Equality Impact Assessment

1. An Equality Impact Assessment (EIA) is a document that summarises how the council has had due regard to the public sector equality duty (Equality Act 2010) in its decision-making. Although there is no legal duty to produce an EIA, the Council must have **due regard** to the equality duty and an EIA is recognised as the best method of fulfilling that duty. It can assist the Council in making a judgment as to whether a policy or other decision will have unintended negative consequences for certain people and help maximise the positive impacts of policy change. An EIA can lead to one of four consequences:

   (a) No major change – the policy or other decision is robust with no potential for discrimination or adverse impact. Opportunities to promote equality have been taken;

   (b) Adjust the policy or decision to remove barriers or better promote equality as identified in the EIA;

   (c) Continue the policy – if the EIA identifies potential for adverse impact, set out compelling justification for continuing;

   (d) Stop and remove the policy where actual or potential unlawful discrimination is identified.

Public sector equality duty

2. The Equality Act 2010 places a duty on the council, when exercising public functions, to have due regard to the need to:

   (a) Eliminate discrimination, harassment and victimisation;

   (b) Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;

   (c) Foster good relations between persons who share a relevant protected characteristic and persons who do not share it (ie tackling prejudice and promoting understanding between people from different groups).

3. These are known as the three aims of the general equality duty.

Protected characteristics

4. The Equality Act 2010 sets out nine protected characteristics for the purpose of the equality duty:

   - Age
   - Disability
   - Gender reassignment
   - Marriage and civil partnership*
   - Pregnancy and maternity
   - Race
   - Religion or belief
   - Sex
   - Sexual orientation

*For marriage and civil partnership, only the first aim of the duty applies in relation to employment.

Due regard

5. Having ‘due regard’ is about using good equality information and analysis at the right time as part of decision-making procedures.

6. To ‘have due regard’ means that in making decisions and in its other day-to-day activities the council must consciously consider the need to do the things set out in the general equality duty: eliminate discrimination, advance equality of opportunity and foster good relations. This can involve:

   - removing or minimising disadvantages suffered by people due to their protected characteristics.
   - taking steps to meet the needs of people with certain protected characteristics when these are different from the needs of other people.
   - encouraging people with certain protected characteristics to participate in public life or in other activities where it is disproportionately low.

7. How much regard is ‘due’ will depend on the circumstances The greater the potential impact, the higher the regard required by the duty. Examples of functions and decisions likely to engage the duty include: policy decisions, budget decisions, public appointments, service provision, statutory discretion, decisions on individuals, employing staff and procurement of goods and services.

8. In terms of timing:

   - Having ‘due regard’ should be considered at the inception of any decision or proposed policy or service development or change.
   - Due regard should be considered throughout development of a decision. Notes shall be taken and kept on file as to how due regard has been had to the equality duty in research, meetings, project teams, consultations etc.
   - The completion of the EIA is a way of effectively summarising this and it should inform final decision-making.

Armed Forces Community

9. As part of the council’s commitment to the Armed Forces Community made through the signing of the Armed Forces Covenant the council’s Cabinet agreed in November 2017 that potential impacts on the Armed Forces Community should be considered as part of the Equality Impact Assessment process.

10. Accordingly, due regard should also be had throughout the decision making process to potential impacts on the groups covered by the Armed Forces Covenant:

    - Current serving members of the Armed Forces (both Regular and Reserve)
    - Former serving members of the Armed Forces (both Regular and Reserve)
    - The families of current and former Armed Forces personnel.

Case law principles

11. A number of principles have been established by the courts in relation to the equality duty and due regard:

    - Decision-makers in public authorities must be aware of their duty to have ‘due regard’ to the equality duty and so EIA’s must be attached to any relevant committee reports.
    - Due regard is fulfilled before and at the time a particular policy is under consideration as well as at the time a decision is taken. Due regard involves a conscious approach and state of mind.

- A public authority cannot satisfy the duty by justifying a decision after it has been taken.
- The duty must be exercised in substance, with rigour and with an open mind in such a way that it influences the final decision.
- The duty is a non-delegable one. The duty will always remain the responsibility of the public authority.
- The duty is a continuing one so that it needs to be considered not only when a policy, for example, is being developed and agreed but also when it is implemented.
- It is good practice for those exercising public functions to keep an accurate record showing that they have actually considered the general duty and pondered relevant questions. Proper record keeping encourages transparency and will discipline those carrying out the relevant function to undertake the duty conscientiously.
- A public authority will need to consider whether it has sufficient information to assess the effects of the policy, or the way a function is being carried out, on the aims set out in the general equality duty.
- A public authority cannot avoid complying with the duty by claiming that it does not have enough resources to do so.

The Equality and Human Rights Commission has produced helpful guidance on "Meeting the Equality Duty in Policy and Decision-Making" (October 2014). It is available on the following link and report authors should read and follow this when developing or reporting on proposals for policy or service development or change and other decisions likely to engage the equality duty. *Equality Duty in decision-making*

Lead officer:	Andrew Osborne, Economic Development Manager
Decision maker:	
Decision: • Policy, project, service, contract • Review, change, new, stop	Ashford International Studios, Newtown Works Development
Date of decision: The date when the final decision is made. The EIA must be complete before this point and inform the final decision.	
Summary of the proposed decision: • Aims and objectives • Key actions • Expected outcomes	Assessment of the Ashford International Studios, Newtown Works Development for the submission of the Levelling Up Fund bid. Project Aims and Objectives:

• Who will be affected and how? • How many people will be affected?	1) The redevelopment of this site is a key aspect of the borough's recovery from the pandemic and continued growth. The forecast 3,000 direct and indirect jobs will go a long way towards managing the increase in unemployment that has occurred locally, and the development will also bring a short-term benefit from the support for the construction industry during the development phase. 2) The site will target the regeneration of a major brownfield site within the town, providing an exciting commercial development, supporting jobs and skills in the town whilst also contributing to the councils housing land supply. 3) The development will secure the future of 5 grade II listed buildings, the perilous condition of which has been of concern to the Council for a number of years. This development would secure this important part of our heritage, which has already received approval by English Heritage. Key Actions and Outcomes: Development of this 4.8 Hectare site to create: - Approximately 2,000 direct jobs - Over 300 new homes - Over 800 new learners - 27,850 sq m of new commercial space delivered. - Reclamation of a 4.8 hectare brownfield site - Restoration of 5 Grade II listed buildings totalling 31,179 sq m, retaining Ashford's railway heritage. - A new 2,000 sq m Creative Industries and Digital Industries skills and education centre. - The project is estimated to substantially be delivered within 3 years. Who is affected? The site is currently derelict with no access to the public or for commercial use. The site has a Network Rail Depot, Railway lines and residential developments adjoining the site. These residents and businesses may be disrupted during the build period and through greater access to the site and activity on the site once developed. The site once developed will also have 302 homes for new residents to this site, as well as jobs within the studios and commercial space. In addition new learning provision will be provided within the FE/HE education centre. How many people will be affected?

	With the expected jobs figures, learners, and residents of the site, this could impact on 5,000 people, the majority of which will be residents of the borough.
Information and research: • Outline the information and research that has informed the decision. • Include sources and key findings.	Research has been undertaken by the developer and their consultants in bringing forward this development and through the successful planning application. As part of the planning application, accessibility and circulation have been considered within the proposed building as well as within the public realm. The Design and Access Statement covers these in section 7, page 66 of the document. The Design and Access Statement addresses the design issues in accordance with the objectives of the following: • Equality Act 2010 • The Human Rights Act 1998 • Planning and Compulsory Purchase Act 2004 • Building Regulation Approved Document M – Access to and use of Buildings • Residential units that all meet Building Regulations standard M4(1) or (2) & where a minimum of 10% will be adaptable to the M4 (3) Wheelchair Housing Standards. The EKC Group / Ashford College as future operators of the education centre on site, will also play a key role in ensuring provision on the site promotes positive equal opportunities for all residents. The EKC Group' Equality and Diversity statement is: "EKC Group is committed to its mission of 'developing the prosperity and wellbeing of the communities we serve' through ensuring fair access to education, equality of opportunity for all and embracing the diversity of our local community." The EKC Group have a published policy and action plan on their website promoting equality and diversity https://www.ekcgroup.ac.uk/group/about-us/public-information/reports/equality-and-diversity
Consultation: • What specific consultation has occurred on this decision? • What were the results of the consultation? • Did the consultation analysis reveal any difference in views across the protected characteristics? • What conclusions can be drawn from the analysis on	Public consultation has been undertaken as part of the planning process, and consultation of statutory organisations and relevant groups was also undertaken to seek their views on this development.

how the decision will affect people with different protected characteristics?	

Assess the relevance of the decision to people with different protected characteristics and assess the impact of the decision on people with different protected characteristics.

When assessing relevance and impact, make it clear who the assessment applies to within the protected characteristic category. For example, a decision may have high relevance for young people but low relevance for older people; it may have a positive impact on women but a neutral impact on men.

Protected characteristic	**Relevance to Decision** High/Medium/Low/None	**Impact of Decision** **Positive** (Major/Minor) **Negative** (Major/Minor) **Neutral**
AGE Elderly	High	Positive (through provision of additional accessible accommodation within the borough through the redevelopment of this site)
Middle age	Low	Positive (provision of accessible housing and education facilities. Opportunities for employment for residents in new knowledge-based sectors).
Young adult	High	Positive (Greater access to educational provision within the borough in an accessible location within Urban Ashford and close to the International Train Station).
Children	Low	Positive (access to play provision and amenities on site)
DISABILITY Physical	High	Positive (through provision of additional accessible accommodation within the borough through the redevelopment of this site)
Mental	None	
Sensory	None	
GENDER RE-ASSIGNMENT	None	
MARRIAGE/CIVIL PARTNERSHIP	None	
PREGNANCY/MATERNITY	None	
RACE	None	

RELIGION OR BELIEF	None	
SEX Men	None	
Women	None	
SEXUAL ORIENTATION	None	
ARMED FORCES COMMUNITY Regular/Reserve personnel	None	
Former service personnel	None	
Service families	None	

Mitigating negative impact: Where any negative impact has been identified, outline the measures taken to mitigate against it.	Mitigation has already been put in place within the development for access for people with disabilities.

Is the decision relevant to the aims of the equality duty?

Guidance on the aims can be found in the EHRC's *Essential Guide*, alongside fuller *PSED Technical Guidance*.

Aim	Yes / No / N/A
1) Eliminate discrimination, harassment and victimisation	No
2) Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it	Yes
3) Foster good relations between persons who share a relevant protected characteristic and persons who do not share it	No

Conclusion: • Consider how due regard has been had to the equality duty, from start to finish. • There should be no unlawful discrimination arising from the decision (see guidance above).	*This new development that regenerates a brownfield site and provides residential, employment and education opportunities complying with building regulations and local plan policy will provide positive improvements for equality and diversity.*

• Advise on whether the proposal meets the aims of the equality duty or whether adjustments have been made or need to be made or whether any residual impacts are justified. • How will monitoring of the policy, procedure or decision and its implementation be undertaken and reported?	
EIA completion date:	Friday 4th June 2021.

RT HON DAMIAN GREEN MP

HOUSE OF COMMONS
LONDON SW1A 0AA

8th June 2021

To whom it may concern,

This is my formal letter of support for Ashford Borough Council's bid for the Levelling Up Fund, in respect of the Newtown Works Project.

I am supporting this project as being particularly appropriate for the Levelling Up Fund because it meets so many of the priorities of the Government's agenda. It will provide:

- 2,000 direct jobs
- Over 300 new homes
- Over 800 new learners for the creative and digital industries
- 27, 850 sq m of new commercial space
- Reclamation of a 4.8 hectare brownfield site that has been largely derelict throughout my time as Ashford's MP since 1997
- Restoration of 5 Grade 2 Listed Buildings, retaining Ashford's railway heritage
- A new Creative and Digital Industries skills and education centre

Final preparations to start the work were in place before the pandemic, and it can be delivered substantially within the next three years.

I very much hope that this excellent bid can receive support from the Levelling Up Fund.

Yours faithfully,

[redacted]

Email: damian.green.mp@parliament.uk Website: www.damiangreen.co.uk
Twitter: @DamianGreen Instagram: damiangreen

NTW, NEWTOWN WORKS, ASHFORD, KENT

STATEMENT OF COMMUNITY INVOLVEMENT

IN SUPPORT OF THE PLANNING APPLICATION ON BEHALF OF QUINN ESTATES LTD

OCTOBER 2019

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APPENDIX 1 – EXHIBITION BOARDS

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APPENDIX 3 – FEEDBACK FORM

APPENDIX 4 – ADVERTS AND ARTICLE IN THE PAPER

1.0 EXECUTIVE SUMMARY

1.1 Quinn Estates Ltd (the Applicant) is committed to consulting with the local community regarding the proposed mixed-use development at NTW, Newtown Works, Ashford (the Scheme).

1.2 Consultation has included discussions with local borough councillors, local residents and interested organisations. In addition, discussions have been held with planners at Ashford Borough Council. The Applicant has sought to engage with key stakeholders throughout the pre-application and consultation phase.

1.3 Pre-application consultation with the local community has included a public exhibition event.

1.4 Throughout the pre-application process, the Applicant employed a variety of methods and approaches in accordance with best practice. The evolution of the scheme clearly demonstrates that the local community influenced the final submitted design.

1.5 The list of consultees has included the following:

- Ashford Borough Council (Officers and Members)
- Local residents
- KCC Highways

2.0 INTRODUCTION

2.1 This Statement of Community Involvement (SCI) provides background information in support of the Scheme. The description of development for the scheme is set out below: -

Detailed application for a mixed-use development (1-18 storeys) comprising 7,440sqm of film/ TV Studios with 7,125sqm associated post-production offices (Use Class B1) and 3,830sq.m associated workshop and media village (Use Class B1); 120 bedroom hotel (Use Class C1) including 1,150sqm reception/ancillary space and food and beverage space, 500sqm restaurant, 360sqm leisure facilities and 449sqm event/conference space; 62 serviced apartments (Use Class C3); a 336 space multi-storey carpark; change of use, internal and external alterations to the listed Locomotive Shed buildings, including increasing the height by an additional two-storeys, to provide 7,030sqm of flexible commercial floorspace for use in connection with the film/tv studios (Use Class B1/ D1) and 303 residential units (Use Class C3) comprising 130 x 1 bedroom and 173 x 2 bedroom units and 322 internal parking spaces; Change of use, internal and external alterations to listed Engine Shed building to provide 1,050sqm gym/ restaurant (Use Class D2/A3) and 1,500sqm of commercial floorspace (Use Class B1); Change of use, internal and external alterations of the Paint Shop building (114sqm), Acetylene Store (57sqm) and Clock Tower (73sqm) listed buildings to provide ancillary uses to the film/TV studios; plus associated infrastructure including open space, landscape and public realm provision, external parking, servicing, pedestrian and vehicular access and associated engineering, utilities and infrastructure works.

2.2 This SCI describes how the local community has been consulted and details the feedback received. A number of further technical consultations have also taken place which have included meetings with statutory bodies. Whilst not referred to in this report, these technical consultations have assisted in the evolution of the scheme and are referenced separately in the supporting technical reports.

3.0 SUMMARY OF COMMUNITY INVOLVEMENT AIMS

3.1 The Government has made it clear through the National Planning Policy Framework (NPPF) (paragraphs 39 and 13-14) that developers should be encouraged to undertake public consultation.

3.2 Paragraph 39 entitled 'Pre-application engagement and front loading' states:

'Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community'

3.3 Paragraph 40 of the NPPF continues:

'Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications'

3.4 The community involvement process has been designed so that residents take an active role in the evolution of the proposal and that their feedback genuinely influences the scheme prior to a formal planning application being lodged with Ashford Borough Council (ABC).

