



# BINBURY PARK

GARDEN VILLAGE

---

Creation Of An Exemplar New Settlement In The Garden  
Of England That Will Deliver Sustainable Growth And  
Fund Major Strategic Highways Improvements

---

PRESENTATION TO KENT COUNTY COUNCIL MEMBERS

12TH NOVEMBER 2018





The Beer Cart Building, Canterbury



Sittingbourne Town Centre Regeneration - Cinema and retail space - under construction



Quinn Estates are the South East's foremost mixed use developer with an exceptionally strong track record for delivery

## Company Highlights

- Consent obtained on circa 3,000 units in 16/17;
- **Portfolio of sites with potential for over 22,500 residential units;**
- Joint venture partner with Swale Borough Council in the redevelopment of Sittingbourne town centre
- **Joint venture partner with Ashford Borough Council in the delivery of over 88,000sq. ft of grade 'A' office space, the largest office scheme in Kent for over a decade;**
- Built over 2m sq.ft of commercial space, in which over 5,000 people work;
- **49 projects that will create circa 18,000 construction jobs;**
- Sites that will deliver £200m of economic output a year into the south east economy;
- **Sites with potential for 4m sq.ft of commercial space and over 20,000 jobs; and**
- Kent's largest provider of self and custom build plots, having provided in excess of 100 such opportunities in the County.



Quinn Estates are the South East's foremost mixed use developer with an exceptionally strong track record for delivery

Through identifying constraints and opportunities, Quinn Estates are responsible for some of the country's most progressive and exciting developments where nature has formed a fundamental component of the development.



The largest commercial office building constructed in Kent in the last decade, Connect Thirty Eight is a brand new 80,000 sq.ft office and retail building, conveniently located directly opposite Ashford International Railway Station where trains now take just 38 minutes to reach London St Pancras.



Working with Herne Bay Youth Football, Cricket, Tennis and Hockey clubs to provide their thousands of members and the people of Herne Bay with modern facilities to replace their non-existent or outdated ones.



Quinn Estates, Pentland Properties and the Tory Family Foundation are building a £9m state of the art new hospice for Kent's leading charity to give people the end of life care they deserve.

# SITE AERIAL

Binbury Park is not a stand-alone development but comprises a flat, visually contained site which is low quality agricultural land located between three major pieces of existing infrastructure and development in the AONB which include:

- A major industrial park at Detling Aerodrome comprising over 475,000sq.ft of built floor space on a 34 acre site that employs circa 1,000 people;
- One of Kent's major economic drivers and largest conference facility at the Kent County Showground which has over 100,000sq.ft of buildings over a 200 acre site which employs 20 permanent staff and up to 250 for show events;
- The dual carriageway – A249 (Proposed Major Road Network)



Existing industrial buildings at Detling Aerodrome Industrial Estate





# THE VISION

- **A vibrant new community based around Garden Village principles**
- National significant highways improvements funded by this scheme
- **Development where there is already over 650,000 sq.ft of built commercial space**
- 1,700 new homes with policy compliant affordable
- **50 self build plots**
- High quality houses within a well established landscape setting
- **Significant community facilities including a new primary school, special educational needs facility, medical centre and sports hub**
- A park and ride
- **Nationally significant new business park creating over 1,500 new jobs**
- Creation of a new country park which combined with White Horse Wood will create one of Kent's largest managed green spaces
- **56% of the site is given over to open space (circa 95 hectares)**

# HOW WILL THIS LOOK

- ① A249
- ② Kent County Showground
- ③ Detling Aerodrome Industrial Estate
- ④ White Horse Wood Country Park

- Ⓐ Residential
- Ⓑ School location
- Ⓒ Sports Pitches
- Ⓓ Local Centre
- Ⓔ Country Park
- Ⓕ Park and Ride
- Ⓖ Hotel
- Ⓗ Commercial Uses
- Ⓘ Self Build

