

Proposed Sustainable Urban Extension Hillborough, Herne Bay, Kent

Public Exhibition Report

Analysis of Responses

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Produced for

Kitewood Estates Limited

Prepared by Michael Dolan

Unit 10, Invicta Business Park

London Road

Wrotham

Kent TN15 7RJ

email: hillborough@kitewood.co.uk

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Executive Summary

1.1. Introduction

On August 31st and September 3rd 2011 Kitewood Estates Limited (Kitewood) undertook two public exhibition exercises as part of its pre-application consultation relating to Kitewood's proposed sustainable urban extension at Hillborough, Herne Bay, Kent (the "Scheme") and to what is described as Phase One of the Scheme.

1.2. About the Exhibition

The public exhibition consisted of:

- Exhibitions to provide information outlining the proposed Scheme. The exhibitions, both staffed, were held at a location local to the Scheme, at Reculver C of E School, Hillborough, Herne Bay, Kent. Staff were available at the exhibitions to answer questions and address concerns.
- Questionnaires to record public opinion.
- A website outlining the aims of the Scheme, electronic copies of the exhibition boards, an online questionnaire and details of the exhibitions.

1.3. Exhibition Attendance

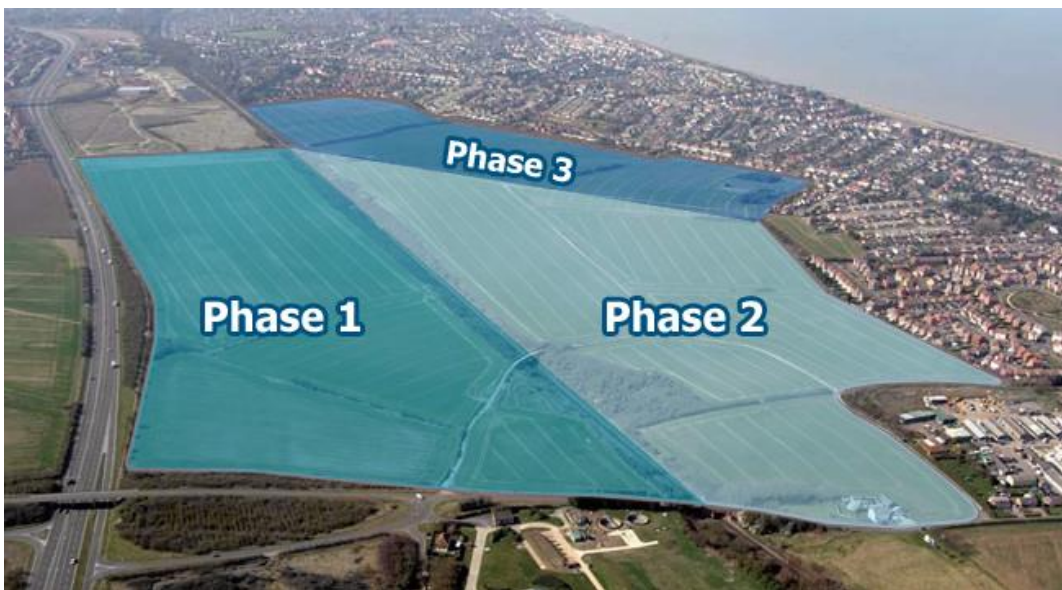
Attendees were not required to register in order to attend the exhibitions so no definitive attendance record exists. Kitewood estimates the number of visitors exceeded 400. It is highly likely that more people attended the exhibition as 350 questionnaires were distributed over the exhibition period although supplies periodically ran out. 183 questionnaires were received including 47 which were submitted by email. In total 350 questionnaires were handed out giving a return percentage on the paper copies of 39% which is considered to be a very good level of response.

