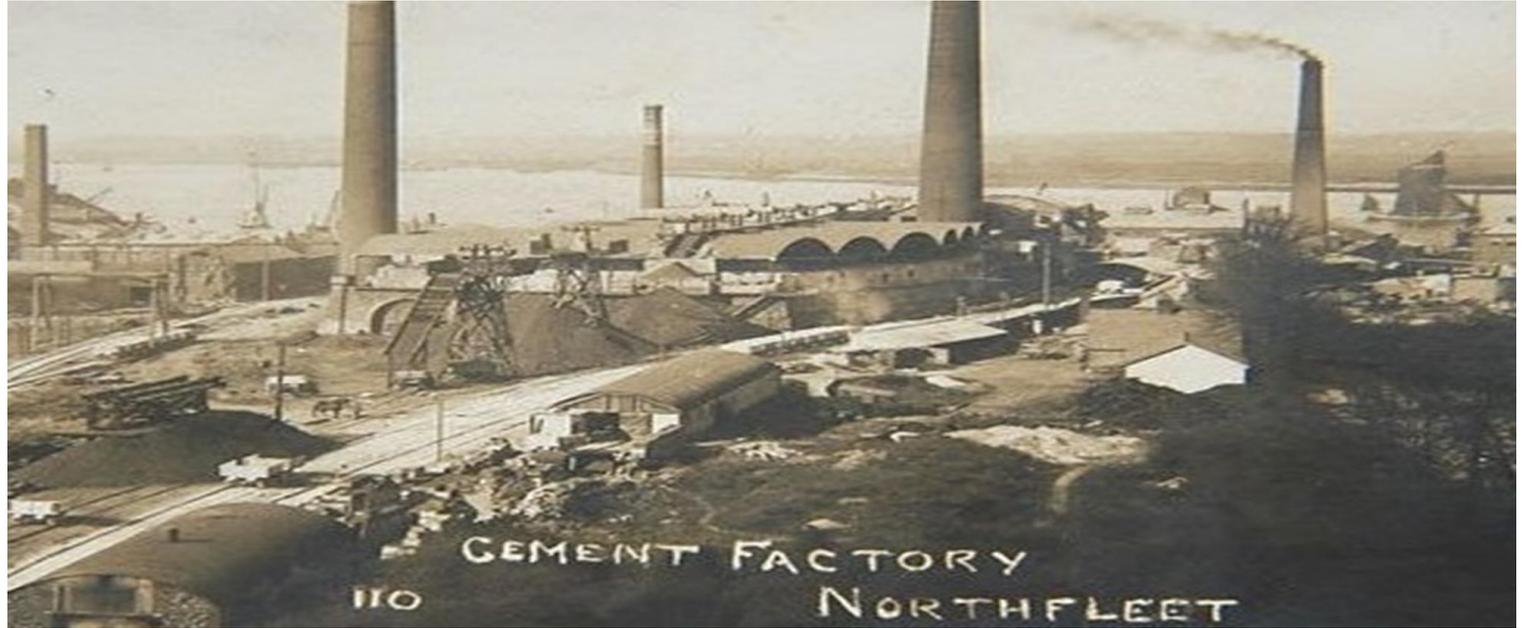




**EBBSFLEET  
GARDEN CITY**



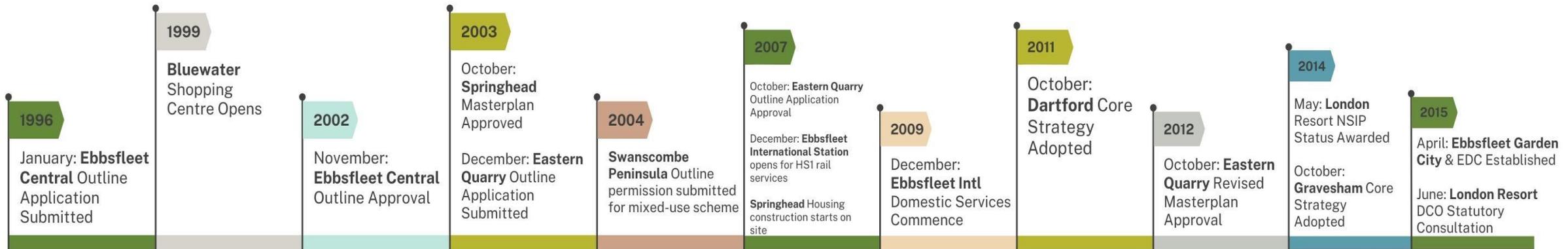
From this.....

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To this.....

## A BRIEF TIMELINE...



Following the cessation of quarrying and cement manufacture, plans emerged for development of the area.

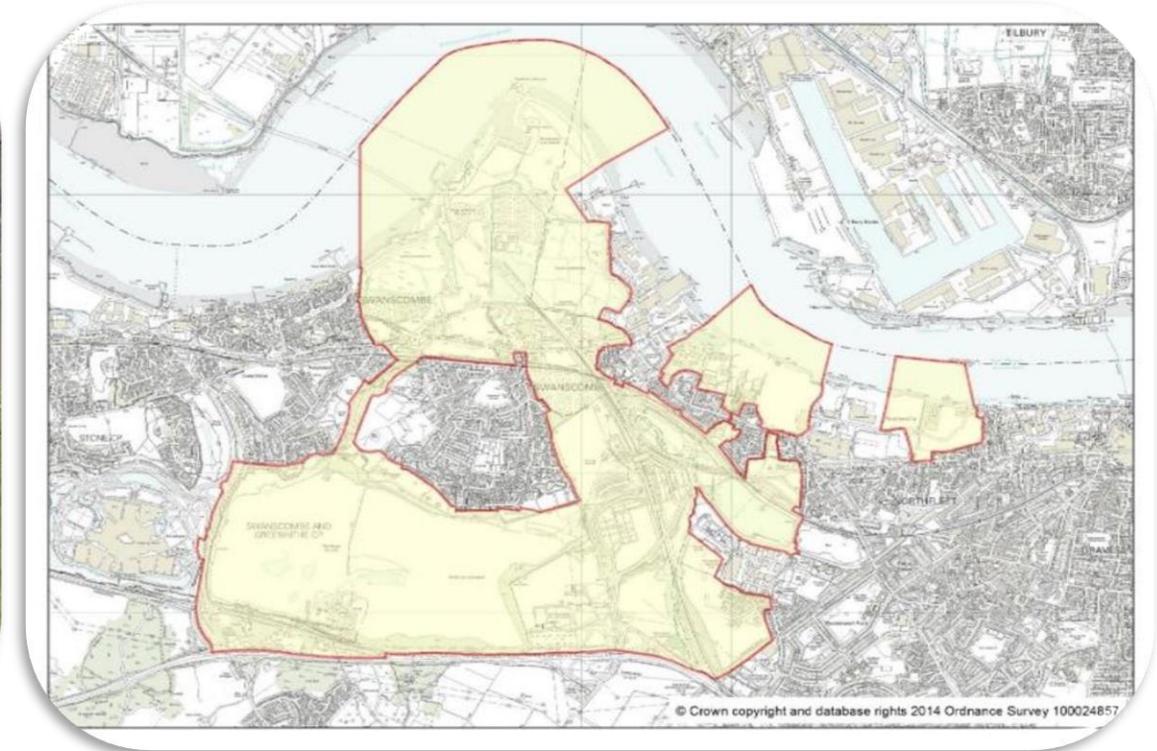
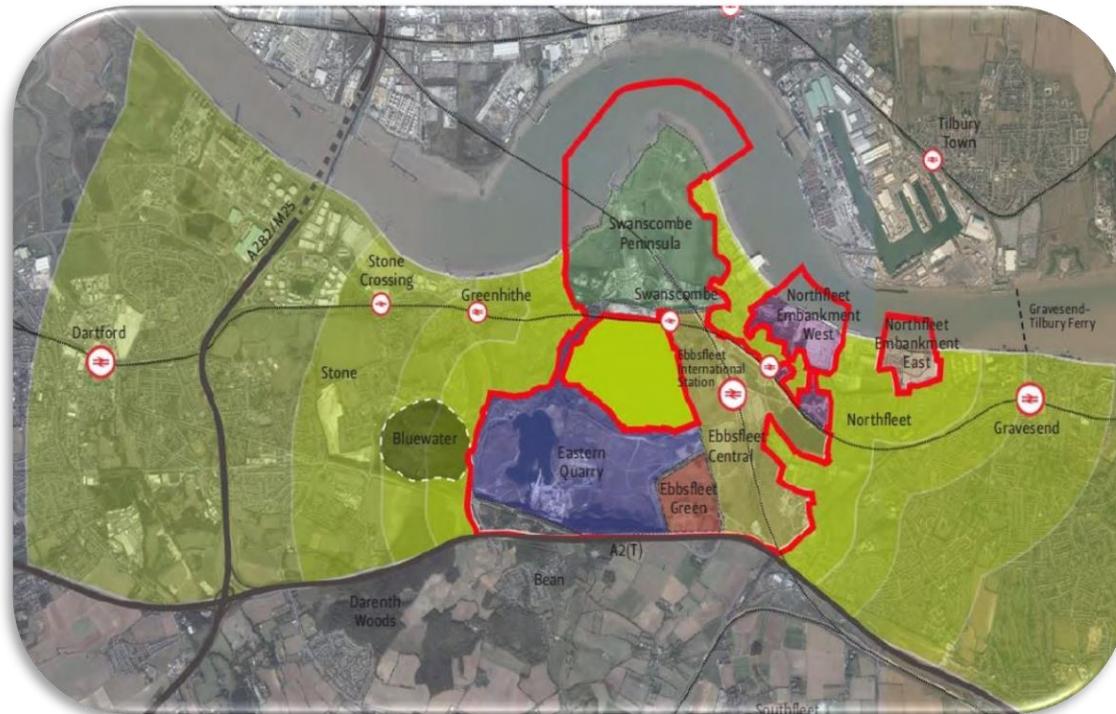
An outline planning application for Eastern Quarry was submitted in 2003 and approved in 2007.

Outline plans for Ebbsfleet Central were approved in 2002.



**Ebbsfleet Development Corporation was set up in April 2015 under the Local Government, Planning and Land Act 1980.**

It is named after the valley of the Ebbsfleet River, which it straddles. Whilst a small part of the site in the east lies within the borough of Gravesham, Ebbsfleet primarily sits in the borough of Dartford.



**- Ebbsfleet Urban Development Area -**



# THE AMBITION...



Building up to 15,000 new homes of all tenures... and a lot more!



Seven new city parks and a network of green corridors



New public transport network



Many thousands of new jobs



Major health and education campus



A vibrant new town centre built around Ebbsfleet International station

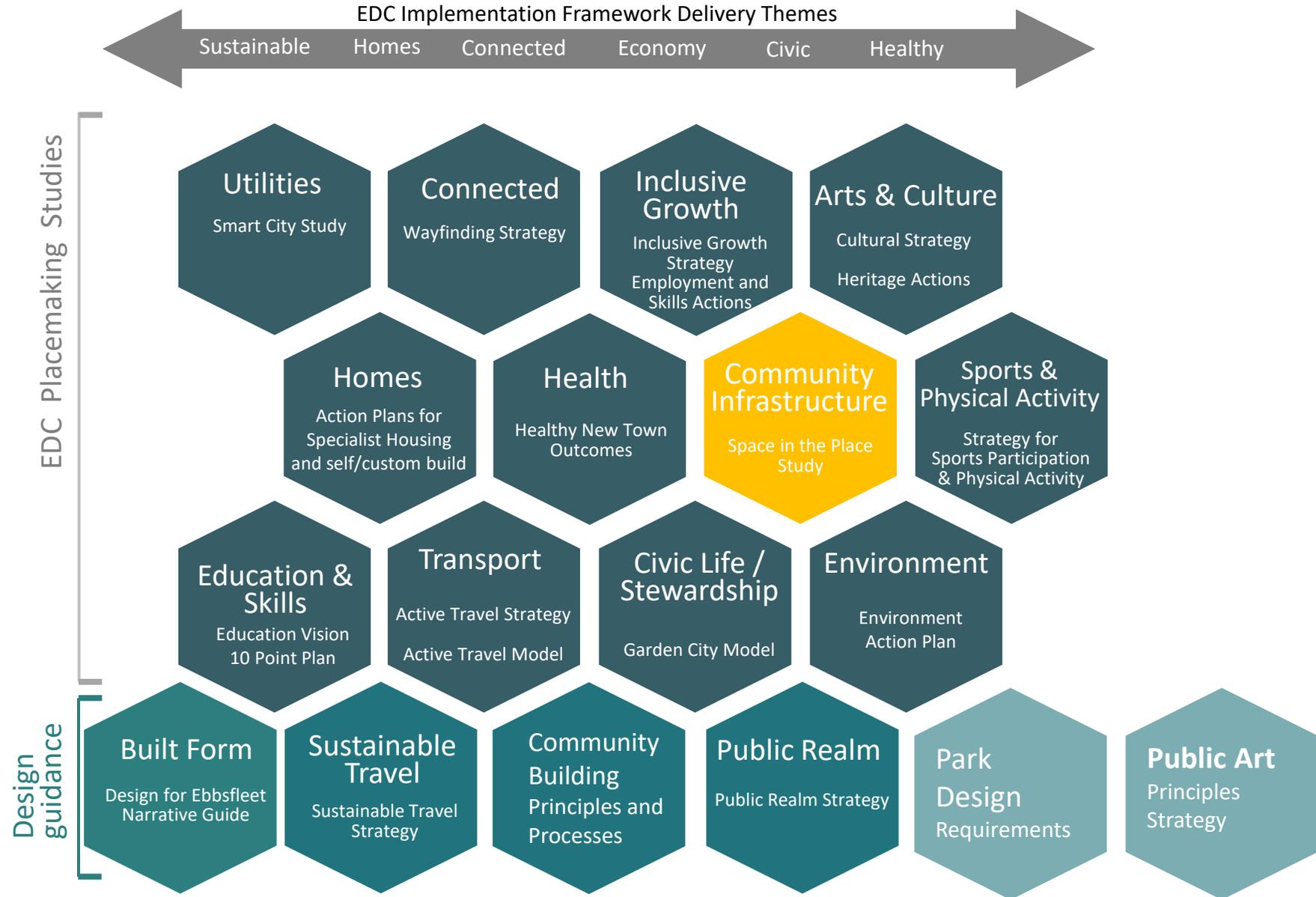
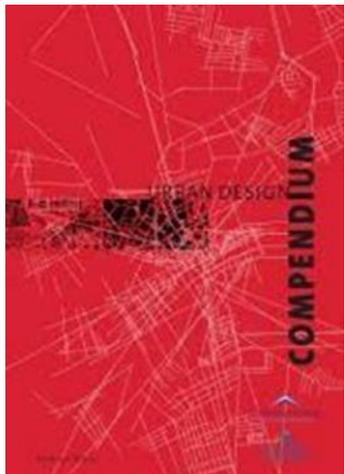
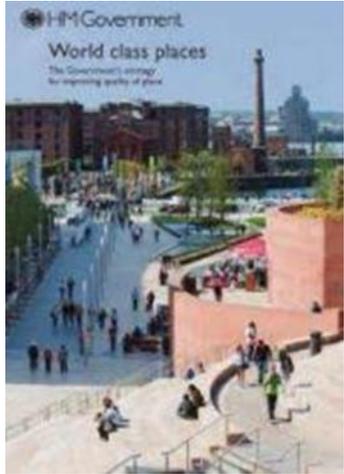


# PLACEMAKING – A STRATEGIC APPROACH

The Implementation Framework binds the existing planning permissions into a cohesive place.



# OUR STRATEGIC APPROACH TO PLACEMAKING

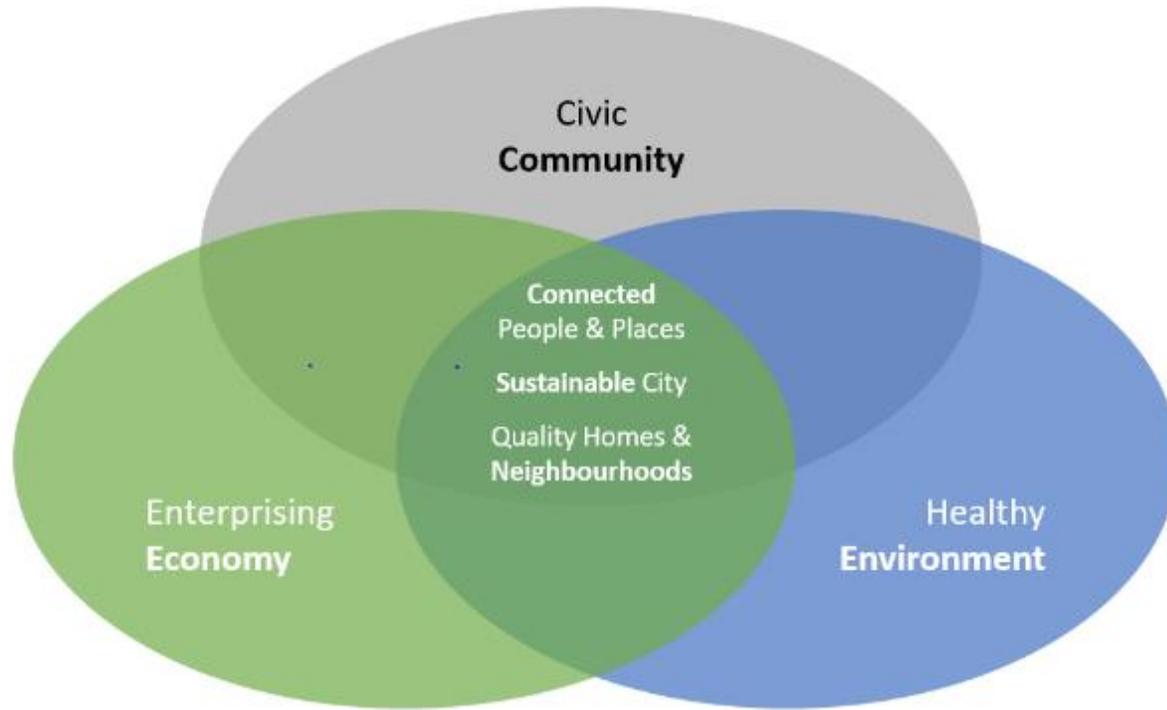


# EDC'S SUSTAINABLE DEVELOPMENT STRATEGY



**Inclusive Action Areas**

**Growth Action Areas**



**People**

**Places**

**Processes**



Delivering an exemplar portfolio of community infrastructure **'Places to Go'**

Supporting and enabling a programme of activities and events **'Things to Do'**



**PROGRESS IS REAL AND TANGIBLE**

# CASTLE HILL & EBBSFLEET GREEN



# ALKERDEN



# ASHMERE



# SPRINGHEAD PARK & NORTHFLEET RIVERSIDE



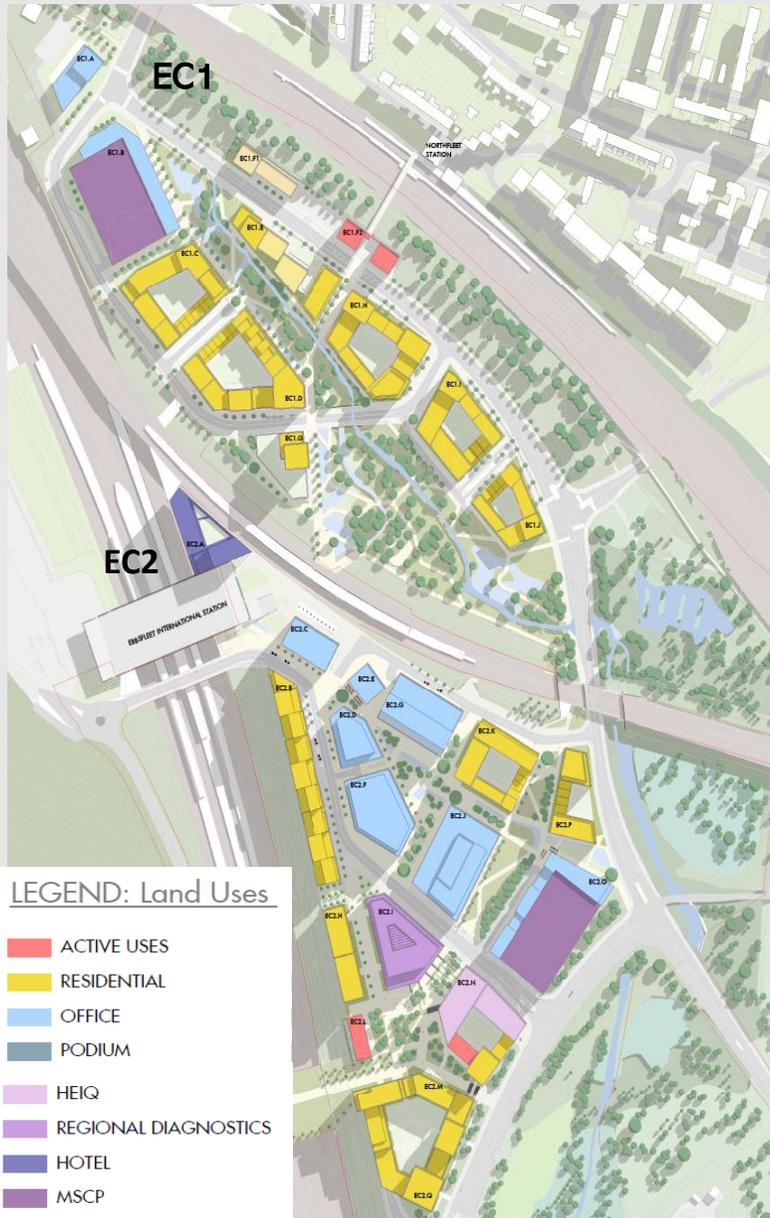
# NORTHFLEET RIVERSIDE



# EBBSFLEET CENTRAL



# THE VISION



“Ebbsfleet Central will be the heart of Ebbsfleet; it will capitalise on its unparalleled connectivity to London and Paris to deliver the next generation of high quality, flexible workspace, creating a new dynamic and innovative sub regional business hub, alongside providing key facilities to meet the needs of residents and local community members.”



# NORTHFLEET EMPLOYMENT SITE



# COMMUNITY BUILDINGS



# MEASURING THE IMPACT



# IMPACT FRAMEWORK

## Short Term

- Annual KPIs and targets
- Resident Satisfaction Surveys
- Social Value Impact Reports

## Medium Term (3-5 years)

- Corporate Plan targets and objectives

## Longer Term

- Outcomes Framework



IN THE LAST 8 YEARS...



4,000 homes completed with over 6,000 new residents



Three primary schools open, two community centres, 2 convenience stores, a pub and hotel



Vital Infrastructure delivered to support further growth



Strong pipeline with detailed planning permission for 3,658 homes



Work progressing to enable starts on two further community centres, sports pavilion, three primary schools, a secondary education campus and several village centres



# OUTCOMES FRAMEWORK

○ HEALTHY ENVIRONMENTS 
 ○ COMMUNITY 
 ○ ENTERPRISING ECONOMY 
 ○ Sustainability, Choice, Quality, Connections



## Cross-cutting





# SOCIAL VALUE

To understand our impact, we need a measurement tool:  
**The Social Value Portal**

**The National TOMs** – Themes, Outcomes, Measures

3 key **Themes** fit EDC Sustainable Development Framework:  
Economy/Jobs & Growth, Community, Environment

Over 40 **Outcomes** and 100+ **Measures**

**Matched** the TOMs against local need and our Outcomes Framework

**Prioritised 18 TOMs**

Define **local** – Dartford and Gravesham Boroughs DA1-4 and DA9-13

TOMs have a localized **proxy value**: from £1 invested = £1 impact, to a local job equating to £34,156

This allows EDC to **measure social value created** and apply a financial **proxy value**

Social value is created **over and above the core contract** – it is **not business as usual** or results from delivering the planned contract





# INCLUSIVE ECONOMY ACHIEVEMENTS.



**Ebbsfleet Garden City Trust established**



**Ebbsfleet Community Funds have supported over 50 local initiatives**



**Over £20m was generated through Social Value in 2022 across Dartford and Gravesham including 561 jobs.**



**Over 300 weeks of apprenticeship training generated per year.**



**Our Careers Programme has reached over 5000 students in 13 local schools.**



**Our spotlight on Apprenticeships event attracts 900 attendees in 2024**



# OUR STRENGTHS

**80% Quality of Life Satisfaction**

**89% of residents feel safe**

**84% of residents feel there is a strong sense of community**

**55% of residents feel they can influence decisions that affect their area**

**92% of residents are happy with their homes**

**89% Satisfied as a place to live**

**78% of residents feel their area has character and beauty**



# NATIONAL COMPARATORS

**68% Quality of Life Satisfaction**

**78% of residents feel safe**

**56% of residents feel there is a strong sense of community**

**27% of residents feel they can influence decisions in their area**

**89% of residents are happy with their homes**

**74% Satisfied as a place to live**

**N/A**



# INVESTMENT PLAN TO 2025 AND BEYOND



Approximately £100m public investment in capital projects; infrastructure, buildings and the community



Leveraging at least 5 times this in private investment



Around 600 new homes completed per annum, plus schools and other social infrastructure



Beyond 2025 – next Spending Review – investment in Ebbsfleet Central alone will be at least £150m



So, good progress but still much more to deliver!

