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Part of Places for People

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The Marketing Strategy



The Charter – Bank Street, Gravesend

October 2025





Contents

Heading	Page Number
Introduction	3
Overview and Vision	3
The Charter and Customer Profile	3/4
Compliance Statement- Section 106 Agreement Requirements	4/5
Local Connection and Phased Approach	5/6
Appointed Agents	6
Evidence and Reporting	6/7
Resident Experience and Value Proposition	7
Marketing Research and Pricing	7/8
Release Schedule and Phased Marketing Programme	8/9
Marketing and Engagement Timeline	9/10
Marketing Activity	10/11
Local Partnerships, Campaigns and Community Integration	11/12
Lease up Acceleration and Contingency Plan	12
Compliance and Transparency	12
Future Enhancements and Recommendations	13
Conclusion	14
Appendix A	Site Location Plan
Appendix B	CGIs of the development
Appendix C	Internal Floor Plans
Appendix D	The Charter Affordability Campaign
Appendix E	The Charter: For Gravesham, By Gravesham



Introduction

This Marketing Strategy has been prepared to meet the requirements of Schedule 1 of the Section 106 Agreement for *The Charter*, Gravesham. It sets out how both Affordable and Private Build to Rent (BTR) dwellings will be marketed in accordance with clauses (a) to (f), ensuring that priority is given to eligible local applicants and that all marketing activities are transparent, inclusive, and compliant with the approved phasing and affordability criteria.

The site's location and wider context are illustrated in **Appendix A – Site Location Plan**, which shows The Charter's position within Gravesham town centre and its surrounding transport links. Further supporting visuals and campaign data demonstrating the "local-first" approach are provided in **Appendix E – The Charter: For Gravesham, By Gravesham**.

Overview And Vision

Touchstone has extensive experience in marketing and leasing new developments. This Marketing Plan outlines the strategy for *The Charter, Gravesham*, with a clear focus on prioritising local residents and delivering high-quality homes that reflect the objectives of the Section 106 Agreement.

The Charter will deliver 242 high-quality homes in the heart of Gravesend town centre, complemented by resident amenities, community gardens, and roof terraces, **see Appendix B – CGIs of site plan**. The vision is to create a thriving, inclusive community that strengthens local connections, supports regeneration, and offers residents both a high-quality home and a sense of belonging.

The overall layout and on-site amenity provision are shown in **Appendix C – Internal Floor Plans**, demonstrating how the design supports community interaction and accessibility for all residents.

The scheme will be marketed and let through a combined delivery team through Touchstone and including a local lettings agent (Your Move), to ensure strong community engagement, supported by an on-site management team as completion approaches. The management approach will be customer- and community-centred, ensuring residents feel supported from the outset.

The Charter and Customer Profile

The Charter will deliver a balanced mix of apartments to meet a wide range of local housing needs:

- 34 Studios
- 75 One-Bed Apartments
- 117 Two-Bed Apartment
- 16 Three-Bed Apartments

Of these, 48 homes (20%) will be offered at Discount Market Rent (DMR), reserved first and foremost for Gravesham residents in line with the Section 106 Agreement.



These homes will provide secure, professionally managed accommodation at a reduced rent, supporting local affordability. The lettings approach is centred on local people first, with the development expected to attract:

- Local families and Gravesham residents – seeking quality homes close to schools, shops, and amenities.
- Retirees – looking to downsize and enjoy comfortable, low-maintenance living.
- Professionals with Gravesham links – benefitting from excellent transport (23 minutes to St Pancras, 16 minutes to Stratford).
- Couples and sharers – choosing a flexible, fully managed lifestyle with access to modern amenities.
- Lifestyle renters – attracted by the convenience, service standards, and sense of community offered by Build to Rent living.

Compliance Statement – Section 106 Agreement Requirements

This Marketing Strategy for The Charter, Bank Street, Gravesend has been prepared to satisfy the requirements of the Section 106 Agreement. In accordance with the Section 106 obligations, this Marketing Strategy demonstrates compliance with clauses (a)–(f) as set out below:

S106 Clause	Requirement	Location within this Plan	Summary of Compliance
(a)	Details of how the Affordable BTR Dwellings will be marketed to eligible persons with a Local Connection.	Sections: Local Connection Phased Approach (p5/6), Release Schedule and Phased Marketing Programme (p8/9)	Outlines the priority marketing framework, ensuring Affordable BTR homes are promoted first to applicants with a Local Connection, in line with the S106 definitions.
(b)	Details of how the Private BTR Dwellings will be marketed.	Section: Marketing and Engagement Timeline (p9/10) Marketing Activity (p10/11)	Confirms Private BTR apartments will be marketed concurrently once the Local Connection priority period concludes, maintaining transparency and compliance with S106 phasing.
(c)	Copies of marketing brochures to be provided to the Local Planning Authority upon request.	Section: Compliance and Transparency (p12)	States that all marketing materials and brochures will be retained and made available to Gravesham Borough Council upon request.
(d)	A release schedule setting out timescales for dwellings being marketed for first occupation.	Section: Release Schedule and Phased Marketing Programme (p8/9)	Provides a clear timeline for phased release and marketing across four stages, reflecting S106 requirements for first occupation sequencing.



S106 Clause	Requirement	Location within this Plan	Summary of Compliance
(e)	Details of which agents have been appointed to manage marketing and lettings.	Section: Overview and Vision (p3) Appointed Agents (p3)	Identifies Touchstone and Your Move as the appointed marketing and lettings agents, confirming both will operate under S106 compliance oversight.
(f)	Confirmation that dwellings will be advertised on recognised online lettings portals.	Section: Marketing Activity (Online) (p9)	Confirms that all homes will be listed on Rightmove, Zoopla, and Love2Rent to ensure open, transparent, and accessible marketing.

Local Connection and Phased Approach

Under the Section 106 Agreement, 20% of apartments at *The Charter* are designated as Discount Market Rent (DMR) homes. These homes are prioritised for applicants with a Local Connection to Gravesham during the first six weeks of marketing.

A Local Connection is defined as residency, close family ties, or employment within the Borough. If no suitable applicants are found within this period, the search will broaden to neighbouring boroughs for four weeks, and thereafter to the wider market.

To ensure compliance and maximise local benefit, lettings will follow a phased approach:

- Weeks 0–6: Priority lettings for applicants with a verified Gravesham Local Connection (residence, family ties, or employment).
- Weeks 6–10: If DMR homes remain, applications open to eligible residents from neighbouring boroughs.
- Week 10 onwards: Any other eligible applicants may be considered, though marketing will continue to target Gravesham households wherever possible.



The following marketing framework sets out how Affordable BTR homes will be promoted in accordance with the Section 106 Agreement:

Phase	Timeframe	Target Audience	Activities
Pre- Launch	6 months prior to P.C	Gravesend Residents	Local awareness campaign, hoardings, website and press features
Phase 1-Local Connection Priority	18 August 2025-29 September 2025	Exclusive targeting of Gravesend Residents	Your Move local partnership, geo targeted social media& community engagement
Phase 2-Extended target of Neighbouring Boroughs	30 September 2025- 27 October 2025	Eligible persons in the surrounding boroughs	Kent Online, billboards, social media
Phase 3- Lease Up Acceleration	From 28 October 2025	Any eligible applicant	Open a general marketing campaign

This framework ensures that Affordable Build to Rent homes are promoted first to Gravesend residents, delivering a clear and transparent “local-first” marketing strategy that fully complies with the Section 106 Agreement.

A visual summary of how The Charter prioritises Gravesend residents throughout all marketing phases is included in **Appendix E**, illustrating the alignment between local engagement activity and Section 106 obligations.

Appointed Agents

The Charter’s marketing and lettings activity will be delivered by Touchstone, supported by local lettings partner Your Move, who will act as the first point of contact for all enquiries from prospective residents. Both organisations will operate in full compliance with the Section 106 Agreement and Gravesend Lettings Policy, ensuring that all marketing and lettings processes remain transparent, accessible, and fully auditable.

Evidence and Reporting

Key performance indicators (KPIs) will be used to monitor and evidence delivery against the marketing and lettings strategy, including:

- % of enquiries and lettings from Gravesend postcodes



- Conversion rates from website visits to registrations and signed lease agreements
- Engagement rates across social media campaigns
- Attendance at local marketing events and show flat viewings
- Show flat visits segmented by local applicants
- Ongoing marketing evidence (adverts, press clippings, campaign analytics)

These measures will be incorporated into a weekly and monthly leasing KPI dashboard, with annual compliance reporting submitted to the Local Planning Authority. Reporting will include evidence of how the marketing, lettings, and management strategy continues to fulfil the obligations of the Section 106 Agreement.

Resident Experience and Value Proposition

As a Build to Rent (BTR) community, The Charter offers more than just a home. Residents benefit from a fully managed service, a strong sense of community, and a consistently high quality of living delivered by a reputable landlord.

The Charter's BTR model ensures:

- Value for money – DMR homes are let at 20% below market rent, providing high-quality accommodation with lower monthly outgoings than comparable private rentals.
- Fully managed service – professional on-site team, concierge, parcel handling, and 24/7 resident support.
- Safe, modern housing – energy-efficient homes built to the highest standards, with sustainability features such as EV charging, secure cycle storage, and waste reduction initiatives. These sustainability measures are highlighted in marketing materials to attract environmentally conscious residents.
- Community feel – an active programme of resident events fostering engagement, inclusion, and belonging.
- Lifestyle flexibility – pet-friendly policies, flexible tenancy terms up to three years, and optional furniture packages.
- Connectivity – superfast broadband (up to 1G), riverside views, communal gardens, and roof terraces.
- Reputable landlord – reliable management, consistent service delivery, and a long-term commitment to quality not typically found in the wider private rented sector.

Market Research and Pricing

A robust pricing and incentive strategy underpins the successful lease-up of The Charter. Our approach combines detailed competitor analysis with local income benchmarking to ensure homes are let efficiently, remain accessible to Gravesham residents, and deliver strong value for money.



Competitor Analysis and Market Context

As one of the first Build to Rent (BTR) schemes in Gravesham, *The Charter* introduces a new level of quality and service to the local rental market. To ensure competitive positioning and compliance with Section 106 requirements:

- Local Comparisons: Rents will be benchmarked against existing private rented sector (PRS) stock in Gravesend, Dartford, and Medway. Comparable properties include modern apartments in town-centre conversions and new-build schemes on the edges of Gravesham. (See Appendix B for detailed competitor analysis and renter savings at *The Charter*.)
- Like-for-Like Analysis: Rightmove and Zoopla data are reviewed in detail, segmented by unit type (studio, 1-bed, 2-bed, 3-bed), location, and amenity offer.
- Agent Insight: Ongoing liaison with Your Move, the local high-street agent, provides live intelligence on demand levels, achievable rents, and applicant preferences.
- BTR Differentiation: Unlike most PRS stock in Gravesham, which often lacks professional management, amenities, or security, *The Charter* offers concierge services, community events, and modern facilities—justifying a competitive yet attractive pricing model.

