residential development along Ashford Road (A20) and on Swan Lane adjacent to Greenfields. Improvements to Ashford Road (A20) is limited to a single crossing point at the Primary School. This proposal distributes growth as follows:

- Site Ref - Palmers: 0.74ha of development land providing 23 dwellings.
- Site Ref – 408a: 2.09ha of development land providing 67 dwellings.
- Site Ref – 408b: 0.92ha of development land providing 30 dwellings, 0.75 ha of open space and 6190sq.m of school extension area.
- Site Ref - Symmonds: 0.92ha of development land providing 29 dwellings,
- The total number of proposed dwelling is 149.



## Constraints

<b>Landscape and Views</b>	<ul style="list-style-type: none"> <li>A number of the sites identified are designated as having a medium or high landscape sensitivity and therefore have low suitability for development.</li> <li>Site ref: 408b – Development will impact on views from the A20 to the open countryside to the north. <i>Source: Landscape Assessment – baseline report</i></li> <li>Site Ref: 408b – has a very open character, allowing some inter-visibility across its boundaries, including glimpsed views to and from the edge of the Kent Downs AONB to the north. Care would be needed in the landscape design of any developments on this site to minimize potential impact in views looking south towards Sellindge from the Kent Downs AONB. <i>Source: Preliminary Landscape Appraisals by Floyd Matcham on behalf of Bovis Homes.</i></li> </ul>
<b>Ecology</b>	<ul style="list-style-type: none"> <li>There is a lack of information on a number of the sites to give a true representation of the ecological value of all sites</li> <li>There are a number of hedgerows on the sites that may have to be retained within the development. In particular the presence of a species rich hedgerow (Site Ref: 408b) along the boundary with Moorstock Lane.</li> <li>There are a number of mature trees some of which may be categorised as “veteran” trees. <i>Source: Ecological Deliverability report by ead ecological consultants on behalf of Bovis Homes.</i></li> </ul>
<b>Compact Score</b>	<ul style="list-style-type: none"> <li>% of all units within 5min walk (400m) of Local Centre (Village Hall) 34%</li> <li>% of all units within 5min walk (400m) of Public Green Space 59%</li> <li>% of all units within 5min walk (400m) of existing bus stops 88% <i>Source: Village Game</i></li> </ul>
<b>Utilities</b>	<ul style="list-style-type: none"> <li>No detailed information available</li> </ul>
<b>Transport and Movement</b>	<ul style="list-style-type: none"> <li>The size and nature of development sites adjacent to the A20 may result in short cul-de-sacs similar to that of Woodlees Close</li> <li>There may be an issue of multiple access points onto the A20 and parking for residential development fronting strategic routes may prove problematic.</li> </ul>
<b>Built heritage</b>	<ul style="list-style-type: none"> <li>The setting of the listed Guinea Hall needs to be respected. The existing mature landscaping surrounding the property is likely to screen the impact of adjacent development.</li> </ul>

## Summary of Village Team assessment of option against Project Objectives

The assessment summary below is a literal translation of the “options appraisal” workshop held on the 15th November 2010 with the Village Team. The result of the questionnaires have been collated and an average score calculated for each question relating to project objectives. Refer to Appendix ? for further details.

How well does the option help to make a compact and walkable village?		The dispersed model continues the historic pattern of development and fails to address the issue of easy access to local facilities.
How well does the option provide or strengthen a central focus for the village?		The option provides a village green adjacent to the Primary School. This provides some focus for the village but was deemed to be in the wrong location by the village team.
How well does the option provide adequate community benefits?		Very little in the way of community benefits
How well does the option improve the quantity of public open spaces?		Provides an additional village green
How well does the option locate housing to best contribute to the vitality of the village?		A number of the sites identified are designated as having a medium or high landscape sensitivity and therefore has a low suitability for development. The option fails to provide a critical mass of housing to ensure walkability to local facilities.

Very Well	Well	Adequate	Only Slightly	Poorly	Unknown Impact
-----------	------	----------	---------------	--------	----------------

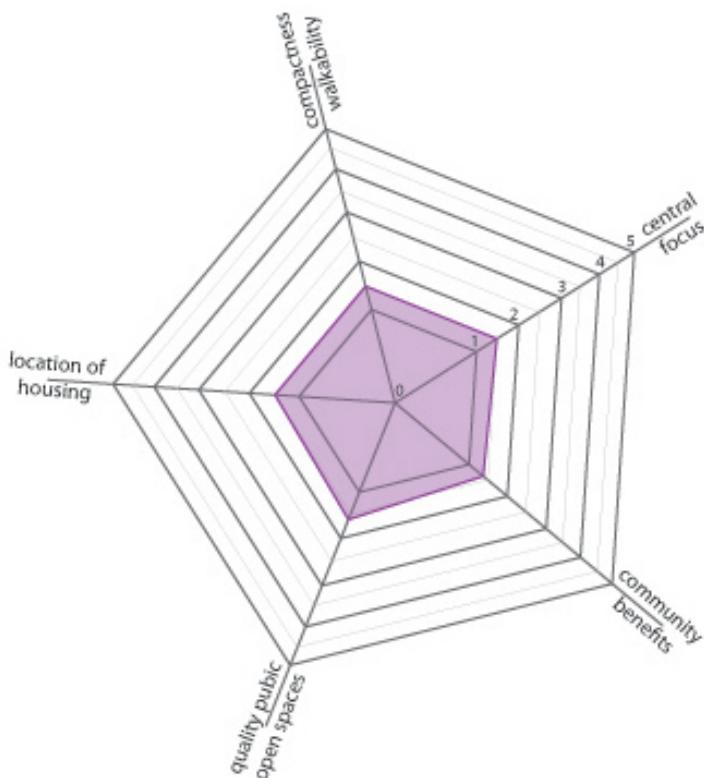


Figure 4.5: Spidergram of Village Team Assessment

## Assessment of option against “features of a successful layout”, Kent Design Guide

Must Have Active Streets					
Maximises opportunities for mixed uses - ensure that shops, schools, workshops, etc., are integrated into the layout.		The dispersed model continues the historic pattern of development and fails to address the issue of easy access to local facilities.			
Building entrances are placed to maximise interaction in public areas.		The arrangement of the mixed use component of this option is rather “tucked” away from the principle routes.			
Must have ease of movement					
Ensures good linkages between spaces					
Provides direct routes		The development uses the existing strategic routes through the village to link the new development			
Ensures that cars will not dominate		There are no traffic calming measures proposed within this option. The location of residential development adjacent to the A20 could provide a visual cue for drivers to slow.			
Provides for pedestrian and cycle priority.		The existing network of pedestrian and cycle routes will be maintained			
Must be legible					
Has a clear street hierarchy		The development uses the existing strategic routes through the village to link the new development			
Includes some landmarks – distinctive buildings and public art		At this strategic level it is difficult to assess			
Allows for vistas to existing features of the landscape.		Many of the sites proposed will impact on views from the A20 to the open countryside and on views looking south towards Sellindge from the Kent Downs AONB.			
Must be safe					
Ensures direct pedestrian routes are overlooked		The “ribbon” type development along the existing strategic routes will ensure overlooking and provide natural surveillance			
Avoids blank walls in frontages		At this strategic level it is difficult to assess			
Avoids creating blind spots and dead ends		The size and nature of development sites adjacent to the A20 may result in short cul-de-sacs similar to that of Woodlees Close			
Ensures public spaces are well lit.		At this strategic level it is difficult to assess			
Very Well	Well	Adequate	Only Slightly	Poorly	Unknown Impact



## Must have a human scale

Ensures that the size of spaces is related to the number of people likely to use them

The village green is smaller than that of the other options but would still be appropriately scaled.

Ensures walking distances to local facilities are kept to a minimum.

The dispersed nature of development fails to improve walking distances are kept to a minimum.

## Must have variety

Avoids uniform building styles

At this strategic level it is difficult to assess

Uses a range of different surface materials

At this strategic level it is difficult to assess

Varies road widths.

At this strategic level it is difficult to assess

Very Well

Well

Adequate

Only Slightly

Poorly

Unknown  
Impact

## Delivery Appraisal

**Viability:** This option includes a number of land parcels and delivers 149 units. It also provides a smaller village green to the north of the A20 but none of the additional community benefits. Whilst it is the most financially viable option, with a surplus of £1.3m, the deliverability of such a scheme is uncertain.

**Deliverability:** The site is within various ownerships. The fragmented infill nature of the development means that it would be difficult to implement as a cohesive proposition. There is greater risk that individual parcels of land are developed but with no strategic direction. It would be difficult to secure a single planning consent and the public sector might find it hard to influence the progress of development. Given the limited public benefits, it is unlikely to receive community support. This lack of additional community infrastructure provision may also adversely affect the saleability and value of new homes.

## Conclusion

The dispersed option with the continuation of ribbon development along the strategic routes is considered an inappropriate strategy for growth within Sellindge. The option does little to create a central focal point or heart for the village and offers limited community benefits. This piecemeal approach, with multiple landowners may prove difficult to deliver whilst the opportunity to create a cohesive and comprehensive scheme to integrate and complement the village is lost. The benefits afforded by a more compact, walkable solution is also lost. There is a lack of support from the village team for this option and our recommendation would be not to move forward with this option.





## Option 3: Central/Northern

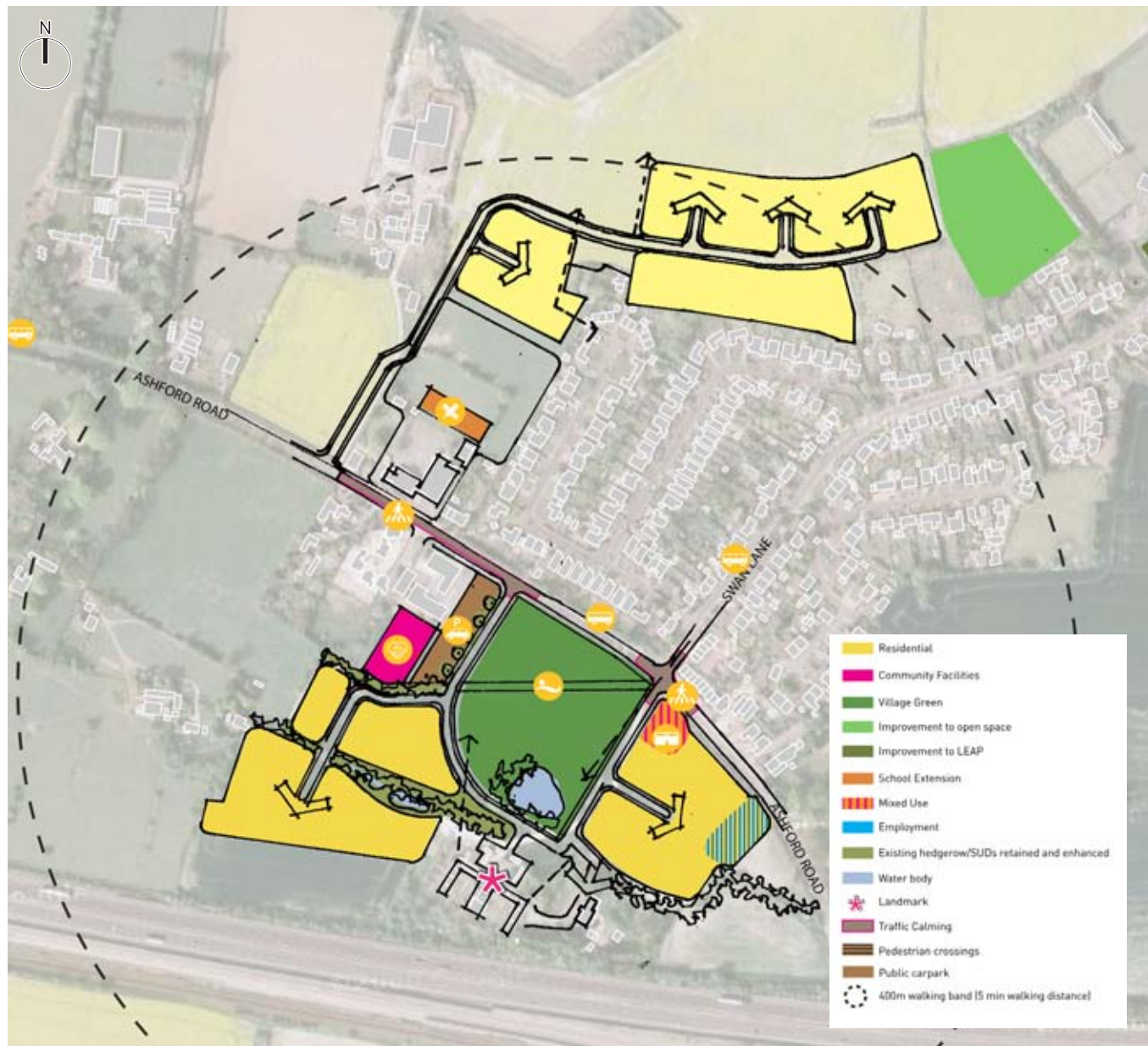


Figure 4.6 Option 3

### Summary Description

Similar to option 1, this Scenario incorporates a village green south of Ashford Road (A20), mixed use/employment in close proximity to the existing Co-op, a new community building within the village centre, an extension to the Primary School and residential development around the village green. The option proposes residential development north of Swan Lane estate to supplement the central development site instead of that to the west as in option 1. This proposal distributes growth as follows:

- Site Ref - St Katharine's: 3.2ha of development land providing approximately 103 dwellings, community facilities 1920sq.m, 2230sq.m parking area, communal open space 1.77 ha. , 1615sq.m of employment zone and 670sq.m of retail.
- Site Ref – 408b: 4.05ha of development land providing approximately 124 dwellings and 6190 sq.m of school extension area.
- The total number of proposed dwelling is approximately 227.



## Constraints

<b>Landscape and Views</b>	<ul style="list-style-type: none"> <li>A number of the sites identified are designated as having a medium or high landscape sensitivity and therefore have low suitability for development.</li> <li>Site ref: 408b – Development will impact on views from the A20 to the open countryside to the north. Source: Landscape Assessment – baseline report</li> <li>Site Ref: 408b – has a very open character, allowing some inter-visibility across its boundaries, including glimpsed views to and from the edge of the Kent Downs AONB to the north. Care would be needed in the landscape design of any developments on this site to minimize potential impact in views looking south towards Sellindge from the Kent Downs AONB. Source: Preliminary Landscape Appraisals by Floyd Matcham on behalf of Bovis Homes.</li> </ul>
<b>Ecology</b>	<ul style="list-style-type: none"> <li>There is a lack of information to determine the ecological value of the northern site.</li> <li>The overall ecological value of the proposed sites is low</li> <li>There are a number of hedgerows on the sites that may have to be retained within the development. In particular the presence of a species rich hedgerow (Site Ref: 408b) along the boundary with Moorstock Lane.</li> <li>There are a number of mature trees some of which may be categorised as “veteran” trees. Source: Ecological Deliverability report by ead ecological consultants on behalf of Bovis Homes.</li> <li>Site Ref: St Katherine’s – Site is fringed by planted mixed woodland and species poor boundary hedges with overgrown ditches forming hedge habitat within the site boundary. A large pond is situated in the centre of the site and fringed by dense scrub and trees.</li> <li>Site Ref: 408b – No information available</li> <li>Site Ref: St Katherine’s – National Grid High voltage Line (260kV), serving the channel Tunnel Link and EDF Energy 132kV oil-filled cable. A number of other electrical utilities, telephone wires are also present. Source: Initial Environmental Appraisal by Entec on behalf of Smiths Gore</li> </ul>
<b>Compact Score</b>	<ul style="list-style-type: none"> <li>% of all units within 5min walk (400m) of Local Centre (Village Hall) 40%</li> <li>% of all units within 5min walk (400m) of Public Green Space 69%</li> <li>% of all units within 5min walk (400m) of existing bus stops 76%</li> </ul>
<b>Utilities</b>	<ul style="list-style-type: none"> <li>Site Ref: 408b – No information available</li> <li>Site Ref: St Katherine’s – National Grid High voltage Line (260kV), serving the channel Tunnel Link and EDF Energy 132kV oil-filled cable. A number of other electrical utilities, telephone wires are also present. Source: Initial Environmental Appraisal by Entec on behalf of Smiths Gore</li> </ul>
<b>Transport and Movement</b>	<ul style="list-style-type: none"> <li>Provides a compact critical mass to support public transport corridors.</li> <li>New access points to the sites could be achieved with relative ease from the A20.</li> <li>Site Ref: 408b – Existing access to Elm Tree Farm will have to be retained and screened from residential development</li> <li>Site Ref: 408b - the limited access to the northern site results in a lengthy vehicular cul-de-sac.</li> <li>Existing access to Richardson Court and Somerfield Barn Court to the south of St Katherines would have to be maintained and agreed with residents.</li> <li>The site is crossed by a public right of way, running from the junction of the access road with the A20 westwards towards Rotherwood Farm.</li> </ul>
<b>Built heritage</b>	<ul style="list-style-type: none"> <li>Site Ref: St Katherine’s - Two listed buildings lie directly to the south of the site. Somerfield Court and Barn Complex, both listed Grade II. There is some potential for effects on the setting of aspects of the historic environment and in particular the listed buildings in the vicinity of the site</li> </ul>

## Summary of Village Team assessment of option against Project Objectives

The assessment summary below is a literal translation of the “options appraisal” workshop held on the 15th November 2010 with the Village Team. The result of the questionnaires have been collated and an average score calculated for each question relating to project objectives. Refer to Appendix ? for further details.

How well does the option help to make a compact and walkable village?		Residents felt that whilst the residential development was within walking distance the nature of the access routes to this development would result in a less walkable village than that of option 1.
How well does the option provide or strengthen a central focus for the village?		The village green provides a central focus for the village in close proximity to existing community facilities
How well does the option provide adequate community benefits?		The option incorporates a village green, traffic calming along the A20, mixed use/employment, new community building and extension to school. Residents objected to the loss of countryside and views resulting from the northern development site.
How well does the option improve the quantity of public open spaces?		
How well does the option locate housing to best contribute to the vitality of the village?		Whilst the central residential sites were deemed to support the local facilities and contribute to the vitality of the village many residents questioned the contribution of the northern site.

Very Well	Well	Adequate	Only Slightly	Poorly	Unknown Impact
-----------	------	----------	---------------	--------	----------------

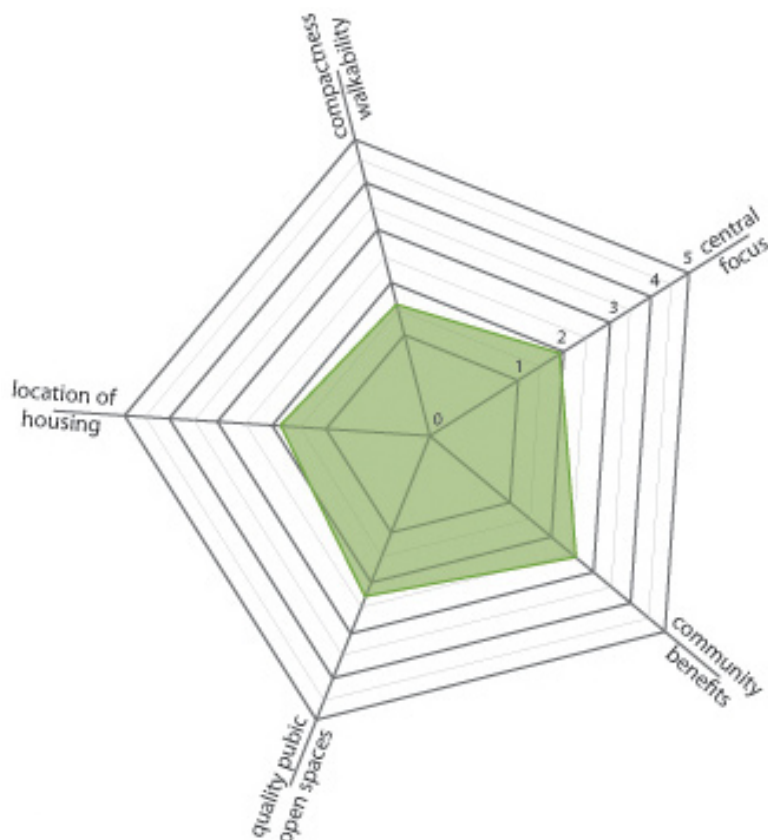


Figure 4.7: Spidergram of Village Team Assessment

## Assessment of option against “features of a successful layout”, Kent Design Guide

Must Have Active Streets		
Maximises opportunities for mixed uses - ensure that shops, schools, workshops, etc., are integrated into the layout.		The compact nature of the option and the position of non-residential use adjacent to the A20 allows ease of passing trade and increases their likely success as viable uses.
Building entrances are placed to maximise interaction in public areas.		The arrangement of community uses and retail fronting onto the village green maximises interaction.
Must have ease of movement		
Ensures good linkages between spaces		The protection of landscape features such as existing hedgerows, drainage ponds and areas of mature landscape creates a network of landscape routes linking to the wider countryside. The option also maintains the public right of way through the village green. This option also provides the potential to link development with the sports and social club and provide a viable, safe pedestrian link through to the school.
Provides direct routes		Access points from the A20 and a central residential street provides legible entrances and direct routes through the development south of the A20. However the limited access to the northern site results in a lengthy vehicular cul-de-sac.
Ensures that cars will not dominate		The measures proposed along the A20 should provide much needed traffic calming within the village whilst the residential streets within the development will be designed to ensure traffic speed is low and pedestrians have priority.
Provides for pedestrian and cycle priority.		A network of pedestrian and cycle routes will be provided in parallel to the landscape network and minor residential streets.
Must be legible		
Has a clear street hierarchy		Access points from the A20 and a central residential road provides legible entrances and direct routes through the new development.
Includes some landmarks – distinctive buildings and public art		At this strategic level it is difficult to assess
Allows for vistas to existing features of the landscape.		The residential site North of the A20 will impact on views to the open countryside and on views looking south towards Sellindge from the Kent Downs AONB.

Very Well	Well	Adequate	Only Slightly	Poorly	Unknown Impact
-----------	------	----------	---------------	--------	----------------



## Must be safe

Ensures direct pedestrian routes are overlooked		Development will front onto streets providing natural surveillance
Avoids blank walls in frontages		At this strategic level it is difficult to assess
Avoids creating blind spots and dead ends		The central residential area with access points to the A20 provides a permeable network of routes and avoids the creation of overly long dead ends. However the limited access to the northern site results in a vehicular cul-de-sac.
Ensures public spaces are well lit.		At this strategic level it is difficult to assess

## Must have a human scale

Ensures that the size of spaces is related to the number of people likely to use them		The village green is deemed entirely appropriate for the rural nature of the place.
Ensures walking distances to local facilities are kept to a minimum.		The location of the development surrounding the proposed and existing facilities ensures that walking distances are kept to a minimum. The northern site is comfortably within walking distance of local facilities.

## Must have variety

Avoids uniform building styles		At this strategic level it is difficult to assess
Uses a range of different surface materials		At this strategic level it is difficult to assess
Varies road widths.		At this strategic level it is difficult to assess

Very Well	Well	Adequate	Only Slightly	Poorly	Unknown Impact
-----------	------	----------	---------------	--------	----------------

## Delivery Appraisal

**Viability:** As with option 1b, this option includes a focus of development on, and around, a village green situated on the St Katherine's land. Additional development on Mr Down's land to the north subsidises the scheme which as a whole delivers 227 units. It delivers the parish offices, village green, public parking and improvements to the A20 and is financially viable on the assumption of a land value of £300,000 per hectare. The high landscape value of the land adjacent to the proposed development on Mr Down's land means that homes here are likely to be easier to sell than in other options and may attract a premium, enhancing the scheme's viability.

**Deliverability:** We have commented above in relation to the deliverability of the St Katherine's site and Mr Down's land. Given the need to construct a road to the development on Mr Down's land, there is potential to expand a scheme to the west of that access road fronting the A20, if additional units are required to improve viability. Whilst the high landscape value can have a positive impact on house prices, it could mean that proposals for re-development meet with greater local opposition. As a result we would not recommend taking this option forward.

## Conclusion

The central/northern option provides considerable community benefits and incorporates a focal point for village life. The layout offers the opportunity for a walkable neighbourhood, however the extension to the north of the A20 does not improve direct connections back into the village and would effectively form a cul-de-sac which will not contribute positively to successful place making. Further the site to the north has high landscape sensitivity and will impact on views to the open countryside and on views looking south towards Sellindge from the Kent Downs AONB. This Village Team assessment shows that this option either adequately or only slightly delivers the project objectives. This option also does not fare very well in its assessment against the 'features of a successful layout' as per the Kent Design Guide.

From a delivery perspective, the sensitive nature of the site may mean that there are a number of objections from local residents. In terms of the development itself, there is an additional cost of creating the road linking the development to the A20, but we would envisage that this cost would be offset by the higher values that could be achieved for selling homes with an attractive outlook over open countryside.

