



EBBSFLEET GREEN

CASE STUDY



EBBSFLEET GREEN IN SUMMARY



“

We worked closely with Redrow to ensure that not only is this development delivered at pace but also that it responded to local character and provided bespoke solutions for the Garden City.”

Mark Pullin
Chief Planning Officer
at Ebbsfleet Development Corporation

900

NEW HOMES

PLUS A SITE FOR A PRIMARY SCHOOL, OPEN AND PLAY SPACES, SPORTS PITCH AND TWO COURTS, PAVILION, ALLOTMENTS, SHOP AND A COMMUNITY HALL



120

JOBS, INCLUDING 70 IN REDROW'S NEWLY CONSTRUCTED SOUTH EAST OFFICE



25%

AFFORDABLE HOUSES



95 ACRES

THE SIZE OF AROUND 50 FOOTBALL PITCHES





FACT FILE

Around **900 homes**

25% (225) of those **will be affordable**

95 acre site – the equivalent of around 50 football pitches

30% open space including a sports pitch, two courts, play areas and allotments

Community facilities will include:

a **local shop;**

a **community hall**

£1.5 million of archaeological investigations

£15 million towards local infrastructure

£11 million of this set aside for new schools

120 jobs, including 70 in Redrow's newly constructed South East office



ONCE-IN-A-GENERATION OPPORTUNITY

The first garden city for 100 years, Ebbsfleet Garden City is a flagship scheme, designed to tackle the housing shortage head on by delivering high quality new homes as part of a sustainable new community. The predominantly brownfield site had long been identified as an ideal location for major development. Plans for up to 15,000 homes were announced in the 2014 Budget, with up to £200 million of infrastructure funding available to kick-start Ebbsfleet Garden City.

Soon after that announcement, Redrow confirmed plans for up to 950 new homes at Ebbsfleet Green within the Ebbsfleet Garden City site. Working closely with Ebbsfleet Development Corporation, Redrow has brought forward a high quality residential-led scheme, within a landscaped setting including tree-lined streets and a mix of uses, to create an attractive safe and vibrant new community. It is a beacon of Redrow's ability to deliver high quality homes at pace across multiple construction sites in one location.

Garden city for the 21st century and beyond

Sir Ebenezer Howard, in his 1898 piece *Tomorrow – A Peaceful Path to Real Reform* (which was later revised to *Garden Cities of Tomorrow* in 1903), described a utopian city in which people live harmoniously together with nature. This ideal led to the creation of the first garden city, Letchworth Garden City in 1903 followed by Welwyn Garden City in 1920. Today, many of Howard's ideals are used in town planning, and it is particularly notable that the original garden cities have stood the test of time and are still highly desirable places to live and work.

Alongside Ebbsfleet Development Corporation, Redrow is adopting and adapting the ideals of the garden city movement for modern living.

LAND ACQUISITION

Redrow acquired the site, formerly known as Northfleet West Substation, from National Grid following the decision to grant outline planning permission.

The site was surplus to requirements and had been non-operational for some time before clearance and remediation work began.

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The project is an excellent example of partnership and sustainable planning with National Grid delivering the site and Redrow developing the new homes.

It's a fantastic opportunity to return previously used land to positive use, to create jobs and provide valuable housing in the local area. ”