1.4. The Key Findings of the Public Exhibition

Below is a summary of the responses given to the questionnaires;

- 1 38% of respondents were either in favour of or not opposed to the Scheme. Of those respondents 86% offered opinions as to how the Scheme could be improved or how local facilities would need to be provided if the Scheme were to go ahead. 14% of these respondents offered no additional comment

- 2 Of the 62% of respondents who expressed opposition to the Scheme 40% of those respondents offered no reason for their opposition and simply expressed blanket opposition to the development.
- 3 The five principal issues the respondents raised were:
 - (i) 34% of the overall respondents expressed concerns about the impact of additional traffic and the need to provide and/or improve roads in the locality. This rose to 35% amongst those not opposed to the Scheme.
 - (ii) 22% of the overall respondents expressed a view that there is a need for additional secondary education facilities in the locality. This rose to 28% amongst those not opposed to the Scheme.
 - (iii) 18% of the overall respondents expressed a view that there is a need for additional doctor and dentist surgery facilities in the locality. This rose to 19% amongst those not opposed to the Scheme.
 - (iv) 16% of the overall respondents expressed a view that the sewage and water facilities in the locality were in need of an upgrade.
 - (v) 15% of the overall respondents expressed concern about the loss of green fields if the Scheme were to go ahead. This dropped to 0% amongst those not opposed to the Scheme



The Public Exhibition

2.1. Introduction

On August 31st and September 3rd 2011 Kitewood Estates Limited (Kitewood) undertook two public exhibition exercises as part of its pre-application consultation relating to Kitewood's proposed sustainable urban extension at Hillborough, Herne Bay, Kent (the "Scheme") and to what is known as Phase One of the Scheme. The purpose of the public consultation was to present the proposed Scheme to the public, explain the three distinct phases of the Scheme and to seek the opinions of local residents.

2.2. Why the Consultation was needed

The primary objective of this consultation was to inform the public and thus to obtain public opinion and views on the various aspects of the Scheme at the preliminary design stage. As the proposed Scheme would be quite substantial and in a growing residential area as well as being in close proximity to residential properties it was considered important to seek the public's view on the proposals. The final part of the consultation process is the reporting of the key findings from the correspondence and questionnaires. This report will outline this and ultimately may be used as supporting material for planning applications. This report has been placed on Kitewood's dedicated website for the Scheme at www.hillboroughextension.com.

2.3. Publicity

The public exhibitions were well publicised. An advert was placed in the local newspaper, The Herne Bay Times in the edition dated August 24, 2011. Additionally, considerable editorial exposure was devoted to the public exhibition in the local media. The dedicated website www.hillboroughextension.com also prominently featured an advertisement for the public exhibitions and all parties who had registered their interest at the website were notified of the events.

All local parish councillors, Canterbury city councillors, local Kent county councillors, the local Member of Parliament and council officers whom the Scheme or consequent applications were likely to be of interest to, were informed of the exhibitions by email or in the case of those persons for whom no email addresses were published, via their respective offices.

