Medway Core Strategy Plan
Public Examination 2012

Matter 5: Lodge Hill Strategic Allocation

HEARING SESSION ON
14th JUNE 2012 (A.M.)

STATEMENT BY
MEDWAY COUNCIL
Matter 5: Lodge Hill Strategic Allocation

Matter 5 (a)

Will the proposed development at Lodge Hill contribute to sustainable development having regarded to:

- Accessibility issues;
- Impact on Chattenden Woods SSSI
- Impact on Agricultural Land
- Impact on existing communities

Context

1. The Lodge Hill proposal is the most sustainable development option available to meet the strategic needs of the area. In the Issues and Options Report a range of strategic options for accommodating future housing and employment growth were considered. Each option was objectively evaluated and independently assessed through the Sustainability Appraisal. Both reports reached the same conclusion that Lodge Hill had the least negative impacts and also that it had a much higher degree of conformity with the South East Plan and national planning policies than the other options.

2. Sustainable development is at the core of the Lodge Hill proposal. “Lodge Hill will be a sustainable and integrated community, capitalising on its exceptional setting, complementing and supporting nearby settlements and the Hoo Peninsula as a whole”, Submission Draft Core Strategy (Page123).

3. This position is confirmed in the Council’s approved Lodge Hill Development Brief and is encapsulated in an Outline Planning Application for the site, which was submitted in November 2011 and is currently being considered by the Council. The application does not form part of the Evidence Base but can be made available to the Inspector if required.

4. With a housing requirement for Medway, as a whole, set at 16,300 between 2006 and 2026, a contribution of around 5,000 from Lodge Hill is clearly of strategic significance. The Council has supported the principle of development, on this scale and in this location, for the following reasons:
   - Development would be concentrated on previously developed land – a cornerstone of the development strategy for the Thames Gateway as a whole and Medway in particular
   - It would complement rather than compete with the well established regeneration strategy for the main urban area
   - It would do so by providing a very different location to the urban waterfront and town centre sites where development is to be concentrated in the main conurbation and, in particular, be more suited to a variety of housing types, including family housing – so providing choice and addressing the housing market as a whole
   - By concentrating development on the scale proposed in a single location, there is an opportunity to fashion a development of real note and one with a full range of local services. This would be more difficult to achieve on
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urban extension sites where development would impact more significantly on existing communities and more than one location might be needed

- There is no other area of previously developed land on this scale that is suitable for housing in Medway. All other options would therefore involve development on Greenfield land, and at a significant scale
- Although previously developed, the site is relatively free from constraints and so should be capable of being brought forward in a planned way and within a reliable timeframe. This is an important consideration as the strategy underpinning the Core Strategy must be deliverable and meet the requirements in the South East Plan.

Matter 5a(i) Accessibility issues

5. The accessibility arrangements for Lodge Hill are a key to ensuring that the development is sustainable. Policy CS33: Lodge Hill, gives considerable emphasis to the need for appropriate sustainable transport measures to form part of a planning application to develop the site.

6. The proposal includes:
   - A mix of land uses to support the daily needs of residents and reduce movement from the site. This includes approximately 5,000 new homes, employment opportunities to create 5,000 jobs, a new commercial centre including a foodstore; a new secondary school and three primary schools (which may include an extension to the existing Chattenden Primary School), primary healthcare services. By providing such a broad mix of uses Lodge Hill will meet many of the needs of its residents and reduce the need to travel. Some of the facilities such as the foodstore and the health centre will also be more accessible to neighbouring communities reducing their need to travel
   - Land uses will be arranged within the site to encourage walking and cycling and to reduce dependence on cars
   - A high quality bus service will be delivered early in the development to maximise patronage of the service. This will run through the Lodge Hill site and provide a reliable public service to Chatham Town Centre including the new bus station, Strood Railway Station and provide better linkages to surrounding communities
   - Improved linkages to neighbouring settlements, including improved footpaths and bridleways as illustrated in the Lodge Hill Linkages Study (LH12)
   - Off-site Improvements to the A228 from Four Elms Roundabout to Dux Court Road, will include provision of bus priority measures
   - Improvements to the junction arrangements of M2 motorway junction (J1) to accommodate increased capacity
   - Wider improvements to the highway infrastructure to meet the combined needs of Lodge Hill and other development proposals, this also includes bus priority measures.

