



**Northfleet
Harbourside**

Statement of Community Involvement

September 2022

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1.0 EXECUTIVE SUMMARY

This Statement of Community Involvement (SCI) has been prepared by Cascade Communications Ltd (Cascade) to support the planning application being submitted by Landmarque Property Group (hereinafter referred to as the Applicant) to Gravesham Borough Council.

This report sets out the community consultation and stakeholder engagement undertaken in relation to the proposals for Northfleet Harbourside (the site). The Applicant appointed Cascade Communications Ltd in May 2022 to assist with the community and stakeholder engagement for the proposals.

The consultation process has reflected the Applicant's commitment to pre-application dialogue with the local community and stakeholders.

This SCI is in accordance with Gravesham Borough Council own Statement of Community Involvement guidance (adopted in October 2019):

The Council believes that everyone who wishes to be involved in the proper planning of the borough should have the opportunity to do so. It believes that effective community involvement and engagement can help to:

- *Ensure that the diverse values of the Gravesham community are reflected in planning decisions and that people are genuinely involved in decisions that affect their lives or interests*
- *Bring together different people with different perspectives to increase shared understanding across community divides*
- *Allow the Council to identify options and solutions to planning issues at an early stage and increase public involvement in the decision-making process.*

The proposal is for a new multi-purpose stadium with improved facilities and function space – securing the long-term future of Ebbsfleet United Football Club (EUFC), alongside a new retail village, hotel and new homes.

1.1 Site location



The site is located in Northfleet with EUFC's Stadium at its heart and is a short walk to local stations and transport routes.

- The site is currently occupied by EUFC's Stadium and a number of industrial warehouses.
- The proposals are for a 19.02 ha brownfield site located in Ebbsfleet, close to Northfleet's historic harbour.
- Due to the site's current state, it faces a number of issues such as poor air quality, noise and anti-social behaviour. The site also has a lack of public open space and ecological habitats and has limited landscaped environments. The site is also within an area of deprivation and has excellent potential to deliver on the Council's objectives for regenerating the area.

2.0 BACKGROUND

2.1 Summary of the proposals

The plans are for a 19.02 ha brownfield site located in Ebbsfleet, close to Northfleet's historic harbour and the river, the proposals include:

- New multi-purpose maximum 8,000 capacity stadium with improved facilities and function space – securing the long-term future of EUFC
- Public open space (including parklands, green spaces, public pedestrian / cycle paths and children play space)
- New pedestrian and cycle links
- Up to 225,000 sq. ft of new shops, restaurants, bars, and cafes
- A new retail village
- A new hotel
- Up to 3,500 new homes



Application description: Outline planning application with all matters reserved, except for the primary means of access, for a mixed-use redevelopment involving the demolition of existing buildings and structures including site preparation / remediation works, and the development of residential units (Use Class C3), Use Class E floorspace including floorspace for retail, food and beverage, office floorspace and flexible Class E floorspace, floorspace for a new multi-use stadium with associated business and leisure facilities, floorspace for a hotel (Use Class C1), floorspace for community uses (Use Class F2) and other sui generis uses, delivery of open space and the realignment of the A226 Galley Hill Road / Stonebridge Road with hard / soft landscaping, car and cycle parking, highways works, infrastructure works, ancillary and associated works.

3.0 STAKEHOLDERS AND CONSULTEES

3.1 Political stakeholders

Gravesham Borough Council

A letter was sent to all 44 Gravesham Borough Councillors below on 20 June 2022 introducing the plans for the future of EUFC and inviting them to an informal briefing on 5th July 2022 where the project team shared the vision for Northfleet Harbourside using a presentation. There was a presentation by the project team, followed by a Q&A where councillors could put questions to the project team. The briefing was held at EUFC's Kuflink Stadium. In total, 18 councillors attended the briefing.

Councillor Aaron Elliott	Councillor Alan Ridgers	Councillor Anthony Pritchard
Councillor Baljit Hayre	Councillor Bob Lane	Councillor Brian Francis
Councillor Brian Sangha	Councillor Christina Rolles	Councillor Conrad Broadley
Councillor Dakota Dibben	Councillor Denise Tiran	Councillor Derek Ashenden
Councillor Diane Morton	Councillor Ejaz Aslam	Councillor Elizabeth Mulheran
Councillor Emma Elliott	Councillor Emma Morley	Councillor Frank Wardle
Councillor Gary Harding	Councillor Gurbax Singh	Councillor Gurdip Ram Bungar
Councillor Gurjit Kaur Bains	Councillor Harold Craske	Councillor Helen Ashenden
Councillor Jenny Wallace	Councillor John Burden	Councillor John Caller
Councillor Jordan Meade	Councillor Lauren Sullivan	Councillor Lee Croxton
Councillor Lenny Rolles	Councillor Leslie Hills	Councillor Leslie Hoskins
Councillor Leslie Pearton	Councillor Lyn Milner	Councillor Narinderjit Thandi
Councillor Nirmal Khabra	Councillor Peter Scollard	Councillor Samir Jassal
Councillor Sarah Gow	Councillor Shane Mochrie-Cox	Councillor Steve Thompson

A further letter was sent on 22nd August 2022 to all Gravesham Councillors updating them on the proposals and inviting them to a briefing to share the feedback from the initial round of consultation held in July 2022, the project team's response and to answer any further questions councillors may have. The briefing took place on 5th September 2022, with the format following that of the initial briefing on 5th July. In total, 13 councillors attended the second briefing.

As part of community engagement, Kent County Councillors, neighbouring Dartford Borough Councillors and the local MPs were sent information about the proposals, invitations to the public consultation events and were offered individual briefings. We have set out below people who were contacted:

Kent County Council

Councillor Roger Gough, Leader of the Council

Councillor David Brazier, Cabinet Member for Highways and Transport

Councillor Derek Murphy, Cabinet Member for Economic Development

Dartford Borough Council

Councillor Jeremy Kite, Leader of the Council

Councillor David J Mote, Cabinet Portfolio Holder for Housing

Councillor Romana Gosine, Ebbsfleet ward councillor

Councillor Sacha Gosine, Ebbsfleet ward councillor

Councillor Danny Nicklen, Ebbsfleet ward councillor

Members of Parliament (MPs)

Adam Holloway MP, Member of Parliament for Gravesham

Gareth Johnson MP, Member of Parliament for Dartford

3.2 Ebbsfleet United Football Club Supporters

Invitations were sent out to around 40 EUFC supporters (this included a mix of season ticket holders and supporters who have had long term involvement with the club / attend games regularly), inviting them to an informal briefing on 6th July 2022. The purpose of the briefing was to introduce the plans for Northfleet Harbourside and share the vision for the new neighbourhood with the stadium at its heart. There was a presentation by the project team, followed by a Q&A where EUFC supporters could put questions to the project team. The briefing was held at EUFC's Kuflink Stadium. In total, 25 EUFC supporters attended the briefing.

Ahead of the second round of consultations, a second briefing was held with some club supporters on 6th September 2022. The purpose of the briefing was to share what was learned at the first round of consultation events and how the project team, where possible, incorporated the feedback in the proposals. In total, 30 EUFC supporters attended the second briefing.

3.3 Local press and media

As part of the promotion of the plans and to ensure residents were aware of the proposals for Northfleet Harbourside, local press and media were invited to briefings in July and September. The purpose of the briefings were to share the vision for the site and answer any questions press may have. Media and press invited included Gravesend and Kent Messenger, BBC Radio Kent, BBC South East Today, ITV Meridian, Kent Sports News and BBC Kent Non-League Podcast.

3.3 Consultation area



Distribution area comprising 20,000 household and business addresses

Information related to the proposals and invitations to the public consultation events were sent to around 20,000 households and businesses, as shown on the map above. The distribution area was selected to cover neighbouring households to the football stadium, areas in Northfleet, Gravesend, neighbouring Dartford, and the wider Kent area to ensure participation from a wider audience.

4.0 PRE-APPLICATION CONSULTATION

4.1 Consultation approach

The following table sets out the pre-application consultation, with a detailed overview of those events included later in this report.

Pre-application meetings were also undertaken with Gravesham Borough Council planning officers, as detailed in the accompanying Planning Statement prepared by Montagu Evans.

Pre-application engagement activity	Date
First stage of consultation	
First Gravesham Borough Councillors briefing	05/07/22
Press night & EUFC supporters briefing	06/07/22
First consultation drop-in event	18/07/22
Second consultation drop-in event	20/07/22
Third drop-in event	21/07/22
Online webinar	22/07/22
Second stage of consultation	
Second Gravesham Borough Councillors briefing	05/09/22
Press night & EUFC supporters briefing	06/09/22
First consultation drop-in event	07/09/22
Second consultation drop-in event	08/09/22
Online webinar (initially scheduled for 9 th and 12 th September, but cancelled due to the Queen's passing)	Rescheduled for 05/10/22
Submission of planning application	September 2022

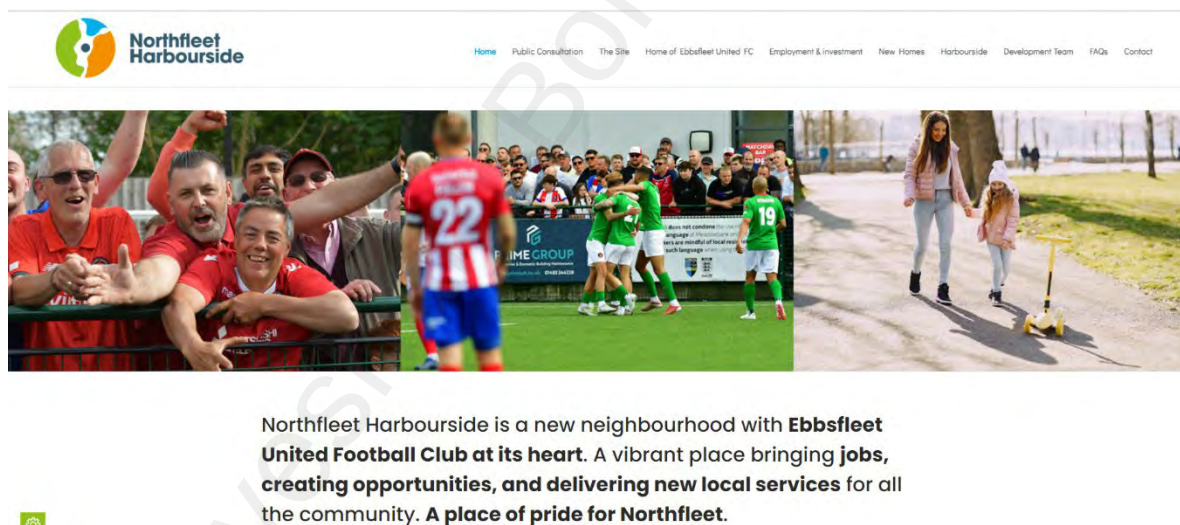
4.2 First stage of consultation – July 2022

The community engagement programme for Northfleet Harbourside began in July 2022 as part of the planning application process. The consultation programme included two rounds of events, scheduled for July and September 2022.