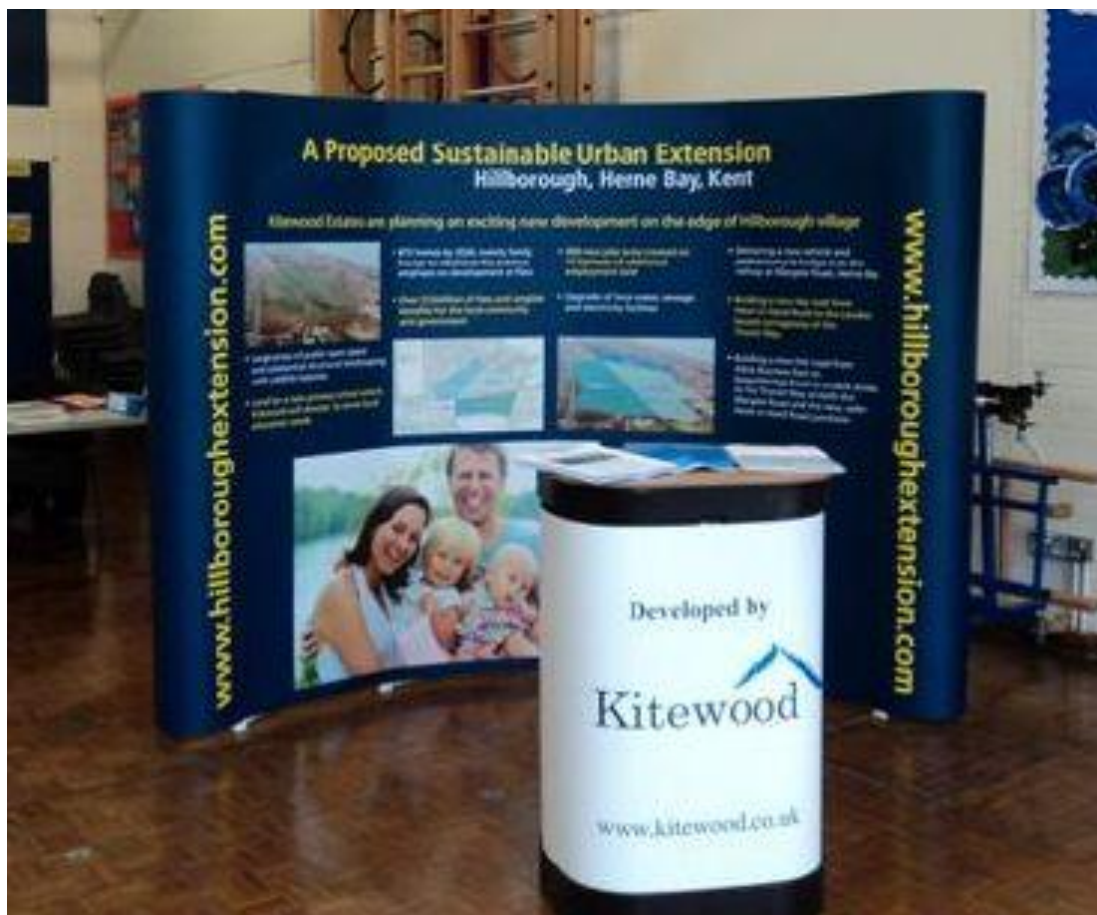
2.4. Venues and Dates

The public exhibitions were held at the following venue on the following dates:

- Reculver C of E School, Hillborough, Herne Bay, Kent - Wednesday 31st August 2011 from 12:00 to 20:00.
- Reculver C of E School, Hillborough, Herne Bay, Kent - Saturday 3rd September 2011 from 10:00 to 16:00.

2.5. Exhibition Content

Information for the public was displayed on a specially designed and printed presentation structure which is pictured below. The display described the aim of the exhibition, the objectives of the Scheme, and the development proposals.



Additionally, 200 copies of the detailed Local Development Framework submission document that Kitewood has previously presented to Canterbury City Council were made available for attendees to take home with them. All 200 copies were taken away and attendees who requested additional copies were informed that the document could be

downloaded from <http://www.hillboroughextension.com/hillborough-extension-in-detail/development-framework-document/>

2.6. Representation at the Exhibitions

Senior representatives from Kitewood were available to listen to and take note of the public's views and to answer questions.

2.7. Getting Public Opinion

During the consultation period the public were encouraged to give their views on the proposals by filling in a questionnaire. Questionnaires were handed out at the exhibition as well as opinions and comments being invited online.



The design of the paper questionnaire provided opportunities for respondents to use tick boxes and respondents were also invited to write further comments at the end of the questionnaire.

Attendees were encouraged to visit the Scheme's dedicated website and to email any further questions or opinions they may have after the public exhibition.

2.8. Public Exhibition Attendance

Attendees were not required to register in order to attend the exhibitions so no definitive attendance record exists. Kitewood estimates the number of visitors exceeded 400. It is

highly likely that more people viewed the exhibition as 350 questionnaires were distributed over the exhibition period. However, supplies periodically ran out. Nevertheless, 183 questionnaires were received including 47 which were submitted online. In total 350 questionnaires were handed out giving a return percentage on the paper copies of 39% which is considered to be a very good level of response.