Ashford Borough Council's Statement of Community Involvement (SCI)

3.5 Ashford Borough Council adopted its Statement of Community Involvement (the Council's SCI) in December 2006. This document states that the Council recognises the importance of community engagement, especially as communities are being encouraged to have more involvement in deciding the future of the places where they live and work through the rise of localism and neighbourhood planning. Engagement at an early stage allows communities to shape and influence local plan policies and the geographical pattern of future development, and the Council encourages local communities to get involved. Engagement with the development industry is equally important, allowing local communities, developers and the Council to work together and to build a shared approach to local planning.

4.0 CONSULTATION PROCESS

4.1 The Applicant designed a consultation strategy that is NPPF compliant and that satisfies the requirements of Ashford Borough Council. The Applicant executed this strategy during 2019.

4.2 The Applicant believes the early involvement of local communities, local authorities and other statutory consultees can bring about significant benefits for all parties, a view supported by Government.

4.3 The strategy comprised a series of meetings with the stakeholders identified in paragraph 1.5 above and public consultation.

4.4 The strategy was to engage at the earliest possible juncture with stakeholders including statutory ones and residents.

4.5 It is clearly evident that following feedback from key stakeholders, the proposals that have been submitted have been amended to reflect the comments received to date.

4.6 The Applicant has aimed to be clear, open and honest in their engagement and consultation with stakeholders and the community.

4.7 In addition to above published guidance, our approach to consultation on this project has been guided by discussion with the relevant local authorities and by a review of best practice on recent applications of a similar nature and scale.

4.8 The overall consultation objectives were to:

- Raise awareness of what is proposed and to give local people, relevant local authorities and other statutory consultees an opportunity to comment and potentially influence the proposals;
- Provide clear and concise information to all sections of the local community;
- Provide a range of different opportunities for members of the local community, relevant local authorities and other statutory consultees to engage with the project and comment on the proposals;
- Invite feedback and ensure that the Applicant understands the views of consultees so that they can be considered during the development process; and
- Show how consultation has influenced the proposal.

4.9 To deliver these objectives we will be undertaking a consultation process consisting of:

Stage One consultation: Formal consultation with relevant technical bodies and relevant local authorities.

Stage Two consultation: Formal consultation with the local community, and relevant statutory consultees including technical and regulatory organisations, relevant local authorities and those persons with an interest in the land required for the proposed development

4.10 When we will consult?

In advance of our Stage One consultation, we will undertake a programme of targeted communication.

Stage One consultation is scheduled to commence in quarter 2 2019 whilst the Stage Two consultation is scheduled to take place in quarter 3 2019.

4.11 We will try to avoid holding our public consultation events at the same time as similar scale proposals in the local area.

4.12 What we will consult on?

The aim of our pre-application consultation on the project is to ensure that the local community, relevant local authorities and other relevant statutory consultees have a chance to understand and influence our proposals.

There are some aspects of our proposals that are fixed. There is however the opportunity to influence aspects such as design, height, materials, access, environmental mitigation, landscape, connectivity and mix.

4.13 How we will consult?

At the start of the Stage One consultation, we will undertake a programme of targeted communication with key stakeholders including meeting with the local authority to introduce the scope of our proposals and to discuss an appropriate approach.

Community consultation

The following actions will be undertaken to publicise the proposal, and provide the local community the opportunity to comment.

- A notice will be published in relevant local newspapers
- Community information leaflets will be used to provide the local community with details of the proposed consultation. These will be posted to all properties in the Consultation Area.
- It is generally recognised, including by the Planning Advisory Service, that pre-application discussions for major proposals benefit both councillors, applicants and residents.
- We will aim to inform relevant elected members about our project. We will ensure that any proactive contact with elected members is preceded by discussion with officers at the relevant Local Planning Authorities.
- We aim to ensure they are accessible for as many people as reasonably possible. The timing of the event will allow a wide range of persons to attend
- The public information events will be attended by members of the project team to answer questions on the proposal, assist with interpreting the project information available at the events and to encourage people to give their views.
- A series of information boards will be displayed at each public information event to set out details of the proposed development.
- Feedback forms will be developed and made available at each event and visitors will be encouraged to use these to provide feedback and comment on the proposal. Downloadable versions of project documents including the briefing note, community information leaflets, information boards used at the public information events and feedback form will also be made available to interested persons.

5.0 PUBLIC EXHIBITION

5.1 The Applicant held a public exhibition showing plans of the site, technical details and draft cgi's of the proposed mixed-use development. The presentation for the exhibition appears at Appendix 1.

5.2 The primary purpose of the exhibition was to engage with local residents and stakeholders, and to provide the opportunity for them to view and comment on the draft proposals.

5.3 The format of the consultation during the exhibition allowed for:

- Informal one to one or group discussions with residents and stakeholders;
- An informal setting to encourage questions from residents and stakeholders;
- The opportunity to raise questions with specific members of the project team; and
- A local venue, at an appropriate time and for an appropriate duration to allow as many people as possible to attend.

5.4 The event was held on:

- 4th September 2019 between 16.30-19.30 at Ashford Railway Club, Bath Meadow, Beaver Road, Ashford TN23 7RR

Below are photographs of the exhibition: -




HOW WILL THIS LOOK
CASE STUDY


HOW WILL THIS LOOK



Public Exhibition Event

5.5 The exhibition was extensively advertised via the following media:

- Two adverts placed in the Kentish Express;
- An article in the Kentish Express;
- An email to all councillors was sent;
- Notification sent to local community groups.

5.6 This exhibition was attended by approximately 108 local residents and stakeholders. Consultants were available to answer questions raised. They included:

- Mark Quinn - Applicant;
- Ben Geering - Applicant;
- Victoria Swift - Applicant;
- Josh Wilson-Holliday - Applicant;
- Alex Kalorkoti - Applicant;
- Will Sheardown - Applicant;
- James Waterhouse – Planning Consultant
- Lorna O'Carroll – Planning Consultant
- Jason Lewis - Highways Consultant
- Alex Richards -Architect
- Guy Hollaway - Architect
- Eleanor Trenfield – Landscape Architect
- Piers Read – The Creative District Improvement Company

- Jeremy Rainbird – The Creative District Improvement Company
- Miranda Chapman – Public Relations
- Emily Marmara – Public Relations

5.7 Feedback forms were provided on stands, with tables and chairs available, to enable all attendees to notify the Applicant of any issues they felt were relevant. The feedback forms are as shown in Appendix 3.

5.8 A member of the Applicant team was at the entrance/exit and counted visitors in. The feedback forms could be completed on the day or returned back to the Applicant by 11th September 2019.

5.9 In total, 37 feedback forms were returned, as follows:

37 were returned on the day
0 emailed their reply
0 emailed a form in reply
0 emailed letter
0 photocopied form
0 posted form

This represents a return rate of 34%.

A detailed consideration of the responses received is set out at section 6.

6.0 ANALYSIS OF RESPONSES FROM THE EXHIBITION

6.1 Several recurring themes appeared in the responses received; the Applicant has sought to address these, which include the following:

- **Planning**
- **Traffic/highways;**
- **Local services provision**
- **Flooding**

Planning

Public Feedback	**Applicant Response/Changes Made**
An 18-storey hotel is too high and out of keeping with the original buildings on site. Need a destination hotel	The height of the tower is still at 18 storeys in height. Changes to the design of the tower have been made since the application was submitted to the public at the consultation event.
Great move for Ashford, bring jobs and opportunity	Yes – in total over 2000 new jobs and crucially brings a new high growth sector
There are too many buildings	Originally the site would have been covered with many buildings, which have subsequently been demolished. The amount of built space on site is necessary to provide the scale required by the film/TV industry and the ancillary uses to support it
Good to hear that the clocktower will be retained	The clocktower will retained and restored to the highest quality.
The most exciting thing to happen to Ashford in years	Yes, this is a mixed-use development focused around creating a new film studios complex which can help to develop, diversify and grow Ashford's economy. The development will include the sensitive restoration of the Grade II listed rail works buildings, with the delivery of new TV and film production space and associated facilities and infrastructure, together with a hotel and residential development.
Incredibly beneficial to the area	The development will create a new modern, vibrant and mixed-use development and at the same time restore legacy buildings for the town
Preserving the sheds is really important	There are clear material heritage benefits of bringing all of the derelict buildings on the wider site back into effective and long-term

	use, preventing further decay, and retaining and celebrating the site's industrial archaeology.
Great employment opportunities to put Ashford on the map	Yes – in total over 2000 new jobs will be created along with profile building of Ashford as a location for both business and as a resident
Needs a tv/film industry training centre	TV/Film training will be provided within the new film studio quarter.

Traffic/Highways

Public Feedback	**Applicant Response/Changes Made**
Need to stop commercial traffic coming off the J10 M20 and using Newtown Road	The requirement for Traffic calming will be assessed during the planning application process. The applicant is committed to working with the highways authority to make access as safe as possible
Need traffic lights on Crowbridge road	The scheme will involve a contribution to the Crowbridge Road, junction.
Pedestrian access to the site is needed at the clocktower	It is proposed that pedestrian access will be provided at the clocktower.
Parking provision is an issue locally and 1:1 parking will exacerbate car usage	Residential parking provision for the site will be provided at a rate of 1:1 in line with policy for urban sites and 0.2 spaces per dwellings for visitor parking, adjusted to take account of the site's excellent accessibility and to encourage use of the immediately accessible public transport
300 apartments will bring lots of traffic on Samuel Peto Way	The development is not anticipated to have a severe impact on the local and strategic highway network.
Cars speed round the bends locally so traffic calming is necessary	The requirement for Traffic calming will be assessed during the planning application process.
Needs improvement in the bus service to encourage non-car movements	This will be assessed during the planning application process.
The small hump back bridge is a problem	The scheme will involve a contribution to the Crowbridge Road, junction.
Road is in a poor condition locally	This will be assessed during the planning application process.

Local Services Provision

Public Feedback	Applicant Response/Changes Made
Need to help the museum and maybe combine the railway and aero museums to bring the area's heritage to the fore – the use of the clocktower could do this	The development will include the sensitive restoration of the Grade II listed rail works buildings.
A medical centre or community use area would be a benefit	A proposed contribution will be made to the CCG for medical provision within the local area.

Flooding

Public Feedback	Applicant Response/Changes Made
Newtown Road has a historic flooding problem	This will be addressed in the FRA

7.0 SUMMARY OF THE PUBLIC EXHIBITION

7.1 As a result of the responses, the Applicant's team have made changes to the scheme. Where comments were received that related directly to the scheme, these issues were considered, and amendments made where necessary. The Applicant considers that the consultation process has been full and transparent. The scheme has evolved over the course of the consultation period. It is clear that the local community has been able to influence the design layout and form of the proposed scheme.

7.2 The key changes are:

- The hotel design has bene refined to be more in keeping with the Grade II Listed buildings
- Reduction in hotel rooms from 125 – 120
- A more detailed landscape approach which includes a green walkway through the site and a central atrium in the listed buildings

8.0 CONCLUSIONS

8.1 This document summarises the extent and detail of the public consultation in regard to proposals for a mixed-use development at NTW, Newtown Works, Ashford. From the content of this report, it is evident that the Applicant has, and continues to undertake an extensive pre-application consultation process with a wide range of key stakeholders from the local community.

8.2 The Applicant has employed a variety of techniques in accordance with best practice to engage with the stakeholders in the formulation, development and refinement of the application proposals. From the outset, consultation has taken place in a pro-active and transparent manner.

8.3 The attendance at the exhibition by representatives of the Applicant and members of the consultant team provided residents with the opportunity to discuss particular points of interest and concern and to obtain further detailed information.

8.4 The results of the consultation exercises have been fully taken into account and are documented throughout this SCI and within the supporting technical documents and Design and Access Statement. The Applicant believes that the public consultation exercise and workshop events has helped to improve local understanding of the development proposals and has generated some useful information and comments. The comments received as a result of the consultation process have resulted in amendments to the scheme and the submission of supporting information where appropriate.

8.5 Quinn Estates Ltd has sought to consult with local stakeholders throughout the pre-planning and planning process, resulting in a scheme that reflects the wishes and needs of the local residents. The Applicant will continue to consult with the local community.

APPENDIX 1

EXHIBITION BOARDS

APPENDIX 2

FLYER TO ADVERTISE THE EXHIBITION

APPENDIX 3

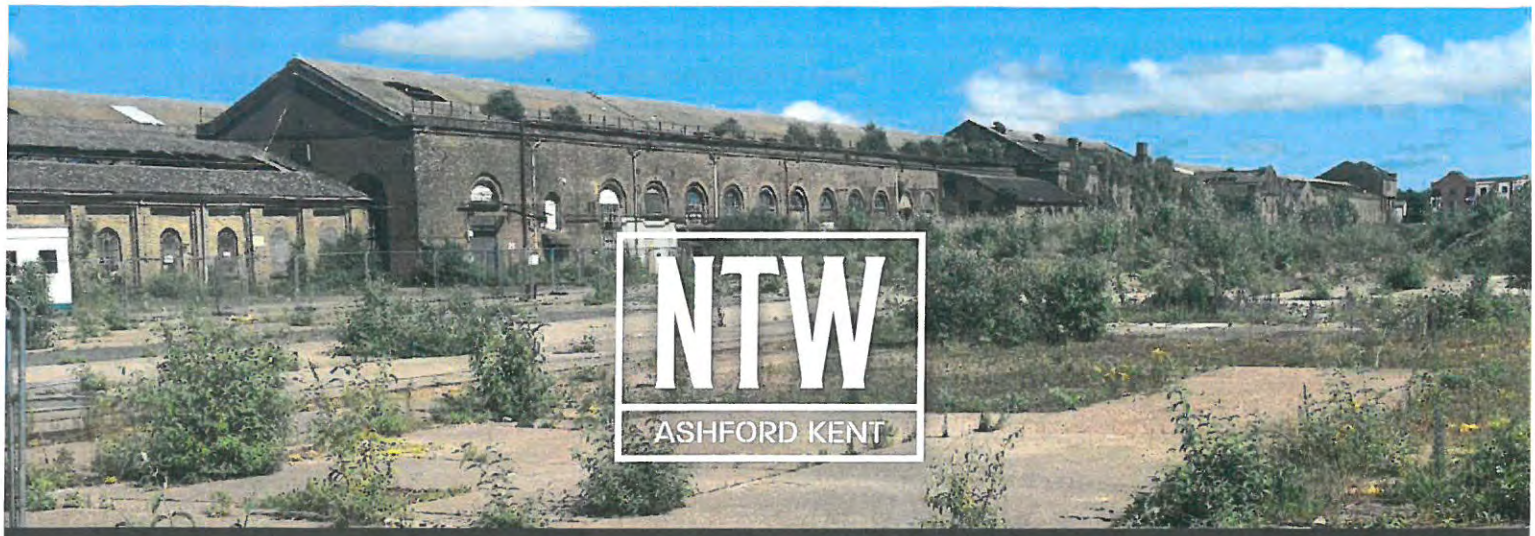
FEEDBACK FORM

APPENDIX 4

ADVERTS AND ARTICLE IN THE PAPER

APPENDIX 1

EXHIBITION BOARDS



INTRODUCTION

Welcome to our exhibition showcasing our proposals for a significant regeneration project that restores a series of redundant and at-risk Grade II listed buildings at the core of Ashford's railway heritage.

VISION

This project is centred around putting Ashford in the limelight as a significant new player in the digital revolution with a mixed-use development centred on the creation of TV and film production space.

The speed of change in this industry makes it one of the fastest growing industries globally and with that, the need for modern space. The emergence of major global players such as Netflix and Amazon Prime and the emergence of streaming only operations from some of the more traditional players such as Disney with their Disney+ operation means that demand is fast outstripping supply.

Although Kent has a presence in the media industry with the likes of Maidstone Studios, the combination of a forward-thinking developer, a specialist player in film real estate and a site like Newtown Works means that Ashford and Kent can maximise the proximity to London to curate a new industry.

