

PLANNING FOR EBBSFLEET, LESSONS FROM A HAPPI, AND HEALTHY GARDEN CITY.

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HAPPI HOUR 22ND OCTOBER 2024



KEY POINTS

1 THE EBBSFLEET AMBITION

2 LESSONS FROM THE PAST

3 THE HEALTHY NEW TOWN APPROACH



The Bearpit // Cable Wharf

1 OUR AMBITION FOR EBBSFLEET



WHAT'S PLANNED



Building up to 15,000 new homes of all tenures... and a lot more!



Seven new city parks and a network of green corridors



New public transport network



Many thousands of new jobs



Major health and education campus



A vibrant new town centre built around Ebbsfleet International station



Castle Hill local park

WHO WILL BE THE EBBSFLEET RESIDENTS, WHERE ARE THEY COMING FROM, AND DOES IT MATTER?



EDC inherited outline planning permissions for approximately 11,000 new homes previously granted by Dartford BC and Gravesham BC



All homes will be delivered by the private sector / registered providers and 30% will be Affordable



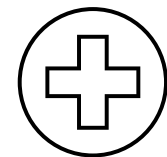
Up to 75% of affordable homes will be sold under Shared Ownership



Without intervention, none of the homes approved will be specialist for older residents,.



Our Garden City ambition is to provide a range of mixed-tenure homes and housing types that are affordable and meet local needs



It is important to have an estimate of total population projection and make-up in order to plan proactively to meet their needs including for health, education, community facilities and cultural programmes

