

**KCC**

Welcome to

**EBBSFLEET  
GARDEN CITY**

A Healthy New Town

Kevin McGeough,  
Director, Healthy New Town Programme

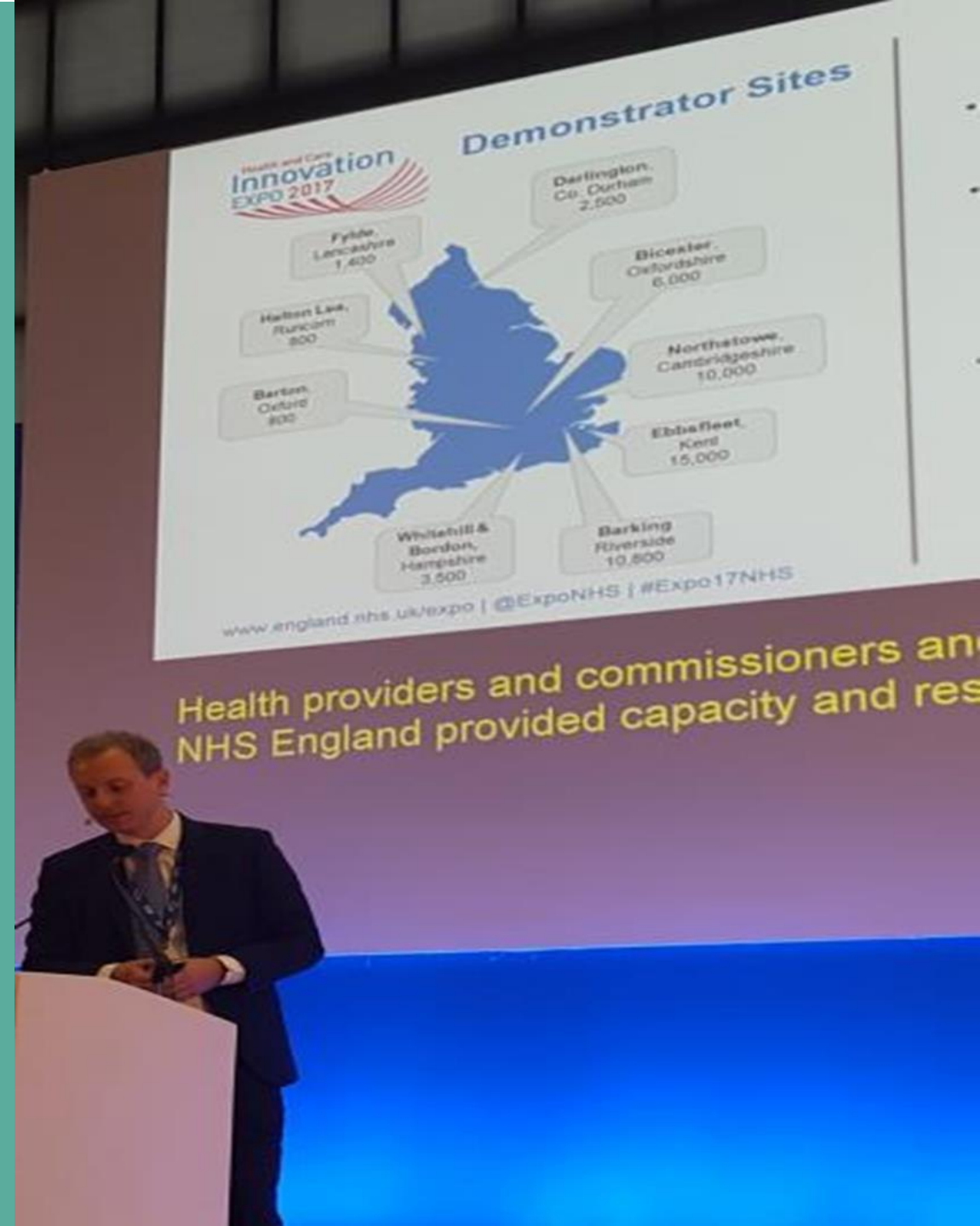


Ebbfleet  
Development  
Corporation



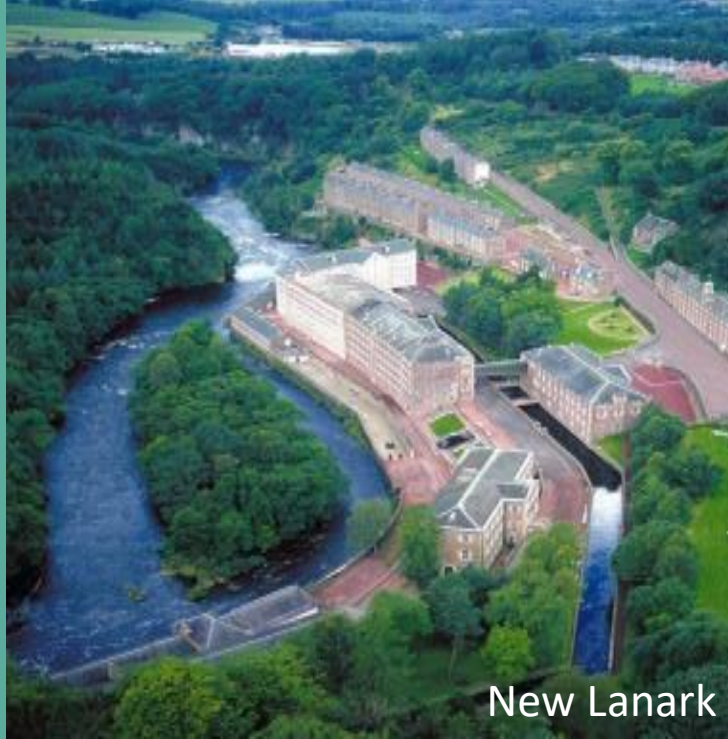
# Lessons from Ebbsfleet Healthy New Town Programme

- To shape new towns, neighbourhoods and communities to promote health and wellbeing, prevent illness and keep people independent
- To radically rethink delivery of health and care services in areas free from legacy constraints, supporting learning about new models of integrated care
- To spread learning and good practice to other local areas and other national programmes



Developing an exemplar approach to health, housing and care in a 21st Century Garden City.

- Learn the positive lessons from historic examples of large scale planned development.