A comprehensive pricing review has been carried out specifically for *The Charter* (see Appendix C – *The Charter Affordability Report*). This evidence underpins the pricing strategy, ensuring both compliance with the Section 106 Agreement and a strong commitment to offering Gravesham residents high-quality homes that reflect local earning levels.

Release Schedule and Phased Marketing Programme

The marketing and lettings programme has been designed to align with construction completion, phased handovers, and the Section 106 requirements for Discount Market Rent (DMR) allocations. The structure ensures Gravesham residents are prioritised first, with marketing broadening only once local demand has been met. All activity will be delivered within the agreed marketing budget, with resources focused on high-impact, locally targeted channels before extending reach more widely.

Pre-Launch – Local Awareness (6 Months Prior to Practical Completion)

- Launch website with local-first registration form
- Geo-targeted social media campaigns focused on Gravesham postcodes
- Local press features and early billboard activity
- Participation in 3+ local events (e.g., Gravesend River Festival)
- Flyers and outreach to local businesses, schools, and community venues (e.g., St George's Arts Centre, LV21)
- Marketing suite preparation with fully dressed 1-bed and 2-bed show flats

Phase 1 – Local Priority Lettings (18 August – 29 September 2025)

- Six-week priority window: DMR homes exclusively available to Gravesham residents
- Show flats open for viewings with early access for local households
- Partnership with Your Move as the local front-door service
- Priority advertising via *Your Borough*, local press, billboards, and bus stops



- Community engagement through events and the Gravesham Business Network
- KPI monitoring and weekly reporting on local enquiries, viewings, and lettings

Phase 2 – Neighbouring Boroughs (30 September – 27 October 2025)

- Extend marketing to eligible residents from neighbouring boroughs for four weeks
- Broaden geo-targeted digital campaigns while maintaining “Gravesham-first” messaging
- Channels include *Kent Online*, regional print, and expanded social media

Phase 3 – Wider Market Acceleration (From 28 October 2025 – Q1 2026)

- Marketing opens to the wider commuter-belt audience, including London relocation agents
- Campaigns expand across regional property portals, commuter station advertising, and targeted digital placements
- Continued sponsorship of Gravesham events and local partnerships
- Weekly performance monitoring and campaign optimisation

Phase 4 – Stabilisation and 100% Lease-Up (Q2 2026)

- All homes fully occupied and stabilised
- Transition from lease-up to steady-state re-letting strategy
- Focus shifts to tenant retention through community events, renewal incentives, and sustained local engagement
- The first Annual Compliance Statement submitted to the Local Planning Authority, evidencing lettings data, DMR allocations, and marketing activity in line with Section 106

Marketing and Engagement Timeline

The following timeline illustrates how marketing, advertising, and community engagement activities will align with the construction programme and phased release schedule for *The Charter*.

It demonstrates how each marketing phase, from pre-launch awareness through to lease-up and stabilisation and will prioritise Gravesham residents in accordance with the Section 106 Agreement. Activities are designed to maximise local visibility, build community awareness, and maintain leasing momentum, with clear alignment between construction milestones, marketing channels, and local events.



Item	January	February	March	April	May	June	July	August	September	October	November	December
Construction Programme		Show Flats Completed (27th), Website and Social Media live							Marketing Suite Completed in August. Touchstone On-site team take over social media and website in September		Practical Completion expected	
Portal Advertising												
Paid Local Advertising									Phase 1: Gravesend Station, Gravesend Messenger, Gravesend town billboards, Cyclopark, Hospital radio publications, Signage and wayfinding (offline activities).		Phase 2: (Post completion): Wider community advertising	
Paid online Ads											Paid Ads continue for wider communities	
Local Events Calendar				BMX national Championships, Cyclopark (Sponsor)	21st: On your Bike, Promenade	17th: Northfleet Carnival, 24th-25th: Gravesend Regatta, 25th: Colour Dash	1st: Gravesend Riverside Festival	2nd: Park life event (Rosherville), 12th: Gravesend Prdie Festival, 20th: Teevan Festival, 22nd: Park life event (Cascades leisure centre)	TBC: Strongman competition		TBC: Fireworks event (Riverside Leisure area), 17th: Christmas Lights Switch on (Town Centre)	

The accompanying presentation, included as **Appendix E**, sets out the key milestones, campaign imagery, and local engagement activity that underpin the phased marketing programme.

Marketing Activity

Following the local priority period, Private BTR apartments will be marketed concurrently with Affordable BTR homes, ensuring transparency and full compliance with the Section 106 phasing requirements.

The marketing strategy for *The Charter* maintains a sustained focus on local engagement — prioritising Gravesham residents and reinforcing the “local-first” commitment at every stage.

A balanced mix of digital and offline activity will maximise reach and visibility.

Marketing of the scheme will combine online and offline methods. Examples of some of the methods that we are likely to employ include:



Online Marketing Channels

Digital marketing will play a central role in raising awareness and driving enquiries. Key activities will include:

- Listings on Rightmove, Zoopla, and Love2Rent (meeting S106 transparency requirements).
- A dedicated website for The Charter with SEO optimisation and integrated enquiry forms.
- Geo-targeted digital advertising to Gravesham postcodes during the six-week local priority period.
- Paid social media campaigns across Instagram, Facebook, and YouTube.
- Ongoing social media content highlighting local events, partnerships, and the benefits of Build to Rent living.

Website Enhancements:

- Timelapse video showcasing development progress.
- FAQs covering tenure, BTR benefits, design, and parking.
- Resident and development team testimonials.
- Improved cross-linking between The Charter and Rosherville websites.
- SEO strategy to ensure The Charter ranks highly for searches such as *"flats to rent in Gravesend"* and *"rent in Gravesham."*

Offline Marketing and Local Engagement

Offline marketing will build trust, visibility, and credibility within the local community. Activities include:

- Branded hoarding and on-site signage.
- Local business partnerships and sponsorships.
- Community engagement via borough events and markets.
- Advertising in local press, on billboards, and bus stops.
- Flyers, postcards, banners, and other printed collateral.
- Email campaigns and press releases.
- Marketing suite and show flats available for in-person tours and appointments.

Marketing Suite and Show Flats

The Marketing Suite will serve as a central hub for conversion, engagement, and community outreach:

- Fully dressed 1-bed and 2-bed show apartments available from August 2025.
- Formal launch event in September, led by the Your Move team and supported by Touchstone.
- Regular open days and targeted preview sessions for local residents and employers.

Local partnerships, Campaigns and Community Integration

To strengthen community presence and local benefit, The Charter will deliver a sustained programme of partnerships and campaigns.

- QR codes in local cafés, restaurants, and transport hubs linking directly to The Charter website.
- Distribution of marketing brochures, postcards, and flyers through community hubs and businesses.
- Social media competitions (e.g., prize draws for local memberships).



- Local press features, billboard campaigns, and sponsorship of major Gravesham events (e.g., Riverside Festival).
- Launch events hosted with local caterers and employers.

Local Business Partnerships:

A structured partnership plan will be maintained to ensure measurable outcomes. Examples include:

- Sporting and cultural events: BMX Championships at Cyclopark, Northfleet Carnival, Colour Dash, Gravesend Riverside Festival.
- Arts and culture: LV21, St George's Arts Centre, Gravesham Arts Salon.
- Hospitality: Partnerships with Three Daws Pub, The Rum Puncheon, Iron Pier Brewery, and Marie's Tea Room (e.g., loyalty initiatives).
- Community integration: Pop-up breakfasts with local cafés, partnerships with Gravesham Borough Market and St George's Shopping Centre.
- Health and wellbeing: Gym membership discounts via Revitalise Health & Fitness, bike repair workshops, and resident fitness initiatives.
- Local infrastructure: Collaboration with Gravesend Pier (Thames Clippers) and West Street Car Park to support sustainable travel.

Examples of marketing outputs, local campaign materials, and early KPI performance data are shown in **Appendix E**, evidencing how the marketing activity supports transparency, accountability, and Section 106 compliance.

Lease-up Acceleration and Contingency Plans

If demand softens, a contingency plan will be activated (subject to budget approval) to maintain momentum. Measures may include:

- Enhanced incentives (e.g., rent discounts or move-in offers).
- Wider geo-targeting to neighbouring boroughs or commuter markets.
- Partnerships with London relocation agents.
- Continuous competitor monitoring to inform tactical adjustment.

Compliance and Transparency

All marketing, including adverts, press clippings, and digital listings, will be retained and made available to the Local Planning Authority upon request.

Marketing of Discount Market Rent (DMR) apartments will run concurrently with market units but remain exclusively targeted to Gravesham residents for the initial six-week priority period.

No more than 50% of the Private BTR dwellings will be occupied until all DMR homes are constructed and made available for occupation, in full accordance with the Section 106 Agreement.



Future Enhancements and Recommendations

While this Marketing Strategy is comprehensive and meets the requirements of Schedule 1 of the Section 106 Agreement, several enhancements are proposed for future updates and ongoing implementation. These improvements will strengthen transparency, engagement, and inclusivity across the marketing and lettings process.

Visuals and Graphics

Future versions of this plan will incorporate site visuals and infographics to illustrate the development's design, marketing timeline, and customer journey. (*See Appendices A–B for referenced plans.*)

Contingency Planning

The contingency plan may be expanded to specify types of promotional incentives, relocation partnerships, and mitigation strategies to respond to market changes or economic conditions.

Pricing Transparency

Headline findings from the Affordability Report (Appendix C) may be summarised in future updates to reinforce how local income data supports pricing decisions.

Community Integration

Long-term community engagement will be enhanced through ongoing partnerships with Gravesham businesses, events, and local organisations.

Budget and Reporting

While marketing activity will be delivered within the agreed budget, future updates will include a clear breakdown of how resources are allocated across different marketing channels and activities. In addition, the monitoring framework will be expanded to include Key Performance Indicators (KPIs) that track local engagement, enquiry sources, and lettings performance.

Data and Performance Reporting

Once leasing commences, data on enquiries, conversions, and local participation will be collected and summarised in a Marketing and Performance Report to be shared with Gravesham Borough Council. This report will evidence compliance with Section 106 requirements and inform continuous improvement of marketing activities.

Stakeholder Collaboration

Further engagement with local stakeholders, including Gravesham Borough Council, community groups, and resident networks which will ensure alignment with local needs and policy objectives.

These enhancements will be incorporated progressively as the development advances toward completion and stabilisation, ensuring *The Charter* remains an exemplar for transparency, community focus, and long-term success.