The first round of events were held in July 2022. The purpose of the first consultation was to introduce the vision for the project, set out the ideas and approaches for delivering the masterplan, get residents to meet members of the team and collect feedback from the public. We have set out below our engagement programme which was designed to encourage participation from communities using transparent, inclusive campaign techniques.

Consultation website

A dedicated consultation website is currently live at northfleetharbourside.co.uk. The purpose of the website is to update residents and key stakeholders on the plans. The website includes a link to the online feedback form and recordings of the online webinars and is regularly updated to reflect key milestones of the project.



Screenshot of the project website

Consultation Newsletter- July 2022

A newsletter (see **Appendix 1**) was issued to 20,000 residential and business addresses, as shown on the map on page 7 of this report. The purpose of the newsletter was to share the emerging proposals and invite local residents, businesses and key stakeholders to the consultation events where they would be able to share their views. The newsletter also contained details of the dedicated consultation website, email address and telephone number to ask any questions that recipients may have.

Drop-in events – July 2022

Three drop-in events were held on Monday 20 July, Wednesday 23 July and Thursday 24 July at EUFC's stadium. Display banners with details of the proposed scheme were displayed for members of the public to view and discuss with members of the project team (see **Appendix 2**)

The boards provided an overview of the plans, CGI images of the proposed scheme alongside details of the consultation phone number as well as email and website information for the public to contact the project team to learn more.

Printed questionnaires (see **Appendix 3**) were available for attendees to complete and either leave in the ballot boxes provided or take home with a freepost envelope so that they could return them at their convenience. There was a total of 143 attendees across the three days.



Online webinar- July 2022

In order to increase participation and reach those who were unable to attend the drop-in events, an online webinar was hosted via the video conferencing platform Zoom on Friday 22 July between 11am to 12pm.

- 62 registrations.
- 42 attendees.

The drop-in events and online consultation webinar were attended by the Applicant, Planning Consultant (Montagu Evans), and design team comprising HLM Architects, C+W O'Brien Architects, Vectos and UNStudio.

The format of the online consultation webinar was:

- Team introductions
- The site
- Respecting history and embracing the future
- Vision
- Investment in the community
- Jobs and training for local people
- New homes
- Sustainable living – now and in the future
- Summary and closing remarks

Social media

To encourage wider participation of the first stage of consultation, social media adverts were run in the week leading up to the events and went live on Tuesday 12 July. 7,445 people were reached via the social media adverts, which are shown below.



4.3 Second stage of consultation – September 2022

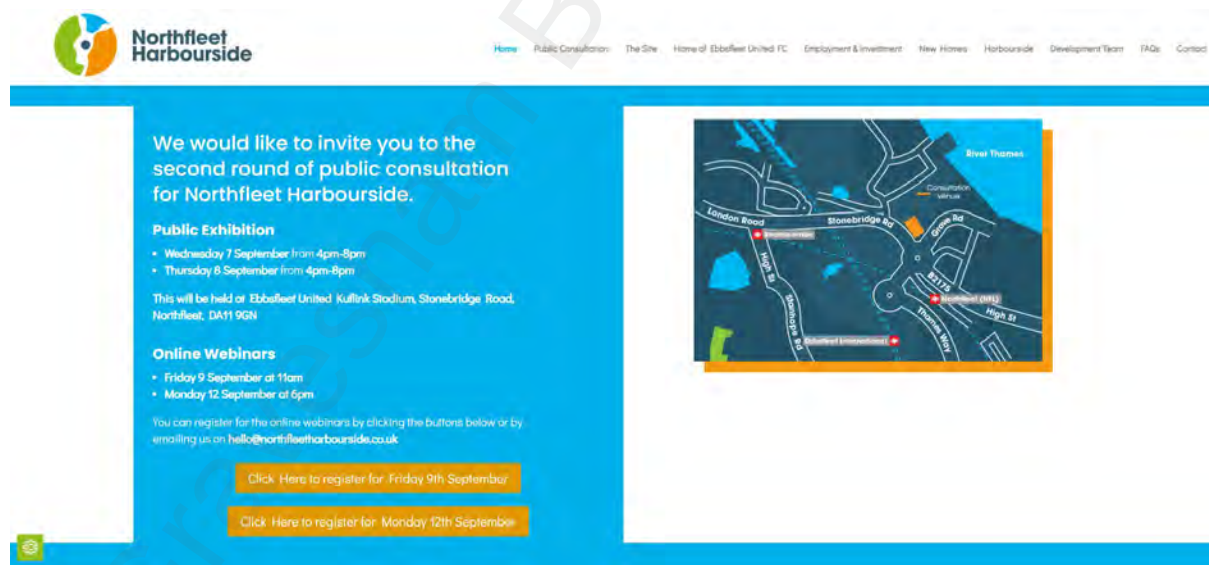
Following the first round of consultation events held in July, the project team were grateful for the level of participation and feedback from the public. Feedback from residents ranged from welcoming the proposals for a new stadium, queries about where the football club would be playing whilst the new stadium is being built, timescales for the delivery of the project and the need for infrastructure improvements, particularly medical services.

The second round of events were held in September 2022. The purpose of the second consultation was to share feedback from the first consultation, the response from the Northfleet Harbourside team and final details of the planning application due to be submitted.

As per the first consultation, our approach was designed to reach a wider audience, encourage participation and be inclusive – providing people with a number of varying options for getting involved in the project.

Consultation website

The consultation website was updated in August 2022 to provide information on the updated proposals and the second round of public consultation.



The screenshot shows the Northfleet Harbourside website with a blue header. The main content area has a blue background with white text. It includes a navigation bar with links: Home, Public Consultation, The Site, Home of Ebbsfleet United FC, Employment & Investment, New Homes, Harbourside, Development Team, FAQs, and Contact. The main text reads: "We would like to invite you to the second round of public consultation for Northfleet Harbourside." Below this, it lists "Public Exhibition" dates: Wednesday 7 September from 4pm-8pm and Thursday 8 September from 4pm-8pm. It also mentions the location: "This will be held at Ebbsfleet United, Kufflink Stadium, Stonebridge Road, Northfleet, DA11 9GN." Under "Online Webinars", it lists: Friday 9 September at 11am and Monday 12 September at 6pm. At the bottom, there are two orange buttons: "Click Here to register for Friday 9th September" and "Click Here to register for Monday 12th September". To the right of the text is a map showing the location of the stadium and surrounding roads like London Road, Stonebridge Rd, and High St.

Consultation Newsletter- August 2022

A second newsletter (see Appendix 5) was distributed to residents and local businesses to update them on the feedback received from the first stage of consultation and invite them to the second stage of consultation, which continued with the same methodology set out above.

As with the first newsletter, distribution was carried out by hand delivery to the same area as shown above.

Both newsletters contained the contact telephone number, email address, website and Freepost details through which residents could contact the project team with any questions or requests for further information.

Drop-in events – September 2022

On Wednesday 7th September and Thursday 8th September, a second round of drop-in events was held at EUFC's stadium to give residents and key stakeholders an opportunity to personally meet with the project team, to discuss the revised proposals presented on the boards (**See Appendix 7**), ask their questions directly to members of the project team and give their feedback. In total, there was a total of 32 attendees across the two days – to note, the second day of events had to be cut short due to news of the Queen's passing.



Online webinar

In order to increase participation and reach those who were unable to attend the drop-in events, two online webinars were again planned via the video conferencing platform Zoom for Friday 9th September and Monday 12th September. Unfortunately, due to the period of national mourning, these events had to be cancelled. Registered attendees were directed to the website and asked to make direct contact if they had further questions. An additional webinar has also been arranged for Wednesday 5th October.

Social media

To encourage wider participation of the second stage of consultation events, social media adverts were run in the week leading up to the consultation events and went live on Thursday 25th August. 2,712 people were reached via the social media adverts.

5.0 STAKEHOLDER AND RESIDENT ENGAGEMENT

The project team held meetings with a number of stakeholders as part of the pre-application consultation. These meetings have included:

- Briefings with Council Leadership including Councillor John Burden, Leader of Gravesham Borough Council
- Briefing with Gravesham Borough Councillors in July and September 2022
- Meeting with Ebbsfleet Development Company
- Meetings with Gravesham Borough Cabinet members
- Meeting with local MP Gareth Johnson
- Meeting with Councillor Danny Nicklen, Dartford Borough Council member for Ebbsfleet
- Briefing with Councillor Conrad Broadley, Northfleet Harbour Restoration Trust
- Briefing to Gravesham Access Group
- Briefing to Gravesham 50+ Group – Scheduled for
- Neighbouring businesses and landowners

We were encouraged by the level of involvement from the public and residents in the proposals for Northfleet Harbourside. Detailed summary of feedback received through the consultation, and the response from Northfleet Harbourside, is detailed in the subsequent chapters. We have set out below a summary of feedback received from stakeholders:

- Overall, majority of stakeholders broadly showed support for the proposals for a new stadium and investment in Northfleet.
- The importance of respecting local heritage was highlighted by most stakeholders. Some stakeholders noted the need for the identity of Northfleet to be reflected in the design and approach.
- There were concerns about the low level of wages and high unemployment in the local area, with queries about how Northfleet Harbourside will connect with local people and encourage involvement. A broad mix of jobs was also encouraged.
- Stakeholders were keen to see how the proposals would involve young people and provide opportunities.
- Transport and traffic in the local area was highlighted as a concern, with questions about whether this proposal would be providing new public transport links. Providing new public green spaces to walk, play and cycle was enthusiastically welcomed.
- Opening up access to the harbour and river was broadly supported.
- The need for more healthcare, schools and investment in infrastructure was highlighted as a key priority.