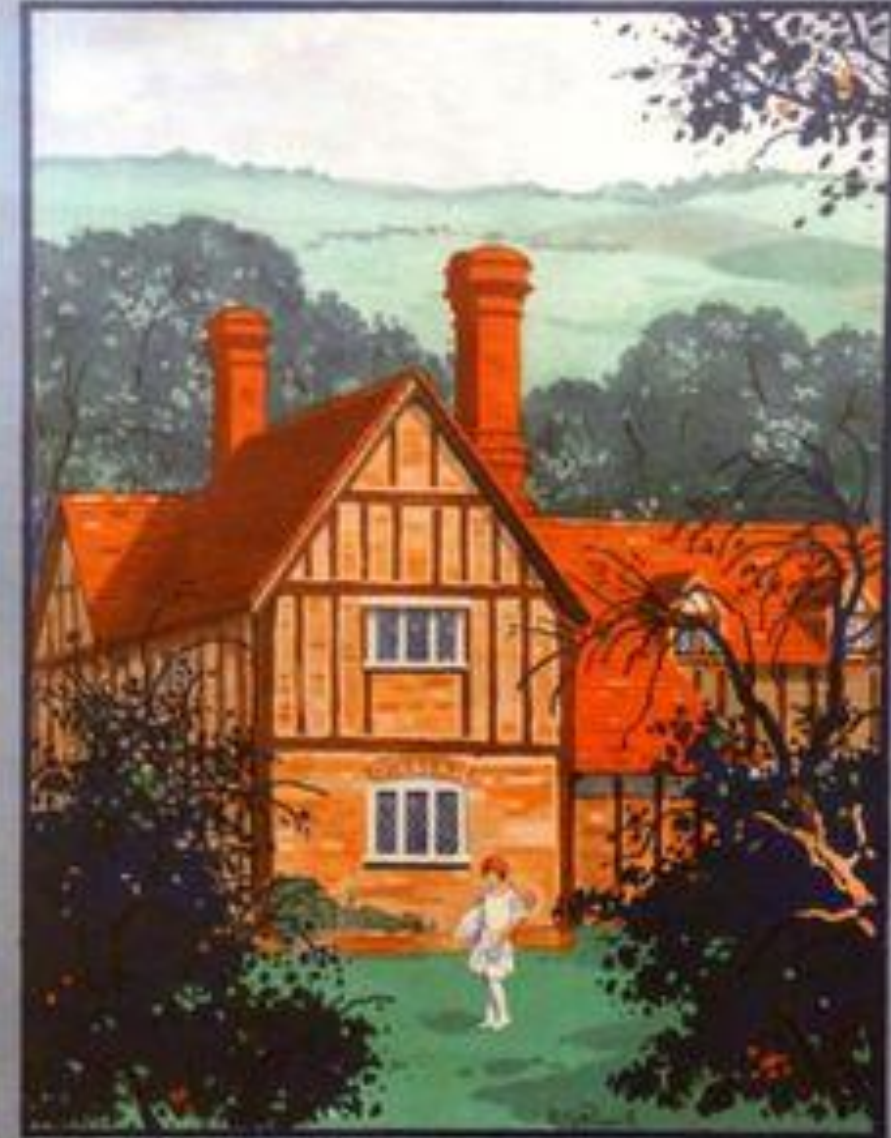


New Lanark



Saltaire

**HEALTH of the COUNTRY  
COMFORTS of the TOWN**



**LETCHWORTH**  
The FIRST GARDEN CITY

# Developing an exemplar approach to health, housing and care in a 21st Century Garden City.

- Avoid the mistakes of the past, the British New Town movement.



Cumbernauld New Town

Craigavon New Town



# Re-establishing the Links between Health and Housing

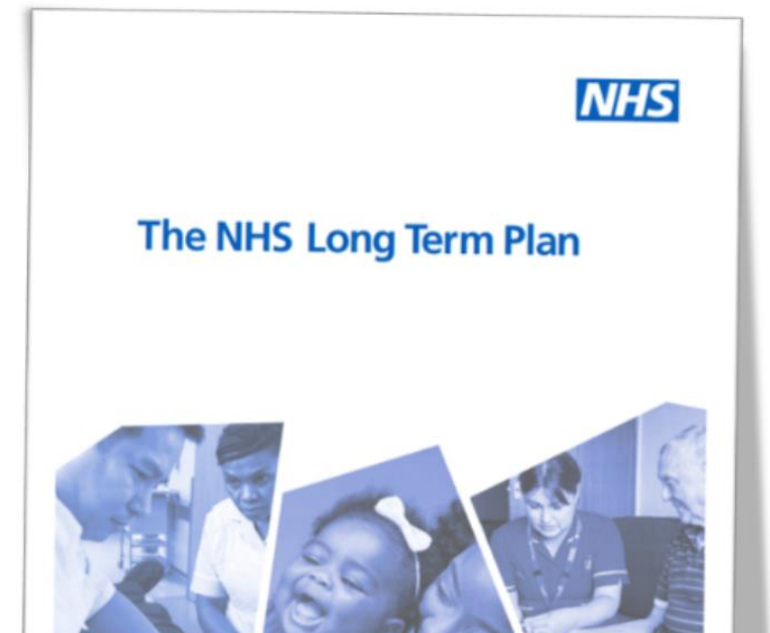
- ‘Good health starts with safe housing’, Matt Hancock, SoS Health, Nov 2018
- ‘A decent home, a job and friends are more important to good health than the NHS’, Duncan Selbie, CEO, PHE, June 2017
- ‘It is estimated that the cost of poor housing to the NHS is £1.4 billion per annum’, BRE, 2015
- ‘Poor housing conditions increase the risk of severe ill-health or disability by up to 25% during childhood’, Shelter, 2006