## Option 4: Central/Eastern

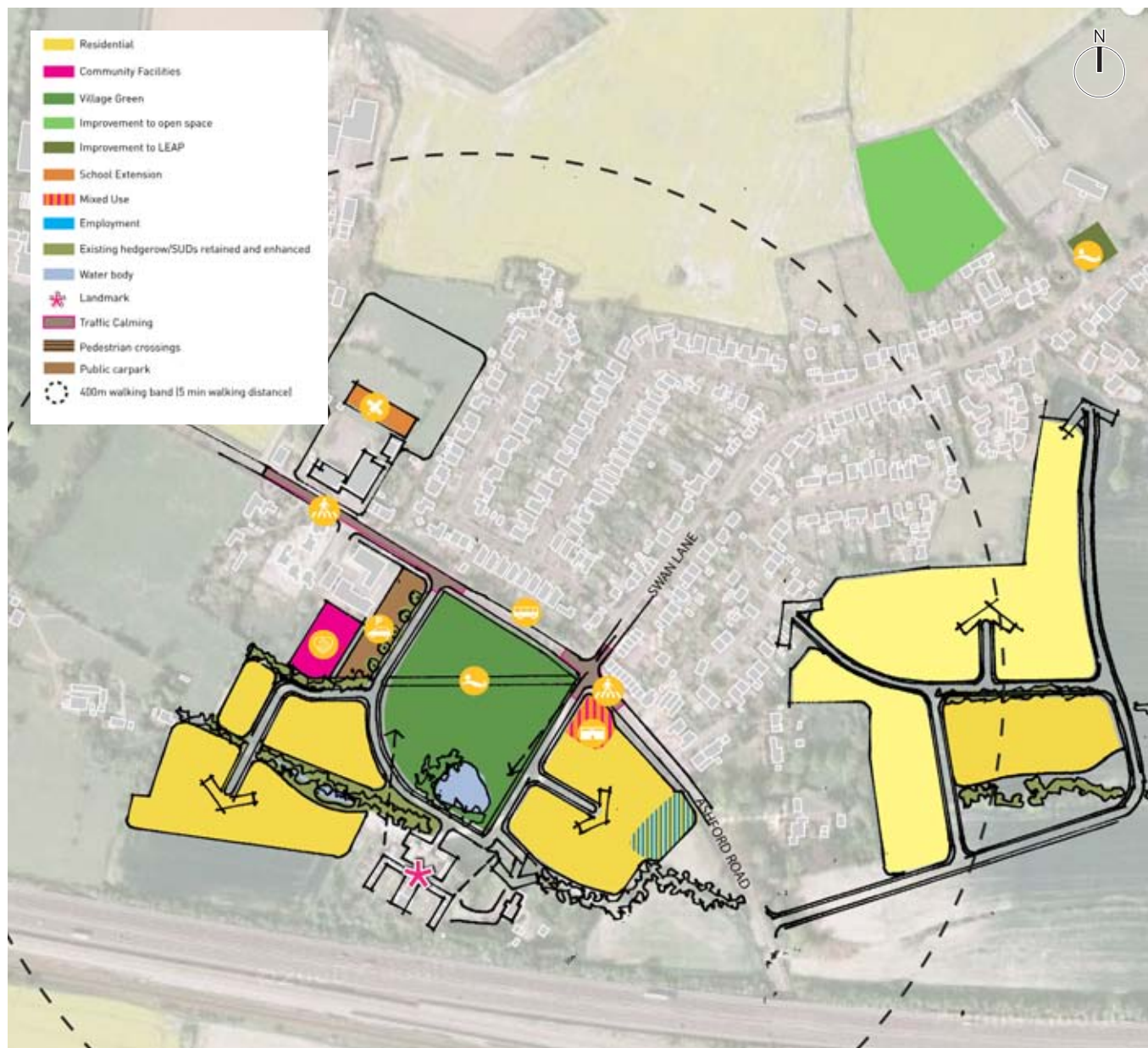


Figure 4.8 Option 4

### Summary Description

Again, similar to option 1, this scenario incorporates a village green south of Ashford Road (A20), mixed use/employment in close proximity to the existing Co-op, a new community building within the village centre, an extension to the Primary School and residential development around the village green. The option proposes residential development east of Swan Lane estate to supplement the central development site instead of that to the west as in option 1 and north as in option 3. This proposal distributes growth as follows:

- Site Ref - St Katharine's: 3.2ha of development land providing approximately 103 dwellings, community facilities 1920sq.m, 2230sq.m parking area, communal open space 1.77 ha. , 1615sq.m of employment zone and 670sq.m of retail.
- Site Ref -408b: 6190 sq.m of school extension area.
- Site Ref - 328: 4.9ha of development land providing 156 dwellings
- The total number of proposed dwelling is 259.



## Constraints

<b>Landscape and Views</b>	<ul style="list-style-type: none"> <li>All developable land is designated as having a low landscape sensitivity and therefore has a high suitability for development</li> </ul>
<b>Ecology</b>	<ul style="list-style-type: none"> <li>The overall ecological value of the proposed sites is generally low</li> <li>Site Ref 328 - Potential impacts of the development on Gibbins Brook SSSI, which is 200 m from the site, will need to be considered, including hydrological impacts and impacts from increased visitor pressure.</li> <li>Site Ref 328 - The hedgerows on site qualify as examples of the UKBAP Priority Habitat 'Hedgerows', and as such should be retained within the development or replaced with an equal or greater length of native hedgerow planting. <i>Source: Strategic Site Information Submission by LPP</i></li> <li>Site Ref: St Katherine's – Site is fringed by planted mixed woodland and species poor boundary hedges with overgrown ditches forming hedge habitat within the site boundary. A large pond is situated in the centre of the site and fringed by dense scrub and trees.</li> <li>The site survey identified the potential presence of a number of legally protected species, and species otherwise considered to be of value to biodiversity conservation, or are afforded protection by statute. <i>Source: Initial Environmental Appraisal by Entec on behalf of Smiths Gore</i></li> </ul>
<b>Compact Score</b>	<ul style="list-style-type: none"> <li>% of all units within 5min walk (400m) of Local Centre (Village Hall) 33%</li> <li>% of all units within 5min walk (400m) of Public Green Space 64%</li> <li>% of all units within 5min walk (400m) of existing bus stops 87%</li> </ul>
<b>Utilities</b>	<ul style="list-style-type: none"> <li>Site Ref: 328 - No detailed information has been provided but it is known that a high voltage underground powerline runs parallel with the M20 and national grid transmission lines cross diagonally across the southern section of the site. <i>Source: Strategic Site Information Submission by LPP</i></li> <li>Site Ref: St Katherine's – National Grid High voltage Line (260kV), serving the channel Tunnel Link and EDF Energy 132kV oil-filled cable. A number of other electrical utilities, telephone wires are also present. <i>Source: Initial Environmental Appraisal by Entec on behalf of Smiths Gore</i></li> </ul>
<b>Transport and Movement</b>	<ul style="list-style-type: none"> <li>Provides a compact critical mass to support public transport corridors.</li> <li>Site Ref: 328 – Principle access has been discussed with KCC and tested by Motion Transport Planning consultants and is deemed feasible.</li> <li>Site Ref: 328 – Secondary access is being discussed.</li> <li>New access points to the sites could be achieved with relative ease from the A20. <i>Source: Strategic Site Information Submission by LPP</i></li> <li>Site Ref: 408b – Existing access to Elm Tree Farm will have to be retained and screened from residential development</li> <li>Site Ref: 408b - the limited access to the northern site results in a lengthy vehicular cul-de-sac.</li> <li>Existing access to Richardson Court and Somerfield Barn Court to the south of St Katherines would have to be maintained and agreed with residents.</li> <li>The site is crossed by a public right of way, running from the junction of the access road with the A20 westwards towards Rotherwood Farm.</li> </ul>
<b>Built heritage</b>	<ul style="list-style-type: none"> <li>Site Ref: St Katherine's - Two listed buildings lie directly to the south of the site. Somerfield Court and Barn Complex, both listed Grade II. There is some potential for effects on the setting of aspects of the historic environment and in particular the listed buildings in the vicinity of the site</li> </ul>

## Summary of Village Team assessment of option against Project Objectives

How well does the option help to make a compact and walkable village?		Residents felt that whilst the residential development was within walking distance the nature of the access routes to this development would result in a less walkable village than that of option 1.
How well does the option provide or strengthen a central focus for the village?		The village green provides a central focus for the village in close proximity to existing community facilities
How well does the option provide adequate community benefits?		The option incorporates a village green, traffic calming along the A20, mixed use/employment, new community building and extension to school. Residents objected to the loss of countryside and views resulting from the northern development site.
How well does the option improve the quantity of public open spaces?		
How well does the option locate housing to best contribute to the vitality of the village?		Whilst the central residential sites were deemed to support the local facilities and contribute to the vitality of the village many residents questioned the contribution of the eastern site.

Very Well	Well	Adequate	Only Slightly	Poorly	Unknown Impact
-----------	------	----------	---------------	--------	----------------

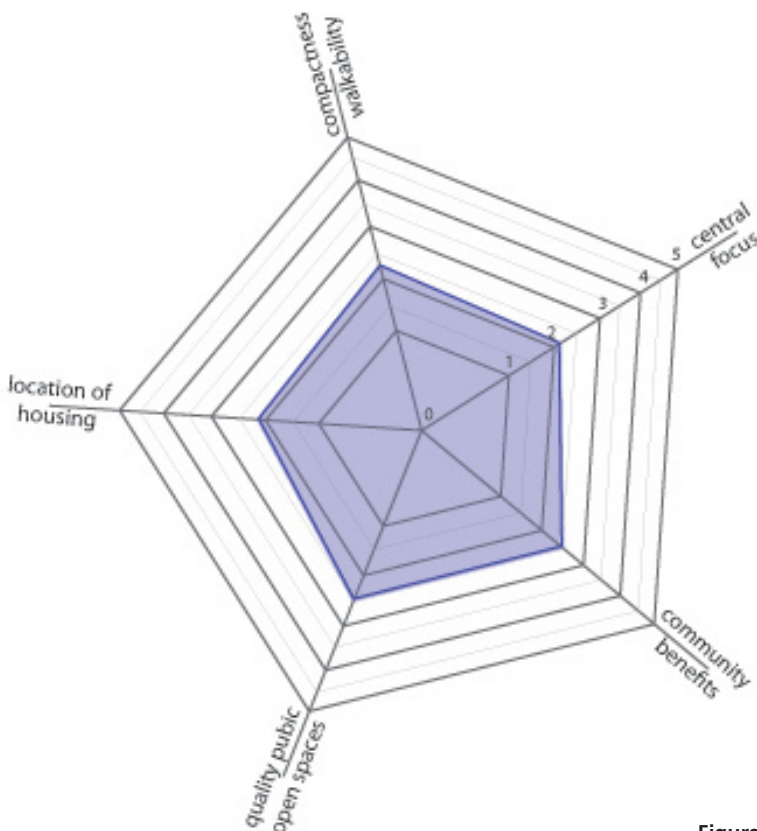


Figure 4.9: Spidergram of Village Team Assessment

## Assessment of option against “features of a successful layout”, Kent Design Guide

Must Have Active Streets		
Maximises opportunities for mixed uses - ensure that shops, schools, workshops, etc., are integrated into the layout.		The compact nature of the option and the position of non-residential use adjacent to the A20 allows ease of passing trade and increases their likely success as viable uses.
Building entrances are placed to maximise interaction in public areas.		The arrangement of community uses and retail fronting onto the village green maximises interaction.
Must have ease of movement		
Ensures good linkages between spaces		The protection of landscape features such as existing hedgerows, drainage ponds and areas of mature landscape creates a network of landscape routes linking to the wider countryside. The option also maintains the public right of way through the village green. This option also provides the potential to link development with the sports and social club via a secondary access to the north of the site.
Provides direct routes		Access points from the A20 and a central residential street provides legible entrances and direct routes through the development south of the A20. The limited access to the eastern site results in a lengthy vehicular cul-de-sac. Options are currently being explored to identify whether pedestrian and cycle access can be achieved elsewhere to integrate the development with the swan lane housing.
Ensures that cars will not dominate		The measures proposed along the A20 should provide much needed traffic calming within the village whilst the residential streets within the development will be designed to ensure traffic speed is low and pedestrians have priority.
Provides for pedestrian and cycle priority.		A network of pedestrian and cycle routes will be provided in parallel to the landscape network and minor residential streets.
Must be legible		
Has a clear street hierarchy		Access points from the A20 and a central residential road provides legible entrances and direct routes through the new development.
Includes some landmarks – distinctive buildings and public art		At this strategic level it is difficult to assess
Allows for vistas to existing features of the landscape.		All developable land is designated as having a low landscape sensitivity and therefore does not significantly impact on views.

Very Well	Well	Adequate	Only Slightly	Poorly	Unknown Impact
-----------	------	----------	---------------	--------	----------------



## Must be safe

Ensures direct pedestrian routes are overlooked		Development will front onto streets providing natural surveillance
Avoids blank walls in frontages		At this strategic level it is difficult to assess
Avoids creating blind spots and dead ends		The central residential area with access points to the A20 provides a permeable network of routes and avoids the creation of overly long dead ends. However the limited access to the eastern site results in a vehicular cul-de-sac.
Ensures public spaces are well lit.		At this strategic level it is difficult to assess

## Must have a human scale

Ensures that the size of spaces is related to the number of people likely to use them		The village green is deemed entirely appropriate for the rural nature of the place.
Ensures walking distances to local facilities are kept to a minimum.		The location of the development surrounding the proposed and existing facilities ensures that walking distances are kept to a minimum. The eastern site is comfortably within walking distance of local facilities.

## Must have variety

Avoids uniform building styles		At this strategic level it is difficult to assess
Uses a range of different surface materials		At this strategic level it is difficult to assess
Varies road widths.		At this strategic level it is difficult to assess

Very Well	Well	Adequate	Only Slightly	Poorly	Unknown Impact
-----------	------	----------	---------------	--------	----------------

## Delivery Appraisal

**Viability:** As with option 1b, this option includes a focus of development on, and around, a village green sited on the St Katherine's land. Additional development on land to the east, within the ownership of the Bucknall Trust, subsidises the scheme which as a whole delivers 259 units. It delivers the parish offices, village green, public parking and improvements to the A20. It is financially viable assuming a land value of £300,000 per hectare.

**Deliverability:** We have commented above in relation to the deliverability of the St Katherine's site. We have identified a small parcel of land, which may be outside the ownership of the Bucknall Trust and we are investigating this. Beneath the Bucknall Trust land is a high voltage electricity cable but development has been proposed in a location that will not to interfere with this. The site is also adjacent to the M20 and part of the site is beneath overhead power lines. These factors may adversely affect the value or saleability of properties and the attractiveness of the site to housebuilders. In the appraisals above, we have not discounted the sale values to the east of the A20 given that development has been significantly set back from the M20 and powerlines.

## Conclusion

The central/eastern option provides considerable community benefits and incorporates a focal point for village life. The layout offers the opportunity for a walkable neighbourhood that complements the existing village and supports new and existing local facilities. The land proposed for development has low landscape sensitivity and development will not affect any view of the open countryside adversely. Like Option 3, this option also meets the project objectives either adequately or only slightly as assessed by the Village Team. This option is better in terms of 'delivering' features of a successful layout' as set out in the Kent design Guide. Option 4 creates linkages integrating new development into the existing village and is considered to deliver the project objectives better than Option 3.





# 5 Masterplan Options

## 5.1 Public Consultation

5.1.1 The outputs of the viability report indicated that the Central/western Option - Option 1b (renamed Option A) and the Central/Eastern Option - Option 4 (renamed Option B) were best suited to maximise the opportunities offered by new development whilst providing future growth in a sustainable manner.

5.1.2 Options 1b and 4 were considered by the professional team to be the options that best met the project objectives and the criteria for successful layout as set out in the Kent Design Guide.

5.1.3 Options 1b and 4 were also the two options that received the widest support from the Village Team at the Options Appraisal Workshop.

5.1.4 These two options were selected to be taken forward to the public exhibition held on Friday 10th and Saturday 11th December at Sellindge Village Hall. The exhibition was staffed by Urban Initiatives and Shepway District Council along with representatives from the Village Team. The exhibition display was then available to view at the Village Hall until the 7th January 2011.

5.1.5 Feedback was obtained through a questionnaire with questions on specific topics relating to the project objectives and through written responses allowing residents to raise any additional comments.

5.1.6 Advertising for the event gave sufficient advance warning and an extended period for responses was provided in order to avoid any clash with the holiday period.

### Options for consultation

5.1.7 The two selected options previously developed with the Village Team as sketch proposals were refined and developed as illustrative masterplans considering in more detail the layout of streets, buildings and land uses. The two options had a number of common features:

5.1.8 Both options create a new central public open space with community facilities including:

- New village green/common with play and wildlife areas
- Village hall
- Parish Council offices
- Contributions to an extension of the Primary School from the existing 1/2 form intake to accommodate 1-form intake, allowing single age classes.
- New local shops including a café/pub
- Enlarged public car park
- Space for extra parish allotments (it is not integral or paid for and have assumed the land would be donated).

5.1.9 Both options also have a similar number of new homes: a mix of houses of different size for general sale and other types of tenure, totalling 200-260 dwellings. This is a level financially necessary to fund the improvements identified.

5.1.10 Both options include a similar percentage of affordable homes (this is proposed at 30% and will be made up of a variety of affordable rented, shared ownership and other intermediate tenure homes).

5.1.11 Both options could included accommodation specifically for older people or a private care home for the elderly

5.1.12 Both options provide for a better environment for those walking along Ashford Road with traffic calming and crossing points along the A20 between the village hall and Sellindge Primary School.

5.1.13 Both options include potential for small-scale employment accommodation near to the motorway, subject to demand.

5.1.14 Participants were asked to consider both options and complete a questionnaire giving their views on each option and how well they felt each option met the project objectives.

## Option A: Central/Western Option

5.1.15 **Option A** locates development around the central village green and extends development to the west including land west of Sellindge Primary School with a generous entrance route to maintain long views out to the attractive landscape to the north and including creating links to Moorstock Lane.

5.1.16 This option comprises:

- Approximately 240 homes
- 1.8ha of communal open space
- Up to 600m<sup>2</sup> of retail use
- Extended public parking facility
- Potential employment area
- Extension to Primary school
- Improvements to the A20










-  Public Open Space
-  New Village Hall
-  Traffic Calming
-  Road Crossing Point
-  Shops
-  Allotments
-  Primary School Extension
-  Car Parking
-  Potential Employment Area



Figure 5.1 Option A



## Option B: Central/Eastern Option

5.1.17 **Option B** locates development around the central village green and extends development to the east including creating pedestrian links to Swan Lane and potentially to Leaffield.

5.1.18 This option comprises:

- Approximately 260 homes
- 2.4 ha of communal open space
- Up to 600m<sup>2</sup> of retail use
- Extended public parking facility
- Potential employment area
- Extension to Primary school
- Improvements to the A20










-  Public Open Space
-  New Village Hall
-  Traffic Calming
-  Road Crossing Point
-  Shops
-  Allotments
-  Primary School Extension
-  Car Parking
-  Potential Employment Area



Figure 5.2 Option B



## Summary of consultation

5.1.19 The exhibition was well attended with around 200 visitors and over 100 questionnaires completed, a relatively high response rate and a good proportion of the total households within Sellindge.

5.1.20 Analysis of the respondents indicate that the exhibition was attended by an equal split of male and females and a range of age groups reflecting the demographics of the village.

5.1.21 The results of the questionnaires show an overall support for the principle of a limited amount of planned housing development over future years that can bring benefits to the village.

- 56% of respondents either agreed or strongly agreed with the principle of development as set out in the exhibition. Many recognised the need for development to fund improvements to local facilities and the A20, to supply affordable housing and to create a village green. However a number of these respondent however felt that the quantum of development proposed was too high and should not exceed 100 to 150 houses.
- 18% of respondents were unsure
- 26% of respondents either disagreed or strongly disagreed with the principle of development set out in the exhibition. A number of these respondents felt that the village was large enough and were satisfied with the existing facilities.

5.1.22 It is reasonable to assume from these results that, whilst there is debate over the amount of development, there appears to be a majority of respondents in favour of some development to deliver community objectives.

5.1.23 Overall the exhibition was not conclusive in establishing a preferred option. Whilst there appeared to be consensus around the principle of a central green space fronted by development opinion was split as to where any additional development should be located.

5.1.24 From the questionnaire results Option A performed marginally better on the principles of creating a central focus and contributing to a compact, walkable village. Option B performed marginally better on the principle of providing sufficient facilities for the village however given that the facilities in each option were identical this has to be attributed to the margins of error.

5.1.25 Other comments received included:

- No need for a new village hall and that the Parish Council Offices should be considered as a separate requirement.
- The importance of long views to the ridge north of the village from the A20.
- The need for affordable housing in the village
- General support for a new core/heart to the village
- The importance of retaining a rural quality in the village
- Consideration is required to avoid traffic problems and parking issues from additional development
- Support for the need of a limited amount of development to sustain local services
- Attracting young working families should be a priority.

5.1.26 In response to the consultation process the preferred masterplan was amended to incorporate the ideas and comments from the participants. This included:

- Removing the need to redevelop the village hall.
- Creating a local open space north of the A20 to maintain a strong visual link to the countryside.
- Ensuring adequate provision for parking.

## Residents' Association Questionnaire

5.1.27 In parallel and independently of this consultation programme the Sellindge Resident Association carried out a doorstep survey asking residents their views on development within Sellindge.

5.1.28 The vast majority of people supported the idea of residential development focused around a new village green although villagers were responding to a smaller scale of development. Although we have not received a full summary of the findings, the headlines reported to us by the Residents Association have fed into the development of options and the preferred masterplan.

## 5.2 Rationale for selecting a preferred masterplan

5.2.1 Section 4.2 sets out the project objectives against which the masterplan options were appraised. At this stage the Village Team assessment indicated Option A (Central/western) as their preferred development option. Further to this we have carried out in detail an assessment based on this criteria and additional objectives relating to access and establishing the extent of the village. The results would suggest that Option A for the future

expansion would contribute more positively to the village of Sellindge.

Compactness & Walkability	
Option A	Option B
<ul style="list-style-type: none"> <li>• More new homes, new shops and existing and proposed community facilities within walking distance of the village green than option B</li> <li>• Increased development frontage overlooking the A20 could improve the pedestrian experience and aid safety along this route.</li> <li>• Offers the opportunity of a continuous new route, parallel to the A20 aiding permeability within the village.</li> </ul>	<ul style="list-style-type: none"> <li>• The eastern development could improve walking routes to and from the sports and social club particularly from the Barrow Hill area.</li> <li>• Creates a cul-de-sac of development on the east of the core central area.</li> </ul>
Access	
Option A	Option B
<ul style="list-style-type: none"> <li>• Less restriction regarding access points to the A20.</li> </ul>	<ul style="list-style-type: none"> <li>• Restricted to a single primary access point along the A20 in close proximity to existing signalised stretch of the A20, under the old Victorian viaduct.</li> <li>• Potential difficulty in providing vehicular access from Swan Lane, Homeland Close or Leafield.</li> </ul>

## Location of housing to best contribute to the vitality of the village

Option A	Option B
<ul style="list-style-type: none"> <li>The growth of the village westwards along the A20 would better connect with existing properties, integrating them into the village, including: properties at Moorstock Lane and the local pub into the village.</li> <li>The extension of development westward could also contribute to reconnecting the historically significant Potten Farm Area including Sellindge Parish Church with the perceived centre of the village, focussed around the existing Primary school, PCT and village Hall .</li> </ul>	<ul style="list-style-type: none"> <li>The growth of the village to the east could stitch back into the Swan Lane area and provide pedestrian connections into existing residential streets, Leafield and Homelands Close subject to formal agreements.</li> </ul>

## Establishing the extent of the village development that can be defended in planning decisions

Option A	Option B
<ul style="list-style-type: none"> <li>The location of development over a number of smaller fields, bounded by existing planting and hedgerows as well as the physical constraints of the A20 and the motorway would contain development and limit further expansion.</li> </ul>	<ul style="list-style-type: none"> <li>There is a lack of existing landscape features or physical constraints that would contain development or provide a defensible boundary to village growth.</li> </ul>

## Conclusion

5.2.2 Common to both options is a 'core' area which has the most support from the residents and should be delivered with the associated community benefits as apart of any development option. On the basis of both the Village Team assessment and advantages set out above, Urban Initiatives are recommending Option A (Central/western) to Shepway District Council as the preferred masterplan for Sellindge. Option B should only be taken forward if the western element of Option A cannot be delivered.



# 6 Preferred Masterplan

## 6.1 Settlement Structure

6.1.1 In general the settlement structure is the 'framework of routes and spaces that connect locally and more widely, and the way developments, routes and open spaces relate to one other.' (By Design, DETR)

6.1.2 The masterplan based on Option A provides a simple yet strong urban structure with access from the A20 providing direct routes to residential areas, focused around a central open space "The Village Green". The layout provides a new central public space for the village and contributes to a more compact and walkable village. The delivery of this structure and new open space will require coordination between various landowners and key stakeholders and should be planned holistically to avoid separate enclaves of development.

6.1.3 The main proposals are:

- To create a new residential spine which runs parallel to the A20, providing a continuous route through the new development and access to residential properties. This can take the form of a more indirect route as demonstrated in the illustrative masterplan but should be legible as the primary urban structure and avoid the creation of 'dead ends'.
- To create a new public space in the form of a village green around the 'centred gravity' of existing social activity of the Village Hall, Primary School, and GP Surgery. It is important that this open space forms an identifiable centre or physical heart to the village and plays a role in stitching all areas together, improving the cohesion of the village.
- To create a pattern of local streets and lanes, with a rural quality which respect and respond to existing hedgerows, mature trees and watercourses.
- To create perimeter blocks where the front of properties overlook the public realm and back gardens adjoin other back gardens. The main benefits of the perimeter block form is the creation of well-overlooked, vibrant streets and public spaces, and a clear separation of public and private space.
- To include open space within development north of the A20 and west of the primary school in order to retain long views north, out to the village's landscape setting.



Figure 6.1 Illustrative masterplan with red line boundary indicating 'Core' Area







## 6.2 Landuse Strategy

6.2.1 The proposed distribution of landuse strengthens existing clusters of non-residential development and respond to site constraints and opportunities.

### Retail, cafes, community buildings and other public buildings

6.2.2 The above uses should be clustered around the village green within close proximity of the A20. This will contribute to a central focus for the village, strengthen the role of existing facilities and ensure community buildings and shops benefit from the passing trade.

6.2.3 Retail use should be limited to small footplates, avoiding a single large footplate retailer. A range of local facilities, cafes and other beneficial community services should be encouraged with residential above to ensure activity and surveillance throughout day and night.

6.2.4 It is envisaged that the proposed community facility within the illustrative masterplan will provide office and meeting rooms for the Parish Council on the ground floor with the opportunity to provide apartments or a private carehome on the floors above. The possibility for the Parish Council to retain ground rents of the building should be considered.

6.2.5 Proposals for the inclusion of a private care home responds to the community aspirations and received favourable comments from residents. This use was not included in the financial viability report but could improve viability, reducing the need for some private homes.

### Education

6.2.6 The masterplan illustrates the approximate spatial requirements for an extension to Sellindge Primary School including a new northern building and corresponding increased site area required to expand the school to 1 form entry.

### Healthcare

6.2.7 The existing provision of primary health care facilities within Shepway is seen to meet the

needs of existing residents and has the capacity to accommodate future growth. This capacity is sufficient to meet the needs of the proposed development.

### Commercial/Industrial

6.2.8 The masterplan indicates the potential location for employment accommodation adjacent to the motorway, accessed from the A20. There is currently a range of alternative rural locations for industrial concerns, such as employment land at Lympe (Link Park) which offers easier access to the M20 than most of Sellindge. As such the viability of any commercial/industrial use within Sellindge should be considered in the context of the existing need and capacity within the wider Shepway District.

6.2.9 The inclusion of employment land within the illustrative masterplan responds to the community aspirations and could be realized on sites adjacent to the M20 accessed from Ashford Road. This was not included in the financial viability report.

### Residential

6.2.10 New residential development is proposed predominantly to the south of the A20, focused around the proposed village green. The location of housing areas has been considered to strengthen the existing village and create a compact settlement where choosing to walk or cycle to local shops, Sellindge Primary School, community facilities and recreational areas is a viable and attractive alternative to driving.

6.2.11 The proposal illustrates a mix of detached, semi-detached and terraced properties providing a good range of housing types and tenures. We are assuming a housing tenure mix in line with needs. More compact residential development such as short runs of terraced properties is focused around the village green and along the A20. All residential areas are in walking distance of the A20 which provides local and strategic bus services.



Figure 6.2 View 1. Artist's Impression of Sellindge village green and adjacent development, looking south from Swan Lane junction.



Figure 6.3 Cafes and local services focused around a public open space, Poundbury.