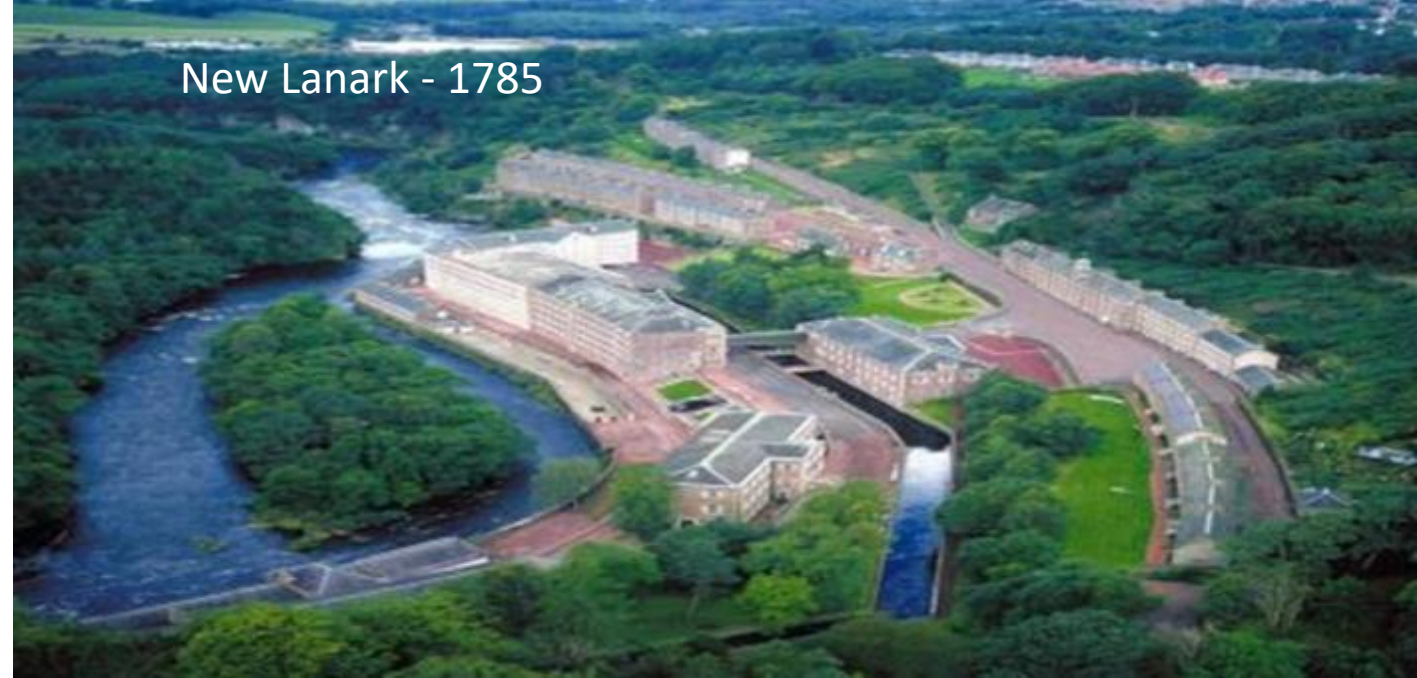


2 LESSONS FROM THE PAST

18TH AND 19TH CENTURY PLANNED NEW COMMUNITIES WERE DEVELOPED BY INDUSTRIAL ENTREPRENEURS' WITH A SOCIALIST AND PHILANTHROPIC ETHOS THAT PROVED

HEALTHY PLACEMAKING WAS PRODUCTIVE & PROFITABLE

- New Lanark was developed by David Dale and Robert Owen as a healthy industrial village, providing jobs in the cotton mills together with, homes and education for 2500 workers including 500 children coming from the slums of Glasgow and Edinburgh.
- Saltaire provided 800 homes including 5% almshouses for workers of the mills together with housing, recreation, health and laundry facilities for workers and their families
- Both communities have been designated UNESCOs World Heritage sites, and life expectancy of residents increased by up to 50% compared to neighbouring locations.