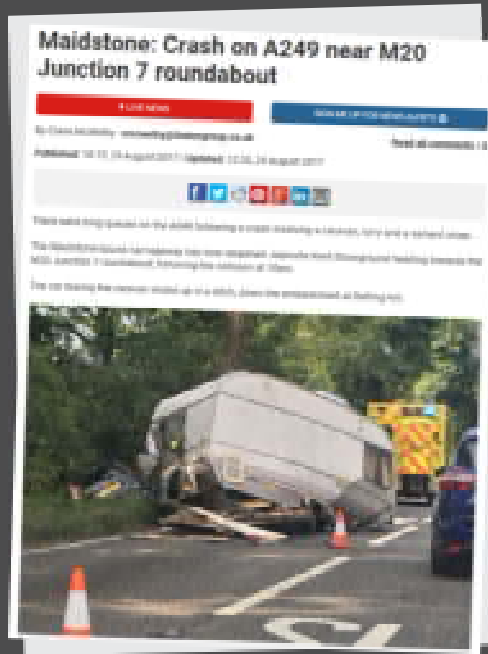


# INFRASTRUCTURE & TRANSPORT BENEFITS

A proposal that will deliver nationally significant strategic highways infrastructure improvements to the A249/M20/M2 corridor which would substantially improve safety and traffic management on the road network in addition to:

- **M20 (J7) upgrading;**
- Grade separated junction on the A249;
- **Improved and upgraded public bus services;**
- Potential Park & Ride;
- **Bus lane from Detling to M20 (J7);**
- New Showground access with deceleration/acceleration lanes; and
- **Improved footpath and cycle links**
- Section 106 and highways improvements contributions equating to £33.8m

The proposed improvements at the J7 roundabout and localised widening at the approaches, dramatically improves the queue and delay at its junction, with a 90% reduction over the existing queues on the A249 Detling Hill with the Binbury Park development in place.

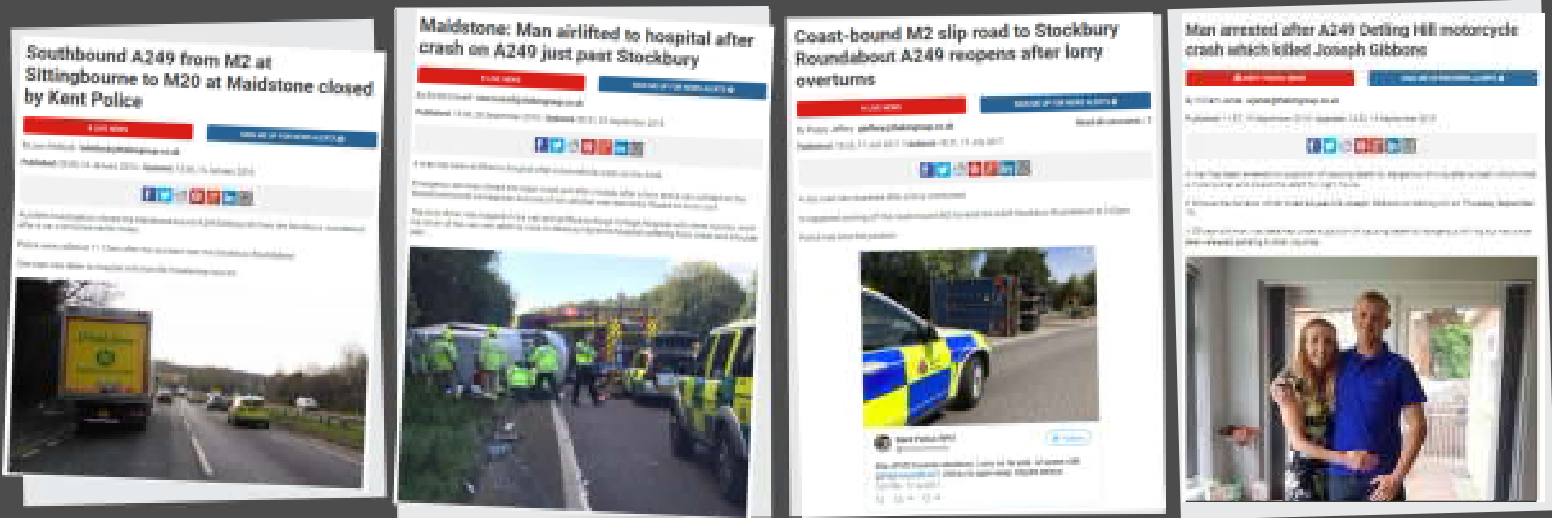




# INFRASTRUCTURE & TRANSPORT BENEFITS

“Kent Showground is one of Kent’s major drivers of growth and has been constrained by highways issues. Through working together, this scheme can deliver a safer and more efficient highways network for the future success of Kent.”

