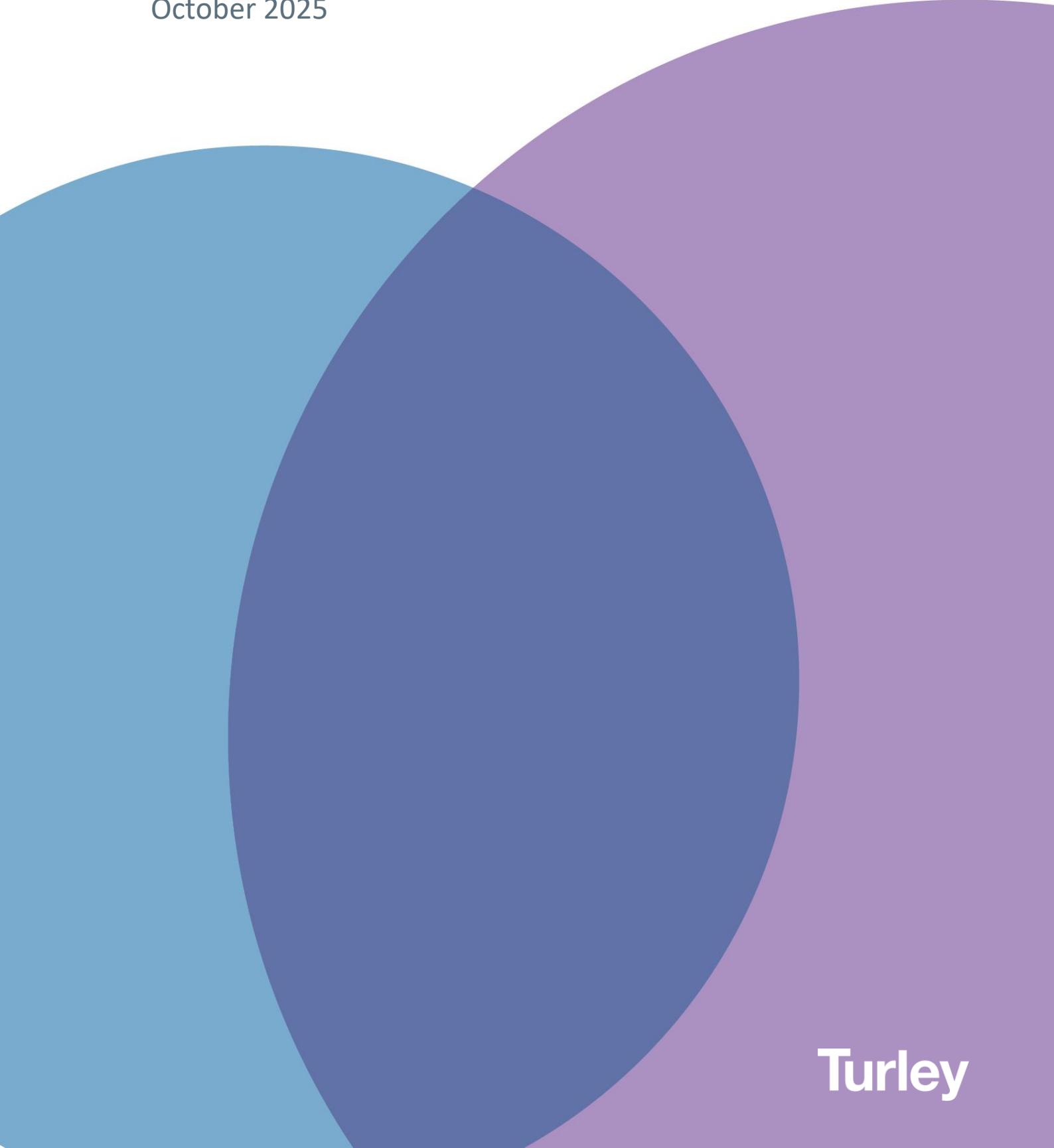


# **Statement of Community Engagement**

## Land at Norwood Lane, Meopham

October 2025

A large graphic element consisting of three overlapping circles. The largest circle is a medium blue, the second largest is a light blue, and the third is a light purple. They overlap in the center.

**Turley**

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# Executive Summary

1. This Statement of Community Engagement (SCE) has been prepared by Turley on behalf of Taylor Wimpey.
2. This SCE forms part of the outline planning application for a residential scheme at Land on Norwood Lane, Meopham. The proposals envisage up to 150 new homes, including a proportion of affordable housing to help meet local needs. The design approach is landscape-led and includes provision for green spaces, walking and cycling connections, and ensures any buildings fit the character of the local area. The intention is to create a well-connected neighbourhood that complements the existing character of Meopham and provides benefits for new and existing residents. Further details are provided in the accompanying technical reports submitted as part of the planning application. This SCE should be read alongside these other technical documents.
3. The SCE provides a detailed record of the engagement activities that have taken place, the questions received during the pre-application period and how this has been considered as part of the preparation of the final planning application.

## Engagement overview

4. The project team delivered a comprehensive pre-application engagement programme which included engagement with:
  - Gravesham Borough Council officers
  - Cabinet members
  - Site ward councillors
  - Local residents
5. To promote the consultation and encourage the community to view and comment on the proposals, a range of engagement methods were deployed as part of a two-week consultation period, which ran from **10 October to 24 October 2025**, including:
  - Correspondence to site ward councillors
  - A briefing with the Deputy Leader and Gravesham Borough Council Planning Portfolio Holder
  - The delivery of **1,620** leaflets informing near neighbours of the public consultation, the proposals and ways to provide feedback.
  - A social media campaign on Facebook
  - Launching a dedicated project website at <https://www.norwoodlaneconsultation.co.uk/> to provide information on the proposals and encouraging visitors to submit feedback via the various contact methods outlined below.

## Recorded responses

6. During the engagement period the website generated a total of **1.9k** website visitors, including **1.8k** unique visitors.
7. **1,134** of visitors accessed the website directly (typing in the web address or scanning a QR code), with **695** visitors arriving via Facebook and **114** via search engine and other sources.
8. **823** individual responses to the first question in the survey with **133** of those respondents providing comments as part of their feedback, were received through the website and **8** via the project email.
9. Questions and comments received during the pre-application engagement period were considered carefully by the project team. They are summarised by theme with the applicant's response in **Chapter 3** of this report.
10. In summary, the applicant considers that the multichannel engagement undertaken with the local community and other key stakeholders has been proactive, accessible, meaningful and effective.