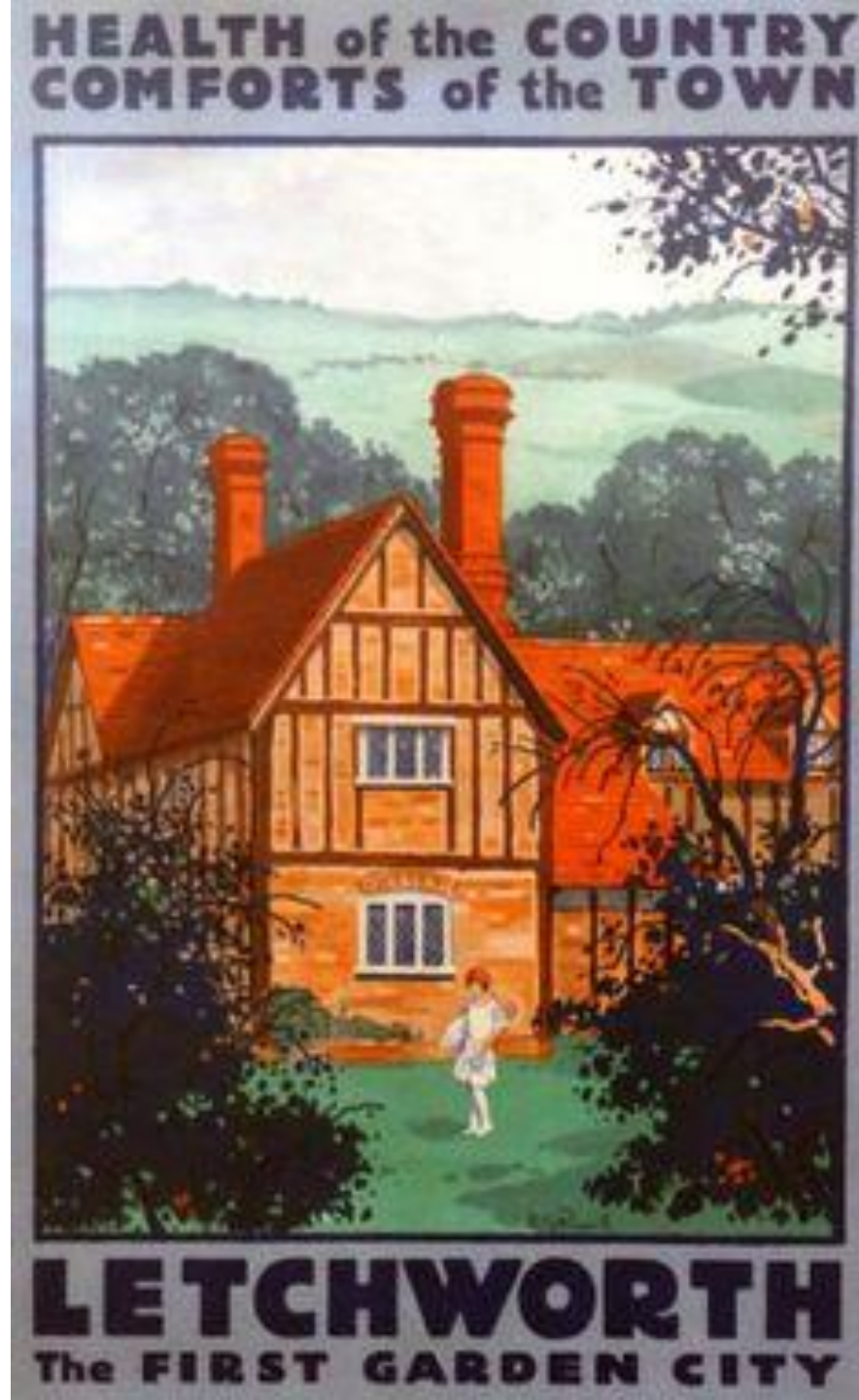
New Lanark - 1785



Saltaire - - 1851

LETCWORTH, THE FIRST 'GARDEN CITY'

- A response to over-crowding and poor health in Victorian London, with a plan for combining the best of town and country living.
- A new physical model (compact walkable neighbourhoods) coupled with a new mode of creation (patient investing)
- Innovation in new housing and design which generated national model housing types.
- A significant number of supported housing schemes have been built since the 1960's, however demand remains high for bungalows and retirement housing.
- Landmark stewardship model



Parker and Unwin Housing Models



LESSONS FROM THE NEW TOWNS

- Includes some of the most connected, socially progressive and economically successful locations nationally (Milton Keynes, Warrington, Welwyn Garden city)
- Also includes some of the most disconnected, socially isolated, economically inactive locations nationally (Cumbernauld, Skelmersdale, Craigavon).
- The needs of older residents were often not considered or priorities for a further generation. Retro-fitting specialist housing opportunities often were directed to the edge of town.