Charlie Connoly

Joint Venture Manager at National Grid

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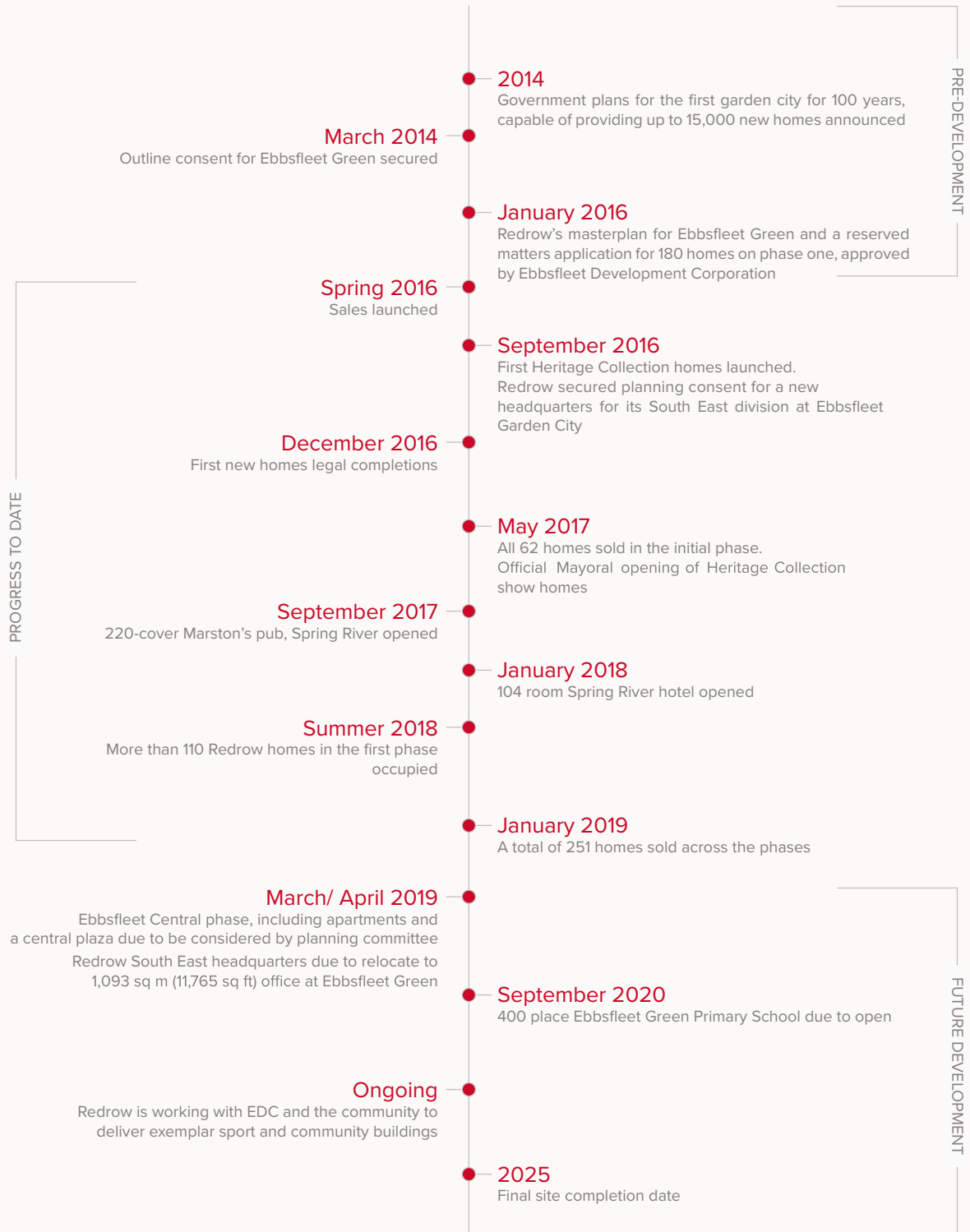
Having forged a successful partnership with National Grid to reach this point, we are delighted that this exciting new development has been granted planning permission. We hope it will help to kick start the long-promised regeneration of the wider Ebbsfleet Valley area.

We are grateful for the support shown by the local community during the consultation process and look forward to delivering high quality new homes for local families and new arrivals to an area with so much potential. ”

Keith Parrett

Regional Chief Executive for Redrow Homes Speaking in 2014

TIMELINE





SCALE

No typical housing project, the size and scale of the development has itself required a fresh approach, to deliver much needed new homes at speed. Ordinarily, a site the size of Ebbsfleet Green would be divided up and parcels of land sold to other housebuilders. Instead, Redrow has seized the opportunity to create a series of villages within the garden city by dividing the land into more manageable size phases.

The result is that Ebbsfleet Green offers a mix of housing product, in terms of size and architectural design, to give the impression of a neighbourhood that has developed gradually over time.

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Redrow's Ebbsfleet Green development in Ebbsfleet Garden City is a good example of how developers and planning authorities can work together.

This is a complex multi-phased development and throughout we had to ensure that it aligned with the vision for a garden city. ”

Mark Pullin Chief Planning Officer
at Ebbsfleet Development Corporation



“

The Government had identified garden cities that would help pull units through and speed up delivery and wanted to see returns for the money invested. It's really important that this is what's been delivered at Ebbsfleet.

When the outline application was drawn up we divided the site into manageable sizes for phased development. ”

David Banfield
Planning Director for Redrow Homes
(South East)





SUSTAINABLE COMMUNITY

Just 17 minutes from London St Pancras via neighbouring Ebbsfleet International station, Ebbsfleet Green is well placed for commuting into the capital, offering an alternative to premium property prices buyers can expect to pay to live in London.

“It’s a sustainable development next to the best train line in the country,” David Banfield said.

But Ebbsfleet Green is much more than a commuter base, it’s a vibrant and sustainable new community and part of the Healthy New Towns Network, which aims to improve the health of the nation by creating healthier places to live.

Every element has been carefully considered, with footpaths, cycleways and tree-lined avenues linking the homes to the wider neighbourhood and amenities.

One third of the development has been left for public open space and sports fields, enabling residents to stretch their legs and encouraging them to lead a healthy and active lifestyle. Allotments and orchards have also been designed with sustainability and healthy living in mind.

There is also space for a community centre, a primary school, shops, while a new hotel and a pub have already opened. And while all of this is within walking distance, transport connections have been carefully planned, including a bus route through the development linking residents to the wider area.