# 1. Policy Context

- 1.1 The Applicant recognises that the National Planning Policy Framework ('the Framework') places an emphasis on community involvement as an important part of the planning application process. To ensure the approach taken in the pre-application stages of this application is consistent with national and local guidelines, relevant policy was reviewed in full.
- 1.2 The Government's policy on community involvement is set out in a number of statutory and non-statutory documents, including the NPPF (2024) and the Planning and Compulsory Purchase Act (2004). Guidance is also provided through [Gravesham Council's Statement of Community Involvement \(2019\)](#).

## National Planning Policy Framework (2024)

- 1.3 The Framework (December 2024) sets out that the planning system should be a collective enterprise with the purpose of helping to deliver sustainable development.
- 1.4 Paragraph 40 of the Framework recognises early engagement as having the "significant potential to improve the efficiency and effectiveness of the planning application for all parties." Further, paragraph 40 notes that conducting high-quality engagement is conducive to improved community outcomes and streamlined, cohesive coordination between public and private resources. This also has wider benefits for the process; paragraph 41 notes that proactive engagement throughout delivers additional benefit in supporting the wider planning system to function more effectively and efficiently.
- 1.5 As set out in this statement, comprehensive community engagement has taken place, in full accordance with guidance set out within the Framework.

## Gravesham Council Statement of Community Involvement (2019)

- 1.6 The Planning and Compulsory Purchase Act (2004) requires Local Planning Authorities to produce policy documents, called Statements of Community Involvement.
- 1.7 Gravesham Council sets out its expectations for engagement in their [Gravesham Council's Statement of Community Involvement \(2019\)](#) document.
- 1.8 The SCI states: "*The Council strongly encourages applicants to undertake public pre-application consultation with potentially interested / affected parties to identify and resolve issues in advance of submission. Such front-loading should be seen as an opportunity to overcome delays within the planning process, reducing the risk of refusal or the need to deal with such issues at the application stage.*"
- 1.9 The SCI also says: "*Such early consultation should be as open as possible and provide a genuine opportunity for the local community to influence the design and form of the development proposed. The extent of consultation will depend on the nature of the proposal itself and its likely impact – including impact on the local highway network and demands that may be placed on local services. Factors such as scale, location,*

*prominence, proximity and sensitivity of adjoining development are all likely to be relevant.”*

- 1.10 The project team has fully reviewed both national and local guidelines on engagement before creating a bespoke programme as detailed in the following sections of this statement.

## 2. Stakeholder Engagement

- 2.1 An engagement strategy was prepared in line with local and national policies on delivering meaningful and proportionate engagement with the community, as detailed in **Chapter 1**.
- 2.2 The strategy identified key stakeholders including:
  - Officers at Gravesham Borough Council
  - Gravesham cabinet members and site ward councillors
  - Near neighbours
- 2.3 Further information regarding this pre-application engagement is included below.

### **Officers at Gravesham Borough Council**

- 2.4 The applicant has undertaken a thorough pre-application process with Gravesham Borough Council:
  - A pre-application request was submitted to Gravesham Borough Council in May 2025. An accompanied site visit was held with officers on 10<sup>th</sup> July 2025, however no response has been received.
  - Separate pre-application engagement with Kent County Council as the Highway Authority has been undertaken by I-Transport. Feedback has been received and incorporated into the proposal.
  - The Applicant's Landscape consultant sought to engage with the Kent Downs National Landscape, who advised that they do not have capacity to offer a pre-application advice service.

### **Cabinet members and site ward councillors**

- 2.5 Stakeholders identified early on in the process as being key in the development of the proposals included:
  - Cllr John Burden (Leader)
  - Cllr Shane Mochrie-Cox (Deputy Leader and Cabinet Member for Planning and Business Development)
  - Cllr Karina O'Malley (Cabinet Member for Housing Services)
  - Cllr Deborah Croxton (Cabinet Member for Community and Leisure)
  - Meopham North ward councillors Gary Harding (Reform) and Frank Wardle (Conservative)

### **Engagement with Cabinet members**

- 2.6 An email was issued to Cllr Burden, Cllr Shane Mochrie-Cox, Cllr O'Malley, Cllr Croxton on **10 October** to introduce the proposals and offer a briefing.
- 2.7 A follow up email was sent to the councillors again on **16 October**, again requesting a briefing and introducing the proposals.
- 2.8 A response was received from Cllr Shane Mochrie-Cox on **19 October** requesting a briefing on the proposals.
- 2.9 The project team briefed him on **28 October**.
- 2.10 Topics discussed at this meeting included housing mix and density, highways and access, the Draft Local Plan, timing of submission, community benefits and local contributions.

### **Engagement with site ward councillors**

- 2.11 An email was issued to site ward councillors on **10 October** to introduce the proposals and offer a briefing.
- 2.12 No response was received from either ward councillor.
- 2.13 A follow up email was sent to the councillors again on **16 October**, again requesting a briefing and introducing the proposals.

