



# PUBLIC CONSULTATION

## Potential Residential Development

Land off Town Road, Cliffe Woods



## OUR PROPOSAL

Gladman Developments are proposing a new residential development of approximately 225 homes on land at Town Road, Cliffe Woods.

## GET INVOLVED - HAVE YOUR SAY

The purpose of this consultation is to provide an opportunity for local residents, businesses and organisations to learn about our draft proposals.

This will be your first opportunity to tell us what is important to you and what you would like to see on this development should it be built. Your feedback is important to us and will be used to help shape our final proposals.

Whether you are in favour of, or opposed to new housing on this site, please tell us why.

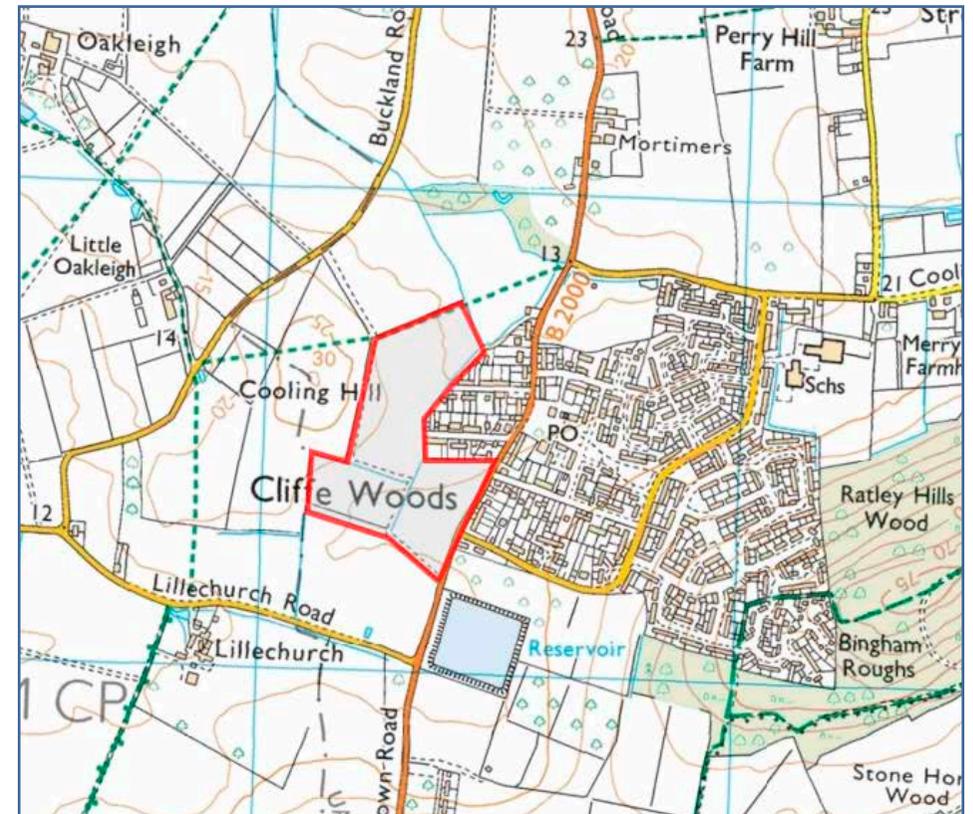
We give careful consideration to the sites we choose, identifying sensible locations in areas where councils have not met their full housing needs. This approach has enabled us to gain planning approval on over 90% of the sites we promote. We, therefore, believe that this site is likely to gain planning approval, and hope that you take this opportunity to respond to this consultation. This will help to ensure that any development that may be permitted is as beneficial as it can be in meeting the settlement's needs.

Your comments and contributions will be received without prejudice to your rights to comment on the planning application. By having your say, you will have helped shape the developments design and, where relevant, off-site improvements if planning permission is granted.

Following this public consultation, we expect to submit a planning application shortly thereafter.

We appreciate that people who live within the immediate vicinity of our housing proposals may be concerned about matters such as increased levels of road traffic, loss of views and doubtless many other topics. In order to help address these questions, we have put together a Frequently Asked Topics section at the end of this leaflet.

## SITE LOCATION



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Whilst we fully understand why people may have concerns, they need to be balanced against the requirement to provide much needed new houses, to meet the differing needs of an increasing population and address housing affordability. It is schemes like this that enable younger people and their families, in roles that we rely upon (such as teachers, nurses, police officers etc.) to have a suitable home conveniently located for their needs. We all know and accept that more housing is needed and a stance of 'put it elsewhere' will result in not enough houses being built.

## OUR APPROACH

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Gladman Developments recognises its responsibility to respect the character and needs of the existing community, as well as providing housing for new and existing residents. We are also fully committed to delivering additional benefits to Cliffe Woods wherever possible. As such please do tell us if there are any community facilities that you would like to see improved or developed as part of this scheme.