The opportunity in terms of profile and job creation makes this a true game changer for the borough and one that takes a long redundant complex of buildings and transforms it into an epic regeneration project.

HISTORY



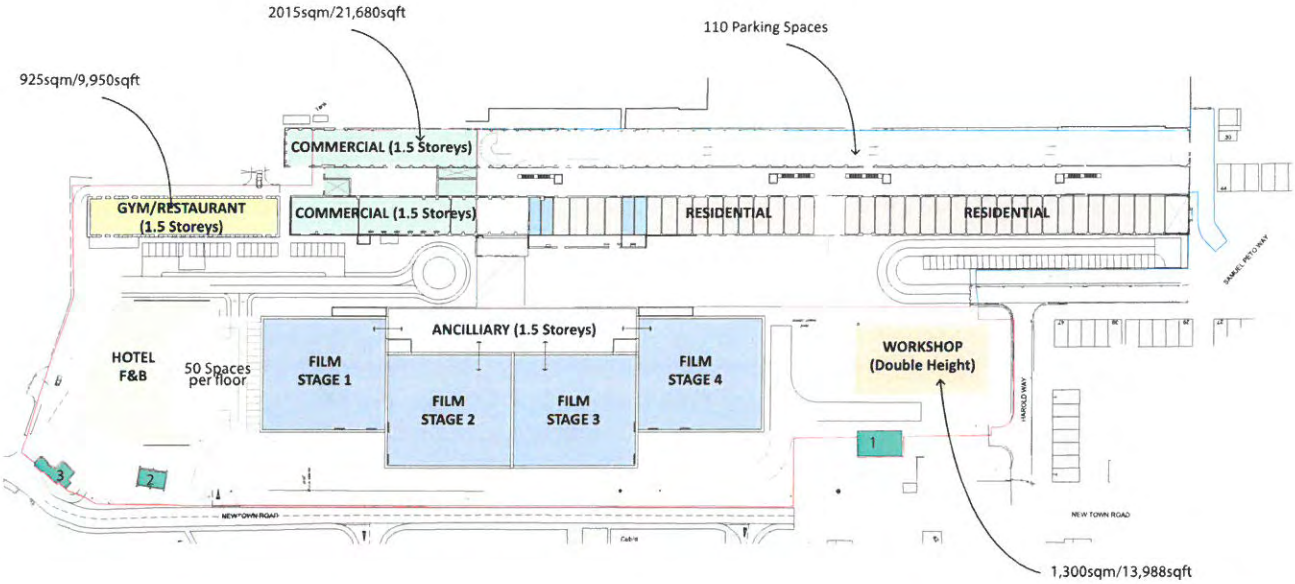
Ashford locomotive works was built by the South Eastern Railway on a new 185-acre (75 ha) site in 1847. By 1850 over 130 houses had been built for staff (called Alfred Town by the railway but New Town by everybody else), The works employed about 600 people in 1851 increasing to about 950 by 1861, and around 1,300 by 1882. A carriage and wagon works opened on an adjacent 32-acre (13 ha) site in 1850.

Ashford built and serviced locomotives and wagons until well after the nationalisation of the railways to form British Railways in 1948. Between 1847-1962, the site was known as the Ashford Railway Works.

The locomotive workshops eventually closed on 16 June 1962. The wagon works continued for a further two decades. It became one of British Rail Engineering Limited's main wagon works, but as trade declined, primarily the construction of wagons for export markets, it operated on an ever-decreasing scale until it closed down in 1982.

Quinn Estates

NTW ASHFORD KENT



MASTERPLAN

THIS NEW MIXED-USE DEVELOPMENT PROPOSES THE FOLLOWING OVER A 12 ACRE (4.8HA) SITE:

RESIDENTIAL
- Circa 300 apartments as a mix of one and two beds
- Circa 350 parking spaces located within the existing buildings and externally

COMMERICAL
- Circa. 8,530sqm/91,780sqft

GYM/RESTAURANT
- Circa. 925sqm/9,950sqft

LISTED PAINT SHOP BUILDING
- Circa. 150sqm/1,615sqft

LISTED ACETYLENE BUILDING
- Circa. 56sqm/600sqft

LISTED CLOCKTOWER
- Circa. 68sqm/730sqft

HOTEL
- Reception/Food & Beverage Space on the ground floor with a first/second floor event and conference centre totalling circa 50,000sq.ft
- 125 hotel rooms with 50 serviced apartments

FILM STUDIOS
- 4 x 1860sqm/20,000sqft Studios

PRODUCTION OFFICES/ANCILLARY
- 7,500sqm/80,700sqft (Over 5 storeys)

WORKSHOP (DOUBLE STOREY HEIGHT)
- Circa. 1,300sqm/13,988sqft

MEDIA VILLAGE (ABOVE WORKSHOP)
- Circa. 2,600sqm/27,975sqft

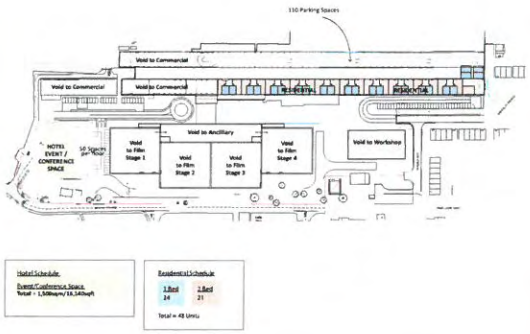
MULTI STOREY CAR PARK
- Circa 300 spaces in 6 storeys of parking with additional external parking

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MASTERPLAN

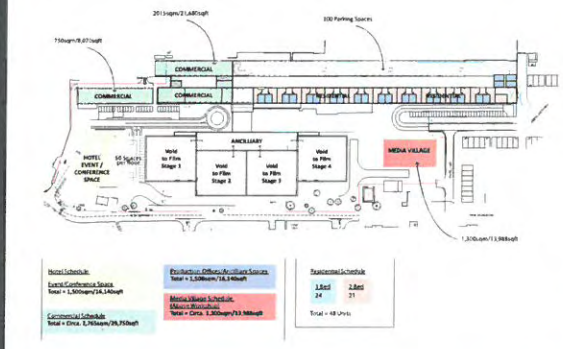
FIRST FLOOR



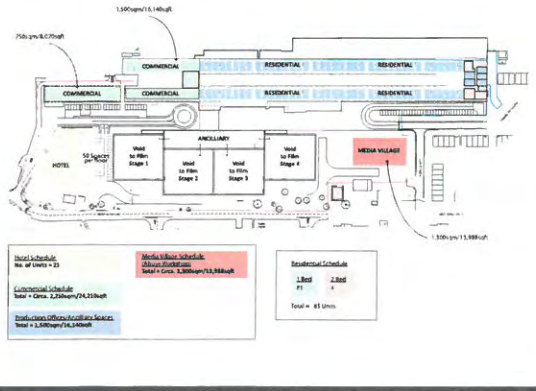




SECOND FLOOR



THIRD FLOOR



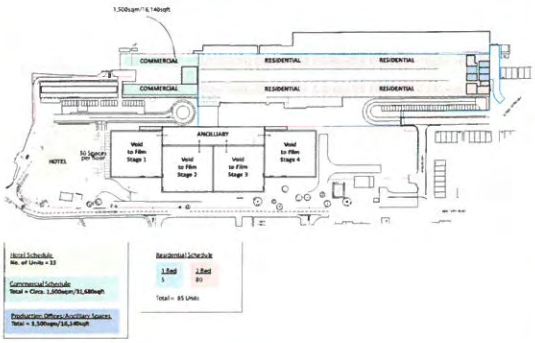


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ASHFORD KENT

MASTERPLAN

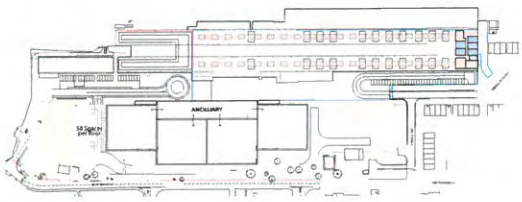
FOURTH FLOOR



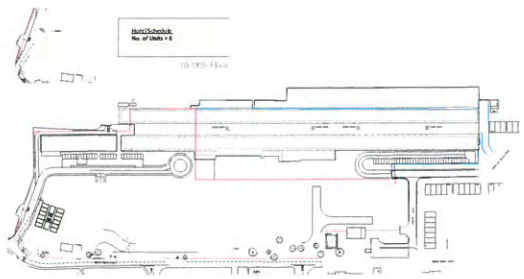




FIFTH FLOOR



TENTH - EIGHTEENTH FLOOR





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THE CREATIVE DISTRICT IMPROVEMENT Co

WE MASTERPLAN, DEVELOP AND OPERATE MIXED-USE SCHEMES FOR THE CREATIVE INDUSTRIES THAT REVITALISE NEIGHBOURHOODS.

TCDICo is backed by LaSalle, one of the largest institutional property investment funds in the world. **The company is currently working on creative clusters in and around the UK worth more than £500m and we are committed to bringing online more than 1m sq.ft of world-class studio space in the UK by 2023.**

Our proven approach to urban regeneration is grounded in our belief that the creative industries will significantly underpin the future of the UK economy. The way people work, how companies operate and how content and creativity are consumed have changed beyond recognition during the last 10 years.

THE CREATIVE INDUSTRY CONTRIBUTES 11% OF UK GDP

"The creative industries account for £92 billion of GVA in the UK, 2 million jobs and are growing twice as fast as the economy as a whole"

Policy Paper Creative Industries:
Sector Deal Report Published DCMS 28th March 2018

THE TV & FILM SECTOR PRODUCES $25BN A YEAR OF CONTENT GLOBALLY

"To meet current demand for UK film and high-end TV production, land the size of 100 football pitches is needed to host the 1.9 Million sq ft of new studio space required by 2032"

Lights Camera Action:
Report Published by Lambert Smith Hampton 2018

"When we commit to a scheme, we are committing to oversee its future. Once the scheme is delivered, we bring in our years of operating experience, including strategic anchor lettings and estate management. We span leisure, retail and hospitality, all positioned around our core DNA of the film and TV studio industry. We create vibrant destinations."

The Creative District Improvement Co

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CASE STUDY

TWICKENHAM STUDIOS



- TCDICO manage the facility with the studios having been operational since 1913
- **Production space including 3 Stages totalling 15,100 sq.ft.**
- Offices, Art Departments, Meeting Rooms & Costume & Prop Stores
- **Post Production space including 3 x Dubbing Theatres & 40 Cutting Rooms**
- Entertainment Lounge

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ASHFORD KENT



CASE STUDY

LITTLEWOODS STUDIOS, LIVERPOOL

- Developed to our specification by Capital & Centric
- **TCDICO managing facilities the same as under the TW1 brand**
- Due to open January 2021
- **Giant sound stages producing media content to a global audience**
- 40,000 sqft of ancillary production space
- **One stop shop for media creation with creative workspace and workshop accommodation**
- Expansive multipurpose food and drink hub
- **150 seat screening room**
- 300,000 sqft of available space
- **Partners include Liverpool City Council and Homes England**





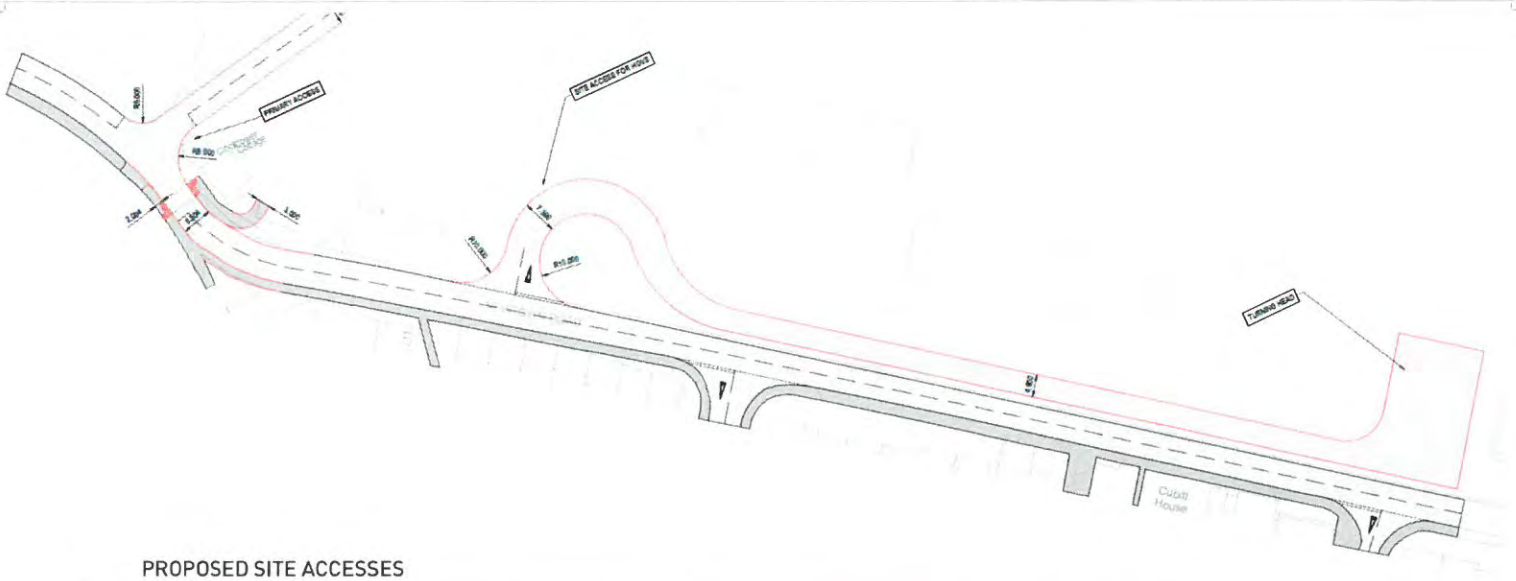






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PROPOSED SITE ACCESSES

TRANSPORT

VEHICLE ACCESS

Vehicle access to the site will be from two points:

- Access to cars and vans via a new signal junction at the existing Clocktower access and;
- Access to larger goods vehicles at a new junction onto Newtown Road, west of the Alfred Road junction.

This will allow large vehicles to be separated from car parking and public space areas and discourage accidental HGV routing towards the low rail bridge adjacent to the new Designer Outlet extension.

Appropriate signing for goods vehicles will be provided on the highway and within the site to ensure compliance with restrictions in place to prevent the usage of Samuel Peto Way.

A contribution will be made to a KCC scheme for shuttle traffic signals at the Crowbridge Road hump-back bridge. KCC has already obtained S106 funds from another development site, and the Newtown Works scheme will provide the remainder to allow the scheme to be implemented.

PEDESTRIAN AND CYCLE ACCESS

This will be via a new pedestrian crossing phase on the east arm of the proposed Clocktower signal crossing. This will link with the existing footway / cycleway fronting the recently permitted Klondyke Works site, and onwards to the town centre and station via the existing foot/cycleway running towards the International Station entrance. This provides access to a wider network of traffic free cycle routes and footways towards Park Farm, Victoria Park and south Ashford. Via the tunnel access adjacent to the rail station foot and cycle access can be gained to other parts of the town centre and residential areas to the north. Walking and cycling will be encouraged and adequate facilities provided to allow for this.

PUBLIC TRANSPORT

The site is readily accessible by public transport.

'Little and Often' service G runs along Newtown Road and Alfred Road, linking to the town centre, Orbital Park and the rail station every half an hour.

Ashford rail station is approximately 600 metres walk from the site, taking approximately 7-8 minutes.

The site is considered to enjoy excellent accessibility to public transport, particularly rail where a good number of staff are expected to travel to the site to work on film and TV productions.