Conclusion

This Marketing and Letting Plan demonstrates that The Charter will deliver a successful lease-up built on a “Gravesham first” approach. By combining a clear Section 106 compliance framework, a phased timeline, and a strong programme of locally-led marketing and engagement, the plan ensures that the development directly benefits Gravesham residents while also appealing to the wider market as the scheme matures. With robust reporting, measurable KPIs, and a commitment to continuous local presence, Touchstone and its partners will demonstrate delivery at every stage. The Charter will not only achieve 100% lease-up in line with Section 106 requirements but also strengthen community ties, support regeneration, and build long-term value for Gravesham.



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Appendix A Site Location Plan

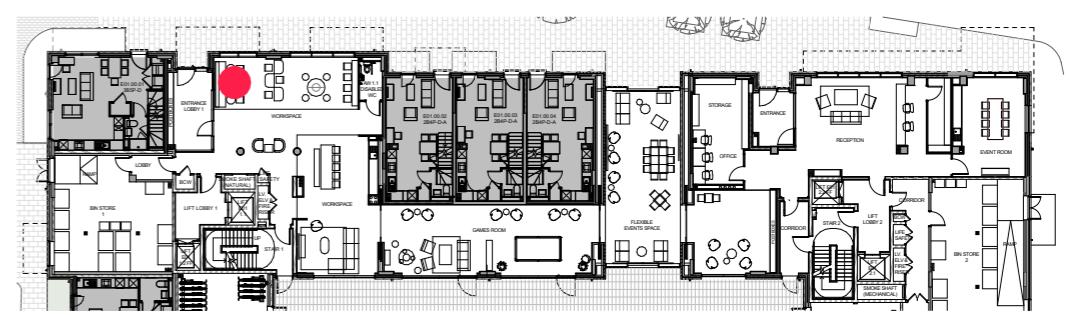




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Appendix B
CGIs of the Development



E01 Workspace

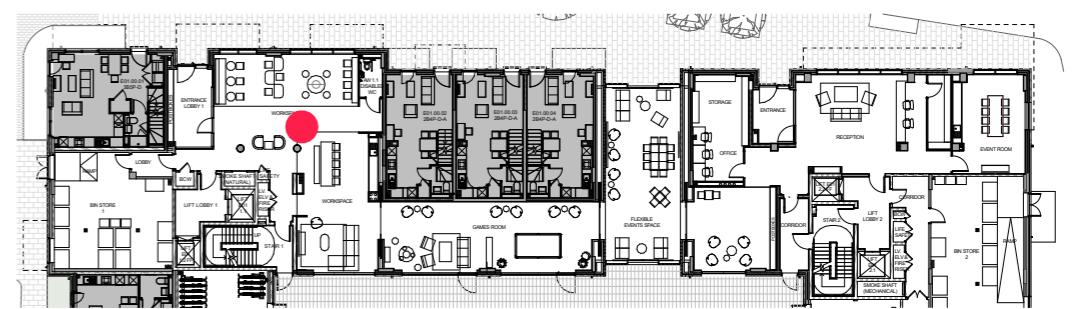
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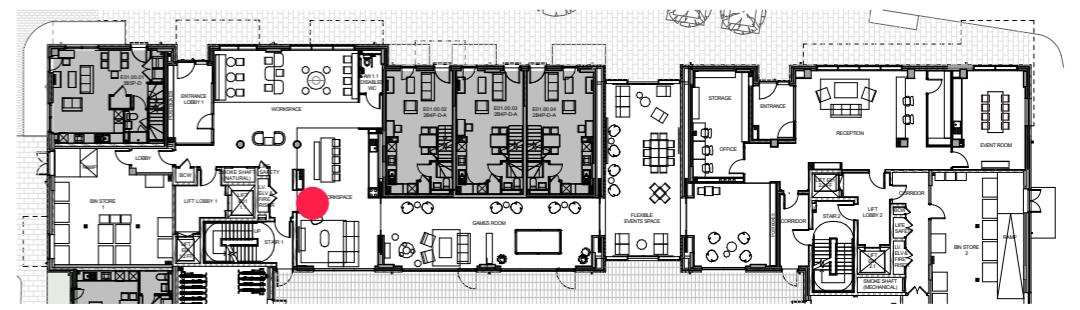


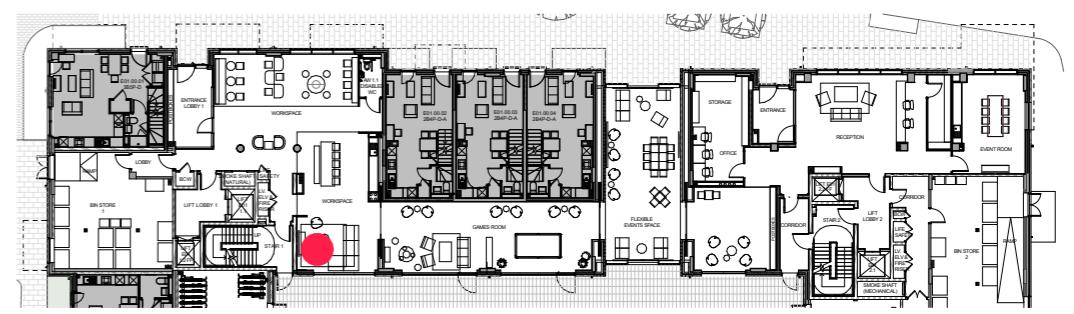


E01 Kitchenette

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E01 Lounge

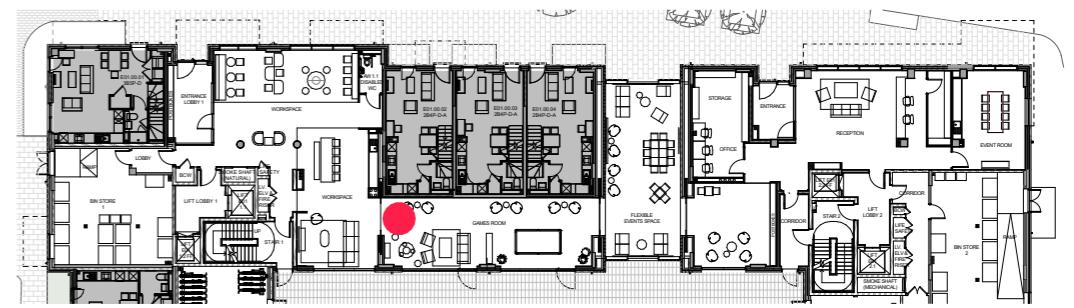
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E01 Lounge | Kids Zone

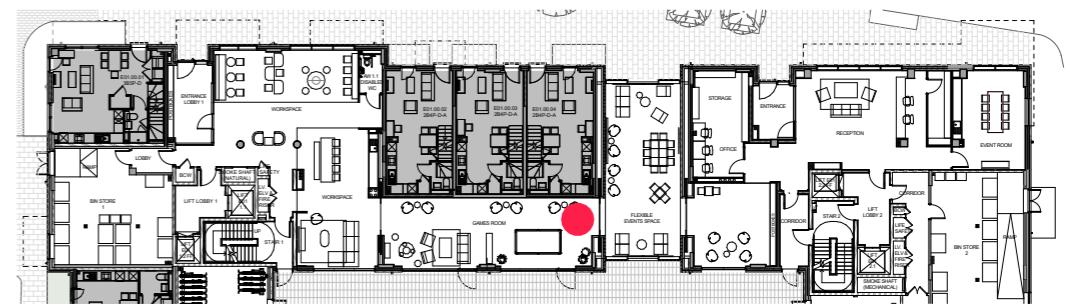
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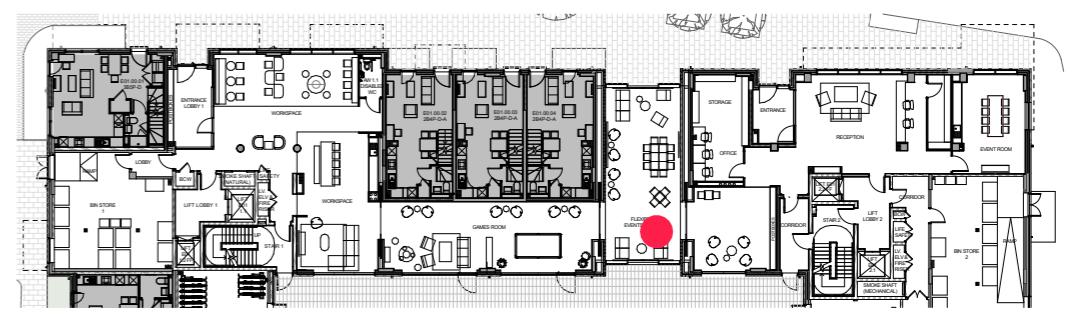


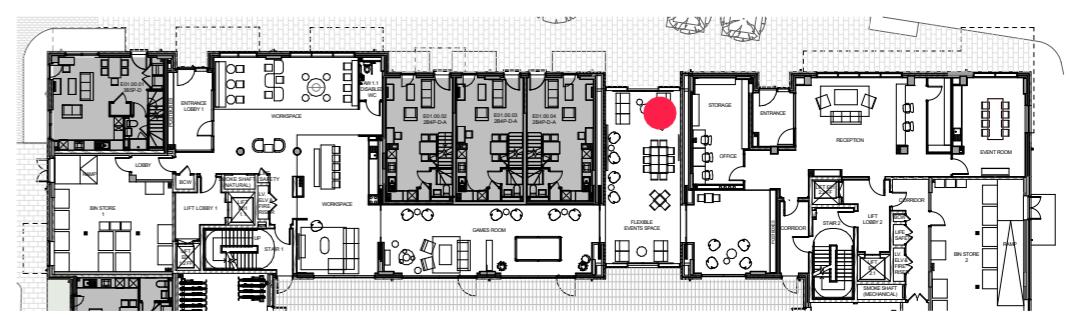


E01 Lounge | Games Room

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E01 Flexible Events Space

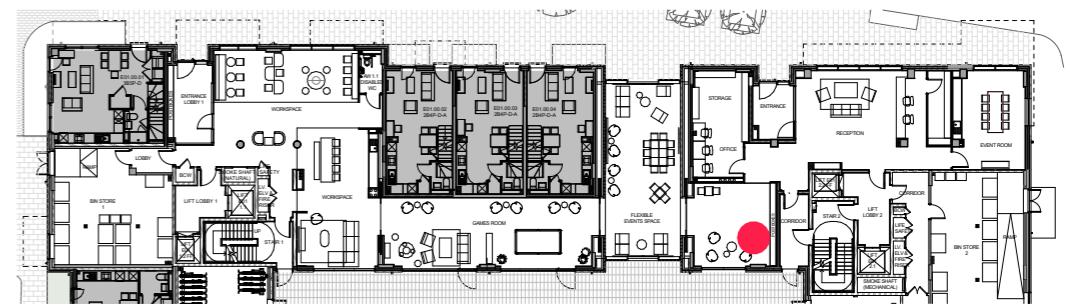
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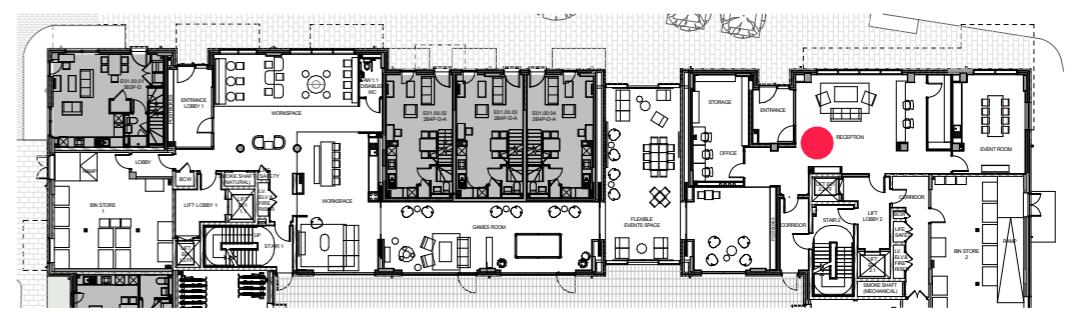