**Kevin Attwood**  
Chairman of the Kent County Showground

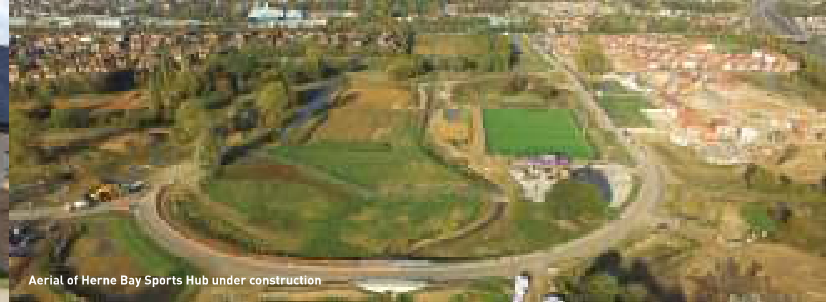
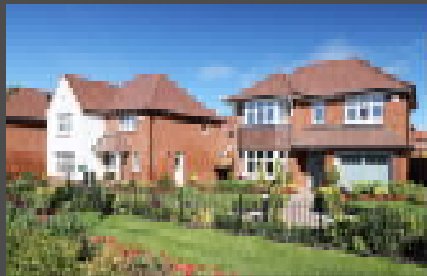






## HOUSING

- **Maidstone will need to deliver increased housing numbers under the Local Plan review;**
- Development will assist delivery of a range of high quality market housing for local needs;
- **40% affordable housing;**
- 1700 high specification dwellings in a range of types, sizes and tenures
- **50 self build plots**
- Bungalows to facilitate downsizers thus releasing family housing elsewhere



## SPORT

We propose an exciting sporting hub for Maidstone Rugby Club which would create outstanding opportunity for both the local and wider community.

This is a unique development with an unrivalled track record in the provision of sporting facilities.

"The Maidstone Rugby Club has an exciting future ahead of it and we are delighted to be able to deliver exceptional facilities for all age groups and abilities and in collaboration with the education provision on site."

**Jim Tinsley**

President – Maidstone Rugby Club



Maidstone Rugby Club



## COMMERCIAL

- **Creation of a new high-quality business park incorporating a range of flexible business units and incubator units creating over 1,500 long term jobs.**
- Creation of a hi-tech specialist food and drink manufacturing hub to serve a growing and diverse sector.
- **A major driver for inward investment**
- Adjacent to an existing and major industrial park at Detling aerodrome which has circa 475,000sq.ft of space over 34 acres with 1,000 employees.
- **20,000sq.m of B1 (business / light industrial) floorspace (approx).**
- 18,500sq.m of B8 (storage & distribution) floorspace (approx).



## EDUCATION

- **1FE primary school with capacity to expand to 2FE.**
- Potential creation of a National Autistic Society school and teacher training centre to augment the existing network of schools in Kent and Medway.

“Special needs and autism provision are a necessity and can transform lives. A new school and teacher training centre at Detling can provide for this growing need and deliver an exemplar for the county and provide the facilities and opportunities that the children of Kent deserve.”

**Mark Lever**  
CEO of the National Autistic Society

# FOOD & DRINK

---

Binbury Park proposes the creation of a dedicated facility to serve small, medium and large businesses in one of the UK's fastest growing sectors.

## Community and Public Open Space

- A new local centre with medical centre, shops and community facilities
- Landscape led development with allotments and enhancement of local habitats and ecology
- A new and outstanding country park with a bridge to link to White Horse Wood to create one of Kent's largest managed parklands
- Promotion of Binbury Castle and Thurnham Castle as heritage assets



Since 2009, UK food & drink manufacturing productivity has increased by 11%, compared to just 0.5% for the whole economy.