PARKING

Parking to serve the proposed uses on the site has been considered following discussions with Ashford Borough Council Officers and takes account of the site's close proximity to the town centre, rail station and public transport, walking and cycling facilities.

HGVs associated with the film and TV studio use would not require long term parking, as the majority would access the site at the start and end of a production only, with flows during production filming being very low.

Approximately 12 HGV parking spaces are provided on the site.

The level of parking proposed is able to accommodate demand from all uses on the site.

TRANSPORT ASSESSMENT

Discussions have been undertaken with the Highway Authority prior to work on the Transport Assessment being commenced, and a site visit convened with KCC officers to agree access locations.

The Transport Assessment utilises trip data from the TRICS database for forecasting purposes, which is nationally recognised and used by all UK Highway and Local Authorities. For the film and TV studios survey data from Shepperton Studios, from their recent 2018 planning application, has been used to provide a robust forecast of trips from that use. Given Shepperton is in a less accessible location than Newtown Works this approach is considered robust.

A spreadsheet traffic model has been produced for the highway network extending from Malcolm Sargent roundabout in the south, Station Approach in the north and A2070 Orbital roundabout in the east, all agreed with KCC. Traffic capacity modelling will be undertaken assuming the future year 2030 (aligning with the end of the Local Plan), with all other committed developments allowed for in accordance with KCCs requests.

The Transport Assessment is ongoing and will be submitted alongside the Planning Application in due course.

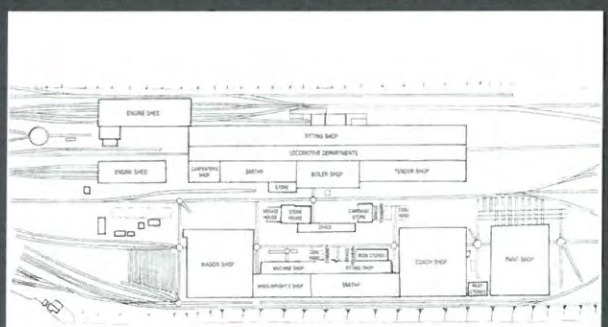
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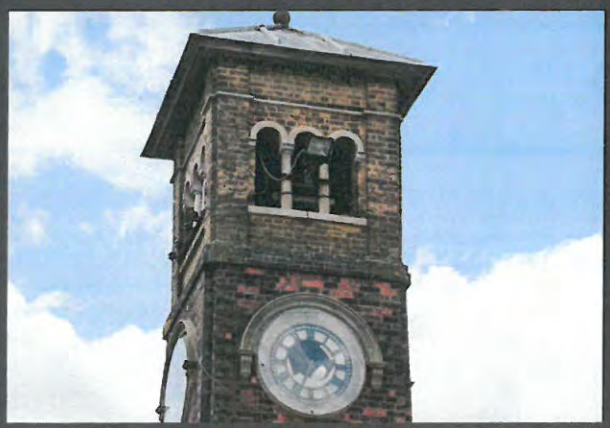
PROTECTING ASHFORD'S RAILWAY HERITAGE

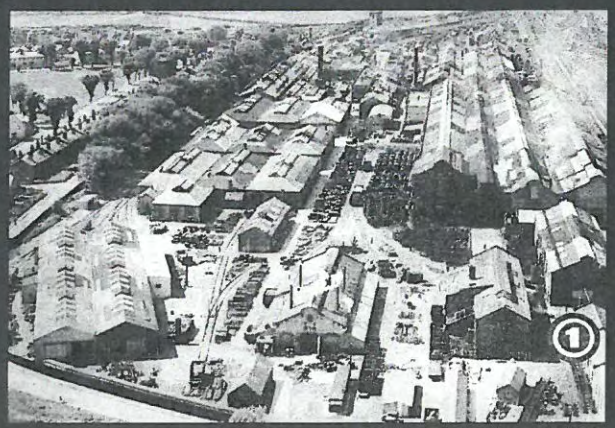
THE EXISTING BUILDINGS ARE IN A STATE OF DISREPAIR. THROUGH WORKING PROACTIVELY WITH HISTORIC ENGLAND AND ASHFORD BOROUGH COUNCIL, WE WILL RETAIN THE LISTED BUILDINGS, SAFEGUARD THEIR LONG-TERM FUTURE AND INCORPORATE THEIR INDUSTRIAL HERITAGE INTO THE DEISGN OF THE PROJECT.



HISTORIC SITE LAYOUT







ASHFORD RAILWAY WORKS PICTURED FROM THE AIR IN THE 1940S WITH THE RUNNING SHEDS ON THE RIGHT

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LANDSCAPE

THE APPROACH WE HAVE ADOPTED FOR THE LANDSCAPING HAS BEEN INSPIRED BY GLOBAL EXAMPLES OF THE MAJOR REGENERATION PROJECTS INVOLVING REDUNDANT INDUSTRIAL STYLE BUILDINGS AND INFRASTRUCTURE.

Industry City in Brooklyn, New York is a 35-acre waterfront site that now provides for the creative sectors including film and TV production. Through a mix of soft and hard landscaping the result is a new and vibrant district crafted from the shell of abandoned buildings that includes major commercial occupiers, food & drink, retail, leisure and residential uses.

The synergy with Newtown Works is clear and as a case study can show what can be achieved when stakeholders work together and seize the opportunity for exciting landscape initiatives both at ground level and on upper levels.

With further inspiration from **New York's High Line**, a redundant rail line turned into an above street level walkway, the landscape potential at Newtown Works is game-changing and a fundamental component of our vision with the site forming an important link between the town centre and the Designer Outlet.

THE LANDSCAPE DESIGN COMPRISES THE FOLLOWING PRIMARY SPACES:

The Approach: this area of the design particularly focuses on the experience of visitors arriving at the Site, including the approach to the hotel, film studios and residential apartments. It will comprise of an open plaza with trees and seating, which will facilitate spill out space from the hotel.

The Atrium: this is the long area of space extending through the central axis of the sheds, which would comprise a series of winter gardens, play and seating spaces. The Atrium would comprise a central walkway, with a long vista, with adjacent intimate spaces enjoyed solely by future residents, inaccessible to the general public. Elevated walkways cross the space connecting apartments to the parking areas, creating an exciting and dynamic space.

The Promenade: this area would be the open space between the sheds and the new film studios. It will be designed to be a dynamic, engaging space, with materials selected to reference the history of the Site, its industrial character and also a playful nod to the film studios. The historic features such as the rail tracks would be retained where possible to reflect the fascinating history and richness of the location, and the landscape design will be designed to respect and respond to the historic fabric of the building, and unify the land uses proposed. The Promenade will be designed to be predominantly traffic free, limiting vehicle movements to the ends of the Promenade. Trees and furniture will be of a large-scale to fit in with the expansive site and buildings.

The Tree Bank: a rear lorry access is proposed to the film studios, accessed via a new entry point along Newtown Road. The scheme proposes the retention of the tree belt as far as possible with the exception of the new access, and proposes to enhance the tree belt. This will enhance the green 'screen' between the road and the Site.









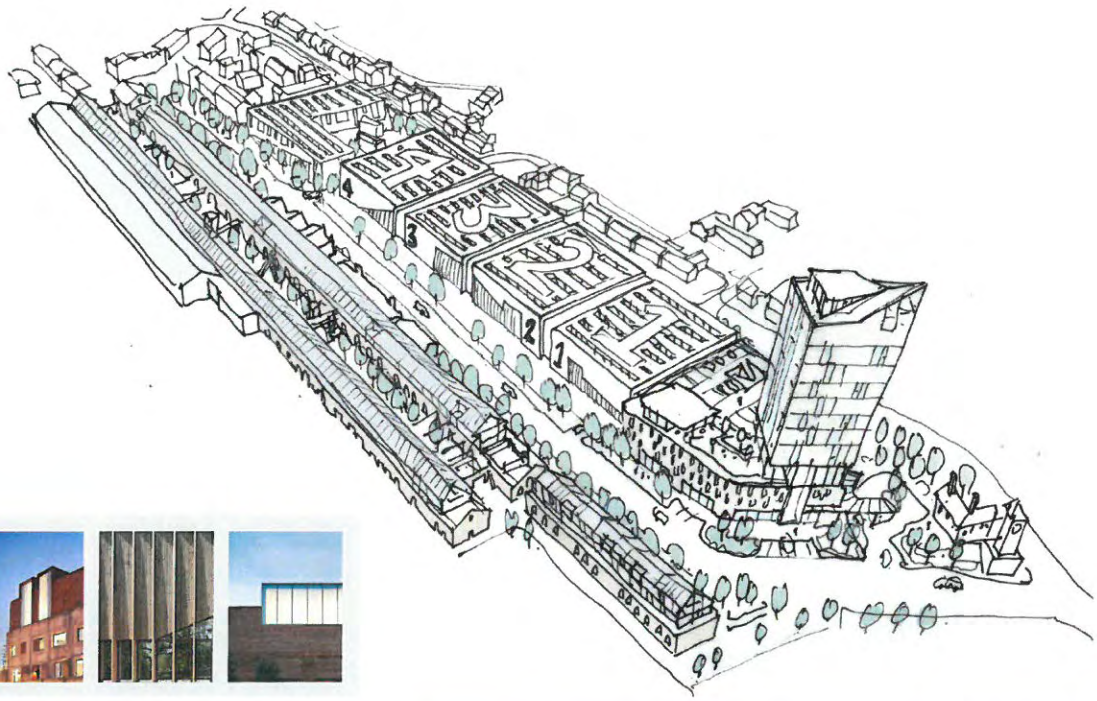


IMAGES FROM INDUSTRY CITY, BROOKLYN AND HIGH LINE, NEW YORK

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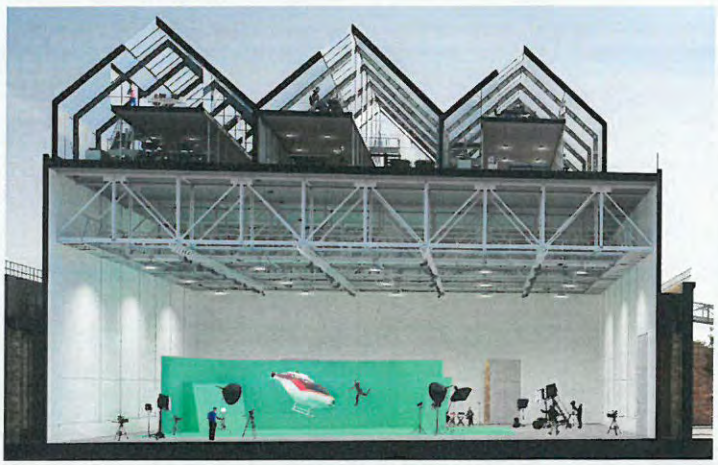
HOW WILL THIS LOOK









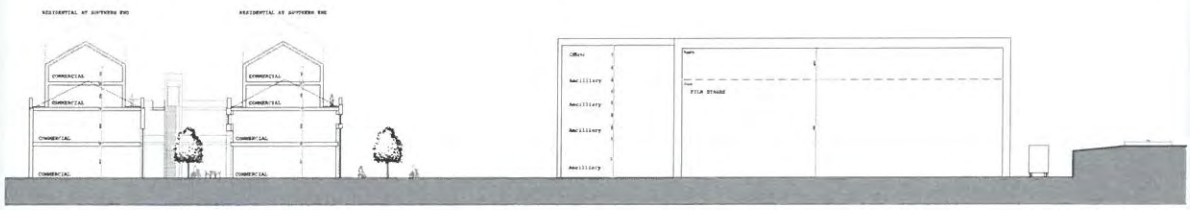


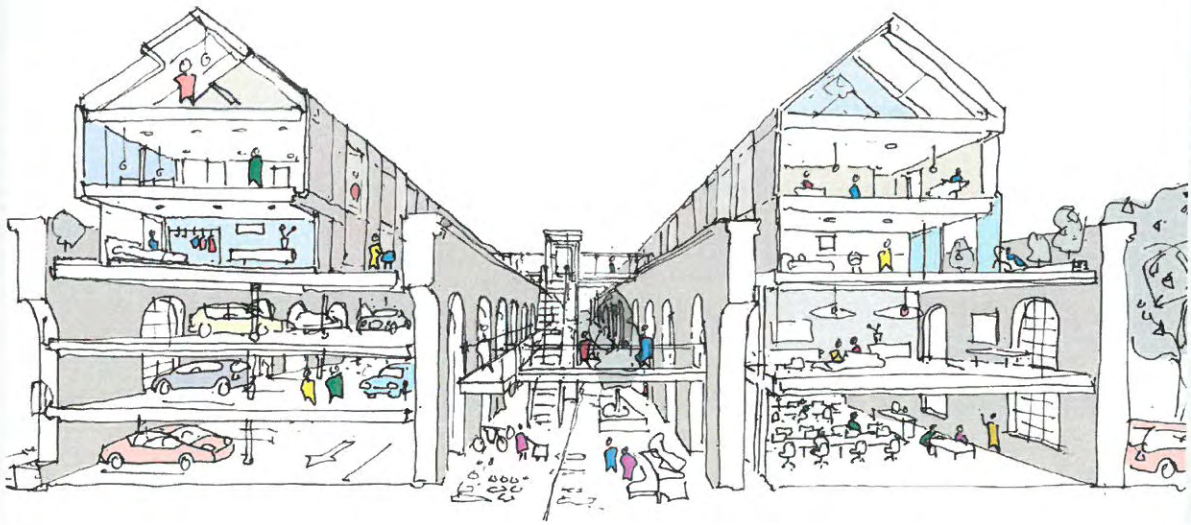
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HOW WILL THIS LOOK







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AN INDICATIVE CGI OF THE EMERGING SCHEME

NEXT STEPS

SITE SPECIFIC STUDIES AND NEEDS

- Detailed acoustic and technical assessments carried out – results show that the existing buildings are unsuitable for film and TV use due to the Balfour Beatty shared wall – so detached units required on site and sought from all interested parties as will also allow a quicker delivery which is imperative
- **TCDICo have expressed a strong desire that the overall facility has apartments, offices (including serviced space), hotel, gym etc**
- TCDICo suggest that, based upon comparables, the site would provide circa 2,000 jobs across a range of skill levels

THE TIMETABLE

- Owing to the speed of growth in this sector, there is significant demand for existing and new space and TCDICo are suggesting that the interested parties will wish to see an application lodged swiftly (Q3 2019) and consented Q1 2020 to bring certainty to the idea that Ashford has the necessary consent to get board level buy in
- **On site studies are well advanced to enable an application to be lodged Q3 2019**
- Based upon the above, site works can commence in Q2 2020 with the first occupations of the studio space by Q3/Q4 2021

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APPENDIX 2

FLYER TO ADVERTISE THE EXHIBITION

NEWTOWN WORKS

ASHFORD, KENT

An exciting mixed-use development scheme comprising film studios, a hotel and residential uses.

Quinn Estates has organised a public consultation to give local residents and stakeholders an opportunity to see emerging details of our proposal and to speak to core members of the project team. The aim is to understand the views and ideas of the local community so that the development proposals can evolve to reflect feedback received.

The proposals are for a mixed-use scheme including: -

- **Film/TV studios and production offices;**
- Hotel and serviced apartments;
- **Workshops;**
- Event/conference space;
- **Office/commercial;**
- Food/beverage and ancillary uses;
- **Cira 300 apartments; and**
- Associated landscaping, open space and car parking.



The event will be held on:

Wednesday 4th September 2019 from 16:00 to 19:00

At: **The Railway Club, Beaver Road, Ashford. TN23 7RR**

Quinn Estates

For more information, please contact

01227 831 212 | www.quinn-estates.com

APPENDIX 3

FEEDBACK FORM

NTW

ASHFORD KENT

A public consultation for a significant regenration project that restores a series of redundant and at risk Grade II listed buildings at the core of ashford's railway heritage.