7. The Core Strategy identifies the approximate timescales for delivering the transport infrastructure in Table 11-2, pages 143 to 147.
8. The current planning application has undergone considerable scrutiny and the proposal has benefited from refinements to the initial proposals. Based on the very considerable work undertaken the Council is confident that the requirements set out in Policy CS33 can be met.

Matter 5a(ii) Impact on Chattenden Woods SSSI

9. The site adjoins the Chattenden Woods Site of Special Scientific Interest. This is designated for woodland habitat and breeding birds, and also includes an area of grassland at Rough Shaw, which has a number of locally scarce species and provides foraging habitat for some of the bird species living in the woodland.

10. Policy CS 33 recognises the significance of Chattenden Woods SSSI and requires that future proposals have due regard to the proximity of the SSSI, including the need for appropriate buffers and management arrangements, and also to ensure that there are measures to protect and enhance biodiversity within the locality, including improvements to connectivity.

11. The SSSI is explicitly protected from development on the Lodge Hill Concept Diagram (Core Strategy Fig 10-12).

12. Concern has been raised by a number of parties regarding the impact of the proposed development on the SSSI and particularly the local nightingale population. It is suggested that nightingales will suffer from disturbance and cat predation. Accordingly the Council is working closely with Natural England, the RSPB and Land Securities to ensure that the impact is properly understood and that appropriate mitigation measures are put in place.

13. The British Ornithological Trust is presently undertaking a national nightingale survey to map all singing males and compare their numbers and distribution with the previous survey of 1999. This includes a detailed survey of the Lodge Hill site and will improve the understanding of the local situation in a national context.

14. Off-site mitigation will be required to meet the aim to protect and enhance the biodiversity of the locality. Land Securities advisors are of the view that proposed mitigation measures contained in the outline planning application are sufficient. However, with the agreement of the Council and in consultation with the RSPB and Kent Wildlife Trust, Land Securities has agreed to commission a new Study to identify potential wider strategic site opportunities that could – if necessary – provide off-site compensation measures to create replacement habitat enabling the enhancement of nightingale populations on Hoo Peninsula as a whole. Early indications are that there are opportunities available if required. This demonstrates that there are good prospects of delivering the requirements of the Core Strategy.
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Matter 5a (iii) Impact on Agricultural Land

15. Policy CS7 seeks to protect the most versatile agricultural land (grades 1, 2 and 3a) on the Agricultural Land Classification Map on the Hoo Peninsula outside of the Lodge Hill Strategic Allocation.

16. The proposed allocation does not affect any Grade 1 or 2 land. However there may be some loss of Grade 3 agricultural land, depending on the final layout. The extent of the Grade 3 land, which is currently used for military purposes and is within the Lodge Hill boundary, is indicated on the plan at Appendix 1.

17. It will be appreciated that, even assuming a worst case, any such loss would represent a relatively small proportion of the developable area. It would be substantially less than an alternative spatial option as demonstrated through the Sustainability Appraisal.

Matter 5a(iv): Impact on existing communities

18. The proposal aims to meet both the strategic needs of Medway as a whole and also support the local communities of the Hoo Peninsula. Lodge Hill will act as a catalyst to attract investment for business uses. It will make a significant contribution to the wider regeneration of Medway and the Thames Gateway. However, the allocation also has a role in providing improved services for Chattenden and the other nearby communities of the Hoo Peninsula.

19. The Site Specific Evidence base (EB43 and LH19) shows that, whilst current quantitative provision of community facilities on the Peninsula is good, they are often in need of significant investment, which is likely to be constrained in the current public funding climate. The Lodge Hill proposals need to ensure that the development will not have an adverse impact through putting greater pressure on existing community facilities. This needs to be done by ensuring that appropriate provision is made on site or through off-site contributions. The development will add to the catchment population on the Peninsula and so can contribute to the long term sustainability and diversity of community provision.

20. Land Securities and the Council have been in active discussion with service providers, local schools and Parish Councils. Emerging proposals include joint working to invest in ‘Deangate Ridge’ as a Sports Hub, bringing together assets and investment from the Council, the applicant and potentially other local partners. It is intended that other major community facilities, such as schools, will involve long term partnership working, to ensure that they contribute to, rather than detract from, the viability and sustainability of current provision.

21. There has been a good deal of public consultation and engagement with local people during the development of the proposal in accordance with the
Statement of Community Involvement. This has assisted in testing the proposal’s impact on existing communities.