Food and drink is the largest manufacturing sector in the UK, accounting for 16% of the total manufacturing sector, turning over £83.7bn per annum; creating GVA of £21.9bn and employing around 400,000 people.



The UK has 64 million consumers who spend around £200bn / year on food and drink.

---

"Kent is uniquely placed to benefit from one of the UK's fastest growing sectors. For food and drink businesses of all sizes, finding cost effective and suitable space is near-on impossible. Kent has an opportunity to be a market leader and establish itself in a global market as a true champion."

**Alastair Jessel**

Chairman of the Kent Food & Drink Hub

---



# KENT DOWNS AONB

Major development within the Kent Downs AONB is only allowed in exceptional circumstances and must demonstrate that it is in the public interest in accordance with para. 172 of the NPPF (2018).

The scheme will provide:

- **Nationally significant highways improvements on M20/ A249 / M2 corridor;**
- Nationally significant economic benefits through job creation and specialist business delivery and facilities;
- **Regionally significant specialist education facilities in partnership with the National Autistic Society;**
- Nationally significant heritage benefits relating to Binbury castle and the former Detling Aerodrome;
- **The creation of one of largest publicly accessible country parks in Kent;**
- The creation of legacy sports facilities for Maidstone Rugby Club and future generations; and
- **No precedent due to existing KCAS showground and aerodrome industrial estate.**

The scheme will ensure the delivery of significant benefits without detrimental effect on the environment, the landscape and recreational opportunities. It can therefore be demonstrated to meet exceptional circumstances and be considered to be in the public interest.

The unique set of circumstances ensures that there is no precedent for further development in the AONB locally or nationally.



# WHAT WILL THIS DO FOR MAIDSTONE'S ECONOMY?

## It will deliver these economic benefits:

The development will provide employment opportunities within the local area throughout the construction stage.



774 direct construction jobs per annum



543 indirect construction jobs per annum



£504m of economic output (GVA) over the construction phase

## Completed development



1543 jobs created in total by the commercial floor space proposed

## Labour force & economic output on completion



The scheme provides accommodation for 2316 economically active people



New homes provide for a growing workforce delivering a £95.2m economic output per annum

# WHAT KIND OF LEGACY WILL THIS DELIVER?

## HIGHWAYS

- As part of the development, the developer has allocated S106 and highways improvements contributions equating to £33.8m;
- This is an unprecedented level of S106 from a developer who delivers what he says he will; and
- **This is a unique opportunity for a development to pay for highways improvements at J7 of the M20 and the A249 and a route that is likely to form part of the connectivity to the Third Thames Crossing.**

## ECONOMIC

- **Significant job creation and economic output through new high-spec commercial space;**
- Council Tax generated by the scheme = £3.2m per annum;
- **£28.2m per annum in leisure and retail expenditure; and**
- Business Rates generation of £2.7m per annum, assisting the Borough Council's revenue generation capacity.

## ENVIRONMENTAL

- The development will be set within a landscaped environment, incorporating the creation of one of the largest country parks in Kent ensuring extensive public access that is not currently available on privately owned land;
- A large part of the site is poor quality grazing land and currently used as overflow car parking for showground events;
- **Landscape led development proposal offering local habitat enhancement and improvement;**
- Retention of the dry valley and undulating landscape that benefits from long distance views over the Swale and Thames estuaries; and
- **Significant new landscape and structural planting to mitigate the impact of development.**

## SOCIAL

- **Provision of much needed new private housing and unprecedented levels of affordable housing in an area of significant need;**
- Creation of new sporting facilities for the local community and sports clubs;
- **The provision of a new primary school / and potential Autistic centre widening choice and significantly enhancing state education in Maidstone;**
- Creation of purpose built GP Surgery/healthcare facility;
- **Park and ride;**
- Linkage between the education and sporting facilities fostering community integration; and
- **Agreement from landowners to deliver highways and community facilities as part of the early development phases through land value capture.**





# BINBURY PARK

GARDEN VILLAGE

**LET'S DISCUSS...**

---



Building Your Future