With the help of our consultant team, we are formulating our proposals to deliver a high quality, low density housing scheme. Throughout the process each member of the team provide their specialist advice and input to ensure that the design of the site responds positively to its surroundings, taking into account any constraints.

## BENEFITS

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Our housing proposals will bring a wide range of benefits to Cliffe Woods in the form of:

- New high quality housing;
- Affordable housing (up to 25% / 56 no dwellings);
- 35% formal and informal public open space on site;
- Increased spending and customers to support local businesses and facilities such as the local school.
- Access to the development will be provided off Town Road, with footpath / cycle path improvements along Town Road.

## THE NEED FOR HOUSING

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The UK's population is growing year on year, with new housing stock needed to meet new demand.

The Home Builders Federation estimate that the country is over 1 million homes short of what is needed to adequately house the existing population, with several experts suggesting it is nearer to 2 million.

The difficulty for many first time buyers is access to high street mortgage facilities, this exacerbates the demand for affordable housing especially from young families.

Councils have a duty to ensure that sufficient housing can be delivered to meet all of the housing needs of the population in a 5 year rolling period. To do this they must identify sufficient land to meet their wider housing need. Presently we do not believe Medway Council can do this.

## NEXT STEPS

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We will take into account all comments and suggestions provided to us as part of this consultation. Once a planning application has been submitted you will also be able to make further representations to Medway Council who will take these into account before making their decision on the planning application.

You can keep up to date on progress using our dedicated website which includes an online feedback form for making comments:

[www.your-views.co.uk/cliffewoods](http://www.your-views.co.uk/cliffewoods)

Should you be unable to access the internet and would like to request a printed copy, please write to:

Your Views Cliffe Woods  
Gladman House,  
Alexandria Way,  
Congleton,  
Cheshire,  
CW12 1LB

# OUR PROPOSALS



**ILLUSTRATIVE PURPOSES ONLY**

## FREQUENTLY ASKED TOPICS

### 1. HIGHWAYS AND TRAFFIC

For each planning application we employ specialist highway consultants, who liaise with the local highway authority, to produce a suitable highways strategy. This will include providing a safe means of access into the site and ensures that the development will not adversely impact the surrounding road network.

Whilst there will be some additional traffic generated from the proposed development, the harm will be offset by enhancements to the local footpath and cycle network to encourage people to travel more sustainably. If necessary we will also carry out local highway improvements to ensure that the additional traffic does not produce a severe impact.

It is intended that access into the site will be provided by a priority junction off Town Road. We believe that this form of access is the safest and most appropriate way to enter the site.

The existing footpath crossing the site (Footpath No RS72) will be retained in its current location. Through the planning application we are proposing enhancement works to this footpath.

### 2. BUS SERVICE

The best and most sustainable way of maintaining and improving bus services is by additional customers using the existing routes and creating revenue for the Operators.

New homes not only increase the population, they help to redress the balance towards the national demographic profile, because new homes are usually occupied by younger families who are currently under represented in this area due to affordability and lack of family homes. Just the extra customers who bus operators rely upon for custom.

### 3. SCHOOLS AND EDUCATION

As part of the initial site review process we have liaised with the Local Education Authority in order to establish the current and future capacity in local Primary and Senior schools.

It has been identified that there is limited capacity in the Primary School to accommodate the expected number of children who will be living on the completed development. As such, if planning permission is granted, a contribution will be paid to the local education authority to ensure that sufficient school places are made available.

### 4. FLOODING

The site is within Flood Risk Zone 1 and therefore has the lowest risk of flooding. This is confirmed by the Environment Agency's flood map data.

A flood risk assessment will be produced by our appointed specialist consultants to accompany our planning application. The assessment will demonstrate how surface water will be dealt with at the proposed development.

## FREQUENTLY ASKED TOPICS

In order to ensure flooding downstream from our site is lessened, rather than increased, as a result of our development, we are proposing to provide an attenuation pond (sometimes called a "Balancing Pond"). This pond collects the rainfall from our land and discharges it into the network at the rate the land currently releases rainfall, this is often referred to as the "Greenfield Run off Rate". The pond we place on site will be 20% larger than that required to accommodate rainfall from our site alone. This extra capacity lessens the likelihood and amount of existing flooding that may have already occurred further downstream.

### 5. GP CAPACITY

Through our initial site review process we understand that it has been identified that there is limited capacity in your local GP surgery. If planning permission is granted a contribution will be paid to your clinical commissioning group to ensure that sufficient capacity is made available through additional capacity in your existing surgery or via additional GP facilities.

### 6. ECOLOGY

A specialist ecology consultant has been appointed to survey the proposed site for protected species. Their initial investigations have found that there are no protected species on-site. To ensure that we have comprehensively evaluated the site for ecology and wildlife, additional surveys will take place prior to the determination of the planning application.

Whilst the additional surveys may identify that there are protected species on-site, the development proposals will provide adequate mitigation, and wherever possible enhancement, to ensure these species are protected.

The land we are proposing to build homes upon is currently agricultural land and is therefore home to very few species of plants or animals. It is accepted by wildlife experts that suburban gardens, balancing ponds and green spaces on new developments provide a home to a vastly greater range of wildlife and flora than any farmed field. Therefore the range of Biodiversity will be greatly increased by this proposal.

### 7. FACILITIES IN THE VILLAGE

We believe that, if possible, a scheme like the one we are proposing, should help provide an additional facility or facilities to improve the range of services that are currently available in Cliffe Woods. The facility will be able to offer amenity to new and existing residents alike, and will make your community more self-sufficient ("sustainable").

Through this consultation, please let us know your opinion on what facility would be of most value to your household and community.

## FREQUENTLY ASKED TOPICS

### 8. JOBS AND LOCAL ECONOMY

Your local authority has an enviable record for job creation.

It is a combination of the skilled and well educated population living in your locality, along with a high proportion of entrepreneurs and a supportive council that has given rise to a far higher level of new business start-ups and jobs in typically the fast growing knowledge, technology and service sectors of our economy.

These type of jobs are often more prevalent in towns, villages and rural areas than in cities, because entrepreneurs typically like to work close to where they choose to live, which partially explains why your local authority is more prosperous and enjoys low unemployment.

We would also expect some new occupants in the intended homes to be entrepreneurial and creators of new local businesses. A significant and fast increasing proportion of people now work from home, which not only creates a very sustainable lifestyle, it also increases spending locally.

Our research indicates that the gross spending power of the new residents will be in excess of £6.4m each year, a proportion of which will be spent within the locality.

### 9. AFFORDABLE HOUSING

The proposal will include up to 25% affordable homes. The homes provided will be “affordable” as defined by the Government. The range is expected to be shared ownership, discounted open market and rented homes. The exact mix of house sizes and tenures will be decided by negotiation with your local authority Housing team.

Typical occupants of the “Affordable” homes are skilled workers, newly married locals, teachers, nurses, police officers or local people wanting to return to the area they grew up in for example those local ‘children’ returning from university. Providing a range of affordable homes on site ensures that those living in the locality have access to a range of housing options.

### 10. OPEN MARKET HOUSING

This will form the other 75% of the homes to be built and typically attracts buyers with young, or imminent, families who normally have a local connection to the area. These families typically use the school, shop and pubs in the area to a greater extent than the older generation and help ensure the continued survival of these community facilities, as well as creating a more balanced age profile.

Without more housing, the children of Cliffe Woods have tended to have to move away to areas with more affordable housing, when in preference many would have preferred to stay far closer to home, friends and family.

## FREQUENTLY ASKED TOPICS

### 11. WHY HOUSING GROWTH IN OUR SETTLEMENT?

Government policy on new housing is designed to ensure that all settlements grow, prosper and thrive rather than decline as the age profile rises.

Historically local authorities have been guilty of following the same pattern of growth in successive Local Plans without pausing to consider where the best place for development should be.

If new development does not take place in Cliffe Woods then in 20 years’ time it could resemble a retirement community, not a thriving, vibrant and prosperous community of all age groups.

### 12. POTENTIAL RESIDENTS

Many of our previous public consultations have raised concerns about the potential influx of people affecting the harmony of the existing settlement.

In our experience the biggest proportion of new residents will be people who already know and love this area. They will often have been brought up here, have relatives here, work locally or already live here and may be moving to a more appropriate accommodation to meet their needs.



*Gladman consider all correspondence received and our response to the issues raised will be set out in a Statement of Community Involvement (SCI). As part of a planning application, Gladman submit to the Local Planning Authority a complete copy of all correspondence received (including any details such as your name, address and email where you have provided them). This ensures all your comments are available to the Council during the consideration of an application and shows who we have consulted. As the SCI forms part of the formal application documents, the Council may publish it online, subject to their own Data Protection policies. Should the application be the subject of an appeal, the same information will be forwarded to the Planning Inspectorate. If further consultation is carried out as part of the planning process, Gladman may use your details to make you aware of this and to ask for your views, but will not use this information for any other purpose.*

## Your Views Cliffe Woods

Gladman House  
Alexandria Way  
Congleton  
Cheshire  
CW12 1LB

[www.your-views.co.uk/cliffewoods](http://www.your-views.co.uk/cliffewoods)

*Please note that all of the information we are providing to you in this document and on our Website is in draft form and will be refined and updated as part of the entire Consultation exercise. Not only will our proposals be shaped by your responses, we also cannot be as knowledgeable as local people who have lived and often grown up in Cliffe Woods, so if we have made errors or omissions in our work to date we will be grateful for help in correcting these.*