Responses: Questionnaire

3.1. Level of Response

During the consultation period and the three weeks thereafter 183 questionnaires were received of which 47 were submitted online. Where provided, the addresses of the respondents were analysed and show that the vast majority of respondents were from the immediate local vicinity of the Scheme.

3.2. How the Data was Analysed

The questionnaire invited the respondent to answer questions by ticking boxes to indicate whether they were:

- Fully supportive of the Scheme
- Broadly supportive of the Scheme
- Not supportive of the Scheme

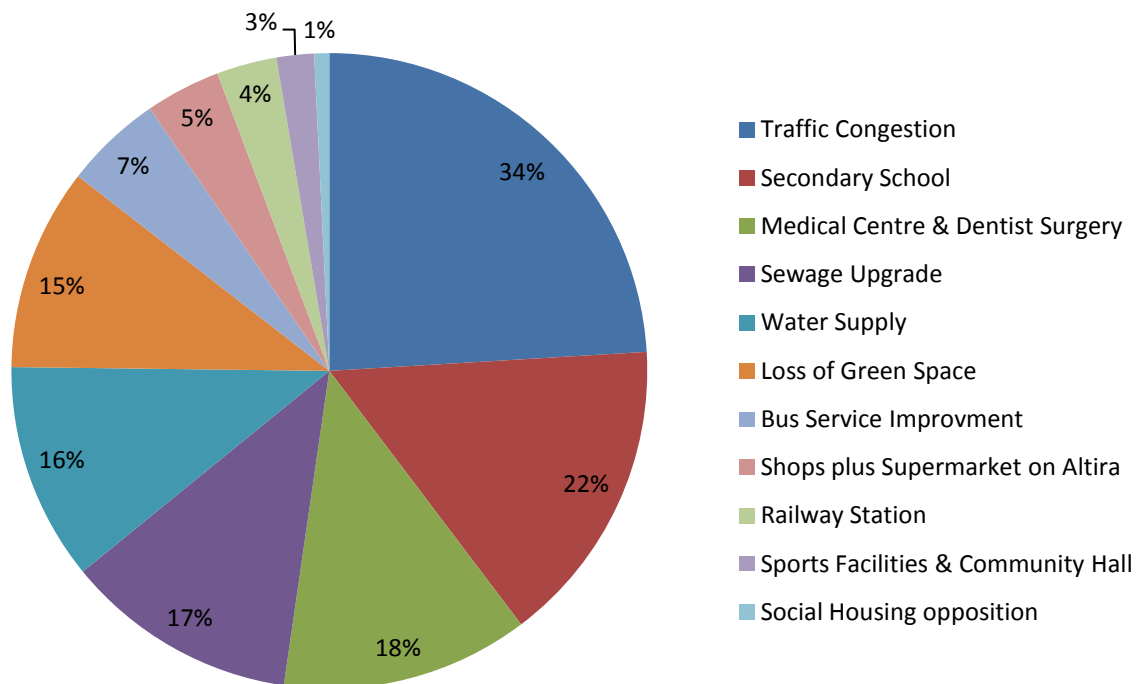
Respondents were also invited to write further comments at the end of the questionnaire which have now been categorised.

3.3. Results of Data Analysis

Categorisation of the respondents comments were analysed and identified eleven principal areas of concern common to those who were opposed and those who were not opposed to the Scheme. Appendix 1 sets out a tabulation of the individual responses received from each respondent. The key areas of concern, in order of importance were:

1. Traffic Congestion (34%)
2. Secondary School - under provision (22%)
3. Medical Centre & Dentist Surgery - under provision (18%)
4. Sewage Upgrade needed (17%)
5. Water Supply improvements needed (16%)
6. Loss of Green Space (15%)
7. Bus Service Improvement needed (7%)