6.0 CONSULTATION FEEDBACK

Detailed below is a summary of the feedback received via the Freepost and online survey.

Public consultation – July 2022

A questionnaire was provided at the drop-in events for attendees to fill out on the day, alternatively, they were provided with a freepost envelope to return their comments via Royal Mail. An online version of this questionnaire (hosted via Typeform) was published on the project website on Friday 22 July.

As of 22 September, **50** completed feedback forms have been received relating to the first round of public consultation.

Breakdown of responses

Please indicate which of the following apply to you

Answered: 50 out of 50

Answer	Responses
I am a supporter of Ebbsfleet United Football Club	26 (66.7%)
I live locally	24 (61.5%)
I work locally	7 (17.9%)
Other	2 (5.1%)
I am a member of a local community society.	0 (0.00%)

Please note that respondents could provide more than one answer

Do you support our plans for a new multi-purpose 8,000 capacity stadium with improved facilities and function space for Ebbsfleet United Football Club?

Answered: 49 out of 50

Answer	Responses
Yes	36 (72%)
Unsure	12 (24%)
No	1 (4%)

Tell us more.

Answered: 28 out of 50

It would affect our business as we are in the proposed development site.
Creating a space to serve the whole community and improving the area surrounding the stadium.
It would be great for the local area and football club, but the only downside is that the property's won't be affordable for low wage households, and you would attract people with high incomes, and it will no longer become a development for locals.
The only worry I have is that the people in the factories will lose their jobs and there is also some people's homes on the site also. If they won't be affected, then I am all for it. Also, if new homes are going to be built can they be for local people and most of all affordable?
I'm not interested in football, but if it is what other people want it is ok with me.
Concerned where will ground share whilst new stadium built and ease of getting there (time and expense)
Providing the ground is only unusable for one season.
I have a number of reservations about the development without which the football ground upgrade will not proceed.
I am for the plans, as long as the club doesn't just end up with a standard modern stadium. Terracing and a way to really show the ground belongs to the club is vital for me.
It would be great for Ebbsfleet Football Club and the local area to have a need purpose built modern stadium and the park areas, I do think that 3500 sounds a little too much though and the area would struggle with the road infrastructure, even if it was modernised.
This is part of such a forward-thinking plan, a community club which includes possible medical/commercial areas do not just for football.
All for it if it goes through as planned, but there is a history of developments for football clubs going belly up when the club is ground sharing and their former home has been demolished/sold to a developer.
Great vision on improving the local area.

Because I want the football club to progress in the future.
Plans are very slick but concerned that no school is included despite 3,500 houses planned. Also concerned that such an expensive scheme might 'price out' traditional Ebbsfleet supporters.
I will be fascinated to learn more, without prejudice.
1. This project comes under 'Gravesham borough' so Gravesham should be added on heading "Northfleet harbourside of Gravesham". 2. Jobs to be offered to local residents first.
If it improves transport and local community.
I'm concerned about the provision for traffic increase in the area.
Great idea. Would like to have AstroTurf as well for training plus other events so that pitch remains perfect and only used for matches.
Yes, looks amazing designs and facilities.
I believe it is the desire of all EUFC fans to see the Club progress on and off the field. Having the best facilities possible will help achieve that, attract new investment and playing staff.
I hope that the plans go through and help the community and Ebbsfleet United.
I hope that it won't be just tall buildings and offices and genuinely improves the area.
Northfleet has always been the poor relation with very little investment other than industrial. As Northfleet born I'm excited to see the plans and hear your thoughts and wish you every success. It would be nice to hear the name of Northfleet in the future and associate with something exciting and something to be proud of. The football club has always been important to me. My dad was a WW2 submariner and was a prisoner of war for 5 years. On his return it was the football club that helped him to get back to living a normal life. He repaid that debt by rebuilding the grass cutting machines and doing general handy work throughout the club. He unfortunately had a heart attack at one of the games and died at the ground. His ashes are scattered at a place he loved, and he would be thrilled that the club will be part of a much wider development.
New stadium will hopefully secure the future of the club & having diverse retail & homes locally will hopefully increase match day gate figures.
What about car parking on matchdays?
I obviously have some misgivings, a lot can go wrong with construction projects, the club needs to be guaranteed to not completely lose its home.

Which of the following is most important to you?

Answered: 36 out of 50

Answer	Responses
A new stadium for Ebbsfleet United, securing the future of the club.	30
Opening up the harbour with public green spaces, safe and clean to rest, walk and cycle.	26
Providing new shops, play spaces, medical and sports facilities for local residents.	24
Delivering much-needed new homes across the site, in a range of dwellings and types to meet local need.	17
Providing more jobs in a variety of sectors.	17
Generate footfall for local businesses in the town centre, supporting the day and night-time economy.	12

Please note that respondents could provide more than one answer

Please let us know any other general comments you may have at this point:

Answered: 19 out of 50

Would be detrimental to all the businesses located within the development site there are very few places that will be suitable for relocation.
Give local property owners good money for their buildings.
If you're building new homes, try to make them look less like Lego village.
In providing green spaces a management plan for maintenance must be in place. Whether in the time span estimated the same weeds will apply needs to be monitored.
There is a housing estate called The Hive it's not the best image for this new plan, so I would try and improve that area.
I don't see how doing this development will help the footfall in the town centre, surely it will take it away. Not sure I'm really happy about buildings that are 15-30 stories high, although I understand that that is the only way to get as many homes in such a small area. Why did you pick this particular site, when a lot of the land has functioning businesses on it. A lot of it is owned by Britannia Refined Metals, have they agreed to sell the land? There are other places in Gravesend near the river that are derelict, surely these would be better places to use.

Very ambitious. Could the new stadium be built elsewhere on Northfleet Harbourside site so team can continue playing at current ground until ready?
We overlook Sawyers Lake which is less than 10 minutes' walk from your proposed site. The agent we spoke to have no idea where it was or if it would be affected. There is a scheme to make its surrounds a leisure park, are they yours or the councils?
I can see the value of having a focus on a tangible asset to the local community i.e., the football stadium. This may well engage the existing residents in the development of the project more generally, in a way that I don't see the EDC has achieved with the so-called Garden City. Or it may be a bit of a Trojan Horse.
The fans need to be consulted along every step of the process regarding the new stadium. Decisions really shouldn't be made without us being consulted.
The area looks tired and hardly anything to encourage people to visits/shop, the whole area needs an uplift to make the most of the river front.
I would like the whole development to be genuinely good in terms of its carbon footprint and environmental impact. No greenwashing or dubious practices to appear carbon neutral when the reality is very different.
Will it really provide the type of homes the demographic of this area needs?
A bold plan that is very impressive: 10-15-year plan. A new village atmosphere at the heart of major developments would be appreciated. Supporting services will be needed e.g., doctors, dentists, health professionals, schools etc.
Not specific to this development but generally, how investment is delivered through strong, practical public-private sector co-operation which creates a legacy by maximising local economic opportunity.
Including hubs/development to the existing Northfleet harbour should be considered.
None, just build it!
Adequate parking facilities, addition of river taxis and leisure facilities.
The football club is important to me because I have been a supporter for nearly 60 years - but just is important is that Northfleet is give a heart and becomes a place that you can proudly say you were born there.

Public consultation – September 2022

A questionnaire was provided at the drop-in events along with freepost envelopes for attendees to return their comments via Royal Mail. An online version of this questionnaire (hosted via Typeform) was published on the website on Tuesday 13 September. As of Friday 30 September, four feedback forms have been received. Whilst this was a relatively low response rate compared to the invitations issued and events held, majority of attendees at briefings and events had an opportunity to meet with the Applicant and design team, and had their questions answered directly.

Please indicate which of the following apply to you

Answered: 4 out of 4

Answer	Responses
18-25	1 (25.0%)
26-35	0 (00.0%)
36-45	0 (00.0%)
46-55	2 (50.0%)
56-65	0 (00.0%)
Over 65	1 (25.0%)
Prefer not to say	0 (00.0%)

Please indicate which of the following apply to you

Answered: 4 out of 4

Answer	Responses
I am a supporter of Ebbsfleet Football Club	3 (75.0%)
I live locally	0 (0.0%)
I work locally	1 (25.0%)
Other	0 (0.0%)
I am a member of a local community society	0 (0.0%)

How did you travel to the stadium today?

Answered: 3 out of 4

Answer	Responses
I drove	3 (75.0%)
I came via public transport	0 (0.0%)
I cycled	0 (0.0%)
I walked to the stadium	1 (25.0%)

Please note that respondents could provide more than one answer

How would you prefer to travel to Northfleet in the future to visit for a match?

Answered: 3 out of 4

Answer	Responses
Bus	1 (25.0%)
Car	2 (50.0%)
Bike	0 (0.0%)
Walk	1 (25.0%)
Other	0 (0.0%)

Please note that respondents could provide more than one answer

How would you prefer to travel to Northfleet in the future to visit for a place of work?