Feedback Form

Quinn Estates

01227 831 212 | www.quinn-estates.com | quinnestates@quinn-estates.com

Quinn
Estates

Your comments

We would like to know what you think of our proposals.

Please use the space below to tell us what you think. Please note we must receive all comments by **11th September 2019.**

Comments:

Name:

Address:

Telephone:

Email:

The information you provide will be used to keep you informed about the project. It may be shared with officers or members of the relevant local authorities but will not be shared with any third parties. The project team may contact you in the future in response to your comments about the project.

APPENDIX 4

ADVERTS AND ARTICLE IN THE PAPER

Please keep your letters brief and to the point, maximum 250 words. The editor reserves the right to edit them. There is no guarantee that letters will be used. Letters sent anonymously will not be considered. Please include a daytime telephone number if possible and an address if you email your letter

›xcuse for . of toilet lities

ncil seem to be › of the need Se adequate nces, particularly for ıg and the elderly who d a public toilet more planning and policy in their council offices ıd toilet facilities. new public building is ıabled toilet facilities ired and specified ord Borough Council but ignored when it the town problems are a y and need to be edged. How is it that n and villages such Chilham, Charing and en can provide clean, ntained public toilets, beyond the ability wn managers? Cost e an excuse. councillors, stick up young and elderly ents against the bureaucrats.

rowick
rst Lane, Ashford

ıting ers over ›ts

er signs dotted he town tell us that t facilities are in ace. hat, if anybody is in t need for the loo surprised if when you lly find them, it will te.

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't put acles in of trade

ith some incredulity ıd the item Battle of ırds (August 8). ıs been no problem for 30 years in respect of ıccess and parking. uddenly is there a ? blem with the uneven labs appears to be tree whose roots naged the public t. is some metres away area outside Potters nt and curtilage. articular situation, ing for bollards would spent on potholes in s. ld therefore be ng local independent es, the lifeblood of munity, not placing in their way.

Rundell



Work taking place on the new A2070 roundabout in Ashford Picture: Ally Kerry/KE

Show of goodwill from highways at roadworks

Three weeks ago, I wrote to ask the highways department if they could kindly remove the cones placed on the brand new roundabout on Radmunstereifel Road.

I explained that thousands of shoppers and workers who are coming out of Sevington Business Park could then make a U-turn at the new roundabout, rather than being forced to drive to Junction 10 and adding to the massive congestion there at peak hours.

I am delighted to say that within two weeks of my letter appearing, Highways have done just that.

I have seen many motorists now turning back at the roundabout and avoid the unnecessary journey to Junction 10. Now traffic flows much more easily along Radmunstereifel Road both ways.

I would like to thank the highways people for listening to long-suffering motorists like us.

Now to win our goodwill further, all they have to do is remove Operation Brock on M20 completely and open all three lanes.

Devsiri P. Hewavidana
Park Farm, Ashford

Direct rail price anger at real culprits

Re-nationalisation is not the answer to rail fare rises. Commuters across the UK will be rightly fuming that their cost of living is going up again. But anger should be directed at the real culprits, Network Rail.

The already nationalised part of the railways is responsible for almost two thirds of delays on the network, so they rightly deserve the blame for inflicting misery on millions.

Yet passenger numbers have more than doubled and taxpayer support has declined since the end of the nationalised British Rail.

So the interest in using railways is in spite of, not because of, the state.

The current franchise system is outdated, so the priority of the new transport secretary should be greater use of open-access operators to ensure real choice for consumers and to limit to the burden on taxpayers.

Duncan Simpson
Research director, TaxPayers' Alliance

WHAT DO YOU THINK?
WRITE TO OUR LETTERS PAGE...
kentishexpress@thekmgroup.co.uk

Keep up to date by following us on Twitter @kentishexpress

Stuart Barton

Our columnist with his unique view of Ashford life

Pursued by man takin exception to my optimi

'Why' said the gent, 'don't you ever say anything good about Ashford in your column?

'I read it every week and all you do is run the place down.'

Generally speaking, I prefer not to justify my deeds.

However, I don't consider that I run the town down – I like the place.

I do, though, mention areas where I think there's room for the council to improve things. I remember well that my first column spoke highly about the town.

The day after the paper was in the shops, I was pursued and harangued along the full length of County Square by a chap who took exception to my optimistic view.

Although it will apparently make no appreciable difference to the continuation of the education provided, I find it rather worrying to hear that our inspirational new college has gone into administration.

I have less than no understanding of such matters but it does cast something of a shadow over things.

The college was is the best item on the vaunted 'Big Eight' scheme.

The building itself is a credit to the town – as compared to that dreadful block of a building just down the road – and we must hope that any difficulties will be soon sort

There has been a great deal various news media about t problems faced by less well- off families during the summ holidays.

The problems arise because children don't have access t breakfast clubs and free sch meals.

In fact, some food bank mar predict a possible rise of 40' in demand during the summ Incredibly, there has been a increase in demand from fa in work.

Zero hours contracts and m wages are largely to blame problem is apparently exace by the failures of the Univer Credit scheme.

I've spoken to people comfo off in secure employment w claim not to believe that the really is a need for food ban They suggest that the real c of poverty is recklessness – the money just goes on 'boo bingo.'

Shelter is reported as sayin many families are just one away from losing their hom unable to pay the rent or m

NEWTOWN WORKS
ASHFORD, KENT

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For more information, please contact
01227 831 212 | www.quinn-estates.com

Just Go! holidays

Reader travel

KM Travel

ISLE OF WIGHT
Weekend



rting Friday 25 Oct

ity miles of unspoilt coastline, resorts that ren popular since Queen Victoria's time and ic interior of thatched cottages and quaint s. It's no surprise that the Isle of Wight ained one of the UK's favourite holiday tions.

reak includes

m coach travel and ferry crossings from ford

ghts at the Medehamstede Hotel, Shanklin dinner & breakfast

ntainment some nights

ursion to Newport

al Island Highlights tour (£10pp)

ys by Coach only **£159.99**

supplement £37.50

COUNTRY MUSIC BREAK
Hayling Island



Departing Monday 28 Oct

Join us for a Country Music break at the Warner Lakeside Coastal Village with fabulous country music entertainment every night from acts such as Best of Friends and Capricorn. With an excursion to Winchester also included, it's enough to make you holler Yee-ha!

Your break includes

- ✔ Return coach travel from Ashford
- ✔ 2 nights at the Warner Lakeside Coastal Village, Hayling Island with dinner & breakfast
- ✔ Country Music entertainment every night
- ✔ Excursion to Winchester

3 Days by Coach only **£199**

Single supplement £60

re information, or to book, please call **32 341 875** Quote KMG or visit us online at **justgoholidays.com/KMG**

NEWTOWN WORKS
ASHFORD, KENT

An exciting mixed-use development scheme comprising film studios, a hotel and residential uses.

Quinn Estates has organised a public consultation to give local residents and stakeholders an opportunity to see emerging details of our proposal and to speak to core members of the project team. The aim is to understand the views and ideas of the local community so that the development proposals can evolve to reflect feedback received.

The proposals are for a mixed-use scheme including -

Film/TV studios and production offices;

Hotel and serviced apartments;

Workshops;

Event/conference space;

Office/commercial;

Food/beverage and ancillary uses;

Circa 300 apartments; and

Associated landscaping, open space and car parking.



The event will be held on

Wednesday 4th September 2019 from 16:00 to 19:00
The Railway Club, Beaver Road, Ashford, TN23 7RR

For more information, please contact
01227 831 212 | www.quinn-estates.com



This Norman Cycle was owned by a member of the famous Dambusters squadron

Historic bike is sold at auctic

An Ashford-made motorbike owned by a member of the Dambusters squadron has sold for £560.

The 1938 Norman Cycle was among 21 motorbikes found hidden under blankets in a garden shed, garage and cellar.

Other finds among the haul included a BMW with Steib sidecar, six 1950s Autocycles and a Velocette Le Vogue motorbike.

The Norman Cycle - sold in a H&H Classics auction - was produced in the model's first year of manufacture.

H&H's Mark Bryan said: "The restored bikes had been properly laid-up on blocks to protect their wheels and tyres, some engines and gearboxes drained, spark leads disconnected."

Norman Cycles produc vehicles in Beaver Road about 45 years in a fact

The bike's original own a member of the famous squadron, and the squac wing commander - Guy I - also enjoyed the bike b having been given one b Norman Cycles.

Killer on the run captured in villag

Murderer evaded police for months before ar

by Lydia Catling
lcatling@thekmgroup.co.uk



Joseph Bagley murdered a taxi driver in 1978

A convicted murderer on the run for three months is back behind bars after he was finally arrested in Chartham.

Joseph Bagley, 66, had evaded officers since May, when he disappeared while on a supervised life licence following his release from prison.

It has since emerged the parole board which put him back on the streets had been told he had a a history of absconding.

The pensioner - who served 31 years in jail - was let out in January this year, but had been ordered to regularly inform police of his whereabouts.

But the alarm was raised on Sunday, May 12 when he failed to return to where he was living in Maidstone.

Kent Police launched a desperate hunt for the killer, who was jailed for life in 1978 for the murder of taxi driver Timothy Hall in Maidenhead, Berkshire.

Fearing he would disguise himself, detectives released computer generated images of what Bagley would look like without his scraggly white hair and moustache.

A £3,000 reward was even offered by Crimestoppers to help track down the killer, who was finally arrested in the village, on the outskirts of Canterbury, on Wednesday, August 14.

No more details of where he was found or where he had been staying have been released, despite repeated requests to Surrey Police for information.

Bagley has since been returned to prison.

DS Laura Hendy, from Surrey Police, would only say: "We carried out numerous enquiries to find and arrest him, working alongside colleagues from other forces, and he is now back in custody."

Bagley previously went on the run in 1994 after escap ing an escorted home v elderly relative in Sur Coldingley prison. Wey

He was recaptured m a month later in Janua

A week before his late former Kent Police d Nick Biddiss, who help M25 killer Kennet slammed the decision t Bagley in the first plac

"It's hard enough g evidence and catchi murderers; if they're gi sentence it should mean said.

"I don't care about wha rights the murderer they're entitled to, if killed an innocent per deserve the proper puni

■ Should 'life me Email kentishexpres mgroup.co.uk

'It's hard enough gathering evidence and catching these murderers; if they're given a life sentence it should mean life'

n jailed r stealing k cards

ster who used stolen ds to buy scratch cards, s and a breakfast muffin jailed for a year.
s Arnold used the cards urate purchases at var. ps across Ashford and tween March and April. tealing two cards dur- rglary in Ashford, on L. Arnold used them to ble phone credit and ards from different ser- tions over three days rch 13.
-year-old, of no fixed them went on to steal ard on Saturday, April Chatham and used it to rettes and a breakfast

mbined total for the two sprees came to £284.
Ihorne Crown Court last rnold was sentenced to n jail after admitting s of fraud by false rep- ion and two counts of stolen goods.
l also admitted being in a vehicle that was to have been stolen from ham burglary.
Dan Bister said: "His ss to use other people's rds for his own means ows him to be an oppor- and deceitful offender.
owed little regard for ss his offending would d it is entirely appropri- as received a custodial

Bold studio project to be scrutinised

by Dan Wright
dwright@thekmgroup.co.uk

Eye-catching plans for a huge redevelopment of the former Ashford railway works will go under the microscope at a public consultation next week.

Quinn Estates wants to turn the derelict engine sheds in Newtown into three or four film and TV studios.

Entertainment giants including Netflix, Amazon and HBO could fill the studios, which will sit alongside 300 apartments, a 180-bed hotel and workshops.

Bosses hope to submit a planning application next month and are offering residents the chance to scrutinise the scheme next Wednesday.

The project took a step forward in July when Quinn Estates, led by chief executive Mark Quinn, signed a deal with established regeneration company The Creative District Improvement Co (TCDICo).

If built, TCDICo, which specialises in the development and operation of mixed-use schemes for the creative industries, will operate the site.

When the Kentish Express revealed the studio plan in March, seven studios were planned, but bosses now say three or four are set to be proposed.

Chiefs say the Newtown site will become home to a "full eco-system of film-related creative businesses" - featuring post production, special effects and kit hire.

Constructed in 1847, the railway works site was created to serve the London Dover Railway.

It grew over the next 100 years as it took on more work from Battersea and, although damaged in the Second World War, it remained a locomotive works until 1962 when the work was transferred to Eastleigh.

Many of the buildings were demolished over the next 20 years and what remains is the shell of the original workshops.

The site includes five Grade II listed buildings.

Developers say they plan to bring the site's former gate house and clock tower "back to life" as part of the scheme.

In a leaflet advertising the consultation, Quinn Estates says: "We have organised the consultation to give residents and stakeholders an opportunity to see emerging details of our proposal and to speak to members of the project team.

"The aim is to understand the views and ideas of the community so the development proposals can evolve to reflect feedback received."

The consultation will be held at The Railway Club in Beaver Road on Wednesday, September 4 from 4pm to 7pm. For more information, call 01227 831212 or visit www.quinn-estates.com

■ **What do you think? Email kentishexpress@thekmgroup.co.uk**



Quinn Estates MD Huw Evans and Jeremy Rainbird from the TCDICo inside one of the



How the development could look from above

Lost money on your investment?

Goodwin Barrett
BECAUSE YOUR MONEY MATTERS

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AS SEEN ON TV



William Thornley
from Bolton got back
£21,400
from Halifax



Pamela New
from Aylesbury got back
£26,200
from Lloyds



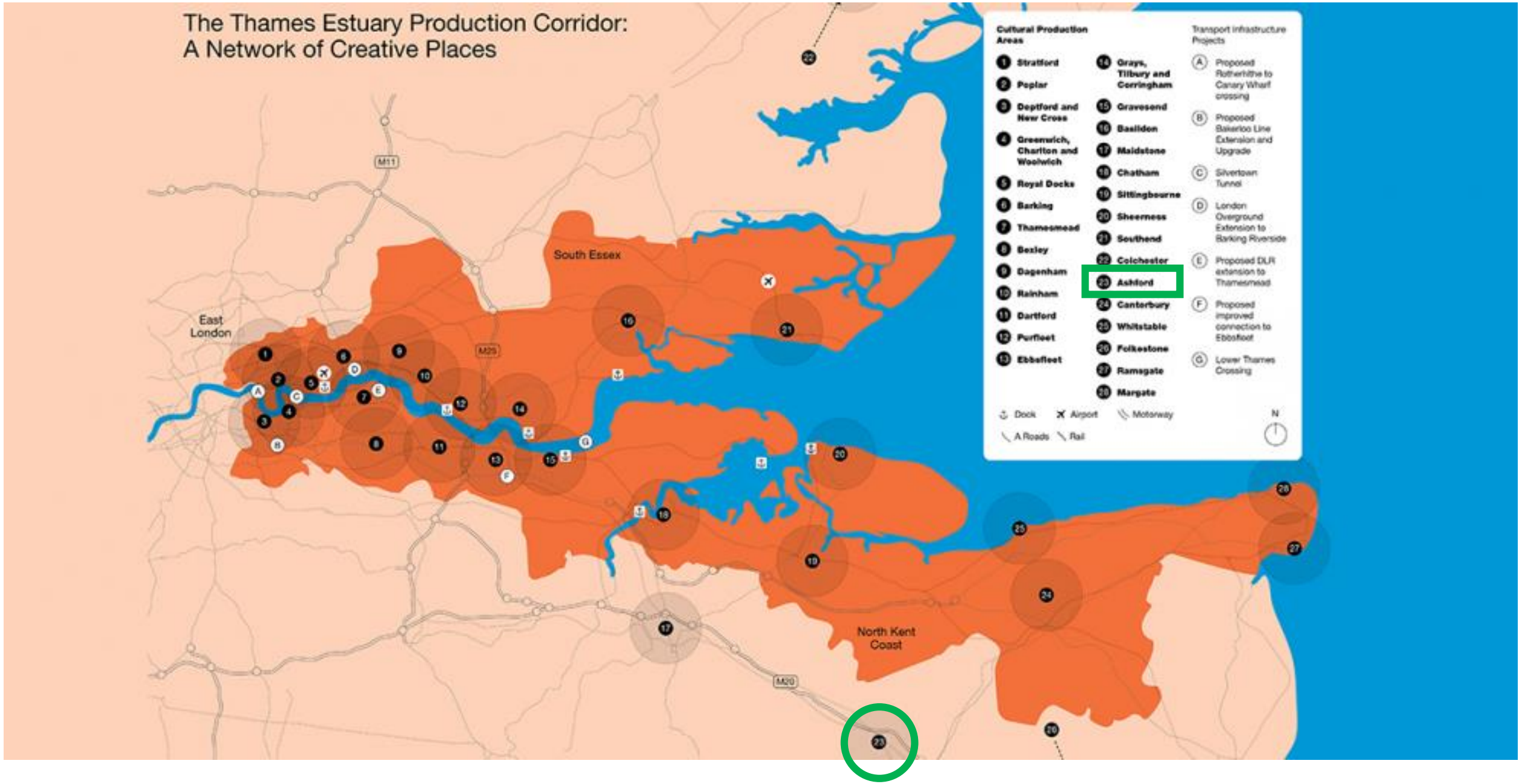
Anthony Gilfoyle
from Warrington got back
£17,900
from Santander