3

LEARNING AT EBBSFLEET

THE HEALTHY NEW TOWN APPROACH



OVERVIEW OF THE EBBSFLEET HEALTHY NEW TOWNS PROGRAMME

5 OUTCOME DRIVERS



1: People in control



2: Vibrant and inclusive city



3: Better quality of life



4: Accessible blue, green and physical environment



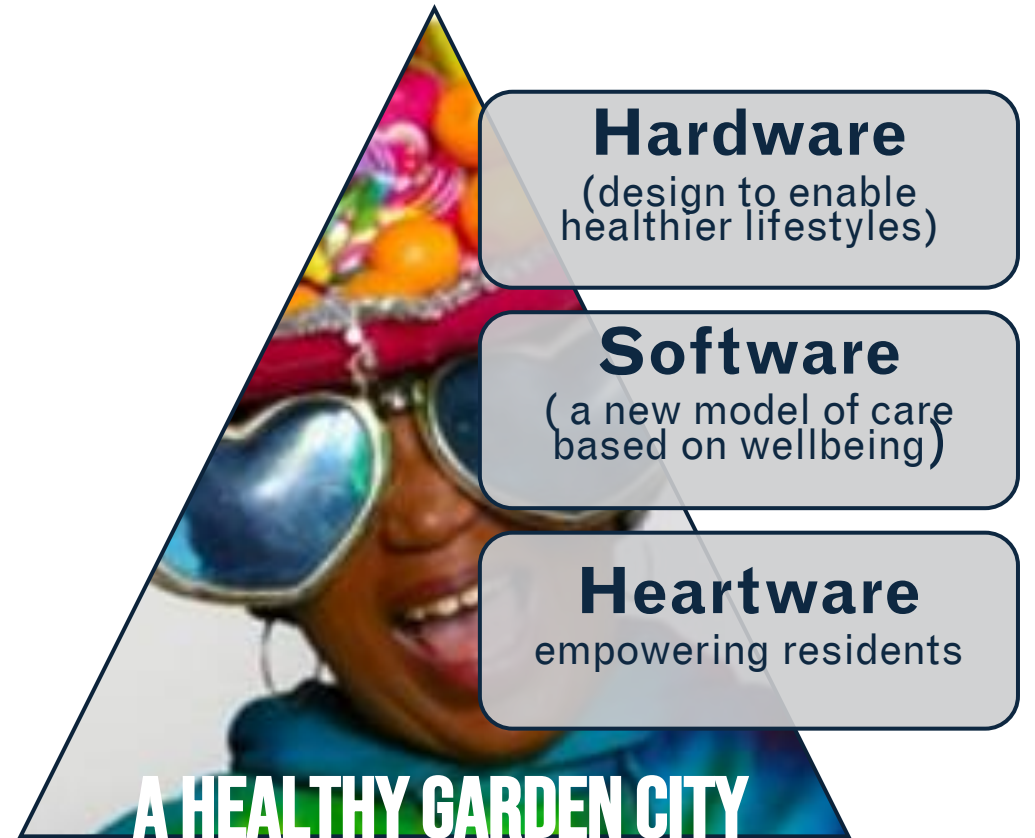
5: Living in your home for longer

3 WORKSTREAMS

Hardware
(design to enable healthier lifestyles)

Software
(a new model of care based on wellbeing)

Heartware
empowering residents



AGEING WELL IN EBBSFLEET, OUR HEALTHY NEW TOWN APPROACH



1: EDC have adopted a KPI to help deliver specialist housing opportunities for older residents through direct intervention



2: We have commissioned the HousingLin 'SHOP' model to identify need and demand for older residents, which has informed the Dartford Local Plan



3: Through our planning influence we will ensure that 90% of future approvals secure M(4) housing to support older residents to live independently in their homes for longer



4: We have developed a best practice model for Intergenerational Housing



CREATING THE HARDWARE

Through exemplary built environments

- Innovating at every scale; from the scale of the home to the scale of a new city.
- Working with proactive developers and housing associations to define and test the key ingredients for Healthy Homes
- Working across Government to define national standards for neighbourhood design for new housing areas, which resulted in 'Building for a Healthy Life'
- Influencing developers to incorporate 'Healthy Homes' principles.



UNDERSTANDING LOCAL NEED AND DEMAND FOR AN AGEING POPULATION

- HousingLin modelling found evidence of demand from older households aged **65+ for a positive lifestyle housing offer.**
- **Opportunities to attract older people** from across the area to move to Ebbsfleet.
- Evidence of **demand for a high quality, environmentally sustainable, age friendly, HAPPI compliant housing offer**
- K&M ICB and KCC identified an opportunity around **rehabilitation or step-up/ step-down housing**, to help unblock hospital beds and to improve the return to home pathway

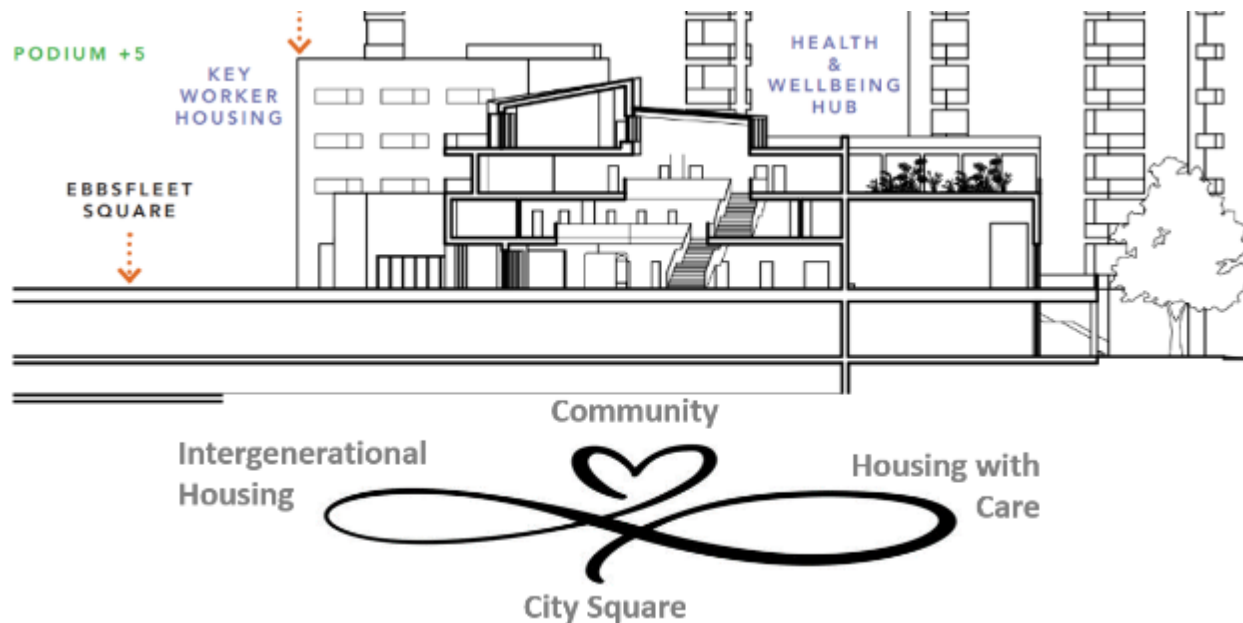
HAPPI sets our nationally agreed principles for specialist housing for older residents



