



Land North of Camer Road, Meopham Environmental Statement

Volume III: Non-Technical Summary

Iceni Projects Limited on
behalf of The McManus Family

February 2026

Iceni Projects Ltd.

Da Vinci House, 44 Saffron Hill, London, ECN1 8FH

T: 020 3640 8508 **W:** iceniprojects.com

Land North of Camer Road, Meopham

Environmental Statement (ES) | Volume III - Non-Technical Summary (NTS) | February 2026



Introduction

This Non-Technical Summary (‘NTS’) summarises the findings of a much larger report, called an Environmental Statement (‘ES’). It has been prepared on behalf of The McManus Family (the ‘Applicant’). The ES is part of a planning application asking Gravesham Borough Council for permission to build new homes and facilities at Land North of Camer Road, Meopham (the ‘Site’).

The Proposed Development would provide up to 725 new homes, a new two-form entry primary school, a local centre, the provision of public open space including sports and recreation facilities, alongside associated access, landscaping, parking and infrastructure. A full description of the Proposed Development is provided in the Environmental Statement.

What is an EIA and ES?

An Environmental Statement records the findings of an Environmental Impact Assessment. An Environmental Statement allows the possible environmental impacts of a Proposed Development to be taken into consideration.

An Environmental Impact Assessment is a study that checks how a project might affect the environment, which the law says must be done for some developments.

The EIA process was carried out by a team of qualified specialists who also prepared the Environmental Statement . The Environmental Statement was prepared in line with United Kingdom legal requirements (the EIA Regulations) and good practice.

The Environmental Statement has three volumes:

- Volume I: Main Body;
- Volume II: Appendices; and
- Volume III: Non-Technical Summary (this document).

The purpose of the Environmental Statement is to help people make a decision about granting planning permission. The Environmental Statement identifies the likely significant effects that the Proposed Development may have on the environment. The Environmental Statement explains what will be done to stop or reduce any serious negative impacts.

Commenting on the Planning Application

All three volumes of the Environmental Statement and all other planning application documents are available to view online at: <https://www.gravesham.gov.uk/planning/view-comment-planning-application>

The Environmental Statement has also been printed and can be viewed in person at the local council’s office.

Copies of the Environmental Statement can be purchased from Icení Projects. Please email impact_management@iceniprojects.com for further details or contact 020 3640 8508.

Site and Setting

Where is the Site?

The Site is about 44.32 hectares in size and lies with the Gravesham Borough Council (‘GBC’) area. **Figure 1** shows the land within the planning application; this is known as a red line boundary. The Site is located to the east of Hook Green and to the southwest of Sole Street.

The Site is bordered by the Chatham Main Line to the north. The Site comprises agricultural land with two (small) areas of woodland within the centre of the Site.

There is a Public Right of Way (‘PRoW’) (NS192) running

through the Site connecting the north and southwest boundaries. This PRoW connects Manor Road / Sallows Shaw with Norwood Lane and Wrotham Road (A227).

What is currently at the Site?

The Site is currently agricultural land with two (small) areas of woodland within the centre of the Site.

A residential property, with associated small stable block and small pastoral field are located within the western section of the Site.

Figure 1: Red Line Boundary



What are the environmental sensitivities?

Figure 2 identifies the key environmental sensitivities within and close to the Site.

Archaeology and Built Heritage

The Site is within an Archaeological Notification Area. There are no Scheduled Monuments or World Heritage Sites within 1km of the Site. The nearest Scheduled Monument is 'Deserted medieval manorial settlement of Cossington' located approximately 1.2km north of the Site. Camer Park Country Park, located directly south of the Site is identified as a Historic Park. A geophysical survey has been conducted and is submitted with this planning application.

The Site does not contain any heritage assets designated

as being of national importance, such as listed buildings or Parks and Gardens of Special Historic Interest. However, the Site is surrounded by Grade II listed buildings, such as Norwood Farmhouse on the western boundary of the Site. The nearest Grade I listed building is Parish Church of St John the Baptist, approximately 1km south-west of the Site. The nearest Scheduled Monument is deserted medieval manorial settlement of Cossington, approximately 1.2km from the Site.

The Site is not in a Conservation Area. The nearest Conservation Area¹. The nearest Conservation Area: Hook Green is 0.2km west of the Site.

Figure 3, to the right, shows the heritage assets present within proximity to the Site.

Figure 2: Environmental Sensitivities



¹ A Conservation Area is an area of notable environmental or historical interest or importance which is protected by law against undesirable change.

Ecology

The United Kingdom has some areas that are protected for their ecological importance. These have an impact on any development proposals within, or close to, any designated protected area.

The Site is not inside any legally protected nature sites (i.e. sites protected under United Kingdom, European and international law). The closest statutory site is North Kent Woods and Downs National Nature Reserve (NNR), 1.2km south-east of the Site.

In relation to non-statutory designated sites² the nearest is Nurstead and Cozendon Woods, Nash Street Local Wildlife Site, approximately 0.6km north-west of the Site.

There are no Tree Preservation Orders in or near the Site.

Figure 4, overleaf, shows the key ecological and arboricultural environmental sensitivities surrounding the Site.