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The Thames Estuary Production Corridor:
A Network of Creative Places
Cultural Production Areas
1 Stratford
2 Poplar
3 Deptford and New Cross
4 Greenwich, Charlton and Woolwich
5 Royal Docks
6 Barking
7 Thamesmead
8 Bexley
9 Dagenham
10 Rainham
11 Dartford
12 Purfleet
13 Ebbsfleet
14 Grays, Tilbury and Corringham
15 Gravesend
16 Basildon
17 Maidstone
18 Chatham
19 Sittingbourne
20 Sheerness
21 Southend
22 Colchester
23 Ashford
24 Canterbury
25 Whitstable
26 Folkestone
27 Ramsgate
28 Margate
Transport Infrastructure Projects
A Proposed Rotherhithe to Canary Wharf crossing
B Proposed Bakerloo Line Extension and Upgrade
C Silvertown Tunnel
D London Overground Extension to Barking Riverside
E Proposed DLR extension to Thamesmead
F Proposed improved connection to Ebbsfleet
G Lower Thames Crossing
Dock
Airport
Motorway
A Roads
Rail
N
East London
South Essex
North Kent Coast
M11
M25
M20

County Square Shopping Centre



- 440,000 sq. ft. retail space
- Footfall of 6m each year
- Home to over 50 national and international brands
- Includes Next, JD Sports, New Look, The Entertainer

Ashford College - Phase 1a — PLANNED



- 77,000 SqFt College opened in 2017
- Over 3,000 students registered a year
- Extension opportunity of 25,000 SqFt
- New block for Sustainable

Technologies courses including engineering and motor sport workshops with higher education facilities

- £26m overall investment

Victoria Park



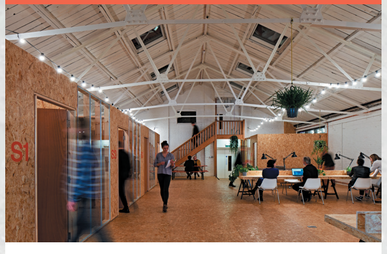
- Over £3m funding secured from the National Lottery Heritage Fund and The National Lottery Community Fund to revitalise Victoria Park
- Works will include improvements to the fountain and piazza, providing a new children's play area and much more
- Over 21ha of open space in the town centre
- Venue for the Create Music Festival which attracted 13,000 people in 2019

Curious Brewery



- Brewery and food & drink destination from the award winning Chapel Down team
- 1.6 acre site
- Over 50,000 visitors per year expected
- Opened May 2019

The Coachworks



- Developed by Turner Works
- New food and drink destination - The Hot House
- Co-working and studio spaces - The Corn Store
- Event space and outdoor bar – The Yard Bar
- Opened December 2019

Riverside Park — UNDERWAY



- 246 apartments, 26 townhouses and a new public realm
- 650 sq ft of A1/A3 retail/cafe
- 3.87 ha site
- GRE and private sector operator, Neighbour
- Phase 1 under construction
- Car parking

Victoria Point — UNDERWAY



- 120 bed hotel
- 275 homes
- 3 retail units
- Flexible office/retail floorspace
- Started construction in 2018
- Developers include U+I and Carrington Group
- £3.9m spend per annum by new residents and tourists

Beaver Road — PLANNED



- Proposed mixed use development by 'A Better Choice for Property Ltd' – a private company wholly owned by Ashford Borough Council
- 214 apartments and 9 town houses
- Rooftop restaurant and bar, café and commercial space
- 200 secure parking spaces

Vicarage Lane — PLANNED



- Proposed mixed-use development in the town centre
- Around 60 new homes
- Workspace, cultural and performance space
- Food and drink outlets
- New public square

Park Mall



- 34 unit fully let shopping centre
- Owned by Ashford Borough Council
- Tenants include Boots Opticians, Wilko, Made in Ashford

Commercial Quarter — PLANNED



- 590,000 sq ft office space, retail, restaurants and 200 homes
- Phase 1- 80,500 sq ft delivered by Quinn Estates and George Wilson Holdings
- 38 minutes to Kings Cross/St Pancras
- Phase 1 opened 2018

Elwick Place



- 900 seat, 6 screen Picturehouse cinema
- 58 bed Travelodge hotel
- 9 food and drink and leisure units
- Up to 200 apartments
- Phase 1 opened December 2018
- 280 new parking spaces

Newtown Works — UNDERWAY



- Proposed mixed-use development by Quinn Estates
- The Creative District Improvement Company to operate the site
- Over 75,000 sq ft of film and tv studios, associated workshop and media village delivered by TCDIC
- Luxury hotel and apartments

Ashford Designer Outlet

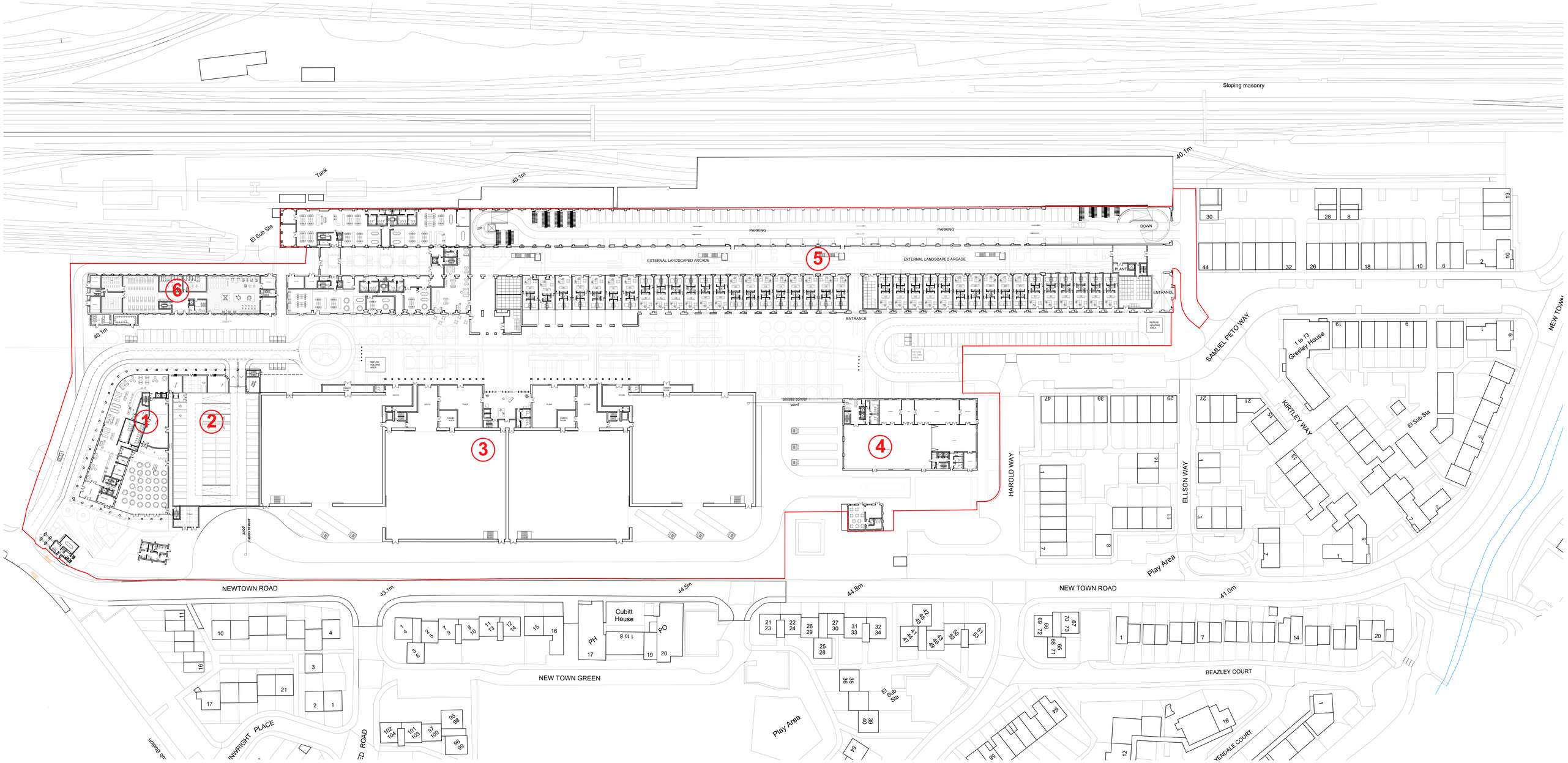


- 100,000 sq ft extension to existing centre
- 3.6m visitors a year rising to 5m in the next few years
- 38 new luxury brands
- 6 new restaurants
- Extra 725 car park spaces
- Expansion opened November 2019

Key

- Point of interest
- Planned development
- Development underway

1 Hotel & Serviced Apartements
2 Multistory Car Park
3 Film Studios
4 Workshop/ Media Village
5 Locomotive Sheds
6 Engine Shed



0 5 10 20 30M

APPLICATION BOUNDARY

NEWTOWN WORKS, ASHFORD
PROPOSED SITE PLAN

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All dimensions are to be checked on site prior to fabrication and the Architect should be notified of any discrepancy

Do not scale from this drawing

NORTH

Revisions

P1	Revision to Site Boundary	11.10.2019
P2	AMENDMENTS TO APPLICATION DRAWINGS FOLLOWING COMMENTS FROM COUNCIL & CONSULTEES	JAN 20
P3	Dimensions of Motorcycle spaces amended to 1.5m x 2.5m	11.02.2020
P4	Revision to Site Boundary	19.05.2020
P5	Revision to Site Boundary	22.07.2020
P6	Revision to Site Boundary	18.08.2020

Project | Newtown Works
Ashford, Kent

Client | Quinn Estates

Title | Proposed Site Plan

Status | PLANNING

Scale@A0 | 1:500 Date | JAN 2020 Drawn | LC Chk'd | AR

guy hollaway

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Project Number 19.020.100.03

Drawing Number

Revision P6

Bim Number

ASHFORD INTERNATIONAL STUDIOS

AT

NTW

ASHFORD KENT

Quinn Estates

allsop

Hollaway

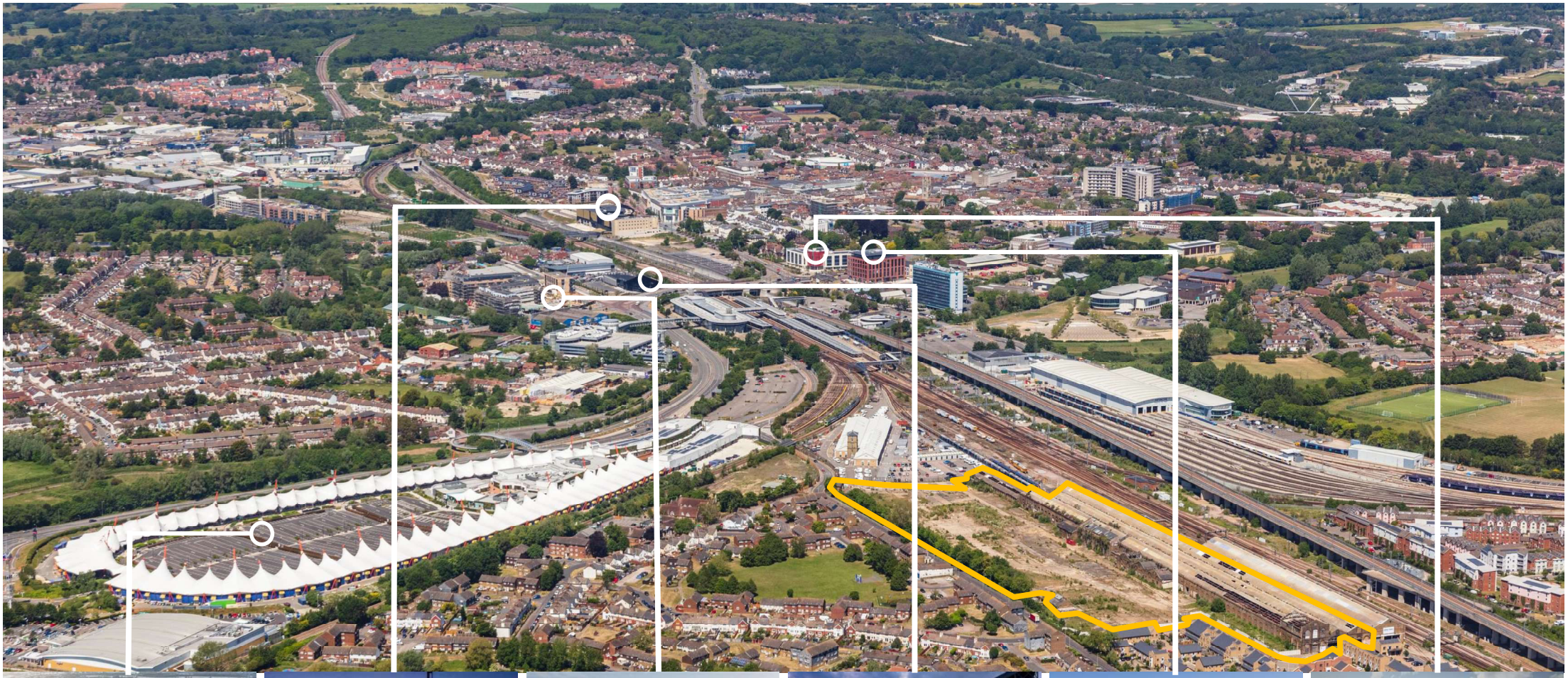
PRESENTATION PACK

TIME SPACE STUDIOS

THE CREATIVE DISTRICT IMPROVEMENT Co


HOTEL

THE CHANGING NATURE OF ASHFORD TOWN CENTRE





McArthurGlen Designer Outlet Centre

210 unit scheme providing high end retail and food piazza. Extension completed Nov 2019 with 8,000,000 visitors per annum.



Elwick Place

Retail and leisure scheme opened in Jan 2019 housing the Picturehouse Cinema with 6 state of the art screen, 9 retail / restaurants, a 58 room Travelodge and event space.



Hampton by Hilton

A new 120-bed hotel to be constructed adjacent to the station on Victoria Way East.



Curious Brewery

Opened in May 2019, the UK Brewer of the Year 2019, Chapel Down conducts tours and experiences of its production facility with restaurant and visitor experience, which attracts 50,000 visitors a year.