22. This approach has informed the evolution of the masterplan in terms of its role comparative to the existing villages on the Peninsula, and the quantum and range of uses proposed within the development. The proposal will deliver benefits that will reach beyond the confines of the site itself, including new shopping facilities, employment opportunities, health facilities, leisure facilities and improved accessibility.

Matter 5b: Is there a realistic prospect that the goal of a free-standing settlement can be achieved, particularly bearing in mind uncertainties relating to employment provision?

23. The proposal is well founded and in accordance with national and regional planning policies. For example NPPF (paras.17 and 21) and the South East Plan (Policies RE3, RE6, KTG1, KTG2 and KTG 3). From a strategic perspective there is a clear imperative to ensure that the site is developed to create new employment opportunities to help reduce commuting and increase sustainability.

24. In 2010 the Council commissioned Baker Associates to critically appraise the Council’s own Employment Land Study 2009 and also its Employment Land Accommodation Study 2007(EB53) to produce a Consolidation Study (EB24). The conclusion is that there is an undersupply of 2.89 ha. of employment land or 54,282 sq m with M2 access. Together the proposals at Lodge Hill, Chattenden, Temple Waterfront and Rochester Airfield make a significant contribution towards meeting demand. The Study indicates a significant requirement within the business sectors.

25. Land Securities has adopted a flexible approach that can address likely key growth sectors and also provide a balanced economic base so that there is not over reliance on a single sector. This will also require an “opportunistic” approach to marketing, working with inward investment agencies such as Locate in Kent, with the Local Enterprise Partnership, the Council and other employers on the Hoo Peninsula.

26. Some of the potential opportunities identified to date include:
   - ‘Satellite’ university activities, including commercial operations
   - Higher value activities capitalising on the large energy and utilities presence on the Peninsula
   - Environmental technologies
   - Home working ‘hubs’
   - Activities related to sustainable construction.

27. Accordingly allocation provides for a range of different employment uses. Many of these uses such as the foodstore, the schools and other service uses will perform well, even in difficult economic cycles.
28. It is recognised that the scale of new businesses uses that are proposed is ambitious. However, as has been shown there is a strategic requirement to create opportunities at this scale. Medway’s economy has undergone structural changes in recent years and now benefits from a developing university culture. The Lodge Hill proposal provides an opportunity to create a high quality environment for high value businesses.

29. A table in Appendix 2 shows that Medway’s serviced business sites generally enjoy a high occupancy rate and recent initiatives such as the Medway Enterprise Hub, specifically aimed at hi-tech/knowledge based businesses, has proved very successful and enjoys 100% occupancy. There is therefore good reason to believe that Lodge Hill will be successful in generating new employment uses.

30. Finally, the site benefits from being in single ownership and control this is a considerable advantage in programming the implementation of the project. It is also the case that Land Securities as Land Sale Delivery Partner to the Defence Infrastructure Organisation has the ability and commitment to provide the necessary infrastructure to enable the site’s implementation in accordance with the Core Strategy Delivery Schedule, Table 11-2 (pages143 to 147).

**Matter 5c:** Is the timetable for development realistic and achievable, particularly the necessary infrastructure provision and its impact on viability?

31. An Infrastructure Delivery Schedule for Lodge Hill is set out within the Submission Draft Core Strategy at pages 143 to 147.

32. Paragraph 154 of the NPPF states that Local Plans should be aspirational but realistic. It is considered that the Core Strategy meets these aims.

33. The site benefits from being in single ownership and control. This is a considerable advantage in securing the implementation of the project.

34. It is also the case that Land Securities, as Land Sale Delivery Partner to the Defence Infrastructure Organisation, has the ability to provide the necessary infrastructure to enable the site’s implementation in accordance with the Delivery Schedule.

35. An Outline Planning Application has been submitted for the comprehensive development of the Lodge Hill Site. It is anticipated that the planning application will be determined later this summer and if approved will include planning conditions to secure appropriate infrastructure within an appropriate timeframe. This will be complemented by a planning agreement, which is currently being negotiated and will include the need to provide infrastructure directly or assist by developer contributions. Land Securities then intend to submit a Reserved Matters Planning Application seeking approval for the implementation of the sites infrastructure.
36. The Submission Core Strategy provides for 4,275 dwellings to be delivered during the Plan period (i.e. between 2006 and 2028) at Lodge Hill. The annual delivery rate will step up from the start on site and should reach an annual average of around 300 dwellings.