Answered: 3 out of 4

Answer	Responses
Bus	2 (50.0%)
Car	2 (50.0%)
Bike	1 (25.0%)
Walk	2 (50.0%)
Other	0 (0.0%)

Please note that respondents could provide more than one answer

How would you prefer to travel to Northfleet in the future to visit for relaxation and entertainment?

Answered: 3 out of 4

Answer	Responses
Bus	3 (75.0%)
Car	1 (25.0%)
Bike	0 (0.0%)
Walk	2 (50.0%)
Other	0 (0.0%)

Please note that respondents could provide more than one answer

Northfleet Harbourside aims to deliver a place of pride for all of Northfleet. We are listening. We would like to celebrate and champion the area's unique history; do you have any ideas of how we can enhance the local heritage?

Answered: 3 out of 4

Responses
Rebuild the harbour
A small interactive museum that charts the history of Northfleet and The Thames, which includes the development of the football club
Reopen the Northfleet harbour to make a nice water location with boats, places to eat and drink with river views etc

To build on our efforts to embrace local heritage, one of the ideas we are currently exploring is to name the new streets after notable local figures that celebrate Northfleet's unique character, please let us know any ideas you may have below.

Answered: 2 out of 4

Responses

Famous local footballers of the club

Great idea as long as the local figures are non-political. Personally, I'd like to see the streets named after famous players of EUFC (and its predecessors, with perhaps an online vote to decide.

Northfleet Harbourside aims to attract a number of flagship employers, retailers and hospitality providers - delivering new offices, shops, play spaces, medical and sports facilities all within walking distance. Is there anything you feel Northfleet is currently missing that would make it an even better place to live or work?

Answered: 2 out of 4

Responses

Banking & financial services

Better night life

As a former resident of Northfleet for over 40 years I can say that the town has had none of the above. It has always been overlooked and so any investment by flagship companies would be welcome.

Please let us know any other general comments you may have at this point:

Answered: 3 out of 4

Responses

Excellent design build it

Supportive of the scheme so far, looking forward to seeing how this area develops.

Having walked around the proposed site I hadn't realised it had become so run down and 'seedy'. The area badly needs a reboot with some serious development that includes the waterfront. Incorporating the local football club is an excellent idea and I hope that the Gravesham planners recognise that this is a golden opportunity not to be missed

7.0 RESPONSE TO FEEDBACK

A number of themes and issues were raised throughout the consultation process, we have provided these below alongside our response to them.

Stadium

The importance and heritage of the football club was highlighted by the majority of respondents.

Quotes from some respondents:

"The football club is important to me because I have been a supporter for nearly 60 years - but just as important for me is that Northfleet becomes a place that you can proudly say you were born there."

"The football club has always been important to me. My dad was a WW2 submariner and was a prisoner of war for 5 years. On his return it was the football club that helped him to get back to living a normal life. He repaid that debt by rebuilding the grass cutting machines and doing general handy work throughout the club."

In addition to heritage, fans also provided the following feedback:

- New stadium facilities and their potential impact on ticket prices
- Ownership of the football club
- The need for standing options for fans

Northfleet Harbourside response: The importance of EUFC locally is recognised and as such, the proposal for Northfleet Harbourside is centred around the new stadium.

The new stadium on the current site will secure the future of the football club, retaining the heritage and ownership of the ground and stadium for EUFC.

We understand that with the new stadium facilities coming forward, there is some concern about ticket prices and affordability. Being the catalyst for Northfleet Harbourside, the new stadium will provide financial stability for the football club, enabling EUFC to continue to invest in the club, thereby keeping ticket prices at a level that is affordable to everyone. We are also exploring a package which will enable residents / supporters living close to the ground to have ticket discounts and other benefits.

Having listened to EUFC supporters concerns and views around the current new stand build, and proposals for the plough end, we have ensured that the new multi-

purpose stadium will comprise of a mixture of seating and standing space, and a hybrid pitch ensuring the club is using the latest pitch technologies.

Local services

The need for investment in local services was a key theme in the feedback received, with respondents raising the need for more doctors, dentists, and medical services in the area. The lack of school provision was another key concern for respondents who also raised the possibility of provision for leisure facilities such as a library or a community centre.

Northfleet Harbourside response: We are aware of the need for medical services and additional infrastructure in the local area and will work with Gravesham Borough Council and the ICS (Integrated Care System, formerly the Clinical Commissioning Group) to find ways to address local needs.

We are also aware of that neighbouring developments are bringing forward health provision, which we are working to understand to ensure our proposals are complementary and deliver genuine community benefits. Investment in local services will include healthcare (such as dental surgeries or physios) alongside childcare and play spaces. Ensuring a balance of much-needed community based medical services between Northfleet Harbourside and neighbouring developments is a key priority.

With the football club at the heart of the scheme we are also providing ways to deliver sports facilities and community spaces.

Roads and parking

Concerns about the impact of the proposals on roads and parking were raised, with respondents feeling that the local infrastructure may not cope with the increase in traffic.

Northfleet Harbourside response: The provision of parking is a key component for Northfleet Harbourside and EUFC and requires considerable inputs from many stakeholders to get the balance right.

The site is being designed to minimise the need for site users to travel by car. Whilst there will be a significant number of parking spaces due to the scale of development, the vision for the development is to make sustainable travel far more convenient for residents, staff and visitors with opportunities for car ownership limited within the scheme.

Northfleet Harbourside will work closely with Kent County Council and Gravesham Borough Council on sustainable travel improvements to ensure improved,

accessible, reliable public transport options are available. This will be one part of the sustainable travel makeup of the site and will work alongside walking and cycling opportunities.

Parking for football fans is provided in the new development for matchday parking, along with offsite provisions currently in place. The close links with the trainline will continue to be a feature of the match day experience and our key stakeholders and the council are working hard to ensure easy and affordable access as supporters and fans currently enjoy.

Harbour and river

The need to create a space for natural migration of wildlife on the river was raised and the effect the proposals would have on the river was another key concern for respondents. Additionally, it was suggested that there should be more green spaces, especially near the river.

Northfleet Harbourside response: We recognise the importance of the river and as such have worked to ensure that our proposals will improve on the amount of accessible and meaningful green, safe and clean spaces. We also want to open up the river frontage to allow people access to a path along the Thames to experience views and environment there.

We continue discussions to get involved with the owners of the harbour and help realise many of the current proposals that envisage a sustainable reintegration of the water course -embracing ecology, flora and fauna and public re-engagement with these presently 'forgotten' lands.

Northfleet Harbourside will include publicly accessible green spaces (including parklands, seating areas and children play space) – increasing the current natural habitats on the site by 80%.

There are no works proposed beyond the river wall, so there will be no impact upon marine or migratory wildlife, and this is being considered as part of the planning application.

Safety and security

Ensuring that public spaces are maintained and kept safe was another key concern for respondents.

Northfleet Harbourside response: Our team is committed to ensuring that Northfleet Harbourside is a safe, welcoming and inclusive environment for everyone.

The public spaces will be designed to foster community activity across all age groups. High levels of accessibility are envisioned to promote activity throughout the day and evening, encouraging a spirit of community stewardship and natural surveillance.

The residential neighbourhoods, alongside football club staff, service and retail workers, will create natural safety and passive surveillance for a 24/7 community environment.

The Northfleet Harbourside team will be working closely with Gravesham Borough Council and neighbours to find ways to ensure the area remains a safe, low crime environment.

Heritage

The importance of respecting local heritage was highlighted by most residents and a consistent theme across our consultation events. Residents would like to see both the football club and local community celebrated as part of the development.

Northfleet Harbourside response: Northfleet Harbourside is for Gravesham. We recognise the importance of heritage to local residents and stakeholders, and we are exploring ways to integrate this into our proposals.

Starting with the inclusion of “Northfleet” in the name of the project, we would like to go a step further by consulting on the naming of the streets within the masterplan. We are seeking feedback from local historians, councillors and residents on what these street names could be. The first, Stonebridge Road, will continue to exist and remain the stadium address.

Our team are also discussing the possibility of a heritage trail and public art across the masterplan, celebrating the site’s history and providing residents with an opportunity to share their stories.

These are only some of the ideas for celebrating the history of the area, and we will continue to explore other ideas as the masterplan is progressed.

Sustainability and environment

Feedback received, particularly via the questionnaires, highlighted the importance of sustainability measures across the development. Some respondents said they would like to see Northfleet Harbourside have good carbon footprint and minimal environmental impact including the provision of safe cycling routes throughout the site and local area.

Northfleet Harbourside response: Northfleet Harbourside intends to bring best practice to rainwater harvesting, and working efficiently to minimise our communities' impacts, and reverse the current trend, and give something back.

A site-wide sustainability strategy has been developed to ensure the development achieves a high-level of environmental and social sustainability performance. This includes the new homes which will be energy efficient with targets to out-perform current Building Regulation requirements. We will also explore all types of power generation within the site, including solar, ground source heat, waste to energy, central district heating and more.

The proposals will include cycle and pedestrian prioritised streets that promote active commuting and use of sustainable methods of transport extensive networks of e-scooter, e-bike and car charging facilities will be positioned throughout. We will also be developing highly sustainable and energy efficient buildings and obtaining internationally recognised sustainability certification.

8.0 FURTHER CONSULTATION

The Applicant and design team will continue to communicate with key stakeholders to ensure they are informed as the plans progress. Further consultation will include:

- Submission updates to stakeholders.
- Further meetings with interested parties if required.
- Updates to the consultation website

9.0 CONCLUSION

The Applicant has carried out an extensive and varied programme of public engagement in an open and inclusive manner, to allow maximum participation.

20,000 households and businesses were informed of the proposals and provided with the opportunity to view the plans and provide their feedback at public exhibition events and at an online webinar held in July 2022 with further drop-in events held in September 2022.

The proposals will deliver a new multi-purpose maximum 8,000 capacity stadium with improved facilities and function space – securing the long-term future of EUFC, a new retail village, a new hotel and up to 3,500 new homes.

The Applicant is committed to continuing to engage with the local community and key stakeholders to ensure that Northfleet Harbourside delivers sustained social and economic benefits for the local community.

