

Lodge Hill, Chattenden

Stage Three Public Consultation – Exhibitions

Feedback Analysis

Prepared by PPS Group

March 2010



Contents

	Page
1.0 Introduction	3
2.0 Analysis of Engagement Figures	6
3.0 Analysis Methodology	8
4.0 Analysis of Feedback	9
5.0 Progression from Stage One Exhibitions	49
6.0 Specific Issues	54
7.0 Conclusions	55

Lodge Hill – Stage Three Public Consultation – Supporting Information

Appendix One:	Exhibition Invite Letter – General	ii
Appendix Two:	Exhibition Invite Letter – Parish Councils	iii
Appendix Three:	Exhibition Invite Letter – Medway Council Members	v
Appendix Four:	Exhibition Invite Letter – Attendees to Stage Two Workshops	vii
Appendix Five:	Advert	ix
Appendix Six:	Press Release	x
Appendix Seven:	Public Exhibitions – Editorial Coverage	xii
Appendix Eight:	Poster	xiii
Appendix Nine:	Exhibition Panels	xiv
Appendix Ten:	Exhibition Leaflet	xxii
Appendix Eleven:	Preview Session Sign In Sheets	xxiii
Appendix Twelve:	Feedback Form	xxvii

1.0 Introduction

In 2009 Land Securities held a series of public events to engage with the community regarding proposed development at Lodge Hill, Chattenden, in advance of the company's submission to Medway Council's Core Strategy preparations. This report details the feedback from the latest public exhibitions, held in November 2009.

From the outset of the community engagement programme, Land Securities was committed to giving the local community and interested groups the opportunity to play a role in the evolution of the Lodge Hill masterplan. It was also deemed important that people could evidence the value of the contribution that they made. Therefore, all feedback received from the public to date has been collated and the reports have been made available on the Lodge Hill website (www.lodgehill.info).

The public consultation programme has been implemented in three stages. The first public exhibitions in April 2009, entailing 20 hours of public exhibitions held at venues across the Hoo Peninsula, attracted attendance from 597 people and a report on the feedback was prepared from the 206 feedback forms received (Stage One Public Consultation – Exhibitions Feedback Analysis).

In July 2009, these exhibitions were followed by workshop sessions to consider the issues highlighted in the feedback in more depth. 113 people attended three-hour workshop sessions, which covered the topics of Community, Environment and Movement. 18 hours of workshops were held in total and an analysis of the discussions from the workshops and a record of all written comments received was prepared (Stage Two Public Consultation – Workshops Feedback Analysis).

This latest stage of public exhibitions in November 2009 comprised of a further 22 hours of public exhibitions, held in seven venues on and around the Hoo Peninsula over five days. Like the last exhibitions, daytime, evening and weekend slots were provided to make it as convenient as possible for people to attend. The purpose of these exhibitions was to gauge whether the emerging proposals for Lodge Hill had adequately responded to the concerns highlighted by the public in the previous consultation events.

The exhibitions were held as follow:

Tuesday 24th November 2009

Venue: The Lodge, Lodge Hill Lane, Chattenden, Kent ME3 8NE
Time: 1.30pm – 3.30pm
Stakeholder preview session only

Venue: The Lodge, Lodge Hill Lane, Chattenden, Kent ME3 8NE
Time: 6pm – 8pm
Workshop preview session only

Wednesday 25th November 2009

Venue: Cliffe Men's Social Club, Symonds Road, Cliffe ME3 7SS
Time: 10am – 1pm

Venue: High Halstow Recreation Hall, 33 The Street, High Halstow ME3 8SQ
Time: 3.30pm to 6.30pm

Thursday 26th November 2009

Venue: All Saints Parish Hall, Church Green, Frindsbury ME2 3HE
Time: 10am - 1pm

Venue: Hoo Village Institute, 25 Main Road, Hoo St Werburgh, ME3 9AA
Time: 4pm – 7pm

Friday 27th November 2009

Venue: Stoke Village Hall, Mallard Way, Lower Stoke, ME3 9ST
Time: 10am – 1pm

Venue: Chattenden Community Centre, Swinton Avenue, Chattenden ME3 8PH
Time: 4pm – 7pm

Saturday 29th November 2009

Venue: The Lodge, Lodge Hill Lane, Chattenden, Kent ME3 8NE
Time: 10am – 2pm

The events were publicised in a variety of different mediums:

- 581 personalised letters of invitation were issued to the Lodge Hill stakeholder database, which is comprised of members of the public who have attended previous Lodge Hill consultation events and stakeholders such as Parish Councils, Medway Council (Officers and Members), Medway Renaissance, statutory consultees and interest groups. These letters were followed up by email (where email addresses had been provided).
- 10 quarter-page adverts were placed in the Medway Messenger, Medway Adscene (free paper), Medway Extra (free paper) and the Medway News w/c 9th and w/c 19th November 2009. An advert was also placed in The Net, a free newsletter distributed to 30,000 households on the Hoo Peninsula, Strood, Cuxton and Snodland.
- A press release was issued to all local media on the 13th November 2009. Coverage was achieved in the Medway Messenger on the 23rd November.
- The dates of the public exhibitions were circulated to all Parish Councils, for inclusion in their parish newsletters and/or parish websites. St Mary Hoo, Frindsbury Extra and Cliffe & Cliffe Woods Parish Councils posted a notice on their websites.

- A4 and A3 colour posted were distributed to Parish Council representatives at the Rural Liaison Committee on the 11th November 2009. Posters were also sent to Chattenden Community Centre, places of worship, Chattenden Primary School, Deangate Ridge Sports Complex, the Hundred of Hoo School and the Medway Regeneration Ambassadors.

207 people attended the exhibitions in November 2009, broken down as follows at each of the venues:

Cliffe Mens Social Club	21 attendees
High Halstow Recreation Hall	25 attendees
All Saints Parish Hall, Frindsbury	45 attendees
Hoo Village Institute	25 attendees
Stoke Village Hall	10 attendees
Chattenden Community Centre	32 attendees
The Lodge	49 attendees

In addition, a lunchtime stakeholder preview event was held at The Lodge from 1.30pm to 3.30pm on 24th November 2009 and was attended by 13 people. A special session was also held that evening from 6pm to 8pm for people who had attended the workshops and a buffet was provided. 40 people attended this event.

In total, **260** people visited the public exhibition. This figure includes seven ‘youth’ residents from Chattenden who were encouraged by a Medway youth worker to attend the exhibition at Chattenden Community Centre on the 27th November.

The exhibition materials were also published online for people to view at their leisure. Feedback forms were available to complete online or download from the Lodge Hill website and return by post.

43 feedback forms were received by the deadline date of the 19th December 2009 – either returned at the events, completed online or returned by post. One further form was received after the deadline and an extension was allowed due to the Christmas period. 44 feedback forms represent a 17% response rate from the 260 attendees to the exhibition. Turnout and response rate for these latest exhibitions is addressed in more detail in Section 2.0.

2.0 Analysis of Engagement Figures

For these latest exhibitions, both the number of attendees to the events and the response rate for the completion of feedback forms was lower than the previous public exhibitions. However, this section explains how a core audience of representatives have self selected their participation in the Lodge Hill public consultation.

In April 2009, generic non-personalised letters were posted to the circa 10,000 households listed on Medway Council's electoral role for the Peninsula and Strood Rural wards (the Lodge Hill development site is located in these two wards). The purpose of this extensive mailing was to make the public at large aware of the opportunity to engage in the development proposals. An additional 240 personalised letters were issued to local and statutory stakeholders.

Of the 10,240 invitees who received letters about the first round of exhibitions on the Lodge Hill proposals in April 2009, 597 attended the event representing a 6% attendance response rate based on the number of letters issued. These 597 attendees represent the number of local residents who can be said to have at minimum a casual or passing interest in the fate of Lodge Hill (by virtue of its proximity to their homes, a general interest in improving local infrastructure and the built environment, membership of a local interest group, etc.) and whom therefore sought a role in the consultation process.

Of the 597 attendees to the exhibitions, 212 participated in the feedback process by submitting forms. This represents a 36% response rate for the completion of feedback forms.

By November 2009, the Lodge Hill stakeholder database comprised 581 names and addresses from representatives from local stakeholder groups; statutory stakeholders; residents who had contributed feedback forms in April; and those who had registered an interest to be updated on further consultations events. Therefore, in November 2009, 581 personalised letters were issued to individuals or groups who had self-selected to take part in further consultation events. Adverts were also placed in the local press and posters were displayed locally, in the event that people missed the opportunity to attend earlier consultation events and wished to get involved in the process at a later date.

260 people attended the November public exhibitions, representing a 48% attendance response rate based on the number of letters issued - an increase of 42% on the previous attendance response rate.

The 260 individuals who chose to attend another round of public exhibitions presumably felt that there was further to be gained from engaging with the consultation, either in terms of clarifying the details of the scheme in their own minds or feeding their responses back into the development process. Furthermore, of

the 44 residents who contributed feedback forms at the November exhibitions, 27 (66%) had already contributed feedback in April.

With an attendance response rate of 48%, it is hard to make generalisations as to why the remaining 52% of those who were notified of the November exhibitions chose not to attend, leading to an overall lower number of attendees. However, it is possible to speculate on potential causes:

- The exhibitions were held during colder weather, which could have hampered attendance
- Consultation fatigue as a result of other consultation events, such as Medway Council's Core Strategy engagement and other proposed developments
- A three staged approach to public consultation demands more time and increased levels of participation from attendees than one off events. Higher levels of engagement intensity can equate to lower number of participants
- April 2009 was the first public airing of the development area and many people attended the events to see how the development had the potential to affect them. If these individuals felt there was little negative impact, or their concerns were allayed during these first exhibitions, the perceived need to attend further events may diminish
- Attendees were sufficiently satisfied from previous consultations about the scheme for their attendance not to be required again in November 2009. In 'Community Engagement – some lessons from the New Deal for Communities Programme', published in September 2008 by Communities and Local Government (CLG), the author states that "it is evident that even where people have been involved, their interest can wane once their immediate problem has been resolved."

The figures suggest that the consultation events in April and November 2009 have helped to identify a 'core' audience of stakeholders who are actively engaged in the Lodge Hill consultation programme and who are eager to participate in the feedback process.

Skidmore et al (2006) warn that "no matter how hard people try, existing forms of community participation in governance will only ever mobilise a small group of people". Skidmore et al propose that, "rather than fight this reality, the solution lies in maximising the value from the existing small group."

The core group identified through consultation thus far can help form a framework around which further events can be shaped and targeted in the future. In addition to this, Land Securities will continue to seek engagement with as wide an audience as possible, encouraging participation in the ongoing consultation for Lodge Hill.

3.0 Analysis Methodology

In order to maintain consistency, the feedback received in these latest exhibitions has been analysed using the same approach as that implemented for the Stage One Public Consultation – Exhibitions Feedback Analysis.

The exhibition boards highlighted key points and issues which had been raised in previous consultation events and the purpose of the exhibitions was to gauge whether the emerging proposals for Lodge Hill had adequately responded to the concerns highlighted by the public in the previous consultation events. Therefore, the majority of questions posed were 'open' questions, with no pre-determined answers, and a broad range of views, comments, assertions and, in some cases 'questions' in response, were provided. To ensure that all comments are accounted for, every written comment received was analysed and key points identified as 'references'. For example:

Q16: Consultation involves balancing the views of many different groups of people. Overall, do you feel that the current information for Lodge Hill has responded in the correct way to the consultation feedback? Please explain the reasons for your view:

"Yes – the exhibition is a fair summary – not just of my views but of others I heard expressed at earlier meetings. But not as much emphasis on environmental impact – this was a big issue."

Resident, Greenfinches

This response would be recorded as two references and all responses were then themed to identify any patterns occurring. For this particular question, the two reference categories were; 1) positive and 2) areas for consideration. A percentage was then calculated in terms of the relative frequency of themed responses to each question. All percentages have been calculated to two decimal places and then rounded to the nearest number.

It is important to note that some of the comments detailed are outside of the consultant team's or the development's remit to address. However, all comments have been considered within the statistics.

The relatively low feedback form response rate of 44 returned forms (in comparison with 212 forms from the previous exhibitions) should be borne in mind when assessing this information. The number of people

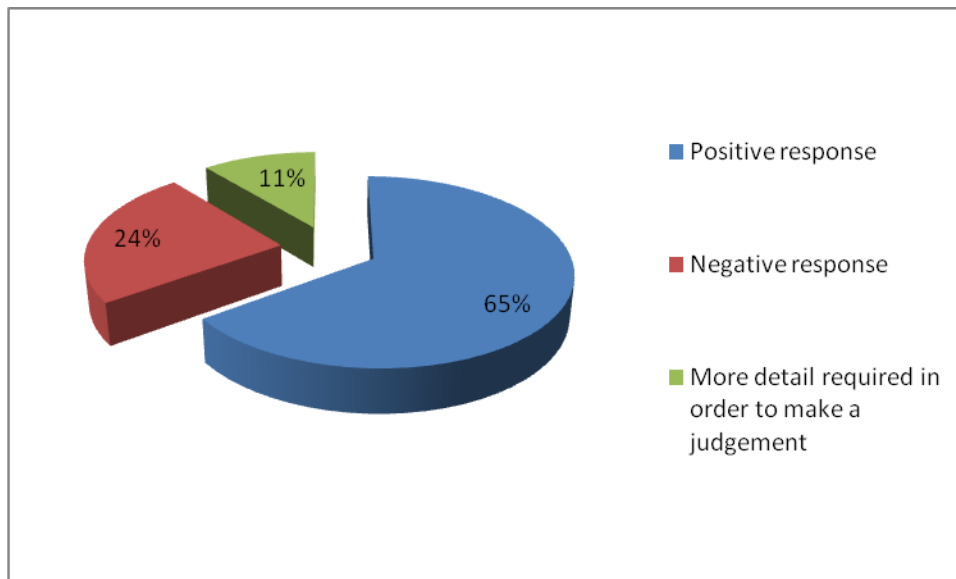
answering questions on the feedback form is as low as 10 individuals for some questions. However, this should not diminish the importance paid to the feedback received.

4.0 Analysis of Feedback

Principle One – Character

Q1: With regard to the character of Lodge Hill, do you feel that the current plans have adequately responded to the consultation feedback? Please explain the reasons for your answer.

33 respondents answered this question and the responses were themed into three categories; positive responses, negative responses, and those who felt that more detail was required in order for them to make a judgement.



Positive Response (65%)

Sample comments include:

“Yes, it looks like a sympathetic response thus far”

Resident, Parsonage Lane

“Yes, many of the comments from the workshops can be seen in the current proposals.”

Resident, Broadwood Road

“Yes, it is very impressive to see that areas of woodland and open space have been set aside. This will make a tremendous difference.”

Resident, Graveney Close

Other reasons cited for the positive response include; the maintenance of the SSSI; provision of a natural feel with green open space; minimum impact on surrounding villages and retention of the ridgeline.

Negative Response (24%)

Sample comments include:

“Emphatically not. We say this more in sorrow than anger as our Forum (MCF) has to date been impressed with the consultation process followed by Land Securities. But at the Environment Workshop in July, we asked that the development should not be based on a pre-determined number of houses (5000). Rather that the principles of no encroachment onto the SSSI or ALLI lands together with a natural buffer-zone between any development and SSSI and respect for and retention of the important scrub areas used by nightingales and other wildlife should dictate the available land for housing etc.”

Medway Countryside Forum

“No because every thing we have asked for we have not got or have not been done.”

Younger resident, Lodge Hill Lane

The younger representatives who attended the exhibition at Chattenden Community Centre felt that facilities should be provided now for their age group in Chattenden. They particularly wanted a skate park.

More Detail Required (11%)

There appeared to be a desire for more detailed information for people to comment on. Sample comments include:

“Unable to comment on present information. There is no info. on hospital, doctor, dental facilities which would be essential during this development.”

Resident, Main Road

“The initial plans are encouraging but not specific enough also there was no sign of the previously suggested Reservoir of which residents were in favour to harness the water from the 3 run off points instead of just running away into the Medway.”

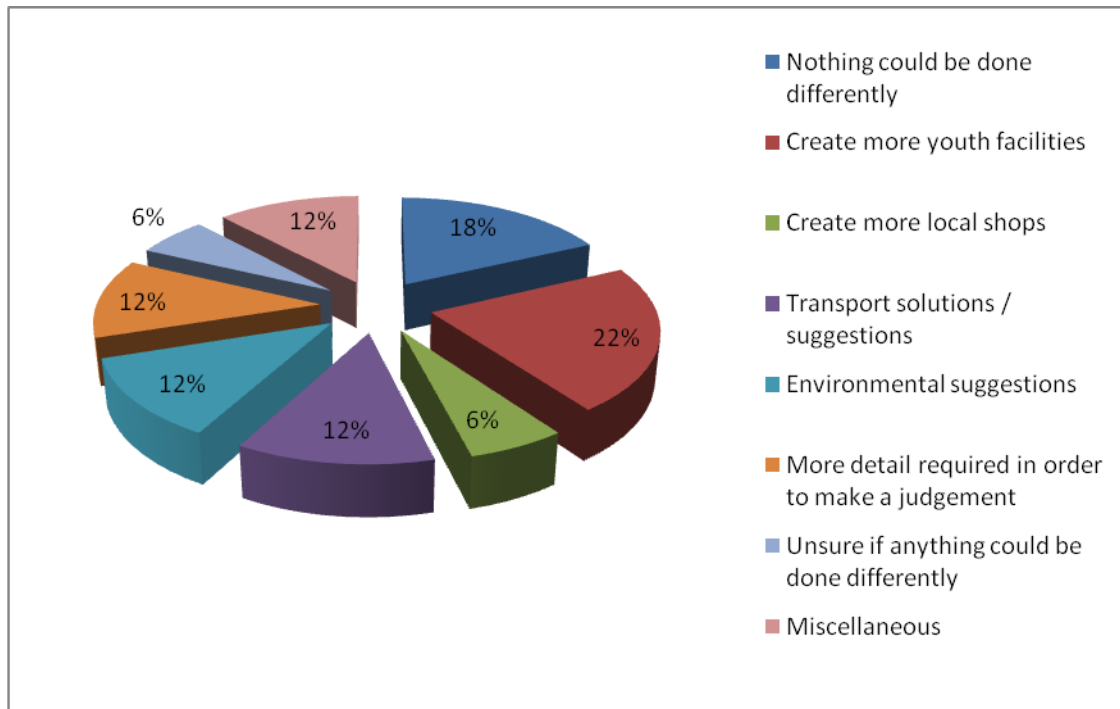
Resident, Elm Avenue

Q2: Is there anything you think could be done differently regarding the character of the site?

26 respondents answered this question and the responses given were quite diverse. 18% felt that nothing could be done differently from the current plans and 6% felt unsure if anything could be don't differently.

12% felt that more detail was required before any judgements could be made. This follows on from the responses to Q1, in that respondents felt the proposals should be further advanced by now and they expected to see a level of detail more applicable to a detailed planning application, rather than illustrative information appropriate for a Core Strategy submission. Anecdotally, attendees to the exhibition also expected to see a model of the development.

An explanation of further responses received is given below.



Create More Youth Facilities (22%)

The younger audience present at Chattenden Community Centre felt strongly that there should be more activities for them in Chattenden in the short term. Again, their main request was for a skate park.

“Insted (sic) of bildin (sic) more homes bild (sic) some thing 4 kids like me.”

Younger resident, Elwood Road

Create More Local Shops (6%)

“.....there needs to be sufficient shoppers to support some local shops/services, but something a little bigger than a ‘tesco express’ is all that is needed, plus a local ‘parade’ of shops, bakers, grocer, butcher etc.”

Resident, South Bush Lane

Transport Solutions / Suggestions (12%)

It is evident from the feedback that one of the main areas of interest for respondents is transport, and the creation of an appropriate and effective road network to service the site and minimise the impact on

surrounding roads. This issue is dealt with more thoroughly in the Connectivity section of the feedback, but comments on this topic were also detailed in other sections, so have been included as appropriate.

“The issues of road access & rail link have not been taken forward (ie – new road from Wainscott bypass; rail link to Ebbsfleet / Grain).”

Resident, Broadwood Road

“Spinal roads should be designed as access rather than through routes, surfaces should be noise reducing.”

Resident, View Road

Environmental Suggestions (12%)

“Identify key viewing areas and minimise hardscape pollution.”

Resident, View Road

“More planting of trees.”

Resident, Lodge Hill Lane

Miscellaneous (12%)

As is the nature of open questions, a broad range of responses are generated. In some cases, people have specific areas of interest or expertise which they wish to raise. In other cases, respondents have a comment to make regardless of the specific question posed.

“Nature reserves / parks should be safe & overlooked or subject to surveillance &/or necessary lighting for safety & security & to deter wrongdoing or crime in isolated areas.”

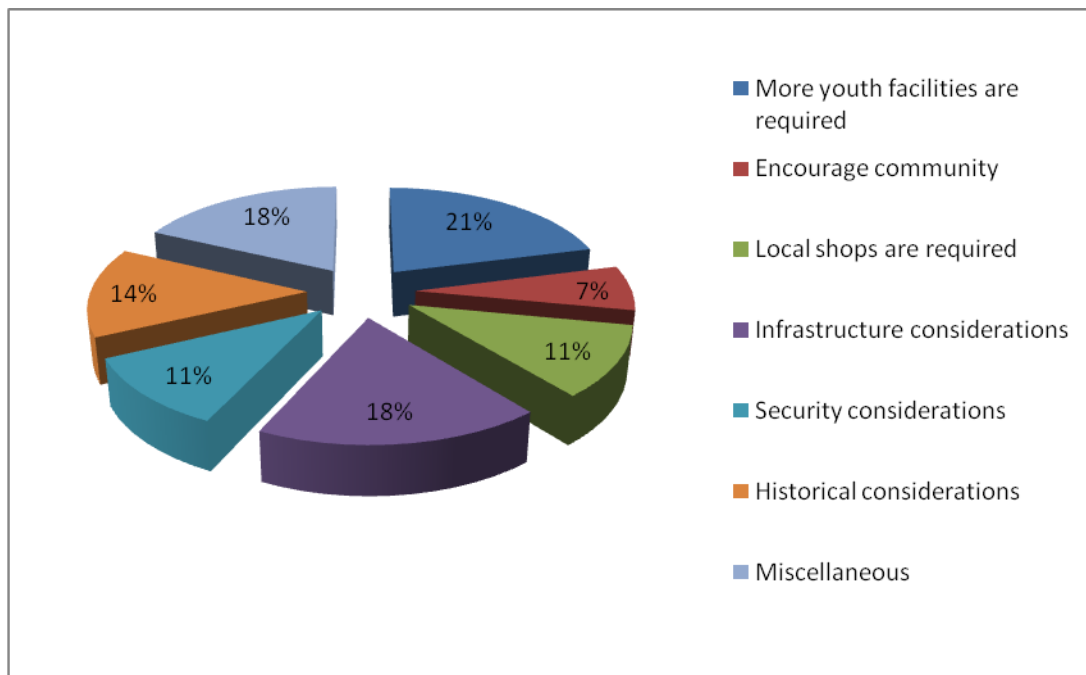
Kent Police

“We have never accepted the critical mass argument at least for the 5000 houses.”

Medway Countryside Forum

Q3: Please use this section to make any further comments about the character of development at Lodge Hill.