Ashford Commercial Quarter

New business hub including the 80,000 sq ft Grade A office scheme Connect 38, retail accommodation, 150 apartments and 480 jobs.



International College Campus

Opened in 2017, Hadlow College spent £26million to provide further and higher education in Ashford for c.1,000 students. The only college in Kent to be graded 'Outstanding' by Ofsted.

BACKGROUND

Newtown Works has a long history dating back to 1847 when the locomotive works were built to serve the London to Dover railway. Following various extensions to the sheds the structures now extend to over 330 meters making them the second longest buildings in the country. The site was closed in 1962 following the closure of the Ashford locomotive works to Eastleigh and extensive demolition, apart from the buildings still standing, was undertaken in 1984.

The remaining structures comprise very high warehouse buildings which stretch to over 8.5 meters to parapet level, the equivalent to a modern 3 storey building.

In 2007 a residential led development proposal was granted planning permission for the refurbishment of the existing listed buildings to provide a mixed use commercial and residential scheme of 688 units within 7 new buildings with 82 units within the existing sheds and c. 8,737 sq m (94,000 sq ft) of commercial space of a variety of uses across the estate.


Ashford
Designer Outlet
EUROSTAR™
London
St. Pancras
38 Minutes
Calais
France
31 Minutes



RATIONALE FOR DEVELOPMENT

The latest economic growth figures show the creative industries sector is continuing to be the major driver of economic growth in the UK. The sector is now worth more than the automotive, life sciences, aerospace and oil and gas industries combined and employs over 2m people in high value jobs.

The emergence of major global players such as Netflix and Amazon Prime and the streaming only operations from some of the more traditional players such as Disney with their Disney+ operation means that demand is fast outstripping supply.

The UK is very attractive to global film makers due to a supportive policy framework, favourable tax system, the availability of a skilled workforce and talent, and the cultural appeal. Kent already has a presence in the media industry with the likes of Maidstone Studios and the popularity of the county for location filming.

Newtown Works' centre-piece is the film studios for this brand new creative neighbourhood. Four 20,000 sq ft studio spaces are to be delivered providing single camera feature film or drama productions which is what the market requires to service the major streaming services who have built their business models to develop original content.

Ashford International Film Studios has been designed to target the fastest growing sector of the industry by specifically providing production facilities for movies and high end television programs that need different and flexible space for longer periods.

A GLOBALLY COMPETITIVE MARKET

NTW

The UK's current supply of film and TV studios is struggling to accommodate the surge in demand from media companies producing new content. The UK needs to maintain its leading position that attracts the large scale productions with world class studios to match the turnover in the UK film industry which has increased from c £8.2bn to £14.8bn.

GLOBAL PLAYERS

NETFLIX

prime video

Disney+

tv

hulu

NATIONAL PLAYERS

BBC

itv

CHANNEL FOUR TELEVISION

5

REGIONAL PLAYERS

creative england

SCREEN SOUTH
DEVELOP - CREATE - INNOVATE

University of Kent

Kent Film Office
Be inspired Be in Kent

APRIL 2020 PLANNING PERMISSION

Application No: 19/01476/AS
Approved: 22/04/2020

Newtown Railway Works, Newtown Road, Ashford TN24 0PN

- Four x 20,000 sq ft studios with associated post production offices and ancillary spaces, workshops and media village
- Hotel of 120 bedrooms including ancillary space and 62 serviced apartments, event and conference space
- Multi storey car park of 383 spaces
- Change of use, internal and external alterations to the listed Engine and Locomotive shed buildings, including increasing the height by an additional two storeys to provide flexible commercial floorspace for use in connection with the film / TV studios of B1 / D1 accommodation .
- 302 residential units, including café and internal parking for 322 cars within the Locomotive shed buildings.
- Gym and restaurant use
- Change of use, internal and external alternations to three listed buildings to provide ancillary uses to the film / TV studios
- Fully landscaped new public realm running the length of the Estate



MASTERPLAN

NTW



INTERNATIONAL FILM STUDIOS & MEDIA VILLAGE

The film studios complex will deliver a world-class facility which meets the standards of global players that is not offered anywhere else in the UK. It will form the heart of a creative industry strategy for Ashford and Kent's economic infrastructure utilising the strategic positioning of the town's high speed links to London and Europe.

4 x 20,000 sq ft
World Class
Sound Stages

Production Offices
and Ancillary
Space
80,000 sq ft

Workshops
14,000 sq ft

Media Village
(Above Workshop)
28,000 sq ft

The proposal will provide a bespoke and high-quality film studio complex in a prominent and highly accessible location. The studios will not only act as a hub for commercial film production but could also become an education hub for students looking to enter the video production industry. This would be achieved through links with local universities, schools and education centres.

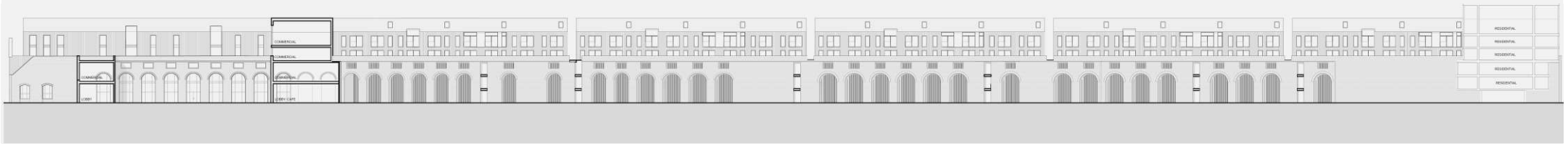




THE LOCOMOTIVE SHEDS - RESIDENTIAL







RETAINED LISTED BUILDINGS

PAINT SHOP

The Grade II listed paint store was constructed circa 1865 for the South Eastern Railway and was later used as an electroplating shop as well.

Proposed Use: Café (1,226 sq ft)



THE CLOCKTOWER

The Grade II listed Gate House constructed c.1850. Attached is a brick clock tower of red brick and modern extension to the ground floor.

Proposed Use: Office (785 sq ft)



ACETYLENE BUILDING

The Grade II listed acetylene store dated from the 19th century and is red brick with a barrel-vaulted roof. Most recently converted to restaurant use but now vacant.

Proposed Use: Security Office (613 sq ft)



These three listed buildings are incorporated within the studio complex curtilage


STUDIOS
THIS WAY UP

KENT FILM MAP



1 **Drama**
Ammonite (See-Saw/BFI)

2 **Drama**
The Hollow Crown (Amazon/BBC)

3 **Drama**
A Very British Scandal (Amazon)

4 **Film**
Great Expectations (Lionsgate)
Drama
Catastrophe S4 (Amazon/C4)
Whitstable Pearl (Acorn TV)
Kate & Koji S2 (ITV)

5 **Drama**
This Time with Alan Partridge S2 (BBC)
Black Mirror (Netflix)

6 **Film**
Christopher Robin (Disney)
The Old Guard (Netflix)
Avengers: Age of Ultron (Marvel)
Drama
Pistol (FX/Hulu)

7 **Drama**
Brave New World (NBC Universal)
Electric Dreams (Amazon/C4)
The Inspector Lynley Mysteries (BBC)

8 **Film**
Detective Pikachu (Warner Bros)
Aeronauts (Amazon)
Drama
The Third Day (Sky)
Call the Midwife (BBC)
Pennyworth S1-S2 (Warner Bros)

9 **Film**
Lady in the Van (Sony/BBC Films)
Drama
Top Boy S3 (Netflix)
The Tunnel S1-S3 (Sky)
Breeders S2 (BBC/Sky/FX)

10 **Film**
The Fantastic Flitcrofts (BBC Films)
The Mercy (Studio Canal)
Drama
Britannia S3 (Amazon)
Wolf Hall (BBC)

11 **Film**
The Darkest Hour (Universal)
Rush (Universal)
Drama
Gangs of London (Sky)
The Great S1-S2 (Hulu/C4)
Queens of Mystery S1-S2 (Acorn TV)

OCTOBER 2019

Economic Benefits Statement

Newtown Works, Ashford

ICENI PROJECTS LIMITED ON BEHALF OF QUINN ESTATES NEWTOWN WORKS LTD AND QUINN ESTATES

Iceni Projects Limited on behalf of
Quinn Estates Newtown Works Ltd
and Quinn Estates

October 2019

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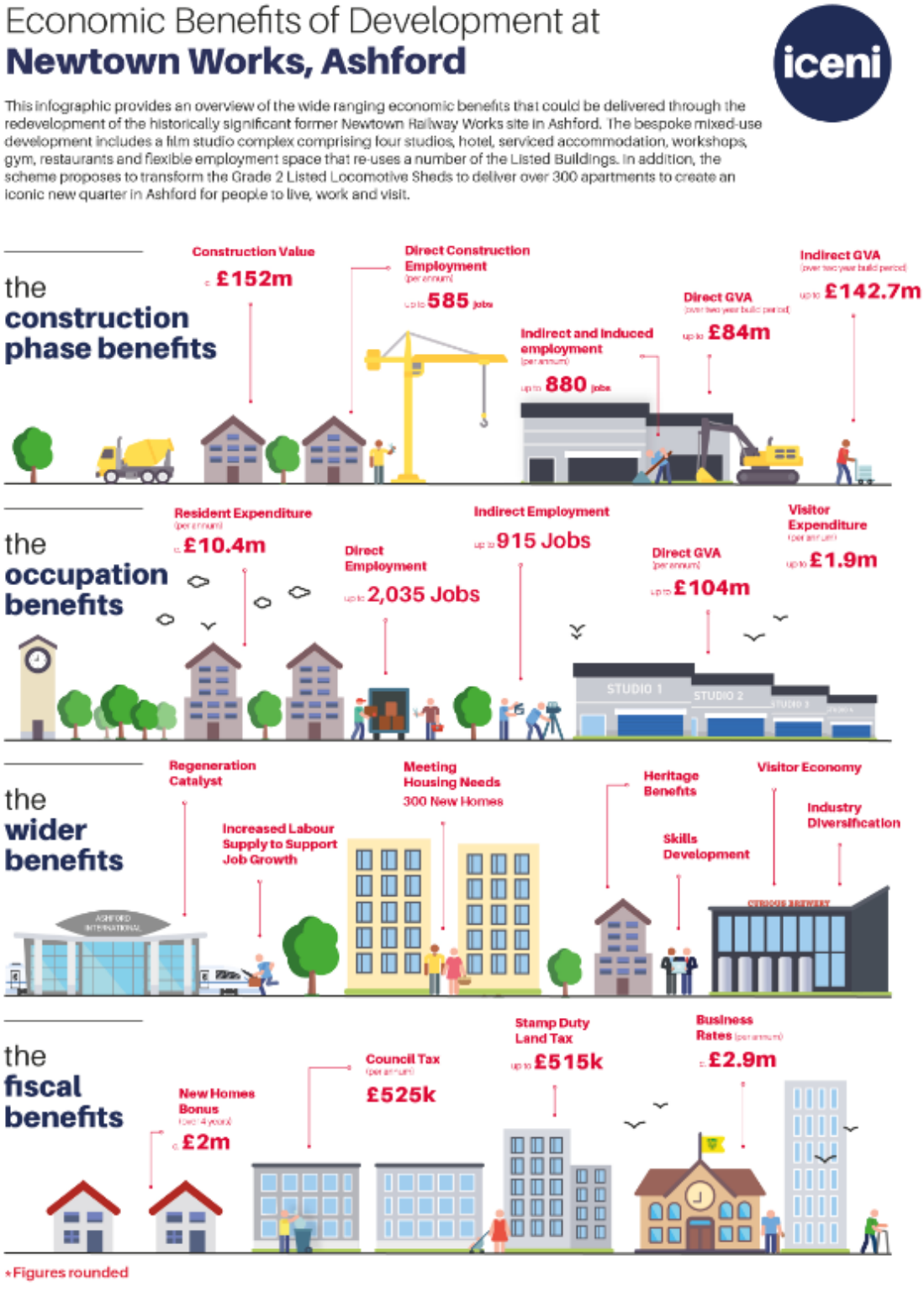
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EXECUTIVE SUMMARY



1. INTRODUCTION

1.1 This Economic Benefits Statement has been prepared by Iceni Projects Limited ("Iceni") to support the proposed development at Newtown Works, Ashford ("the site") on behalf of the applicant, Quinn Estates Newtown Works Limited and Quinn Estates. It demonstrates how the proposed development will support Ashford's economy.

Site Context

1.2 The Newtown Works site covers an area of approximately 5 hectares and constitutes one of the largest available areas of brownfield land within the Borough. Most of the site is covered by hardstanding, but it includes five vacant buildings – part of the former rail works - which are Grade II listed.

1.3 The Site lies between Newtown Road and the main domestic and high-speed railway lines. It is within the urban area of Ashford and is situated c.1,600m/ 20-minute walk from the town centre. Residential development and the Ashford Designer Outlet are located to the west of the site.

1.4 The Site is within the administrative boundary of Ashford Borough Council (ABC). In the immediate area, the site is bound to north east by the train tracks and the south east by the existing residential development at Kirtley Way. This residential development is connected to Newton Road which borders the whole of the western edge of the Site. To the north west of the site is The Old Railway Works, now used as offices.

1.5 The site has excellent connections to existing road, rail and the public transport network and is accessible via a variety of transport modes. It is circa 3.9km (6-minute drive) from Junction 10 of the M20 via Newtown Road and the A2070 providing good access south-east towards Folkestone and Dover as well as north-west towards Maidstone and London.

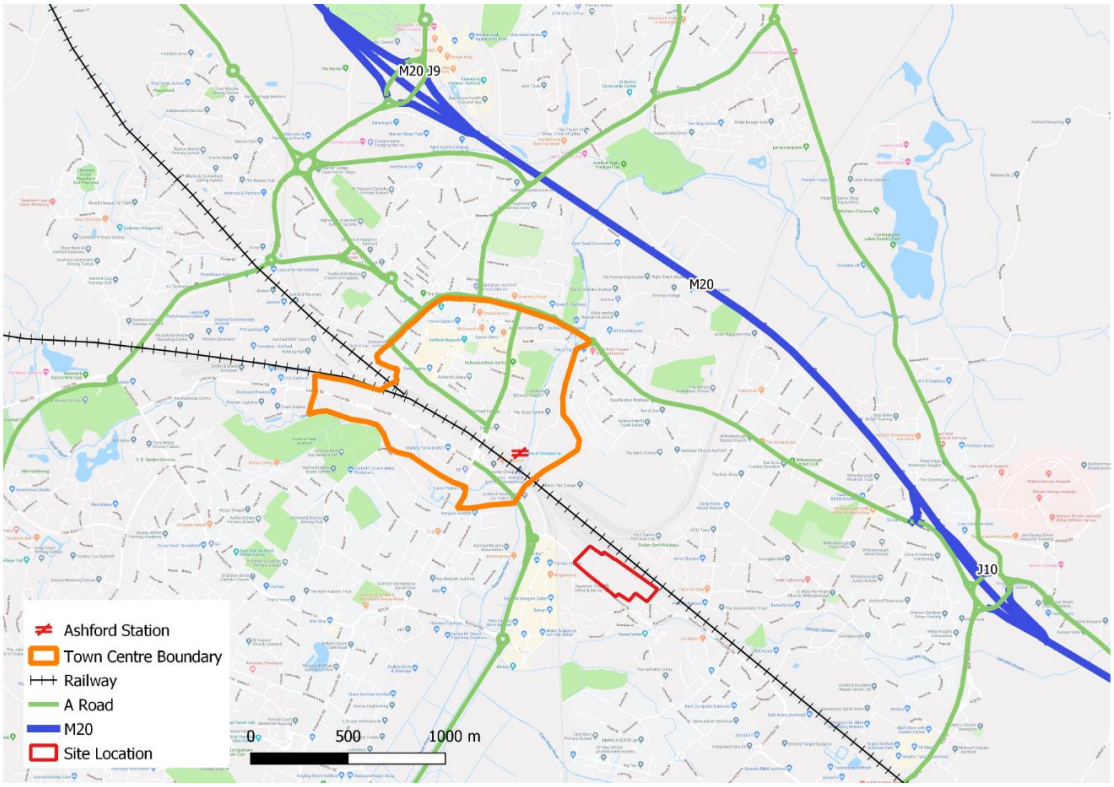
1.6 Newtown Works is approximately 700m (9-minute walk) from Ashford International Station, providing national and international rail services. Ashford International Station provides a range of connections including high speed services to London St Pancras (c. 37 minutes journey time) and Eurostar connections to Europe. The Station also provides services to London Victoria, London Charing Cross, Sandwich, Ramsgate, Margate, Dover Priory, Canterbury West, Eastbourne and Brighton.