## 6.3 Landscape & Public Realm Strategy

### Overarching Principles

6.3.1 Traditionally, successful public spaces within villages and towns serve a number of functions; as meeting places where people gather, meet and greet; as places that provide or encourage activity such as shopping and trade or sport and recreation; and as traffic spaces that are about movement of all modes of transport but with an emphasis on enabling pleasant and efficient pedestrian movement.

6.3.2 Two strategic proposals are put forward within the masterplan to address recurring comments from residents about the lack of an identifiable heart within the village and safety concerns surrounding the principle route thorough the village (A20).

### A new Village Green

6.3.3 A new village green is proposed at the heart of Sellindge to create a focal point for village life centred around existing and proposed community facilities.

6.3.4 With new and existing active frontage surrounding the space, the village green will be well overlooked, safe and be accessible for all Sellindge residents.

6.3.5 The village green will be of sufficient size (at least 2ha) to accommodate a range of activities and formal and informal landscapes. Including open grassed areas for picnics, dog walking, village event, childrens play areas, ornamental planting and seating etc.

6.3.6 The design of the village green should be of the highest quality, incorporating robust and durable lighting, signage and furniture.

6.3.7 The range of facilities and type of landscaping should reflect the rural character of the village, be decided through consultation with local residents and complement the existing facilities located at the Sports Club.

6.3.8 Playspaces within the village green should be of the highest quality and provide, inclusive, attractive, interesting and creative spaces. The siting of playspaces needs to take into account the surrounding context to ensure that disturbance to surrounding residential properties is minimised.

6.3.9 Existing tree planting, water bodies and other landscape features should be retained and incorporated into the design.

6.3.10 The village green will retain much of the open approach to the listed farmhouse (now converted to residential use).

6.3.11 It is important that provision is made for the management and maintenance of the public realm. It is anticipated that the Parish Council should be identified as having a role in the long-term management of allotments and village green. Developers will be expected to identify a suitable structure for the ownership of the village green and long-term arrangements for management/ maintenance of public realm proposals.

6.3.12 Public art should be integrated into the design of the village green. It should be considered at an early stage of the design process to ensure it is well related to the proposals.





Figure 6.4 High quality residential development fronting onto Village Green, Wye, Kent



Figure 6.5 View 2. Artist's Impression of Sellindge village green, looking west towards new parish office and existing health centre and Village Hall.

## A20 Street Improvements

6.3.13 The street improvements seek to achieve a better balance between pedestrians and cyclists (slow modes of movement) and motor vehicle traffic including freight. The overarching design objectives for improvements to the public realm are as follows:

6.3.14 Retain and enhance the A20's village character, retaining existing mature native hedgerows and planted verges where possible.

6.3.15 Manage traffic speed and behaviour from that expected on a 40mph rural 'A' Road to a 30 mph village street.

6.3.16 Improve the quality of pedestrians and cyclists facilities both along and across the street.

6.3.17 Enhance crossings from new residential areas to key destinations such as the school, the village hall and local retail activities.

6.3.18 The improvements to the street can be summarised as follows:

- Retaining and thinning existing mature tree planting, especially at eye level, to provide a visual connection between new residential dwellings and the street
- Plant new native tree species where possible to enhance village character and feel, and help to give the street a greater sense of enclosure to assist in reducing driver speeds
- Perceived narrowing of carriage way to 6.1m through the village to slow traffic and heavy goods vehicles. The narrowing may be physical by the use of on street parking or build outs or may be perceived by use of different materials within the highway (like a cycleway or similar).
- Use visual interruptions or build outs to calm traffic and provide safe points for pedestrian crossing
- Use of subtle changes in surface material (e.g. antiskid or some other coloured/textured surface) to give drivers further cues about the need to slow down, and to indicate to pedestrians and cyclists where it is safe to cross
- Providing a continuous footway along the length of the street in conjunction with raised tables across all new priority junctions
- General removal of superfluous traffic signs and road markings

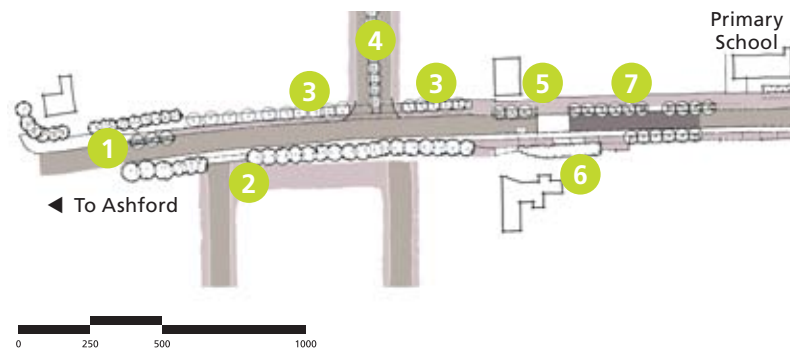
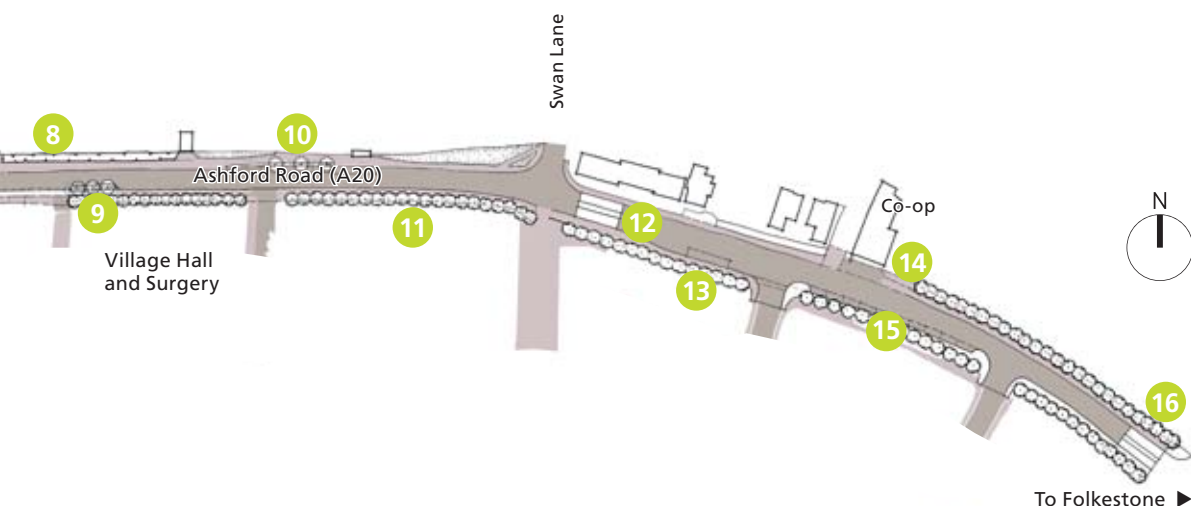


Figure 6.6 Diagram indicated street improvements along the A20

6.3.19 These improvements could also be successfully applied to Swan Lane to achieve a better balance between pedestrians and motorists. These measures may be particularly important around the junction with the A20.

6.3.20 The improvements to the A20 are discussed in detail below in four separate sections that can be delivered as a series of separate projects over time and as development comes forward.





### Village Gateway West

1. 30mph gateway feature including: signage, change in surface, and mountable kerb build out with low level planting or tree
2. Retain and thin existing mature tree planting to provide a visual connection from new residential dwellings and the street
3. Provide new grassed verge with native tree planting
4. New flush central tree planted median as a green gateway into residential area. Possible inclusion of sustainable urban drainage systems

### Village Hub

5. Informal traffic calming feature including mountable kerb build out with low level planting or tree and a change in surface material
6. Retain existing mature tree planting and parking
7. Perceived narrow carriageway outside school and change surface material, and remove guardrail in favour of providing a new grassed verge and tree planting outside the school
8. Retain existing mature tree planting
9. Informal traffic calming feature outside improved car parking, including mountable kerb build out with low level planting or tree and a change in surface material

### Village Green

10. Informal traffic calming feature including new mountable kerb build out to provide for inset parking bays and the existing bus stop
11. Retain and thin existing mature native tree planting to provide clear lines of sight into the new village green

### Village Gateway East

12. Informal traffic calming feature including narrowing the carriageway, a new pedestrian refuge crossing and a change in surface material
13. Retain and thin existing mature native tree planting and improve bus stop along with the provision of a new shelter
14. Retain and enhance the existing informal parking court outside the co-operative food store, and look to provide seating
15. Provide new area of inset, on-street, parking bays
16. Informal traffic calming feature including 30mph gateway signage, narrowing the carriageway, a new pedestrian refuge crossing and a change in surface material

6.3.21 Kent Highway Services participated in the village team and public exhibition events. The proposed highway improvements have been consulted on and agreed with Kent Highway Services.



## 6.4 Delivery, phasing and implementation

6.4.1 The preferred options A (Central/western Option) and B (Central/Eastern Option) are financially viable projects on the basis that they deliver up to 250 new homes on 13-14 hectares of land. 30% of new homes will be affordable with 2/3 of these being 'affordable rent' and the balance, subject to demand, being of intermediate tenures (such as shared ownership, for example). The District Council will ensure that a local lettings plan is in place so that an agreed proportion of the affordable homes in the development are specifically made available for households in need with a strong local connection to the village.

6.4.2 The community benefits outlined above will also be delivered. These include the parish offices, village green and A20 improvements.

6.4.3 On this basis, the estimated value of the land for development within the masterplan boundary is £300,000 per hectare. We have assumed therefore that land which is used for public benefit (such as the Village Green) has the same value as land developed for private housing. This is important as we have to take account of the contributory benefit that community facilities have to the overall viability of the project (particularly by the Royal Foundation of St Katherine's in relation to the large proportion of its land which will accommodate the village green).

6.4.4 In this way, we avoid disputes between landowners as to the respective values of different parcels of land. The project is viewed as a whole, with the value of land being equalised between different landowners based on the extent of ownership. This is a reasonable approach to take, because new development can not proceed without the delivery of the supporting physical and social infrastructure. The approach will be assumed by landowners when engaging with each other or a third party developer.

6.4.5 The Council should resist attempts by private developers or landowners to reduce the community benefits/contributions on the basis of viability grounds. As land has not yet been acquired by developers, the applicable planning regime/requirements are an important factor in determining land value. If however, the scheme is delayed for some time due to landowners not being prepared to proceed at the assumed 'land

value', there may need to be revisions to the scheme (density/mix) or to the extent, or timing, of delivering community outputs in order for land to come forward.

6.4.6 The District Council is not a landowner, and as such, it is unable to use this position to lever control over the progress of development. It does however, retain an important planning function and the masterplan sets a framework for the extent and nature of acceptable development and the required community benefits. At planning application stage there will be a need to ensure that community benefits are adequately captured through section 106 agreements(s) linked to milestones of delivery, which may need to address development of sites in different ownerships, depending on how the scheme is brought forward. The phasing of the scheme and delivery of infrastructure items will need to be agreed with the developer through legally binding section 106 negotiations. Whilst community infrastructure can add value to homes and improve viability, cashflowing such items early in the scheme may not always be feasible. The timing of delivery will be the subject of detailed negotiations. Given that the scheme will come forward in phases, planners will nonetheless want to ensure a commitment to community outputs sooner in the development rather than later.

6.4.7 We have allowed for £1.5m as a cost for the village green and have outlined the quality of environment which is to be expected. The community should have continued involvement in the new facilities in their village. Accordingly we would recommend that an endowment fund is established out of part of these monies in order to assist the Parish Council in the continued management and maintenance of this and other shared parts of the development. This might be combined with a service charge for residents.

6.4.8 Both options A and B include land owned by the Royal Foundation of St Katherine's as a core part of the scheme providing the village green and residential development. The trustees are obliged to secure best value for their land and for this reason, and pivotal issue of providing the new community facilities we have adopted the approach

to equalisation of land values, described. The Trustees are also interested in securing a positive legacy for their site which provides continued benefits for the community. In this way, whilst the District Council does not have direct control over the development (other than through its planning role), it is positive that St Katherine's shares a strong ambition for improved community outputs. We would recommend that as a primary landowner they should communicate directly with residents in the future.

6.4.9 This development should be implemented by one or more housebuilders and/or a Registered Provider (ie. a Housing Association) as a unified outline planning application. It is anticipated that affordable homes will be built or acquired, and subsequently managed, by a Registered Provider. In order for a smooth delivery of the project to take place, it may be that a single housebuilder secures options over the developable land with a view to acquiring the sites and implementing a planning permission in due course. For example, we understand that a house builder has already established a position in relation to part of option A, a positive sign of delivery prospects.

6.4.10 In relation to option B, the Bucknall Trust has entered into a joint venture with LPP development Limited to promote the site and secure planning. Beyond this, they would look to secure a private sector developer to implement the development. Note that landowners may opt to form a joint venture with each other (by pooling their land) and with a developer to implement the scheme. In this way, they may share in a greater potential return than would be secured by an outright sale. Given the relatively manageable scale of development, it is unlikely that it will be implemented across a large number of phases. The number of private homes to be built are in the region of 180 and a 5 year sale programme would therefore assume 35 homes sold each year. In a more buoyant market than at

present, this should be achievable.

6.4.11 An agreement is required between the developer and the Parish Council, Shepway District Council and Kent County Council on delivery and management responsibilities.

## Summary

- Options A (Central/western Option) and B(Central/Eastern Option) are financially viable
- Land which is used for public benefit (such as the Village Green) has the same value attributed to it as land developed for private housing
- The Council should resist attempts by the private sector to reduce the community benefits on viability grounds unless this is unacceptably delaying sites coming forward
- Land owned by the Royal Foundation of St Katherine's is a core part of both options
- The £1.5m cost for the village green should include an endowment fund to assist the Parish Council with the cost of future maintenance of shared facilities
- Land should come forward for development through a single planning application to cover all land parcels





# 7 Next Steps

## 7.1 Planning & Consultation

7.1.1 The masterplan will form a special technical report providing background to the district's LDF Core Strategy plan to 2026 and beyond. The draft Core Strategy document will have to be approved through the decision of elected Shepway Council Members.

7.1.2 This document recommends that the LDF should encourage development that:

- Is properly masterplanned and the full area included in a single outline application.
- Provides a modest amount of mixed private and affordable housing sufficient to deliver community infrastructure (as outlined in the following points) and is no more than 260 dwellings (use class C3).
- Ensures the delivery of the 'Core' area in parallel with any development to the west or east.
- Ensures the timely delivery of a village green/ common South of the Ashford Road, which should be of at least 2 ha; provide a range of facilities and type of landscaping agreed through consultation with local residents and complementing the existing facilities located at the Sports Club; be of the highest quality and incorporate attractive robust and durable lighting and furniture.
- Provides a more pedestrian friendly Ashford Road through (as a minimum) informal traffic calming features at key locations (refer to figure 6.6) and perceived narrowing of carriageway outside Sellindge Primary School and associated highways improvement.
- Delivers contributions to the aspects of the social infrastructure that are necessary for the development to be acceptable.

7.1.3 Should these objectives not be met community needs suggest any other major development should not be supported by the planning system.

7.1.4 There will be further opportunity to comment on Shepway Council's long-term plan when the core strategy is published (expected to be supported by the Sellindge Masterplan) for public comment summer 2011)

7.1.5 The Core Strategy can only come legally into force if, after representations by the public, it is found to be 'sound'. This is scrutinised through an Examination in Public by the Government's Planning Inspectorate. Depending on this, the plan - and any new provisions for Sellindge - may be in place by winter 2011/12.

## 7.2 Project Delivery

7.2.1 The Council should maintain a dialogue with the landowners and any parties seeking to secure rights to develop once the preferred option has been selected. The Council should endeavour to agree a timeframe with those responsible for bringing forward sites, and as mentioned above, it will need a comprehensive approach to securing community outputs through an appropriately structured section 106 agreement.

7.2.2 Having publicised the community benefits anticipated to be delivered by the project, the Council should robustly resist attempts by the private sector to reduce community outputs unless there is clear evidence that landowners are withholding land from the market on viability grounds.



# Appendices





# Appendix A:

## Glossary of Terms

**Accessibility:** The ability of people to move round an area and to reach places and facilities, including elderly and disabled people, those with young children and those encumbered with luggage or shopping.

**Active frontages:** Street elevations that are enlivened by visible activity either within or outside the building.

**Adaptability:** The capacity of a building or space to be changed so as to respond to changing social, technological and economic conditions.

**Character (of an Area):** This is influenced by the qualities that affect our experience of a place. In combination, buildings and their component elements (forms, detailing, materials etc.) can create strong character through uniformity or variety. The influence of the character of the surrounding area on the consideration of extension proposals at a property is limited to that part of the street or neighbourhood visible from the site, i.e. the immediate vicinity.

**Context:** The setting of a site or area, including factors such as the street, activities and land uses as well as landscape and built form.

**Density:** The floorspace of a building or buildings or some other unit measure in relation to a given area of land. Density is expressed as number of units per hectare for residential development.

**Design principle:** An expression of one of the basic design ideas at the heart of an urban design framework, design guide, development brief or a development.

**Design standards:** Specific, usually quantifiable measures of amenity and safety in residential areas.

**Enclosure:** The use of buildings to create a sense of defined space.

**Form:** The layout (structure and urban grain), density, scale (height and massing), appearance (materials and details) and landscape of development.

**Height:** The height of a building can be expressed in terms of a maximum number of floors; a maximum height of parapet or ridge; a maximum overall height; any of these maximum heights in combination with a maximum number of floors; a ratio of building height to street or space width; height relative to particular landmarks or background buildings; or strategic views.

**Landmark:** A building or structure that stands out from its background by virtue of height, size or some other aspect of design.

**Legibility:** The degree to which a place can be easily understood and travelled through.

**Local distinctiveness:** The positive features of a place and its communities which contribute to its special character and sense of place.

**Mixed uses:** A mix of uses within a building, on a site or within a particular area. 'Horizontal' mixed uses are side by side, usually in different buildings. 'Vertical' mixed uses are on different floors of the same building.

**Natural surveillance:** The discouragement of wrongdoing by the presence of passers-by or the ability of people to be seen out of surrounding windows. Also known as passive surveillance (or supervision).

**Permeability:** Also known as connectivity, this refers to the directness of links and the numbers of connections in a place. A highly permeable network has many short links, numerous route options, and minimal dead-ends.

**Public realm:** The parts of a village, town or city (whether publicly or privately owned) that are available, without charge, for everyone to use or see, including streets, squares and parks.

**Scale:** The impression of a building when seen in relation to its surroundings, or the size of parts of a building or its details, particularly as experienced in relation to the size of a person.

**Sense of place:** Local characteristics which give a place identity.





# Appendix B:

## Core Strategy Preferred Options

### Preferred Option ND3 - Sellindge

#### Objectives

To ensure the delivery of a high quality mixed use development at land central to Sellindge Village in order to:

- Increase local housing choice for all ages and affordability within a sustainable village location.
- Ensure a compact and walkable village with a central cluster of services; with support for existing local services such as Sellindge Primary School in the context of demographic pressures.
- Improve the quantity and quality of local public open spaces.
- Provide jobs and explore local demand for new small businesses premises.
- Achieve a high quality design led development that meets a minimum of level 4 of the Code for Sustainable Homes and provides a significant proportion of its energy requirements through the use of decentralised and renewable or low carbon sources.
- Provides around 300 new homes including 35% affordable housing and a substantial element of family size houses (in line with the Strategic Housing Market Assessment) and 20% Lifetime homes in accordance with policy LS4
- Contributes to reducing the impacts of climate change by meeting with the requirements of policy GS3 of the Core Strategy.
- Provides on-site open space and recreational facilities and contributions to improving local play space and biodiversity.
- Includes a comprehensive Flood Risk Assessment and improvements to the sewage system in the area.
- Includes an access strategy that maximises the potential for walking, cycling and the use of public transport and provides efficient parking management.
- Provides appropriate contributions towards existing and new infrastructure based upon a detailed development appraisal and in accordance with policy CC1.

#### Preferred Option

Land at Sellindge East is allocated for a high quality major housing development which includes the following features:

- Development is preceded by, and is consistent with a comprehensive masterplan for the whole site which has been agreed by the council, meets with the design and infrastructure policies of the Core Strategy and provides a high quality housing-led development, including the following features:

The Preferred Option is for a contribution to rural housing needs be made next to village(s) in the southwest of the North Downs area, and for small settlements such as Stone Hill to be protected from development pressure. Sellindge is the best served village and this site is well located and would have limited impact on the landscape, with good prospects of providing uses specific to the needs of the village.

There are two alternative options – the first is not to allocate the land at Sellindge and the second is to allocate the 58 hectares (140 acres) of land between Moorstock and Sellindge (north of Ashford Road and west of Swan Lane).



# Appendix C: Landscape Assessment

## LANDSCAPE AND ENVIRONMENTAL CONTEXT

The surrounding landscape falls within 'Sellindge Plateaux Farmlands', as identified in the Kent Landscape Character Assessment, and as such have a similar lowland rural farmland character. While the local landscape provides a valuable amenity for the village, in quality terms the surrounding land varies considerably with areas ranging from 'poor' to 'good' according to the Landscape Institute of Environmental Management and Assessment guidelines. Regionally, this landscape would probably only achieve 'poor' or 'ordinary' categorisations.

No special landscape designations exist within the immediate area of search although the Gibbin's Brook SSSI borders the study area in the southeast corner.

Swan Lane runs along the top of a gently rising ridge that runs south-west to north-east reaching the highest point in the study area at 80m AOD and land on both sides of the ridge is the most visually exposed. The A20 runs in a shallow valley before it passes under the M20. These two roads have significant adverse visual and noise impacts within their respective corridors.

Fields to the south and west of the study area are relatively smaller than those to the north and east. Their boundaries are generally defined by hedgerows and mature trees and, if retained, will help to screen any proposed development.

High voltage pylons run diagonally across the south-eastern part of the study area impacting on the local landscape quality. Low voltage cables run across the far western corner of the study area, again reducing the landscape quality but to a lesser extent.

## LANDSCAPE CAPACITY ASSESSMENT

### Methodology

In trying to predict the landscape effects, concepts of 'landscape quality', 'landscape sensitivity' and 'ability to accommodate change', as broadly defined and in the Guidelines for Landscape and Visual Impact Assessments (GLVIA), have been used. Landscape Quality and landscape sensitivity is directly related to it in that high quality and/or protected landscapes will generally be highly sensitive to change particularly direct loss. A landscape's ability to accommodate change is generally a function of its relative elevation, level of containment and landform. Elevated hills or ridges with little enclosure are less able to accommodate change than low-lying depressions surrounded by mature vegetation.

Visual effects are predicted on identified 'visual receptors' and assessed in terms of visual intrusion (appearing in a view) and visual obstruction. Visual receptors are defined as places from which human beings are likely to see a view of an assessed landscape and include: public buildings (Village Hall, Church, School etc), residential properties, offices, public spaces (parks, church yards etc), and roads, bridleways and footpaths.

All these are assessed on a non-numeric three point scales using synonymous terms: low, medium, high, slight, moderate, significant etc.

The site study was carried out on the 28th September 2010, the weather was with fine but cloudy with moderate – good visibility. All vegetation was in full leaf and it was assumed that all mature hedgerows, trees and woodland would be retained when assessing the effects.



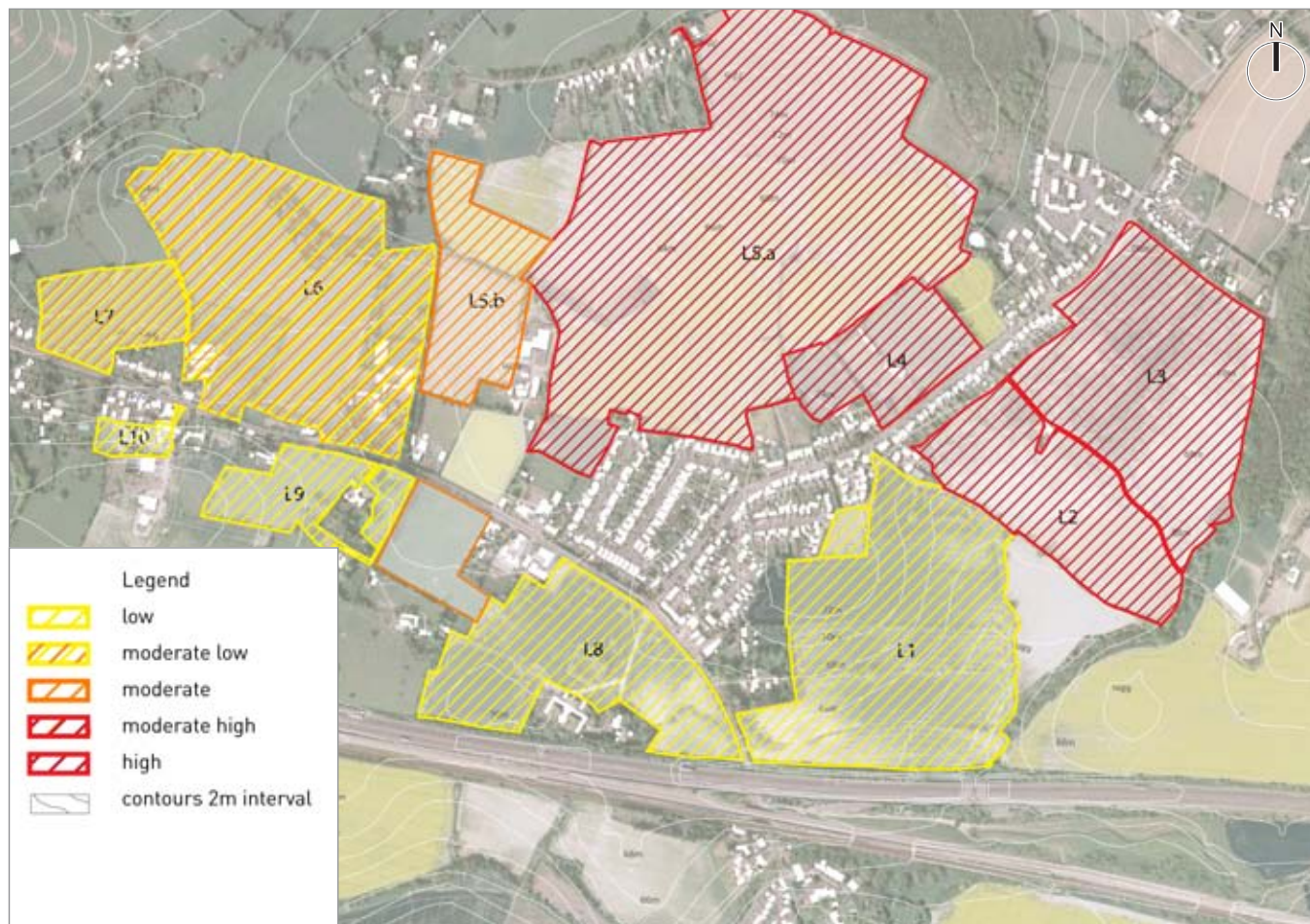


Figure C.1 Plan showing landscape sensitivity

## L1

These relatively low lying fields, between 60 and 70m AOD, are all under arable production and slope gently towards the south. Mature woodland fragments around Spring Cottage and Rhodes House and perimeter hedgerows and lone trees provide good visual containment. Fragmented hedgerows and lone trees along internal field boundaries filter longer views north - south. The rural character is eroded significantly by the high voltage electricity pylons, which run east – west through the southern part of the site and the M20 motorway, which runs on embankment along the southern boundary, causing both noise and visual intrusion.

As a result of these detractors the site has been assessed as having a 'poor' landscape quality, and 'low' sensitivity. The sites low lying elevation, aspect and high levels of containment make it highly able to accommodate change.

Development on this site would potentially cause minor adverse visual intrusion and obstruction to the Ashford Road and residential properties to the northeast, both of which could be mitigated with perimeter planting. The footpath along the edge of the M20 embankment would suffer significant visual obstruction.

This site has a high suitability for development with relatively minor landscape and visual effects.



Figure C.2 Image of site L1



Figure C.3 Image of site L1



Figure C.4 Image of site L1

## L2

The single arable field that makes up this site rises from 65m AOD in the south to 75m AOD in the north. A general absence of perimeter planting creates an exposed rural character making the site visible from adjacent receptors and the wider landscape. The rural character is eroded by the visual and (to a lesser extent) noise, impacts of the M20 as well as the housing along Swan Lane.

As a result the landscape quality has been assessed as ordinary, but its relative exposure makes it highly sensitive to change. Its lack of containment and isolation make difficult to accommodate change easily.

The principal visual receptor, the housing on Swan Lane, would accrue significant visual and intrusion and obstructions that could only partially be mitigated by planting. The M20 and the wider landscape would also accrue minor visual intrusion as the field forms part of mid and background views.

This site has a low suitability for development with relatively major landscape and visual effects.



Figure C.5 Image of site L2



Figure C.6 Image of site L2



### L3

Rising from 65m to 78m AOD, this large single arable field slopes noticeably to the south east. The eastern boundary is formed by the low-lying woodland of the Gibbin's Brook SSSI. Hedgerow planting and lone trees along Brook Lane provide the only other containment. The rural character is undermined slightly by Swan Lane and its adjacent housing developments and the middle distant views to electricity pylons and the M20 corridor.

The landscape quality has been assessed as 'ordinary' with a 'moderate' sensitivity. The landscape's ability to accommodate change is 'moderate', a result of the containment on its eastern side.

The principal visual receptors would be Swan Lane and the adjacent housing although the field may also form part of glimpsed middle distant views from the M20 and the wider landscape.

This site has a low suitability for development with relatively major landscape and visual effects.



Figure C.7 Image of site L3



Figure C.8 Image of site L3



Figure C.9 Image of site L3

## L4

The sports field is separated from a small rough pasture by a mature hedgerow screen. It has a typical urban/rural fringe character with a utilitarian one and two storey clubhouse building at its centre. It sits on a small plateau on a ridge of land at around 75m AOD and is well contained on its north-east and south-west boundaries by mature woodland fragment and hedgerows. Fragmented hedgerows on the other boundaries allow views into and out of the site. Although not technically a 'rural' land use, its quality can be assumed to be 'poor', giving it a low sensitivity. Its relative good containment makes it highly able to accommodate change.

Swan Lane and its adjacent housing are the only receptors that would accrue visual impacts but these would be significant and obstructive.

This site has a moderate suitability for development with relatively moderate landscape and visual effects.



Figure C.10 Image of site L4



Figure C.11 Image of site L4



Figure C.12 Image of site L4

## L5a (east)

The eastern two thirds of this large site is made up of several open and poorly defined arable fields. They occupy relatively elevated positions between 70 and 78m AOD. The absence of internal field boundaries creates an exposed landscape slightly out of character with the smaller scale fragmented adjacent pasture and arable fields. Although reasonably well defined by mature vegetation on the boundaries, particularly Great Priory Wood in the north, the site lacks significant containment.

The absence of significant detractors (housing, roads, pylons etc) means that this landscape has an 'ordinary' to 'good' quality, which is moderately sensitive to change. The lack of containment and elevated position reduce its ability to accommodate change.

Housing on Swan Lane and Swan Green would be the only significant visual receptors along with a short section of Moorstock lane between Windsor Cottages and Great Priory Wood, although could easily be mitigated with perimeter planting.

This site has a low suitability for development with relatively major landscape and visual effects.

## L5b (west)

The western half of site 5 is slightly less elevated, generally between 65 and 70m AOD, mostly in arable production but with one small area of rough pasture behind Sellindge Primary School. Small fields are well defined by mature hedgerows and woodland fragments creating high levels of containment exaggerated by the nearly flat topography. The landscape quality is 'good' with a strong lowland rural character, making this landscape moderately sensitive to change. The only significant detractor is the Ashford Road, which runs along the southern boundary and minor noise impacts from the M20. The good containment, however, means that the landscape is moderately able to accommodate change.

Numerous visual receptors, The Ashford Road, Moorstock Lane, Sellindge Primary School, Elm Tree Farm and Belvedere Cottage (amongst possibly others) would be likely to suffer some visual intrusion and obstruction although this would be filtered by existing vegetation.

This site has a moderate suitability for development with relatively moderate landscape and visual effects.



Figure C.13 Image of site L5 (East)



Figure C.14 Image of site L5 (West)



Figure C.15 Image of site L5 (West)



## L6

This low-lying pasture, around 70m AOD is dissected by a series of ponds surrounded by mature woodland, and has a strong rural character. The topography is generally flat with a low grassy knoll in the north-eastern corner. Containment is good, particularly on the eastern side with mature woodland belts screening the site from Moorstock Lane.

This is an 'ordinary' quality landscape with a moderate sensitivity to change and a few detractors: the M20 is audible from parts of the site along with the Ashford Road and overhead power cables. The good containment means that the landscape moderately able to accommodate change.

Visual receptors would likely include the Dukes Head and Aspby Cottages, the Ashford Road and the properties Robrae to Springfield House and would accrue visual obstruction and intrusion. A public footpath runs across the site and would accrue significant visual obstruction.

This site has a moderate-high suitability for development with relatively moderate landscape and visual effects.



Figure C.16 Image of site L6



Figure C.17 Image of site L6



Figure C.18 Image of site L6

## L7

Two low lying and flat pastures, below 66m AOD, make up this site, which is reasonably well contained by mature, but fragmented, hedgerows and lone trees.

This is an 'poor' to 'ordinary' quality landscape with a low sensitivity to change with a few detractors: the M20 is audible from parts of the site along with the Ashford Road and overhead LV power cables cross the site. The good containment and low elevation means that the landscape is highly able to accommodate change.

Both the Ashford Road and the properties that line it, from Lynwood to Springfield House, would suffer varying degrees of visual intrusion and obstruction. A public footpath runs along the western boundary and would accrue significant visual obstruction and with the same path, as it runs east, accruing visual intrusion.

This site has a moderate - high suitability for development with relatively minor to moderate landscape and visual effects



Figure C.19 Image of site L7



Figure C.20 Image of site L7



Figure C.21 Image of site L7

## L8

At around 68m AOD these flat low-lying fields are sandwiched between the M20 and A20 both, which create good levels of containment through mature planting on their boundaries. They also, however, erode the quality of the landscape as (particularly) noise and visual impact undermine the rural/village character.

The principal visual receptor from development on this site would be Sellindge Village Hall, which would accrue significant visual obstruction. Somerfield Barn Court, Woodlees Close, Richardson Court and Rotherwood Cottage would also accrue visual impacts but existing mature perimeter vegetation would lessen these. The public footpath that runs diagonally across the site would also be significantly affected by visual obstruction.

The degraded quality of the site gives it a low sensitivity and its low elevation and good containment make highly able to accommodate change.

This site has a high suitability for development with relatively minor landscape and visual effects.



Figure C.22 Image of site L8



Figure C.23 Image of site L8



Figure C.24 Image of site L8



## L9

The two small pastures, separated by Grove House, have a strong rural village character but the proximity the A20 erodes the landscape quality. The east field is low lying, around 66m AOD and very well contained by mature trees and hedgerows. The west field occupies a north facing slope varying from 66m to 72m AOD and is slightly less well contained on its western and southern boundaries.

The A20, Fieldhead, Grove House and the Duke's Head public house would accrue the most significant visual impacts both intrusion and obstruction. Aspley Cottages, Guinea Hall and the Chase would all probably accrue minor visual intrusion.

The noise and visual impacts from the A20 decrease this landscapes sensitivity and the mature perimeter vegetation and landform create good levels of containment making the site highly able to accommodate change.

This site has a high suitability for development with relatively minor landscape and visual effects.



Figure C.25 Image of site L9



Figure C.26 Image of site L9



Figure C.27 Image of site L9

## L10

This very small site sits on a low north-facing slope currently in use as a plant nursery / garden centre. This non-agricultural land use gives the landscape a low quality, further eroded by the proximity of the A20. It is very well contained by mature hedgerow planting which makes able to accommodate change. The principal visual receptors, would be the residential properties and the Methodist Church on the A20 which form the northern boundary to the site.

Due to the existing semi-industrial land use and eroded rural character this site has low sensitivity to change. The mature perimeter planting means that the site can accommodate change easily.

This site has a high suitability for development with relatively minor landscape and visual effects.



Figure C.28 Image of site L0



Figure C.29 Image of site L0



Figure C.30 Image of site L0

# Appendix D: Final Consultation Strategy



## 1 Introduction

### 1.1 The purpose and scope of this report

- 1.1.1 Shepway District Council has commissioned Urban Initiatives to prepare a masterplan for Sellindge. The masterplan will develop a vision for the future of Sellindge to deliver sustainable growth and deliver tangible benefits for the local community.
- 1.1.2 The masterplan will be prepared in three stages as follows:
- Baseline, vision and concept;
  - Viability testing; and
  - Final masterplan.
- 1.1.3 We share the Council's aspiration that stakeholders and the wider community should be involved in the preparation of the masterplan at all stages. We recognise that as consultants we cannot deliver successful regeneration alone. We also recognise that there has been previous community activity and consultation and that we therefore must ensure that any involvement of the community that takes place must respond to this and be carefully aligned with consultation on the LDF. This strategy establishes our recommended approach to participation and community involvement. It draws upon guidance outlined at a national level, as well as the Council's Statement of Community Involvement and Urban Initiatives Public Protocol.
- 1.1.4 Please note that this Strategy presents our initial ideas – we are aware that the requirements for participation and community involvement will evolve as our work progresses and as we gain a greater understanding of the area and its communities. We are therefore unable to provide a huge amount of detail at this stage. At the start of each work stage we will therefore revisit the approach outlined in this Strategy, and take on board any key points about the engagement process recommended by the 'Village Team'.

### 1.2 The structure of this report

- 1.2.1 The remainder of this Strategy is structured as follows:
- The importance of consultation;
  - Summary of consultation to date;
  - Approach to consultation;
  - Event briefs; and
  - Appendix.

## 2 The importance of consultation

### 2.1 Government guidance

- 2.1.1 The importance of consultation is highlighted within government guidance at all levels of the planning hierarchy, from the national through to the local level.
- 2.1.2 Planning Policy Statement 1: Delivering Sustainable Communities (PPS1), for example, highlights the importance of community involvement in the creation of sustainable communities. It states that 'local communities should be given the opportunity to participate fully in the process for drawing up specific plans or policies and to be consulted on proposals for development' (paragraph 41). PPS1 also highlights the importance of understanding the characteristics of a community, to ensure that appropriate techniques are devised and successful consultation undertaken. Five requirements for effective community involvement are identified as follows:
- Tell communities about emerging policies and proposals in good time;
  - Enable communities to put forward ideas and suggestions and participate in developing proposals and options. It is not sufficient to invite them to simply comment once these have been worked up;
  - Consult on formal proposals;
  - Ensure that consultation takes place in locations that are widely accessible; and
  - Provide and seek feedback.

### 2.2 Shepway District Council guidance

- 2.2.1 At a local level the Council's Statement of Community Involvement (SCI) establishes the framework for community involvement in preparing Local Development Documents and planning applications. The Sellindge Masterplan will be evidence base to the Core Strategy, which is a development plan document (DPD). The consultation will therefore be carried in accordance with the guidance for DPDs. For DPDs the SCI recommends the use of the techniques below for the production stage. The following techniques are currently expected to be applied in this project, or have been used in LDF activities in relation to Sellindge:
- Exhibitions
  - Mail drops/leaflets
  - Active planning
  - E-news (coverage in Shepway LDF e-news)
  - Consultation documents (LDF publications such as at 'Preferred Options')
- The remaining techniques form possible options, especially for associated local groups with an interest in the project.

### 3 Summary of consultation to date

#### 3.1 Core Strategy consultation to date

- 3.1.1 The Council has already begun a programme of consultation for the Core Strategy. This has involved initial district wide consultation on issues and options in January-February 2008. This consultation focused on the approach to growth at a district wide scale and included the following options:
- Concentration in and around the largest towns;
  - Maximise the character and potential of broad areas;
  - The local hinterlands approach;
  - The specialist settlements approach;
- 3.1.2 The Council also consulted on the appropriate type of development for the District and the drivers of growth.
- 3.1.3 Local consultation events at Sellindge were not held at this stage; Sellindge was not specifically covered as no site-specific development options were then identified for the Core Strategy.
- 3.1.4 Consultation on the Preferred Options of the Core Strategy took place between the 8<sup>th</sup> June and 24<sup>th</sup> July 2009. The preferred option for growth was to guide most major development to the largest towns and villages within individual parts of the district. The consultation at this stage focused on a number of district-wide policies around the themes of Living, Green and Active. The consultation then focused on 3 broad areas of the District, with Sellindge falling within the North Downs area. By this stage the Council had completed its Strategic Housing Land Assessment (SHLAA), which informed the Preferred Options Report that proposed housing-led growth at Sellindge.
- 3.1.5 As part of the SHLAA land owners put forward three potential areas of development around Sellindge. However, following analysis of these sites, only one of these sites, the 'Bucknall Trust' land to the east of the village was included in the Preferred Options consultation.
- 3.1.6 The Council received over 80 comments on the proposals for Sellindge, including a response from the Residents Association proposing an additional area for development - the 'village green' land south of the A20 which is owned by the Royal Foundation of St Katherine's (agents Smiths Gore). A concept plan accompanied their response to the Council. Full details of the responses can be found on the Shepway Council website.

#### 3.2 Next steps for the Core Strategy

- 3.2.1 In light of the consultation responses on the preferred strategy the Council has commissioned a Sellindge Masterplan to resolve the best volume, location and form of development for Sellindge. The outputs of this masterplan will be incorporated in the decisions taken on potential Core Strategy Strategic Sites, and the status of the final document will be as one element of the supporting evidence base for the Core Strategy.
- 3.2.2 Consultation will take place throughout the production of the masterplan, and it is this consultation that is the focus of this strategy.
- 3.2.3 A further 6 weeks of public consultation will take place on the Core Strategy (known as Regulation 27 consultation) provisionally in June/July 2011, before being submitted to the Secretary of State for Examination in Public later in 2011, and if found 'sound' at the Examination it will finally be adopted by the Council



## 4 Approach to consultation for the Sellindge Masterplan

### 4.1 The purpose and scope of consultation

4.1.1 Conscious of the fact that the Council and other public bodies consult with the public on a wide range of issues the Sellindge Masterplan should not add to the consultation fatigue. In order to focus the consultation, and ensure the engagement of the community in the most effective way, a number of objectives have been established, as follows:

4.1.2 The purpose of the consultation is:

- To raise awareness of the Sellindge masterplan within the village;
- To understand what the community want out of the development, what they value in the village and what they would like to see changed or improved.
- To allow the villagers and landowners to influence the volume, location and type of development within Sellindge;
- To ensure that the masterplan has the support of the villagers, recognising that 100% support is unlikely;
- To seek, where possible, to use the masterplanning process as a means to build capacity and to develop skills among the community;

4.1.3 To ensure effective and efficient consultation we will:

- Be honest and clear about the nature of the project and our ideas;
- Engage only when there is a real opportunity for local people to influence decisions;
- Hold consultation events at times and in venues convenient for the community to ensure maximum attendance;
- Make use of existing local networks and forums to assist in consultation;
- Learn from other recent consultation to avoid duplication and consultation fatigue;
- Ensure that all consultation is thoughtfully presented, with clear and simple graphics and jargon free text;
- Ensure that all comments are properly recorded and documented so it is clear who has been involved and how this involvement has shaped the masterplan;

### 4.2 Audience

4.2.1 We have identified 4 main groups of people that should be involved in the preparation of the masterplan, as follows:

**General Public** – this will encompass all those who live and work in the area.

**Wider Stakeholders**

4.2.2 This group includes statutory consultees and other public bodies or interest groups with a potential interest in Sellindge. Many of these organisations (of whatever sector) provide important services in the village, or for village residents. These stakeholders will be written to to inform them that the project is taking place and asking them to express an interest in being involved and offer any relevant background information. Urban Initiatives will hold one-to-one meetings with interested parties. In addition Urban

Initiatives may request specific information or opinion on a particular aspect of the Masterplan as and when required to inform the process.

- 4.2.3 **“Village Team”** – Sellindge has an active community and established representative groups who have been involved in suggesting how Sellindge could be transformed. As people committed to the long-term future of the village they will be able to take an overview of the issues and opportunities for the village, as well as having a personal interest in what happens.
- 4.2.4 A “Village Team” will be created from the groups shown below, incorporating people who have a local knowledge of Sellindge, plus stakeholders, such as the County Highways Team, who will have a role in delivering change, who will act as a ‘sounding board’ throughout the commission, to guide the formation and application of this engagement strategy, assist in developing and agreeing design options and the final masterplan. In all instances they will be used by the team as a reference group before ideas are presented to the wider public.



- 4.2.5 **Landowners** – a small group of people who will be looking for a financial return as a result of new development and may also have a number of other objectives such as leaving a legacy in the village, maintaining personal and professional relationships with the village, maintaining a brand or image. Given their commercial interest this group is likely to hold some sensitive information that they may not wish to share with the other stakeholders, but may also benefit from participation in events to listen to and share views.
- 4.2.6 The approach to engaging with this group is therefore to hold a number of landowner surgery sessions to allow landowners to share confidential information that the masterplanning team need to be aware of.

### 4.3 Engagement Techniques

- 4.3.1 A number of different techniques will be employed to engage with the various stakeholders to ensure that the content is interesting and relevant to the stakeholders, that the venue and style of event is appropriate to the audience. The following events are proposed:

Workstage	Dates	Event type	Event	Audience
Sellindge Future website	From 13 <sup>th</sup> September	Enews	n/a	General Public
<b>Workstage A:</b> Baseline, Vision and Concept	w/c 6 <sup>th</sup> September	n/a	Letters to invitees	Wider Stakeholders
	w/c 20 <sup>th</sup> September	Focus Group	Village Team meeting 1: masterplan introduction	Village Team
	w/c 20 <sup>th</sup> September	Focus Group	Landowner Surgery 1	Landowners
	w/c 4 <sup>th</sup> October	Active Planning	Village Team meeting 2: Neighbourhood Game	To be discussed by Village Team
<b>Workstage B:</b> Viability Testing	w/c 25 <sup>th</sup> October or 1 <sup>st</sup> November	Active Planning	Village Team meeting 3: Review of Options	Village Team
	w/c 8 <sup>th</sup> November	Focus Group	Landowner Surgery 2	Landowners
<b>Workstage C:</b> Final Masterplan	w/c 6 <sup>th</sup> December	Exhibition	Community Exhibition	General Public
	w/c 6 <sup>th</sup> December to w/c 10 <sup>th</sup> January	Consultation document	Community consultation period	General Public

#### Village Team Meeting 1: Masterplan introduction

- 4.3.2 The Village Team meeting will be an opportunity to introduce Urban Initiatives to the community, explain the approach to the project and community engagement and gain a mutual understanding of the issues facing Sellindge. It will also be an opportunity to establish the Terms of Reference for the Village Team and to ensure that it has adequate representation from all walks of village life.



- 4.3.3 The event will be by invitation only and will include both a meeting and walkabout elements. The proposed agenda for the event is:
- Introductions
  - Presentation by Urban Initiatives on the project: process and programme
  - Discussion and agreement on project objectives
  - Discussion on the Consultation Strategy to ensure it meets the community's needs
  - Confirmation of membership etc. and function of the group.
  - 'Placecheck' walkabout of the village. A guided walk around the village with a series of structured questions for the villagers to answer during the walk.
- 4.3.4 The Village Team Meeting will take place in Sellindge, the most likely venue being the Village Hall on a weekday afternoon.
- 4.3.5 The support of Council officers at the event will be required to answer general questions and facilitate group discussion.

#### **Landowner Surgery 1**

- 4.3.6 All the major landowners with an interest in developing the land in and around Sellindge will be invited to attend a 'surgery' day at the HCA offices in Ashford. Each landowner (and/or their representatives) will be offered a 30 minute slot to discuss in confidence their proposals and raise any questions with Urban Initiatives.
- 4.3.7 The support of Council officers will not be required at the meetings.

#### **Village Team Meeting 2: Neighbourhood Game Preparation**

- 4.3.8 The second Village Team meeting will be focused on discussing different options for the volume, location and form of development to be considered by the Masterplan.
- 4.3.9 Urban Initiatives has developed an interactive board game called 'The Neighbourhood Game' which allows the implications of different scenarios to be considered in a fun and easily understandable way, whilst still being based on robust evidence. As the game is played the players are able to see the resulting benefits and trade offs in terms of community facilities, shops, schools, parks, land take etc. The purpose of the meeting will be to assess a number of scenarios and for the village team to select an initial preferred scenario.
- 4.3.10 The purpose of the game is to help the community to understand the following principles:
- The amount of development required to pay for community facilities, social and physical infrastructure;
  - The trade off between density and land take/sprawl;
  - The importance of minimum catchment areas in maintaining the viability of schools, shops, community facilities etc.
- 4.3.11 The rules of the game will be explained in full at the start of the meeting, as it is far easier to explain with the game board and pieces in front of you. However, the basic premises are explained below.
- 4.3.12 The game board is an aerial photograph of the village overlaid with a grid. The grid squares where development can be considered are the 'live tiles' or the playing surface.

4.3.13 The playing tiles are laid onto the grid by the 'players.' There are a number of types of playing tiles as follows:

- Low density housing
- Medium density housing
- Employment
- Shops
- Primary School
- Public open space
- Community building

As the players lay their tiles onto the grid their moves are replicated on a spreadsheet, which gives a live score and informs players:

- When enough housing has been built to support a new shop/pub/community centre etc.
- When additional green space is required
- How much land has been used

4.3.14 The support of Council officers at the event will be required to answer general questions, facilitate the game and assist in recording responses. Officers attending the session will be fully briefed in advance.

#### **Village Team Meeting 3: Review of options**

4.3.15 Following the Neighbourhood Game meeting Urban Initiatives will draw up the options considered and carry out initial testing of them based on their contribution to the project objectives, sustainability objectives and deliverability objectives.

4.3.16 The purpose of the meeting will be for the Village Team to do their own testing of the options against the various objectives with a view to selecting their preferred option. The Council will endeavour to take forward the community's preferred option into the Core Strategy, but this will be dependent on the detailed testing of the preferred option for deliverability.

4.3.17 The format of the meeting will be a presentation followed by a workshop session and feedback.

4.3.18 The support of Council officers at the event will be required to answer general questions, facilitate group discussion and assist in recording responses. Officers attending the session will be fully briefed in advance.

#### **Landowner Surgery 2**

4.3.19 The second landowner surgery will be a more focused session with the landowners involved in delivering the preferred option. Landowners (and/or their representatives) will be offered a 1 hour slot on a particular day for a meeting to be held at the HCA offices in Ashford. The purpose of the meeting will be to determine the landowners detailed requirements and determine key development principles.

4.3.20 The support of Council officers will not be required at the meetings.

#### **Community Exhibition and consultation period**

- 4.3.21 The community exhibition, open to the general public, will take place towards the end of the process once a preferred option has been selected and the masterplan prepared. A staffed exhibition will take place during one weekday evening and one Saturday daytime to ensure that the maximum number of villagers have the opportunity to attend.
- 4.3.22 The exhibition will take place in a public building in the Village, most likely the Village Hall and will be publicised widely.
- 4.3.23 The exhibition will consist of a series of A0 exhibition boards explaining the key elements of the masterplan and residents will be able to indicate their support (or otherwise!) for each element by placing stickers on the boards. An A4 leaflet of the scaled down boards and a questionnaire will also be available for people to take away. People will have a four week period in which to return their questionnaires, either by post to Urban Initiatives or placed in a drop box in the village (location to be agreed).
- 4.3.24 The support of Council officers at the event will be required to answer general questions and talk people through the exhibition boards

## 5 Reporting and Feedback

- 5.1.1 Urban Initiatives will prepare a Consultation Log to record the details of each event and provide a summary of the responses and required action. The log will be added to after each event. The following details will be recorded about each event:

- Location
- Audience
- Objectives of event
- Format of event
- Level of success
- Lessons Learnt
- Key messages
- Masterplan response

This information will form the basis of the engagement review process that will be undertaken by the village team.

Feedback from events, focusing on the key messages and how the masterplan team will respond will be posted on the project website.

## 6 Publicity and Access to Information

### 6.1 Publicity

The events will be advertised in a number of ways, depending on the type of event.

#### **Invited events**

Attendees will be invited by email or by written letter. Reminders will be sent out in advance of the event to maximise attendance.

#### **Public events**



Public events will be advertised on the project website, on the Shepway Council website LDF pages, in the local press and through posters in public buildings within the village.

## 6.2 Sellindge Future Website

- 6.2.1 A project website [www.sellindgefuture.org.uk](http://www.sellindgefuture.org.uk) and email address [info@sellindgefuture.org.uk](mailto:info@sellindgefuture.org.uk) have been set up as the main place where villagers can:
- get the latest documents
  - keep up to date with information emerging from Village Team Workshops
  - leave their comments and complete questionnaires on the emerging plans
  - see presentations and read minutes from Village Team meetings
  - find out about forthcoming consultation events
  - get in touch with the masterplan team at Urban Initiatives
- 6.2.2 The website will be the main tool for keeping people informed, with the option that people can email the masterplan team if they require further information. The website will be kept up to date by Urban Initiatives until the end of their contract in January 2011, at which point there is the option for another organisation to maintain it. The domain name has been purchased for an initial period of 2 years from September 2010.
- 6.2.3 The website will contain details of:
- Project overview and programme
  - Summary of progress so far
  - Forthcoming events
  - Write ups of consultation events
  - Background documents, consultation documents, interactive questionnaires
  - Links
  - Contact details (project email address)

## Appendix 1: Individual event briefs

<b>Key details</b>	
Name of Event	<b>Village Team Meeting 1: Masterplan Introduction</b>
Date of Event	w/c 20 <sup>th</sup> September 2010
Time of Event	4pm – 8pm
Venue	Sellindge (TBC)
<b>Event organiser</b>	
Name	David Syme
Contact	07500 014899
<b>Format</b>	
Target audience	Village Team
Specific Invitees	<i>Shepway Council to complete</i>
Format of event	<ul style="list-style-type: none"> <li>• Meeting</li> <li>• Walkabout</li> </ul>
<b>Resources and roles</b>	
Shepway Council	<p>TBC (Recommend 1-2)</p> <p><u>Role in preparation:</u> To book the venue and agree room requirements and refreshments To issue invitations to join the Village Team</p> <p><u>Role at event:</u> To facilitate group discussion and answer general questions on the Core Strategy and other local planning matters To record attendance</p>
Urban Initiatives	<p>2 people</p> <p><u>Role in preparation:</u> To prepare the presentation and agree content with client team</p> <p><u>Role at event:</u> To give the presentation, facilitate group discussion and lead the Placecheck</p>
Other	None identified
<b>Promotion</b>	
Email invitation by Mark Aplin/ Rebecca Chittock	
<b>Purpose/Objectives</b>	
<ul style="list-style-type: none"> <li>• To introduce the masterplan team to the Village Team</li> <li>• To inform the Village Team of the scope of the project, process and programme</li> <li>• To get the Village Team's input into the Consultation Strategy</li> <li>• To reach a shared understanding of the issues and opportunities in Sellindge</li> <li>• Confirmation of membership etc. and function of the</li> </ul>	

	group.
<b>Logistics</b>	
Responsibility for venue booking	Shepway Council
Venue Requirements	Seating for 20 people, either theatre style or cabaret style Tea, coffee and water for 20 people
Materials/equipment supplied by UI	Laptop, projector, clipboards, Placecheck questionnaires
Other equipment requirements	None
Consideration of Disabilities	Venue to be accessible for wheelchairs High contrast between background and text on presentation and large text used Comments taken verbally and written Placecheck route flat and even, but need to check mobility of attendees
Consideration of Equality and Diversity	Invitation to cover all local based groups including faith groups, residents groups, young people, business groups
<b>Event Record</b>	Verbal feedback will be recorded by a minute taker from Urban Initiatives. Written feedback will be recorded on the Placecheck questionnaires
<b>Reporting</b>	Summary of the event will be recorded in the consultation log
<b>Conditions of Satisfaction</b>	
Measurable responses	100% of people attending make a contribution
Expected Attendance	Representation from all groups invited



<b>Key details</b>	
Name of Event	<b>Landowner Surgery 1</b>
Date of Event	w/c 27 <sup>th</sup> September 2010
Time of Event	1 day, with 45 minute meeting slots
Venue	<b>HCA Ashford office</b> Kent House 81 Station Road Ashford Kent TN23 1PP Tel: 0300 1234 500
<b>Event organiser</b>	
Name	David Syme
Contact	07500 014899
<b>Format</b>	
Target audience	Landowners
Specific Invitees	<i>See Appendix 3.</i>
Format of event	• Meeting
<b>Resources and roles</b>	
Shepway Council	Not required
Urban Initiatives	2 people <u>Role in preparation</u> Arrange venue Issue invitations to landowners Prepare questions for individual landowners <u>Role at event</u> Facilitate discussion Take meeting notes
Other	Not required
<b>Promotion</b>	Email invitation by David Syme
<b>Purpose/Objectives</b>	<ul style="list-style-type: none"> <li>• To inform landowners about the Masterplan process</li> <li>• To understand the position of individual landowners</li> <li>• To gather information on constraints etc. collated by landowners to date</li> </ul>
<b>Logistics</b>	
Venue booking	HCA
Venue Requirements	Meeting room to seat 4 people Tea, coffee, water for 4 people throughout the day
Materials/equipment supplied by UI	Plans of Sellindge
Other equipment requirements	None

Consideration of Disabilities	Venue to be accessible for wheelchairs
Consideration of Equality and Diversity	Invitation to all land owners (within the area of search in the brief) who have expressed an active interest in exploring development options to SDC since 2008).
<b>Event Record</b>	Verbal feedback will be recorded by a minute taker Written material presented to the Masterplan Team Minutes of the meetings will be confidential unless approved by the landowner
<b>Reporting</b>	Summary of the event will be recorded in the consultation log (minus any confidential material)
<b>Conditions of Satisfaction</b>	
Measurable responses	100% of landowners met
Expected Attendance	100% of landowners met

<b>Key details</b>	
Name of Event	<b>Village Team Meeting 2: Neighbourhood Game</b>
Date of Event	w/c 4 <sup>th</sup> October 2010
Time of Event	4 hours Afternoon/early evening (time TBC)
Venue	Sellindge (TBC)
<b>Event organiser</b>	
Name	David Syme
Contact	07500 014899
<b>Format</b>	
Target audience	Village Team
Specific Invitees	<i>As agreed at VTM 1</i>
Format of event	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Workshop</li> </ul>
<b>Resources</b>	
Shepway Council	TBC (Recommend 2) <u>Role in preparation</u> Issue invitations Book venue and agree room requirements and refreshments <u>Role at event</u> To answer general questions, facilitate the running of the game and assist in recording responses
Urban Initiatives	2 people <u>Role in preparation</u> Prepare game boards, tiles and spreadsheet Prepare introductory presentation Prepare briefing for Council officers <u>Role at event</u> Give presentation Facilitate playing of the game Record responses
Other	None identified
<b>Promotion</b>	Email invitation by UI
<b>Purpose/Objectives</b>	<ul style="list-style-type: none"> <li>• To help the Village Team understand the positive and negative implications of various growth options</li> <li>• To reach agreement on key principles to inform an initial preferred option</li> </ul>
<b>Logistics</b>	
Venue booking	Shepway



Venue Requirements	Seating for 20 people, theatre style plus two tables approx 1.5m x 1.5m Tea, coffee and water for 20 people
Materials/equipment supplied by UI	Laptop, projector, game board, game pieces
Other equipment requirements	None
Consideration of Disabilities	Venue to be accessible for wheelchairs High contrast between background and text on presentation and large text used Comments taken verbally and written
Consideration of Equality and Diversity	Invitation to cover all local based groups including faith groups, residents groups, young people, business groups. Any groups not represented at VTM 1 will be particularly encouraged to attend.
<b>Event Record</b>	Verbal feedback will be recorded by a minute taker from UI.
	Electronic records of options explored by the Village Team
<b>Reporting</b>	Summary of the event will be recorded in the consultation log.
<b>Conditions of Satisfaction</b>	
Measurable responses	100% of people attending make a contribution
Expected Attendance	Representation from all groups invited

<b>Key details</b>	
Name of Event	<b>Village Team Meeting 3: Review of Options</b>
Date of Event	w/c 25 <sup>th</sup> October 2010 or w/c 1 <sup>st</sup> November
Time of Event	4 hours Afternoon/early evening (time TBC)
Venue	Sellindge (TBC)
<b>Event organiser</b>	
Name	David Syme
Contact	07500 014899
<b>Format</b>	
Target audience	Village Team
Specific Invitees	As VTM 2
Format of event	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Workshop</li> </ul>
<b>Resources</b>	
Shepway Council	TBC (Recommend 2) <u>Role in preparation</u> Issue invitations Book venue and agree room requirements and refreshments <u>Role at event</u> To answer general questions, facilitate group discussion and assist in recording responses
Urban Initiatives	2 people <u>Role in preparation</u> Prepare presentation, plans of options and A1 analysis sheets <u>Role at event</u> Give presentation and facilitate group discussion
Other	None identified
<b>Promotion</b>	Email invitation by UI/ jointly
<b>Purpose/Objectives</b>	<ul style="list-style-type: none"> <li>• To present the worked up options defined in the Neighbourhood Game</li> <li>• To allow the Village Team to appraise the options against a range of criteria</li> </ul>
<b>Logistics</b>	
Venue booking	Shepway
Venue Requirements	Seating for 20 people, cabaret style on 3 or 4 tables Tea, coffee and water for 20 people
Materials/equipment supplied by UI	Laptop, projector, plans of options, blank appraisal

	tables for completion
Other equipment requirements	None
Consideration of Disabilities	Venue to be accessible for wheelchairs High contrast between background and text on presentation and large text used Comments taken verbally and written
Consideration of Equality and Diversity	Invitation to cover all local based groups including faith groups, residents groups, young people, business groups. Any groups not represented at VTM 1 will be particularly encouraged to attend.
<b>Event Record</b>	Verbal feedback will be recorded by a minute taker from UI Written feedback on appraisal sheets
<b>Reporting</b>	Summary of the event will be recorded in the consultation log All attendees will receive a feedback letter summarising the responses from the event and how the preferred option has been subsequently developed and tested.
<b>Conditions of Satisfaction</b>	
Measurable responses	100% of people attending make a contribution
Expected Attendance	Representation from all groups invited



<b>Key details</b>	
Name of Event	<b>Landowner Surgery 2</b>
Date of Event	w/c 8 <sup>th</sup> November
Time of Event	1 day, with 1 hour meeting slots
Venue	<b>HCA Ashford office</b> Kent House 81 Station Road Ashford Kent TN23 1PP Tel: 0300 1234 500
<b>Event organiser</b>	
Name	David Syme
Contact	07500 014899
<b>Format</b>	
Target audience	Landowners
Specific Invitees	<i>Drawn from Appendix 3</i>
Format of event	• Meeting
<b>Resources</b>	
Shepway Council	Not required
Urban Initiatives	2 people <u>Role in preparation</u> Arrange venue Issue invitations to landowners Prepare questions for individual landowners <u>Role at event</u> Facilitate discussion Take meeting notes
Other	Not required
<b>Promotion</b>	
Email invitation by David Syme	
<b>Purpose/Objectives</b>	
<ul style="list-style-type: none"> <li>To share progress to date with landowners</li> <li>To discuss seek landowner views on the options</li> </ul>	
<b>Logistics</b>	
Venue booking	HCA
Venue Requirements	Meeting room to seat 4 people Tea, coffee, water for 4 people throughout the day
Materials/equipment supplied by UI	Plans of the options
Other equipment requirements	None

Consideration of Disabilities	Venue to be accessible for wheelchairs
Consideration of Equality and Diversity	Invitation to all land owners affected by the options, plus other landowners on request
<b>Event Record</b>	Verbal feedback will be recorded by a minute taker Written material presented to the Masterplan Team Minutes of the meetings will be confidential unless approved by the landowner
<b>Reporting</b>	Summary of the event will be recorded in the consultation log (minus any confidential material)
<b>Conditions of Satisfaction</b>	
Measurable responses	100% of relevant landowners met
Expected Attendance	100% of relevant landowners met

<b>Key details</b>	
Name of Event	<b>Community Exhibition</b>
Date of Event	w/c 6 <sup>th</sup> December 2010
Time of Event	Presentation to Village Team (weekday afternoon) 1 weekday evening (5.30pm – 8pm) Saturday 11 <sup>th</sup> December (10am – 4pm) Check date for other village events
Venue	Sellindge (TBC)
<b>Event organiser</b>	
Name	David Syme
Contact	07500 014899
<b>Format</b>	
Target audience	Village Team
Specific Invitees	To be discussed with the Village Team
Format of event	<ul style="list-style-type: none"> <li>• Presentation of draft masterplan to Village Team</li> <li>• Public exhibition</li> </ul>
<b>Resources</b>	
Shepway Council	TBC (Recommend 1-2) <u>Role in preparation</u> Book venue and room requirements Approve content of exhibition boards and questionnaire <u>Role at event</u> Answer general questions Talk people through the exhibition boards
Urban Initiatives	2 people <u>Role in preparation</u> Prepare exhibition boards Prepare advertising posters Prepare leaflet/questionnaire Arrange printing of leaflet and exhibition boards <u>Role at event</u> Facilitate discussion Take meeting notes
Other	None identified
<b>Promotion</b>	Email invitation by the Village Team
<b>Purpose/Objectives</b>	<ul style="list-style-type: none"> <li>• To inform the general public about the draft masterplan</li> <li>• To seek opinions on the main elements of the masterplan</li> </ul>
<b>Logistics</b>	
Venue booking	Shepway



Venue Requirements	Exhibition area approx 10m x 10m
Materials/equipment supplied by UI	Exhibition stands, posters, leaflets/questionnaires, stickers,
Other equipment requirements	None
Consideration of Disabilities	Venue to be accessible for wheelchairs High contrast between background and text on exhibition boards and large text used Comments taken verbally and written
Consideration of Equality and Diversity	Event to be publicised widely in the village Event to be held in a neutral venue (e.g. without religious affiliation)
<b>Event Record</b>	Verbal feedback will be recorded on questionnaires by the event staff Written feedback will be recorded on the questionnaires
<b>Reporting</b>	Summary of the event will be recorded in the consultation log
<b>Conditions of Satisfaction</b>	
Measurable responses	50 questionnaires completed
Expected Attendance	30% of Sellindge residents

<b>Key details</b>	
Name of Event	<b>Community Consultation period</b>
Date of Event	w/c 6 <sup>th</sup> December 2010 – w/c 10 <sup>th</sup> January 2011
Time of Event	n/a
Venue	n/a
<b>Event organiser</b>	n/a
Name	
Contact	
<b>Format</b>	
Target audience	General public and stakeholders
Specific Invitees	<i>Shepway Council to complete</i>
Format of event	<ul style="list-style-type: none"> <li>Public consultation through questionnaires</li> </ul>
<b>Resources</b>	
Shepway Council	<u>Role</u> Approve press release and other promotional material
Urban Initiatives	<u>Role</u> To collate questionnaires and analyse responses
Other	
<b>Promotion</b>	TBC Village newsletter Local newspaper Sellindge Future website Posters in public buildings/village noticeboard Verbal announcements in community meetings
<b>Purpose/Objectives</b>	<ul style="list-style-type: none"> <li>To inform the general public about the draft masterplan</li> <li>To seek opinions on the main elements of the masterplan</li> </ul>
<b>Logistics</b>	
Venue booking	
Venue Requirements	
Materials/equipment supplied by UI	
Other equipment requirements	
Consideration of Disabilities	High contrast between background and text on questionnaires and large text used Questionnaire available online
Consideration of Equality and Diversity	
<b>Event Record</b>	Written feedback will be recorded on the questionnaires

<b>Reporting</b>	Summary of the consultation will be recorded in the consultation log
<b>Conditions of Satisfaction</b>	
Measurable responses	50 questionnaires completed
Expected Attendance	30% of Sellindge residents



# Appendix E:

## Placecheck Exercise

# Sellindge's Future

Sellindge  
Parish  
Placecheck



Please fill in this questionnaire and return to [info@sellindgefuture.org.uk](mailto:info@sellindgefuture.org.uk)

## A. Village Hall Car Park

A1. Where is the heart of the village?

A2. Are there any additional facilities that you would like to see in the village?

A3. Is there adequate parking around these facilities?

A4. Are these facilities in the right place?

A5. Are they easy to get to?

## **B. Swan Green**

**B1. What do you think about the choice of housing available within Sellindge**

**B2. Is it affordable to all?**

**B3. Is it the right size and type of accommodation?**

## **C. Sellindge Sports and Social Club**

**C1. Is there adequate green space within the village?**

**C2. Are there any additional sports facilities you would like to see in the village?**

**C3. Are the existing sports facilities in the right place?**

**C4. Are there things for young people to do?**

## **D. Swan Lane**

**D1. Are there areas of the village that feel separate from the rest?**

**D2. At what point do you realize that you have arrived in Sellindge?**



## **E. M20**

**E1. Are there any issues associated with the motorway?**

**E2. Is there any areas in the village where traffic noise becomes a nuisance?**

## **F. Ashford Road**

**F1. Are there any issues that need to be resolved?**

**F2. Are there places where people feel unsafe? What can be done to make them safer?**

**F3. Is it easy to get about – walking, cycling, by bus.**

## **G. Potten Farm Nursery**

**G1. Are there areas of the village that feel separate from the rest?**

**G2. At what point do you realize that you have arrived in Sellindge?**

**G3. What buildings or landscape features add to the character of the village?**

## Notes

If you have any comments or queries please get in touch with the Urban Initiatives team at: [info@sellindgefuture.org.uk](mailto:info@sellindgefuture.org.uk)

# Appendix F: Consultation Log

## 1 Introduction

### 1.1 The purpose and scope of this report

1.1.1 This document sets out the main outputs from the first in a series of four consultation exercises working with the Sellindge “Village Team” to set out a vision for the future of Sellindge Parish in Kent. This consultation process will run between September 2010 and January 2010.

1.1.2 The purpose of the consultation is:

- To raise awareness of the Sellindge masterplan within the village;
- To understand what the community want out of the development, what they value in the village and what they would like to see changed or improved.
- To allow the villagers and landowners to influence the volume, location and type of development within Sellindge;
- To ensure that the masterplan has the support of the villagers, recognising that 100% support is unlikely;
- To seek, where possible, to use the masterplanning process as a means to build capacity and to develop skills among the community;

A more detailed description of our consultation process, aims and objectives can be found in the consultation strategy.



## 2 Village Team Workshop 1: Introduction and Baseline

### 2.1 Location

**Held at Sellindge Village Hall on 23rd September 2010, 4.30pm to 7.30pm. The workshop was chaired by Marcus Wilshire from Urban Initiatives and well attended by local residents, key representatives from local organisations, parish council and others. A full list of attendees can be found in Appendix B.**

### 2.2 Objective

2.2.1 The main aim of this workshop was to allow the consultants to introduce themselves and their role within the project, to agree the consultation approach for the masterplanning process and gain a mutual understanding of the issues facing Sellindge.

### 2.3 Format of Event

2.3.1 The workshop

- Introduction to the project by Chris Lewis of Shepway District Council
- Presentation by Marcus Wilshire of Urban Initiatives, introducing the design team, the project, our approach, process and programme
- Village team introductions and key interests from each member
- Discussion on the Consultation Strategy to ensure it meets the community's needs
- 'Placecheck' walkabout of the village. A guided walk around the village with a series of structured questions for the villagers to answer during the walk.

### 2.4 Outputs

2.4.1 A lively and positive discussion throughout the presentation provided the consultant team with useful comments for consideration:

- The study area boundary should be extended to take in all parts of the village including; Stone Hill, Barrow Hill and Swan Lane.
- This study cannot operate in isolation and must consider the impact of applications at Otterpool quarry and proposed housing growth areas such as Westenhangar (Folkestone Racecourse).
- Some village team members were disappointed that the consultation strategy made no reference to the Parish Council.
- The Village Alliance, a residents group from various villages within Shepway have a general concern that this project could lead to further growth in other neighbouring villages.
- The rural qualities of Sellindge are cherished and the residents do not wish to be "Urbanised"
- The study should focus on the "grass routes" up, and should come from an understanding of the place and the community;
- There was a favourable response to the consultation events planned and many commented that the process could be very constructive and fun. However, there is a certain distrust borne from previous consultation experiences and this project will have to try hard to overcome this;

- 2.4.2 Asked whether there were other residents or organisations that should be present a number of suggestions were made:
- Representatives from the surgery (invited but unable to attend)
  - Representatives from stagecoach (Shepway council will contact)
  - Young people, perhaps from the football or youth club (Shepway Council will contact)
  - Coop (invited but failed to respond)
  - Sports England (invited but unable to attend)
  - Representatives from the utilities companies including water. These organisations were invited and whilst they send their apologies will feed into the process through the consultant team.
  - Housing associations (Shepway Council will contact)
- 2.4.3 Whilst some team members raised the issue of inviting landowners to these sessions. This will require further discussion to make sure all members are comfortable and willing to commit.
- 2.4.4 A place check exercise was carried out which involved a walk around the village with the residents and design team. The residents were given a questionnaire with specific questions relating to places along the route.
- 2.4.5 The outputs from this are set out below:

#### A. Village Hall and car park

Q. Where is the heart of the village?

A. Most residents responded that the “village school” or the “village hall” is the heart of the village. Some residents pointed out that the church used to be the village heart but the development of the Swan lane housing estates in the 60s shifted the physical gravity of the village. A number of other residents also consider the co-op to be the main hub.

Q. Are there any additional facilities that you would like to see in the village?

A. The residents responded with various options for additional facilities however, the concept of having village green was a popular answer. The other additional facilities mentioned were a children’s play area, an additional pub, a community centre to include accommodation for the Parish Council, additional medical facilities and recreational facilities.

Q. Is there adequate parking around the existing facilities?

A. The residents agreed that there are limited parking facilities within the village and that these need to be extended specifically around the school.

Q. Are these facilities in the right place?

A. The residents generally agreed that the existing facilities were in the right place.

Q. Are they easy to get to?

A. The residents mentioned that whilst it is generally easy to get to the facilities by car it can be difficult during peak times such as school drop off hours. The residents observed a lack of pedestrian crossings within the village making walking to these facilities less likely.

B. Swan Green

Q. What do you think of the choice of housing available within Sellindge?

A. Most agreed that the mix of housing types and sizes within the village was adequate but the issue of affordability was a real problem.

Q. Is it affordable to all?

A. Younger families are being priced out of the area by high house prices and a lack of affordable housing.

Q. Is it the right size and type of accommodation?

A. There was a split of opinion in relation to the suitability of accommodation some felt that the size and mix of housing types was adequate whilst others felt that the predominance of 2 or 3 bedroom properties which did not necessarily cater to younger families.

C. Sellindge sports and social club

Q. Is there adequate green space within the village?

A. Most of the residents felt that although there are large areas of green space within the village many of these are inaccessible because of the A20 and the type of green space did not necessarily reflect their needs, particularly spaces for younger children.

Q. Are there any additional sports facilities you would like to see in the village?

A. The residents would like additional sports facilities such as a cricket ground, playing field and a swimming pool.

Q. Are the existing sports facilities in the right place?

A. On the whole the residents expressed concerns about how connected the sports and social club is within the village. Some residents expressed the opinion that these facilities should be located close to the village heart/green when this is determined. Others pointed out that some of these facilities are privately owned and not necessarily available to the community as a whole.

Q. Are there things for young people to do?

A. Most residents agreed that whilst facilities such as the youth club and football club offered opportunities for young people there is always likely to be an issue for young people within

Sellindge. This was perceived as an inherent issue associated with rural living with a lack of facilities and poor public transport options.

#### D. Swan Lane

- Q. Are there areas of the village that feel separate from the rest?
- A. Most of the residents feel that there are separate communities such as Stone Hill, Barrow Hill, Greenfields and Swan Lane within the main village. Each of these communities is somewhat isolated and disconnected from each other. Many noted that this was the result of the historic growth of the village.
- Q. At what point do you realise that you have arrived in Sellindge?
- A. There were varied viewpoints regarding the sense of arrival in the village. To the West The Parish Church was considered the landmark that announced the start of the village. The motorway bridge in the east, the widening of the road along Swan Lane just past the Sports and social club to the north, and also the Brooke Lane cottages were identified as various landmarks of arrival.

#### D. E.M20

- Q. Are there any issues associated with the motorway?
- A. Most residents responded that 'Operation Stack' often diverts the traffic through the village, which is a hindrance to the village residents. Some residents feel that the motorway divides the communities of the village.
- Q. Is there any area in the village where traffic noise becomes a nuisance?
- A. Residents agree that traffic noise has become a nuisance particularly near the bridges and close to the A20.

#### F. Ashford Road

- Q. Are there any issues that need to be resolved?
- A. There are several traffic related issues that are identified by the residents these included: the speed and volume of the traffic; lack of pedestrian crossings especially near the Village hall and school; and lack of uninterrupted footways.
- Q. Are there places where people feel unsafe?
- A. The residents felt that areas along the A20 felt unsafe due to the speed of the traffic and the HGVs that use this route. Some residents mentioned car parking on pavements making streets unsafe for pedestrians.
- Q. Is it easy to get about – walking, cycling, by bus?
- A. Most residents agree that it is not particularly easy to get around the village by walking, cycling or by bus. They mentioned limited bus services, lack of uninterrupted footways and safe crossing points as the main issues.

#### G. Potten Farm Nursery



Q. Are there places where people feel separate from the rest?

A. As above

Q. At what point do you realise that you have arrived in Sellindge?

A. As above

Q. What buildings or landscape features add character of the village?

A. The residents identified St. Mary's church, the old houses, Potten farm buildings, and the village pub as buildings that add character to the village. They also mentioned the open fields and the view of the countryside as important landscape features.

<b>Project:</b>	Sellindge Masterplan
<b>Project Code:</b>	3734
<b>Subject:</b>	Attendance List
<b>Date:</b>	23 <sup>rd</sup> September 2010
<b>Prepared By:</b>	David Syme
<b>Reviewed by:</b>	Marcus Wilshire

<b>Name</b>	<b>Details</b>	<b>Email Contact</b>	
<b>Miss Helen Baxter</b>	Head Teacher- Sellindge Primary School	<a href="mailto:headteacher@Sellindge-ashford.kent.sch.uk">headteacher@Sellindge-ashford.kent.sch.uk</a>	✓
<b>Parish Cllr K Baxter</b>	Sellindge Parish Councillor	<a href="mailto:josiane@btinternet.com">josiane@btinternet.com</a>	✓
<b>Cllr H Barker</b>	Cabinet Member for Planning	<a href="mailto:Hugh.barker@shepway.gov.uk">Hugh.barker@shepway.gov.uk</a>	✓
<b>Sally Benge</b>	Kent Highways	<a href="mailto:Sally.benge@kent.gov.uk">Sally.benge@kent.gov.uk</a>	✓
<b>Rev. Shelia Cox</b>	Vicar for Sellindge Parish and others	Sheila.m.cox@btopenworld.com	✓
<b>Bob Edden</b>	Local architect and SANDRA member	<a href="mailto:BobEdden@aol.com">BobEdden@aol.com</a>	✓
<b>Parish Cllr N Fursdon</b>	Sellindge Parish Councillor	<a href="mailto:nnwfursdon@aol.com">nnwfursdon@aol.com</a>	✓
<b>Rev. (Ret'd) Alan Hewitt</b>	'Methodist Church rep.'	Alanhewitt@F2S.com	✓
<b>Linda Hedley</b>	Parish Clerk	<a href="mailto:lindahedley@hotmail.com">lindahedley@hotmail.com</a>	✓
<b>Frank Hobbs</b>	Chairman, Shepway Local Councils and Sellindge Parish Councillor	frank.hobbs@virgin.net	✓
<b>Cllr Mrs J Hollingsbee</b>	A ward councillor, Chair of Shepway Planning Application Committee and also representing Sellindge & District Playing Fields Society	jennyhollingsbee@fsmail.net	✓
<b>Parish Cllr P Holt</b>	Sellindge Parish Councillor	phil@holt11.fsnet.co.uk	✓
<b>Ronald Lello</b>	Chairman, SANDRA	Ronald@milleniumtrust.co.uk	✓
<b>Maureen Stanley</b>	The Village Hall Committee	desa@ssmail.net	✓
<b>PC Damon Warren</b>	(New) Neighbourhood Officer	shepwaywest.neighbourhood@kent.pnn.polic e.uk	✓
<b>George Oakley</b>	Chairman Sellindge Playing Fields Benevolent Society	oakleygm30@tiscali.co.uk	✓

# Appendix G: Village Game Assumptions

## POPULATION

Census 2001 Data 1350 people in 600 homes

2007 Parish level population estimate is 1,510 for Sellindge

## OPEN SPACE

Sites of 25 or more dwellings should provide open space to the standard of 2.43 hectares (6 acres) per 1,000 population. If you assume 2.4 people per house then the requirement per unit = 58.4m<sup>2</sup>

Equipped play areas should, where possible, be within 400 metres from all dwellings within an estate.

Local Area for Play. Small areas with an activity zone of at least 100sq.m. and 5m away from the curtilage of the nearest house to cater mainly for 4-6 year olds within one minute walking time of home (approximately 100 metres). Local Areas for Play (0.5 ha per 1000 pop). If you assume 2.4 people per house then the requirement per unit = 12m<sup>2</sup>

Local Equipped Area for Play\_Equipped areas with an activity zone of at least 400sq.m. and 20m away from the curtilage of the nearest house to cater mainly for accompanied 4-8 year olds, and slightly older unaccompanied children, within five minutes walking time of home (approximately 400 metres). (0.5 ha per 1000 pop). If you assume 2.4 people per house then the requirement per unit = 12m<sup>2</sup>

Neighbourhood Equipped Area for Play\_Equipped areas with an activity zone of at least 1,000sq.m. and 30m away from the curtilage of the nearest house to cater mainly for unaccompanied 8-14 year olds with consideration for older children and young people, and for slightly younger supervised or accompanied children, within 15 minutes walking time of home (approximately 1,000 metres).

## PRIMARY SCHOOL

Current provision within Sellindge 1FE with School capacity 105 – Number of children 113. Extension to school to 2FE 210 pupils would be triggered with any new development. 300 new homes would provide an additional 78 pupils.

Other schools in the area:

- Smeeth Primary School (Smeeth and Bradbourne Lees), School capacity 140 – Number of children 129
- Lympe CE Primary School (Lympe), School capacity 210 – Number of children 209
- Aldington Primary School, School capacity 140 – Number of children 139
- Brabourne CE Primary School, School capacity 105 – Number of children 102

## PARKING

Average of 2 spaces per dwelling for residential areas

Other 1 space per 60m<sup>2</sup>

## VALUES AND COSTS

### Residential

Low density detached tile (16 d/ha) = 4 large houses.

Low density semi-detached tile (24 d/ha) = 6 houses.

Medium density terraced property tile (40 d/ha) = 10 houses.

High mixed use tile (45 d/ha) = 12 flats.

### Community uses

New community building tile). Cost = £750,000

Extension to school. Cost based on contribution of £1000 per dwelling. We are assuming that this will also be subsidised by other residential development within the area.

### Employment

Light industrial, workshops tile. Cost = £300,000

### Traffic calming measures

Crossing point. Cost = £35,000

Traffic calming such as shared surface treatment, raised table top etc. Cost = £100,000

New Alignment of the A20. Cost = £720,000

### Open Space

Open space tile 2500m2 Cost = £375,000

Local equipped area of play (LEAP) Cost = £25,000

## Affordable Housing

Policy – 35%

A weighted average of points per tile was taken for affordable housing based on a mix of 65% Private, 25% Intermediate and 10% Socially rented.

Points per tiles	Size	Unit	Rate £	Cost £	Points per tile
	1	point	100,000		
Private sales - detached					1.47
Private sales - semi - detached					3.05
Private sales - terraced					4.03
Mixed use - flats with ground					- 4.64
Community building	500	sqm	- 1,500	- 750,000	- 7.50
Extension to school and playing fields				- 125,000	- 1.25
Employment	1,000	sqm	- 300	- 300,000	- 3.00
Crossing point				- 35,000	- 0.35
Traffic calming				- 100,000	- 1.00
A29 re-alignment	900	sqm	- 800	- 720,000	- 7.20
Affordable housing - detached					- 2.19
Affordable housing - semi-detached					- 2.04
Affordable housing - terraced					- 3.49
Improvement to open space	2,500	sqm	100	- 375,000	- 3.75
LEAP				- 400,000	- 4.00
<b>Total</b>					

Table G.1 Assumptions on points per tiles



<b>Land value</b>	200,000 per acre				
<b>Private homes</b>					
	Detached house	Semi detached	Terraced	Shop with Flats above	
Size GIA	120	110	100		100
Size NIA	108	99	90		80
Land payment	16,667	16,667	16,667		16,667
Build costs psm GIA	1,000	900	900		1,100
Externals and abnormals psm GIA	300	270	270		330
Section 106 psm GIA	50	50	50		50
Costs	178,667	150,867	138,667		164,667
Profit	58,000	54,000	48,000		35,000
Finance	16,567	14,341	13,067		13,977
Sales price	290,000	270,000	240,000		175,000
value	36,767	50,793	40,267	-	38,643
Properties per tile	4	6	10		12
Number of tiles available to use	15.75	23.33	8.50		1.00
Private land value per tile	147,067	304,756	402,667	-	463,720
Private points per tile	1.47	3.05	4.03	-	4.64

Table G.2 Private Residential cost and value assumptions

Land value	£200,000			
Social for rent homes				
	<div>Detached house      Semi detached      Terraced      Shop with Flats above</div>			
Size GIA	120	110	100	100
Size NIA	108	99	90	80
Land payment	16,667	16,667	16,667	16,667
Build costs psm GIA	1,000	900	900	1,100
Externals and abnormals psm GIA	300	270	270	330
Section 106 psm GIA	50	50	50	50
Costs	178,667	150,867	138,667	164,667
Profit	8,933.33	7,543.33	6,933.33	8,233.33
Finance	13,132	11,089	10,192	12,103
Sales price	75,600	69,300	63,000	56,000
value	- 125,132	- 100,199	- 92,792	- 129,003
Properties per tile	4	6	10	12
Number of tiles available to use	15.75	23.33	8.50	1.00
Private land value per tile	- 500,528	- 601,192	- 927,920	- 1,548,036
Private points per tile	- 5.01	- 6.01	- 9.28	- 15.48

Table G.3 Social Rented Residential cost and value assumptions

Land value	£200,000				
Intermediate homes					
	<div>Detached house</div> <div>Semi detached</div> <div>Terraced</div> <div>Shop with Flats above</div>				
Size GIA	120	110	100	100	
Size NIA	108	99	90	80	
Land payment	16,667	16,667	16,667	16,667	
Build costs psm GIA	1,000	900	900	1,100	
Externals and abnormals psm GIA	300	270	270	330	
Section 106 psm GIA	50	50	50	50	
Costs	178,667	150,867	138,667	164,667	
Profit	8,933.33	7,543.33	6,933.33	8,233.33	
Finance	13,132	11,089	10,192	12,103	
Sales price	174,000	162,000	144,000	105,000	
value	- 26,732	- 7,499	- 11,792	- 80,003	
Properties per tile	4	6	10	12	
Number of tiles available to use	15.75	23.33	8.50	1.00	
Private land value per tile	- 106,928	- 44,992	- 117,920	- 960,036	
Private points per tile	- 1.07	- 0.45	- 1.18	- 9.60	

Table G.4 Intermediate Residential cost and value assumptions

# Appendix H: Consultation Log



## 1 Introduction

### 1.1 The purpose and scope of this report

1.1.1 This document sets out the main outputs from the second in a series of four consultation exercises working with the Sellindge “Village Team” to set out a vision for the future of Sellindge Parish in Kent. This consultation process will run between September 2010 and January 2010.

1.1.2 The purpose of the consultation is:

- To raise awareness of the Sellindge masterplan within the village;
- To understand what the community want out of the development, what they value in the village and what they would like to see changed or improved.
- To allow the villagers and landowners to influence the volume, location and type of development within Sellindge;
- To ensure that the masterplan has the support of the villagers, recognising that 100% support is unlikely;
- To seek, where possible, to use the masterplanning process as a means to build capacity and to develop skills among the community;

A more detailed description of our consultation process, aims and objectives can be found in the consultation strategy.

## 2 Village Team Workshop 1: Introduction and Baseline

### 2.1 Location

Held at Sellindge Village Hall on 19 October 2010, 4.00pm to 7.00pm. The workshop was chaired by Marcus Wilshire from Urban Initiatives and well attended by local residents, key representatives from local organisations, parish council and others. A full list of attendees can be found in Appendix B.

### 2.2 Objective

2.2.1 The main aim of this workshop was to involve the Village Team in the Village Game that facilitated in making technical issues transparent. It helped the participants to see the real trade-offs between different development scenarios. Complex issues such as landscape value, compactness and viability were compared between different options.

### 2.3 Format of Event

2.3.1 The workshop

- Introduction to the project by Mark Aplin of Shepway District Council
- Presentation by Marcus Wilshire of Urban Initiatives, introducing the design team, the project and the summary of the place check exercise.
- Village team introductions, representative organisations, feedback on the place check exercise and additions to suggestions from previous events.
- Introduction to the Village game, its core objectives and precedents from past events and developments.
- Various options explored through the Village Game. A short summary of the options against set parameters.

### 2.4 Feedback from the Place Check exercise summary

2.4.1 A constructive discussion followed from the summary of the Place check exercise. Some suggestion put forth by the Village Team members were as follows

- The members agreed that there was no specific village heart at present or one that is well defined.
- On the issue of privately owned village facilities, it was pointed out that the social club was publicly owned and open to the residents of Sellindge.
- The members said that there were no representatives from the Barrow Hill area during the place check exercise and that their views should be considered.
- Some residents felt that the questions of the place check exercise were ambiguous and repetitive. However, summarising the place check was a good starting point for further discussions.
- The village residents said that apart from the youth club, additional facilities or organisations associated with the youth club are the cricket and football teams and the scout club.

## 2.5 General Comments

2.5.1 Further to the feedback from the Place check exercise, the Village team was encouraged to voice any concerns about the future of the village.

- The issue of air quality assessment close to the M20 was raised. There were concerns about the traffic along the A20 that essentially passes through the village heart. The members of the council mentioned that a transportation study is being undertaken. This study covers the wider area in order to assess the impact of the transportation links in Ashford.
- Members of the Residents Association felt that the context of the surrounding village development is not being entirely considered. The proposed development of 800 houses in Folkestone Racecourse, Westenhanger area and another 300 houses at Lympe in the surrounding regions of Sellindge were mentioned. The residents were generally concerned that the new developments will utilise the amenities of the village and the increase in the threshold population will have an impact on the quality of these facilities.
- Further to this, the residents agreed that the existing facilities at the village school and the medical centre are very good and they would like rural the quality of these facilities to be maintained.
- It was pointed out that a two-form entry village school would be able to cater to an increase of maximum 105 students within its premises.
- The residents felt a need for better public transportation links not necessarily restricted to the east west connections. It was observed that connections to places such as Canterbury were inefficient.
- There was a general consensus that facilities in the village should be planned in a way such that they reduce the need to drive.
- The members of the Residents Association enquired about the views of the landowners and expressed an interest in interacting with them in the consultation event.

## 2.6 Outputs of the Village game

2.6.1 The Village Game was introduced to the members of the Village Team. It encouraged a hands on approach by the local community to get involved in the master planning process. A total of 4 scenarios were explored including the preferred option put forth by the Residents Association. Some of residents who attended the workshop voiced concerns over the principle of growth within the village particularly when combined with other proposals within Shepway. This resulted in a somewhat stilted session, in terms of developing consensus for options and exploring scenarios.

Despite this, there were a number of aspects where a strong consensus formed within the group during game play. This included:

- The location of the village green south of Ashford Road (A20)
- A strengthened local centre around the existing facilities of the school, PCT and village hall
- A preference for compact development as opposed to a more dispersed model
- New retail and employment use adjacent to the existing Coop
- Traffic calming measures and crossing points along Ashford Road
- Towards the end of the exercise many participants saw the benefit of providing development to improve the village and support the viability of new and existing local facilities. However, for some the avoidance of any development at Sellindge is still a priority.

<b>Project:</b>	Sellindge Masterplan
<b>Project Code:</b>	3734
<b>Subject:</b>	Attendance List
<b>Date:</b>	19 <sup>th</sup> October 2010
<b>Prepared By:</b>	David Syme
<b>Reviewed by:</b>	Marcus Wilshire

<b>Name</b>	<b>Details</b>	<b>Email</b>	<b>✓</b>
Kate Harwood	Local Resident	harwood_k@yahoo.co.uk	✓
Parish Cllr K Baxter	Sellindge Parish Councillor	<a href="mailto:josiane@btinternet.com">josiane@btinternet.com</a>	✓
Bob Edden	Local architect and SANDRA member	<a href="mailto:BobEdden@aol.com">BobEdden@aol.com</a>	✓
Parish Cllr N Fursdon	Sellindge Parish Councillor	<a href="mailto:nnwfursdon@aol.com">nnwfursdon@aol.com</a>	✓
Rev. (Ret'd) Alan Hewitt	'Methodist Church rep.'	<a href="mailto:alanhewitt@F2S.com">alanhewitt@F2S.com</a>	✓
Linda Hedley	Parish Clerk	<a href="mailto:lindahedley@hotmail.com">lindahedley@hotmail.com</a>	✓
Frank Hobbs	Chairman, Shepway Local Councils and Sellindge Parish Councillor	<a href="mailto:frank.hobbs@virgin.net">frank.hobbs@virgin.net</a>	✓
Cllr Mrs J Hollingsbee	A ward councillor, Chair of Shepway Planning Application Committee and also representing Sellindge & District Playing Fields Society	<a href="mailto:jennyhollingsbee@fsmail.net">jennyhollingsbee@fsmail.net</a>	✓
Parish Cllr P Holt	Sellindge Parish Councillor	<a href="mailto:phil@holt11.fsnet.co.uk">phil@holt11.fsnet.co.uk</a>	✓
Ronald Lello	Chairman, SANDRA	<a href="mailto:Ronald@milleniumtrust.co.uk">Ronald@milleniumtrust.co.uk</a>	✓
George Oakley	Chairman Sellindge Playing Fields Benevolent Society	<a href="mailto:oakleygm30@tiscali.co.uk">oakleygm30@tiscali.co.uk</a>	✓
Maureen Stanley	The Village Hall Committee	<a href="mailto:desa@ssmail.net">desa@ssmail.net</a> <a href="mailto:skcs@fsmail.net">skcs@fsmail.net</a>	✓
Sally Benge	Kent Highways	<a href="mailto:Sally.benge@kent.gov.uk">Sally.benge@kent.gov.uk</a>	✓
Linda Bailey	Local Resident- Tuesday Health Walks, a local beekeeper, allotment holder in the village.	<a href="mailto:Beelinda66@aol.com">Beelinda66@aol.com</a>	✓
Les Barrett	Residents Assoc	<a href="mailto:leslie.barratt@googlemail.com">leslie.barratt@googlemail.com</a>	✓
Sean Furey	Protect Kent – The Kent Branch of CPRE	<a href="mailto:Sean.Furey@protectkent.org.uk">Sean.Furey@protectkent.org.uk</a>	✓
David Amos	Local Resident	<a href="mailto:david@go-train.co.uk">david@go-train.co.uk</a>	✓



Margaret [& Jim Ludlow]	Local Resident	<a href="mailto:mjludlow@toucansurf.com">mjludlow@toucansurf.com</a>	√
Andy [and Philippa Dale]	Local Resident Philippa -local WI	<a href="mailto:philippa.dale@ashford.gov.uk">philippa.dale@ashford.gov.uk</a>	√
Dave Motley	Local Resident	<a href="mailto:dave@davemotley.co.uk">dave@davemotley.co.uk</a>	√
Cheryl [& John] Martin	Business- Little Learners Pre-school in Sellindge	<a href="mailto:cheryl@little-learners-pre-school.co.uk">cheryl@little-learners-pre-school.co.uk</a>	√
Sarah Jane Sandy	Local Resident	<a href="mailto:smsandy@hotmail.com">smsandy@hotmail.com</a>	√
Patricia Vago	Local Resident	<a href="mailto:pvago@tiscali.co.uk">pvago@tiscali.co.uk</a>	√
Margaret Bonsall	Local Resident	<a href="mailto:margaretbonsall@btinternet.com">margaretbonsall@btinternet.com</a>	√
Anthony Roberts	Local Resident	<a href="mailto:tonyroberts65432@hotmail.co.uk">tonyroberts65432@hotmail.co.uk</a>	√



# Appendix I: Landowner Surgery

## 1 Introduction

### 1.1 The purpose and scope of this report

- 1.1.1 This document sets out the main outputs from the first of two Landowner Surgeries held at the HCA offices, Kent House, Ashford on 29<sup>th</sup> September, 9.30am to 4.45pm. The format of the session was a series one to one meetings with each landowner and/or representative.
- 1.1.2 The purpose of the consultation was to inform the development of options for the village and help assess the viability of each site. A number of factors were considered:
- Their aspiration for the site
  - Their opinions on the village and its future potential
  - Any proposals that have been developed
  - Willingness to engage with the council
  - Any information they could share with us, such as surveys, ground conditions, utilities etc
  - Approach to future engagement in the masterplanning process
  - Impact of the credit crunch on aspirations and land value

### 1.2 Outputs

#### 1.2.1 9.30am – 11.00am

Site Reference	320 (owned by Mr Fuller), 408a (owned by Mr Holland), 408b (owned by Mr Down)
Meeting with	Matthew Woodhead (planning advisor, appointed on behalf of owners of above sites – may need confirmation of this ) <sup>[m1]</sup>
Proposals for Site	Has prepared an illustrative masterplan supporting the development of the above sites for circa 700 homes. The proposals illustrate complete redevelopment of 320 and 408a and partial development of 408b at densities of 30 dwellings per hectare. Allowance has been made for the village green, with a focus around the Sports and Social Club as well as the extension of the primary school. Access to the site would be from the A20 (potential for 2 access points) and from the north. Believe shouldn't place heart of the village near the M20/rail lines and that heart shouldn't be bi-sected by A20.
Constraints on development	No apparent constraints and no tenancies exist.
Willingness to proceed	MW is not the property advisor (this advice is being provided by Clive Emerson (a local auctioneer)). However, MW believed that all owners were willing to engage in the process in order to secure value for their land – although no option agreements have been entered into with housebuilders. A subsequent meeting with the representatives of land to the south of the A20 indicated that we need confirmation that these proposals reflect the intentions of Mr Down.
Observations on Viability <sup>[m2]</sup>	In practice, 408b could itself accommodate 300+ dwellings in



	the southern portion and is closer to the centre of the current village, school and village hall. MW perceived land values of £4-5,000 per acre agricultural and £500-£1m per acre residential but suggested that we contact Hobbs Park local agents for an independent view
--	--

#### 1.2.2 11.00am – 11.45am

Land Reference	Symonds ('Inheritors')
Meeting with	James Symons and John Symonds (trustees and beneficiaries of family trust that owns site) <sup>[m3]</sup>
Proposals for Site	At early stages and no firm plans. Considering whether to engage professionals to assist. Have prepared a brief document in support of their site for re-development. Believe that the site's proximity to the Sports and Social Club makes it a suitable 'heart' for the village and less affected than site '328' by M20 and rail lines.
Constraints on development	Possible brook in centre of site. Not affected directly by overhead power lines. No tenancies exist.
Willingness to proceed	At this stage, the beneficiaries within the family trust need to agree the best way forward. The range of ages across the beneficiaries means that there may be differing long and short term views
Observations on Viability	Previous owner has received approaches from house builders but no details available. Site is further from the M20 and rail lines than site 328 - this may make it easier to secure sales of homes.

#### 1.2.3 11.45am – 12.30am

Site Reference	328
Meeting with	David Whittington (LPP Development Limited) and Tanya Jordan of Cushman Wakefield (on behalf of landowner Bucknall Trust)
Proposals for Site	An illustrative plan of the potential for development at the site is being prepared for submission to the Council. Site could accommodate c.250-300 homes. Guy Hollaway has been appointed as the architect to produce initial plans. Scope for a limited amount of employment space/start up units beneath the power lines and extra care housing as well as social infrastructure.
Constraints on development	Single freehold ownership with no legal restrictions on development. Existence of overhead power lines and proximity to M20 and high speed rail lines means that development would be directed towards the north of the site, leaving amenity land and a buffer situated beneath the power lines. No long term tenancies exist that could not readily be terminated to allow development.
Willingness to proceed	LPP is appointed to promote the site for development and

	secure a planning consent on behalf of the owner Bucknall Trust. All costs are met by LPP which will be entitled to a share of the land value on a subsequent disposal to a developer. LPP has obtained a phase 1 habitat study and flood risk assessment with no adverse results revealed. Transport consultants will be appointed and will consider secondary emergency access. Willing to engage with St Katherines to agree approach to social infrastructure but not willing to contractually work as joint venture partners
Observations on Viability	M20, rail and power lines may impact adversely on house prices and sale rates – no noise quality survey yet. Phased development from west to east possible. We understand from Bovis Homes that they have previously been offered the site but were not willing to acquire it/an option over it.

1.2.4 2.30pm – 3.15pm

Site Reference	St Katherines
Meeting with	David Slack and Ben Hambury (of Smithsgore) and William Banman of Royal Foundation of St Katherines <sup>[m4]</sup> (landowner)
Proposals for Site	Endorse its development as village green supported by residential uses and have seen the 'SANDRA' proposals. Does not have own proposals for redevelopment.
Constraints on development	Proximity to M20 and high speed rail lines means that development would be directed towards the north of the site. No long term tenancies exist that could not readily be terminated to allow development.
Willingness to proceed	Keen to see site deliver a capital receipt and a long term social benefit. No work has been undertaken to date but may commission Entec to undertake desk top study and initial site survey
Observations on Viability	Proximity to M20 and rail lines may impact adversely on house prices and rates of sale. David Parry of Cluttons in Maidstone may express a view on land values

3.15pm – 4.45pm

Site Reference	630, southern section of 408b (Mr Down) and land between 630 and the Surgery
Meeting with	Peter Courts (Bovis Homes), Richard Rix (solicitor acting on behalf of the owner of 630) and Andrew Beggs (agent for land between 630 and the Surgery)
Proposals for Site	Prepared to consider the joined up development of all sites due to proximity to existing hall and surgery and school. Richard Rix believes that he is speaking for Mr Down (owner of 408b) and we need to understand these proposals in light of the indicative masterplan prepared by Matthew Woodhead.
Constraints on development	None that they are aware of. To facilitate development, Bovis Homes is keen to secure an option over all sites to act as the single point of contact with responsibility for packaging and

	delivering the opportunity. Note to investigate capacity of sewerage system for all development in Sellindge.
Willingness to proceed	No feasibility work undertaken but Bovis has been in talks with Andrew Beggs and would propose to take forward discussions with other landowners to secure options
Observations on Viability	Subject to there being a single partner committed to delivering the whole, this should mitigate to a significant degree the risks associated with a combination of sites being proposed for development. Sites are bisected by A20 but potential exists for an arc of development wrapping around the existing community facilities. Andrew Beggs explained that recent 6 acre scheme nearby sold as a greenfield site for development at £170,000 per acre.





# Appendix J:

## Financial Appraisal

### Options Appraisal

In assessing the financial viability of the project, the consultant team has appraised 5 different options for the delivery of new homes and community facilities as well as infrastructure improvements.

Details of each of the 5 options are described in the main report. Within the new development, 25% of properties are detached homes, 50% are semi-detached and the remaining 25% are terraced. This reflects a broad mix of typologies likely to appeal to the family housing market and reflects discussions with housebuilders and agents. Properties range in size from 100-120 sqm (gross). The average density is 31.75 dwellings per hectare. The tenure split across the options is 70% private, 20% affordable rent and 10% intermediate. The table below sets out the mix of houses and physical outputs in each option.

There may be other elements which could be introduced to enhance values and increase diversity of offer. I.e. carehome etc. These however have not been assessed at this stage.

		Unit	%	Option 1a	Option 1b	Option 2	Option 3	Option 4
Size		ha		11.06	13.04	7.47	12.17	14.54
Developable space for residential (medium density)		ha		2.96	2.96	1.67	3.10	4.58
Developable space for residential (low density)		ha		2.48	4.62	3.03	4.06	3.58
Total developable space for residential		ha		5.44	7.57	4.69	7.15	8.16
No. of detached housing units (assuming 18dph)	Total	19	25%	26	36	22	34	39
No. of semi detached housing units (assuming 30dph)	Total	31	50%	84	117	73	111	126
No. of terraced housing units (assuming 45dph)	Total	46	25%	63	87	54	82	94
No. of detached housing units (assuming 18dph)	Private		<b>70%</b>	18.08	25.18	15.60	23.79	27.12
No. of semi detached housing units (assuming 30dph)	Private		70%	59.01	82.18	50.92	77.61	88.50
No. of terraced housing units (assuming 45dph)	Private		70%	43.78	60.97	37.78	57.58	65.66
No. of detached housing units (assuming 18dph)	Social for rent		<b>20%</b>	5.17	7.20	4.46	6.80	7.75
No. of semi detached housing units (assuming 30dph)	Social for rent		20%	16.86	23.48	14.55	22.18	25.29
No. of terraced housing units (assuming 45dph)	Social for rent		20%	12.51	17.42	10.79	16.45	18.76
No. of detached housing units (assuming 18dph)	Intermediate		<b>10%</b>	2.58	3.60	2.23	3.40	3.87
No. of semi detached housing units (assuming 30dph)	Intermediate		10%	8.43	11.74	7.27	11.09	12.64
No. of terraced housing units (assuming 45dph)	Intermediate		10%	6.25	8.71	5.40	8.23	9.38
Average density of developable area		dph		31.75	31.75	31.75	31.75	31.75
Total no. of dwelling units		No.		<b>173</b>	<b>240</b>	<b>149</b>	<b>227</b>	<b>259</b>
% assumed affected by noise/ power lines		%		23%	16%	0%	16%	16%
New roads		sqm		11,047	14,226	4,259	21,109	15,210
Road crossings		No.		2	2	-	2	2
Improved roads, traffic calming etc.		sqm		10,033	10,033	-	10,033	10,033
A20 re-alignment		sqm		na	na	na	na	na
New green space Village green		sqm		14,694	14,694	7,079	14,694	14,694
New hard landscaping		sqm		na	na	na	na	na
Community building		sqm GIA		100	100		100	100
Retail		sqm GIA		670	670	670	670	670
School extension		sqm GIA		1,021	1,021	1,021	1,021	1,021
School playing fields		sqm GIA		6,189	6,189	6,189	6,189	6,189
Public Parking		sqm GIA		1,910	1,910	-	1,910	1,910

Table A.1: Options Appraisal

## Financial Appraisal

A financial appraisal of the options has been developed using Microsoft excel. We have assumed for modelling purposes that the project is delivered by a developer or registered housing provider (RP) that acquires the land and provides the desired physical outputs.

The model is therefore an assessment of the capital costs and receipts arising from a development and includes the cost of acquiring the land at £300,000 per hectare in line with the report commissioned by the District Council from Adams Integra.

In projects such as this, the flow of money principally assumes that the sale of private homes subsidises the delivery of social and community objectives. Affordable homes are owned by the RP which then makes these available to occupiers.

Underlying the financial assessment is a set of cost and income assumptions relating to each use (residential (private and affordable), retail, community, infrastructure etc).

## Cost Assumptions

The main cost inputs are:

- Cost of land - £300,000 per hectare in line with the report commissioned by the District Council from Adams Integra. We have assumed this value for both the land developed for housing, as well as the land needed to facilitate this (for example, the village green and the site of the community centre).
- Section 106 – given the extent of community improvements funded by the scheme, no additional s106 costs have been allowed for. The development funds the parish offices, village green, A20 improvements, road crossings, public parking and school contribution (£1,741 /unit) in line with planning policy.
- These aggregate costs equate to approximately £12,000 per dwelling. If additional contributions are needed (eg.to health, fire, police etc), it may be necessary to increase density to fund this.
- Construction and development cost of homes - in line with Adams Integra study.
- There are two road crossings costed at £35,000 each
- Improved roads and traffic calming measures are costed at £50/m2
- The new village green is costed at £100/m2 giving a cost of £1.5m in options 1, 3 and 4 and half of this in option 2. In practice, we would recommend that part of this sum is used to establish an endowment fund that can part fund the future maintenance and management of the space
- The parish offices are costed at £1,000/m2 giving a cost of £0.1m in options 1, 3 and 4 – there are no offices in option 2
- Public parking is costed at £100/m2
- Allotments are costed at £20,000 per hectare giving a cost of £17,000.

The following items are excluded from the appraisal:

- Abnormal site costs e.g. decontamination, flood alleviation, utility diversions
- Utility upgrades or infrastructure costs outside of the site
- Section 106 contributions beyond the provision of social/physical infrastructure and the education contribution described above



## Value Assumptions

The sale values have been reduced marginally from those contained in our baseline report to reflect continued current uncertainty in the market. Should higher values be predicted in future then this could be translated into greater affordable housing, community outputs or land value for landowners. Homes are valued at between £230,000 and £280,000 depending on size/typology. In the case of sites that are close to the M20, we have applied a discount of 10% to these values in areas of the site that might be adversely affected by the proximity of the motorway. In practice, values will vary across a scheme, with lower sale prices close to roads and values being maximised where homes have views over open countryside,

Affordable rent homes are sold to a Registered Provider at £70/sqm. This equates to £65-75,000 per house. The new affordable rent regime (where rents are set at up to 80% of market levels) is not assumed to result in Registered Providers paying higher sums of money as such rents will be similar to existing social rents, but may increase the ability for the scheme to attract grant. Currently, no grant is assumed to subsidise the viability of the project.

Intermediate homes are assumed to be sold to Registered Providers for 50% of their open market value, again assuming that no grant is available.

## Financial Viability and Deliverability

The viability of each of the five options is set out below. The table shows the overall viability of the project after acquiring the land, developing the sites and paying the developer's profit.

Option	1a	1b	2	3	4
Project viability	- 1,300,000	100,000	1,400,000	0.0	200,000

## Option 1a

**Viability:** This option provides development around the village green and delivers 173 homes. It provides the parish offices, village green, public parking and improvements to the A20. The scheme has a deficit of £1.3m. Part of the St Katherine's land is situated relatively close to the M20. Whilst no specific noise tests have been undertaken, there is the potential that this could adversely affect viability. We have reduced private for sale values of homes close to the M20 by 10% to reflect the fact that it could be harder to sell private homes on this site.

**Deliverability:** The site is within the ownership of The Royal Foundation of St Katherines and the trust represented by Andrew Beggs (agent for land between site 630 and the Surgery). St Katherine's has indicated a willingness to engage with other landowners in order to release the value in their own site. Given the importance of this land within several of the options, this is an important factor. Beneath the St Katherine's land is a high voltage electricity cable but development has been proposed so as not to interfere with this.

The land between site 630 and the Surgery has been marketed for some time and the agent, Andrew Beggs has indicated a willingness to sell for housing development.

## Option 1b

**Viability:** This option provides the greatest scale of development in closest proximity to the new village green. It delivers 240 homes and is an extension of option 1a to also include land to the north owned by Mr Downs. It delivers the parish offices, village green, public parking and improvements to the A20. It is financially viable on the assumption of a land value of £300,000 per hectare.

**Deliverability:** We have commented in option 1a on the deliverability of the St Katherine's site and land between site 630 and the Surgery. In principle, Mr Downs has indicated a willingness to make his land (to the north of the A20) available for redevelopment. Given the lack of development expertise of the 3 land owners, it is likely that the route to delivery would be achieved through agreement with a single developer/ housebuilder, responsible for securing planning consent, delivering the scheme and making fair payment to each landowner. A similar approach is likely in options 3 and 4 below where the land is in 2 ownerships.

## Option 2

**Viability:** This option includes a number of land parcels and delivers 149 units. It also provides a smaller village green to the north of the A20 but none of the additional community benefits. Whilst it is the most financially viable option, with a surplus of £1.4m,, the deliverability of such a scheme is uncertain.

**Deliverability:** The site is within various ownerships. The fragmented infill nature of the development means that it would be difficult to implement as a cohesive proposition. There is greater risk that individual parcels of land are developed but with no strategic direction. It would be difficult to secure a single planning consent and the public sector might find it hard to influence the progress of development. Given the limited public benefits, it is unlikely to receive community support. This lack of additional community infrastructure provision may also adversely affect the saleability and value of new homes.

## Option 3

**Viability:** As with option 1b, this option includes a focus of development on, and around, a village green situated on the St Katherine's land. Additional development on Mr Down's land to the north subsidises the scheme which as a whole delivers 227 units. It delivers the parish offices, village green, public parking and improvements to the A20 and is financially viable on the assumption of a land value of £300,000 per hectare. The high landscape value of the land adjacent to the proposed development on Mr Down's land means that homes here are likely to be easier to sell than in other options and may attract a premium, enhancing the scheme's viability.

**Deliverability:** We have commented above in relation to the deliverability of the St Katherine's site and Mr Down's land. Given the need to construct a road to the development on Mr Down's land, there is potential to expand a scheme to the west of that access road fronting the A20, if additional units are required to improve viability. Whilst the high landscape value can have a positive impact on house prices, it could mean that proposals for re-development meet with greater local opposition.

## Option 4

**Viability:** As with option 1b, this option includes a focus of development on, and around, a village green sited on the St Katherine's land. Additional development on land to the east, within the ownership of the Bucknall Trust, subsidises the scheme which as a whole delivers 259 units. It delivers the parish offices, village green, public parking and improvements to the A20. It is financially viable assuming a land value of £300,000 per hectare.

**Deliverability:** We have commented above in relation to the deliverability of the St Katherine's site. Beneath the Bucknall Trust land is a high voltage electricity cable but development has been proposed in a location that will not to interfere with this. The site is also adjacent to the M20 and part of the site is beneath overhead power lines. These factors may adversely affect the value or saleability of properties and the attractiveness of the site to housebuilders. In the appraisals above, we have not discounted the sale values to the east of the A20 given that development has been significantly set back from the M20 and powerlines.

## Conclusions

Given the importance of the St Katherine's land in several of the options, their willingness to proceed is key. The Trust has indicated this in principle, provided a fair value is paid for their land with a reasonable amount of housing development taking place. The location of the land which contains development to subsidise, and compliment, the scheme needs considering. From a financial perspective, homes might attract higher values on Mr Down's land which could be more attractive to the market (both individual buyers and housebuilders) than on the site owned by the Bucknall Trust. Conversely Bucknall Trust land is less sensitive to development and has a lower landscape value.

Viability of the options can be improved by the delivery of additional homes or revision to tenure mix

It is important to recognise that land value is the incentive for landowners to bring sites to the market. Residential land values have fallen significantly in the last 3 years and there is always a risk that landowners will wait for the market to improve before realising the value of their assets. Hence, if we are able to make improvements to the viability of the project (for example by increasing density), this might translate into higher land values as well as community benefits.



# Appendix K: Summary of Landowner Submissions

## London Planning Practice Ltd

### Site Reference: 328

The site is located contiguous to the settlement at Sellindge upon the eastern side of the village.

#### Land owned by Bucknel Trust

Information submitted to Shepway District Council 12th October 2010 included:

- Strategic Site Information Submission Document;
- Transport Note; and
- Feasibility Study Document by Guy Hollaway Architects

### Summary

#### Transport

LPPD have commissioned Motion Transport Planning consultants to evaluate the feasibility of developing the site for up to 300 residential units. The land owner and LPPD are exploring further options for secondary pedestrian/ cycle access to both the north and west of the site.

Initial discussions have taken place with Kent County Council as highway authority in terms of the main principal access and also in respect of a secondary access to the north, both of which are deemed feasible both in highway engineering terms and traffic flow. It is not certain that a secondary access is required for emergency vehicles, but a proposed combined pathway for emergency vehicles and pedestrians could exist at the northern most part of the site accessing onto Swan Lane.

#### Flood Risk and Land Quality

The site is considered to be suitable for residential development from an environmental risk perspective. Subject to further intrusive site investigations that may be required by the local authority (or in advance of planning consent being granted).

RPS has not identified a significant risk of third party liability or regulatory action, which could affect the site for its proposed residential redevelopment

The site is unlikely to be classed as 'contaminated' under Part IIA of the EPA 1990 for its proposed redevelopment.

The proposed development would result in an increase in hard standing areas, and therefore and increase in surface water runoff. A reduction in runoff to the current Greenfield rate is likely to be required by the Environment Agency. This will need to be addressed within a detailed Flood Risk Assessment (FRA).

The southeastern corner of the site (less than 5%) is located within a Flood Zone 2. A number of smaller streams and ditches are located at the site, it is important to note that only main rivers are subject to flood mapping by the Environment Agency. The smaller ditches and streams at the site would not have had their flood plains mapped. Any flooding associated with these watercourses / ditches would be localised and minor in nature.

**Site History** The historical maps indicate the site has been subject to arable use since the 1870s. Three drainage ditches, a small brook and a pond were located at the site. A number of small buildings associated with Rhodes Manor Farm were located in the south of the site during the 1970s.

## Ecology and Habitat

Potential impacts of the development on Gibbins Brook SSSI, which is 200 m from the site, will need to be considered, including hydrological impacts and impacts from increased visitor pressure. Natural England and the Environment Agency would need to be consulted as part of the planning application process.

The majority of the site is arable land with no significant conservation interest. Other habitats recorded on site included broad-leaved semi-natural woodland, scrub, species poor semi-improved grassland, tall ruderal vegetation, swamp, ephemeral/short perennial vegetation, arable cropland, a ditch and hedgerows.

The hedgerows on site qualify as examples of the UKBAP Priority Habitat 'Hedgerows', and as such should be retained within the development or replaced with an equal or greater length of native hedgerow planting.

No plant species listed in section 41 of the Natural Environment and Rural Communities Act (NERC) 2006 as being of principal importance for the conservation of biodiversity in England were recorded on site.

Surveys of Great Crested Newts, reptiles, breeding birds and bats are recommended to determine whether these species are present on site.

A repeat survey to search for evidence of Badgers, particularly setts, is recommended if construction does not commence within one year of this survey.

It is considered that given the low ecological value of the majority of the site, good site design should enable ecological mitigation to be provided within the site boundary.

Opportunities for ecological enhancement also exist e.g. through provision of habitats not currently present such as ponds which would benefit a variety of species.

## Air quality

At present, the only potential impact is that which may exist from the M20. Further data studies will be commissioned to assess any potential impact upon the site, however it is not anticipated that the presence of the motorway and traffic flows are such that it would inhibit the residential use of the site.

## Noise

The site is located within a rural area and there are no significant noise sources within the area other than;

- M20 Motorway
- High Speed 1 rail line

In the context of the village and the potential noise sources above, it is considered at this stage that the A20 does not pose any immediate issue in terms of noise generation. The masterplan approach is required to consider the impacts of these noise sources upon residential development.

The southern areas of the site, (adjacent to the motorway and national grid transmission lines) are not proposed to accommodate residential development. This area of the site lends itself well to the creation of a large buffer zone of open space along the length of the southern boundary. This creates large separation distances between potential residential zones and also allows for development to be avoided underneath the transmission lines.

## Utilities

No information has been provided but it is known that a high voltage underground powerline runs parallel with the M20 and national grid transmission lines cross diagonally across the southern section of the site.

# Bovis Homes Ltd

## Site Reference: Palmer, 408b, 630

Comprising of three sites adjacent to the A20 west of the village hall.

### Land owned by various parties

Information submitted to Shepway District Council 5th November 2010 included:

- Ecological Deliverability Report; and
- Preliminary Landscape Appraisals;

## Summary

EAD was commissioned by Bovis homes Ltd. To undertake an ecological deliverability study of land for potential development at Sellindge that includes sites of 408b, 630 and Palmers among others.

### Nature Conservation Areas

No designated sites of nature conservation value occur within or immediately adjacent to the site. The majority of the site is considered to be of low ecological value.

However there are certain ecological issues that need to be addressed through careful design of the development layout and/or species related mitigation measures. These issues are as follows:

- the presence of hedgerows, some of which may be important under the Hedgerow Regulations 1997 (as amended);
- the presence of mature trees, some of which may be categorized as veteran trees along the northern boundary of the Alan Downs site;
- the potential presence of notable invertebrate species within the mature broadleaved trees;
- the potential presence of reptiles along field margins, hedgerows and woodland edges;
- the presence of nestling and foraging habitat for a variety of bird species, potentially including notable species;
- the potential presence of roosting bats in trees and the building along the foraging movement corridors along hedgerows and woodland;
- the potential presence of hazel dormouse within the hedgerows, scrub and woodland.

Floyd Matcham is instructed by Bovis Home Ltd. To undertake a preliminary landscape appraisal of land parcels that includes sites of 408b, 630 and Palmers among others.

### Landscape and Visual Characteristics

All of the appraisal sites are in agricultural use and most under pasture , with one suitable site under arable cultivation. None of the sites has any distinguishing landscape characteristics that are unique or locally distinctive.

Some sites within the appraisal area have mature trees along their boundary.

The Palmers land and 408A have a very open character. They allow inter visibility across their boundary contributing to the views to the countryside to and from the edge of the Kent Downs AONB to the north.

Site 408B has an enclosed landscape character due to the edge formed by trees along the Sellindge Primary School.

### Landscape Constraints and Opportunities

The potential impact on the landscape character arising from new developments is not significant. No part of the combined landholding is unduly constrained.

No part of the combined landholding is situated within or near to the Kent Downs AONB where there would be greater presumption to avoid development that might either detract directly from the scenic beauty of the landscape, or detract from the setting of the AONB.

Most of the landholdings have a gently sloping terrain.

630 and Palmers sites are the most visually constrained since mature trees surround them and provide a setting to the Grove House.

Sites 408a, 408b and the Palmers land are the least constrained in terms of visual impact however sensitive design is required to minimize effects on sight lines and views looking towards Sellindge from the Kent Downs AONB.

Development close to the Sellindge Primary School must be handled carefully in order to retain an attractive setting to the school and the adjoining residential area.

# Smiths Gore

## Site Reference: St Katharine's

Site South of the A20 Adjacent to

Land owned by St Katherine's

Information submitted to Shepway District Council  
9th November 2010 included:

- Initial Environmental Appraisal

## Summary

Smiths Gore as agents for the land south of the A20 commissioned Entec to undertake a preliminary study of the environmental constraints associated with the land.

### Environmental and planning designation

No immediate environmental designations affecting the site. Part of the site sits within the Channel Tunnel Safeguard Area. Whilst the policy remains extant, its focus is now on Folkestone West following the completion of the Channel Tunnel Link.

### Flood Risk

The land is not at risk of flooding

### Archaeology and cultural heritage

There are no designated heritage assets within the site.

Two listed buildings lie directly to the south of the site. These are Somerfield Court and the Barn complex, both listed Grade II.

Other Grade II listed building such as Little Rhodes and Rhodes House lie in close proximity to the east of the site. Some prehistoric remains are recorded in the vicinity of the site, however these do not pose any constraints to development. It is recommended that an archaeological field evaluation and further desk-based sources be carried out to further test the archaeological potential of the site.

There is some potential for effects on the setting of the aspects of the historic environment and in particular the listed building on the vicinity of the site.

### Access and Public Rights of Way

Access to the site is via a private road from a junction along the A20 and shared with the residents of Richardson and Somerfield Barn Court.

The site has a PRow footpath running from the junction of the access road with the westward towards Rotherwood Farm.

### Ecological Appraisal

The majority of the site comprises of three arable fields with scattered mature trees along with a large pond situated in the centre of the site. Given the existing habitats on site it was determined that they are generally of low quality. Species such as bats, breeding birds, great crested newts and reptiles have the potential to be on site. However any populations of these species are not of sufficient biodiversity conservation values that are likely to be significantly affected by the proposed development. It is recommended that further survey work is required to ensure compliance with legislation.

### Utility Constraints

The site is constrained by the presence of the National Grid High Voltage Line (260kV) serving the Channel Tunnel Rail Link and the EDF Energy 132k-V oil filled cable.

As per the National Grid guidance on the land use restrictions, which are applicable over, buried cables; construction of buildings, earth mounding, excavation on the cable easement strip and planning of trees and hedges is restricted. These guidelines need to be taken into account as part of the master planning process.

The other utilities such as electrical lines and telephone wires are also present on site however they do not present as a major constraint to site development.





# Appendix L: Public Consultation Boards

# Sellindge Future

# 1

Welcome to an exhibition of ideas for the future of Sellindge. The options presented here were prepared with local people – the Sellindge Village Team, supported by independent consultants. Together, we aim to create a community masterplan to guide change in Sellindge. The masterplan will play an important role to guide Shepway Council's planning decisions and coordinate the provision of better community facilities for the village. We want to hear from everyone in the village to get your views on these proposals.

## Introduction

Shepway Council are required to prepare a Local Development Framework (LDF) for the District to provide for sufficient new homes to meet local housing needs; When the Council consulted people in 2009, The Sellindge Residents' Association responded with their own ideas for new homes around a new village green. The Council decided to rethink the approach for the village and to find resources to help local people to produce a plan that better reflects the views of the village community.

This exhibition presents the results of that process with two alternative options for how Sellindge might develop in the long-term.

## The Challenges

In recent decades, changes in shopping and the provision of local services mean that smaller villages now face an uncertain future. Increases in traffic raise safety issues and conflict with the needs of pedestrians – which in turn discourages people from walking to local facilities be they shops, schools or recreation spaces. Younger people find their social lives restricted and when they come to form their own families, they find new homes are beyond their budget. Many places are finding that the social cohesion of village life is being eroded and village communities are becoming fragmented.

The population makeup of villages and towns throughout Kent is changing due to people living longer, and living together in different ways. The trend is towards a greater proportion of people living on their own or with only one other (for example no children at home). The result of this is the total population of villages like Sellindge will decline over time, unless there are some more homes.

## What is a masterplan and why is it required?

Places are always changing. A masterplan for Sellindge will be a powerful tool so that change is managed locally. A masterplan provides a visual and three-dimensional framework. In particular it can:

- Act as a vehicle to build consensus
- Provide a guide to the Council's planning decisions
- Co-ordinate developers' contributions to community infrastructure (education, healthcare, roads etc.)
- Help to resist unwelcome planning applications.

However, the masterplan is not a planning application, it will not automatically allow anyone to start building.

The project has been funded by the government's Homes and Communities Agency, who are promoting greater community participation in the planning system as it moves towards more local people setting out how they want rural communities to develop.

Village Team in action



Masterplan Area



# Sellindge Today

# 2

## History and Evolution of the Village

Sellindge grew into the village of today from a group of smaller hamlets. An area of common land existed south of the Ashford Road. Sellindge's location on the A20 meant that it was a useful staging post on the route between the coast and London.

The construction of the M20 has taken away that traditional role. Transport routes now divide - more than help unite - Sellindge. Through this, and ad hoc 'infill' post-war housing, the shape of the area has altered from small clusters around the church or by common land. Sellindge is now considered a popular location to live, benefiting from community services for the village and outlying hamlets.

## Technical Background

To understand how the place works, we have analysed the physical aspects of the village and identified constraints on development including Motorway and Channel Tunnel Rail Link; Access to land; Utilities (electricity pylons etc); Listed buildings; Landscape including the more sensitive higher land to the north. More detailed information is available from the project web site – see Board 6.

## The Issues

At the start of the project, the Village Team walked around the village and identified the priority issues:

- Village identity and lack of focal space
- Local facilities – Healthcare; Education; Play and Leisure, Shops
- The dispersed extent of the community and the barriers to achieving a more walkable village
- Housing choice and affordability
- Local infrastructure and pressures from development outside Sellindge
- Traffic along A20

## Delivering Benefits

The Village Team identified a series of amenities that would benefit the community including new community meeting space, investment in education and healthcare, Parish Council offices and a wider choice of local shops – all focused around a new public space providing play

areas and a place where the village can come together for special events. However, in a period of spending restraint, the only way these benefits can be paid for is by taking contributions from developers.

🏠 = 10 new houses

## Paying for the Benefits

### Allotments



### Road Crossing



### Traffic Calming



### Public Open Space



### New Village Hall



### Primary School Extension



### Affordable Homes



### Shops



Building Age, up to 1960



Building Age, up to 1930



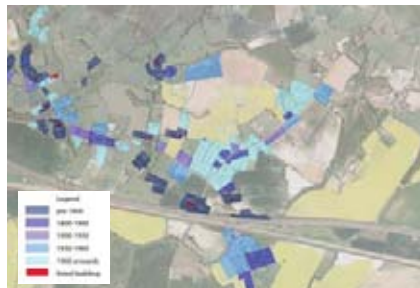
Building Age, up to 1900



Building Age, Pre 1800



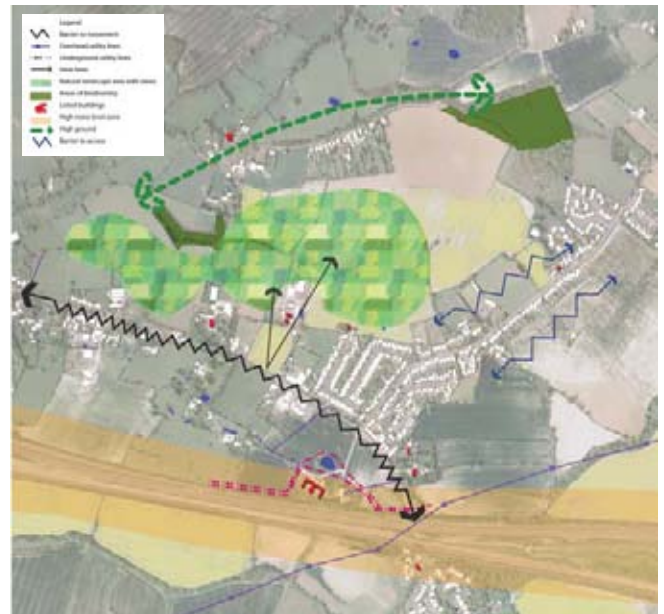
Building Age



Historical Map



Simplified constraints map





# The Village Team

# 3

## The Village Team's Vision for Sellindge

The Village Team identified the two best performing options and these have formed the basis of the proposals presented today. The two options have many common themes that are central to the team's vision for the village.

Creating a new place as the heart of Sellindge –  
A walkable community focused around a new village green or common with improved choice of local shops and facilities.

## Background to community involvement

The masterplanning project has aimed to support community-led proposals for the village. The process has been supported by independent consultants, Urban Initiatives who are appointed by the Council and paid for by the Homes and Communities Agency.

The Village Team comprises representatives and Sellindge residents from: the Parish Council, Residents' Association, Primary School, Sellindge Playing Fields, local faith groups, Kent Highways, elected Shepway Council members and other organisations representing village life.

## Landowners' surgeries

In parallel with the Village Team workshops, Urban Initiatives also met individual local landowners and possible developers to explain the masterplanning process and obtain background technical information on their land.

The Residents Association plan



## The Workshops

The masterplanning process has been structured around a series of Village Team workshops:

### Workshop 1: Placecheck

A walkabout around the village to identify problems and opportunities.

### Workshop 2: The Village Game

An interactive board game that allows participants to explore a variety of different approaches and locations for development. The Village Game comprises:

- A Board based on an aerial photograph of the village overlaid with a 200x200m grid.
- Tiles representing different land uses including homes at different densities including affordable housing, community facilities, open space mixed residential and retail development and employment. These are laid out onto the board grid.
- A simultaneous computer model demonstrates the link between development and delivery of new community infrastructure. No maximum or minimum amount of development was prescribed. Instead, participants explored varying amounts of development and the community benefits each could bring.

The Village Team explored a series of options that were worked up into initial sketch plans by the consultants.

### Workshop 3: Preparing and Testing Options

Sketch plans developed from the results of the Village Game workshop were presented back to the Village Team for their comments.

In drawing up these sketch layouts, the consultants tested the options against technical site constraints and against financial viability (non-viable options have been omitted – all options taken forward to this exhibition are considered viable.)

The Options were then tested by the Village Team, measuring success of each against the following objectives:

- Making a compact and walkable village
- Overcoming the barrier of the A20
- Providing a stronger central focus for the village
- Providing sufficient community benefits.
- Improving the quantity and quality of public open spaces
- Locating housing to contribute to the vitality of the village

Village Team engaged in the Village Game



## Proposals outside Sellindge

The Village Team were also concerned about development outside Sellindge putting pressures on community infrastructure. At present, many of these outlying proposals are uncertain or speculative. The situation for each is summarised in the table below:

<b>Health Care</b>	Sellindge Surgery was designed for up to 5,000 patients. They have told us that the surgery has some possible spare capacity and space but they are currently under strength by 1 GP and will need to recruit.  In terms of the NHS and views on provision in the area, the Primary Care Trust (PCT) has stated that capacity also exists within the surgeries at Oaklands and Sun Lane, Hythe to accommodate the possible growth elsewhere in the area.	<b>Public Transport</b>	Stagecoach - Stagecoach see the A20 corridor as a key priority for improvement linked to the additional growth within the district, with pre-existing aspirations to improve the frequency of the current route.
<b>Education</b>	Development of the maximum number of new homes currently being proposed (but not yet permitted) in the wider area is likely to generate the need for an additional 1 to 1.5-form entry capacity. Sellindge Primary School currently has a 0.5-form entry.  This could be met by expansion and/or a new school in the wider area: <ul style="list-style-type: none"><li>■ Extension of Sellindge Primary school to a 1-form entry school</li><li>■ New 1-form entry primary school at Folkestone Racecourse or Lympe (for further discussion with developers if proposals proceed).</li></ul>	<b>Proposed Lorry Park</b>	Kent County Council has identified a preferred site, off the M20 at Aldington for a permanent lorry park to provide a solution to problems caused by Operation Stack.  This is outside Shepway but lies near Sellindge parish boundary.  It is understood that the funding necessary to build the lorry park has not been found and the proposal has so far not been progressed.
<b>Traffic and Highways</b>	Shepway District Council currently looking into the impact of the proposed growth areas on traffic volumes throughout Shepway including examination of Newingreen Junction.  Discussions with Kent Council highways team have agreed: <ul style="list-style-type: none"><li>■ improve safety for pedestrians and cyclists by reducing the speed limit on the approaches to the village from 40mph to 30mph</li><li>■ change driver behavior from 'rural highway' to 'village street' by installing traffic calming and landscape treatments</li><li>■ improve the provision and management of on street parking</li></ul>	<b>Former Airfield, Lympe</b>	Identified in Shepway Council's 2009 Core Strategy preferred option stage as a site to accommodate housing growth. Developers are currently promoting this site for new housing.  Lympe Parish Council is discussing smaller-scale alternatives with Shepway. Options for Lympe could be established through a community-led approach similar to the Sellindge Village Team.
		<b>Folkestone Racecourse</b>	Identified in Shepway Council's 2009 Core Strategy preferred option stage as a site for regeneration.  Proposed to be allocated for a high quality mixed use development.  Developers have submitted a masterplan to Shepway Council for 800 homes and a wholly re-align racecourse for consideration.  This requires increased contributions to infrastructure e.g. possible new school to be discussed.
		<b>Otterpool Quarry</b>	An application for a recycling facility was submitted to Kent County Council in 2008.  Shepway District Council as a consultee to the decision has objected on the basis of traffic conditions and proposed landscaping.  It is understood Kent County Council have yet to determine the application.

# About the Options

4

## Common Features

The two options presented here were drawn up from the earlier consultation workshops with the Village Team. The two options have a number of common features:

- Both options create a new central public open space with community facilities including:
  - New village green/common with play and wildlife areas
  - New allotments
  - Village hall
  - Parish Council offices
- Primary School extended from existing 1/2 form intake to accommodate 1-form intake, allowing single age classes.
- New local shops including a café/pub
- Enlarged car park
- Both options have a similar number of new homes: a mix of houses of different size for general sale and other types of tenure, totalling 200-250 dwellings. This is a level financially necessary to fund the improvements identified.
- Both options include a similar percentage of affordable homes (this is proposed at 28% and will be made up of a variety of social rented houses, shared ownership and key worker houses.)
- Both options could include sheltered housing or a care home for the elderly.
- Both options provide for a better environment for those walking along Ashford Road with traffic calming along the A20 between the village hall and Sellindge Primary School.
- Both options include potential for small-scale employment accommodation near to the motorway, subject to demand.

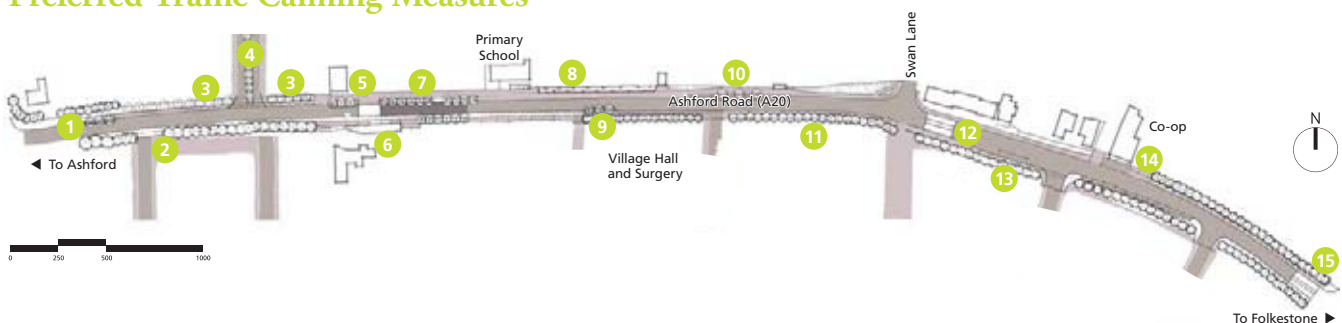
Artist's Impression of Sellindge village green, looking south from Swan Lane junction



Artist's Impression of Sellindge village green, looking west towards new Village Hall



## Preferred Traffic Calming Measures



### Village Gateway West

- 1 30mph gateway feature including: signage, change in surface, and mountable kerb build out with low level planting or tree
- 2 Retain and thin existing mature trees to provide a visual connection from houses to street
- 3 Provide new grassed verge with native tree planting
- 4 New flush central tree planted median as a green gateway into residential area.

### Village Hub

- 5 Informal traffic calming feature including mountable kerb build out with low level planting or tree and a change in surface material
- 6 Retain existing mature tree planting and parking
- 7 Reduce carriageway outside school and change surface material; new grassed verge and tree planting outside the school
- 8 Retain existing mature tree planting
- 9 Informal traffic calming feature outside improved car parking, including mountable kerb build out with low level planting or tree and a change in surface material

### Village Green

- 10 Informal traffic calming feature including new mountable kerb build out to provide for inset parking bays and the existing bus stop
- 11 Retain and thin existing mature native tree planting to provide clear lines of sight into the new village green

### Village Gateway East

- 12 Informal traffic calming feature including narrowing the carriageway, a new pedestrian refuge crossing and a change in surface material
- 13 Retain and thin existing mature native tree planting and improve bus stop along with the provision of a new shelter
- 14 Retain and enhance the existing informal parking court outside the Co-operative food store, and provide seating
- 15 Provide new area of inset on street parking bays
- 16 Informal traffic calming feature including 30mph gateway signage, narrowing the carriageway, a new pedestrian refuge crossing and a change in surface material












# The Options

# 5

## Option A: WEST OPTION

**Option A** locates development around the central village green and extends development to the west including land west of Sellindge Primary School with a generous entrance route to maintain long views out to the attractive landscape to the north and including creating links to Moorstock Lane.

-  Public Open Space
-  New Village Hall
-  Traffic Calming
-  Road Crossing Point
-  Shops
-  Allotments
-  Primary School Extension
-  Car Parking
-  Potential Employment Area



## Option B: EAST OPTION

**Option B** locates development around the central village green and extends development to the east including creating pedestrian links to Swan Lane and potentially to Leaffield.



# Your Opinion Counts

# 6

## Please complete our survey

This is the official survey that will be used by the Council so its important that we get as many people as possible to give their views – even if you have completed surveys or questionnaires before.

In answering the questions, please consider:

Both options create a new village green or common. Tell us if you think this is in the right place and the right size.

Both options group new facilities near to the existing doctors surgery and primary school. Considering the relationship to existing and proposed houses, is this the right place to provide new facilities?

The road is already an issue for pedestrians, with the Village Hall and Surgery the other side to the School and shop. With more homes and facilities south of the A20, it is important that the main road is easy to cross and feels safe to walk along. Consider whether traffic calming measures are suitable improvements and in the right place.

The plans show circles indicating a walking distance of about 5 minutes. Consider how many homes will be within easy walking distance of the new village centre.

Is the location of the new homes more likely to make residents feel that they are part of the village, contribute to its social life and use its shops. Or is the layout likely to make residents of new homes feel they are separate from the village.

Both options identify a range of new or expanded community facilities – Please consider whether these are of benefit given the needs of the village now and in the future.

Please give any additional comments in the space provided on the back of the questionnaire.

Return your questionnaire to us at the exhibition or by post by January 2011.

Please encourage your friends, colleagues and neighbours to visit the exhibition.

Further information is available from the Project Website: [www.sellindgefuture.org.uk](http://www.sellindgefuture.org.uk)

## What happens next?

When – The timescales for completing the masterplan and time horizon

- Shepway Council will look at your responses and forward them to the independent consultants, who will use the information to finalise a masterplan report.
- Shepway Council has not committed to accept any option for change but the community's views will be given significant weight. It is hoped that a masterplan with some significant local support will demonstrate a positive future for Sellindge..
- The masterplan will form a special technical report providing background to the district's LDF Core Strategy plan to 2026 and beyond. The final draft Core Strategy document will have to be approved through the decision of elected Shepway Council Members.
- The final draft Shepway Core Strategy plan (will be published in summer 2011 for public comments.
- The Core Strategy can only come legally into force if, after representations by the public, it is found to be 'sound'. This is scrutinised through an Examination in Public by the Government's Planning Inspectorate. Depending on this, the plan - and any new provisions for Sellindge - may be in place by winter 2011/12.

There will be further opportunity to comment on Shepway Council's long-term plan when the Core Strategy is published (expected to be supported by the Sellindge masterplan) for public comment summer next year.

## When and how will change come about?

The Sellindge Masterplan is an early stage, and is not a planning application. Urban Initiatives are independent and not working for any landowner. However it can be expected landowners will respond to the masterplan.

Even if these ideas are supported by the Council, and the masterplan is used in the Core Strategy plan, developers would still need to submit planning applications before anything can be built. Landowners would be required to consult with the community and satisfy detailed technical matters to gain planning permission.

If planning permission were to be forthcoming in due course, it is unlikely that building work will start until at least 2012 and change is likely occur gradually and be phased over a number of years.

WE  
ARE HERE

Early 2008	June July 2009	July 2009	February 2010	September 2010	Dec. 2010 – Jan. 2011	Summer 2011	Winter 2011/2012
Consultation on Core Strategy 'Issues and Options'	Consultation on Core Strategy 'Preferred Options'	'Village Green' idea submitted by SANDRA in response to teh Core Strategy 'Preferred Options' consultation	Shepway wins bid for rural masterplanning fund for Sellindge	The Sellindge 'Village Team' is set up	Consultation on masterplan options for Sellindge	Consultation on Final Draft Core Strategy	Adoption of Core Strategy following examination in public







# Appendix M: Public Consultation Questionnaire

# Sellindge Future Questionnaire



Please complete and return now or send by post to be received by **7 January 2011**.

Having looked at the information in our Public Exhibition, please take the time to tell us how you think the Options compare.

Please respond to each statement below marking from 1 if you **strongly disagree** with the statement, to 5 if you **strongly agree**.

Please include any additional comments that you would like to make in the comments spaces provided.

This consultation and questionnaire only relates to proposals displayed at the exhibition and does not relate to any other proposals which will be consulted on separately.

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Anonymous comments may not be accepted by Shepway District Council.

**Your responses will be used to refine the final Sellindge masterplan report presented to Shepway District Council. This evidence will inform decisions on the Core Strategy long-term plan for the district.**

		Comments
A limited amount of planned housing development over future years can bring benefits to the village.	<div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div>	

	Option 1	Option 2	Comments
This Option improves public access to open space.	<div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div>	<div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div>	
This Option helps provide a clear central focus for the village.	<div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div>	<div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div>	
This Option helps overcome the barrier of the A20.	<div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div>	<div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div>	
This Option helps make a more compact and walkable village.	<div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div>	<div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div>	
This Option locates housing to help maintain active village life.	<div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div>	<div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div>	
This Option provides sufficient community facilities for the village.	<div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div>	<div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div>	

1

 Strongly Disagree  
 

2

 Disagree  
 

3

 Unsure  
 

4

 Agree  
 

5

 Strongly Agree

Please indicate your age and gender to help us monitor the range of Sellindge people who have responded (delete as appropriate):

☐ Male ☐ Female ☐ 16-39 ☐ 40-59 ☐ 60-79 ☐ 80+

Finally, please include your e-mail address here if you would like to be kept informed by Shepway District Council of the Core Strategy's progress, or write "by post" below if you do not have e-mail:

If you indicate above, you will be alerted of the period in mid 2011 to make representations on the draft Core Strategy document.

Please return your completed questionnaire to staff at the exhibition. Alternatively, the questionnaire can be returned by Freepost to arrive no later than 7 Jan. 2011.

Exhibition information will be placed on the website: [www.sellindgefuture.org.uk](http://www.sellindgefuture.org.uk)

For further queries please email: [info@sellindgefuture.org.uk](mailto:info@sellindgefuture.org.uk)

We would welcome further comments on what you have seen at the exhibition, please use the space below:

BUSINESS REPLY  
Licence Number  
DR75



Sellindge Future  
Shepway District Council  
The Civic Centre  
FOLKESTONE  
CT20 2BR





# Appendix N: Public Consultation Data

## Sellindge Future Exhibition Dec 2010

Sr. No	Age	Gender	Q	Comments
1	na	M	2	Development will destroy the character of village
2	16-39	M	4	Only if local infrastructure is also extended/improved and considering the development in the surrounding areas
3	60-79	M	4	
4	na	F	4	
5	40-59	F	3	
6	40-59	F	3	Not convinced that the ageing population wont be supported enough if more young working families are not encouraged to live in Sellindge
7	40-59	M	5	
8	na	M	3	We have made a choice to live in a village and more development would spoil the character
9	60-79	F	3	
10	40-59	M	5	Sellindge needs to remain a village and not a Satellite town the proposed housing numbers should be reduced by 35 %
11	na	M	1	
12	40-59	F	4	
13	40-59	M	3	In favour of the organic growth of the village no more than 10% of the village residents.
14	80 +	F	4	
15	40-59	M	2	
16	na	M	5	
17	16-39	F	4	Consideration to be given for local amenities
18	na	M	3	People choose to live in a rural village to avoid town life
19	na	M	na	
20	na	F	4	
21	40-59	M	4	
22	60-79	F	5	We need more affordable housing in the future
23	80+	M	4	
24	40-59	M	2	
25	40-59	M	3	
26	40-59	F	5	
27	16-39	F	5	
28	40-59	F	4	It would good to have a core for Sellindge
29	40-59	M	5	A limited amount of development is needed to keep the village sustainable
30	40-59	M	3	
31	60-79	F	5	
32	60-79	M	1	
33	60-79	M	5	
34	16-39	M	5	
35	40-59	F	5	
36	16-39	M	5	
37	60-79	M	4	
38	16-39	F	5	
39	40-59	F	5	
40	40-59	M	na	
41	na	F	4	
42	16-39	F	4	
43	60-79	M	5	
44	16-39	M	3	
45	60-79	M	5	

46	na	F		Should not cause traffic problems and parking issues
47	na	F	3	
48	16-39	F	1	
49	40-59	M	3	
50	60-79	F	3	
51	60-79	M	3	
52	40-59	M	1	
53	60-79	M	4	
54	60-79	M	1	
55	40-59	F	3	
56	40-59	M	5	
57	40-59	F	2	
58	40-59	M	4	An increase of 100 to 150 houses over the next 15 is preferred than 250 houses
59	40-59	F	4	An increase of 100 to 150 houses over the next 15 is preferred than 250 houses
60	60-79	M	4	
61	40-59	M	5	
62	40-59	F	5	
63	60-79	F	5	
64	na	M	2	
65	60-79	F	1	
66	60-79	M	4	Development should not exceed 100 houses
67	60-79	F	4	Development should not exceed 100 houses
68	60-79	F	2	
69	80 +	M	3	
70	60-79	F	3	
71	60-79	F	4	
72	60-79	M	5	
73	60-79	F	1	
74	49-59	M	1	
75	49-59	F	2	
76	na	F	3	
77	60-79	F	1	
78	60-79	M	na	
79	60-79	F	4	
80	16-39	F	1	
81	40-59	F		
82	40-59	M	4	
83	16-39	M	na	
84	16-39	F	3	an upper limit of 200 houses
85	na	M	4	
86	40-59	F	5	
87	na	F	4	
88	na	M	4	
89	60-79	F	1	Development will put pressure on roads, facilities
90	40-59	F	1	The village is large enough as is it and there are enough facilities.
91	40-59	M	1	The village is large enough as is it and there are enough facilities.
92	40-59	M	5	Too many houses being built over a short period of time will put too much pressure on all resources, I think that a max. of 100 dwellings built over 15 yrs would be adequate
93	40-59	F	4	A maximum of 150 houses will be more suitable
94	40-49	M	4	A maximum of 150 houses will be more suitable
95	16-39	F	4	



96	60-79	F	5	
97	40-59	F	1	
98	40-59	M	2	The village needs to expand to ensure centered supply of services
99	na	M	5	
100	60-79	M	4	
101	60-79	M	4	
102	60-79	F	2	
103	60-79	M	4	
104	60-79	F	4	
105	40-59	F	2	
106	60-79	F	3	
107	na	F	4	
108	na	M	4	
109	60-79	F	5	
110	60-79	M	1	
111	60-79	F	4	
112	40-59	F	na	
113	60-79		3	
114	40-59	M	5	
115	40-59	M	na	
116	60-79	F	1	
117	60-79	M	4	
118	60-79	M	2	
119	60-79	F	1	
120	60-79	M	1	

## Demographics

120

Male 62 51.67%  
Female 58 48.33%

Age 101 \*

16-39 13 12.87%  
40-59 42 41.58%  
60-79 43 42.57%  
80+ 3 2.97%

\* This total represents the number of people who provided this information

Analysis of Question 1: A limited amount of planned housing development over future years can bring benefits to the village.

	No of respondents for each score	Percentage	Combined percentage
1: Strongly Disagree	18	16.1	-
2: Disagree	11	9.8	25.9
3: Unsure	20	17.9	17.9
4: Agree	36	32.1	-
5: Strongly Agree	27	24.1	56.25
Total respondents	120		
Respondents who did not score	8		
Total respondents who scored	112		

# Sellindge Future Exhibition Dec 2010

## Questionnaire summary

### Option A

Questionnaire	Q1	Q2	Q3	Q4	Q5	Q6
1	nil	nil	nil	nil	nil	nil
2	4	5	4	5	4	3
3	3	nil	1	nil	2	1
4	4	4	4	5	4	4
5	nil	nil	nil	nil	nil	nil
6	2	4	2	2	3	4
7	4	5	4	4	4	4
8	2	2	3	2	4	2
9	nil	nil	nil	nil	nil	nil
10	3	3	3	3	3	2
11	nil	nil	nil	nil	nil	nil
12	4	5	4	5	5	5
13	nil	1	nil	nil	nil	nil
14	4	4	4	4	4	4
15	2	2	1	1	1	2
16	1	nil	nil	nil	nil	nil
17	5	5	4	5	4	4
18	2	4	4	3	2	3
19	nil	nil	nil	nil	nil	nil
20	5	5	4	5	5	5
21	1	2	1	2	2	5
22	4	4	4	5	3	4
23	4	4	2	2	3	4
24	2	3	4	2	4	4
25	5	5	4	5	4	4
26	3	3	3	3	3	3
27	2	4	3	4	3	3
28	3	2	5	4	4	5
29	3	2	1	2	2	2
30	5	5	5	5	5	5
31	4	5	3	5	5	5
32	nil	nil	nil	nil	nil	nil
33	nil	nil	nil	nil	nil	nil
34	3	4	5	4	3	5
35	nil	nil	nil	nil	nil	nil
36	3	4	5	4	3	5
37	nil	nil	nil	nil	nil	nil
38	1	1	1	2	2	2
39	2	2	2	2	2	2
40	5	5	5	5	5	5
41	5	5	5	5	5	5
42	5	5	3	5	5	5
43	5	5	3	4	5	3
44	5	5	5	5	5	5
45	nil	nil	nil	nil	nil	nil
46	5	5	5	5	5	5
47	1	1	1	1	1	1
48	1	5	3	4	3	4
49	3	4	2	4	4	4
50	2	3	3	3	4	3
51	nil	nil	nil	nil	nil	nil
52	4	4	3	4	4	4
53	1	3	2	4	1	2

Questionnaire	Q1	Q2	Q3	Q4	Q5	Q6
54	4	4	3	4	4	4
55	1	1	1	1	1	1
56	1	1	1	1	1	1
57	nil	nil	nil	nil	nil	nil
58	5	5	4	4	4	4
59	4	4	3	4	4	3
60	3	4	1	1	1	2
61	5	5	5	5	5	5
62	5	5	5	5	5	5
63	nil	nil	nil	nil	nil	nil
64	2	2	4	1	2	2
65	2	2	1	1	1	1
66	nil	nil	nil	nil	nil	nil
67	nil	nil	nil	nil	nil	nil
68	4	5	3	4	5	4
69	3	3	nil	2	3	nil
70	4	4	3	4	3	4
71	2	4	4	3	4	3
72	4	5	5	5	4	4
73	2	3	3	3	2	2
74	1	1	1	1	1	1
75	4	4	3	4	3	2
76	4	3	3	4	4	4
77	1	1	1	1	1	1
78	2	4	3	3	2	3
79	nil	nil	nil	nil	nil	nil
80	1	1	1	1	1	1
81	1	1	1	1	1	1
82	2	2	nil	1	1	3
83	1	1	1	1	1	1
84	nil	nil	nil	nil	nil	nil
85	4	4	4	4	4	4
86	1	4	1	3	3	3
87	4	4	5	4	4	4
88	4	4	4	4	4	4
89	1	2	nil	2	nil	1
90	1	2	1	1	1	1
91	1	1	1	1	1	1
92	4	5	3	5	5	5
93	4	4	3	4	4	3
94	5	5	4	4	4	4
95	4	3	3	2	2	4
96	3	4	4	3	3	5
97	3	4	4	4	4	3
98	3	4	1	4	4	3
99	5	5	5	5	5	5
100	nil	nil	nil	nil	nil	nil
101	nil	nil	nil	nil	nil	nil
102	2	3	3	3	2	2
103	4	4	4	4	4	4
104	4	4	4	4	4	4
105	3	2	nil	2	2	3
106	2	3	3	2	3	3
107	4	3	2	4	2	4
108	4	3	2	4	2	4
109	5	5	2	4	4	4
110	4	4	4	2	4	3
111	nil	nil	nil	nil	nil	nil



Questionnaire	Q1	Q2	Q3	Q4	Q5	Q6
112	1	1	2	2	2	2
113	3	3	3	3	3	3
114	3	5	5	5	3	4
115	1	1	1	1	1	1
116	4	3	3	4	3	2
117	5	5	3	5	4	5
118	2	3	3	3	3	3
119	nil	nil	nil	nil	nil	nil
Total	298	331	277	311	298	310
Average score	3.1	3.4	3.0	3.3	3.1	3.3

# Sellindge Future Exhibition Dec 2010

## Questionnaire summary

### Option1 (B)

Questionnaire	Q1	Q2	Q3	Q4	Q5	Q6
1	2	2	2	2	2	3
2	2	2	2	2	2	2
3	3	4	1	4	2	3
4	1	2	1	2	1	3
5	4	5	4	5	5	5
6	2	4	2	2	3	4
7	2	3	2	3	3	4
8	2	4	4	4	4	4
9	5	5	5	5	5	5
10	4	4	3	4	3	4
11	nil	nil	nil	nil	nil	nil
12	2	3	3	2	2	4
13	nil	1	nil	nil	nil	nil
14	nil	nil	nil	nil	nil	nil
15	2	4	1	5	5	4
16	5	4	4	4	4	4
17	5	5	4	5	4	4
18	4	4	4	4	4	4
19	nil	nil	nil	nil	nil	nil
20	nil	nil	nil	nil	nil	nil
21	4	5	4	5	5	5
22	4	4	4	5	3	4
23	2	2	2	2	2	2
24	5	5	4	5	5	4
25	4	2	4	1	2	4
26	5	4	3	4	4	4
27	4	5	4	5	4	4
28	5	5	5	4	5	5
29	4	4	3	4	4	3
30	1	1	1	1	1	1
31	1	1	1	1	1	1
32	5	5	4	4	4	5
33	5	5	5	4	5	5
34	5	5	5	5	4	5
35	5	5	4	5	4	5
36	5	5	5	5	4	5
37	4	4	5	4	4	4
38	1	1	1	2	2	2
39	4	4	4	4	4	4
40	5	3	5	2	3	5
41	nil	nil	nil	nil	nil	nil
42	2	1	2	1	1	1
43	5	5	3	4	5	3
44	1	1	1	1	1	1
45	4	4	3	4	3	4
46	nil	nil	nil	nil	nil	nil
47	5	5	5	5	5	5
48	nil	nil	nil	nil	nil	nil
49	3	4	3	4	4	4
50	nil	nil	nil	nil	nil	nil
51	1	1	1	1	1	1
52	4	4	3	4	4	4
53	1	4	4	1	4	3

Questionnaire	Q1	Q2	Q3	Q4	Q5	Q6
54	5	4	3	5	5	5
55	4	4	4	4	4	4
56	4	4	4	4	4	4
57	4	4	4	4	4	4
58	5	5	2	2	2	4
59	4	4	3	1	1	3
60	3	4	4	1	5	4
61	1	1	1	1	1	nil
62	1	1	1	1	1	1
63	5	5	5	5	5	5
64	2	2	4	1	2	2
65	2	2	1	1	1	1
66	4	4	4	4	4	4
67	4	4	4	4	4	4
68	2	1	3	1	1	4
69	3	3	nil	2	2	nil
70	4	3	2	3	3	4
71	4	5	5	5	5	4
72	3	3	4	4	4	4
73	2	1	1	1	1	1
74	1	1	1	1	1	1
75	3	2	2	2	2	2
76	4	nil	nil	nil	2	nil
77	nil	nil	nil	nil	nil	nil
78	2	2	1	1	1	3
79	1	5	3	4	3	3
80	1	1	1	1	1	1
81	1	1	1	1	1	1
82	4	4	nil	5	5	3
83	1	1	1	1	1	1
84	4	4	3	3	3	3
85	4	4	4	4	4	5
86	1	3	1	3	3	3
87	4	4	4	4	4	4
88	4	4	4	4	4	4
89	1	1	nil	2	nil	1
90	1	1	1	1	1	1
91	1	1	1	1	1	1
92	1	2	3	1	1	2
93	4	4	3	1	1	3
94	5	5	2	2	2	4
95	4	4	3	4	4	4
96	4	5	4	4	4	5
97	1	1	1	1	1	1
98	3	3	1	2	2	3
99	1	1	1	1	1	1
100	4	4	4	4	4	4
101	4	4	4	4	4	4
102	4	5	5	5	5	4
103	nil	nil	nil	nil	nil	nil
104	nil	nil	nil	nil	nil	nil
105	3	2	nil	3	4	3
106	4	4	4	4	4	4
107	nil	nil	nil	nil	nil	nil
108	nil	nil	nil	nil	nil	nil
109	1	3	2	3	2	4
110	1	2	2	1	1	3

Questionnaire	Q1	Q2	Q3	Q4	Q5	Q6
111	4	5	4	5	5	4
112	5	4	5	5	4	5
113	3	3	3	3	3	3
114	5	5	nil	3	5	4
115	5	4	5	5	4	5
116	4	4	3	4	4	2
117	5	3	3	3	2	5
118	3	3	4	3	3	4
119	nil	nil	nil	nil	nil	nil
Total	331	343	293	313	313	340
Average score	3.2	3.3	3.0	3.0	3.0	3.4

Note: The average score is calculated based on the number of respondents that have given scores against the questions.



# Sellindge Future Exhibition Dec 2010

## Questionnaire summary

### Summary

	Question	Option1 (A)	Option2 (B)
1	Public access to open space	3.1	3.2
2	Central focus	3.4	3.3
3	Overcome barrier of A20	3.0	3.0
4	Compact and walkable	3.3	3.0
5	Location of housing	3.1	3.0
6	Sufficient community facilities	3.3	3.4

- 1 Strongly disagree
- 2 Disagree
- 3 Unsure
- 4 Agree
- 5 Strongly Agree