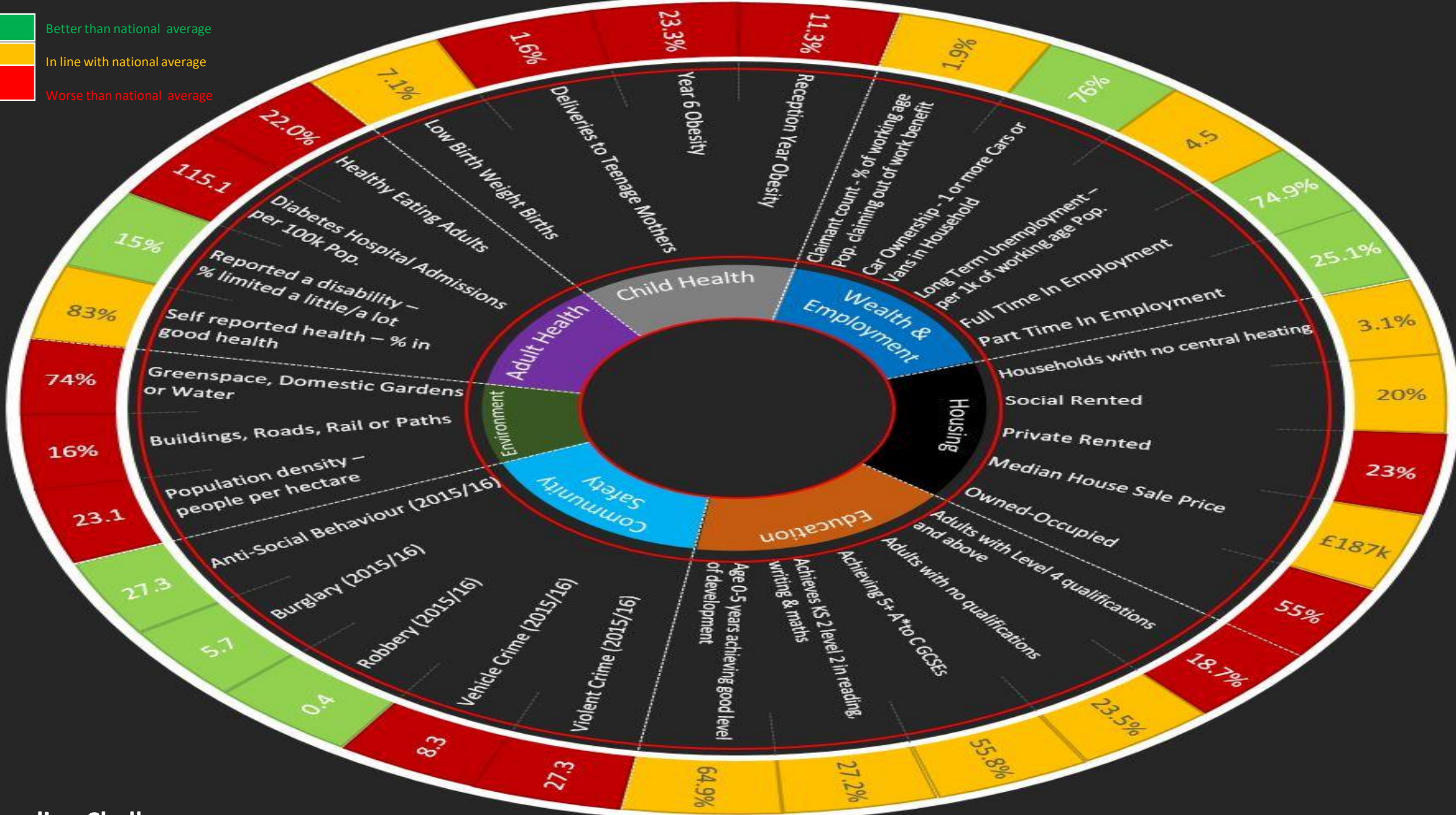
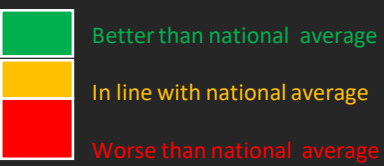


Aneurin "Nye" Bevan,  
Minister for Health with  
responsibility for housing (1945-51)



Harold McMillan,  
Minister for Housing with  
responsibility for Health (1951-54)