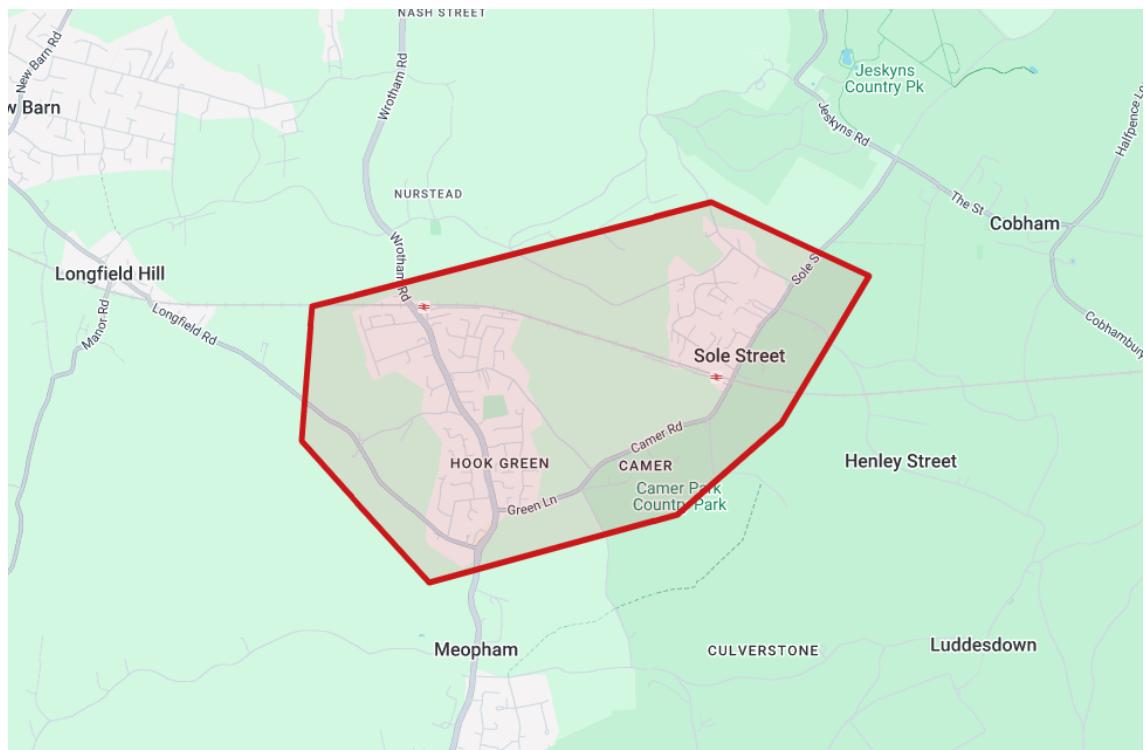
### 3. Community Consultation

#### Engagement with near neighbours

- 3.1 A public consultation took place between **10 October and 24 October 2025**.
- 3.2 Engagement with the community focused on spreading awareness of the proposals via a leaflet drop to near neighbours. A dedicated project website was launched for people to view the proposals in further detail and provide feedback via an online form, the project email address or by contacting a project phone number. This was supported by a dedicated social media campaign on Facebook.
- 3.3 These activities are summarised below.

#### Publicity activities

- 3.4 To promote the public consultation, a double-sided A5 leaflet was distributed to **1,620** nearby addresses in close proximity to the site.
- 3.5 The leaflet provided a summary of the proposals and promoted the various ways for residents to provide feedback to contact the project team (including via the freepost leaflet).
- 3.6 The distribution area can be seen in **Figure 1** below.



**Figure 1 – Leaflet Distribution Area**

## Project website

3.7 A dedicated project website was created and hosted at <https://www.norwoodlaneconsultation.co.uk/> and included:

- An introduction to the applicant
- Information about the proposals, including the site location, and illustrative plans
- Frequently Asked Questions (FAQs)
- Feedback facility including a feedback form, email address [contact@norwoodlaneconsultation.co.uk](mailto:contact@norwoodlaneconsultation.co.uk) and a freephone telephone number 08081 688296.

3.8 During the consultation period the website generated a total of **1.9k** views from **1.8k** unique visitors.

3.9 **1,134** of visitors accessed the website directly (typing in the web address or scanning a QR code), with **695** visitors arriving via Facebook and **114** via search engine and other sources.

3.10 These comments are detailed in **Chapter 4**.

3.11 Screenshots of the website are included in **Appendix 2** and the website itself remains live and accessible.

## Social media adverts

3.12 A social media advertising campaign was undertaken on Facebook to raise awareness of the consultation and encourage feedback via the project website.

3.13 Within a 2km radius from the site, advert one received **2,402** views and had a reach of **1,247**. Across the same radius, advert two received **2,162** views and a reach of **1,307**.

3.14 Previews of both adverts can be found in **Appendix 3**.

## 4. Feedback and Applicant's Response

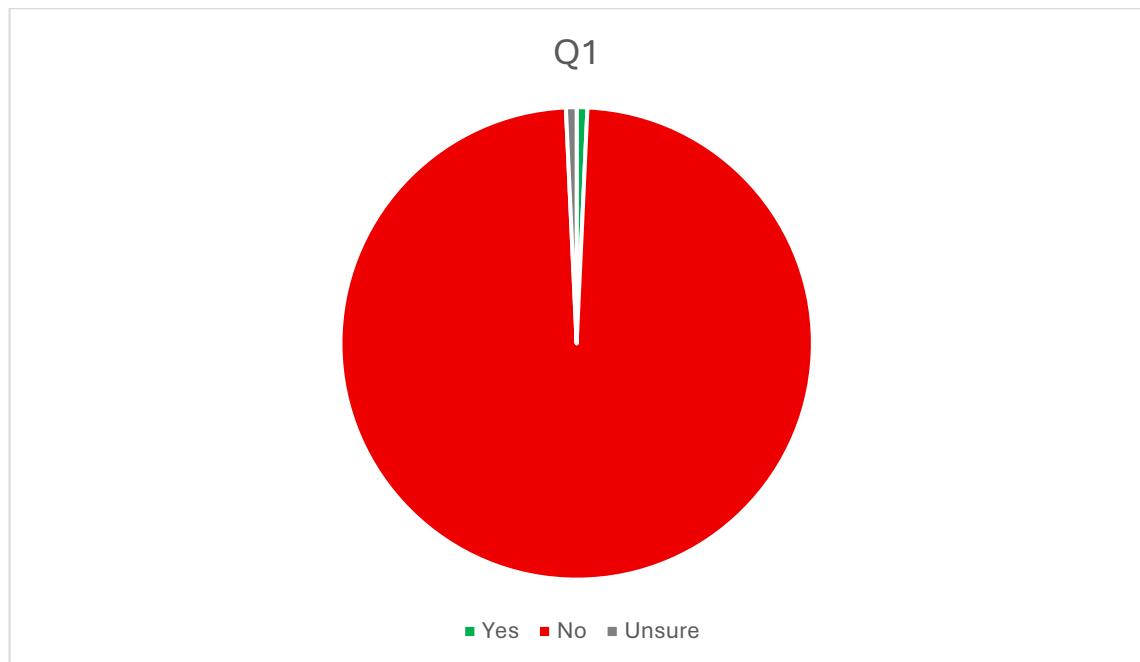
4.1 Feedback was received via the project website feedback form and project email and with a total of **831** individual submissions:

- **823** submissions via the project website
- **8** submissions via email

### Summary of responses

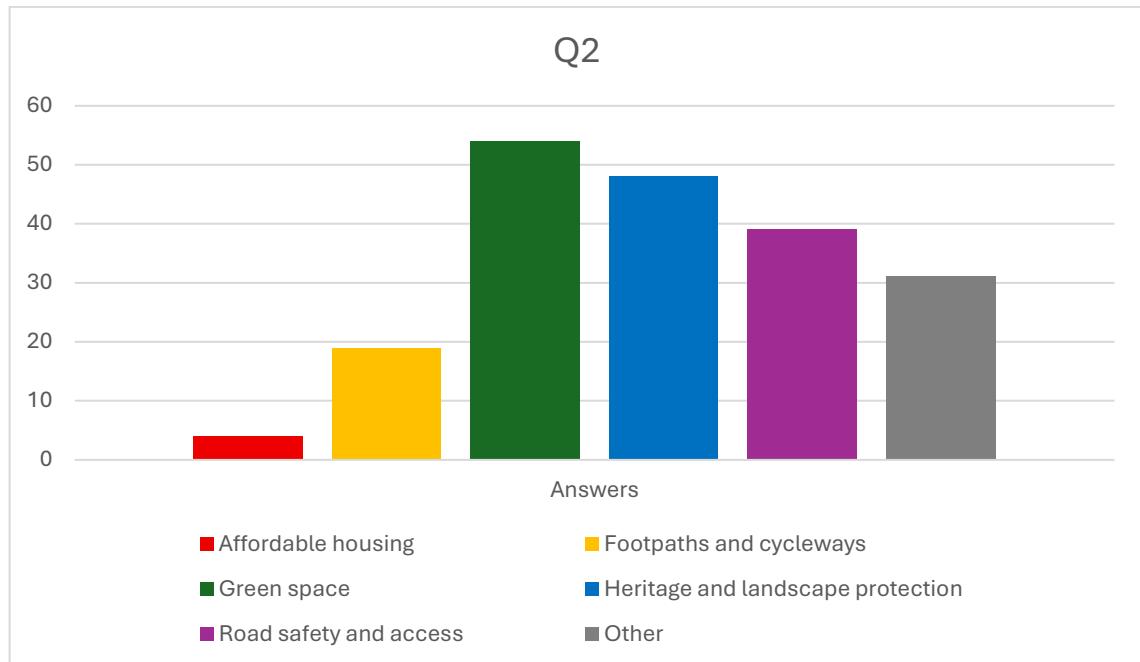
4.2 The feedback function on the website was split into three questions.

4.3 Question 1 asked: "*Do you support the principle of new homes being provided at Norwood Lane Meopham*". This question had three possible answers: Yes, No or Unsure.



4.4 **97%** selected No (811 respondents), **1%** selected Agree (6 respondents) and **1%** selected Unsure (6 respondents).

4.5 Question 2 asked: "*Which aspects of the proposals are most important to you?*". Possible answers included: Affordable housing, Footpaths and cycleways, Green space, Heritage and landscape protection, Road safety and access. Respondents could also select 'Other'.



4.6 **28%** selected Green Space (54 submissions), **24%** selected Heritage and landscape protection (48 submissions), **20%** selected Road safety and access (39 submissions), **16%** selected Other (31 submissions), **10%** selected Footpaths and cycleways (19 submissions) and **2%** selected Affordable housing (4 submissions).

4.7 Following this question, there was an open comment box for people to specify any further information if they answered 'Other'.

4.8 It should be noted that there was a significant drop in participation between Questions 1 and 2. Almost **9 in 10** respondents who answered the first question did not go on to complete the second one. This may suggest that many participants may have been motivated simply to record opposition to the development (Question 1) without engaging further with the detailed follow-up question about priorities.

4.9 Question 3 asked: "*Please provide any comments you have on the current proposals in the feedback box below*".

4.10 The responses received via the two open comments boxes have been summarised by theme in **Table 5.1** below and included feedback received from all channels.

4.11 Themes have been listed alphabetically and are not ordered by importance.

4.12 All feedback received during the pre-application period has been carefully considered by the project team.

**Table 5.1 Thematic analysis of responses**

Theme	Summary of feedback	Applicant response
<b>Access and Connectivity</b>	<p>Respondents frequently mentioned the limited road capacity and restricted nature of local routes, especially Norwood Lane and Green Lane. Several noted difficulties for larger vehicles, delivery vans, and emergency access. Concerns extended to pedestrian and cycle safety, with some advocating for improved crossings and pathways if any development were to proceed.</p>	<p>We understand concerns about local road capacity and the suitability of routes such as Norwood Lane and Green Lane. Vehicle access is proposed from Green Lane only, with junction design and visibility splays to be agreed with Kent County Council to ensure safety for all road users.</p> <p>A full Transport Assessment will accompany the planning application to assess traffic impacts and identify any necessary mitigation. The proposals also include new and improved pedestrian and cycle connections, linking the site to local schools, shops, public transport and Camer Park.</p>
<b>Affordable and Appropriate Housing Mix</b>	<p>While a few acknowledged the general need for housing, many questioned whether the proposed homes would genuinely meet local requirements. Some doubted that the scheme included sufficient affordable or starter homes, with suggestions that the focus appeared to be on higher-end properties unlikely to benefit local people or younger households.</p>	<p>A proposed pedestrian link on Green Lane is being considered to enhance safety, and parking will be provided in line with local standards, including visitor spaces and electric vehicle charging points. Overall, the aim is to deliver a well-connected, sustainable development that improves accessibility for both new and existing residents.</p> <p>We recognise the importance of delivering homes that genuinely meet local needs. The proposals include up to 150 new homes, with 50% provided as affordable housing, a level that exceeds local policy requirements. This could include a mix of affordable rent, shared ownership and discounted market sale homes, supporting a range of residents and key workers.</p> <p>The overall housing mix will include one to five-bedroom properties, offering options for first-time buyers, families and older</p>

	<p>people. The precise mix is still being refined and will be shaped by ongoing consultation and discussions with Gravesham Borough Council to ensure the development supports a balanced and inclusive community. We will ensure the houses reflect what the people of Gravesham need.</p>
<p><b>Agricultural Land and Food Production</b></p>	<p>The potential loss of farmland was a recurring concern. Respondents described the land as productive and valued for both farming and landscape contribution. There was unease about converting viable agricultural fields into residential plots, with some expressing that such land should be retained for local food production or environmental purposes.</p> <p>We understand concerns about the potential loss of farmland and the importance of maintaining the area's rural character. The site has been carefully assessed as part of the design process, and while it is currently in agricultural use, it represents a well-contained parcel of land bordered by existing development and roads on multiple sides.</p>
	<p>The proposals retain significant green space within the site, including more than 1.6 hectares of public open space, new tree planting and ecological enhancements. These measures will ensure that the landscape continues to contribute positively to the local environment. The scheme also delivers a minimum 10% biodiversity net gain, meaning the overall ecological value of the site will be higher than at present.</p>
<p><b>Cumulative Impact of Development</b></p>	<p>While the site will no longer be used for farming, it will provide lasting environmental and community benefits, including affordable housing, green infrastructure, and improved public access to natural spaces.</p> <p>Many respondents viewed this proposal in the context of broader growth around Meopham and surrounding villages. They worried that incremental development, when combined, would strain infrastructure and erode rural character. Several emphasised the need for more strategic, joined-up planning across the borough.</p> <p>We acknowledge the concerns about the cumulative effect of development in and around Meopham. The proposals for Norwood Lane have been designed as a modest, well-contained extension to the village, delivering homes in a location that is close to existing services and sustainable transport connections.</p>