8. Shops plus supermarket on Altira Business Park needed(5%)
9. Railway Station would be welcome(4%)
10. Sports Facilities & Community Hall needed (3%)
11. Social Housing - Opposition to on grounds of increased crime (1%)



Responses: Correspondence

4.1. Correspondence from organisations and residents groups

No letters or emails were received from any organisations. Kitewood is aware that a group of local residents subsequently held a meeting to discuss the Scheme on November 21, 2011 at the Kings Hall. Laura Calder of the group informed Kitewood by email on December 8, 2011 of the following five items that were of concern to the attendees:

- a. Improve sewage overall
- b. Improve road infrastructure overall
- c. Improve water flow
- d. Improve access to appropriate schooling
- e. Improve access to doctors dentists etc

All five of these matters are within the scope of residents concerns discerned from the Public Exhibitions and the questionnaire responses which are set out in section 3.3. above.

4.2. Letters and emails from private individuals

In total forty seven items of email correspondences were received from private individuals who wished to comment on the Scheme. Their opinions have been included within the data analysis outlined above.

4.3. Telephone Calls

No telephone calls from members of the public with regards to the Scheme's public exhibition were received

Conclusions

5.1. Background

The majority of responses within the questionnaires and email correspondence allow us to draw conclusions about the respondents. The majority of respondents:

- Live near to the site of the proposed Scheme
- Respondents were not asked their age but casual observation indicated that those who appeared to be aged over sixty were more likely to be opposed to the Scheme whereas those with young families were generally not opposed or were supportive of the Scheme.

5.2. Response to the Proposals

38% of the respondents were supportive or not opposed to the Scheme and this percentage is considered very high because in comparable exercises it has regularly been demonstrated that those who oppose development are far more organised and vocal in their opposition than those who are passive or supportive. In essence, a vocal and organised anti-development faction often represents no more than a minority voice which seeks to distort the significant and possibly majority weight of supportive or passive opinion which has elected to desist from joining an anti-development faction.

5.3. Concerns and Points Raised

- In addition to the matters set out in section 3.3. Kitewood staff discerned that by their questions many of the attendees did not understand the Scheme and

confused the Scheme with other unrelated developments taking place in the general vicinity.

- Although secondary education facilities garnered the most actual comments, in discussions with local residents it was the fear of traffic density which appeared to be of greatest concern. The attendees generally appeared not to grasp the road improvement and layout changes that are proposed and how they will ameliorate traffic density concerns. Kitewood needs to communicate this message more clearly.
- Similarly, there was little understanding of the Section 106 agreement provisions already in place for Altira Business Park that will trigger important safety enhancement work to Blacksoles bridge in due course. It is important to ensure that Parish and City Councillors in tandem with the local media are encouraged to communicate the distinction between these different schemes.
- Another message that came through was the attendees belief that community benefits had not been properly negotiated with regard to previous large scale residential developments and they had concerns as to whether there would be a repetition of such perceived failures when their representatives negotiated agreements for the Scheme.

5.4. Conclusion

There is broad support for the Scheme and understandable opposition from those more senior residents who would prefer to retain the existing status quo. It is important for Kitewood to enhance its plan and incorporate the proposals made by local residents and to address the important issues they have raised which are set out in paragraph 3.3 above. All of those matters that are within Kitewood's control can be adequately provided. Matters such as the provision of additional secondary school facilities, a railway station and improved bus services, cannot be provided by Kitewood but the company should make representations to the appropriate providers and the local planning authority to encourage the provision of these benefits including by way of offering Section 106 funding to help defray the cost of additional secondary education facilities. Most importantly, it is essential that Kitewood is able to communicate the beneficial impact and long term planning gains the Scheme will deliver for the community.

- End -

Appendix 1

Data Tabulation of Responses

Reply No:	In Favour	Undecided	Opposed	Traffic Congestion	Secondary School	Medical Centre & Dentist Surgery	Sewage Upgrade	Water Supply	Loss of Green Space	Bus Service Improvement	Shops plus Supermarket	Railway Station	Sports Facilities & Community Hall	Social Housing opposition
1		1												
2		1												
3	1													
4	1			1	1	1		1						
5	1				1							1		
6	1			1	1							1		
7	1													
8	1													
9	1			1						1				
10	1			1		1				1				
11	1			1						1				
12	1												1	
13	1				1							1		
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16	1			1			1							
17	1				1					1				
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37			1											
38			1											
39			1											
40			1					1						

Reply No:	In Favour	Undecided	Opposed	Traffic Congestion	Secondary School	Medical Centre & Dentist Surgery	Sewage Upgrade	Water Supply	Loss of Green Space	Bus Service Improvement	Shops plus Supermarket on Altira	Railway Station	Sports Facilities & Community Hall	Social Housing opposition
41		1												
42		1												
43		1												
44		1												
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46		1												
47		1												
48		1												
49		1												
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77		1		1	1	1								
78		1												
79		1	1	1	1		1					1		
80		1		1				1						

Reply No:	In Favour	Undecided	Opposed	Traffic Congestion	Secondary School	Medical Centre & Dentist Surgery	Sewage Upgrade	Water Supply	Loss of Green Space	Bus Service Improvement	Shops plus Supermarket on Altira	Railway Station	Sports Facilities & Community Hall	Social Housing opposition
81		1	1											
82		1	1		1			1						
83		1	1					1						
84		1						1						
85		1		1										
86		1		1				1						
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115		1		1						1				
116		1	1		1	1	1			1				
117		1	1								1			
118		1			1					1				
119		1						1						
120		1		1	1	1								

Reply No:	In Favour	Undecided	Opposed	Traffic Congestion	Secondary School	Medical Centre & Dentist Surgery	Sewage Upgrade	Water Supply	Loss of Green Space	Bus Service Improvement	Shops plus Supermarket	Railway Station	Sports Facilities on Altira	Social Housing opposition
121			1	1		1		1		1				
122			1	1		1	1	1						
123			1	1										
124			1	1										
125			1											
126			1	1						1				
127			1	1	1			1						
128			1					1						
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131			1	1	1	1	1	1						
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135			1	1										
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e1	1			1	1						1			
e2	1		1	1								1		
e3	1				1									
e4	1		1											
e5	1													
e6	1		1	1	1									
e7	1									1				
e8	1		1	1	1						1			
e9	1							1						
e10	1		1											
e11	1				1									
e12	1									1				
e13	1		1											
e14	1				1							1	1	
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e16	1		1	1										
e17	1		1	1										
e18	1		1											
e19	1				1									
e20	1					1								
e21	1		1	1										
e22	1				1				1					
e23	1		1											
e24	1		1											

Reply No:	In Favour	Undecided	Opposed	Traffic Congestion	Secondary School	Medical Centre & Dentist Surgery	Sewage Upgrade	Water Supply	Loss of Green Space	Bus Service Improvement	Shops plus Supermarket on Altira	Railway Station	Sports Facilities & Community Hall	Social Housing opposition
e25	1			1	1									
e26	1										1			
e27	1						1	1						
e28	1								1					
e29	1				1									
e30	1				1								1	
e31	1					1								
e32	1													
e33	1								1					
e34	1							1						
e35	1					1								
e36	1		1											
e37	1							1						
e38	1					1								
e39	1							1						
e40	1		1			1								
e41	1			1										
e42	1			1							1			
e43	1							1						
e44	1							1						
e45	1					1								
e46	1			1										
e47	1					1								
	65	4	114	63	41	33	31	29	27	13	10	8	5	2
Overall	36%	2%	62%	34%	22%	18%	17%	16%	15%	7%	5%	4%	3%	1%
Not opposed				35%	28%	19%	16%	16%	0%	9%	6%	9%	3%	1%
Opposed				34%	19%	18%	18%	16%	24%	6%	5%	2%	3%	1%
Total	183													
Paper	136													
email	47													
No Comment	56	41%												