Baseline Challenges

# Overview Of Healthy New Town Programme



**NHS**

**England**



**Strategic Outcome 1:** People in control



**Strategic Outcome 2:** Vibrant and inclusive city



**Strategic Outcome 3:** Better quality of life



**Strategic Outcome 4:** Accessible blue, green and physical environment



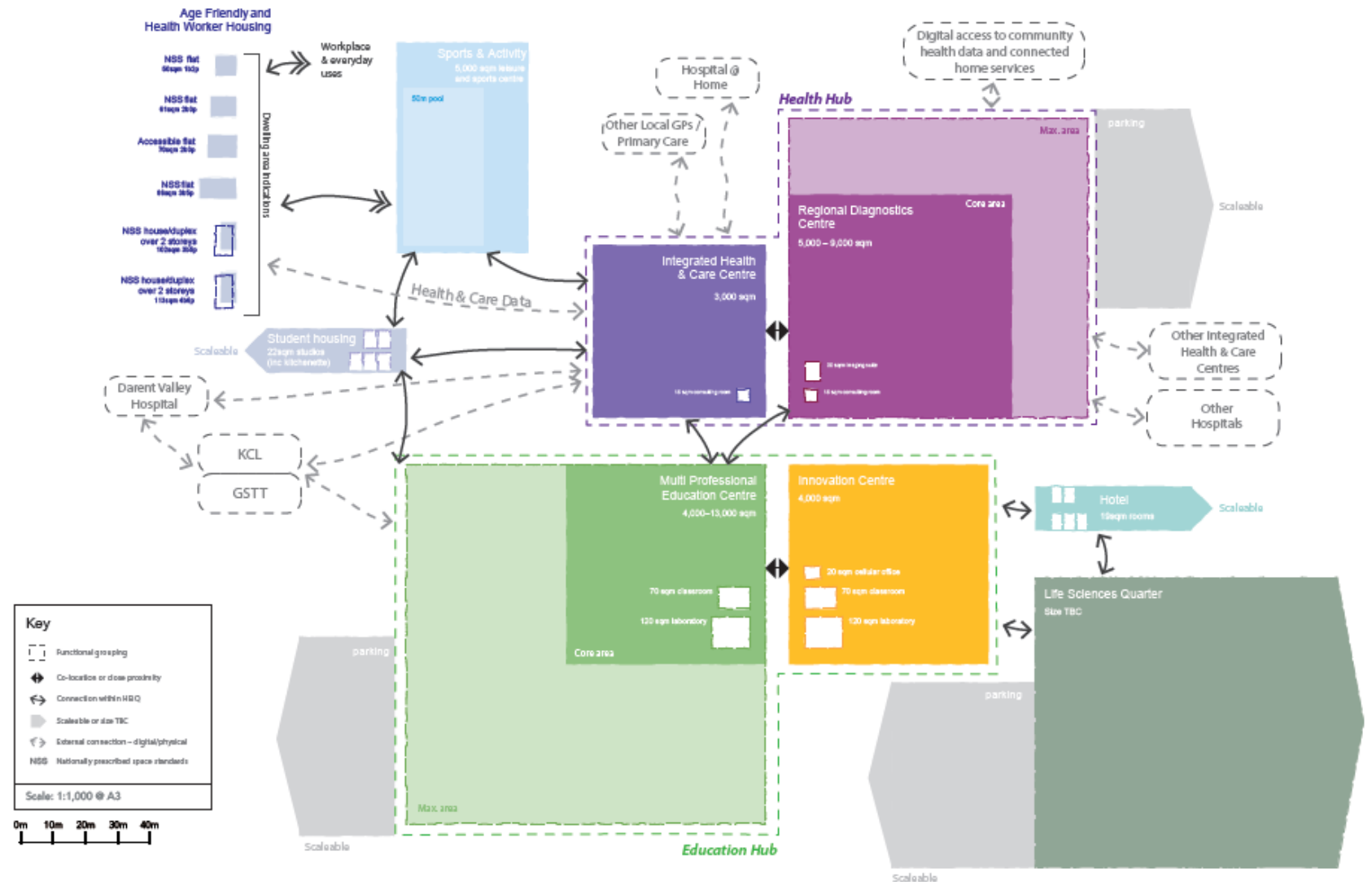
**Strategic Outcome 5:** Living in your home for longer





# Health Innovation & Education Quarter

HEiQ Draft Concept Development, Scale and Connections. Example of output to illustrate relationships and scale of uses at HEiQ