		<p>As part of the planning process, the project team will assess potential cumulative effects alongside other nearby developments through detailed technical work, including transport, drainage and infrastructure studies. Where necessary, mitigation measures or financial contributions will be secured through a Section 106 Agreement to ensure local services and facilities can accommodate growth.</p> <p>The development has been shaped by a landscape-led approach to protect Meopham's rural character, while helping Gravesham meet its significant housing need in a coordinated and sustainable way.</p>
<b>Environmental Sustainability and Climate Considerations</b>	<p>Respondents raised issues about sustainability, suggesting that large-scale housing should only proceed where it aligns with carbon reduction and climate goals. Some questioned how the development would manage drainage, flooding, and energy efficiency. There were calls for stronger commitments to sustainable design and biodiversity enhancement.</p>	<p>Sustainability is central to the design of the proposals. Homes will be built to modern energy efficiency standards, incorporating low-carbon design principles, high levels of insulation, and electric vehicle charging points. Sustainable drainage systems, including attenuation basins and swales, will manage surface water on site and ensure the development remains resilient to future climate conditions.</p> <p>The site lies within Flood Zone 1, meaning it is at low risk of flooding, and a comprehensive drainage strategy will ensure that water is retained and discharged sustainably. The plans also include significant biodiversity enhancements, with over 1.6 hectares of green space and a minimum 10% biodiversity net gain through new planting, habitat creation, and protection of existing woodland and hedgerows.</p> <p>Together, these measures ensure the development supports both local climate objectives and wider environmental improvement.</p>
<b>Heritage and Landscape Preservation</b>	<p>Protecting Meopham's heritage and rural setting was cited repeatedly. The area's historical context, including</p>	<p>We recognise the importance of Meopham's heritage, rural setting, and landscape character, which have been key considerations</p>

traditional village form and views across open countryside, was described as a defining quality worth retaining. Respondents expressed a wish for development, if any, to be small in scale and visually sympathetic.

throughout the design process. The proposals have been developed following a detailed landscape and heritage assessment to ensure the scheme sits sensitively within its surroundings.

Development will be set back from sensitive boundaries, with new tree planting and green buffers helping to screen views and maintain the area's rural feel. Long-range views, including those towards St Mildred's Church, will be retained, while the layout and building heights have been carefully designed to reflect the traditional scale and form of the village.

High-quality materials and sympathetic architectural detailing will ensure the new homes blend naturally with the character of Meopham, creating a development that complements rather than detracts from its historic and landscape context.

We recognise that local schools, healthcare facilities, and community services are highly valued by residents and that existing provision is under pressure. The proposed development at Norwood Lane has been designed to ensure it contributes positively to the local community. Through planning obligations, the scheme will provide financial contributions to support essential services, including education and healthcare, helping to accommodate the additional demand generated by new homes.

The site's location within walking distance of schools, GP surgeries, shops, and other amenities means residents will have easy access to existing facilities, reducing reliance on private transport and supporting sustainable travel. We are committed to working closely with local service providers to ensure the development integrates with existing infrastructure and benefits the wider community.

## Infrastructure and Community Services

Several comments drew attention to pressure on public services such as schools, GP surgeries, dental care, and local shops. Respondents felt these were already operating near capacity. There was concern that further housing would exacerbate demand without proportionate investment in new facilities.

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## Local Democracy and Consultation

A smaller but notable group questioned the consultation process itself. They expressed the view that local residents' perspectives had not been adequately considered or that information about the proposals was not sufficiently accessible. A few called for more transparency and earlier engagement in the planning process.

We are committed to engaging openly and transparently with the local community throughout the development process. The consultation on the Norwood Lane proposals has been designed to ensure that local residents have multiple ways to access information and provide feedback, including public events, online materials, and feedback forms. Leaflets were distributed to households surrounding the site and key areas of Meopham to raise awareness of the proposals and opportunities to respond.

All feedback received is being carefully reviewed and considered as part of the ongoing design development. We aim to ensure that the proposals respond to local perspectives wherever possible, and a Statement of Community Involvement will accompany the planning application to demonstrate how residents' views have informed the scheme. We remain committed to continuing dialogue with the community and stakeholders to ensure transparency and engagement as the project progresses. Further consultation will take place through the planning application process and through the Local Plan process in the context of the Borough Council's strategy for the whole of Gravesham Borough.

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## Noise, Pollution, and Construction Impact

Anticipated disruption from building works, including noise, dust, and increased traffic, was mentioned. Respondents worried about the temporary and ongoing impact of construction activities on nearby residents and the tranquillity of the area. Some suggested that if the scheme were approved, clear mitigation and time controls should be established.

We recognise that construction activity can cause temporary disruption, and we are committed to minimising any impacts on the local community. Should planning permission be granted, a detailed Construction Management Plan will be implemented to control delivery hours, vehicle routing, noise, and dust. Best practice construction techniques will be used to reduce disturbance, and measures such as screening, careful vehicle management, and regular monitoring will help protect neighbouring properties.

The development has been designed to respect the tranquillity of the area, with layout, landscaping, and buffers considered to

	<p>minimise noise and visual impact during construction and occupation. We will work closely with contractors and the local authority to ensure that any impacts on residents are carefully managed and mitigated throughout the construction period.</p>
<p><b>Overdevelopment and Settlement Boundaries</b></p> <p>A strong theme related to the perception that Meopham has already experienced or been targeted for excessive expansion. Respondents felt that new housing should respect existing settlement boundaries and avoid merging distinct communities. The idea of retaining a physical and visual buffer between the village and surrounding countryside was seen as important.</p>	<p>We understand that preserving Meopham's distinct character and the surrounding countryside is important to local residents. The Norwood Lane proposals have been carefully designed to respect the existing settlement edge, providing a well-contained and sensitive extension to the village. The development layout incorporates generous green spaces, tree planting, and landscaping buffers, including a 15-metre buffer around Churchway Wood, to maintain visual separation from the surrounding countryside.</p> <p>The scale, density, and design of the new homes have been carefully considered to ensure they reflect the local character and do not overwhelm the village. The scheme seeks to integrate harmoniously with Meopham, preserving key views and the village's rural setting while providing much-needed housing in a sustainable and sensitive manner.</p>
<p><b>Public Transport and Accessibility</b></p> <p>A number of respondents highlighted the limited nature of public transport options, particularly infrequent bus services. Some expressed concern that most new residents would rely on private vehicles, thereby increasing congestion and carbon emissions. A few suggested that improved public transport should precede further housing growth.</p>	<p>We recognise the importance of providing sustainable travel options for residents. The Norwood Lane development is located within walking distance of local schools, shops, community facilities and public transport, helping to reduce reliance on private vehicles. The scheme will also provide new pedestrian and cycle connections linking to existing public rights of way, Camer Park, and surrounding areas, encouraging active travel.</p> <p>In addition, the development will be supported by appropriate traffic mitigation measures, parking provision in line with local guidance, and electric vehicle charging points to support low-carbon transport. While public transport provision is determined by</p>

		<p>the local authority and service providers, we are committed to promoting sustainable travel and integrating the development with existing transport networks to reduce congestion and environmental impacts.</p>
<b>Road Safety and Traffic Volumes</b>	<p>Safety concerns were among the most prominent issues raised. Respondents noted that local roads are narrow, with limited pavements and poor sightlines. They felt additional traffic could heighten risks for pedestrians, cyclists, and schoolchildren. There were calls for speed control, traffic calming, and improved signage.</p>	<p>We take road safety seriously and are committed to ensuring that the development does not compromise the safety of local residents. Vehicle access to the site will be carefully designed, with a full Transport Assessment undertaken to evaluate traffic impacts and identify necessary improvements.</p>
<b>Visual and Landscape Impact</b>	<p>The visual prominence of the site and its effect on surrounding views was a consistent concern. Respondents valued the open aspect and scenic quality of the local landscape and feared that new development would reduce this sense of openness. Several called for strict design standards or landscape buffers if development proceeded.</p>	<p>Where appropriate, mitigation measures will be delivered in collaboration with Kent County Council, which could include visibility improvements, traffic calming, pedestrian crossings, and clear signage. The scheme also promotes sustainable travel through new pedestrian and cycle links, connecting residents safely to local schools, community facilities, and the wider walking and cycling network. These measures are designed to manage traffic safely, reduce car dependency, and protect the wellbeing of all road users, including children and cyclists.</p> <p>We recognise the importance of Meopham's open landscape and the scenic quality valued by local residents. The Norwood Lane proposals have been designed to minimise visual impact and integrate sensitively with the surrounding area. Development will be set back from sensitive boundaries, with extensive landscaping, tree planting, and green buffers incorporated to preserve the sense of openness.</p> <p>Key views, including framed long-range vistas towards St Mildred's Church, will be retained, and the site's topography and natural screening mean that views from the Kent Downs Area of Outstanding Natural Beauty will be minimal. The design and layout</p>

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## **Wildlife and Ecology**

Many respondents mentioned wildlife, including birds, small mammals, and natural habitats that might be affected by development. Some shared observations of species seen locally and worried about habitat loss. A few suggested that ecological surveys and protection measures should be prerequisites for any planning approval.

have been informed by landscape and heritage assessments to ensure that new homes complement the village character and respect the visual integrity of the surrounding countryside.

We recognise the value of the local natural environment and the importance of protecting wildlife and habitats. The Norwood Lane proposals have been designed to retain existing woodland, mature trees, and hedgerows wherever possible, and to incorporate new habitat areas, including wildflower meadows, native planting, and green corridors linking to Camer Park and surrounding countryside.

Comprehensive ecological surveys have been undertaken to inform the design and ensure that protected species and habitats are safeguarded. The development will achieve a minimum 10% biodiversity net gain, enhancing the ecological value of the site. These measures aim to support local wildlife, maintain ecological connectivity, and ensure the natural environment is respected as part of the new community.

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## 5. Conclusion

- 5.1 The applicant has undertaken a proportionate, transparent and accessible programme of community engagement to support the preparation of the outline planning application for a residential development on Lane at Norwood Lane, Meopham.
- 5.2 The consultation was shaped by national and local policy guidance and designed to encourage early and meaningful public involvement. A range of engagement methods were employed to ensure that local residents and stakeholders were made aware of the proposals and had adequate opportunity to provide feedback.

Engagement activities included:

- A leaflet drop to **1,620** neighbouring addresses;
- A dedicated project website offering further details and a direct means to submit feedback;
- A social media campaign on Facebook to promote the scheme and encourage feedback.
- Direct correspondence with elected representatives. Briefings were also held.

- 5.3 A total of **831** people (website, email) participated in the public consultation process.
- 5.4 The consultation generated a range of comments and questions from the local community. This feedback has been carefully considered and is summarised in **Chapter 4** of this report
- 5.5 The applicant acknowledges the issues raised and is committed to ongoing dialogue as the planning process continues. Where possible, these comments have informed the preparation of the submitted proposals or will be addressed at later stages of design development and delivery.
- 5.6 In summary, the applicant considers that the pre-application consultation has been undertaken in a timely and inclusive manner, reflecting best practice in community engagement and fulfilling the relevant expectations of both the National Planning Policy Framework and Gravesham Borough Council's Statement of Community Involvement.

## Appendix 1: Leaflet

# Public Consultation on Proposals for Norwood Lane, Meopham

## Taylor Wimpey

**Taylor Wimpey** is bringing forward proposals for a carefully designed new residential neighbourhood of up to 150 new-homes at Norwood Lane, Meopham.

Importantly, half of the proposed homes would be delivered as affordable housing, including options for affordable rent and shared ownership.

Key features of the proposals include:

- Up to 150 new homes, including 50% affordable housing and 5% custom build
- Over 1.6 hectares of new public open space, including play areas
- New tree planting, wildflower meadows, green corridors, and habitat areas delivering a minimum 10% Biodiversity Net Gain
- Sensitive design that respects local views
- A sustainable drainage system managing surface water on-site
- A new main vehicle access from Green Lane, with improved pedestrian links and safe crossings



Site location plan

[www.norwoodlaneconsultation.co.uk](http://www.norwoodlaneconsultation.co.uk) 0808 1688 296

# Have Your Say



**This is your opportunity to help shape the proposals before a planning application is submitted to Gravesham Borough Council.**

## How to Share Your Feedback

- Visit our website:  
[www.norwoodlaneconsultation.co.uk](http://www.norwoodlaneconsultation.co.uk)
- Email us:  
[contact@norwoodlaneconsultation.co.uk](mailto:contact@norwoodlaneconsultation.co.uk)
- Call us on **0808 168 8296** and request a call-back

**We would be grateful to receive your feedback by 24th October.  
We look forward to hearing your views.**

## Appendix 2: Project Website



**Welcome to our consultation for Norwood Lane, Meopham**

Taylor Wimpey is bringing forward proposals for a carefully designed new residential neighbourhood on land to the west of Norwood Lane, Meopham.

**Our Proposals**

The proposals would deliver up to **150 new homes**. Significantly, 50% of the homes would be provided as affordable housing, offering options for affordable rent and shared ownership. These proposals directly respond to the urgent housing needs in Gravesham, where the Council is currently unable to demonstrate a five-year housing land supply.

The plans have been shaped by a landscape-led approach, ensuring that development fits sensitively within Meopham's distinctive rural setting. The design retains and enhances existing features such as Churchway Wood, creates new public open spaces, and protects important long-range views, including towards St Mildred's Church.

The consultation period has now closed. We will review all feedback received and ensure this website stays up to date with the project's progress. Explore this website to:

- Find out more about our [proposals](#)
- This website provides you with the details of our proposals and answers to [Frequently Asked Questions \(FAQs\)](#)

Image is for illustrative purposes only and depicts the type of housing similar to what will be proposed here

If you would like to sign-up to receive updates about this scheme, please complete the form below

Name (required)

First Name  Last Name

Email (required)

Address

Country  ▼

United Kingdom

Address Line 1 (required)

Address Line 2

City / Town (required)

Postcode (required)

**Submit**

The information you provide will be used only for the purposes of keeping you informed about this project and for understanding public opinion on the project. It will be stored securely until completion of the project, after which this information will be deleted. Your information will only be shared with third parties for the express purpose of keeping you informed of the proposals, and with Taylor Wimpey and/or the relevant local authority where there is a legal obligation to do so. It will not be forwarded on to any other third parties. You can contact us at any time to request the deletion of your information. Please contact us at [contact@norwoodlineconsultation.co.uk](mailto:contact@norwoodlineconsultation.co.uk)

**This website provides you with the details of our proposals, answers to Frequently Asked Questions (FAQs) and the opportunity to have your say by sharing feedback with us.**

# Taylor Wimpey

## About Taylor Wimpey

We have a clear purpose to deliver great homes and create thriving communities.

We build a wide range of homes in the UK, from apartments to six-bedroom houses. We completed 14,154 new homes in 2022, including joint ventures. In addition, we build affordable housing across the UK, which represented 21% of our total completions in 2022.

For more information visit: [www.taylorwimpey.co.uk](http://www.taylorwimpey.co.uk)

## Taylor Wimpey

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 0808 1688 296

Website design by Turley

## The Proposals

### A New Landscape-Led Neighbourhood

The vision for Norwood Lane is to create a sensitively designed, landscape-led development that integrates with Meopham's existing character, while providing much-needed new homes and delivering significant community and environmental benefits.

The 7.41-hectare site is well contained and directly adjoins existing residential areas. Its careful design allows for the delivery of new housing while retaining important features of the local landscape.



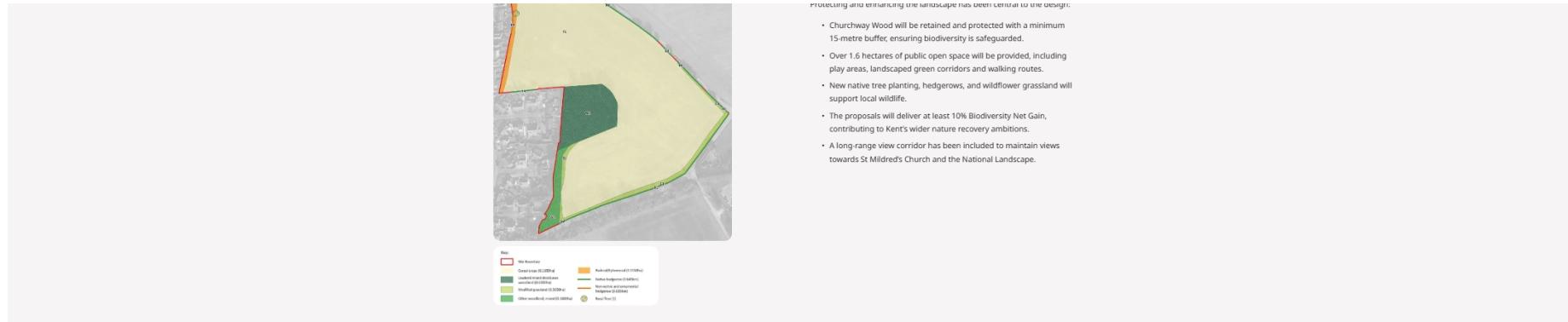
Site Location Plan (click to enlarge).



### Enhancing the Landscape

Protecting and enhancing the landscape has been central to the design:

- Churchway Wood will be retained and protected with a minimum 15-metre buffer, ensuring biodiversity is safeguarded.
- Over 1.6 hectares of public open space will be provided, including play areas, landscaped green corridors and walking routes.
- New native tree planting, hedgerows, and wildflower grassland will support local wildlife.
- The proposals will deliver at least 10% Biodiversity Net Gain.



## Access, Movement and Sustainable Travel

The site is well connected and designed to encourage walking, cycling, and public transport use:



A new main vehicle access from Green Lane.



An emergency access and pedestrian/cycle link onto Norwood Lane.



New and improved footpath and cycle connections linking the development to local schools, services, public transport, and Camer Park Country Park.



New pedestrian crossings on Green Lane to improve safety and access.



Parking provision will meet local policy, including visitor spaces and electric vehicle charging.



Land use and access parameters plan (click to enlarge)



## Sustainability and Drainage

The site sits within Flood Zone 1 and is at low risk of flooding. The drainage strategy includes:

- Sustainable Drainage Systems (SuDS), including attenuation basins and swales, to capture and manage surface water on-site.
- No built development is proposed in areas at flood risk.
- Low-carbon design principles, modern building regulations, and energy-efficient homes

## Respecting the Setting and Heritage

The design has been shaped to minimise visual and heritage impacts:

- Setbacks, deep gardens and landscape buffers to protect neighbouring homes.
- Sensitive layouts to reduce the impact on views from the Kent Downs National Landscape.
- Careful consideration of nearby listed buildings, ensuring new development sits comfortably within its historic context.

## Supporting the Local Community

The development will bring a range of social and economic benefits to Meopham, including:

-  Delivery of much-needed housing, with 50% affordable housing.
-  Contributions to local services and infrastructure.
-  Creation of public open spaces, play areas, and improved pedestrian links.
-  Economic activity, jobs, and local spending during both construction and occupation.



## Planning Context

Although the site lies within the Green Belt, detailed assessments, including the Green Belt Appraisal and Landscape and Visual Impact Assessment (LVIA), show that it makes only a weak contribution to three of the five purposes of Green Belt, as set out in paragraph 143 of the National Planning Policy Framework (NPPF).

In particular, the site makes a limited contribution to:

- Preventing the unrestricted sprawl of large built-up areas (Purpose a)
- Preventing neighbouring towns from merging (Purpose b)
- Preserving the setting and special character of historic towns (Purpose d)

The site is well-contained, surrounded by existing development to the west and north-west and roads to the east and south, and has no significant environmental or heritage constraints.

In accordance with paragraphs 155-157 of the NPPF, the proposed development represents an appropriate and sustainable form of growth, helping to meet local housing needs where land supply is constrained.

Key benefits include:





Illustrative masterplan (click to enlarge)

The site is well-contained, surrounded by existing development to the west and north-west and roads to the east and south, and has no significant environmental or heritage constraints.

In accordance with paragraphs 155-157 of the NPPF, the proposed development represents an appropriate and sustainable form of growth, helping to meet local housing needs where land supply is constrained.

Key benefits include:

- A sustainable location within easy walking distance of schools, shops, community facilities, bus stops and Meopham railway station.
- 50% affordable housing, meeting the NPPF "Golden Rules" for Green Belt release and exceeding the local policy requirement of 35%.

The potential impact of development on local infrastructure will be carefully considered through the planning process. Where appropriate, Taylor Wimpey will make financial contributions towards local infrastructure improvements through a Section 106 Agreement, in accordance with planning policy and discussions with the local authority.

Overall, the proposals represent a well-considered, sustainable opportunity to deliver much-needed housing in Gravesham, while respecting local character and landscape features.

**Taylor  
Wimpey**

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## Frequently Asked Questions

### The site

- [+ Who owns the site?](#)
- [+ How large is the site?](#)
- [+ Where is the site located?](#)
- [+ What is the site currently used for?](#)

### The proposals

- [+ What is being proposed?](#)
- [+ Will you be providing affordable housing?](#)
- [+ Why was this site chosen for development?](#)
- [+ What is the density of development?](#)

### Highways and transport

## Highways and transport

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- + How will people access the site?
- + How will you encourage active travel measures?
- + How will you manage road safety?
- + How many parking spaces will be provided, and will this include visitors parking?
- + Will mitigation measures be delivered to minimise impact on the local highway network?

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## Housing detail

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- + What is the scale of the proposed housing?
- + What is the exact mix of housing?
- + What types of housing will be delivered on the site?
- + What will the new homes look like?

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## Impact on neighbouring area

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- + What visual impact will this have?
- + How will you protect the privacy of neighbours?
- + What impact will this have on heritage?
- + How will you mitigate the noise impact from development?
- + Have you considered the lighting impact?

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## Environment and landscape

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- + What is being done to protect existing habitats and protected species?

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## Environment and landscape

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+

What is being done to protect existing habitats and protected species?

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+

Will you be removing any trees?

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+

What landscaping measures will be incorporated into the design?

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## Flooding and drainage

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+

What is being done to minimise flood risk?

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+

How will drainage be integrated?

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How will foul drainage be accommodated?

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## Sustainability

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What sustainability measures will be included in the design of the new development?

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## Construction

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How will construction vehicles, construction dirt and noise be managed?

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## Consultation

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How will you be engaging the public?

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+

How wide was the distribution area that you sent the consultation leaflet to?

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+

Will you consider the feedback received during the consultation?

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## Planning and delivery

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## Consultation

---

+

How will you be engaging the public?

---

+

How wide was the distribution area that you sent the consultation leaflet to?

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+

Will you consider the feedback received during the consultation?

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## Planning and delivery

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+

Is the site located within the settlement boundary?

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+

When are you looking to submit an application?

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+

When will you start building work and how long will this take?

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## Next Steps

### Next Steps

The consultation period closed on Friday 24 October 2025. The project team would like to express our thanks to all those who took part in the consultation and provided feedback on the proposals.

#### Contact us

 Email: [contact@norwoodlaneconsultation.co.uk](mailto:contact@norwoodlaneconsultation.co.uk)

 Calling us on 0808 1688 296

## Appendix 3: Social Media

 Turley Strategic Communications Sponsored · 

Help shape a new landscape-led neighbourhood in Meopham

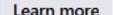
Taylor Wimpey is consulting on early proposals for a carefully designed residential community on land to the west of Norwood Lane, Meopham.

The plans include up to 150 new homes, with 50% provided as affordable housing for local people. The design follows a landscape-led approach, creating over 1.6 hectares of public open space, new walking and cycling connections, and delivering significant biodiversity improvements.

The proposals aim to reflect and protect Meopham's distinctive rural character while helping to meet Gravesham's urgent local housing needs. 

Find out more and have your say: [www.norwoodlaneconsultation.co.uk](http://www.norwoodlaneconsultation.co.uk)



[norwoodlaneconsultation.co.uk](http://norwoodlaneconsultation.co.uk) **Have your say!**  The vision for Norwood L...

 Like  Comment  Share

 Turley Strategic Communications Sponsored · 

Last chance to have your say!

Our public consultation on proposals for a new residential neighbourhood on land to the west of Norwood Lane, Meopham is closing soon.

We want to hear your views on plans that could deliver up to 150 new homes, including 50% affordable housing for local people, new public open space and play areas, walking routes, enhancements to cycling connections, and local biodiversity.

Don't miss the opportunity to share your feedback and help shape the future of Meopham.

Find out more and submit your views today  [www.norwoodlaneconsultation.co.uk](http://www.norwoodlaneconsultation.co.uk)



[norwoodlaneconsultation.co.uk](http://norwoodlaneconsultation.co.uk) **Have your say!**  The vision for Norwood L...

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