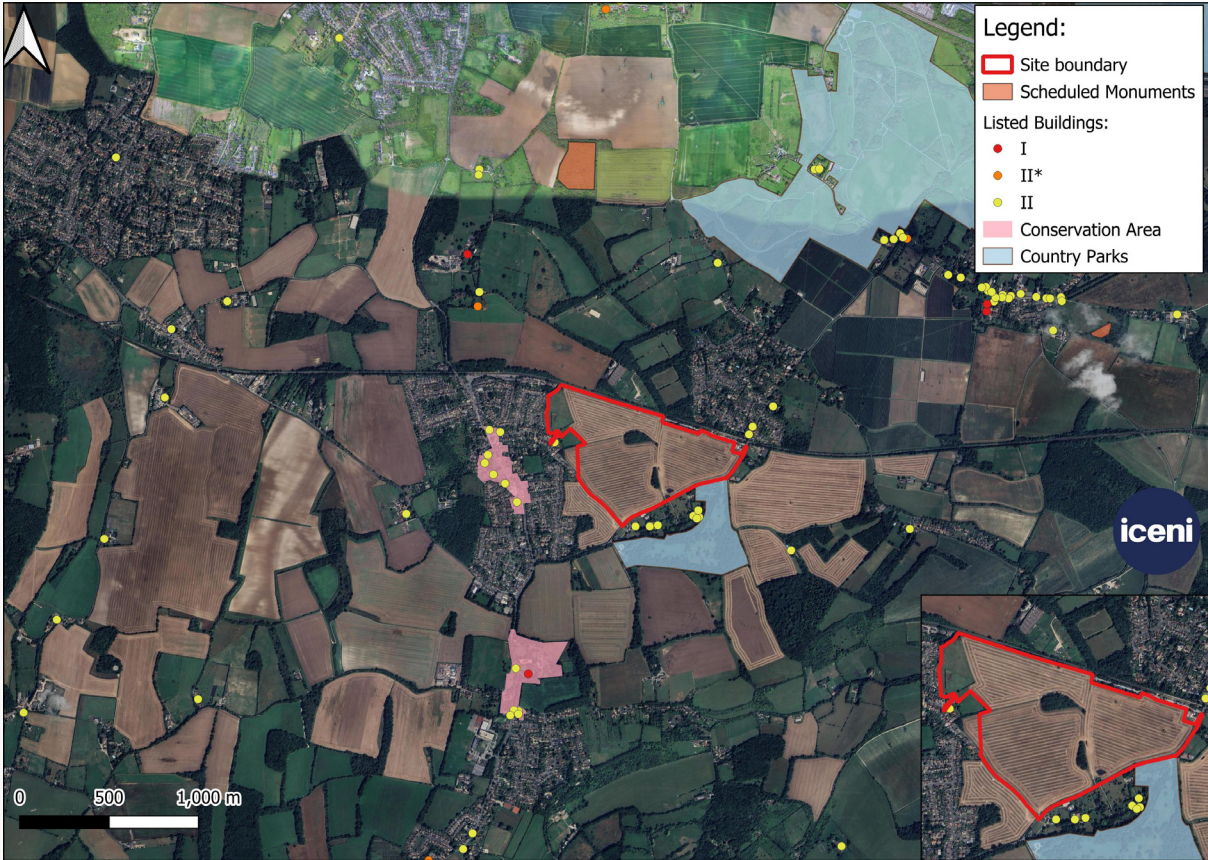
Land Quality

Agricultural Land Classification mapping identifies 98% of the Site as comprising Grade 2 agricultural land, 'very good quality agricultural land'. The remaining 2% as non-agricultural land.

Air Quality and Noise

The Site is not in, or close to, an Air Quality Management Area ('AQMA'). An AQMA is an area where the local air quality is unlikely to meet the Government's national air quality objectives. The nearest AQMA to the Site is the Gravesham A2 AQMA, which is located approximately 2.7km to the north-east of the Site.

Figure 3: Nearby Heritage Assets



² A Non-Statutory site does not have statutory protection but is recognised and protected for its importance.

Water Environment and Flood Risk

There are no main rivers in nearby. The Site is entirely within Flood Zone 1, which indicates the lowest probability of flooding from rivers or seas. The vast majority of the Site is at 'very low' risk of surface water flooding, meaning that the Site has less than 0.1% of surface water flooding each year. The Site is located within a Nitrate Vulnerable Zone, which is an area identified as needing protection from water pollution. Most of the Site (except the eastern section) is also within Source Protection Zones II and III, which are areas designated to help protect sources of drinking water.

Landscape Character

The Site is bordered by the Kent Downs National Landscape along the east and south-eastern boundary,

beyond Camer Road.

The Site falls within North Downs National Character Area (NCA 119)³, defined by Natural England as 'a chain of chalk hills extending from the Hog's Back in Surrey and ending dramatically at the internationally renowned White Cliffs of Dover. The settlement pattern is characterised by traditional small, nucleated villages, scattered farms and large houses with timber framing, flint walls and Wealden brick detailing. Twisting sunken lanes, often aligned along ancient drove roads, cut across the scarp and are a feature of much of the dip slope. The Kent Downs and Surrey Hills National Landscape designations are testament to the qualities and natural beauty of the area.

Figure 4: Key Ecology and Arboriculture Environmental Sensitivities



³ Natural England. (2013). NCA Profile: 119: North Downs. Available at: <https://publications.naturalengland.org.uk/publication/7036466>.

Background to the EIA Process

Under the EIA Regulations, the Proposed Development falls within the type and scale of development that requires an Environmental Impact Assessment ('EIA'). An EIA has therefore been undertaken to meet the requirements of the relevant legislation which considers the impacts of the Development on the environment and ways to avoid or reduce adverse impacts and enhance beneficial impacts.

The EIA considers impacts during the construction and operation of the Proposed Development. The study examined the effects of building work, including knocking down old structures and putting up new ones. Where relevant, these temporary effects are described separately below. Assessments are also undertaken of the impacts of the completed Development which is consider the situation when the Development is completed and being used.

An early study (called a 'Scoping Report') was done to decide which environmental topics needed to be included in the main assessment. GBC issued their opinion ('EIA Scoping Opinion') in October 2025, which provided feedback on the range of environmental topics should be scoped in and scoped out of the EIA. The Environmental Statement is based on their feedback.

What is the assessment based on?

For each topic, the report describes what the environment is like right now (the 'baseline condition'), and a description of how the environment may change in the future without the Proposed Development (the 'future baseline'). Each assessment identifies receptors which could be affected, such as local residents, designated sites and the local economy.

The assessment is based on the six parameter plans, six detailed access drawings and one demolition plan, as well as information provided in the Design Code, prepared Icen Projects. A Design Code is a set of rules and guidelines that show how the new buildings and spaces should look.

Because the plans could change, the assessment uses the biggest possible version of the development to understand the worst effects it could have. This is a 'worst-case scenario' in terms of the potential effects on receptors and or/resources. An exception to this is the socio-economic assessment, where the minimum amount of certain land uses (such as commercial floorspace) represents the worst-case scenario for that topic.

A Concept Masterplan and Green Infrastructure Plan are also submitted with the planning application. This shows just one potential way the proposals could be delivered.

How were potential likely significant effects identified?

The Environmental Statement predicts the potential environmental effects of demolition and construction activities and once the Proposed Development is complete and operational. Construction of the Proposed Development is expected to be carried out in five continuous phases over a period of approximately five years. Construction work will begin in Quarter 4 2027. The Proposed Development will be fully complete in 2033. However, residents will begin to move in, in Q4 2030. These years were taken as the assessment scenarios for the EIA.

Potential environmental effects were identified and assessed using a variety of methods, including modelling. The study then judged whether each impact would be important or not (significant or not significant). Each assessment attaches a level of 'significance' to the effects that were identified: major, moderate, minor or negligible.

How serious an effect depends on how big the change is and how sensitive the people, wildlife or place are. The effects are expressed as being either adverse (negative), negligible or beneficial (positive).

The EIA was undertaken in parallel with the design process and, where possible, measures to avoid or minimise adverse environmental effects were 'built into'

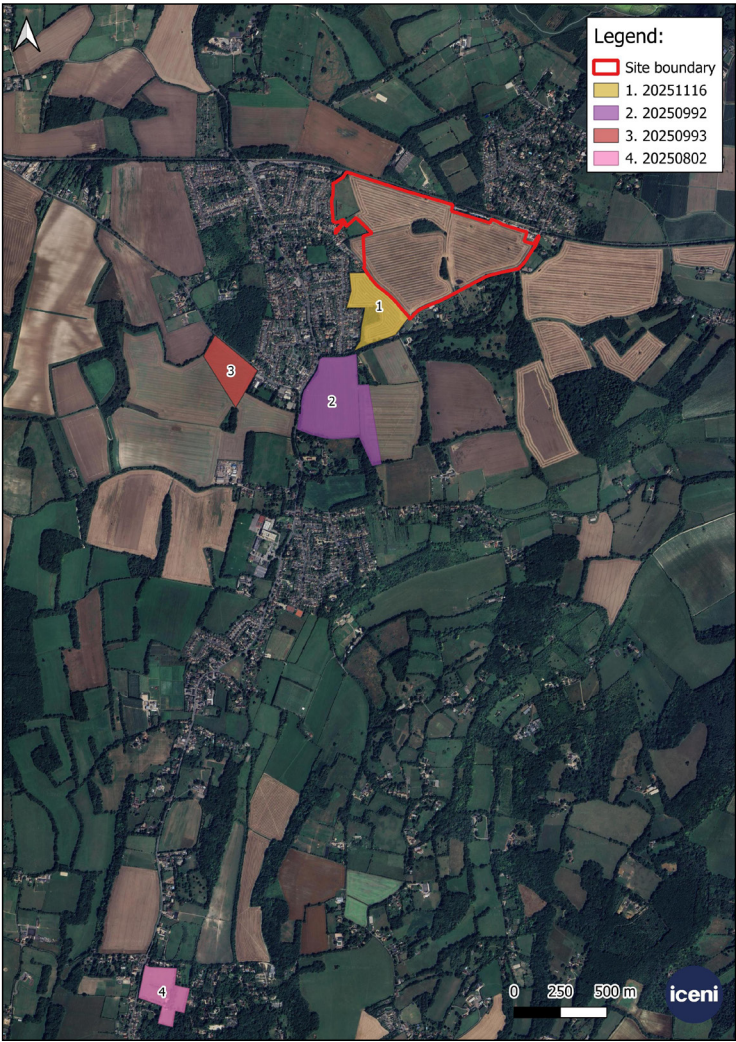
the design. However, where significant adverse effects are identified, additional measures ('mitigation measures') are proposed to reduce the harm. 'Residual effects' are the impacts that are still left after steps have been taken to reduce them.

Generally, residual effects defined as major or moderate significance would be considered 'significant' while those with a minor or negligible significance would be 'not significant'. 'Not significant' effects would not be considered material to the planning decision and 'significant' effects could be considered material to the

planning decision process.

The assessments also consider 'cumulative' effects which are those that can arise from individual effects of the Proposed Development interacting. For example, traffic and air quality effects on the same receptor (intra-project effects). The Environmental Statement also considers cumulative effects which are those from the Proposed Development in combination with other development schemes in the vicinity of the Site (inter-project effects). The cumulative schemes considered are shown in **Figure 5**, to the right.

Figure 5: Cumulative Schemes



The Proposed Development

What would the Proposed Development deliver?

The Applicant is asking the Council for 'outline planning permission'. This means that the overall principles of the development – such as the type and amount of land uses, building heights and development zones, would be approved by the Council now. The detail of the access road would also be approved now.

The detail of the design (such as the appearance of buildings, landscaping, layout and scale) will be decided later through future planning applications. This is known as Reserved Matters Applications.

In the United Kingdom planning system, every building or piece of land has a defined 'use'. These are grouped into 'Use Classes' so local councils can control what activities happen where. The uses that the Applicant is seeking permission for are Use Classes C3, E and F.2.

Use Class C3 is houses, such as family houses or flats. Use Class E is most commercial, business and service uses such as shops, offices, restaurants or gyms. Use Class F.2. is local community uses like small local shops, community halls, swimming pools.

The formal description of development is:

Outline planning application for up to 725 dwellings (Use Class C3), a new two-form entry primary school (Use Class F1), a Local Centre (up to 500sqm of Class E floorspace), the provision of Public Open Space including sport and recreation facilities, alongside associated access, landscaping, parking, and infrastructure; with all matters reserved except for access.

How will the Proposed Development be laid out?

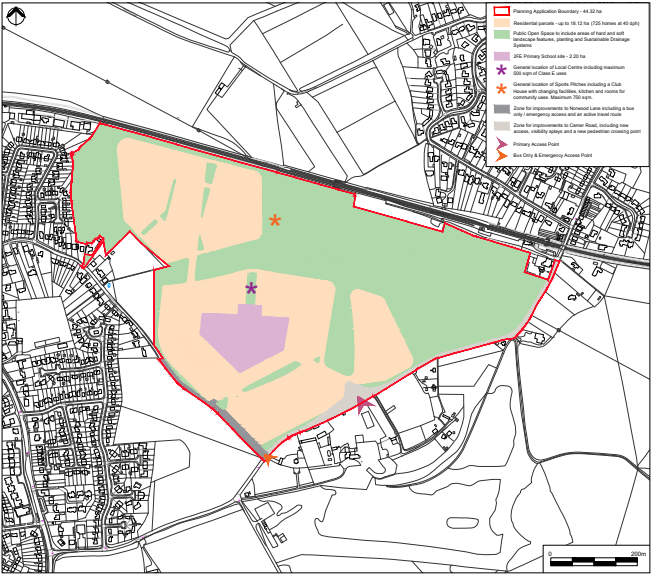
Table 1 sets out the key components and uses of the Proposed Development.

Table 1: Proposed Uses

Use	Maximum Quantum (sqm GIA)	Ha
Residential (Use Class C3)	72,500	18.12
School (Class F1)	-	2.20
Local Centre (Class E)	750	-

Figure 6 shows the proposed land uses (residential, school, commercial and community uses). The school would be located within the centre of the Site. The 725 homes would be delivered across the Site.

Figure 6: Parameter Plan - Land Use

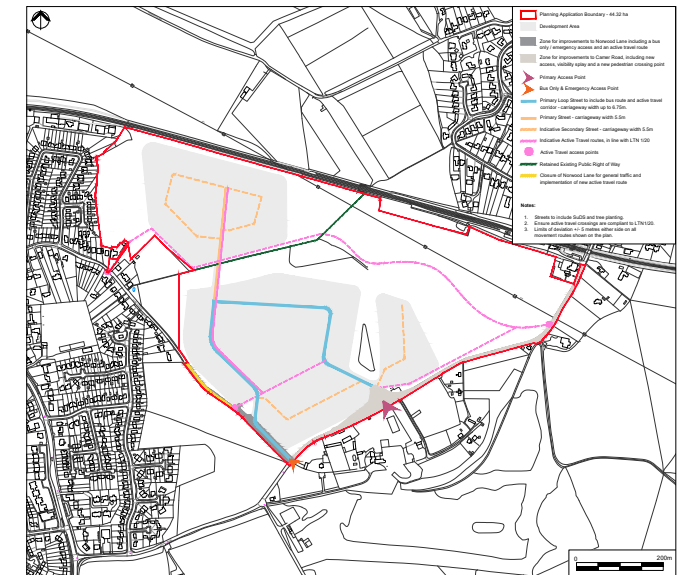


How tall will the buildings be?

Figure 7 shows the maximum building heights which would range between two to three storeys. All houses/buildings are maximum two storey with pitched roof, with a maximum height of 14m.

The tallest buildings would sit within the central and northwestern parts of the Site. The southeaster part of the Site would step down to two storeys as it adjoins the National Landscape to the east.

Figure 8: Parameter Plan - Movement and Access



How will flood risk and drainage be managed on the Site?

Flood risk and drainage on the Site will be carefully managed to ensure the Proposed Development does not increase the risk of flooding. A Flood Risk Assessment and Drainage Strategy have been prepared to guide this.

The assessment found that the only flood risk requiring mitigation relates to surface water runoff. The Proposed Development will use sustainable drainage systems, such as soakaways, swales and landscaped wetland features, to manage rainwater in a way that mimics natural drainage and reduces flood risk. These measures will also help to treat runoff and remove pollutants before water is returned to the ground.

Foul water from the development will connect to the existing public sewer network. The risk of flooding from this infrastructure is considered low. The drainage design

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Table 2: KCC Residential Parking Standards

Car Parking	Cycle Parking
1 Bedroom	
1 space per unit	Flats: 1 space per unit Houses: 1 space per bedroom
2 and 3 Bedrooms	
2 spaces per unit	Flats: 1 space per unit Houses: 1 space per bedroom
4+ Bedrooms	
3 spaces per unit	Flats: 1 space per unit Houses: 1 space per bedroom

- New walking and cycling routes connecting the development to local train stations, the proposed primary school and nearby facilities;
- Safer pedestrian crossings and better links to bus stops on Camer Road;
- Improved bus services, with more frequent buses and upgraded bus stops within the development;
- Streets designed to favour walking and cycling, with lower traffic speeds and safe shared use;
- Traffic-free or low-traffic paths linking to existing public footpaths and bridleways; and
- Country park paths and green routes to encourage walking and cycling for everyday trips and leisure.

Waste will be managed through a circular economy approach, which means materials are reused, recycled, or repurposed instead of being thrown away. A zero-waste approach will be followed, aiming to prevent waste from being produced in the first place.

is being developed alongside a Flood Risk Assessment and Drainage Strategy to ensure the system has sufficient capacity and meets relevant standards.

To further reduce flood risk, buildings will be designed with raised floor levels, drains will be installed in vulnerable areas, and permeable materials and planting will be used to absorb and filter rainwater.

Wastewater from homes and buildings will flow into the existing sewer system, mostly using pipes that let the water run downhill.

How will the Proposed Development address climate change and sustainability?

Examples of key sustainability principles to be embedded within the design of the Proposed Development include:

- Delivery of a fully fossil fuel-free development, employing electric-only space and water heating systems throughout;
- Targeting very low operational energy demand, through the implementation of a fabric-first approach, including the specification of high levels of insulation, the targeting of high levels of air tightness, and the employment of highly efficient systems and appliances;
- Integration of renewable and low carbon technology to deliver efficient space and water heating and, where required, space cooling for non-residential buildings only;
- Embedding circular economy principles, including a zero-waste construction strategy, reclaimed or low-carbon materials, and homes designed for disassembly and material reuse;
- Incorporation of measures to achieve climate resilience through the implementation of blue and

green infrastructure to aid the mitigation of the risk of overheating, as well as to aid the mitigation of surface water flooding;

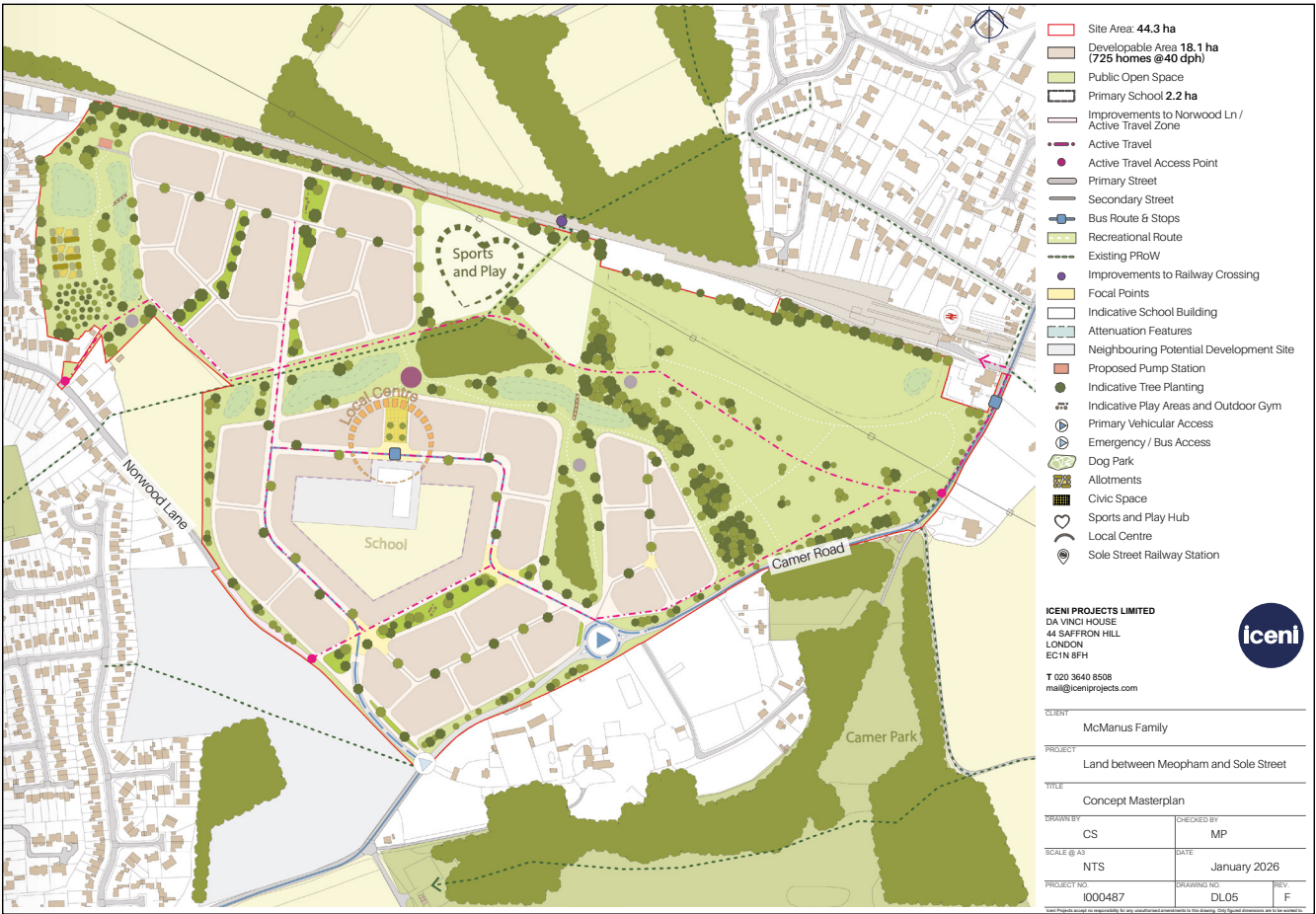
- Employment of water efficient appliances and systems to reduce the internal water consumption of the residential dwellings to no more than 105 litres/ person/day and within non-domestic spaces to reduce consumption as far as possible; and
- Encouragement of the incorporation of drought-resistant planting to minimise external water consumption.

Will the Proposed Development contribute to a Biodiversity Net Gain and improve wild-life?

The ecological approach to the Proposed Development is guided by the Concept Masterplan (**Figure 9**), which shows how green and natural features could be incorporated into the Site. Existing habitats that are planned to be retained include hedgerows, mature trees, grazing fields, grassland, scrub and woodland. The layout of the development has been designed to avoid unnecessary loss of these features and to maintain connections between habitats across the Site.

The Proposed Development also includes new planting and habitat creation to enhance the Site's green infrastructure. This includes new trees, native planting, wildflower areas, species-rich grassland, sustainable drainage features and new woodland. Together, these measures are intended to improve habitat variety and strengthen ecological connections across the Site.

Figure 9: Concept Masterplan



Alternatives

This section provides a summary of the reasonable alternatives to the Proposed Development that were considered by the Applicant. These include alternative site boundaries, designs and also the scenario that no development takes place.

The reasonable alternatives that were considered are:

- Alternative sites / Site boundaries;
- The ‘No Development’ alternative (i.e. ‘do-nothing’ scenario); and
- Alternative designs (e.g. layout, heights, massing and other aspects)

What alternative site boundaries have been considered?

No alternative site boundaries were considered. The Site was chosen because it meets a clear need for new homes in Gravesham. The Proposed Development of up to 725 homes will make an important contribution toward this need. The Site is also in a sustainable and strategic location, positioned immediately next to Sole Street railway station which has direct links to London Victoria, making it well suited for new housing and mixed-use development.

What if ‘No Development’ were to come forward on the Site?

If the Proposed Development did not come forward, it is reasonable to assume that the Site would remain in its present condition. If the Applicant does not develop the Site, the opportunities and constraints involved in delivering a sustainable, residential, and landscape-led development would not be realised, including:

Opportunities:

- Opportunity for new housing and community/ commercial development;

- Opportunity for a new two-form entry primary school;
- Opportunity for the provision of open space and play areas; and
- Local biodiversity enhancements.

Constraints:

- National Landscape.

What alternative designs have been considered and how have they been informed by environmental considerations?

The design of the Proposed Development has evolved through careful consideration of environmental factors. Early designs were reviewed and refined to protect heritage features, existing trees, hedgerows, and woodland, and to ensure the layout responds sensitively to the Site’s setting.

Design avoids building in flood-prone areas, instead using these spaces for green corridors, drainage, and public open space. Walking, cycling, and public transport have been prioritised to reduce car use, and the design supports a strong network of habitats and biodiversity corridors across the Site, targeting a significant biodiversity net gain.

Development density has been adjusted to place taller buildings in the centre of the Site, stepping down towards the west to blend with the landscape. Community facilities and play areas are positioned alongside green spaces to encourage activity while protecting sensitive habitats.

Construction

How long will construction of the Proposed Development take?

Works are planned to be carried out in three continuous phases, as shown in **Figure 10**, over a period of approximately five years, starting in 2027.

It is expected that the first homes will be completed in Q4 2027. An indicative phasing plan is shown in **Figure 10**.

What works will be carried out during the construction phase?

- Phase 1 will include the delivery of 223 homes and associated landscaping’

- Phase 2a the delivery of 226 homes and local centre;
- Phase 2b the primary school site; and
- Phase 3 the delivery of 276 homes.

What environmental management and mitigation measures will be put in place?

A plan (called a Construction Environmental Management Plan) will be created to make sure construction work is done safely and with as little harm to the environment as possible. This will be secured by a planning condition. The Construction Environmental

Figure 10: Indicative Phasing Plan



Management Plan will set out the strategy, standards, control measures and monitoring procedures that will be implemented to manage and mitigate any adverse environmental effects of the demolition and construction process, including mitigation measures defined by the Environmental Statement.

How will materials be managed and reused?

Materials from the construction process will be carefully managed and reused wherever possible to reduce waste, lower carbon emissions, and support a sustainable, zero-waste approach to development.

Zero waste to landfill: All usable materials from demolition are reused in the new development, eliminating the need for skips.

To manage waste during construction, the following measures will be implemented:

- Zero single use plastics;
- Daily toolbox talks emphasising waste reduction;
- Site waste champions to ensure waste reduction policies are enforced with zero tolerance on waste policies;
- Incentives and innovative methods such as ‘gamification’ of innovative waste stream re-use ideas; and
- Where possible, materials will be diverted from landfill through re-use on-site, reclamation for re-use, returned to the supplier where a ‘take-back’ scheme is in place or recovered and recycled using an approved waste management contractor.

A Site Waste Management Plan, which will achieve a diversion of 100% of the excavation and construction waste materials from landfill, will be drafted post-submission. Further information is provided within the

Statement submitted as part of the application.

What measures will be in place to manage construction works and traffic?

All construction vehicles will route to the Site via Camer Road. However, until contractors are appointed it is not possible to predict routes beyond the strategic roads as this will be dependent on where the contractors are based and where they source their plant and materials.

It is anticipated that construction traffic volumes will be consistent over the 5-year period, with Heavy Good Vehicles reducing once groundworks are complete, and a further reduction in total construction traffic once the extra-care facility is complete.

At the busiest time (peak construction period 2031), around 27 Heavy Duty Vehicle construction vehicle trips are expected in a day.

Technical Assessments

Socio-Economics

Introduction

This chapter has been prepared to assess the effects of the Proposed Development on socio-economics. The scope includes an assessment of the likely significant effects of the Proposed Development with respect to socio-economics during both the construction and operational phases of the development.

What are the potential effects during construction?

During the 5-year construction phase, around 2,470 construction jobs would be created, including jobs directly created by the Proposed Development at the Site and jobs created along the supply chain through the provision of goods and services to the construction process.

There is potential for cumulative beneficial effects to occur with regards to the construction supply chain resulting from the combination of the Proposed Development and other nearby proposed developments considered. This effect is unlikely to be significant.

The impact of the construction employment (both direct and indirect) generated by the construction phase of the Proposed Development is positive and therefore would not require mitigation. However, the benefits could be enhanced through the provision of local apprenticeship schemes, and use of the local supply chain and businesses.

What are the potential effects of the completed Proposed Development?

Once completed, the delivery of up to 725 residential dwellings, a two-form entry primary school and a 500sqm local centre. The Proposed Development would positively contribute to local housing targets, providing high quality new housing stock designed to generous space standards and improve local social infrastructure.

The Proposed Development is estimated to generate 71 jobs once complete, including those that are direct

on site, and indirect through the supply chain. It is envisaged that some of the new jobs would be filled by residents of the local area, and this would contribute to reducing unemployment in Gravesham.

The Proposed Development will result in additional spending as a result of the future residents onsite. It is estimated that the additional residential expenditure in the local area will be £20.9 million each year which would support the vitality and viability of local centres, businesses and services. In addition, an estimated £1.2 million will be spent by new residents on furniture, appliances and moving costs, a portion of which will be spend in local shops and businesses.

The Proposed Development is predicted to result in 1,784 new residents which will create additional pressure on local GP services. The assessment has shown that the Proposed Development will have a potential minor adverse impact on GP services. Planning contributions will be negotiated to mitigate the increased demand on local GP services.

The Proposed Development is expected to generate around 373 children which is predicted to have a minor adverse impact on early years, and secondary school provision, and a minor beneficial impact on primary school provision, due to the inclusion of the two-form entry primary school within the Proposed Development. Planning contributions will be provided to mitigate the increased demand on local childcare and education facilities. The Proposed Development would provide a variety of open space areas including play space for children.

The Proposed Development will act as a catalyst to improve the on-site and surrounding socio-economic conditions and potentially reduce levels of deprivation within the existing community, which will have a direct and indirect impact on the health and well-being of residents.

For the operational phase, mitigation will be provided in the form of planning contributions. This will ensure that the Proposed Development compensates for the increased demand on early years, secondary school places, and healthcare.

Overall, the Proposed Development will help to meet local housing targets, provide employment opportunities during construction and operation, stimulate the local economy and offer a variety of open space for future and local residents.

Transport and Access

Introduction

This chapter of the ES has been prepared by ttc and presents an assessment of the likely significant effects of the Proposed Development with respect to Transport. Mitigation measures are identified, where appropriate, to avoid, reduce or offset any significant adverse effects identified and/or enhance likely beneficial effects. Any likely effects resulting from the construction and operation of the Proposed Development are reported.

This chapter is supported by the following appendix:

- Appendix 5.1: Transport Assessment.

The proposed content of this chapter was submitted to GBC and Kent County Council on the 8th September 2025. A reply was provided by Kent County Council stating that a Transport Assessment should be provided. This is included in **Appendix 5.1**.

Baseline

To set out the existing Baseline traffic conditions, traffic flows were extracted directly from the Kent Transport Model to provide two-way Annual Average Daily Traffic flows for each link across the highway network in the vicinity of the Site.

As part of the design of the Proposed Development a number of embedded mitigation features will be

delivered. These mitigation features will significantly enhance the walking, cycling and driving experience across the Site and local highway networks. These measures have therefore been taken into account when forecasting the effects of the Proposed Development.

What are the potential effects during construction?

There are no significant effects forecast to result from the construction of the Proposed Development. The assessments within this chapter demonstrate this in line with the necessary guidance.

What are the potential effects of the completed Proposed Development?

There are no significant effects forecast to result from the Proposed Development once operational. The assessments within this chapter demonstrate this in line with the necessary guidance.

Air Quality

Introduction

This chapter assesses the likely significant effects of demolition, construction and operation of the Proposed Development on air quality. It describes the existing air quality within the study area, considers the suitability of the Application Site for residential development, and assesses the impact of the demolition, construction and operation of the Proposed Development on air quality in the surrounding area. The main air pollutants of concern relating to construction are dust and particulate matter (PM10), and for road traffic are nitrogen dioxide (NO₂), Particulate Matter (PM₁₀ and PM_{2.5}).

The scope of the assessment has been agreed with GBC and includes an assessment of both construction and operational phases.

What are the potential effects during construction?

An assessment of the potential impacts during the construction phase has been carried out. This has shown that during this phase of the Proposed Development releases of dust and PM₁₀ are likely to occur during Site

activities.

During the construction phase, a high risk of dust soiling impacts and a low risk of human health effects is predicted at adjacent and proposed receptors. Appropriate mitigation measures for the Site have been identified following the IAQM guidance. It is recommended that the measures identified are incorporated into a DMP and approved by GBC prior to commencement of any work on-Site.

Through good site practice and the implementation of suitable mitigation measures, the impact of dust and PM₁₀ releases may be effectively mitigated and the resultant impacts are considered to be not significant.

What are the potential effects of the completed Proposed Development?

The ADMS model has been used to predict the impact of the Proposed Development on local NO₂ and PM₁₀ and PM_{2.5} concentrations and assess the suitability of the Site for its proposed use. The assessment found that concentrations of these pollutants would be below the relevant objective levels at all locations, and traffic generated by the Proposed Development would result in a negligible impact on local air quality in accordance with the national significance criteria.

Assessment of the effects on nearby sensitive ecological habitats has also been undertaken with regards to airborne NO_x and N-deposition. The impact was determined to be insignificant.

To reduce the impacts of traffic associated with the Proposed Development a number of mitigation measures are proposed to encourage to use of public transport and reduce reliance on the private car as set out within the Travel Plan.

Noise and Vibration

Introduction

This chapter has considered the potential impact of

noise and vibration generated during the construction phases, the effects on the Proposed Development when taking into account the environmental noise conditions and the potential impact of the Proposed Development.

The scope of the assessment includes an assessment of both construction and operational phases.

What are the potential effects during construction?

The appraisal of noise and vibration levels associated with the construction phases of the Proposed Development shows that there is low likelihood of noise impacts during the majority of construction activities. Moderate Adverse noise and vibration effects are calculated only when works occur in close proximity to affected receptors. Effects during the majority of works, based on the typical distances across the site, are identified as not significant. Any impacts that may occur are likely to be of a temporary and intermittent nature and the majority of works would have a Negligible effect at distant receptors.

There are no other identified significant noise or vibration impacts associated with the construction works.

What are the potential effects of the completed Proposed Development?

Based on application of quantitative significance criteria, the Proposed Development would experience effects ranging from Negligible to Moderate, prior to any consideration of mitigation.

Following incorporation of typical glazing and ventilation the magnitude of effect would be Negligible.

Changes in ambient noise levels from the increase in road traffic are calculated to be Negligible (not significant) to Minor beneficial in the long-term at the existing road links.

Mitigation

Measures to control construction can should be incorporated within the Construction Environmental Management Plan (CEMP) and/or detailed in construction method statements.

For the operational phase, proposed buildings should be sited to screen gardens from the adjacent road and gardens should not overlook the road, as far as practicable. Suitable fencing should be employed as necessary. The location and effect of any screening can be considered during the progression of detailed design.

Summary of Effects

Typical construction noise and vibration effects are calculated to be Negligible (not significant), given both the receptor sensitivity and the separation distances between the construction activities and nearby receptors. Generic mitigation measures have been recommended, which when implemented are capable of ensuring that the impact of noise and vibration during the construction of the Proposed Development is adequately controlled.

An assessment has been carried out in accordance with the adopted criteria to determine the residential effects at the Site. Typical insulated glazing and attenuated trickle ventilation is likely to achieve the required internal noise levels and no specific consideration of mitigation is required. The resultant noise effect will be Negligible at proposed residential properties.

The impact of the Proposed Development associated traffic has been assessed. Calculated changes in road traffic noise are not calculated to give rise to significant adverse effects in the long-term.

Hydrology, Flood Risk and Drainage

Introduction

The Hydrology, Flood Risk and Drainage chapter assesses the likely significant water environment effects resulting from the Proposed Development. The

assessment considers impacts on flood risk, surface water, groundwater and wastewater drainage.

The assessment was informed by the Flood Risk Assessment (FRA) report (see Appendix 8.1) which considered the following data sources:

- Topographical survey of the Site and LiDAR terrain data for the wider catchment;
- EA flood risk mapping;
- Geological and hydrogeological mapping datasets from the British Geological Survey (BGS) and Defra/EA;
- Southern Water’s asset mapping; and
- In situ trial pit and infiltration test data.

What are the potential effects during construction?

Likely significant effects during the Construction Phase include the risk of a pollution incident at the Site affecting groundwater. Without mitigation measures in place, this effect is assessed as **Moderate Adverse**.

Mitigation will be provided by means of the CEMP which will be secured by planning condition. The CEMP will set out best-practice measures to protect the groundwater body beneath the Site from a spillage incident. The residual effect will be **Negligible**.

What are the potential effects of the completed Proposed Development?

The Proposed Development keeps the built development outside of the land at risk of surface water flooding. The effect on the Proposed Development from the existing flood risk is therefore **Negligible**.

Without mitigation measures in place, the Proposed Development would have an adverse effect on flood risk downstream of the Site and on water quality in the

receiving aquifer due to the increase in impermeable and trafficked areas. The FRA, included as Appendix 8.1, sets out the embedded primary mitigation in the form of the proposed sustainable drainage systems strategy. The sustainable drainage systems strategy involves treating development runoff to remove pollutants and storing runoff prior to discharge to ground. With the embedded primary mitigation (the sustainable drainage systems strategy) in place, these effects are assessed as **Negligible**.

Northfleet Wastewater Treatment Works is undergoing improvement works to cater for growth in the catchment. The works are scheduled for completion in 2028 which is in advance of the Proposed Development’s first occupation. The effect of the Proposed Development on the Wastewater Treatment Works capacity will therefore be **Negligible**.

It is assumed that the local foul sewer network does not currently have sufficient capacity to accept the foul drainage flows from the Proposed Development. Without mitigation in place, this effect is assessed as **Moderate Adverse**.

Sewer capacity will be assessed by Southern Water following submission of the planning application. If a lack of capacity for consented development is confirmed, Southern Water will fund and carry out the necessary network upgrades in time to meet the development occupation thresholds. With these upgrades in place, the effect on the public wastewater infrastructure will be **Negligible**.

Archaeology

Introduction

A DBA has been prepared to assess the potential presence and sensitivity of archaeological assets within[GM4.1] a 1km Study Area on the Site, and the impact of the Proposed Development on such assets.

A geophysical survey has taken place to inform the

planning application as per advice received from KCC Heritage.

What are the potential effects during construction?

Significant effects on archaeology are only expected during construction, where excavation and other below-ground works could damage any surviving remains. These impacts would be negative, direct, permanent, and irreversible, but they would only occur where below-ground construction take place.

These effects are thought to have a high impact. The level of sensitivity depends on the importance of the archaeological remains, leading to an overall moderate negative effect.

If the geophysical survey identifies important buried remains, trial trenching may be done before a decision is made. This will help determine the extent and type of any archaeological deposits on the site.

If important archaeological remains are found during trial trenching, GBC may, with advice from the Archaeological Advisor and in line with NPPF policies, add an archaeological planning condition before work starts. This would set out the steps that needs to be taken.

If needed, potential damage to buried archaeology during construction can be managed by protect remains to be undisturbed, carrying out archaeological excavation and recording for more important remains, or monitoring and recording for less important ones, or by using a combination of these methods.

What are the potential effects of the completed Proposed Development?

No further ground-intrusive activities are expected during the operation of the Proposed Development.

Ecology

Introduction

In response to the Proposed Development at the Site, a Preliminary Ecological Appraisal (PEA) and further Phase 2 protected species surveys in relation to badger, bats, birds, dormice, and reptiles has been undertaken. The Site comprises cropland with arable field margins, parcels of grassland, woodland, scrub and tall forbs, hedgerows and scattered trees.

Four internationally designated sites, four nationally designated sites and nine non-statutory designated sites lie within the potential zone of influence (Zoi). The Study area is considered to be of International value for Internationally Designated Sites, of National Value for Nationally Designated Sites and of District Value for non-statutory designated Sites. Deciduous woodland and hedgerows which qualify as Habitats of Principal Importance (HPI) under s41 of the NERC Act 2006 are present within and adjacent to the Site. The Study Area is of Local Value for lowland mixed deciduous woodland and hedgerows.

Twenty six mammal holes were recorded within the Site, camera trap monitoring surveys of the mammal holes identified a main sett and an active sett within the Site.

The Site supports habitats considered to be of ‘Low’ suitability for foraging and commuting bats, three NBW surveys and automated detector surveys were conducted. A total of six species were recorded, activity within the Site was considered to be ‘Low’. The Site is considered to be of value at the Local Level for bats. Four trees were assessed as having the potential to support roosting bats due to dense ivy cover obscuring potential features.

Four breeding bird surveys have been undertaken, a total of 36 species were recorded. Of the species recorded, 15 are ‘Notable’, either appearing on the Birds of Conservation Concern 5 (BoCC 5) Red or Amber Lists, or listed as priority species under S41 of NERC Act.

The Study Area is considered to be of Local Value for breeding birds.

Dormouse surveys confirmed dormice as present within the Site, the Study Area is of Local Value for dormice.

A peak count of two common lizards, a ‘Low’ population, were recorded within the Site. The Study Area is of Site Value for reptiles.

What are the potential effects during construction?

The Proposed Development will result in the permanent loss of bramble scrub, hedgerows and trees. The proposed plan includes the planting of scrub, hedgerows and trees resulting in a positive effect for these habitats. Fragmentation of habitats is also likely to occur however, the proposals will provide increased connectivity within the Site post-development. Through the implementation of best practice construction measures, the likelihood of physical disturbance and contamination of habitats can be reduced.

The Proposed Development includes the creation of habitats suitable to support badger, bats, birds, dormice and reptiles improving the Site for these species. The proposed habitats will also increase connectivity between suitable habitats. Bespoke mitigation and protection measures inclusive of protected species licencing, sensitive lighting schemes, best practice construction measures and appropriate timings of works will reduce the physical disturbance and mortality to protected species within the Site during construction.

All residual effects during construction were assessed as not significant or minor beneficial following the implementation of appropriate mitigation and monitoring methods.

What are the potential effects of the completed Proposed Development?

The Proposed Development has the potential to have adverse effects on designated sites in the form of

increased recreational pressures. Furthermore, once the Site is operational, recreational pressures, disturbance and contamination of retained and created habitats within the Site is possible. Disturbance and mortality of protected species within the Site once operational is also possible.

The proposals include significant areas of green space, designated dog parks, footpaths, travel routes, signage, provision of bins, restricted access to sensitive habitats, and detailed management plans to ensure habitats are desirable for their target species. It is considered that these measures will reduce the likelihood of people travelling to nearby designated sites, reducing recreational pressures. Furthermore, the mitigation proposed is considered sufficient to reduce contamination, recreational pressures and disturbance of the on-site habitats as well as mortality and disturbance of protected species which may reside within the Site post-development.

All residual effects during the operational phase were assessed as not significant following the implementation of appropriate mitigation and monitoring methods.

Built Heritage

Introduction

This chapter looks at whether the Proposed Development could affect nearby places that are important for their heritage interest. These include listed buildings (which are legally protected because of their special historic or design value) and conservation areas (places that have a special historic character).

The study focused on four main groups of heritage assets near the land being developed:

- Hook Green Conservation Area – a historic village centred around a green.
- Norwood Farmhouse – a former farmhouse now used as a home.

- Sole Street Group – a cluster of historic houses along the main road through the village.
- Camer Group – a collection of listed buildings that once formed part of the Camer Estate.

The Site for the Proposed Development is currently made up of open fields north of Camer Road. In the past, this land belonged to the Camer Estate but was sold off and divided many decades ago. It is no longer directly connected to any of the historic buildings nearby.

The assessment used historic maps, planning records, and on-Site visits to understand how the Proposed Development might change views, the character of the area, or how the heritage assets are experienced today.

What are the potential effects during construction?

During construction, there will be site clearance, groundwork, the use of heavy machinery, and the movement of materials and vehicles. These activities could create temporary noise, dust, and visual disturbance.

However, most of the listed buildings are well separated from the site by roads, houses, and trees. Only Norwood Farmhouse and The Bailiff’s House (part of the Camer Group) are close enough to notice any activity. Even for these, the effect will be minor and short-term, because the work will follow strict environmental rules in a Construction Environmental Management Plan (CEMP).

The plan will make sure contractors control dust, manage noise, and protect trees and boundary vegetation that help screen the site.

What are the potential effects of the completed Proposed Development?

When the Proposed Development is finished, the Site will change from farmland into a new residential area with houses, gardens, and open green spaces. This will change how the land looks and feels, but the effect on

nearby historic buildings will be very slight.

Most of the heritage sites are too far away or screened by trees and other buildings to experience any real change. The main difference will be for:

- Norwood Farmhouse (Grade II) – which now sits in a suburban setting and looks onto its private garden rather than the surrounding fields; and
- The Bailiff’s House (Grade II) – which is near the northern edge of the Camer Estate and already surrounded by modern houses.

For both, the new landscaping, trees, and open spaces included in the design will act as buffers, meaning that the development will fit comfortably into the landscape and not harm the way these historic buildings are seen or experienced.

Overall, the Proposed Development will not harm the special historic or architectural interest of any of the nearby heritage assets.

Summary

The study found no significant effects on heritage assets during either construction or operation. The Proposed Development includes built-in landscape planting and buffers, reducing any visual change. All effects are predicted to be neutral or negligible, meaning that the historic character of the area will still be understood and appreciated. The Proposed Development will follow best-practice construction management to protect nearby sites and ensure that the area’s heritage value is preserved.

Landscape and Visual Impacts

Introduction

This Chapter reports on the effects of the Proposed Development on landscape and visual amenity. The Site is not covered by any statutory or non-statutory designations for landscape, ecological, or historic

value or quality. It comprises predominantly ordinary arable land interspersed with woodland blocks and oversailed by a high-voltage overhead powerline. The northern extent of the Site is defined by the Chatham Main Line railway, the south-eastern extent by the course of Camer Road, and the western extent by Norwood Lane. Overall, the Site and its Immediate Surroundings is assessed as being of medium landscape sensitivity. Visually the Site is generally open in views from those areas that immediately adjoin/overlook the Site due to an absence of vegetation bordering the Site. However, it is remarkably well-enclosed from the wider landscape.

The assessment includes three scenarios: the construction phase, operation at year 1 and operation at year 15 once planting has established. The assessment of construction and year 1 are under winter conditions, and the assessment of year 15 is under summer conditions, to illustrate the seasonality of effects when vegetation is in leaf.

What are the potential effects during construction?

During the construction phase significant adverse landscape effects will relate to the loss of the cropland as a landscape feature and the knock-on effect to the character of the Site and its Immediate Surroundings. Significant adverse visual effects during the construction phase will arise for people using the local footpaths (including PRoW NS192 and NS250) and for residents in properties on Nursery Road, Fairview Gardens and Norwood Lane, due to the disruption in the visual amenity experience on account of intervisibility with the construction plant, machinery and works.

What are the potential effects of the completed Proposed Development?

Once completed an adverse significant landscape effect on the cropland will remain, but a significant beneficial effect will occur for both the grassland landscape feature and also the public footpaths within the Site, with several new areas of grassland and active travel routes created that will enhance the recreational function of

this landscape. These effects will occur at both year 1 and year 15 of operation. Visually, significant adverse effects will be experienced by residents on Nursery Road, Farview Gardens and Norwood Lane, as is also the case for people travelling along PRoW NS192 and PRoW NS250, whereby the visual context will be altered from farmland to a residential-led development. By Year 15 planting will have established, meaning that the only significant adverse effect that remains relates to the people passing through the Site on PRoW NS192 due to the visual composition changing from an open aspect within a farmed landscape to an enclosed experience within a green spine associated with a residential-led development.

What are the potential cumulative effects of the Proposed Development?

Limited significant cumulative effects will arise and will be restricted to those receptors that will already experience significant effects as a result of the Proposed Development in isolation, while over time the Proposed Development will result in a betterment to the setting of the Kent Downs National Landscape. On balance it is considered that the Site can adequately accommodate the type of development proposed without unacceptable harm on landscape character and visual amenity.

Residual Effects, Mitigation and Cumulative Effects

This section summarises the likely significant effect interactions of the Proposed Development. Effect interactions are where individual effects of the Proposed Development affect the same receptor.

Summary of Residual Effects during the Construction Phase:

There are significant (beneficial and adverse) residual effects during the construction phase, as follows:

- **Landscape effects**, in relation to:
 - Cropland (moderate adverse); and
 - Landscape character of the Site and its immediate surroundings (moderate adverse).
- **Visual effects**, in relation to:
 - Residents on Nursery Road and Fairview Gardens (moderate adverse);
 - Residents on Norwood Lane (moderate adverse);
 - Users of the PRow NS250 (moderate adverse); and
 - Users of the PRow NS192 (major adverse).

Summary of Residual Effects during the Operational Phase:

There are significant (beneficial and adverse) residual effects during the operational phase, as follows:

- **Socio Economics effects**, in relation to:
 - 725 net additional homes – (moderate beneficial); and
 - Increased demand for primary education provision (moderate beneficial).

- **Landscape effects**, in relation to:
 - Cropland – Year 1 Winter (moderate adverse);
 - Cropland – Year 15 Summer (moderate adverse);
 - Grassland – Year 1 Winter (moderate beneficial);
 - Grassland – Year 15 Summer (moderate beneficial);
 - Public Footpaths on Site – Year 1 Winter (moderate beneficial); and
 - Public Footpaths on Site – Year 15 Summer (moderate beneficial).
- **Visual effects**, in relation to:
 - Residents on Nursery Road and Fairview Gardens – Year 1 winter (moderate adverse);
 - Residents on Norwood Lane – Year 1 winter (moderate adverse);
 - Users of the PRow NS250 – Year 1 winter (moderate adverse);
 - Users of the PRow NS192 – Year 1 winter (major adverse); and
 - Users of the PRow NS192 – Year 15 summer (major adverse).

Cumulative Effects

The assessment must also look at how this project’s effects combine with other nearby building projects.

There are two types of cumulative effect, which are commonly known as ‘Type 1’ and ‘Type 2’ effects respectively. These are:

- **Type 1:** The combined effect of individual effects, for example noise, airborne dust or traffic on a single receptor (defined as ‘effect interactions’); and,
- **Type 2:** The combined effects of nearby development schemes which are either consented or under construction which may, on an individual basis, not be significant but, cumulatively, have a likely significant effect (defined as ‘cumulative effects’). The cumulative schemes assessed are shown in **Figure 11**.

Type 1 Summary

It is not considered that any Type 1 additional cumulative significant environmental effects are identified when effects are considered in-combination.

Type 2 Summary

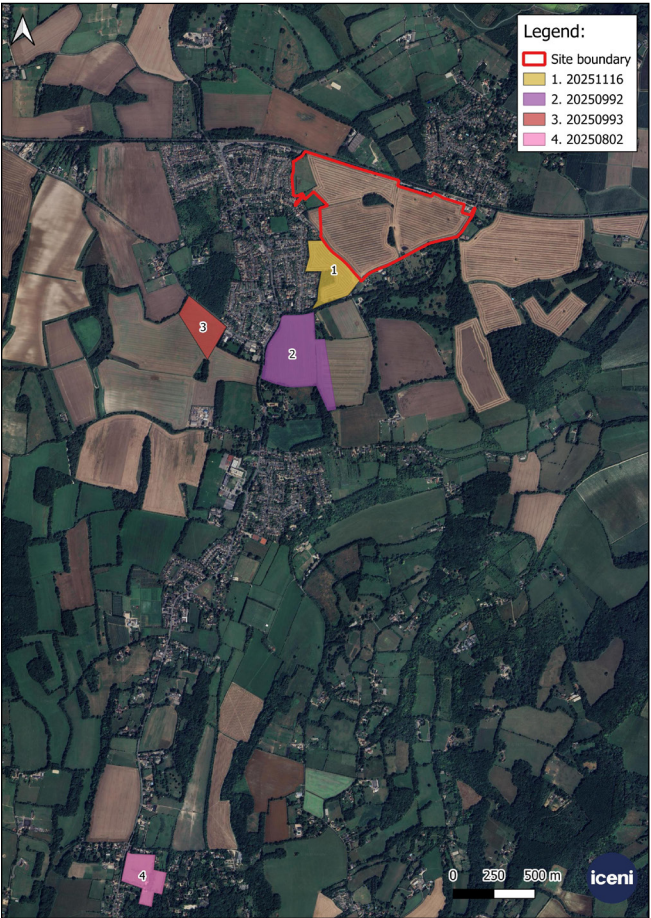
Summary of Cumulative Effects during Construction

There would be no significant cumulative environmental effects during the construction phase of the Proposed Development.

Summary of Cumulative Effects once the Proposed Development is Operational

There would be no significant cumulative environmental effects during the operational phase of the Proposed Development.

Figure 11: Cumulative Schemes



Archaeology | Built Heritage & Townscape | Delivery | Design | Engagement | Icení Futures | Impact Management | Place | Planning | Transport

Birmingham: The Colmore Building, 20 Colmore Circus Birmingham, B4 6AT

Edinburgh: 14 - 18 Hill Street, Edinburgh, EH2 3JZ

Glasgow: 201 West George Street, Glasgow, G2 2LW

London: Da Vinci House, 44 Saffron Hill, London, EC1N 8FH

Manchester: WeWork, Dalton Place, 29 John Dalton Street, Manchester, M2 6FW

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