OUR COLLABORATIVE APPROACH TO SOFTWARE

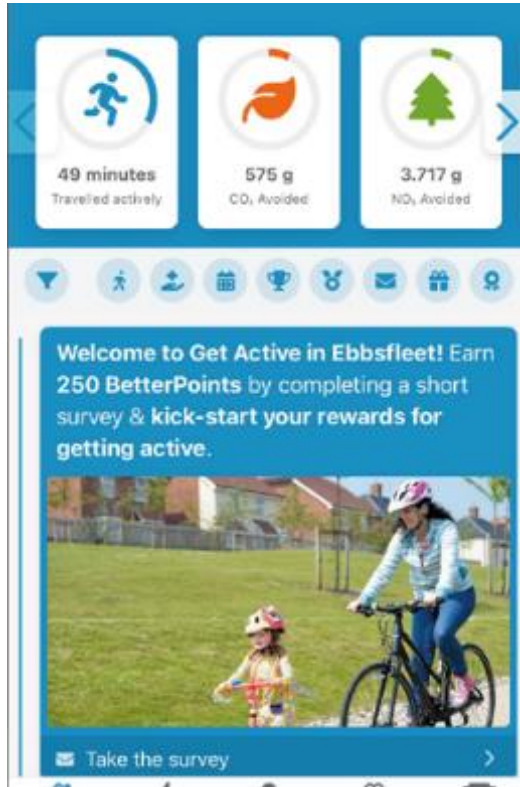
Developing a new model of care with the NHS

As the largest of the NHS Healthy New Town pilot locations, EDC have collaborated with the Integrated Care Board, residents and stakeholders to co-design a **fresh approach to health service delivery** which focuses on well-being, and social prescribing, which will culminate in a world-class, health and wellbeing hub at the heart of Ebbsfleet Central.



ENABLING THINGS TO DO HEARTWARE

Empowering residents to lead busy, connected and healthy lives



[Films from previous years](#)

[A Vibrant Community](#)



[An Enterprising Economy](#)



[A Healthy Environment](#)

BUSY PEOPLE ARE HEALTHY PEOPLE

Our vision

for resident connectedness

A welcoming garden city connecting thriving communities where empowered residents support each other in living their best lives.





PROGRESS TO DATE



Over 4,000 homes completed with over 10,000 new residents



Three primary schools open,
Two community centres,
2 convenience stores
One pub and a hotel



Vital Infrastructure delivered to support further growth



Strong pipeline with detailed planning permission for 3,658 homes



Work progressing to enable starts on two further community centres, sports pavilion, three primary schools, a secondary education campus and several village centres

WHAT OUR RESIDENTS THINK SO FAR....

80% Quality of Life Satisfaction



89% of residents feel safe



84% of residents feel there is a strong sense of community



55% of residents feel they can influence decisions that affect their area



92% of residents are happy with their homes



89% Satisfied as a place to live



78% of residents feel their area has character and beauty



Thank you.

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[Resident Satisfaction Survey](#)

[Resident Satisfaction Survey Film](#)

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