21 respondents answered this question with a broad range of comments.



More Youth Facilities (21%)

This category was entirely devoted to the need for a skate park, led by the Chattenden youth group.

Encourage Community (7%)

It was recognised that the provision of facilities alone cannot build a community and that cohesion can be encouraged from more intangible elements like a broad community mix. The types of homes and facilities provided can also help encourage 'community'.

"The challenge will be to build a community which 'works' ie one in which people belong and have a sense of shared identity."

Resident, Parsonage Lane

"Sheltered accommodation which could be small ground floor accommodation for elderly on peninsular + not to be sold off privately. Would encourage community mix."

Resident, Stonecrop Close

Local Shops are Required (11%)

The requirement for more shops was raised by Chattenden residents. The generic term 'shop' was given, as well as a newsagent specifically.

Infrastructure Considerations (18%)

Comments in this category ranged from an assertion that there shouldn't be a wind farm on the ridge, to a comment to promote public transport. Concerns were raised over the impact of development on existing infrastructure.

"...no mention of how the sewerage & drainage is to be dealt with as a massive problem with this already exists on the Peninsular, particularly during heavy rainfall."

Resident, Elm Avenue

Security Considerations (11%)

Some respondents focused on security concerns in relation to the potential for existing problems to be exacerbated through development. The issue of antisocial behaviour, particularly the use of off road motorbikes in the woodland, was also raised during workshop discussions.

"Efforts must be made to prevent motorcycles / off roaders from destroying the woodlands."

Resident, Wentworth Drive

Historical Considerations (14%)

As also recognised in the workshops and the feedback from the previous exhibitions, the historical aspects of the site are important in creating the character of the development.

"Road names could take into account some of the historical location associated with the area. eg local names, names of railway engineers used on the former 2' 6" gauge railway, names of products made on the site and the munitions industry eg Whitworth, Nobel."

Resident, Shepherds Gate

"Two main elements to the character of the site – its industrial past & local environment (in particular woodlands). Need to reflect industrial history and provide green local landscape."

Resident, Greenfinches

Miscellaneous (18%)

Individual comments, not applicable to any of the other categories, have been included in this section.

"We don't want another blot on the peninsula. This is an exciting project which will be a legacy to the county if carried out thoroughly."

Resident, View Road

"Try to avoid building styles that clash."

Resident, Graveney Close

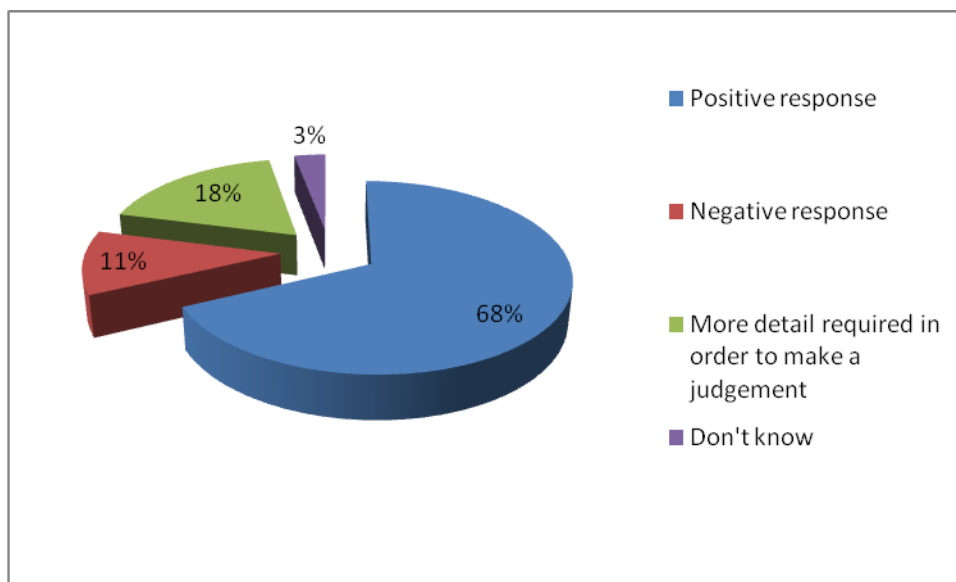
"The area planned for older residents near to the facilities is a very good idea."

Resident, Elm Avenue

Principle Two – Community

Q4: Do you feel that the current proposals have adequately responded to the consultation feedback regarding the type of community which could be created at Lodge Hill? Please explain the reasons for your answer.

26 respondents answered this question and the responses provided were categorised into four areas.



Positive Response (68%)

Sample comments include:

“Yes, it appears to cover all age groups.”

Resident, Newitt Road

“Yes, it has reflected the views expressed in the consultation very accurately.”

Resident, Graveney Road

“Yes, the current proposals have embodied suggestions made at the July 2009 workshops.”

Resident, Shepherds Gate

“Yes, I think they are great, there will be a lot of access to services for all ages.”

Youth Worker, Hoo

Other reasons cited for the positive response include; greater inclusion; provision for a range of ages and needs; affordable housing provision and status housing to attract wealth and prosperity.

Negative Response (11%)

Sample comments include:

“Inadequate attention to detail. Most questions put to the experts at the workshops are never answered but talked around – follow up with at the next workshop we will have more detail not good enough!”

Resident, Lodge Hill Lane

“A healthy living centre is also suggested.”

Kent Police

More Detail Required (18%)

There was a desire for more detail than is currently available:

“Again too vague with regards to specifics. What exactly will the local centres provide? Will there be e.g cottage hospital facilities (rather than just a GP surgery) dealing with tests, x-rays, minor surgery, dental, optical etc. What leisure facilities? E.g swimming, bowling, bowls, cinema, at least 2 family pubs, restaurants, youth provision (youth clubs, skateboarding etc), community club & function hall.”

Resident, Elm Avenue

“...lots of comments on “all age groups & incomes”. What will % splits be & types?”

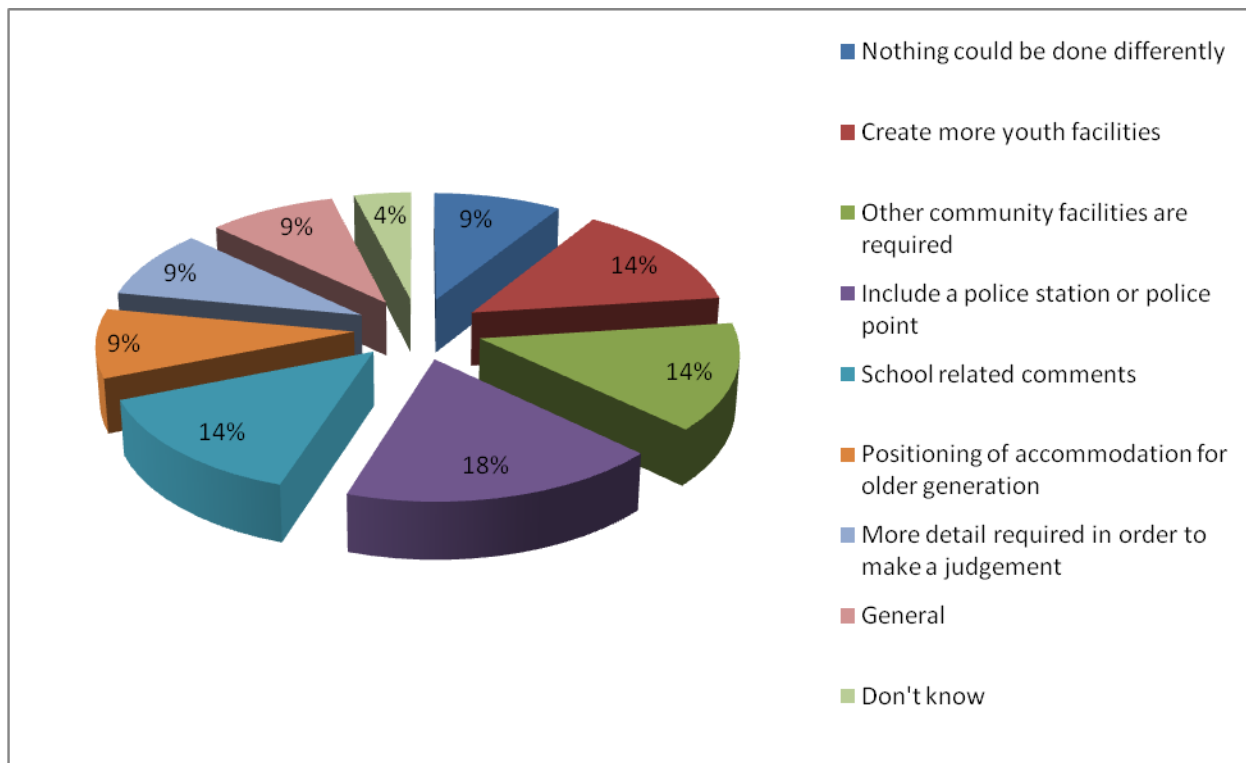
Resident, Restmore Close

Don't Know (3%)

A simple don't know.

Q5: Is there anything you think could be done differently regarding community provision within Lodge Hill?

20 respondents answered this question and the comments received have been divided into nine categories.



Nothing Could be Done Differently (9%)

9% of respondents felt that there was nothing that could be done differently regarding community provision at Lodge Hill.

Create More Youth Facilities (14%)

The Chattenden youth group used this question to reiterate their desire for a skate park.

“Something for the youth i.e !SKATEPARK!

Younger resident, Elmwood

Other Community Facilities are Required (14%)

Three additional community-related facilities were mentioned when considering community provision at Lodge Hill; a church, petrol/service station and a local shop.

“Obviously the church. At present the building “Bishop Gundulph” will want to feature in the new development but most likely within a community facility eg community hall with church / worship adaptation.”

Resident, Parsonage Lane

Include a Police Station or Police Point (18%)

“Police station. No police station on the Hoo Pen. currently. Last one – at Hoo – closed c. 1995.”

Resident, St Mary Hoo

“May be a need for a CSP point / office in the development.”*

Kent Police
*Community Safety Partnership

School Related Comments (14%)

There were two themes to the school related comments received in this category – the positioning of facilities and the desire for facilities to be accessible outside of traditional school hours.

“If schools are to make space available eg in the evenings, they need to be built so do not have security problems over this.”

Resident, Stonecrop Close

*“The head & deputy head of Chattenden Primary School requested the school be moved to a position much closer to the hub of the new community & not as on the plans which shows it has just been moved by a couple of hundred yards.”**

Resident, Elm Avenue

*It is believed that this comment is made in relation to the Community workshop held in July. This was attended by a Chattenden Primary School Governor and member of staff, rather than the Headteacher and Deputy Head as stated.

Positioning of Accommodation for Older Generation (9%)

There appears to be a mixed view over the positioning of the sheltered accommodation. In response to other questions, respondents believed that the location close to the centre of the development, and therefore facilities, would be beneficial for older residents (see Q3). However, comments in this section indicate possible concerns with the location.

“Positioning of retirement / sheltered housing may need revision as its close proximity to the centre may have an adverse effect on residential amenity.”

Kent Police

“I think older folk could be segregated (sic) from the others as I think they do not always enjoy the (sometimes) raucous younger neighbours.”

Resident, Pankhurst Road

More Detail Required (9%)

As with responses given to other questions, some respondents require more details before they can make a judgement:

“Yes, more detail on proposed sport areas / recreational areas.”

Resident, Restmoor Close

“Actual facts + details with questions answered.”

Resident, Lodge Hill Lane

General (9%)

Two comments unable to allocate to the categories.

“Surprised the ‘community’ needs two hotels.”

Resident, Rivenhall Way

“.....a ‘whole life residency’ is little more than a pipe dream these days.”

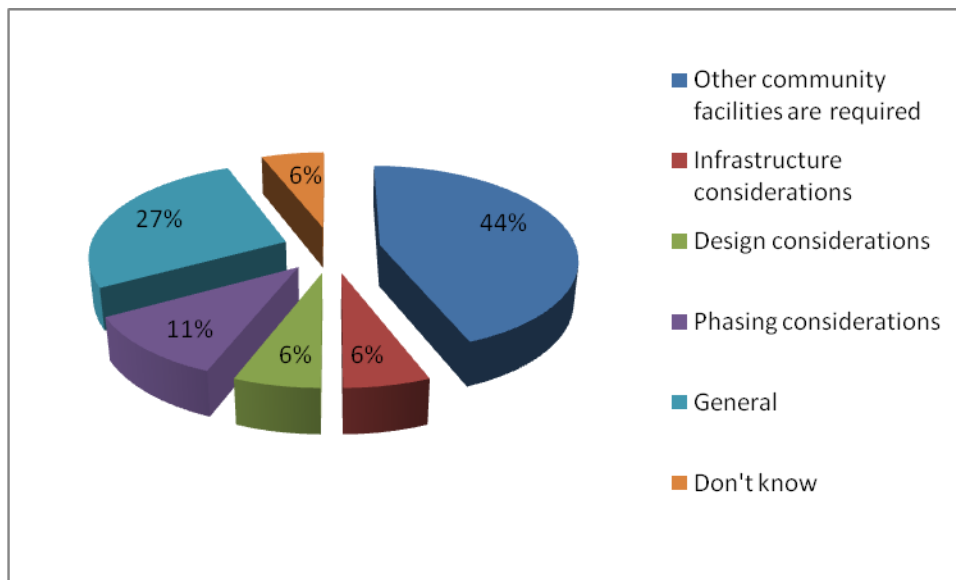
Resident, Higham Road

Don't Know (4%)

Exactly as it says.

Q6: Please use this section to make any further comments about this element of the Lodge Hill proposals?

Of the 44 feedback form respondents only 14 answered this question, generating one of the lowest response rates.



Other Community Facilities are Required (44%)

From the 44% of comments outlining the need for community facilities, 38% of those were in relation to requirements for Places of Worship:

“The plans only show the existing, tiny, local church + they couldn’t confirm if there would be a new one built. This would be essential to make a new local community whole.”

Resident, Rivenhall Way

“Will there be an inter denominational church building?”

Resident, Elm Avenue

Further individual comments were made about the requirement for a community centre, GP surgery, youth buildings and a farmers market.

Infrastructure Considerations (6%)

One respondent commented on the construction effect of the development on the community.

“Road, drainage i.e. sewers. Effect on the development for how many years in construction on the existing community.”

Resident, Lodge Hill Lane

Design Considerations (6%)

One respondent used this section to consider the detailed design of the high street, and whether this would include bay windows in a traditional high street format – which were seen as preferable to a concrete high street jungle.

Phasing Considerations (11%)

One respondent reiterated the feedback from previous consultations, in that infrastructure should be provided in advance in order to establish ‘community’:

“For community to be established from the outset the infrastructure of school/clinic/shops/faith needs to be there first.”

Resident, Broadwood Road

There was also an assertion that Chattenden needs facilities it is currently lacking.

“I think it would be a long term encouragement to the current residents of Chattenden if their local center was worked on first.”

Youth Worker, Hoo

General (27%)

Comments made in this section predominately focus on community involvement, and the recognition that it’s not just buildings that create a sense of community, but that people have to be prepared to volunteer and get involved:

“I am not sure if the people will volunteer enough to sustain so many centres.”

Resident, St Barnabas Close

A comment was also made about precedents, and the aspirations for Lodge Hill:

“This shouldn’t be another New Ash Green or another Kings Hill but something new and pleasant to look at, to live in, and to be part of.”

Resident, View Road

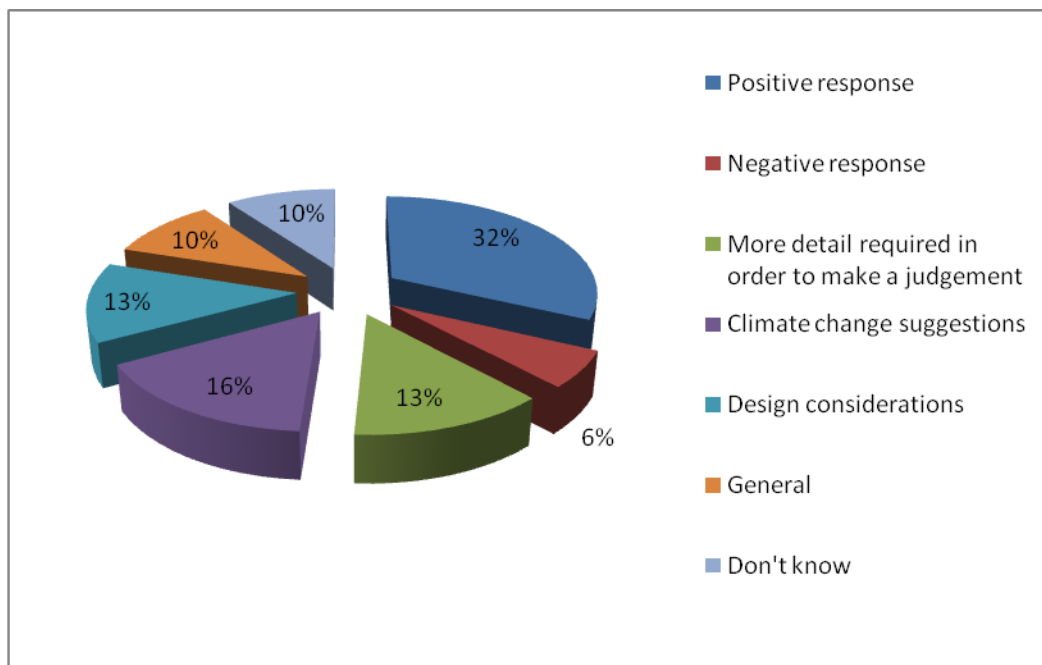
Don’t Know (6%)

As evident, one respondent was not sure of the answer to this question.

Principle 3 – Climate Change

Q7: Do you feel the current proposals have adequately responded to issues of climate change at Lodge Hill? Please explain your views:

25 respondents completed this section of the feedback form.



Positive Response (32%)

Positive responses to this question appeared to focus on the benefits of encouraging public transport use at Lodge Hill.

“Yes – bus service and lanes provided so hopefully commuters will use public transport.”

Resident, St Mary Hoo

Negative Response (6%)

Two negative comments were received regarding two different aspects of climate change.

1) That Lodge Hill hasn't enforced lifestyle changes

"No, I do not think that the above goes far enough to 'make' people change their habits. Obviously if there is a bus that suits, people will use it, but you do not need a development to do this. If you ask anybody from recent developments of older houses, everybody has 'an excuse' why the bus is not suitable and they have to take the car. The above is a bit of lip service to the environment that will not actually change the environment."

Resident, South Bush Lane

2) An interpretation of climate change as air and noise pollution

"Whilst it appears that Climate Change has been catered for within the development, little or no thought has been made regarding this issue in the surrounding areas which will be affected by the additional traffic generated by this development. The fact that there isn't a dedicated road being provided to take this additional traffic in and out of the development will place yet more pressure on already overloaded roads.....Slow or static traffic in these areas will cause both air and noise pollution."

Resident, Higham Road

More Detail Required (13%)

As with many of the other sections, some respondents felt unable to decide if the proposals had adequately responded to the requirements set out through consultation feedback until more details were provided.

"More details would be useful."

Resident, Graveney Close

Furthermore, some respondents posed additional questions in relation to gas, transport and ensuring the site is 'future-proofed'.

"But bringing in gas / power not yet addressed. Where is this coming from?"

Resident, Restmore Close

Climate Change Suggestions (16%)

Some respondents chose to suggest measures which they felt could overcome climate change issues, such as insulation, construction considerations and utilising heat from the nearby power station.

“Adequate insulation of all dwellings is the best way forward.”

St Werburgh Medical Practice

“What about delivery to site of materials? (Rail link?)”

Resident, Broadwood Road

“No school runs!”

Resident, View Road

Design Considerations (13%)

There were also suggestions regarding some of the more detailed design elements of the scheme:

“Allotment provision good idea but needs to be set up with paths / sheds / boundary fences / car / cycle park at the time. A “piece of ground” is not going to work.”

Resident, Stonecrop Close

“Sustainability is obviously essential but any industrial building & warehousing erected should not be detrimental to the attractiveness of the new town and should be hidden by screening and landscaping.”

Resident, Elm Avenue

“Lodge Hill is in a unique situation. Starting from scratch you can design a place where cars and people take separate routes and encourage exercise and health by walking and cycling.”

Resident, View Road

General (10%)

This section included general comments in relation to climate change, as well as comments regarding elements of the scheme which interest the respondent the most.

“I think more work needs to be done on plans for roads, as its already a nightmare + am not sure the plans cover this sufficiently.”

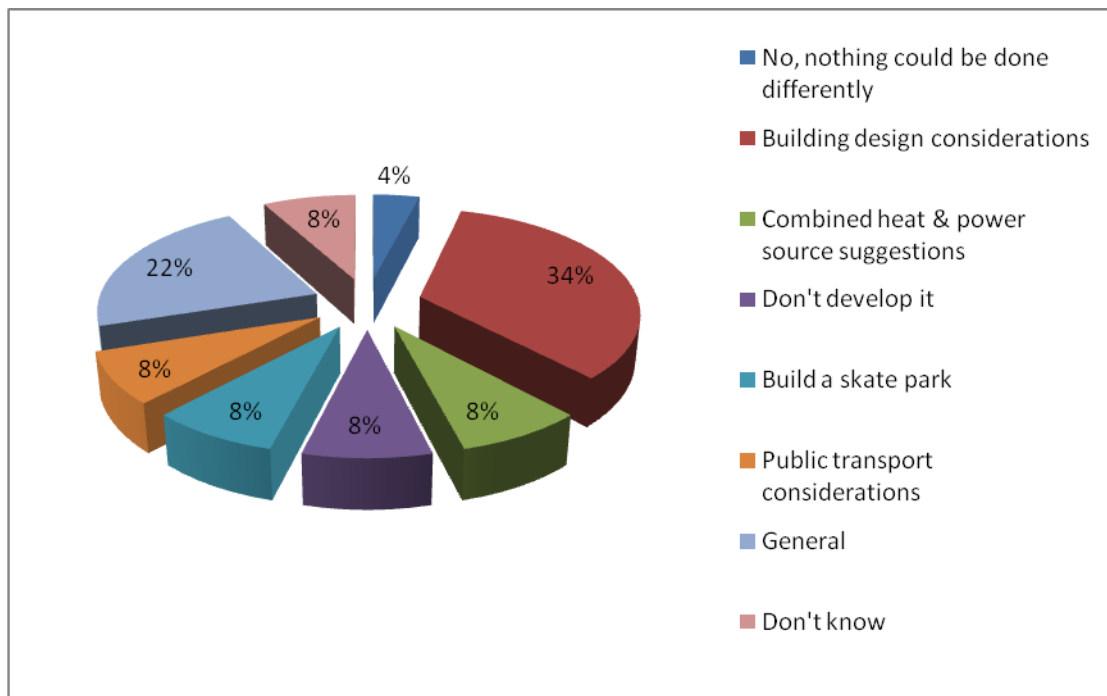
Youth Worker, Hoo

Don't Know (10%)

Some respondents didn't know the answer to the question or were confused by the question.

Q8: Do you think anything could be done differently regarding climate change at Lodge Hill?

Of the 44 feedback forms received, 19 included a response to this question. 4% of those felt that nothing could be done differently regarding climate change at Lodge Hill. The remainder of the comments were separated into seven further categories.



Building Design Considerations (34%)

This section included suggestions for the design of buildings or the layout of Lodge Hill to enable people to lead a more sustainable lifestyle. Suggestions include the use of solar panels, adequate storage space for recycling bins, and the creation of high quality greener buildings.

"Make the homes as energy efficient as possible, go beyond what we need today look at tomorrow."

Resident, View Road

Combined Heat & Power Suggestions (8%)

Two respondents asked for consideration to be given to a district wide combined heat & power source, either through the reuse of refuse or utilisation of waste energy from Kingsnorth.

"I feel something the scale of a district combined heat & power system should be devised, where residents take their refuse to the local plant for conversion to heat & power for their own homes."

Resident, South Bush Lane

Don't Develop It (8%)

There were two reservations that anything could be done to tackle climate change, as the development itself will add to climate change issues.

"Apart from not developing it, no."

Resident, Pankhurst Road

"By building this amount of houses + the ratio of 3 cars per household you will be increasing climate change in both senses of the phrase climate change."

Resident, Lodge Hill Lane

Build a Skate Park (8%)

Although not relevant to the question posed, the youth group from Chattenden used this section to reiterate their desire for a skate park.

"Build enviromentaly (sic) homes and skatepark."

Younger resident, Elmwood Road

Public Transport Considerations (8%)

Two comments were made regarding movement on the peninsula, either through the use of buses or a park and ride type service to encourage communal transportation to Grain.

"If expectation is that residents here may work on Grain business park may need park & ride or similar improved transport links to service workers."

“Presumably the “better” transport system is referring to local transport on the Peninsular itself, which is in dire need of being addressed as it is virtually non-existent from village to village with no bus service at all on to the Peninsular from Chatham after 6.30pm.”

Resident, Elm Avenue

General (22%)

This category captures all general comments made, which range from encouraging the reuse of materials, grey water, experiences of other initiatives, the possibility of wind turbines (but recognising the visual impact of this) and the requirement for a dedicated new road in and out of the development.

“Alternatively I once found a street in Holland where sensors fitted to street lamps picked up your presence and caused a street lamp(s) to operate adjacent to you. That could save money. It is not necessary to leave the street lights on when no-one is using the road.”

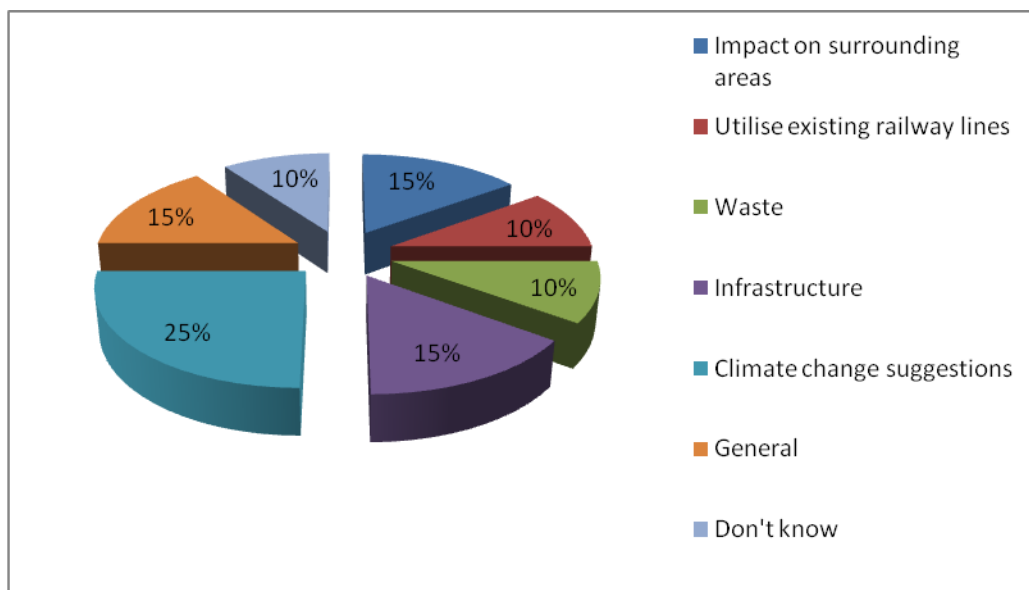
Resident, Pankhurst Road

Don't Know (8%)

Some respondents were unsure if anything could be done differently.

Q9: Please use this section to make any further comments about this issue?

18 people provided a comment in this section.



Impact on Surrounding Areas (15%)

There is a concern that the focus appears to be weighted too heavily on what happens within Lodge Hill in terms of movement and access, but that attention hasn't been paid to what happens off the site.

“Some effort has been made regarding the discouragement of the use of the car within the site, but not much with regard to off site travel.”

Resident, Shepherds Gate

“It was noted that you gave serious consideration to the environment and climate change within the development but we do consider that problems relating to these issues will be transferred to the surrounding areas by not having a dedicated road out of the development onto an unobstructed road system.”

Chairman, Cooling Parish Council

Utilise Existing Railway Lines (10%)

In the feedback received from the April 2009 exhibitions, there was a great level of interest in attempting to reopen the railway line to the north of the site. The number of mentions of this has decreased in the feedback received from the latest exhibitions, but a hardcore group of supporters of this initiative continue to see this alternative as a way of discouraging car use.

Waste (10%)

The responses given in this section encourage waste management to be considered in the masterplanning stage for Lodge Hill, to try and avoid issues at a later date.

“The dustcarts cannot get through + drive over the planted verges + knock branches off trees. Medway does not use smaller size carts as used in parts of Kent in the villages, so roads must be planned to allow good access.”

Resident, Stonecrop Close

Infrastructure (15%)

There are two aspects to the responses provided in this section regarding infrastructure – that infrastructure for the new development must be put in place from the outset and cannot rely on the already perceived to be failing networks on the Peninsula, and secondly that whatever new measures are introduced shouldn't be too onerous for residents.

Climate Change Suggestions (25%)

Some respondents aired their views on possible measures to tackle climate change, such as; maximising woodland areas to capture Carbon Dioxide emissions; possible use of solar powered lighting; encouraging more people to walk locally or use public transport; scaling down the development to minimise the impact on the environment; and allotments.

“Think about modern concept of allotments to revive and encourage people to grow more produce – linked to schools as education.”

Resident, View Road

General (15%)

As with all questions, the miscellaneous responses have been grouped together into a general section. The responses include; making adequate provision at Lodge Hill for visitors parking, a skatepark and consideration of development alternatives.

“It would have been nice to see this site used as public open parkland. However, I do accept that important agricultural land would have been used instead.”

Resident, Pankhurst Road

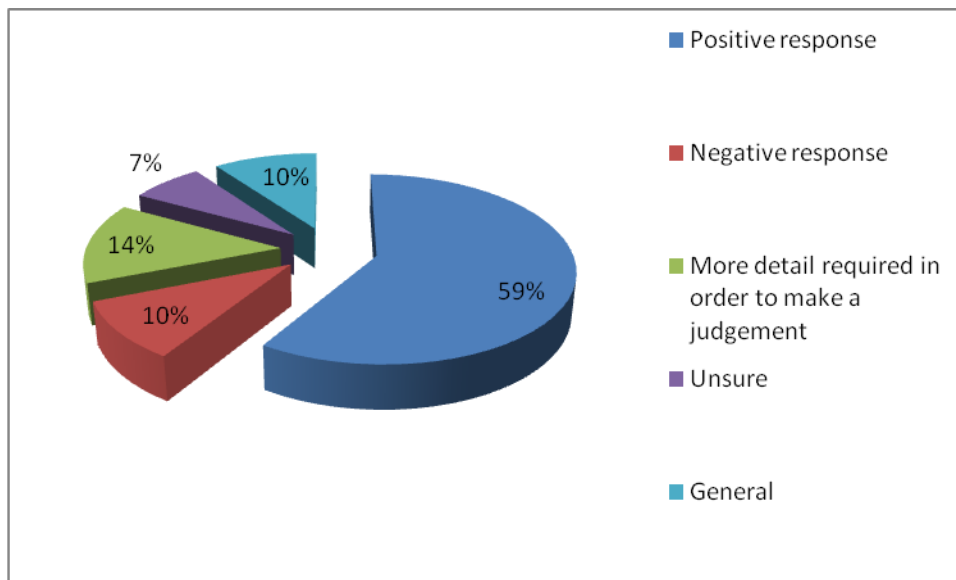
Don't Know (10%)

10% of respondents did not have any further comments to make.

Principle Four – Commerce

Q10: Do you feel that the current proposals have adequately responded to the consultation feedback regarding commerce and employment creation at Lodge Hill? Please explain the reasons for your view:

24 respondents answered this question and the majority (59%) felt that the proposals had adequately responded to the consultation feedback.



Positive Response (59%)

Sample comments include:

“Highlighting the need to encourage working as well as living at Lodge Hill is important.”

Resident, Castle Street

“Yes – I do not see Lodge Hill as a major employment hub as Kingsnorth & Grain are within easy reach.”

Resident, Greenfinches

“Good to have new hotels.”

Resident, Upchat Road

Other reasons cited for the positive response include; job creation from the new facilities and shops and the positive benefit of better ICT systems.

Negative Response (10%)

Sample comments include:

“Its failed to create anything in Chatham, Rochester, and Dockside the last thing to be done is still a white elephant.”

Resident, Lodge Hill Lane

More Detail Required (14%)

Some respondents felt they required further specific details on job creation:

“The shops are a source of employment, but generally the employment numbers and floorspace appears a little vague. I think designated areas for employment, within a walking distance from home, are good, but if you have an excellent public transport system and the Medway City Estate, just down the road, I wonder what sort of employment will actually be attracted to Lodge Hill.”

Resident, South Bush Lane

Unsure (7%)

Further, 7% of respondents were unsure as to whether the aspirations set out in the Lodge Hill proposals are achievable or not:

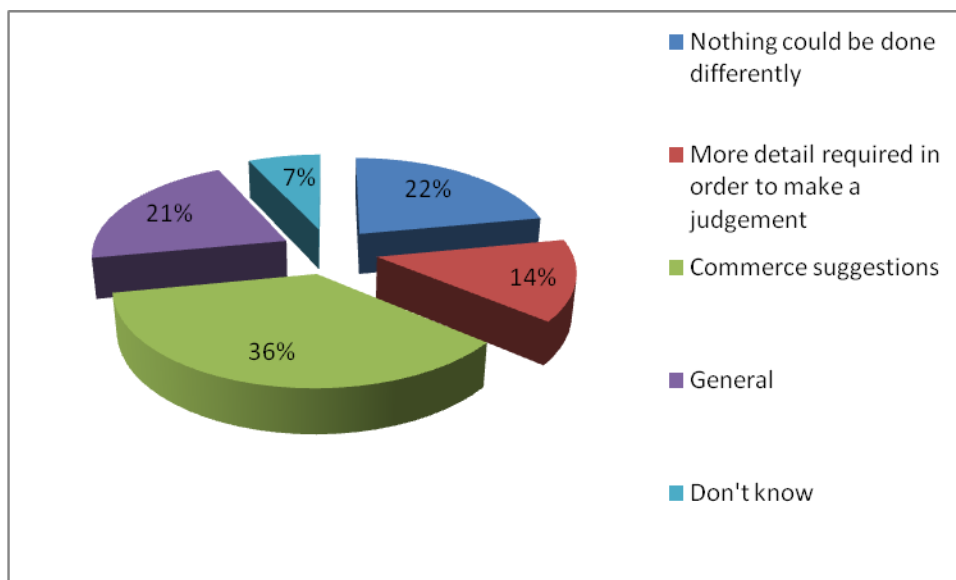
“2,500 jobs was mentioned to me by a Land Securities consultant – within, say, 20 years. Unfortunately, this is optimistic. The Hoo Pen. villages have v. little employment currently.”

General (10%)

10% of respondents made a general comment in this section, not necessarily related to the topic of commerce. This general section consists of three comments concerning the needs for plenty of shops / restaurants / pubs, an assertion that the respondent was not told about the last meeting, and a comment regarding new housing being purchased by people moving out of London, rather than affordable housing being created for Medway residents.

Q11: Do you think anything could be done differently regarding commerce at Lodge Hill?

14 respondents answered this question – again, one of the lowest response rates. 22% of those respondents felt that nothing could be done differently.



More Detail Required 14%

As with previous questions, some respondents felt they needed more information before they made a judgement.

“Again the plans were quite vague. The plans show a supermarket, but for the size of the town (at least 5,000 homes) something bigger than a mere supermarket is needed to stop people going off the Peninsular to hypermarkets such as Morrisons, Tesco & Asda etc for their weekly family shopping.”

Resident, Elm Avenue

Commerce Suggestions (36%)

Respondents made suggestions regarding aspects they felt could be done differently at Lodge Hill. These suggestions encompass use of the old ammunition magazines for commerce purposes; trying to attract Medway City Estate overspill; incorporating a community safety partnership office into the plans; consideration of detailed design for the new high street and a requirement for a park and ride facility.

“I think ‘offices above the shops’ at the High Street area may work, and attract a cluster of ‘Professional Services’ such as lawyers, accountants, etc. These can employ local staff/partners and share parking with the shops.”

Resident, South Bush Lane

General (21%)

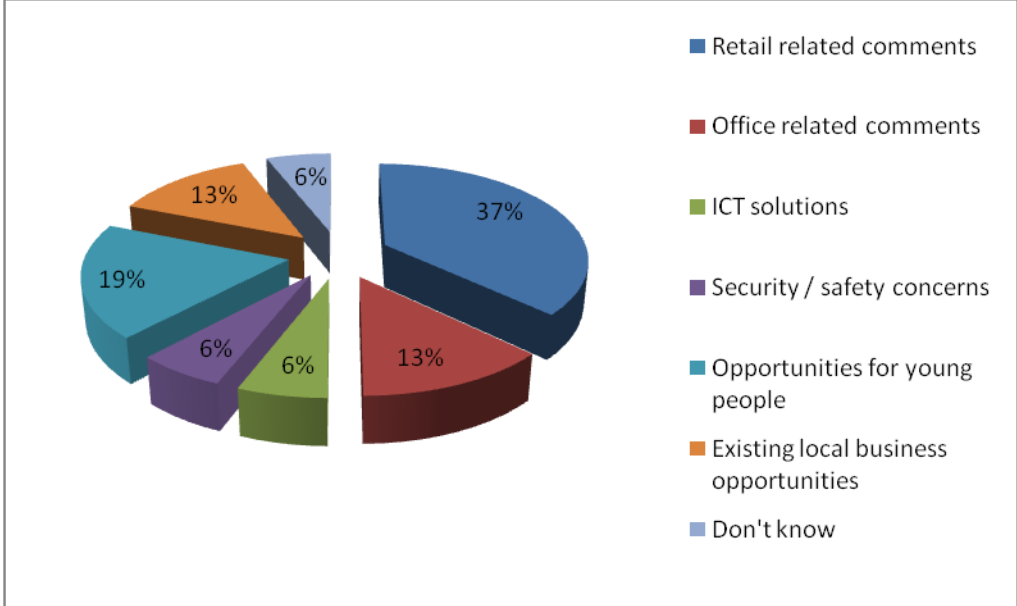
This section includes a request to keep young people involved in the creation of plans, and further calls by Chattenden Youth Group for a skateboard park.

Don't Know (7%)

As evident, 7% of respondents didn't know if anything could be done differently.

Q12: Please use this section to make any further comments about this?

Just 14 respondents completed this section. The majority (37%) of comments made were in relation to retail.



Retail Related Comments (37%)

The responses in this section encompassed comments about the specifics of the retail provision, such as the need for bank or post office facilities; a desire for independent local shops rather than chains in the high street; and the perceived need for a supermarket was also reiterated. It was felt that the right mix of uses should be introduced to provide diversity. There was the perception that people may travel elsewhere for greater choice and cost savings.

“Commerce in new local developments often fails as people tend to travel to more diverse shopping centres on grounds of cost & choice.”

Resident, Wentworth Drive

Office Related Comments (13%)

Two of the 14 comments related to office provision. There was recognition that office development should be encouraged in order to provide jobs. It was also recognised that Lodge Hill may not be the appropriate location for more industrial uses.

ICT Solutions (6%)

“On the ICT, I suggest one communication building for use by several providers, and that they all access the same distribution network to avoid multiple access to houses etc for telephony / ICT by each provider.”

Resident, Shepherds Gate

Security / Safety Concerns (6%)

“Need for CCTV to monitor primary centre / commercial or vulnerable locations – consider integrating into existing council system.”

Kent Police

Opportunities for Young People (19%)

Comments were made in this section regarding the inclusion of younger people in the creation of plans, as well as the consideration of future employment or training opportunities. One further comment was made regarding the need for a skatepark.

“I think apprenticeships for young people in the area should be part of any building contract.”

Existing Local Business Opportunities (13%)

The issue of existing local businesses was raised, and there was a perceived desire to develop their opportunities through Lodge Hill.

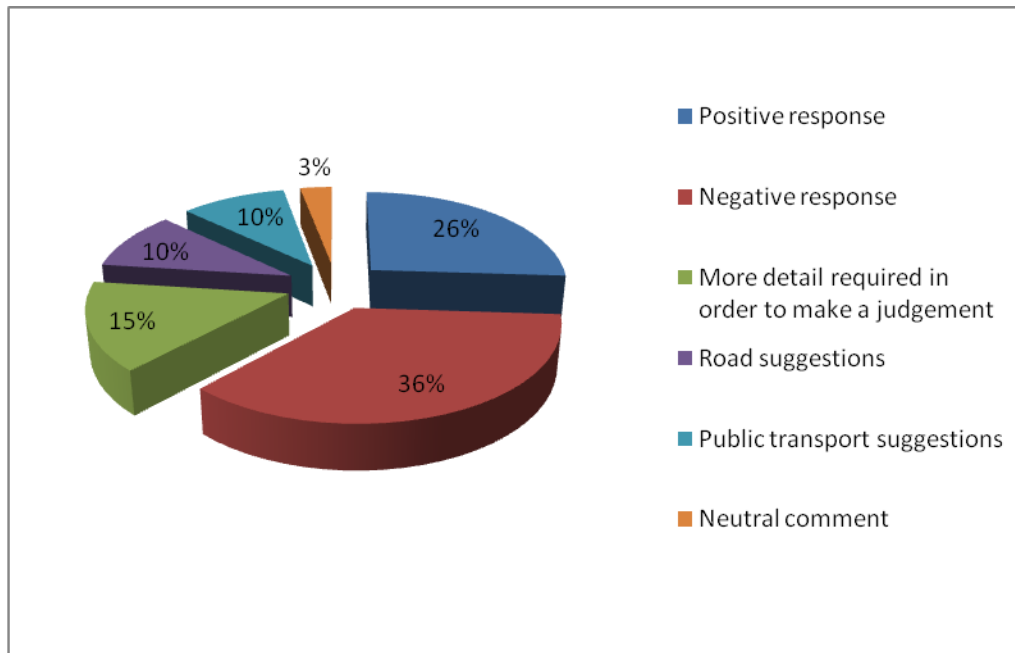
Don't Know (6%)

One respondent didn't know if there were any further comments to make.

Principle Five – Connectivity

Q13: Do you feel that the emerging proposals have started to address issues of connectivity at Lodge Hill? Please explain your view.

29 respondents answered this question and 36% felt that issues of connectivity had failed to be addressed. Conversely, 26% felt they held. The reasons provided for this judgement are outlined below.



Positive Response (26%)

10 positive comments were made. Sample comments include:

“This is not my area of expertise, but the thoughts as presented appear sensible.”

Resident, South Bush Lane

“I think they have started but there is a long way to go.”

Youth Worker, Hoo

“Looks good!”

Resident, Broadwood Road

“Internal connectivity has been addressed but cannot be finalised until the external connectivity has been decided.”

Resident, Greenfinches

Negative Response (36%)

14 negative comments were made and the majority of the reasons cited for a negative response focus on the increased pressure on Four Elms Hill and Roundabout. Sample comments include:

“Not really.....Four Elms Hill & roundabout give problems now. Imagination and resolve is needed to keep traffic moving as population at Lodge Hill increases.”

Resident, Castle Street

“Road layout plan needs a lot of work. Access to development is essential.”

Resident, Newitt Road

“The problem of the extra traffic originating from the development still has not been addressed.”

Resident, Hilltop Road

“We feel that some of your proposals are poor. 1) more use of existing bridge by buses, rather than traffic (sic) lights to allow them to turn right is wrong. 2) Conjestion (sic) at Four Elms roundabout from London requires attention. 3) The problems towards Chatham are not at Four Elms roundabout as suggested but occur at the tunnel roundabout.”

Resident, Main Road

“It seems likely that the alternative access routes now shown in your Master Plan were chosen by Land Securities because they would make use of MOD land. In all other respects the proposal is almost ludicrous. All site traffic would be using the over-burdened Four Elms roundabout and the A228. Even worse, site traffic would be slip-roading into the existing traffic flow which could be extremely hazardous.”

Resident, Hill Court

More Detail Required (15%)

There was a perception that there were no definite proposals for the road network, and therefore one respondent felt unable to comment. It was also felt that more detail was required regarding the proposed changes to Four Elms Roundabout. In some cases, more questions were raised in response than opinions given.

“Getting cars in and out within the existing road structure – is it possible or will new roads be needed?”

Resident, Parsonage Lane

“Some concern there appears a west/east link across the site through public greenspace wide strip & this may become a rat run. What will the wide / long strip be used for??”

Kent Police

Road Suggestions (10%)

Some respondents suggested new road measures they felt would be beneficial:

“Most traffic leaving will be trying to turn right onto main arterial road A228. May need a flyover to get traffic flowing.”

Resident, St Barnabas Close

“The existing road from the Lodge Hill area (Chattenden Lane?) is far too small to handle the traffic from/to Lodge Hill. You will need a large road (dual carriageway?) connecting with the roundabout east of the Petrol Filling Station. Also at the other end of Lodge Hill you should make Dux Court Lane a dual carriageway.”

Resident, Pankhurst Road

Public Transport Suggestions (10%)

There was recognition that public transport has a role to play in achieving a transport solution and the provision of services such as buses / Fastrack was deemed important. The possibility of an upgraded railway service was mentioned, along with consideration of a tram and river taxi link.

“Possible creation of river taxi link – to draw on links to river.”

Kent Police

Neutral Comment (3%)

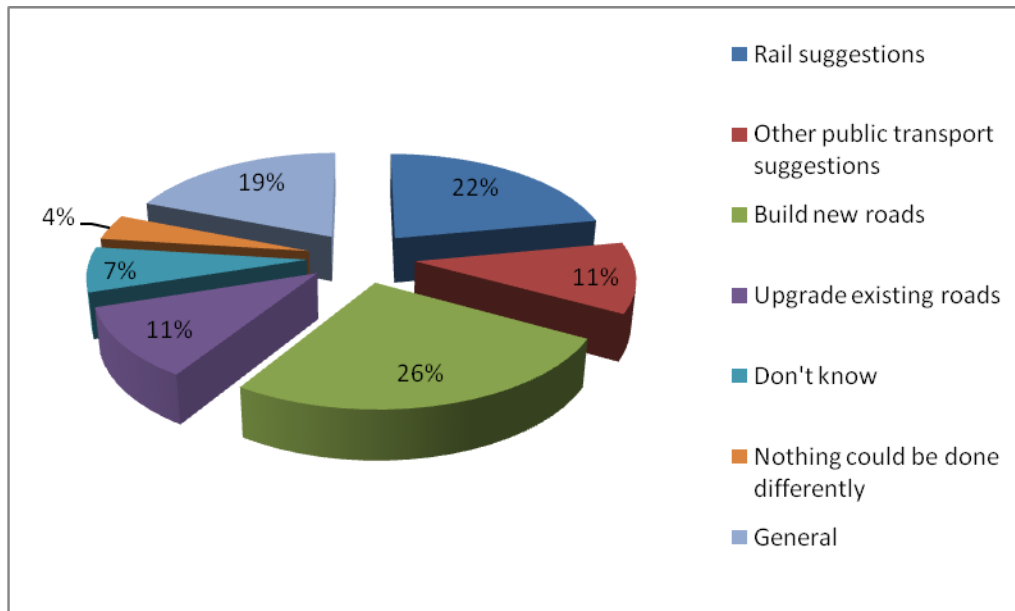
One comment was made that cannot be classified positively or negatively.

“This is a major challenge!”

Resident, Parsonage Lane

Q14: Do you think anything could be done differently regarding connectivity at Lodge Hill?

22 respondents answered this question and the majority of responses focused on the need to build new roads (26%), followed by rail improvements (22%).



Rail Suggestions (22%)

The majority of these comments focus on the possibility of reopening the disused railway line to the north of the site.

“I would have hoped that more could have been done to encourage interest in re-opening the Allhallows line for passenger use. A convenient station could be included on the site.”

Resident, Pankhurst Road

“Something could have been included regarding any suggestion / proposals for access to, and reopening of, the railway line to Grain.”

Resident, Shepherds Gate

Other Public Transport Suggestions (11%)

There were three comments in relation to Fastrack / buses. It was felt that a bus service should be in place as people move into the development to try and disuade car use, and that bus shelters should be provided. It was also felt that bus lanes were a positive move, but they should not be at the loss of existing capacity on the road network.

Build New Roads (26%)

26% of comments focused on new roads which respondents felt were required to ease local roads which are already perceived to be overburdened. New roads required were; a link from/to the west of the site,

bypassing Four Elms Hill and Four Elms Roundabout; a direct link to the A289 / A2 / M2; and a dedicated road network to access the site.

“A dedicated road infrastructure to convey residents / users in and out of the development quickly and without detriment to the villages and roads already in existence around it.”

Resident, Higham Road

“An alternative Main Road is a vital necessity & needs to be built further back off the Wainscott Bypass or even the A2 to avoid further congestion of 4 Elms Hill and roundabout.”

Resident, Elm Avenue

Upgrade Existing Roads (11%)

Two comments focused on Dux Court Lane, and the need to review its situation in order to cope with a perceived increase in traffic.

“The top exit road which will lead to the roundabout meeting up with Bells Lane in Hoo needs looking at. The country lane currently in existence would not take the increase in traffic that Lodge Hill would bring.”

Resident, Rivenhall Way

One further comment considered upgrading of the A228 and Four Elms Roundabout:

“Access at Four Elms Hill is key and will probably involve widening the A228 and major upgrade of roundabout at bottom.”

Resident, Greenfinches

Don't Know (7%)

Two respondents didn't know if anything could be done differently.

“Given the bottleneck of roads, short of engineering the social mix of the community to exclude car owners I'm not really sure what can be done.”

Resident, Hilltop Road

Nothing Could be Done Differently (4%)

One respondent felt that nothing could be done differently.

General (19%)

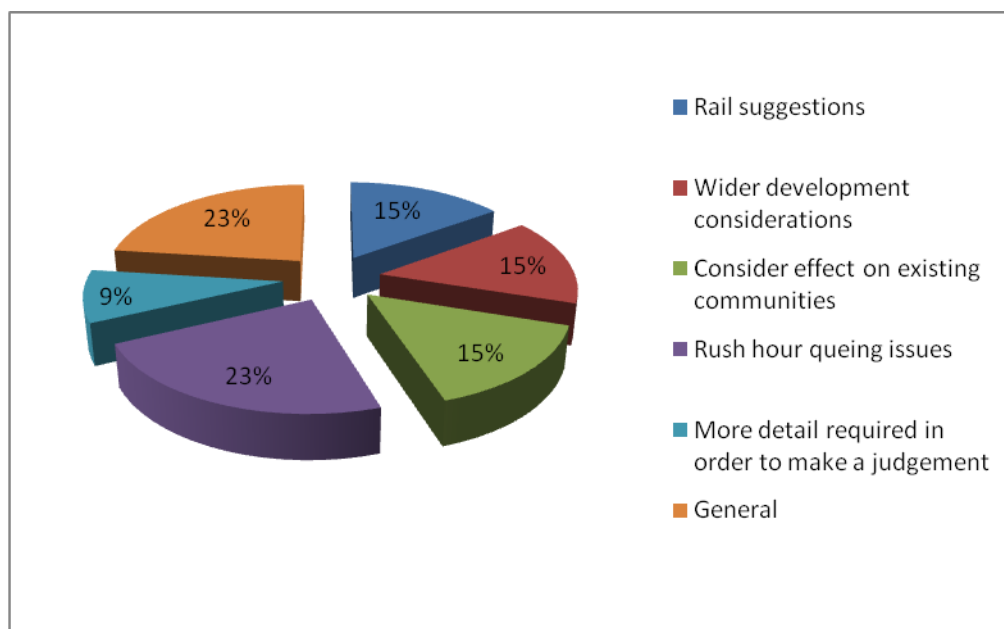
A broad range of comments were received within this general section, such as a suggestion to minimise journeys by providing facilities on site (i.e. a secondary school); the consideration of connectivity in the wider network so people don't have to rely on the car; traffic calming measures to avoid rat running and speeding; a desire to encourage pedestrian connectivity to surrounding areas and a comment to scale down development.

"...we request that the development should be scaled down to many fewer houses.....This would have the additional benefit of easing the undoubted – and accepted – traffic problems which will ensue. "

Medway Countryside Forum

Q15: Please use this section to make any further comments about this issue?

This question generated the lowest response rate, with just 10 respondents providing any comment in response to this question.



Rail Suggestions (15%)

In addition to the comments received for Q14 regarding the possible reopening of the railway line to the north of the site, two further respondents raised the possibility of this in response to Q15:

“Is there a possibility of reopening old railway line to Grain for passenger use to attract London commuters?”

Resident, Hilltop Road

Wider Development Considerations (15%)

Two respondents noted that other developments are already taking place, or are planned on the peninsula, and commented that these should be factored into the transport proposals.

“The potential Grain business park (400 acre site) – subject to planning application – with up to 5000 jobs must be factored into traffic assessment as it will doubtless have significant impact on highway network, including at Four Elms Hill & Wainscott roundabout.”

Kent Police

Consider Effect on Existing Communities (15%)

There was the perception that, without a dedicated road system to service Lodge Hill, there would be a substantial detrimental effect on existing narrow lanes through villages. This would increase noise and air pollution issues in the surrounding areas.

“Without an additional transport system being developed, we consider the noise and air pollution from traffic trying to avoid the Four Elms Hill / Wainscott roundabout will be considerable.”

Cooling Parish Council

Rush Hour Queuing Issues (23%)

Respondents noted that they already have to queue during peak hours, and this situation is likely to be made worse.

“In the rush hour we have to que (sic) everywhere on our present roads – 10,000 more cars will be horrendous, even with some new roads.”

Resident, Upchat Road

More Detail Required (9%)

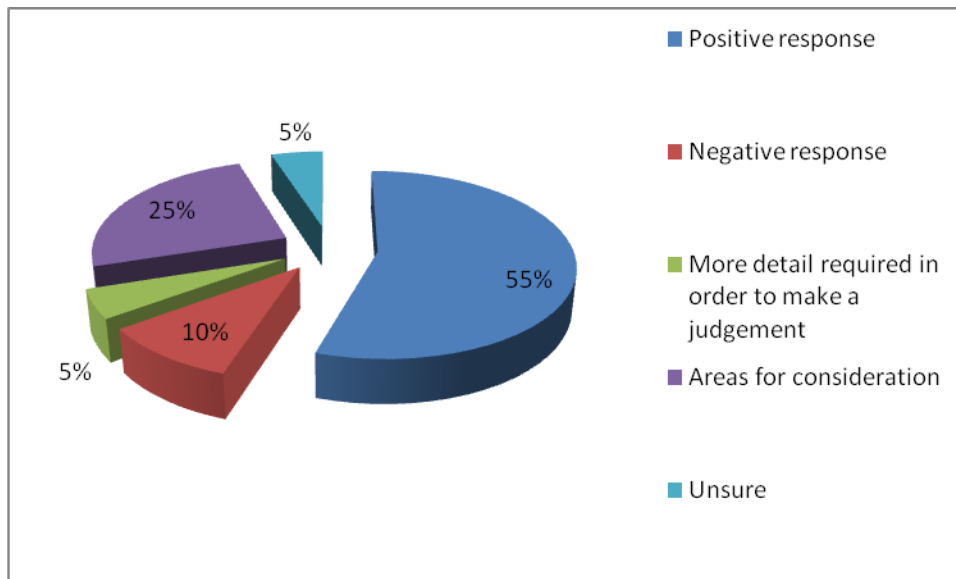
One respondent felt that the exhibition did not explain how the movement of people was to be managed.

General (23%)

Three miscellaneous comments were made in this section regarding the need for a transport hub to connect to all of the peninsula, and that good walks and good views lead to good health.

Q16: Consultation involves balancing the views of many different groups of people. Overall, do you feel that the current information for Lodge Hill has responded in the correct way to the consultation feedback? Please explain the reasons for your view:

19 respondents completed this section and the majority (55%) felt that the current information for Lodge Hill has responded in the correct way to the consultation feedback.



Positive Response (55%)

“Yes, this has been a good feature of the process. Thank you.”

Resident, Parsonage Lane

“You’re not going to please all the people at every point – overall the proposals look good.”

Resident, Broadwood Road

“Having been to the workshops, most local and some national interest groups have been represented; as well as others from the curious, to others with a desire to be involved and with a long standing association with the area.”

Resident, Shepherds Gate

“Yes, it has been very informative and reflected the consultation workshop views very well.”

Resident, Graveney Close

Negative Response (10%)

Two negative comments were received:

"We repeat that we find you willing to listen and we hope you will find it possible to respond to our concerns, please."

Medway Countryside Forum

"Good presentations no details and unable to answer basic questions – Roads, sewers, amount of houses details where when!"

Resident, Lodge Hill Lane

More Detail Required (5%)

"The latest consultation was ok and the team was helpful & enthusiastic but not one of them lives locally to appreciate the unique problems of the Peninsular & the plans are still too vague. We need to see far more detailed plans to see any real progression & more consultations need to take place before final plans are submitted."

Resident, Elm Avenue

Areas for Consideration (25%)

Five comments were made regarding elements which needed further consideration. This ranged from environmental impact and waste, through to suggestions for people who could also be involved in the consultation. There was also a suggestion for some type of net or screen to stop balls from the golf course damaging new houses.

"I remain concerned that regarding issues sch (sic) as waste, the potential to change the accepted way of doing things will be missed. Infrastructure will not be built in at this stage, or even a facility for CHP proposed. Then when the process moves forward to the detail stage, it will be said to be too late as the roads will have been laid, gaspipes will be in and drainage sorted, without any provision for district heating or grey water recycling."

Resident, South Bush Lane

Unsure (5%)

One respondent commented that they didn't know if the current information for Lodge Hill had responded in the correct way to the consultation feedback.

General

Q17: Please use this section for any general comments you wish to make:

Because of the nature of this very open question, a range of comments were received. They have broadly been categorised below:

- General criticism

"It would be good to have answers to questions instead of deflecting it all the time if you really want our feedback have the answers not ifs and maybes thats(sic) just patronising."

Resident, Lodge Hill Lane

- Infrastructure concerns

"I'm sure this development will happen and great care will be taken with its progress. However, my reservations regarding water, drainage, sewerage and transport arrangements continue to concern me."

Resident, Pankhurst Road

- Elements which have been recognised as positive in the plans

"Plans for the rest of the development look fine – particularly like emphasis on a decent IT infrastructure & preservation of military heritage."

Resident, Hilltop Road

- Requests

"I really like it, I think it'll be a great place to live. I'd really like there to be a youth centre and would like there to be apprenticeships for young people as part of the building work."

Medway Youth Worker

- General praise for either the project or Land Securities

"Lodge Hill presents an enormous opportunity: not just to provide a model community at Lodge Hill itself, but to interact in a positive way with existing local communities e.g. in terms of providing complementary not competitive facilities."

Resident, Greenfinches

“Having been to the observatory at Darent Valley I can see that Land Securities is a good choice to see Lodge Hill through its development...”

Resident, View

Road

5.0 Progression from Stage One Exhibitions

The first exhibitions in April 2009 aimed to generate an understanding of the issues affecting the local community and to gauge concerns and aspirations regarding potential development at Lodge Hill, as well as to start shaping proposals for the development by identifying the type of facilities the community believes are required. A quantitative report was produced (Stage One Public Consultation – Exhibitions Feedback Analysis), which detailed 12 key considerations for the Lodge Hill masterplan.

The workshops in July 2009 assessed those issues in more depth and provided qualitative information for the development team's consideration. The Lodge Hill team has heeded these considerations as the masterplan has started to take shape and the technical studies have been undertaken. The proposals presented to the local community in November 2009 give an indication of the possible layout for Lodge Hill and the facilities which could be provided.

This section of the report revisits the 12 key considerations raised by the public in April 2009 and assesses their status in light of the feedback received seven months into the consultation programme, during the most recent public consultation exhibitions. It is important to bear in mind that, at the time of writing this report, Land Securities is approximately 18 months from any planning application submission. Time and effort will be invested in ongoing community engagement over this period.

It is too simplistic to state that if issues have not been raised, their importance has diminished. The principle of disaggregation would suggest that there are a number of reasons why perceptions may have changed and possible causes are given. However, by comparing the feedback over a seven month period it gives an indication of issues which have been minimised, requests which have been delivered upon, and remaining concerns regarding development at Lodge Hill.

Comparison of the 12 Key Considerations for the Lodge Hill Masterplan

Road Infrastructure

The key issue identified by the community in April 2009 was traffic congestion, specifically at Four Elms Roundabout, and the possibility that this will get worse as a result of increased cars on the road from the Lodge Hill development. The feedback in April requested three priority areas for improvement:

1. Traffic congestion at Four Elms Roundabout
2. Public transport provision
3. Safety concerns on Four Elms Hill

Although 26% of respondents in this latest consultation felt that the transport measures introduced were positive, 36% of comments were negative- the largest negative response for all topics on the questionnaire.

In the most recent consultation events, it was not possible to provide extensive details on transport initiatives, as studies are still underway. It was, however, possible to give a flavour of the type of solutions being considered, such as the reconfiguration of Four Elms roundabout (along with other local roundabouts) to improve capacity and efficiency. These improvement measures aim to not only satisfy the demand placed on the network by Lodge Hill, but also create additional capacity over and above that required for Lodge Hill.

Nevertheless, there is a cynicism of the feasibility of the emerging transport solution, primarily as development traffic will continue to use Four Elms Roundabout and access to the new development will be from Four Elms Hill. There is a desire for the transport solution to include the provision of new roads to avoid these perceived bottlenecks and reduce the pressure placed on surrounding local roads from rat running, which creates noise and pollution. It will be important for the Lodge Hill team to keep the general public informed on the progress of transport studies, as this is a prime area of concern for residents.

Lack of public transport provision was also noted as an issue in the earlier consultation, which would put additional pressure on the road network. The public transport solutions proposed, such as Fastrack bus services, have been well received and are seen as a beneficial introduction.

Safety concerns on Four Elms Hill are considered in the Road Safety and Site Access section below.

Road Safety & Site Access

A number of road safety concerns were raised in the previous consultation, specifically in relation to the A228 and Four Elms Hill. This was caused by the speed and volume of traffic combined with the need to cross the road to reach facilities in Hoo St Werburgh, like the secondary school.

The overall number of mentions of this issue has substantially decreased in this consultation. This could be due to the reconfiguration of the junction at the top of Four Elms Hill. It may also be due to the provision of facilities on site, which would reduce the need to cross the A228. However, the focus of road safety issues appears to have shifted somewhat. Whereas previous comments predominately focused upon pedestrians crossing the A228, the smaller numbers of comments being received now concern cars sliproading onto the A228 from Upchat Road. Respondents will require further information to reassure them of the safety of this access.

Anecdotally, many positive comments were received from attendees at the exhibitions regarding the preservation of Chattenden Lane, and that this will not be used as a primary access point for Lodge Hill.

Health Facilities

In the earlier consultation there was a perception that it was difficult to access health provision locally, as these facilities were already at capacity. There was a demand for additional health facilities at Lodge Hill to accommodate the increase in population, as well as to provide additional support to the already overstretched medical facilities. Provision for these facilities has been included in the masterplan, and the references to this issue appear to have decreased substantially as the initial fear that Lodge Hill residents would be an additional burden on existing community facilities has been unfounded. The phasing of health facility provision is still important, and should be introduced early in the development.

Educational Facilities

In April 2009, educational facilities were also perceived to be at capacity and references were made to the overreliance on Hundred of Hoo School as the sole secondary school for the Peninsula. Space for three primary schools and a secondary school has been set aside in the Lodge Hill masterplan and the references to this as an issue have disappeared.

Concern Regarding Development

In the first stage of consultation there was a perception that new homes were not required in Medway, and that development should not take place. There was also concern that villages on the Peninsula may lose their individual identity. Although anecdotally the fears of sprawl towards High Halstow and Hoo St Werburgh were mentioned by individuals at the exhibitions, these comments haven't been recorded in the feedback. Overall, the number of anti-development comments (either general comments or in relation to Lodge Hill specifically) has decreased from 139 in the first round of feedback to 3 comments in this latest round.

Open Space Amenity

The previous consultation asked what type of public open space could be provided at Lodge Hill. There was a strong desire (29% of comments) for country parkland and this has been provided in the Lodge Hill masterplan. There was also a desire for playing fields (18%), children's play areas (18%) and a village green (18%). Playing fields and children's play areas have been included in the masterplan. A village green will be considered as the plans move towards a more detailed design stage.

Making the most of the natural surroundings of Lodge Hill and maximising open space has been a key tenant of the masterplan development. In the April 2009 feedback, respondents explained that they liked the rural countryside aspect of their local area and the inclusion of extensive open space in the masterplan, such as country parkland, has potentially helped to safeguard this. 65% of respondents felt positively about the character of Lodge Hill and the majority of positive comments were in relation to the retention of woodland which has helped to create a natural and green feel.

Views

There was a strong message in the previous consultation to protect countryside views, which could be achieved by minimising the building heights and locating development within the lower areas of the Lodge Hill training ground to reduce the impact on far reaching views. In response, housing development has not been proposed on Chattenden Ridge and development has generally been focused in the sunken areas between Chattenden Ridge and Deansgate Ridge. On the whole, concerns over the detrimental impact on views appear to have diminished (although, there are still individual cases of concern).

Woodland and Environment

In April 2009 we were told to ensure that as much woodland as possible was protected, as it is an important feature of the local landscape and is home to wildlife. Land Securities should strive to protect existing wildlife on the site and should consider the introduction of measures which could enhance its presence.

In the masterplan all SSSIs and protected woodland areas have been zoned out of the development and therefore no building will take place in these areas. A buffer area has also been introduced between the woodland and any new development. This approach received a positive response from 65% of respondents in this round of consultation, with many welcoming the retention of the woodland.

However, issues over access to woodland and the potential for anti-social behaviour have yet to be resolved, as these are more detailed design issues and can be addressed through measures such as CCTV and natural surveillance.

Leisure Amenity

Feedback from respondents from the earlier consultation indicated that a particular draw of this part of Medway is the rural countryside aspect; the open and green space with wildlife and woodland. Making the most of the surrounding countryside has been encouraged in the Lodge Hill masterplan and the development aims to provide managed and safe access to local woodland. As mentioned earlier, the detail in terms of how this will be achieved has yet to be finalised (the Lodge Hill team are conscious of the need to overcome potential anti-social issues and achieve the delicate balance of wildlife protection with increased access). Lodge Hill aims to harness the opportunity of greater, unobtrusive access to less sensitive areas of woodland for recreational use through the restitching of footpaths, bridlepaths and cycleways.

The younger Chattenden residents have raised the need for a skatepark to be developed in the short term. The feasibility of this will need to be assessed.

Retail Provision

The lack of retail opportunities on the Hoo Peninsula was an issue for many residents in the April 2009 feedback. In response, the three local centres and one larger centre within the Lodge Hill has made provision for high street style shopping opportunities with restaurants and cafes, along with a supermarket. In the recent consultation respondents appear to be satisfied with these proposals, but are now requesting more detail on the retail offer – what type of shops and the style of buildings are frequent questions.

General

In the last consultation the development team recognised that some local residents were experiencing fluctuations in their water and power supply. The team is working with the utilities providers to understand why these issues are occurring, and what can be done to overcome them.

Additional strain cannot be placed on the network and the impending development at Lodge Hill is a prime opportunity to revamp the current situation. Improvement works will be required and new infrastructure centres are proposed at Lodge Hill. Initial studies show that these will have a beneficial impact in terms of helping to overcome problems experienced locally regarding water pressure and electricity supply. However, concerns remain and residents will need further reassurance on this.

6.0 Specific Issues

This section details some further considerations for the Lodge Hill project team:

Place of Worship

The importance of a Place of Worship was raised by a number of respondents, as it was perceived to help build a sense of community. This need not be in a traditional format and could be integrated with other community buildings and facilities.

Waste

The need to consider how waste is managed in the development was raised as a new issue and the suggestions given on this subject will be borne in mind. However, it is important to remember that the plans are at an extremely early stage of formation and more detail will be available as the development team works towards preparing an outline planning application. Presently, information is being prepared to inform Medway's Core Strategy preparations.

Creation of New Roads

As outlined in the Road Infrastructure section (5.0), respondents believe that new roads should be created to 'bypass' Four Elms Roundabout and Four Elms Hill. New roads are perceived to reduce the pressure on areas which are currently seen as pinch points, as well as minimising rat running through surrounding villages.

Reopening of the Railway Line

Respondents view the reopening of the railway line to the north of Lodge Hill as one way of reducing pressure on the roads. Offering train connections into London is also perceived to be a good marketing tool for Lodge Hill.

Demand for Further Information

There is an overall public desire for more specific information and detail, in terms of design characteristics of buildings and the exact facilities which will be provided. This would indicate that there is an appetite for further information, and that people would welcome the opportunity to be involved in shaping more advanced proposals for Lodge Hill.

7.0 Conclusions

We would like to thank all participants who have taken part in the Lodge Hill consultation since its official start in April 2009. This has been a very enlightening process for the development team, and indeed, some consultation participants have also found the concept of shaping a development on this scale an edifying prospect. It is a welcomed outcome to see an overall positive response to the current Lodge Hill proposals and a reduction in the amount of negativity directed towards development generally. It can be surmised that the consultation appears to have provided some reassurance to participants.

However, that is not to say that all issues have been addressed. Further work is required on specific areas, especially the transport network, to convince and reassure the public of the feasibility of proposals.