10.0 APPENDICES

- Appendix 1: Consultation invitation
- Appendix 2: Consultation feedback form
- Appendix 3: Consultation boards
- Appendix 4: Invitation letter to Councillors
- Appendix 5: Consultation invitation (Second stage)
- Appendix 6: Consultation feedback form (Second stage)
- Appendix 7: Consultation boards (Second stage)
- Appendix 8: Invitation letter to Councillors (Second stage)



Northfleet Harbourside

Invitation to a public consultation

Landmarque Property Group, in partnership with Ebbsfleet United Football Club, would like to invite you to public consultation events where we will share plans for a new waterfront neighbourhood with a new stadium at its heart.

The site for the new neighbourhood, named Northfleet Harbourside, is located close to Northfleet's historic harbour and the river, within Gravesham Borough Council.

The consultation events are a chance for you to view the emerging proposals, meet members of the project team, ask any questions you may have and share your views.

We want to hear from you!

Northfleet Harbourside is a new neighbourhood with Ebbsfleet United FC at its heart. A vibrant place bringing jobs, creating opportunities, and delivering new local services for all the community. **A place of pride for Northfleet.**

In summary, the proposals will:

- Provide a new, vibrant neighbourhood in Northfleet
- Build a new stadium and safeguard the future of EUFC
- Provide jobs in a wide variety of sectors
- Create a new community for residents with parks and public space for all in Northfleet
- Open-up the riverside and bring new leisure options to local people
- Provide desperately needed services, such as a medical centre for the wider community
- Ensure a strong future for Northfleet
- Deliver 3,500 new homes

When and where? Our drop-in events

Our in-person events will take place on:

Monday 18 July from 4pm-8pm

Wednesday 20 July from 4pm-8pm

Thursday 21 July from 4pm-8pm

These will be held at Ebbsfleet United Kuflink Stadium, Stonebridge Road, Northfleet, DA11 9GN

The event will be signposted but please do not hesitate to contact us if you have any questions.

Online webinar

In addition to our drop-in events, we are hosting an online webinar on: **Friday 22 July at 11am**

You can register for the online webinar at: www.northfleetharbourside.co.uk or by emailing us on hello@northfleetharbourside.co.uk





Our vision

The vision, centred around EUFC, is to deliver a vibrant neighbourhood with the stadium at its heart, bringing in new shops, cafes, offices, medical services, community venues and homes.

There will be over 3kms of new pedestrian and cycle links through the community and along the Thames improving connectivity and access to green spaces across the site.

Northfleet Harbourside will bring up to 3,000 new jobs in the retail, leisure and service sectors, including apprenticeships during construction and end use employment opportunities, providing a real boost to the local economy.

The plans will also secure the long-term future of Ebbsfleet United FC by building a new multi-purpose 8,000 capacity stadium.

Please join us at our public consultations to find out more.



Get in touch

We look forward to meeting you at the consultation events, in the meantime, if you have any questions, please get in touch.

Visit: www.northfleetharbourside.co.uk

Email: hello@northfleetharbourside.co.uk

Call: **020 7871 3565**



Thank you for attending our event. Please fill in this feedback form and return it with the enclosed freepost envelope. You can also visit our website at www.northfleetharbourside.co.uk and leave your feedback there.

Name: _____

Address: _____

Postcode: _____

Email: _____

Phone: _____

- 1. Do you wish to be contacted with updates in relation to the proposals for Northfleet Harbourside?**

☐ Yes ☐ No

- 2. Please indicate which of the following apply to you (please tick all that apply):**

- ☐ I live locally ☐ I work locally
☐ I am a supporter of Ebbsfleet Football Club
☐ I am a member of a local community society. Please specify:

☐ Other. Please specify: _____

- 3. Do you support our plans for a new multi-purpose 8,000 capacity stadium with improved facilities and function space for Ebbsfleet United Football Club?**

☐ Yes ☐ No ☐ Unsure

Tell us more:



- 4. Northfleet Harbourside will deliver new homes, a retail village, job opportunities and new local services. Could you tell us more about what is needed locally?**

- 5. Our public realm improvements include green parks for recreation and relaxation, managed amenity and landscaped areas and a new harbourside and play spaces for all to enjoy. What are your thoughts and ideas for how we can further improve the public spaces?**

- 6. Which of the following is most important to you? Please choose as many as apply.**

- ☐ A new stadium for Ebbsfleet United, securing the future of the club.
- ☐ Providing more jobs in a variety of sectors.
- ☐ Providing new shops, play spaces, medical and sports facilities for local residents.
- ☐ Generate footfall for local businesses in the town centre, supporting the day and night-time economy.
- ☐ Delivering much-needed new homes across the site, in a range of dwellings and types to meet local need.
- ☐ Opening up the harbour with public green spaces, safe and clean to rest, walk and cycle.

- 7. Please let us know any other general comments you may have at this point:**

Thank you for providing your feedback.

All data received will be processed by Cascade Communications on behalf of Northfleet Harbourside and kept in accordance with relevant data protection legislation including the General Data Protection Regulations (GDPR). Your data will be kept for no longer than five years. Contact information will only be used for updates on information relating to this project. Further details can be found in Cascade privacy statement available via www.cascadecommunications.co.uk.

Email: hello@northfleetharbourside.co.uk Website: www.northfleetharbourside.co.uk



**Northfleet
Harbourside**

Welcome



Thank you for coming to our first public consultation event for Northfleet Harbourside, a new neighbourhood with Ebbsfleet United Football Club at its heart.

Northfleet Harbourside is wholly within Gravesham and will provide for the wider Kent community. We are committed to working with Ebbsfleet United FC supporters, the community and key stakeholders to ensure this is a masterplan that meets and exceeds the aspirations of the area.

We want to create a place that residents and the community in Gravesham can be proud of, and would like your feedback and input to make this happen.





The site



The site is located in Northfleet with Ebbsfleet Football Club's Stadium at its heart and is a short walk to local stations and transport routes.

- The site is currently occupied by a number of industrial warehouses, businesses and Ebbsfleet FC Stadium.
- The emerging plans are for a c.45-acre brownfield site located in Ebbsfleet, close to Northfleet's historic harbour and the river.
- Due to the site's current state, it faces a number of issues such as poor air quality, noise and anti-social behaviour.
- It also has a lack of public open space and limited landscaped environments.





Respecting history, embracing the future

Please tell us your historic stories and share your local knowledge so the project can remember its past.



Brittania lead and cement works_ 1933



Tower Wharf_ 1953



Paper mills_ 1932



Robin Creek _ 1932



Ebbsfleet stadium_ 1952



High street_ 1950

Historic context



Lower road



To Britannia Metals



Black Eagle Dr



Robin Creek



A226 Thames Way



Stonebridge road

Present day context





Development team

Ebbfleet United Football Club and Landmarque Property Group are the development partners working to bring the vision for Northfleet Harbourside to life.

They are supported by an experienced project team who have successful track records of creating places and delivering masterplans.



UNSTUDIO
UNStudio stands for United Network Studio and refers to the collaborative nature of the practice. UNStudio specialises in creating ground-breaking architecture and design at all scales, from cities to airports, from buildings to bridges, from experiences to brands and products.



HLM Architects
Located in London, HLM Architects make engaging community focused places that inspire, healthcare environments that nurture, homes that are part of thriving communities and infrastructure that is sustainable in its widest sense: environmentally, economically and socially.



C+W O'BRIEN Architects
C+W O'Brien is a leading, award-winning architects practice and part of the Corstorphine + Wright Architects Group with offices across Ireland and the UK. We pride ourselves in architecture that transforms places and builds communities.



Montagu Evans
Montagu Evans is an independent property consultancy, owned and run by a group of partners that are leaders in their respective fields and who are committed to leaving a legacy of quality work that benefits clients, the built environment and society as a whole.



Cascade
Cascade is all about people, relationships and building trust. A strategic consultancy specialising in community engagement and advocacy across the built environment sector.



Trium
Trium Environmental Consulting LLP is an environmental consultancy specialising in urban regeneration and property development projects in the UK.



Vectos
Vectos is the leading consultancy in transport planning, infrastructure design and flood risk. We create healthy, sustainable, resilient places, designed for people.





Northfleet Harbourside

Vision



Northfleet Harbourside in Gravesham is a new neighbourhood with Ebbsfleet United FC at its heart.

A vibrant place creating jobs and opportunities, whilst delivering new local services for all the community.

A place of pride for Northfleet, Gravesham and Kent.

We envisage a place where the community congregates, where activities are held, where groups are formed, where friendships build and where the community feels happy.





Northfleet
Harbourside

Home of Ebbsfleet United FC



Ebbsfleet United FC is at the heart of the new neighbourhood, securing the long-term future of the club by building a new multi-purpose c.8,000 capacity stadium.



LANDMARQUE
PROPERTY GROUP



The vision for the new stadium



Proposed new stadium illustration

- The new venue will provide best in class public amenity, catering, tiered seating and safe standing areas.
- Designed as the centre piece of the masterplan, the new stadium will act as the connector between Northfleet Harbourside’s districts and the existing community.

History of the stadium



1920



1952



1988



2019





**Northfleet
Harbourside**

A new multipurpose venue for Gravesham



- New conferencing, banqueting and events space.
- Improved facilities including providing better F&B provision, disabled access and ingress/egress.
- Capable of hosting major cultural, music and community events to generate income for the Club.
- Short-term relocation and 2-year construction period.





**Northfleet
Harbourside**

Investment in the community



Northfleet Harbourside will invest in what local people want and need, knitting together the existing and new community.

- There will be genuine community benefit and investment in local services including: healthcare (such as GP and dental surgeries), childcare, play spaces, space being made available for sports facilities and community spaces.
- Shops will serve local needs as well as being a destination for visitors.
- The success of Northfleet Harbourside will be realised through its ability to connect with local people and the community.





**Northfleet
Harbourside**

Jobs and training for local people



3,000 new jobs will be created in the retail, leisure and service sectors, boosting the local economy.

- Northfleet Harbourside will attract flagship employers.
- It will be a home for a Research and Development training academy.
- Employers will commit to offering opportunities for local people.
- There will be training opportunities in retail and hospitality.
- Incubator space for small and local businesses.





New Homes



The proposals include around 3,500 new high-quality, sustainable and energy-efficient homes in a range of dwellings and types, including affordable rent to meet local need.

In summary the new homes will:

- Provide much needed new homes across the site, engaging with Council to deliver quality affordable living.
- Provide private and shared external amenity spaces.
- Be designed to the highest of standards, maximising dual aspect homes that have good orientation, with well-considered internal layouts.
- Include the provision of child play space.





**Northfleet
Harbourside**

Harbourside



Located by the River Thames and connected with Northfleet's historic harbour, Northfleet Harbourside is a reimagined public green, safe and clean place to rest, walk and cycle.

- Green parks for recreation, wildlife and easy relaxation.
- New connections to Gravesend town centre, taking in views of the River Thames.
- New shops, play spaces, medical and sports facilities all within a local walking distance.



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Northfleet Harbourside

A place for everyone



Northfleet Harbourside is a place for everyone - today's community as well as new residents and visitors, young and old.

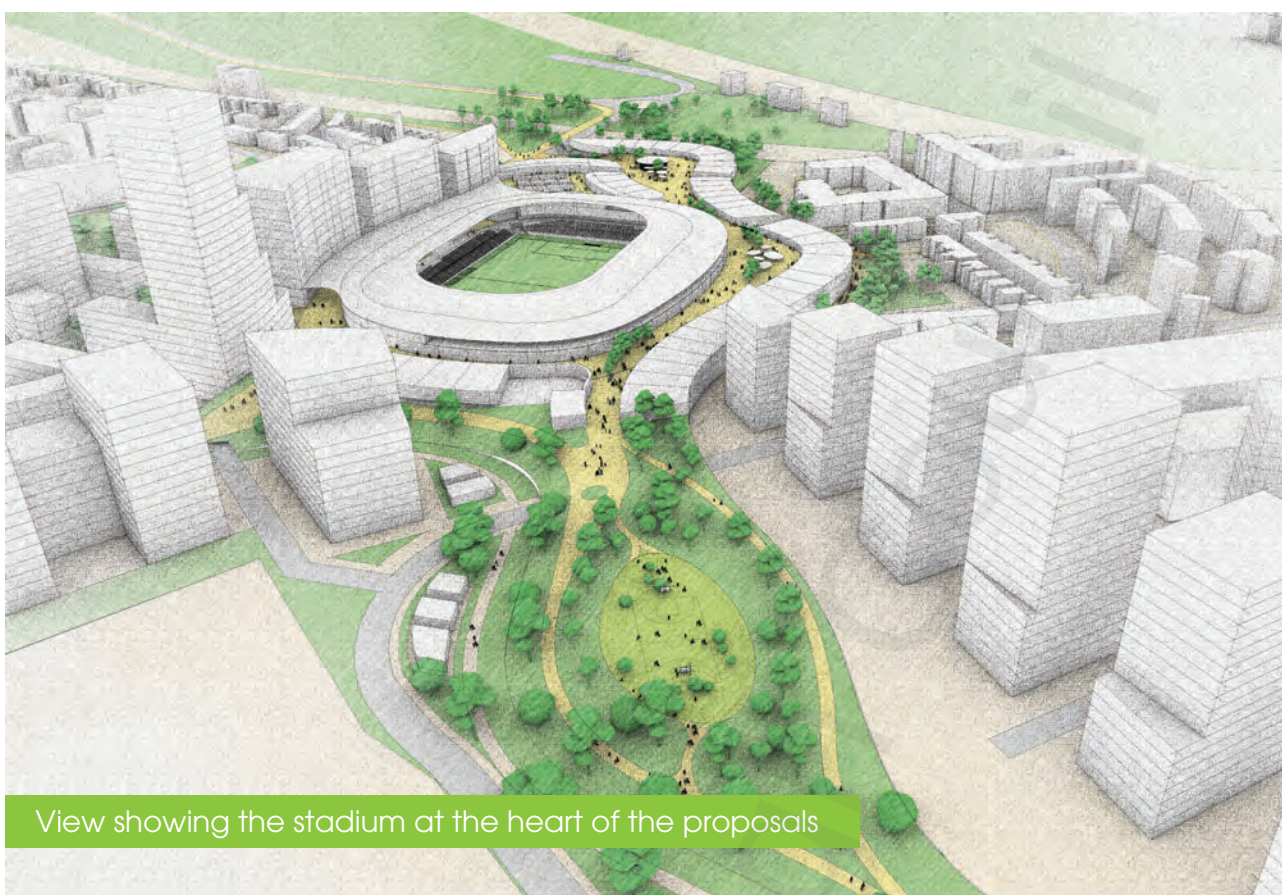
- A vibrant destination with shops, restaurants, cafes, offices, homes and community venues.
- A place for recreation, fitness, leisure and entertainment with green spaces and Ebbsfleet United FC at its heart.
- The riverfront will include an events area, the shops will be centred around the stadium and big businesses will act as an anchor to attract footfall to support smaller businesses.





**Northfleet
Harbourside**

Sustainable living; now and in the future



A site-wide sustainability strategy has been developed to ensure the development achieves a high level of environmental and social sustainability performance. This includes the new homes which will be energy and water efficient with an aspiration to perform better than Building Regulation requirements.

- Cycle and pedestrian prioritised streets that promote sustainable methods of transport and a safe neighbourhood.
- A legible network of paths that connect through the wider site area to develop a spirited and unified community.
- Working closely with Kent County Council on sustainable travel improvements, and exploring incentives such as flexible ticketing and car club membership for all site residents.
- A high BREEAM and LEED certification rating will be achieved for the non-domestic buildings.





Benefits



New multi-purpose c.8,000 capacity stadium with improved facilities and function space – securing the long-term future of Ebbsfleet Football Club



3,000 new jobs for the local area and training and R&D Facilities



Between 8-10 years of regeneration



New **pedestrian and cycle links**



225,000sqft of **new shops, restaurants, bars and cafes**



A new **retail village**



A new **200-bed Hotel**



3,500 **new homes**



Incubator spaces for **start ups**



Green Zones (including parklands, green spaces, **seating areas and children play space**) – **increasing the current Green Zones by 480%**

Next Steps

Thank you for attending today’s public exhibition. We would like to hear your views, please take a few minutes to fill in our feedback form.

The public consultation will be open until early September 2022. After this, we will take on board the comments received and update you on the scheme in the Autumn.

We plan to submit the planning application to Gravesham Borough Council in the Autumn.

Information will also be updated on our website: www.northfleetharbourside.co.uk

You can contact the project team at any point by emailing: hello@northfleetharbourside.co.uk or by calling **020 7871 3565**.





The KUFLINK Stadium
Stonebridge Road
Northfleet, Kent DA11 9GN



www.eufc.co.uk
info@eufc.co.uk



01474 533796

EBBSFLEET UNITED
FOOTBALL CLUB



Councillor Aaron Elliott
C/o Committee Section
Civic Centre
Windmill
Gravesend
DA12 1AU

17 June 2022

Dear Councillor Aaron Elliott,

Plans for the future of Ebbsfleet Football Club

I am writing to invite you to an informal briefing at the Football stadium where we will be sharing an update on upcoming events, developments and plans at the Fleet in the near future.

Ebbsfleet United Football Club has had a great season, finishing third in the league. We had a spirited season and have a strong base to build from next season. Now, in the summer break, we are looking at the future of the club and particularly how to safeguard it.

We would like to invite you and all Councillors at Gravesham Council to a meeting where we will be setting out our plans for the future of the club and the wider Gravesham community.

The meeting will take place at:

- **The Kuflink Stadium on Tuesday 5 July at 7:00pm**

There will be a briefing by the club and our development partners to ensure you are brought fully up to date ahead of any public announcements. We would be grateful if you are able to attend.

If you are able to attend the meeting, please contact Ed Miller, at Ed.Miller@eufc.co.uk.

We look forward to hearing from you in due course.

Kind regards,

Ebbsfleet Football Club



Northfleet Harbourside

Invitation to Northfleet Harbourside exhibition



View of the proposed stadium

Last month we shared our initial vision for Northfleet Harbourside, the new neighbourhood with Ebbsfleet United Football Club at its heart. We were delighted with the level of interest from the local community and would like to thank everyone who participated in our events.

We have taken into account all of the feedback received and would now like to show you the updated plans before we submit them to Gravesham Borough Council at the end of September.

What you told us

- Majority of consultation attendees and respondents supported the plans for a new multipurpose 8,000 capacity stadium for Ebbsfleet United Football Club.
- The importance of respecting local heritage was highlighted by most residents.
- Providing new public green spaces to walk, play and cycle was enthusiastically welcomed.
- Opening up access to the harbour and river was broadly supported.
- The need for more healthcare, schools and investment in infrastructure was highlighted as a key priority.

Public Exhibition

Wednesday 7 September from 4pm-8pm

Thursday 8 September from 4pm-8pm

This will be held at **Ebbsfleet United Kuffink Stadium, Stonebridge Road, Northfleet, DA11 9GN**

Online Webinar

Friday 9 September at 11am

Monday 12 September at 6pm

You can register for the online webinar at www.northfleetharbourside.co.uk or by emailing us on hello@northfleetharbourside.co.uk



Our vision



Northfleet Harbourside is a place for everyone – today's community as well as new residents and visitors, young and old.

It will be a vibrant destination with shops, restaurants, cafes, offices, medical services, homes and community venues. A place for recreation, fitness, leisure and entertainment with green spaces and Ebbsfleet United FC at its heart.

The riverfront will include an events space, the shops will be centred around the stadium and big businesses will act as an anchor for smaller businesses.

Benefits

- **New multi-purpose 8,000 capacity stadium** with improved facilities and function space – securing the long-term future of Ebbsfleet Football Club
- **3,000 new jobs** for the local area
- **Green Zones** (including parklands, **green spaces, seating areas and children's play spaces**)
- **New pedestrian and cycle links**
- **225,000sqft of new shops, restaurants, bars and cafes**
- **A new retail village**
- **A new 200-bed hotel**
- **3,500 new homes**
- **Incubator spaces for start ups**

Get in touch

Visit: www.northfleetharbourside.co.uk
Email: hello@northfleetharbourside.co.uk
Call: **020 7871 3565**



LANDMARQUE
PROPERTY GROUP



Thank you for attending our event. Please fill in this feedback form and return it with the enclosed freepost envelope. You can also visit our website at www.northfleetharbourside.co.uk and leave your feedback there.

Name:

Address:

Postcode:

Email:

Phone:

1. **Do you wish to be contacted with updates in relation to the proposals for Northfleet Harbourside?**

☐ Yes ☐ No

2. **Please indicate which of the following apply to you.**

☐ 18-25 ☐ 26-35 ☐ 36-45
☐ 46-55 ☐ 56-65 ☐ Over 65 ☐ Prefer not to say

3. **Please indicate which of the following apply to you (please tick all that apply):**

☐ I live locally ☐ I work locally
☐ I am a supporter of Ebbsfleet Football Club
☐ I am a member of a local community society. Please specify:

☐ Other. Please specify: _____

4. **How did you travel to the stadium today?**

☐ I walked to the stadium ☐ I came via public transport
☐ I drove ☐ I cycled

5. **How would you prefer to travel to Northfleet in the future to visit for a match?**

☐ Bus ☐ Car ☐ Bike ☐ Walk ☐ Other



5a) How would you prefer to travel to Northfleet in the future to visit for a place of work?

☐ Bus ☐ Car ☐ Bike ☐ Walk ☐ Other

5b) How would you prefer to travel to Northfleet in the future to visit for relaxation and entertainment?

☐ Bus ☐ Car ☐ Bike ☐ Walk ☐ Other

6. Northfleet Harbourside aims to deliver a place of pride for all of Northfleet. We are listening. We would like to celebrate and champion the area's unique history; do you have any ideas of how we can enhance the local heritage?

7. To build on our efforts to embrace local heritage, one of the ideas we are currently exploring is to name the new streets after notable local figures that celebrate Northfleet's unique character, please let us know any ideas you may have below.

8. Northfleet Harbourside aims to attract a number of flagship employers, retailers and hospitality providers - delivering new offices, shops, play spaces, medical and sports facilities all within walking distance. Is there anything you feel Northfleet is currently missing that would make it an even better place to live or work?

9. Please let us know any other general comments you may have at this point.

Thank you for providing your feedback.

All data received will be processed by Cascade Communications on behalf of Northfleet Harbourside and kept in accordance with relevant data protection legislation including the General Data Protection Regulations (GDPR). Your data will be kept for no longer than five years. Contact information will only be used for updates on information relating to this project. Further details can be found in Cascade privacy statement available via www.cascadecommunications.co.uk.

Welcome



Photos from the public consultation events in July 2022

Thank you for attending the second round of public events for Northfleet Harbourside, a new neighbourhood with Ebbsfleet United Football Club at its heart.

We were delighted with the level of interest from residents, Ebbsfleet United Football Club supporters, councillors and stakeholders and are grateful to all those who submitted their feedback. We have worked with our design team to incorporate some of the ideas, where possible, from the previous consultation to our updated plans.

We would now like to share our updated plans with you ahead of submitting a planning application to Gravesham Borough Council, later this month.





The site



The site is located in Northfleet with Ebbsfleet Football Club's Stadium at its heart and is a short walk to local stations and transport routes.

- The site is currently occupied by a number of industrial warehouses, businesses and Ebbsfleet FC Stadium.
- The emerging plans are for a c.45-acre brownfield site located in Ebbsfleet, close to Northfleet's historic harbour and the river.
- Due to the site's current state, it faces a number of issues such as poor air quality, noise and anti-social behaviour.
- It also has a lack of public open space and limited landscaped environments.





Northfleet Harbourside

Vision



Northfleet Harbourside in Gravesham is a new neighbourhood with Ebbsfleet United FC at its heart.

A vibrant place creating jobs and opportunities, whilst delivering new local services for all the community.

A place of pride for Northfleet, Gravesham and Kent.

We envisage a place where the community congregates, where activities are held, where groups are formed, where friendships build and where the community feels happy.



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The vision for the new stadium



Proposed new stadium illustration

- The new venue will provide best in class public amenity, catering, tiered seating and safe standing areas.
- Designed as the centre piece of the masterplan, the new stadium will act as the connector between Northfleet Harbourside's districts and the existing community.

History of the stadium



1920

1952



1988



2019





**Northfleet
Harbourside**

A new multipurpose venue for Gravesham



- New conferencing, banqueting and events space.
- Improved facilities including providing better F&B provision, disabled access and ingress/egress.
- Capable of hosting major cultural, music and community events to generate income for the Club.
- Short-term relocation and 2-year construction period.





Northfleet Harbourside

Jobs and training for local people



3,000 new jobs will be created in the retail, leisure and service sectors, boosting the local economy.

- Northfleet Harbourside will attract flagship employers.
- It will be a home for a Research and Development training academy.
- Employers will commit to offering opportunities for local people.
- There will be training opportunities in retail and hospitality.
- Incubator space for small and local businesses.





Northfleet Harbourside

Harbourside



Located by the River Thames and connected with Northfleet's historic harbour, Northfleet Harbourside is a reimagined public green, safe and clean place to rest, walk and cycle.

- Green parks for recreation, wildlife and easy relaxation.
- New connections to Gravesend town centre, taking in views of the River Thames.
- New shops, play spaces, medical and sports facilities all within a local walking distance.





Northfleet Harbourside

A place for everyone



Northfleet Harbourside is a place for everyone - today's community as well as new residents and visitors, young and old.

- A vibrant destination with shops, restaurants, cafes, offices, homes and community venues.
- A place for recreation, fitness, leisure and entertainment with green spaces and Ebbsfleet United FC at its heart.
- The riverfront will include an events area, the shops will be centred around the stadium and big businesses will act as an anchor to attract footfall to support smaller businesses.





**Northfleet
Harbourside**

Community consultation



Photos from the public consultation events in July 2022

In July 2022, we began the process of consulting residents, Ebbsfleet United Football Club supporters and stakeholders on our plans for Northfleet Harbourside, a new neighbourhood with Ebbsfleet United Football Club at its heart.

Headline summary of first round of public consultation

- **20,000 newsletters** distributed to local residents and businesses.
- **3 days** of public consultation.
- **185 attendees** to both the in-person and virtual events.
- **25 Gravesham councillors** attended the initial briefing on the emerging proposals.
- **30 EUFC supporters** attended the initial briefing on the proposals.
- **Established** a dedicated online public consultation platform at <https://www.northfleetharbourside.co.uk/public-consultation/> which includes a recording of the webinar and online questionnaire enabling residents to provide their feedback to the emerging plans for Northfleet Harbourside.



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Your feedback



In July you shared your thoughts on the emerging plans and helped us to understand your priorities for Northfleet Harbourside and the wider Gravesham community.

Your key priorities



75% of respondents who submitted feedback told us that you support our plans for a new multi-purpose 8,000 capacity stadium with improved facilities and function space for Ebbsfleet United Football Club.



The importance of respecting local heritage was highlighted by most residents.



Providing new public green spaces to walk, play and cycle was enthusiastically welcomed.



Opening up access to the Harbour and river was broadly supported.



The need for more healthcare, schools and investment in infrastructure was highlighted as a key priority.



Providing new shops, play spaces, medical and sports facilities for local residents.



Around half of you told us that you supported delivering much-needed new homes across the site, in a range of dwellings and types to meet local need.



Your influence



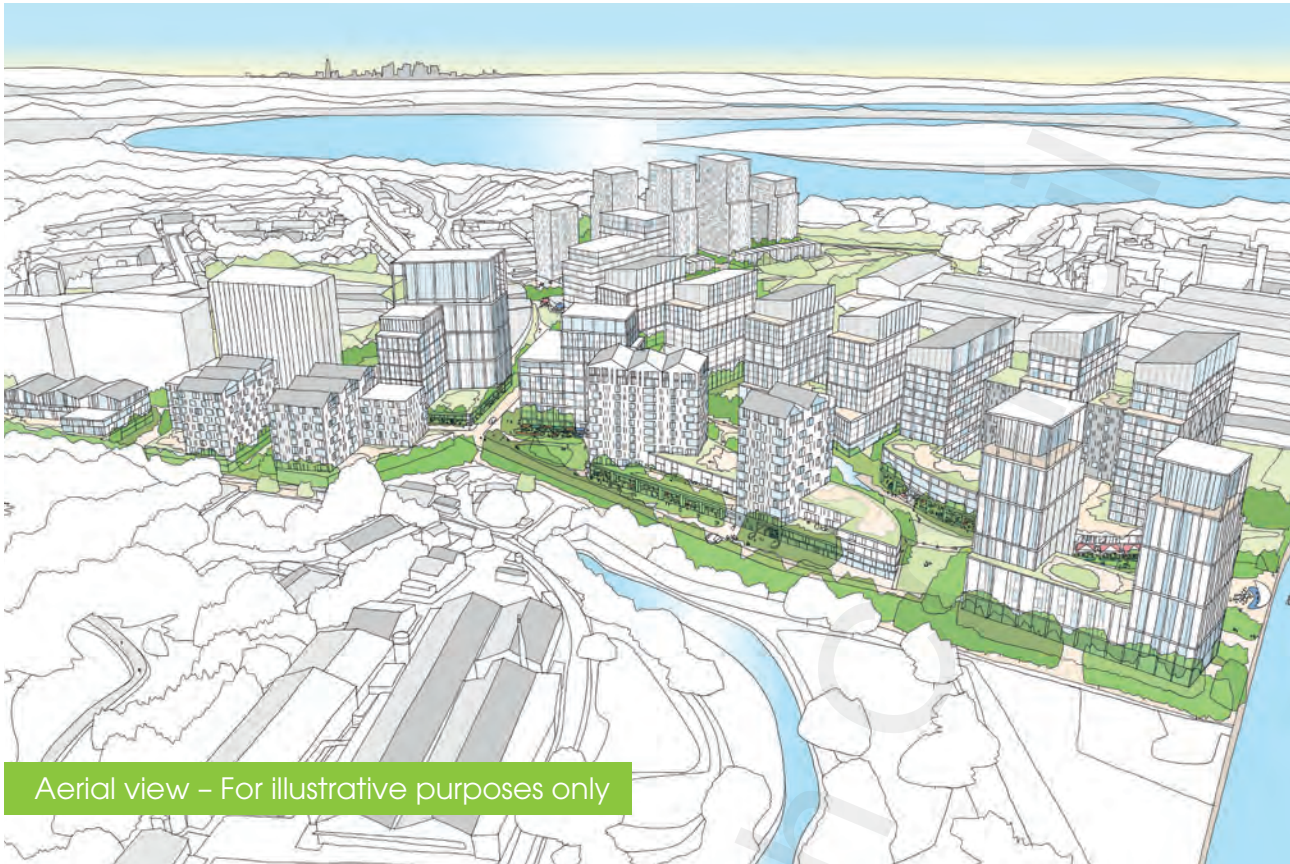
Following the last round of consultation events, a number of themes were raised throughout the consultation process, we have provided these below alongside our response to them and how we have sought to incorporate them into our proposals.

What you said	Our response
New Stadium The importance and heritage of the football club was highlighted the majority of respondents. In addition to heritage, fans also provided the following feedback: - New stadium facilities and their potential impact on ticket prices - Ownership of the football club - The need for standing options for fans	The importance of Ebbsfleet United Football Club locally is recognised and as such the proposal for Northfleet Harbourside is centred around the new stadium, securing the future of the football club, retaining the heritage and ownership of the grounds for EUFC. The new stadium on the current site will secure the future of the football club, retaining the heritage and ownership of the ground and stadium for EUFC. We understand that with the new stadium facilities coming forward, there is some concern about ticket prices and affordability. Being the catalyst for Northfleet Harbourside, the new stadium will provide financial stability for the football club, enabling EUFC to continue to invest in the club, thereby keeping ticket prices at a level that is affordable to everyone. Having listened to EUFC supporters concerns and views around the current new stand build, and proposals for the plough end, we have ensured that the new multi-purpose stadium will comprise of a mixture of seating and standing space, and a hybrid pitch ensuring the club is using the latest pitch technologies.





Your influence continued



What you said	Our response
Local services The need for investment in local services was a key theme in the feedback received, with respondents raising the need for more doctors, dentists, and medical services in the area.	We are aware of the need for medical services and additional infrastructure in the local area and will work with Gravesham Borough Council and the ICS (Integrated Care System, formerly the Clinical Commissioning Group) to find ways to address local needs. We are also aware that neighbouring developments are bringing forward health provisions, which we are working to understand to ensure our proposals are complementary and deliver genuine community benefits. Investment in local services will include healthcare (such as dental surgeries or physios) alongside childcare and play spaces.
Roads and parking Concerns about the impact of the proposals on roads and parking were raised, with respondents feeling that the local infrastructure may not cope with the increase in traffic.	The provision of parking is a key component for Northfleet Harbourside and EUFC, and requires considerable inputs from many stakeholders to get the right balance. The site is being designed to minimise the need for site users to travel by car. Whilst there will be a significant number of parking spaces due to the scale of development, the vision for the development is to make sustainable travel far more convenient for site users, with opportunities for car ownership limited within the scheme. Parking for football fans is provided in the new development for matchday parking, along with offsite provisions currently in place. The close links with the trainline will continue to be a feature of the match day experience and our key stakeholders and council are working hard to ensure easy and affordable access as supporters and fans currently enjoy.





Your influence continued



What you said	Our response
Heritage The importance of respecting local heritage was highlighted by most residents and a consistent theme across our consultation events. Residents would like to see both the football club and local community celebrated as part of the development.	Northfleet Harbourside is for Gravesham. We recognise the importance of heritage to local residents and stakeholders, and we are exploring ways to integrate this into our proposals. Starting with the inclusion of “Northfleet” in the name of the project, we would like to go a step further by consulting on the naming of the streets within the masterplan. We are seeking feedback from local historians, councillors and residents on their ideas for the street names. The first, Stonebridge Road, will continue to exist and remain the stadium address. Our team are also discussing the possibility of a heritage trail and public art across the masterplan, celebrating the site’s history and providing residents with an opportunity to share their stories.
Harbour and river The need to create a space for natural migration of wildlife on the river was raised and the effect the proposals would have on the river was another key concern for respondents.	We recognise the importance of the river and as such have worked to ensure that our proposals not only preserve nature but improve on the amount of accessible and meaningful green, safe and clean spaces. We also want to open up the river frontage to allow people access to a path along the Thames to experience views and environment there. We are continuing discussions with the owners of the harbour, in order to help realise many of the current proposals that envisage a sustainable reintegration of the water course - embracing ecology, flora and fauna and public re-engagement with these presently ‘forgotten’ lands. There are no works proposed beyond the river wall, so there will be no impact upon marine or migratory wildlife, and this is being considered as part of the planning application.





Your influence continued



Boulevard – For illustrative purposes only

What you said	Our response
Safety and security Ensuring that public spaces are maintained and kept safe was another key concern for respondents..	Our team is committed to ensuring that Northfleet Harbourside is a safe, welcoming and inclusive environment for everyone. The public spaces will be designed to foster community activity across all age groups. High levels of accessibility are envisioned to promote activity throughout the day and evening, encouraging a spirit of community stewardship and natural surveillance. The residential neighbourhoods, alongside football club staff, service and retails workers, will create natural safety and passive surveillance for a 24/7 community environment.
Sustainability and environment Feedback received, particularly via the questionnaires, highlighted the importance of sustainability measures across the development.	Northfleet Harbourside intends to bring the best practice to rainwater harvesting, and working efficiently to minimise our communities’ impacts, and reverse the current trend, and give something back. We are aiming to be a Carbon Neutral community for all our stakeholders by 2050. A site-wide sustainability strategy has been developed to ensure the development achieves a high level of environmental and social sustainability performance. Power generation within the site will include • Solar • Ground source heat • Waste to energy • Central district heating





Design approach and thinking



Image showing relationship between the existing context and the proposed buildings

The proposals for Northfleet Harbourside have been carefully considered to be sensitive to our neighbours, whilst complementing neighbouring proposed developments.

The edges of the masterplan are generally lower towards the existing residential context, being a considerate neighbour but also in an effort to create a relationship between the proposed development and the immediate context.

As the site moves towards the industrial areas, harbour and parkland, the proposed development rise to 20 storeys to maximise the potential of the blocks and also the views and visual connectivity towards the natural context of the site.





Benefits



New multi-purpose c.8,000 capacity stadium with improved facilities and function space – securing the long-term future of Ebbsfleet Football Club



3,000 new jobs for the local area and training and R&D Facilities



Regeneration of the site in phases over the next 8-10 years



New **pedestrian and cycle links**



225,000sqft of **new shops, restaurants, bars and cafes**



A new community **retail centre**



A new **200-bed hotel**



3,500 **new homes**



Incubator spaces for **start ups**



Green Zones (including parklands, green spaces, **seating areas and children play space**) – **increasing the current Green Zones by 480%**

Next Steps

Thank you for attending today’s public exhibition.
We would now like to hear your views, please take a few minutes to fill in our feedback form.

We plan to submit a planning application to Gravesham Borough Council towards the end of September.

Information will also be updated on our website: www.northfleetharbourside.co.uk

You can contact the project team at any point by emailing: hello@northfleetharbourside.co.uk or by calling **020 7871 3565**.



Councillor Aaron Elliott
C/o Committee Section
Civic Centre
Windmill
Gravesend
DA12 1AU

22 August 2022

Dear Councillor Aaron Elliott,

Emerging proposals for Northfleet Harbourside

Following last month's consultation events, we are writing to update you on our plans for Northfleet Harbourside, a new neighbourhood with a new 8,000 capacity stadium for Ebbsfleet United Football Club at its heart.

We are delighted with the feedback and interest from residents, Ebbsfleet United Football Club supporters and stakeholders in our plans for Northfleet Harbourside. We are grateful for the feedback received, and where possible, we are committed to working with our design team to incorporate some of the ideas from the previous consultation.

Headline findings of community engagement held to date

- A majority of respondents (73.2%) were supportive of securing the future of EUFC through the delivery of a new multipurpose 8,000 capacity stadium.
- Providing new public green spaces to walk, play and cycle was enthusiastically welcomed.
- It is encouraging that our vision to provide new shops, play spaces, medical and sports facilities for local residents is widely embraced.
- The need to deliver much-needed new homes across the site, in a range of dwellings and types to meet local need is recognised.
- Respecting local heritage was the most common response among the respondents.

We would now like to invite you and all Councillors at Gravesham Borough Council to a meeting where we will be sharing the feedback received from the first round of consultation and how this has influenced our plans, ahead of the submission of a planning application, towards the end of September.

The meeting will take place at **The Kuflink Stadium** on **Monday 5 September** at **5.00pm**.

If you are able to attend the meeting, please contact Rob Smith at Cascade Communications who are managing our community consultation and stakeholder engagement via email at rsmith@cascadecommunications.co.uk

We are committed to continued engagement with the entire of the local community. We look forward to working with you as the plans progress.

Kind regards,
The Northfleet Harbourside team