37. The trajectory assumes that 975 dwellings would be delivered in the first 5 years (see Appendix 4), with 75 dwellings delivered in 2013/2014, and 300 dwellings per annum thereafter to 2016/2017. It assumes that the first phase of B1/B2 floorspace makes a contribution to employment land towards the end of the first 5-year period.

38. Land Securities has satisfied the Council that there is sufficient value in the proposal to enable the provision of infrastructure as identified in the Core Strategy. The company is the largest commercial property company in the UK and would not pursue an application for an unviable or undeliverable scheme. The existence of the outline planning application provides considerable confidence that NPPF realistic/reasonable prospects exist and that the scheme and associated infrastructure is realistic and achievable for the quantum and mix of uses proposed and in the timescales required by the Plan.

39. The Council is confident that the quantum and timing of housing and employment floorspace to be delivered at Lodge Hill is realistic. Land Securities has consistently tested the indicative masterplan against market advice to ensure that the scheme is commercially attractive. The latest market position is summarised within a letter from Savills, attached at Appendix 3.

40. The costs associated with delivering the development have been fully tested over a number of years as the scheme has evolved to ensure that it is viable at all stages of its development. This includes the costs associated with the infrastructure (physical, social, green) necessary to support and sustain it. In general terms, given that infrastructure will be delivered, commensurate to the phased construction of the development, the costs are proportionate to the scale of development. In other words, there are no early, disproportionate upfront costs.

**Matter 5d: Relationship to development brief**

41. The Development Brief for Lodge Hill was prepared by the Council and was approved on 20 December 2011, alongside submission of the Core Strategy. The purpose in preparing the Brief was to provide detailed policy to assist in the determination of the outline planning application and avoid a situation where little or no formal guidance was available in advance of adoption of the Core Strategy.

42. In advance of the adoption of the Core Strategy it is not possible to adopt the Brief as a full Supplementary Planning Document (SPD). However, the preparation process included a six-week public consultation on the draft Brief and the same procedures were followed as those for an SPD.
43. After the Core Strategy has been adopted there will be an opportunity to reconsider status of the Development Brief, reflecting on the experience of the Examination process. The aim is currently to adopt the Brief or a modified version of it as soon as possible as a full SPD (see EB107 State of Medway Report – Chattenden (Lodge Hill) Jan. 2012).

44. In taking this approach the Council has quite specifically sought full complementarity between the Core Strategy and the Development Brief.
Appendix 1: Map indicating the boundary of the Lodge Hill development proposal and Agricultural Land Classifications
Appendix 2:

Index of Managed Workshops and Incubation Space in Medway – Occupation Rates, Medway Council, July 2011

<table>
<thead>
<tr>
<th>Name</th>
<th>What's the offer?</th>
<th>Total space (ft²)</th>
<th>No. of units</th>
<th>Unit size/s (ft²)</th>
<th>Class use</th>
<th>Current occupancy</th>
<th>Current occupancy %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hopewell Drive</td>
<td>Light Industrial &amp; Office</td>
<td>11,367</td>
<td>23</td>
<td>379-676</td>
<td>B1</td>
<td>19</td>
<td>83%</td>
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<td>Pier Rd. Industrial Estate</td>
<td>Light Industrial/Office</td>
<td>10,685</td>
<td>30</td>
<td>97-737</td>
<td>B1,B8</td>
<td>25</td>
<td>83%</td>
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<tr>
<td>Innovation Centre Medway</td>
<td>Offices</td>
<td>18,020</td>
<td>59</td>
<td>118-2500</td>
<td>B1</td>
<td>50</td>
<td>85%</td>
</tr>
<tr>
<td>Medway Enterprise Hub</td>
<td>Offices for hi-tec/knowledge based businesses</td>
<td>1,500</td>
<td>7</td>
<td>150-250</td>
<td>B1</td>
<td>7</td>
<td>100%</td>
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<tr>
<td>Joiners Shop</td>
<td>Office and workspace for creative sector businesses</td>
<td>10655</td>
<td>42</td>
<td>118-537</td>
<td>B1</td>
<td>40</td>
<td>95%</td>
</tr>
<tr>
<td>Tannery Court Business Centre</td>
<td>Offices</td>
<td>Not confirmed</td>
<td>26</td>
<td>240-650</td>
<td>B1</td>
<td>26</td>
<td>100%</td>
</tr>
<tr>
<td>Fort Horsted Business Centre</td>
<td>Office &amp; Light Industrial</td>
<td>6960</td>
<td>12</td>
<td>580</td>
<td>B1</td>
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<td>Kent Space</td>
<td>Office Units</td>
<td>8000</td>
<td>33</td>
<td>200-500</td>
<td>B1</td>
<td>29</td>
<td>88%</td>
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<td>Medway Enterprise Centre</td>
<td>Light Industrial &amp; Offices</td>
<td>28,680</td>
<td>96</td>
<td>100-630</td>
<td>B1</td>
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<td>Space Business Centre Medway</td>
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<td>51</td>
<td>350-776</td>
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<td>31</td>
<td>61%</td>
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</table>

18 May 2012
PMA/SLM

Medway Council
Gun Wharf
Dock Road
Chatham
Kent
ME4 4TR

For the attention of Mr Brian McCutcheon

Dear Brian

LODGE HILL: MARKET REPORT/APPROACH TO SALES RATE ASSUMPTIONS

We write to update our letter of 25th August, 2011, which referred to previous correspondence and reports entitled "Approach to Sales Rate Assumptions".

Sales Rate/Delivery

In assessing delivery rates, we have monitored and considered the following:

1. The schemes mentioned in our previous letter have continued to deliver at rates which generally support the projected figures.

2. Product differentiation:

   Starter homes
   Apartments
   Terraced houses
   Semi-detached houses
   Detached houses
   Large detached family homes
   Retirement units/apartments
   Extra Care units
   Social rented housing
   Shared ownership housing
   Key worker accommodation

Lodge Hill is differentiated from other allocated land in that a new settlement will deliver a wide variety of product and tenures. The site is also large enough to provide developments in very varying situations, even within phases. This will therefore target a much wider spectrum of the entire residential market, rather than sites which simply target, for example, starter homes or family houses or retirement apartment purchasers. Also, within the same product "type", there is scope for more than one housebuilder to be active. Differentiation of design, be it contemporary or traditional, finishes, room sizes and specification will attract different purchasers.
3. Different brands:

Different housebuilders/developers will use their branding to promote sales. Dual branding for the same developer e.g. Barratt/Ward and Persimmon/Charles Church has recently proved successful, demonstrating that one company can deliver 100 to 150 units per year.

4. Purchaser/occupier profiles:

The location is expected to attract interest from prospective purchasers and tenants from the local area of Medway, the regional area of Kent and the Greater London area.

The social and private rented sector is also likely to be attracted to this location, with tenants working on site or commuting to work locally or in London.

5. Housebuilder activity:

The site will generate sales values which will attract all of the National and Regional housebuilders, who will be able to assess gross development values capable of delivering their required levels of profit. It is anticipated that the site is capable of accommodating up to six different developers/housebuilders or “brands”, as well as one or two different registered social landlords delivering a range of product and tenures. Logically, they will all be looking to achieve over 40/60 units per annum to generate cashflow to provide the required profit levels. It is therefore possible to forecast delivery at 300 to 400 units per annum, with an average of 300 units allowing for changes in market conditions during the delivery period. Construction and marketing for the initial development will mean lower delivery in the first year.

Market Activity Update

Land – Redrow have purchased a site from Cemex with outline consent for 500 units at Halling and have suggested they will develop it all themselves.

Kings Hill has continued to sell with sales rates remaining at 150-200 last year, not including any affordable homes. Four different developers have achieved sales of up to 15 units per month. Land supply is strictly controlled by Kings Hill to regulate construction traffic and other criteria. Five more sites were sold last year to different developers for delivery of more units this year and a further site is under offer.

Trinity Village, Bromley is delivering sales of around 150 units per year with the developer using dual branding (Barratt and Ward Homes), alongside the affordable already built.

Dual branding was also used at Medway Gate, Cuxton where Persimmon/Charles Church sold up to 100 units per year since the market crash.

There is strong housebuilder appetite for serviced sites of 50 to 300 units, where they believe sales rates can be achieved to deliver efficient and timely return on capital within three years.

Larger Registered Social Landlords such as Orbit and London & Quadrant are using the strength of their balance sheets to purchase land for provision of all affordable and market tenures.

The Berkeley Group has delivered several hundred affordable and student apartments at Victory Pier, Gillingham over the last 3 years.

High quality masterplanning and placemaking principally have ensured that developments have secured enough “front end funding” and housebuilder confidence in the locations listed in our previous letter. Further schemes at Portishead, Bristol (4,150 units) and Elvetham Heath (1,686 units) have recently approved or completed transactions for the commencement of development.
Housing Trajectory for Lodge Hill

LODGE HILL

- In May 2012, prices in Medway had recovered to 84% of their peak level in November 2007, compared to 88% on average in England and Wales.
- Transaction volumes are at 59% of the pre-peak average in Medway, in line with the England and Wales average.
- The number of net additional dwellings delivered in Medway in 2010/11 was similar to the average level of delivery seen before the 2007/08 peak.
- Delivery in Medway has averaged 702 dwellings per annum since 2000/01, equivalent to adding 0.6% to the existing house stock each year.
- Peak forecast delivery in the trajectory is 1,333 dwellings in 2016/17, equivalent to adding 1.3% to the existing housing stock.
- Places that have achieved this level of delivery, and higher, over the last five years include Tonbridge & Malling, Corby, Ipswich, Gloucester, Peterborough, Kettering, West Lindsey, Swindon, Forest Heath, Rugby, Milton Keynes, South Norfolk, East Cambridgeshire, West Devon, Basingstoke & Deane, South Cambridgeshire, West Oxfordshire and Ulllesford.
- Lodge Hill is planned to account for an average of 25% of delivery in Medway until 2023/24. The proportion rises as the published housing trajectory falls off after this date.

Figure 1 – Medway Housing Trajectory

Source: Medway Council

The Borough of Tonbridge and Malling generated an addition of over 1.3% per annum to their housing stock particularly through larger sites such as Kings Hill or allocated areas such as those at Snodland and Aylesford, together with a high density development area in Tonbridge Town Centre. From very few locations, sites and development areas, high percentages of their housing stock were delivered.
Medway is broadly consistent with national and regional trends and it follows logically that it can deliver the sales rates and attract the number of housebuilders required to generate and sustain this. This is particularly true of a newly made distinct “place” as it evolves and matures. Earlier sales are driven by clear information and intensive co-ordinated marketing of the location and what is on “offer”.

Delivery, Infrastructure Provision and Viability

The Masterplan is flexible to enable it to be delivered in phases or sub-phases, with infrastructure delivered proportionate to the scale of development.

The phasing and projected sales rates of land and new homes has optimised the relationship between infrastructure, cost and revenue.

The delivery in Tonbridge and Malling created the catalyst for retail and supermarket provision, as well as other employment uses. As the housing numbers grew, for example in Tonbridge Town Centre and at Kings Hill, the capacity for food retail, convenience retail, related employment and other employment, increased and stimulated development in the central areas.

New homes purchasers usually benchmark their purchase against other products on the site and elsewhere locally. Medway will continue to deliver units in other locations where there is similar or different product outlooks and situations. Chatham Maritime, Rochester Riverside and other developments will continue to deliver. The estimates for Lodge Hill are robust and all sites will find their place in the hierarchy of the local “offer”. This is borne out in other locations such as Springhead Park, Ebbsfleet and Ingress Park, Greenhithe and other sites in this area. Kings Hill continues to sustain sales alongside many other national housebuilder sites to the west of Maidstone.

Employment Land

The development will make an intervention in the marketplace by providing new products for the Medway area.

There will be hubs within the development which will benefit from the creation of place and employment will follow.

The development will have incremental growth in employment demand. It is likely that 10% to 15% of residential occupiers will work from home and require business services on site.

The space will be divided into a broad spectrum of business opportunities from village centres to knowledge parks, to best engage with the market.

The newly developed “The Base” at Dartford for start up and small businesses is 90% let.

Conclusions

We conclude that the representations made in connection with sales rates and delivery of residential units and employment space are sound. Infrastructure is deliverable and the project is viable.

Yours sincerely

Paul Atherton MRICS
Director
### Appendix 4:

**Programme indicating targets for developing key new land uses**

**Housing**

Financial Years running from 1st April-31st March

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**Employment**

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<td>5314</td>
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**Indicative/Anticipated...**

**Phase 1 2013-2020**
- Housing: 1875 dwellings
- Employment: 16410 sq m
- Retail: 4105 sq m

**Phase 2 2018-2028**
- Housing: 1600 dwellings
- Employment: 22050 sq m
- Retail: 10000 sq m

**Phase 3 2026-2028**
- Housing: 600 dwellings
- Employment: 5640 sq m
- Retail: 130 sq m

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Statement by Medway Council