All of this combines to create a special community that enriches the lives of all who live at Ebbsfleet Green.



SETTING THE PACE FOR DEVELOPMENT

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We achieved a major outline planning consent for Ebbsfleet Green in 2014 and since then numerous detailed residential and infrastructure applications and conditions have been permitted. The pace and quality of development is outstanding as we aim to meet local planning policy requirements and best practice including the Garden City Principles as well as the ever increasing high standards of Ebbsfleet Development Corporation. The site changes every day and it's great to see the new community grow.

It's a significant scheme so there are going to be challenges, but we have still brought forward the development at pace. It can take months to clear a reserved matters application and discharge conditions, but we have a close working relationship with EDC which means that Redrow can build out straight away. It's very positive and rewarding for the whole team to see our hard work come to life. Management and being proactive is key as it's a really complicated process as shown by our tracker of over 120 applications which have been submitted over the last four years. ”

Roland Brass

Associate Director at GL Hearn,
Redrow's lead planning consultant

As a Development Corporation, EDC is the decision maker but the plan maker is Dartford Borough Council and therefore the proposals need to be in accordance with the local planning policy. It also needs to take account of EDC's emerging development and design guidance and national building standards.

EDC's Mark Pullin said: **“We worked closely with Redrow to ensure that not only is this development delivered at pace but also that it responded to local character and provided bespoke solutions for the garden city.**

Engagement was key and we wanted to create a distinctive and diverse community which Redrow helped us achieve. We have developed a number of strategies and documents to help guide and assist developers and the input from Redrow has been invaluable.”

David Banfield added: **“On the surface it looks like planning applications are brought forward more quickly, but there's a lot more pre-application work. It can take three or four months before we submit an application that the EDC might be happy with. They do want development and they want us to build quality homes quickly, but they certainly won't settle for 'any old development' and that's not something we would ever propose anyway.”**



PHASED APPROACH

At Ebbsfleet Green, Redrow is effectively running three separate building sites at any one time. There are three site managers, three site assistants and one big site compound, all overseen by one project manager.

Redrow is also operating multiple phases of different product in other locations.

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Normally a site of this size is portioned up and developed by different housebuilders but we are doing it all ourselves.

Ebbsfleet Green is something we should all be very proud of. It is a shining beacon of what can be done by one developer on one site. We're now nearing 300 completions and occupying circa 200 units a year. In the last 18 months a public house and hotel have been built and opened, 200-plus homes have been built, the new Redrow office is opening. It's absolutely incredible for one, and only one, developer. It's a phenomenal rate of construction and we're achieving a 95% satisfaction rate from customers, which demonstrates that we're not just building really quickly, but building quality homes quickly across three sites.

The benefit is that Ebbsfleet showcases what Redrow can do in other areas. We encourage planners to look at what we're doing at Ebbsfleet because local authorities now need to deliver numbers. At Redrow we can say we are able to deliver 200 units a year on a site in

the right circumstances. If a site is big enough, it's possible to do it, but the planning authority needs to be flexible enough to allow us to deliver two or three products at the same time. ”

Chris Lilley
Redrow Regional Chief Executive



MEETING DEMAND

Consumer demand for the homes at Ebbsfleet Green was unprecedented. When Redrow secured reserved matters consent for the first phase in 2016, more than 6,000 people had registered an interest in the properties. By the time the first homes were released for sale that summer, there were more than 9,000 potential purchasers on the database.

The phenomenal levels of interest in the properties led to Redrow inviting the thousands who had enquired to participate in a questionnaire to pre-qualify them prior to the development launching, in order to manage potential purchasers' expectations.

Redrow worked with the Ebbsfleet Development Corporation to have at least two products on sale at the same time, creating more opportunities and choice for purchasers. By constructing on at least two separate sites at the same time, this also maximises the build rates and delivering completions.

This multifaceted approach enables Redrow to tackle the housing crisis head on and deliver much needed new homes. There are more than 100 people working on site each day across the different collections, overseen by a number of site managers and one project manager.

By offering different styles and sizes of homes, Redrow is catering for a broad spectrum of buyers including first time buyers, professionals working in London, families and downsizers – known by Redrow as rightsizers – all of whom will have the opportunity to help shape the future of the new community to ensure that Ebbsfleet Garden City is somewhere people can enjoy living for generations to come.

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We always have at least two or three different styles of product on sale at the same time as this enables us to build quicker and appeal to a broader buyer spectrum. Some people will always want the Arts & Crafts inspired Heritage Collection but others want something more urban, particularly young people moving out of London, which is why we offered a mix of property styles including the Regent Collection and bespoke apartments with a barn-style feel in keeping with the location in the Garden of England.”

Rachael Baillie

Sales Director for Redrow Homes (South East)