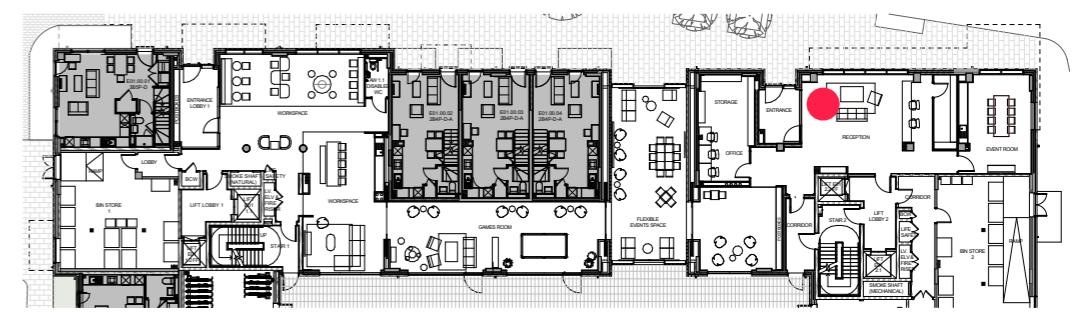


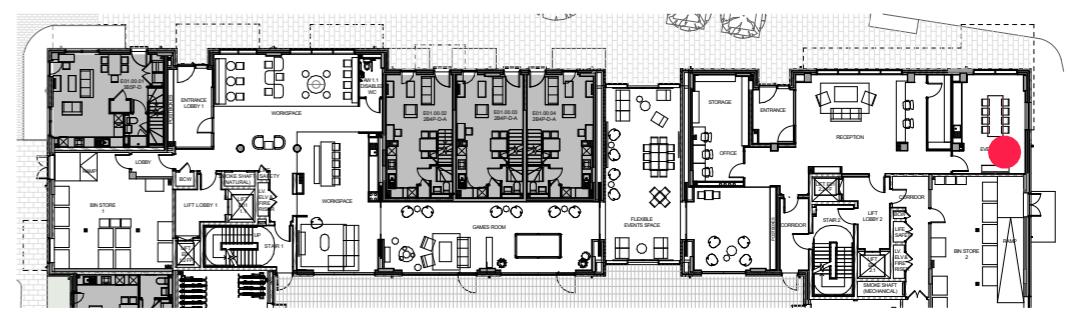
E01 Lounge

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Event Room

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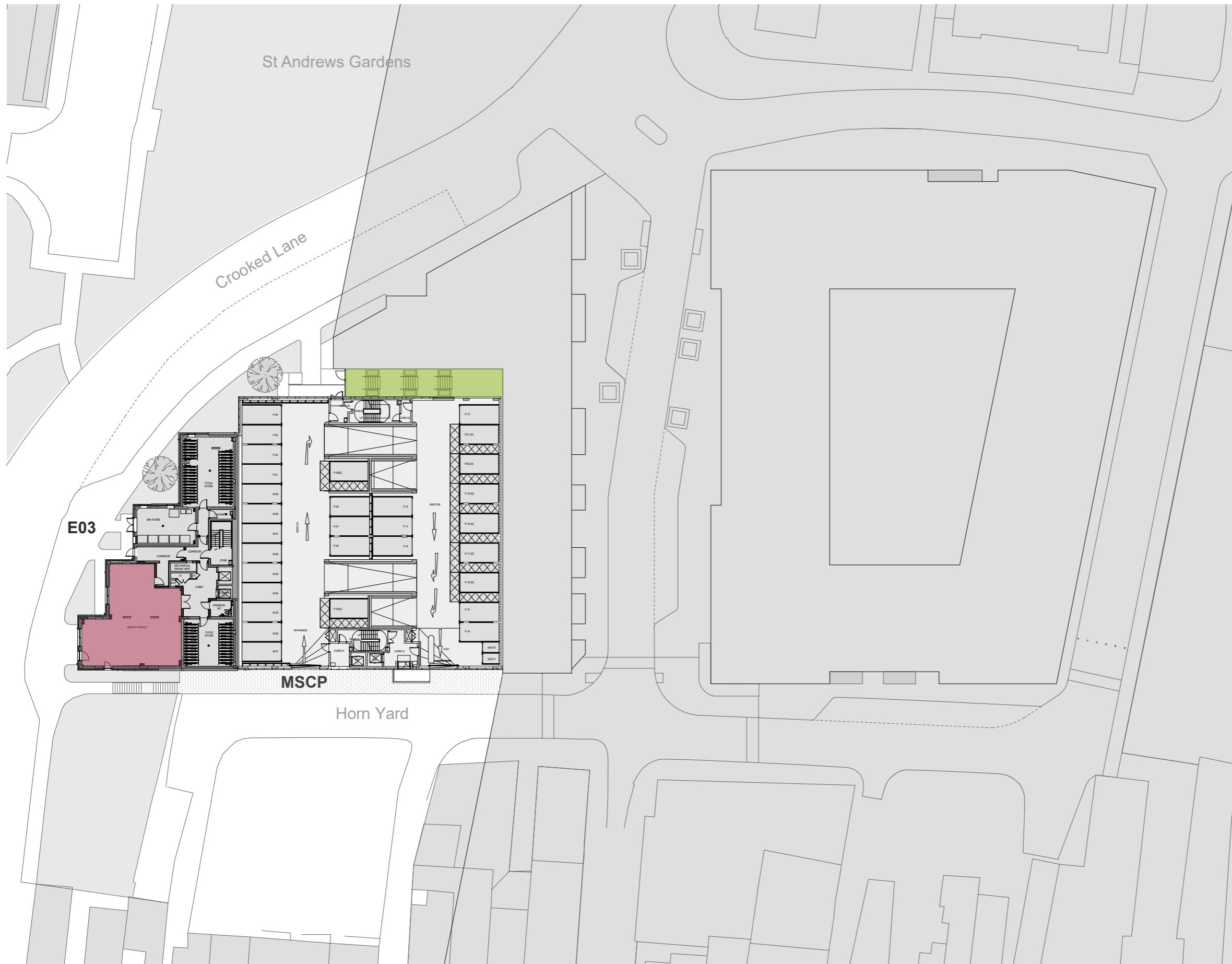




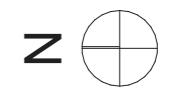
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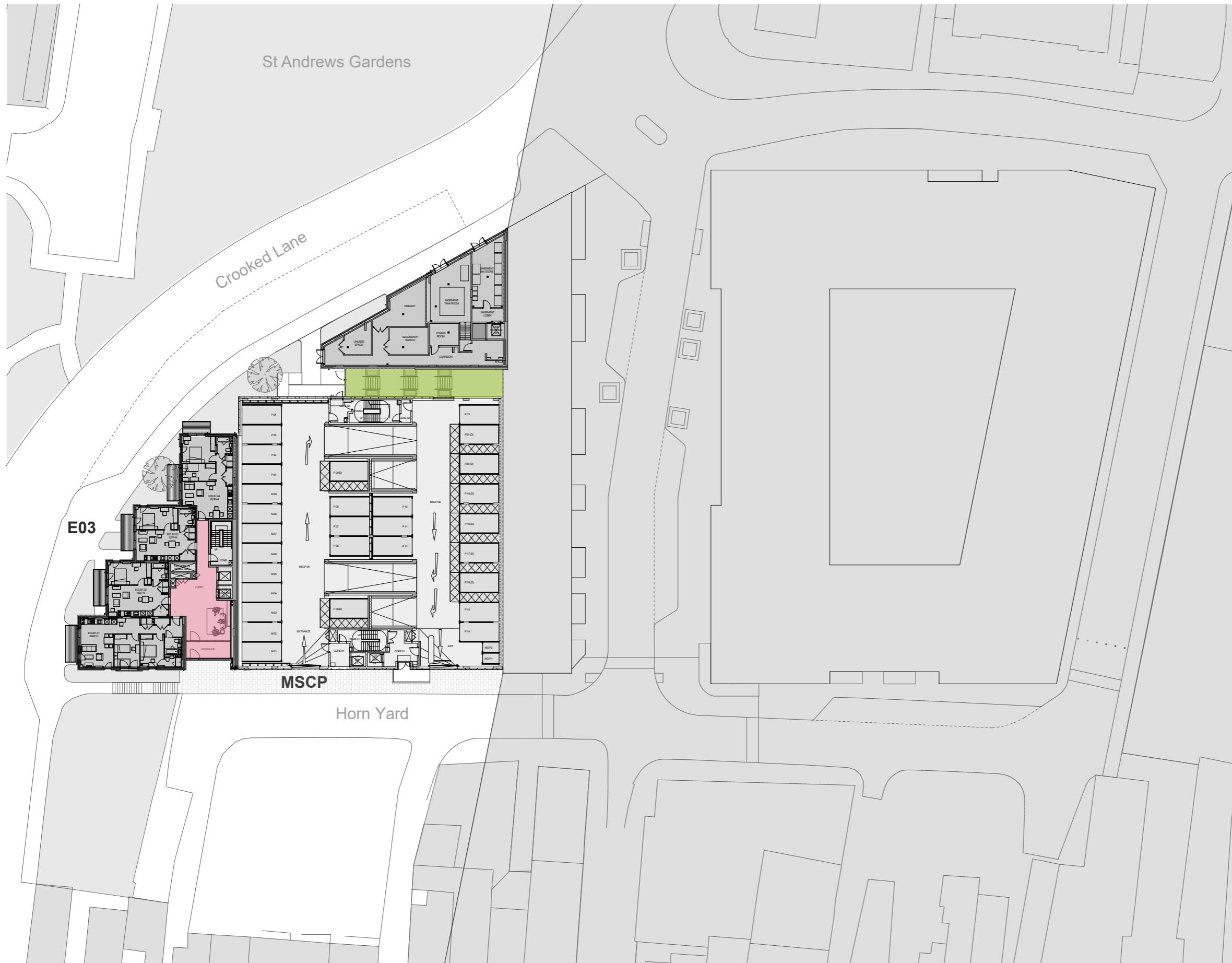
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Appendix C Internal Floor Plans



Entrance lobbies
 Internal amenity space
 External amenity space





3.B1. Level B01 Plan

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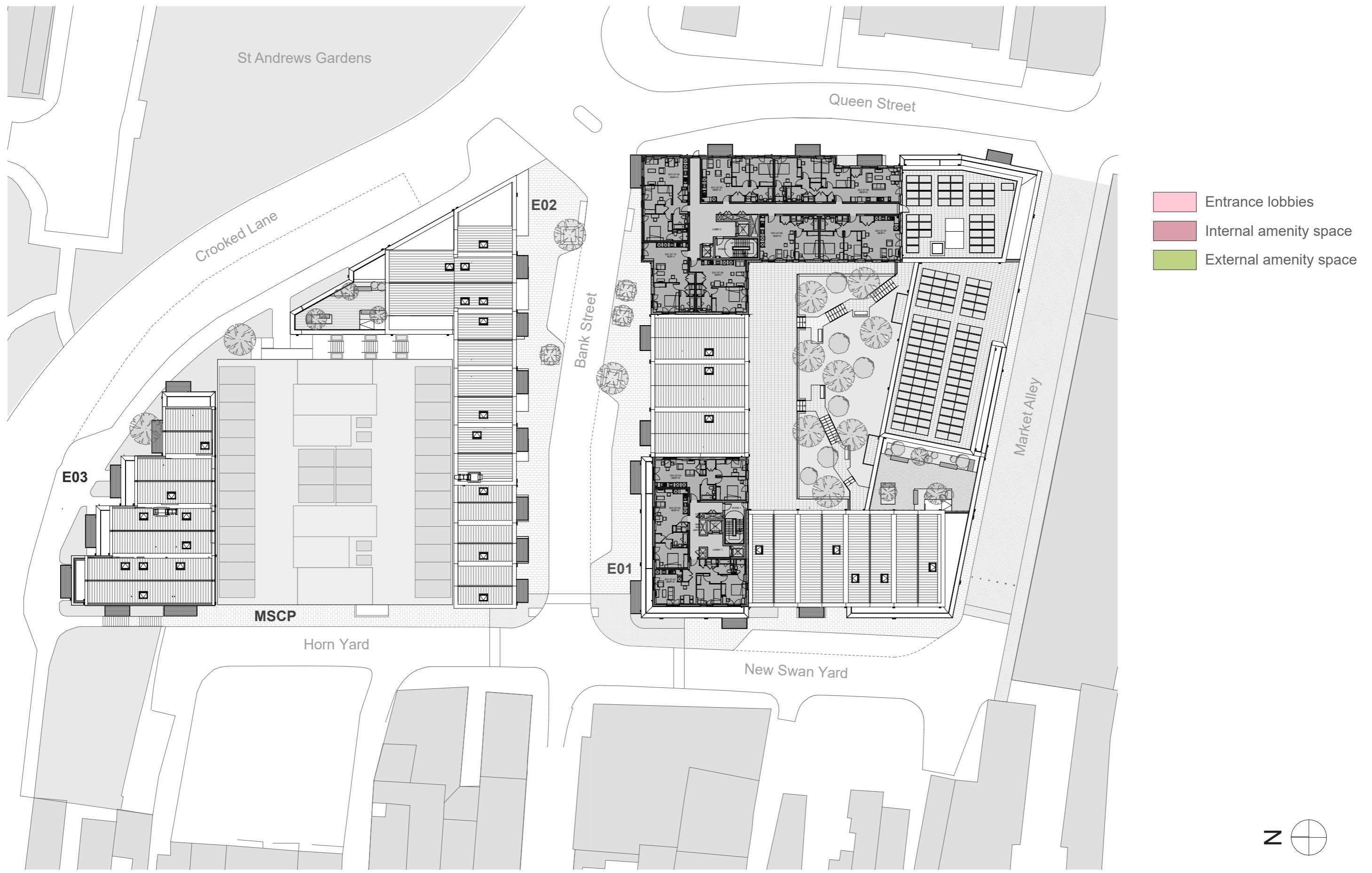


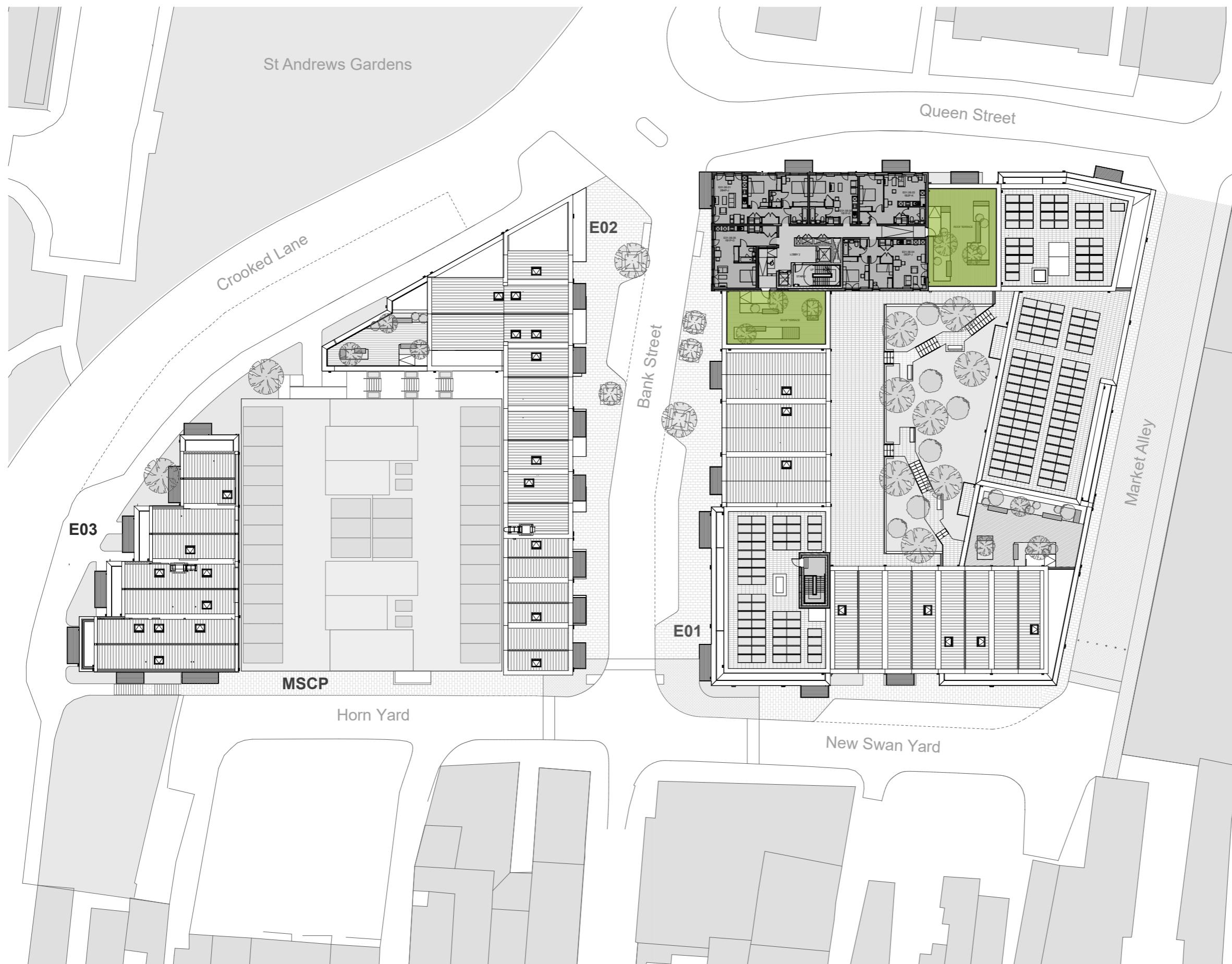


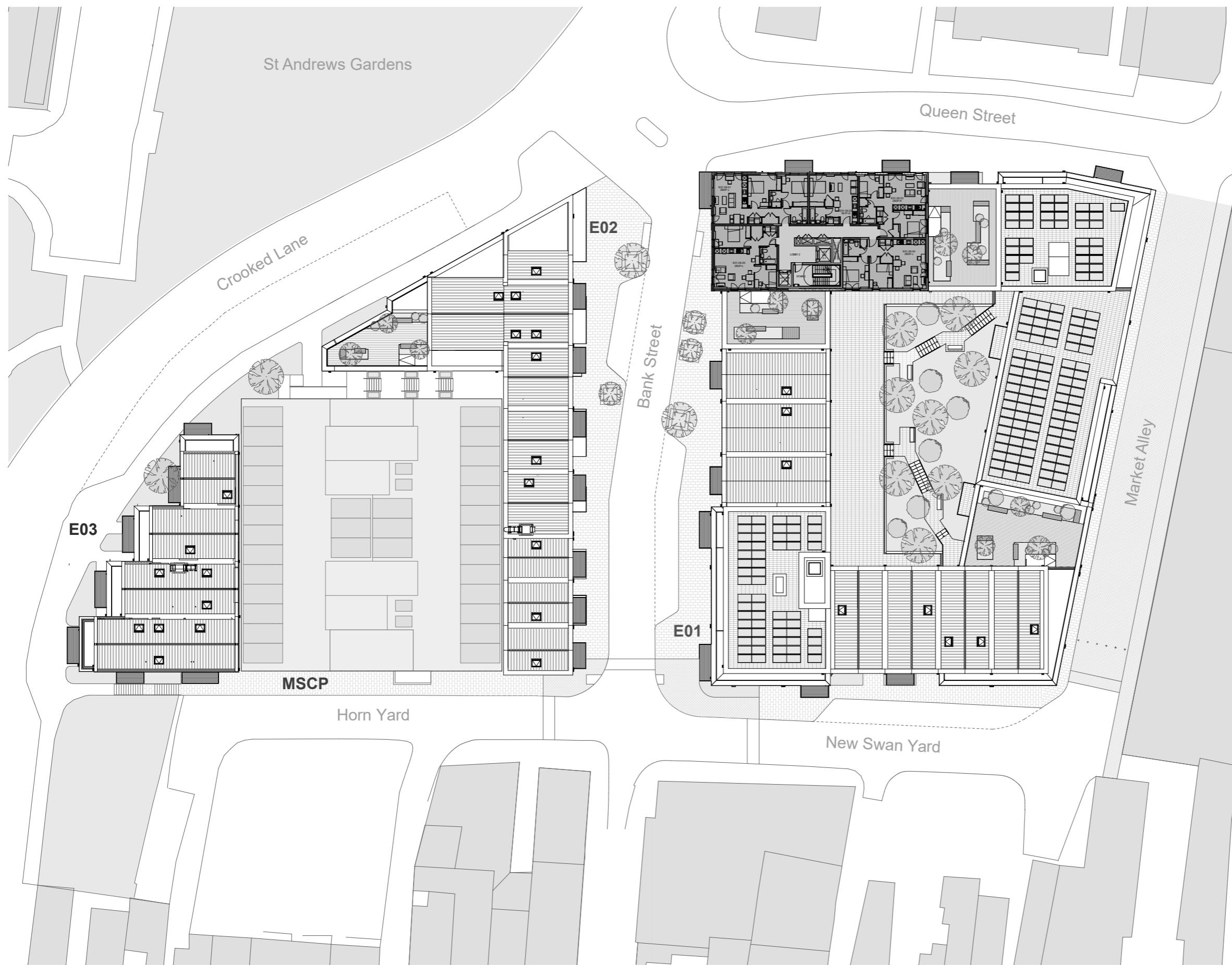




- Entrance lobbies
- Internal amenity space
- External amenity space









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Appendix D

The Charter Affordability Campaign



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Rosherville – Affordability Report

The Charter



February 2023



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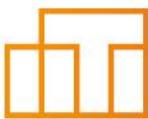


Introduction

This report provides an assessment into the affordability of the rental levels proposed at The Charter. The raw data was commissioned through Dataloft who specialise in providing statistical data for the residential market. This information was obtained through recent referencing activity which has taken place in both the catchment and benchmark areas.

Research into affordability, income levels of individual tenants and the percentage of gross income spent on rent, household profile and tenant profile was commissioned in order to ensure the rents proposed can be achieved and remain affordable for prospective tenants in the area.

The Catchment area included the following postcodes: DA12 1, DA12 2, DA12 4 and DA12 5. The benchmark represents all remaining postcodes in the Local Authority of Gravesend.



Research

Tenant Affordability Criteria

Affordability Criteria (Market Rent)				
Apartment Type	Monthly rent (£)	Annual rent (£)	Affordability criteria x 30 (£)	Affordability criteria x 33 (£)
1b1p	1,050.40	12,604.80	31,512.00	34,663.20
1b2p	1,181.90	14,182.80	35,457.00	39,002.70
2b3p	1,574.10	18,889.20	47,223.00	51,945.30
2b4p	1,711.80	20,541.60	51,354.00	56,489.40
3b5p	1,870.00	22,440.00	56,100.00	61,710.00

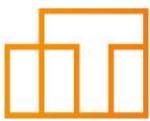
Affordability Criteria (80% Market Rent)				
Apartment Type	Monthly rent (£)	Annual rent (£)	Affordability criteria x 30 (£)	Affordability criteria x 33 (£)
1b1p	824.00	9,888.00	24,720.00	27,192.00
1b2p	909.84	10,918.08	27,295.20	30,024.72
2b3p	1,235.52	14,826.24	37,065.60	40,772.16
2b4p	1,293.36	15,520.32	38,800.80	42,680.88
3b5p	1,414.40	16,972.80	42,432.00	46,675.20

Figure 1: Affordability Criteria

Figure 1 demonstrates an affordability criteria for both the market rent apartments and also the affordable apartments (80% market rent). The rents chosen are the highest end of the rental brackets for each apartment type – therefore this represents the worst case scenario.

The affordability criteria represents household income that would need to be achieved by the tenants prior to letting the apartment to them. For example, a couple earning £20,000 each (£40,000 in total) would pass the affordability criteria for a 1b2p apartment. Similarly for the affordable apartments, 1 individual electing to move into a 1b1p apartment would need to earn c£25,000 in order to pass affordability criteria (based on the criteria being set at x30 times the monthly rent).

The table provides 2 options which are available to Rosherville. A trusted local agent (Yourmove) use 30 times the monthly rent to calculate levels of affordability, however we have also included a second option at 33 times the monthly rent to provide a comparison should the client wish to take a more conservative stance.



			(£) Household gross income % spent on rent (Highest bracket)							
Apartment Type	Monthly rent (£)	Annual rent (£)	40,000.00	50,000.00	60,000.00	70,000.00	80,000.00	90,000.00	100,000.00	
1b1p	1,050.40	12,604.80	32%	25%	21%	18%	16%	14%	13%	
1b2p	1,181.90	14,182.80	35%	28%	24%	20%	18%	16%	14%	
2b3p	1,574.10	18,889.20	47%	38%	31%	27%	24%	21%	19%	
2b4p	1,711.80	20,541.60	51%	41%	34%	29%	26%	23%	21%	
3b5p	1,870.00	22,440.00	56%	45%	37%	32%	28%	25%	22%	
			(£) Household gross income % spent on rent (Highest bracket 80% Market Rate)							
Apartment Type	Monthly rent (£)	Annual rent (£)	40,000.00	50,000.00	60,000.00	70,000.00	80,000.00	90,000.00	100,000.00	
1b1p	824.00	9,888.00	25%	20%	16%	14%	12%	11%	10%	
1b2p	909.84	10,918.08	27%	22%	18%	16%	14%	12%	11%	
2b3p	1,235.52	14,826.24	37%	30%	25%	21%	19%	16%	15%	
2b4p	1,293.36	15,520.32	39%	31%	26%	22%	19%	17%	16%	
3b5p	1,414.40	16,972.80	42%	34%	28%	24%	21%	19%	17%	

Figure 2: Household gross income as a % spent on rent.

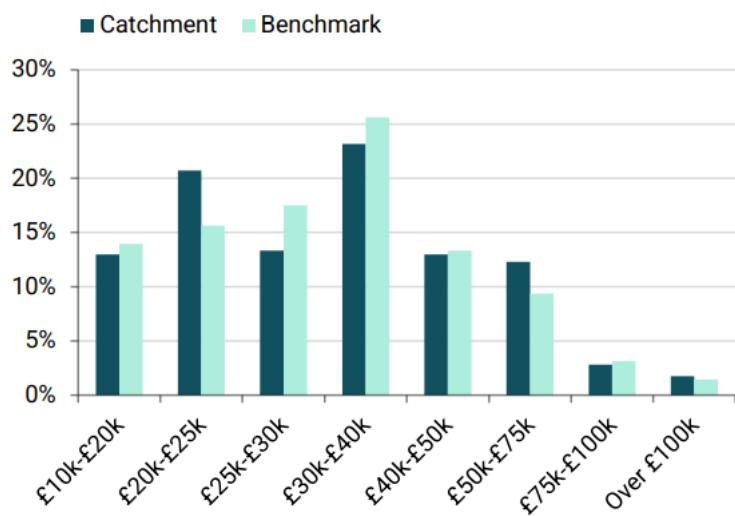
The above table demonstrates household gross income as a % spent on rent for both the market rent and also affordable apartments (80% market rent). Further context is available on this table further down in this report.

It should be noted that in some circumstances x3 individuals may choose to rent the apartment – this therefore means household income would increase, thereby reducing % of income spent on rent. For example for the 3b5p affordable apartments 3 individuals earning £30,000 (£90,000 in total) would mean 19% of income being spent on rent.



Income Profile of Tenants

Income profile of tenants



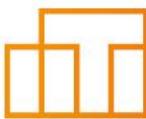
Source: Dataloft Rental Market Analytics

	£10k- £20k	£20k- £25k	£25k- £30k	£30k- £40k	£40k- £50k	£50k- £75k	£75k- £100k	Over £100k
Catchment	13%	21%	13%	23%	13%	12%	3%	2%
Benchmark	14%	16%	18%	26%	13%	9%	3%	1%

Figure 3: Income Profile of Tenants

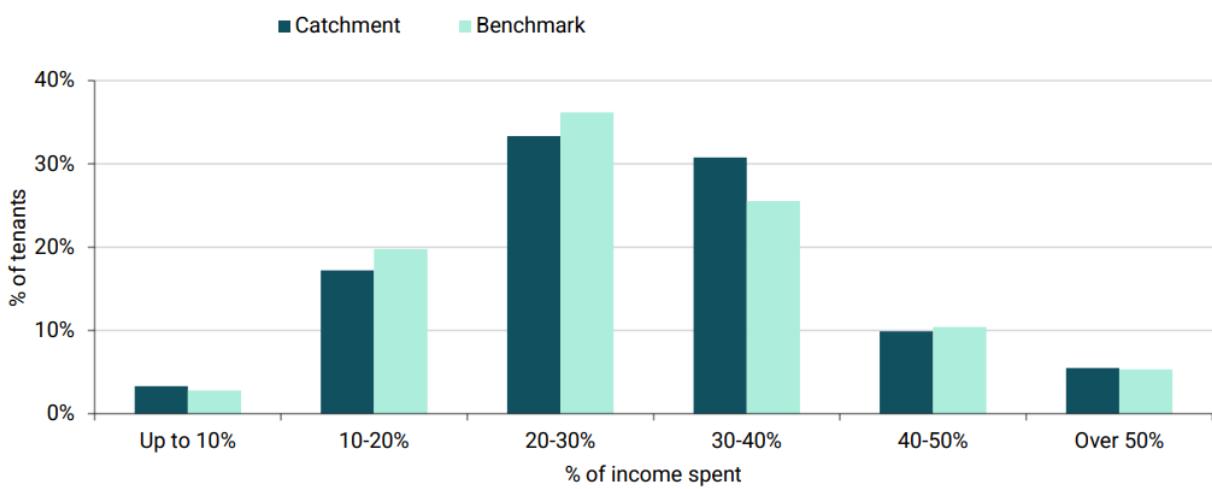
Figure 3 demonstrates the current income profile of individual tenants within both the Catchment and Benchmark areas chosen in Gravesham. As can be seen a healthy proportion of the sample (36%) earn between £30 – 50,000 per annum (with the benchmark for Gravesham standing at 39%), with 17% earning more than £50,000. 34% earn between £20 - £30,000pa.

When comparing this graph to figure 1 and with all apartment types offering options for couples and sharers it is clear that from current earnings within both the catchment and the benchmark areas chosen that individuals are in a position to pass the affordability criteria that we are proposing to set.



Percentage of Gross Income Spent on Rent

Percentage of gross income spent on rent



Source: Dataloft Rental Market Analytics

	Up to 10%	10-20%	20-30%	30-40%	40-50%	Over 50%
Catchment	3.3%	17.2%	33.3%	30.8%	9.9%	5.5%
Benchmark	2.8%	19.8%	36.2%	25.5%	10.4%	5.3%

NB. Unless otherwise stated, analysis is for individual tenants (earning £10k to £500k), not households

Figure 4: Percentage of gross income spent on rent

Figure 4 shows that there is a strong proportion of renters in the catchment (30.8%) who are prepared to pay between 30-40% of their income on rent. This sits against the catchment which is 25.5%. Apart from the extreme ends of this scale this is the only range where individuals in the catchment spend more on rent as a proportion of their income when compared to the benchmark. This may therefore suggest that individuals are prepared to pay more to live in DA12 and as such there may exist a perception within Gravesham that this is generally expected.

The highest proportion spent on rent is 20-30% (33.3%) against the benchmark of 36.2%.

As a result there may therefore be an expectation that rents within this particular catchment also by extension rents in The Charter should roughly sit between 20-40% of gross income spent on rent.

When comparing these findings to Figure 2 It can clearly be seen that our rents proposed generally fall within these boundaries.



Household Profile – Type & Tenant Profile – age band

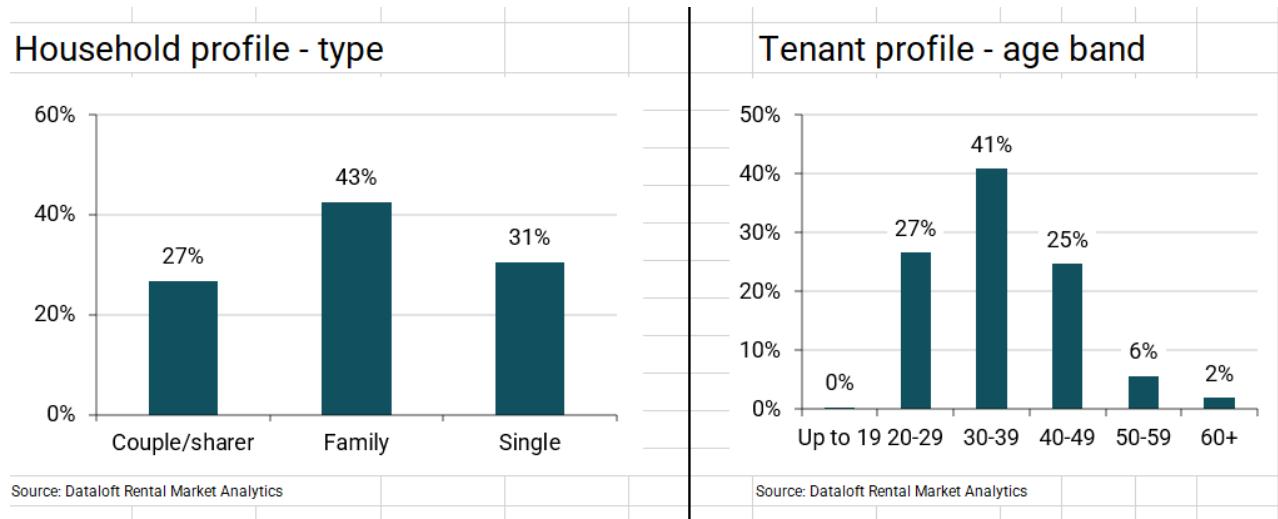
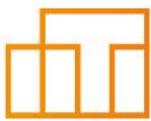


Figure 5: Household Profile – Type & Tenant Profile – age band

Figure 5 demonstrates that 27% of tenants tend to be couples or sharers with 43% representing families. Again this demonstrates that apartments are likely to be occupied by individuals who are able to share the rental burden over at least two incomes. It is noted that 31% of tenants are single, however with over 65% of overall tenants being aged between 30 and 49 there may be a reasonable assumption that these individuals (by virtue of their age) may be a little more advanced in their careers and therefore be earning more compared to their younger counterparts – thereby allowing them to be able to afford the rent levels posited.



Conclusion

This document demonstrates the levels of income and likely ability of tenants within Gravesham to be able to afford the rents within The Charter. Consideration has been given to affordability levels both within the Market Rate apartments but also the 48 'affordable' apartments.

When reviewing the rents against income it is clear that a sensible spread has been achieved to allow individuals of various income levels make The Charter their home. For example, (if adopting the affordability criteria of x30 monthly rent) The Charter requires an annual income of between £31,512 and £56,100. As 53% (52% benchmark) of individuals earn over £30,000pa this provides ample evidence that affordability will not present a barrier. This coupled with the data on the likely occupants either being couples/ sharers or families suggests that households are more than capable of affording the rents.

Similarly, when reviewing the affordable rents it can be seen that those on modest incomes (of which there are 34% earning between £20 – 30,000) are also able to pass the affordability criteria either as individuals or as the case is more likely to be as couples or sharers.

When reviewing the data on % of gross income as spent on rent 33.3% of individuals pay between 20-30% of their income on rent and 30.8% pay between 30-40% on rent. Again it can be seen for the market rent apartments that the rents generally fall within this bracket. For example, for 2 individuals earning £35,000 each (£70,000) in total the % of incomes spent on rent would equate to 27% for a 2b3p apartment (at the highest price point).

The affordable apartments also offer similar ranges with the majority of apartments falling under 40%. 40% is only exceeded in 3b5p apartments where it can be argued that 3 individuals would possibly be contributing towards the cost of rent therefore meaning higher levels of household incomes are achieved. Naturally as income increases affordability becomes more comfortable indeed with 2 individuals earning £25,000 each this would result in % of income as being spent on rent ranging from as little as 20%.

As such, and from the data on offer it is reasonable to conclude that the rents that have been put forwards are both affordable and achievable for residents of Gravesham ensuring that The Charter has been designed and priced as local housing for local people.



Touchstone

Part of Places for People

Appendix E

The Charter: For Gravesham, by Gravesham

The Charter, Gravesend Riverside

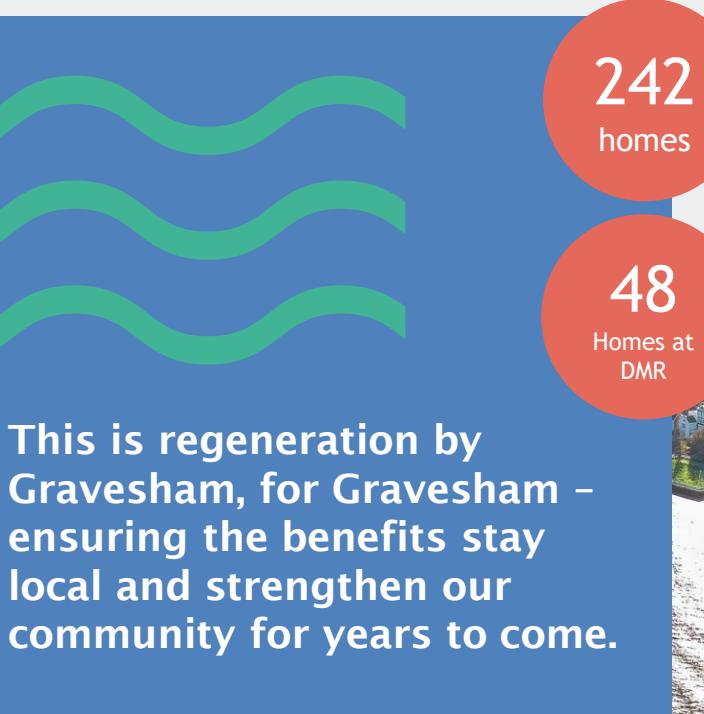
Delivered for
Gravesham by
Gravesham



**THE
CHARTER
GRAVESEND**

Locally Driven

The Charter is more than a development - it is rooted in Gravesham and built for its people. Our vision is simple: local residents come first at every stage. That means priority access for Gravesham households, support for local businesses and employers, and ongoing engagement with the community. We are exceeding Section 106 commitments so that homes remain within reach for families, workers, and young people building their futures here. We will raise wider awareness, but Gravesham remains our centre of gravity.



Built for Gravesham,
By Gravesham.



Priority for local
residents.



Homes within reach
for families & young
people



Supporting local
businesses &
employers.



Benefits stay local,
strengthening our
community



Exceeding Section
106 commitments



Delivering Homes That Prioritise Local Communities

Gravesham Residents First

Objectives:

- **Local First** → Priority and ongoing access for Gravesham residents, exceeding Section 106 requirements.
- **Accessible Living** → Deliver 20% Discount Market Rent homes (48 units) at 20% below open market rents.
- **Proven Strategy** → Evidence-based marketing, KPI tracking, and proactive community engagement.

Even as we engage more widely, Gravesham residents will always remain our priority - local customers come first.



****Expansion is phased and only after Gravesham demand is fully met****



Exceeding our S106 Commitments

What Section 106 Requires

Local Marketing

Evidence of lettings to those with a local connection.

Reporting to LPA

How We Go Further

Partnership with Your Move - a Gravesham-based lettings agent, as the front door service

More channels - Not just print, we utilise the full digital mix, employer partnerships, and community events.

More data - Weekly dashboards (conversion rates, engagement, resident satisfaction).

Stronger Impact - Embedding local businesses, schools, NHS, and cultural partnerships.

More time - We will extend the 106 periods to ensure all Gravesham resident has priority throughout the entire campaign



Phased Local First Marketing Strategy



Pre-Launch

Gravesham Residents
Local awareness campaign, hoardings, website and press features

Phase 1 -

Local connection priority

Exclusive targeting of Gravesham Residents
Your Move local partnership, geo targeted social media & community engagement

Phase 2 -

Extended target of Neighbouring Boroughs

Continued Targeting of Gravesham Residents
Eligible persons in the surrounding boroughs
Kent Online, billboards, social media

Phase 3 -

Lease Up Acceleration

Continued Targeting of Gravesham Residents
Any eligible applicant
Open general marketing campaign

Discount Market Rent (DMR) Eligibility criteria



To qualify for a DMR home at The Charter, applicants must meet at least one of the following local connection criteria:



Local Residency:

Currently lives or has lived in Gravesham continuously for the last 2 years.



Family Connection:

Previously part of a household in Gravesham with parents, siblings or adult children still living locally for 10+ years



Historic Residency:

Lived in Gravesham for at least 5 of the last 10 years.



Employment:

Permanently employed in Gravesham, or due to take up confirmed employment in the borough

These criteria ensure that DMR homes directly benefit Gravesham residents and those with strong local ties, in line with Section 106 obligations



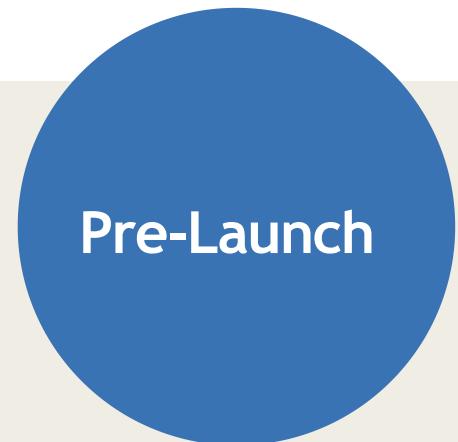
Phased Marketing Plan



Overview

The Charter aims to achieve early lease-up by prioritising Gravesham residents throughout the campaign. This phased marketing plan exceeds Section 106 obligations by maintaining ongoing local access, while highlighting value for money through Discount Market Rent (DMR) and Open Market Rents, and engaging the community directly.

These activities extend awareness, but our lettings campaign continues to prioritise Gravesham residents at every stage



S106
requirement

6 months prior to
P.C

Our revised
timeline

6 months prior to
P.C



18th August - 29th September 2025

18th August - 26th October 2025



30th September - 26th October 2025

27th October - 24th November 2025



From 28th October 2025

From 25th November 2025

Market Activities & Deliverable Dates



Apr 2025

May-Jul 2025

Aug-Sep 2025

Oct-Nov 2025

Ongoing/Future

Digital

Website launch
(charterGravesen
d.co.uk)

Digital campaigns
(FB, IG, forums,
video case
studies)

Priority lettings
digital campaign

Regional digital
expansion (Dartford
& Medway)

Continued geo-
targeted ads

PR & press

Priority press &
local coverage

Regional press
coverage (Kent
Online, MMM
Kent)

Outdoor

Billboards & local
out-of-home

Commuter
advertising
(Gravesend
Station, trains)

Community & Events

Riverside Festival
& Borough Market
presence

Marketing suite
open evenings for
local businesses
and employers

Employer
engagement
events

Tenant retention
events (from Q2
2026)

Partnerships

Your Move
partnership
activation (staff
training)

Local partnerships
(business QR
campaigns)

Extended
employer
engagement (NHS,
schools, etc.)

Ongoing employer
+ business
partnerships

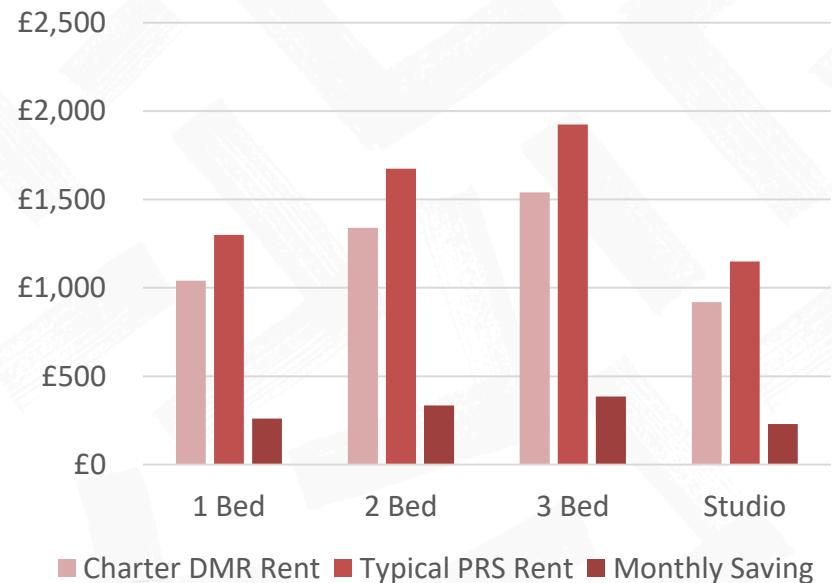
The Charter Rental Value Proposition

Affordable, High-Quality Living at The Charter

Core Rent Savings

- 20% of homes (48 units) at Discount Market Rent (DMR).
 - DMR priced at 80% of local market rents.
- Aligns with affordability guidance: rent at 25-30% of gross household income.

DMR Rent vs Market Rent



Savings Beyond Rent (Lifestyle Benefits)

Lower Upfront Costs

- No agency fees.
- Zero or reduced deposits.
- Predictable rent increases.

Inclusive Amenities (included in rent)

- Co-working spaces.
- Roof terraces & social spaces.
- Concierge & parcel handling.
- Resident events.

Energy Efficiency

Modern homes reduce utility bills by ~15%. Sustainable design = long-term affordability.

**Saving
£2,270/year**

On lifestyle alone!

**THE
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The Charter Advantage

DMR + Lifestyle saving examples

Studio: Saves £5,030 PA

1-Bed: Saves £5,390 PA

2-Bed: Saves £6,290 PA

3-Bed: Saves £6,890 PA

Residents save £5,000-

£7000 per year vs
typical PRS rents

Delivering greater affordability than S106

The Charter delivers up to £1,008 savings per year vs local competitors.



Average lifestyle & amenity savings:
£2,270 per year, per household

Unit Type	Discount Market Rent (DMR) Base Rent	Discount Market Rent (DMR) Value of Services & Amenities	Discount Market Rent (DMR) Residual Rent	Market Rents (MR) Base Rent	Market Rents (MR) Value of Services & Amenities	Market Rents (MR) Residual Rent	Competitor Average	Saving against Competitor Rents
Studio (2 persons)	920	383	537	1150	383	767	825	DMR - £288 MR - £58
Studio (1 person)	920	333	587	1150	333	817	825	DMR - £238 MR - £8
1-Bed (2 people)	1040	383	657	1300	383	917	1325	DMR - £668 MR - £408
1-Bed (1 person)	1040	333	707	1300	333	967	1325	DMR - £618 MR - £358
2-Bed (4 people)	1420	483	937	1775	483	1292	1460	DMR - £523 MR - £168
2-Bed (3 people)	1340	433	907	1675	433	1242	1460	DMR - £543 MR - £218
3-Bed (6 people)	1540	633	907	1925	633	1292	1915	DMR - £1,008 MR - £623
3-Bed (5 people)	1540	583	957	1925	583	1342	1915	DMR - £958 MR - £573
3-Bed (4 people)	1540	533	1007	1925	533	1392	1915	DMR - £908 MR - £523

While Section 106 requires DMR homes at 80% of market rents, The Charter goes further - reducing total household living costs through inclusive services and amenities, creating genuine affordability for Gravesham residents.

Monthly Leasing KPI Targets



KPI	Target	Current Week	Month-to-date	Cumulative
DMR Homes let to Gravesham residents	≥ 95% (first 6 weeks)	6	13	19
No. of enquiries (Gravesham postcodes)	Weekly target based on forecast	19	75	260
Show flat visits (local vs others)	95% local during Phase 1	7	21	47
Website → Registration conversion rate	≥ 25%	-	-	-
Registration → Lease conversion rate	≥ 40%	-	-	-
Social media engagement rate	≥ 3%	-	-	-
Event attendance (no. of participants)	Track vs. target	-	-	-
Press / Ad impressions	Track reach & frequency	-	-	-
Resident satisfaction score	≥ 80% positive	-	-	-

Local Marketing Channels

The Charter will be marketed locally first and throughout the campaign. As part of this we are engaging with local businesses, agents and scoping local opportunities for advertising be it attendance at key events or billboards, or other key high footfall areas.

- Website and social media
- Responding to the requirements of the sec. 106 (this is referred to in the Touchstone pack).
- Residents express their interest by numerous channels including email,

Think local: The Charter relationship with the local community/ sponsorship/events



The Riverside Festival:
(The first Saturday in July).
We would attend and promote
The Charter There would be
small give aways (pencil / badge /
lanyard) / postcard with sign
up sections / people wearing
Charter branded t-shirts.



Early engagement with local businesses

where local potential tenants
might attend – Gyms / cafes etc.
Again we approach the business,
request to put up a poster / leave
behind information / get people
involved and signed up for an
early viewing when available.



**Sponsorship /
promotion at local level:**
At sporting events –
Cyclopark / Walks and talk
groups / Theatre groups.

Local Agents:



- Network of offices nationwide
- Linked network of 10 offices within a 10 mile radius offering a large database of local tenants.
- City Centre location – high footfall with 15 visitors per day.
- Largest market share out of 36 agents in the area.
- Previous experience of letting large blocks.

Adverts: Billboards & Bus Stops



Billboards

- Milton Bridge
- Outside Ebbsfleet United Football Club



Bus stops

Advertising / Sign Sponsoring
at Gravesend Train Station

Local Market & Community Targets

Professional Management

- Diverse amenities support families, professionals, and sharers: cafés, gyms, schools, and event spaces.
- Strong community infrastructure including libraries, community centres, and sporting clubs.
- Local employers like NHS, Kimberly-Clark, and Comma Oil support stable income base.
- Excellent opportunity for outreach via faith venues, Facebook groups, and local publications.

Community Connection

- Gravesend Borough Market, Riverside Festival, and local food events attract high footfall.
- Nearby co-working, leisure, and transport links enhance lifestyle appeal for renters.

Strong Local Demand

- Over 53% of renters earn above £30k — within target affordability range.
- 33.3% of renters spend 20-30% of income on rent, with higher tolerance in DA12.
- 65% of tenants aged 30-49: stable, career-oriented demographic.

Outreach Channels

- Print: The Net Magazine, GM Life, Your Borough, Town & Country Post
- Digital: Facebook Groups (Gravesend Community Group, What's On in Gravesend)
- Local Forums: Gravesend Business Network, Kent Property & Local Services
- High-traffic venues (libraries, gyms, places of worship) offer strong placement for print collateral and events.
- Working with local agents such as Your Move — who have a well-established presence in the local area

Gravesham-Rooted Living

- The Charter prioritises local residents throughout the entire campaign.
- Community-focused design and long-term leasing options enhance resident stability.

Over 850 enquiries received via website and social media since initial website relaunch campaign.

Demonstrates clear appetite for modern, well-managed homes in the town



Conclusion

- Local-first lettings strategy with clear eligibility criteria.
- Exceeding Section 106 commitments by putting the community at the heart of marketing.
- 20% homes at DMR (48 units).
- Rent at 80% of market rates, aligned with affordability guidance.
- Additional household lifestyle savings worth ~£2,270 annually.

The Charter represents a bold new chapter in Gravesend's regeneration and housing strategy

- Phased local-first campaign expanding only after local demand is met and maintaining a local focus throughout
- Partnerships with local employers, agents, and businesses.
- Community events, loyalty schemes and targeted advertising to drive awareness
- Clear KPIs tracked weekly/monthly.
- Ongoing Compliance reporting to LPA
- Evidence of impact through data, press clippings and resident feedback.

The Charter is delivered for Gravesham, by Gravesham – wider engagement supports the project, but our focus remains firmly on serving local residents first.

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chartergravesend.co.uk