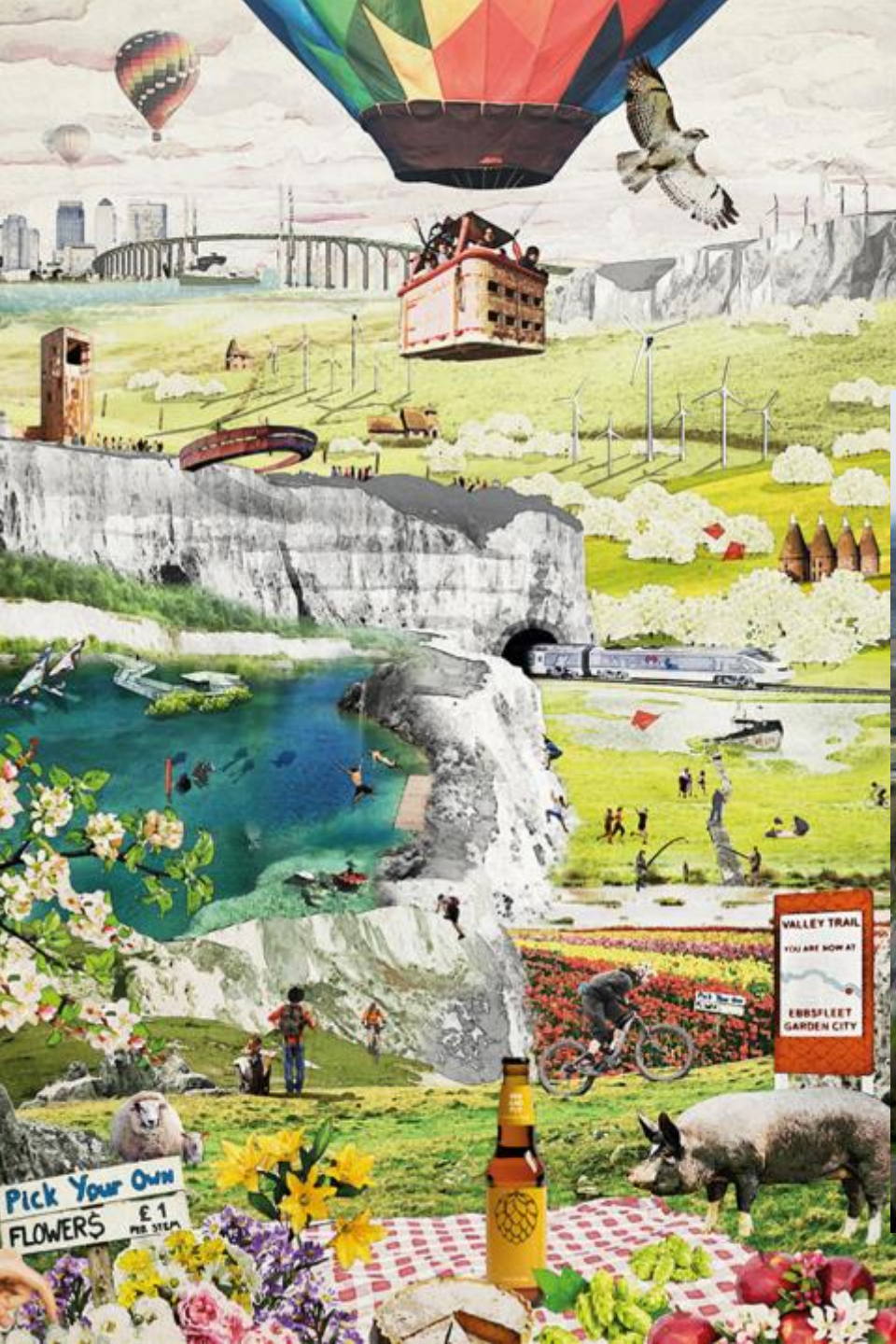
Sarah Wigglesworth  
Architects



# New model of local care

## Intergenerational Housing Opportunities.





## Landscape Design Challenge

An international competition for students and professionals to explore how to use Ebbsfleets' unique topography and landscape to promote healthier living.

Working with local communities-building on existing foundations will have the greatest impact



Culture.  
Arts, Events  
and  
Meantime  
uses



Sports,  
Leisure and  
Physical  
activity



Healthy  
Eating and  
Food  
Growing

**Tools to support Community Activation in Ebbsfleet Garden City**



**FREE SEEDS**

**EDIBLE  
EBBSFLEET**



**Edible Ebbsfleet**

**GROW.**

**EAT.**

**THRIVE.**



# Get Active in Ebbsfleet over 10 Months



**727 registered**

**60,000 miles travelled**

**75,000 activities  
completed**

**23,000 kilos of CO2  
emissions saved**

**Over half a million  
calories burned**





# 'A Hot Topic'

'Healthy New Town' are a valuable brand with wide appeal and significant reach

**515M**  
ESTIMATED VIEWS OF COVERAGE:

