



EBBSFLEET GREEN

CASE STUDY



EBBSFLEET GREEN, KENT IN SUMMARY

Part of the wider groundbreaking Ebbsfleet Garden City development, in Kent, Redrow is playing its part to deliver a new town for the future, with sustainability, connectivity and the health and wellbeing of its residents at its core. The first garden city for 100 years, Ebbsfleet is a flagship scheme for the country, showing how ambitious housing targets can be met through successful partnership work between central and local government and developers.

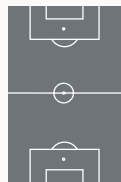
Redrow is delivering around 900 new homes across six phases of development, including 225 affordable homes to meet local need and community facilities, which incorporate a new school, pub, restaurant, hotel, community building and sports facilities. The development is also home to Redrow's South East divisional headquarters.

With construction work underway on all six phases, and Redrow selling homes on multiple phases at any one time, the Ebbsfleet Green development is a prime example of how Redrow can support local authorities to deliver new homes at pace.

KEY FACTS

29 ACRES

(EQUATING TO AROUND 50 FOOTBALL PITCHES)



AROUND 900

NEW HOMES
INCLUDING 225
(25%) AFFORDABLE



120

JOBS CREATED ONSITE,
INCLUDING 70 IN
REDROW'S NEW
SOUTH EAST OFFICE



NEW ONSITE COMMUNITY FACILITIES
CREATING A WALKABLE NEIGHBOURHOOD –
INCLUDING A PRIMARY SCHOOL, PUB,
RESTAURANT, HOTEL AND A NEW
MULTI-USE COMMUNITY BUILDING

25.9 ACRES

AND PLAY AREAS INCLUDING
A NEW SPORTS PITCH, TWO COURTS,
A PAVILION AND COMMUNITY ALLOTMENTS



>£19M

IN COMMUNITY CONTRIBUTIONS
VIA SECTION 106 AGREEMENTS





ONCE-IN-A-GENERATION OPPORTUNITY

Championed as a solution to the housing shortage by central government, Ebbsfleet Garden City is 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, a new primary school and community facilities at Ebbsfleet Green within the garden city site. Working closely with Ebbsfleet Development Corporation, Redrow brought forward a masterplan for a high quality residential-led scheme, featuring tree-lined streets and an abundance of green space.

Following through on its promises, Redrow has created a safe and vibrant new community, which is due for completion in early 2025. It stands as a beacon of Redrow's ability to deliver high quality homes and community amenities at pace across multiple construction sites, in one location.



COMMUNITY CONTRIBUTIONS

Redrow is contributing more than £19 million to the local community via section 106 agreements, linked to the planning applications. These include:

- £13 million for schools
- £4.4 million towards transport management and infrastructure
- £832,000 youth purpose contribution
- £430,000 for local libraries

In addition, £1.5 million of funding was provided for archaeological investigations.



A GARDEN CITY FOR THE 21ST CENTURY

Alongside Ebbsfleet Development Corporation, Redrow adopted the ideals of the garden city movement for modern living, first described by Sir Ebenezer Howard in 1898 as a utopian city in which people live harmoniously together with nature. This original garden cities of Letchworth and

Welwyn have stood the test of time and are still highly desirable places to live and work. Modelled on the same principles, and adapted for the 21st century, Ebbsfleet has a prosperous future ahead.



A BROWNFIELD REGENERATION

Formerly known as Northfleet West Substation, Redrow acquired the site from National Grid after outline planning permission was granted for the development's masterplan in March 2014. Surplus to National Grid's requirements, the site had been non-operational for some time before clearance and remediation work began.

In 2014, Charlie Connolly, Joint Venture Manager at National Grid, described the project as *"an excellent example of partnership and sustainable planning with National Grid delivering the site and Redrow developing the new homes"* adding that it was a *"fantastic opportunity to return previously used land to positive use, to create jobs and provide valuable housing in the local area"*.

Redrow received reserved matters consent for the first phase of 180 homes in January 2016, approved by Ebbsfleet Development Corporation, to enable building work to begin.



TIMELINE



To deliver simultaneously across multiple phases, Redrow seized the opportunity to create a series of villages within the garden city. 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.

Planning applications were determined faster than is usual, with the Ebbsfleet Development Corporation operating as decision maker, in line with Dartford Borough Council' local planning policy.

Chris Lilley, Redrow regional chief executive, said: *“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. 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.”*



A 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 homebuyers looking to avoid paying premium London property prices.

But Ebbsfleet Green is much more than a commuter base, it's a vibrant and sustainable new community and was part of the NHS's Healthy New Towns Network (run from 2016-2019) which aimed 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 safeguarded for public open space and sports fields, encouraging residents to lead a healthy and active lifestyle. Play areas have been delivered on phases 2 and 4, while a trim trail and multiuse games area is in place on phase 1.

Allotments and orchards have also been designed with sustainability and healthy living in mind, while biodiversity is enhanced through the planting of native tree and shrubs and wildlife friendly species around the ponds and swales, which form part of the sustainable urban drainage system through the spine of the site.

The development itself is a walkable neighbourhood. Funded by Redrow, the new £5million primary school opened in September 2021 and will ensure residents with children can walk to school. The new, environmentally friendly school includes state-of-the-art classrooms, large playing fields, a wildlife area and dipping pond and a dance studio.

The initial intake saw 48 pupils welcomed across Nursery, Reception and a mixed Year 1/2 class. The school can accommodate 420 pupils once full, along with a 26-place nursery, providing capacity to support 1,200 homes.

The proposed new community hub, adjacent to Ebbsfleet Primary School, will host dedicated flexible workspace for residents working from home, alongside a shared kitchen and meeting rooms for community groups and friends to meet. Work on the facilities is due to start in 2024.

Public transport connections to the wider area have also been carefully planned, including a bus route through the development, which is run by Arriva Click and funded by Redrow and Henley Camland.



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.

Redrow worked with the Ebbsfleet Development Corporation to have at least two products on sale at any one same time, creating more opportunities and choice for purchasers and maximising build rate. There are more than 100 people working on site each day across the different collections, overseen by several site managers and one project manager.

By offering different styles and sizes of homes, Redrow is catering for a diverse range of buyers, all of whom will have the opportunity to shape the future of this new community to ensure that Ebbsfleet Green is somewhere people can enjoy living for generations to come.