1.7 There are a number of bus stops within the vicinity of the site within a short walking distance. Old Railway Works Bus Stop is the closest, 100m (1-minute) from the site access, with Wainwright Place just 200m (2-minute) walk from the site access. Both stops are serviced by the G-line (operated by Stagecoach) which goes from Godington Park to Newtown during the morning commute and then to

Ashford town centre (approximately a 9-minute journey) around twice hourly. The Bus interchange at Ashford Train Station is frequently serviced by buses from all over Ashford as well as from other population centres in Kent including Canterbury and Maidstone.

1.8 The site's location and the existing available transport services mean that this is one of the most accessible development sites in Kent.

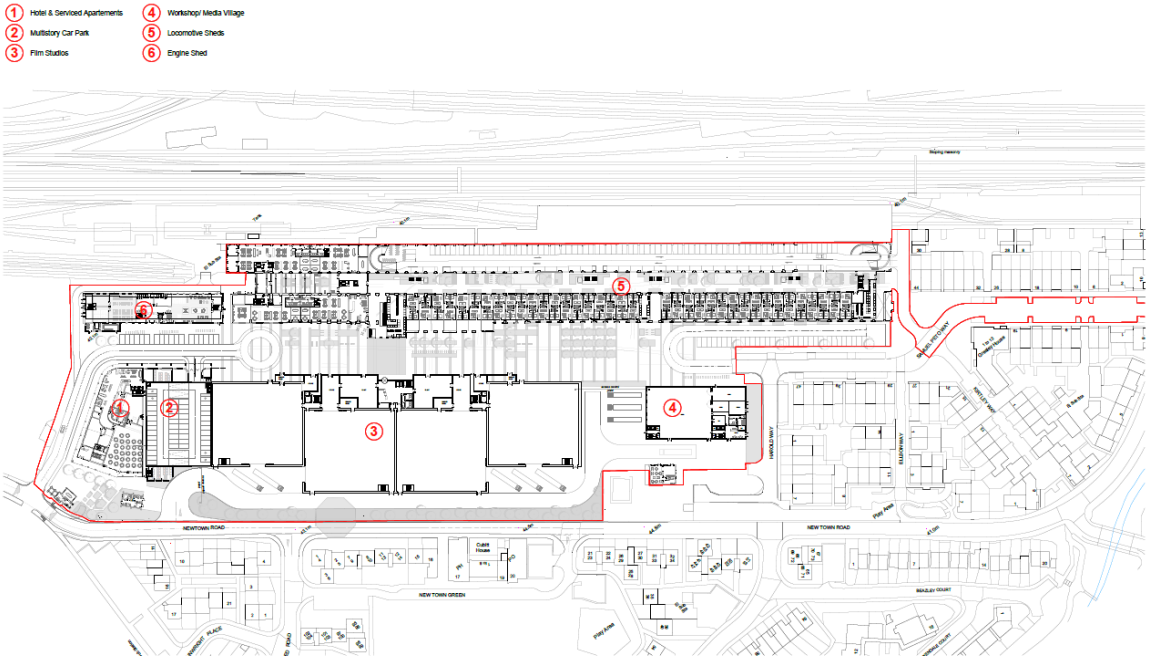
Figure 1.1: Location of Newtown Works Site



Proposed Development

1.9 Quinn Estates propose a mixed-use development focused around creating a new film studios complex which can help to develop, diversify and grow Ashford's economy. The development will include the sensitive restoration of the Grade II listed rail works buildings, with the delivery of new TV and film production space and associated facilities and infrastructure, together a hotel and residential development. It will create a new modern, vibrant and mixed-use development.

Figure 1.2: The Development Scheme



1.10 The proposal is a mixed-use development which seeks to deliver:

- 7,440sqm of film/ TV Studios (Use Class B1);
- 7,125sqm associated post-production offices (Use Class B1);
- 3,830sq.m associated workshop and media village (Use Class B1);
- 7,030sqm of flexible commercial floorspace for use in connection with the film/tv studios (Use Class B1/ D1);
- 1,500sqm of commercial floorspace (Use Class B1);
- 120 bedroom hotel, 62 serviced apartments, event and conference space;
- 303 residential units (Use Class C3); and
- 925sqm gym/ restaurant (Use Class D1/A3).

Purpose and Structure of this Report

1.11 The purpose of this report is to consider issues related to the employment provision proposed as part of the development, and the economic benefits of the development scheme. It considers how the development will compliment and strengthen Ashford's economy, and how it will deliver

significant economic benefits both through the construction and operational phases of the development.

1.12 The remainder of the assessment is structured as follows:

- **Section 2** – Economic Policy Context;
- **Section 3** – Ashford's Economy and Labour Market;
- **Section 4** – The UK Film Industry, Its Growth Potential and This Site;
- **Section 5** – Construction Phase Impacts;
- **Section 6** – Operational Phase Impacts; and
- **Section 7** – Summary and Conclusions.

2. ECONOMIC POLICY CONTEXT

2.1 This section briefly reviews the policy context relevant to the economic aspects of the Proposed Development scheme from the national to local levels. It focuses on economic development issues.

UK Industrial Strategy

2.2 The Government published a new **Industrial Strategy** in November 2017. This set out the Government's ambition to create the world's most innovative economy and boost productivity and earnings power throughout the UK. It identifies five foundations for productivity growth: ideas, people, infrastructure, the business environment and places; and sought to support investment in each. It identified Artificial Intelligence (AI) and the Data Economy as one of four Grand Challenges which the UK needed to embrace to be at the forefront of the industries of the future.

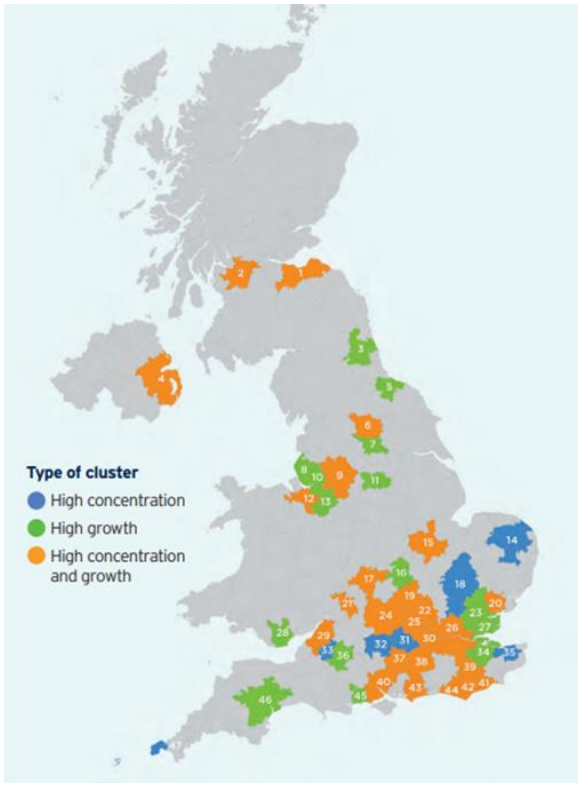
2.3 The Industrial Strategy identified the Creative Industries as one of the fastest growing sectors in the UK economy – one which is growing twice the rate of the economy as a whole.[1] To support its growth, the Government announced a **Creative Industries Sector Deal** in March 2018. Building on the Bazalgette Review, the Deal supports more than £150 million investment from Government and business with the aim of supporting growth in both GVA and employment, including 600,000 new creative jobs by 2023; and delivering a 50% increase in creative industry exports by 2023. It seeks to drive innovation through investment in immersive technologies such as virtual and augmented reality R&D, and through supporting eight partnerships between businesses and universities; address market failures such as access to finance and online piracy; and invest in industry-led creative careers promotion and skills development. The Deal includes a £20m commitment to roll out a Cultural Development Fund and the creation of a new Creative Industries Trade and Investment Board to help drive exports growth.

2.4 The Deal in particular recognises that the UK's suite of creative tax reliefs are amongst the most competitive in the World and have helped to make the UK a major location for film, TV and video games production which in total contributed £13.2 billion in GVA and 158,000 jobs to the UK economy in 2016. Furthermore, tourism associated with British film is estimated to support an additional £400 million in GVA and 8,400 full-time equivalent jobs. It identifies this as a sector with significant growth potential with potential to achieve forecast GVA growth nationally of £130 billion by 20205 (3.9% per annum).

[1] UK Industrial Strategy, p104

2.5 The Sector Deal has identified 47 clusters of creative businesses across the country which account for 75% of creative businesses and 82% of employment. It is clear that place matters – as by bringing creative firms together, business support, R&D, talent and infrastructure can be shared across the supply chain with wider benefits. The greatest concentration of activity is in London and the South East (see right) with clusters of activity in Medway, Canterbury and Hastings identified[2]; but not at this stage in Ashford. The proposed development scheme provides the opportunity to change this.

Creative Clusters in the UK



2.6 More specifically in respect of film inward investment, the Sector Deal identifies that this has grown by a very substantial 92% over the last 5 years; with high-end TV growing by 162%. The Sector Deal identifies that **with substantial increases in studio capacity, it is feasible that in the period to 2025 our revenues from film inward investment could nearly double to c. £4 billion per year**. It sets out that we are in the process of seeing substantive commercial investment in increasing production capacity, which Iceni considers is testament to the clear and realistic growth potential which has been identified in this market. Production space is being delivered across the country – in Northern Ireland, Scotland and Wales; as well as in Manchester (MediaCity), Bristol and Yorkshire; at Elstree Studios and Warner Brothers' Studios in Hertfordshire; Pacifica Ventures' plans for delivery of studio space in Barking and Dagenham in London; the expansion of Pinewood Studio in Buckinghamshire; through to Littlewoods Studios in Liverpool.

2.7 At a sub-regional level, the **South East LEP's Economy Strategy Statement** sets out initial thinking and key issues to inform its work in developing a Local Industrial Strategy. This emphasises driving productivity growth through working faster, smarter and together; and identifies **creative industries as an area which is expanding rapidly and in which there is significant growth potential**. The Strategy aims to bridge the gap in GVA per filled job between the South East and the rest of the UK by 2030 through achieving productivity improvements in every sector; as well as accelerating housing and infrastructure delivery; and increasing collaboration across the LEP area, with Government and with business. It aims to support innovative capacity in leading-edge businesses; improving skills;

[2] Source: Nesta and ONS Business Structure Database (2016) as set out in Creative Industries Sector Deal

and accelerating infrastructure investment – including in digital technology and broadband, as well as housing growth.

2.8 The South East LEP's 2014 Strategic Economic Plan had previously identified Ashford as Kent and Medway's fastest growing economic centre outside the Thames Gateway; building on its excellent connections to London and direct international rail services to Paris and Brussels. Planned investment in M20 Junction 10a will help to unlock Ashford's growth potential, helping to deliver around 10,000 jobs and 7,000 homes.

Framework for Growth and Investment in Ashford

2.9 Ashford Borough Council has set out a growth agenda for the Town and actively encourages investment and economic development. The Ashfordfor.com website sets out Ashford's stall - "well connected, ambitious, dynamic – a town embracing growth." This articulates some of the major economic assets which support Ashford's growth potential. These include:

- Connectivity – both domestically and internationally, with Eurostar services to Lille, Paris and Brussels; together with High Speed Rail services to London in 38 minutes; and access via the M20 both to other parts of the UK and Europe;
- Labour Availability – availability of skilled labour, influenced by the housing growth agenda which supports workforce growth. This is an important advantage in the relatively tight labour market across the wider South East. Housing is also relatively affordable, which helps in the ability to recruit skilled staff;
- Cost Base – with a lower cost of property and wages relative to other potential competitor locations. The median salary is for instance £7,300 lower than in London;
- Broadband – with access to superfast broadband connections within the town, which is clearly important for the creative and digital sectors.

2.10 **Ashford Borough Council's Corporate Plan 2015-20** encapsulates the Council's economic development priorities, building on this. Its sets out the Council's clear ambition to promote and deliver economic growth and inward investment, as well as quality housing; supporting businesses and the borough's economy and helping to achieve and maintaining the Council's financial independence from Government funding.

2.11 The Council's first priority within the Corporate Plan is for an enterprising Ashford; with an aspiration to promote growth and achieve economic prosperity for the Borough; including through securing inward investment; and create a wide range of jobs carried out by a highly skilled workforce. Within this, the Council aspires to deliver a range of jobs with an emphasis on higher paid/ skilled roles; and

to ensure that employment space is delivered to support new businesses and the growth of the economy, including high-tech companies.

2.12 Priority 2 relates to delivering an adequate supply of high-quality homes, to provide housing for people of a range of different ages, and across tenures. Priority 4 is also relevant to the proposed development and includes seeking to safeguard and conserve the Borough's heritage assets.

2.13 As this report will show, the proposed development scheme responds directly and positively to the Council's corporate priorities. It will deliver new commercial space and housing for the Borough, but importantly will help to support the growth and diversification of the Borough's economy through helping it to capture investment in film/media and the wider creative industries – which as identified above is a significant growth sector in which the Borough does not currently have significant representation - providing another major bow to the Borough's economic assets. It will assist in shifting the economic base towards higher value-added activities, and create higher skilled jobs; which in turn will support spending in the local economy. It will also provide revenue in respect of New Homes Bonus, Council Tax receipts and commercial rates, which will assist in supporting the Council's economic self-sufficiency.

Planning Policies

Ashford Local Plan

2.14 The Ashford Borough Council Local Plan was adopted in February 2019 and is part of the Development Plan for the Borough of Ashford. The plan sets out policies and specific proposals for the development and use of land to guide planning decisions.

2.15 The Plan's vision seeks to meet the Borough's housing and employment needs, and take account of the needs of investors, through the provision of high-quality development together with supporting infrastructure and services in sustainable locations. Policy SP1 – Strategic Objectives sets out the framework in which this can take place, which includes objectives to:

- To focus development at accessible and sustainable locations which utilise existing infrastructure, facilities and services wherever possible and makes best use of suitable brownfield opportunities;
- To provide a range of employment opportunities to respond to the needs of business, support the growing population and attract inward investment.

2.16 The proposed development scheme in economic terms responds directly to these and will deliver a high-quality employment-led development scheme on a brownfield site at a sustainable location within the Borough.

2.17 **Policy SP3** – Strategic Approach to Economic Development – sets out that job growth and economic prosperity will be supported in order to enable the achievement of a sustainable economy with the intention to deliver 63 hectares of new employment land and a total of 11,000 jobs in the Borough between 2014-30. This will be achieved by taking a positive approach to economic development. The proposed development will contribute to job creation.

2.18 **Policy S6** – Former Newtown Works – allocates the development site for a mixed-use neighbourhood, with at least 350 additional homes and a substantial area of commercial floorspace, based around the regeneration of the area through the restoration of the range of listed railway buildings to create an attractive new place to live and work and for visitors to enjoy. Suitable proposals for the area include residential, tourism uses, workshop and office employment space, and specialist, small-scale retail uses of a type that would not seriously impact on the town centre. A comprehensive development scheme is expected, which the planning application delivers.

2.19 **Policy EMP1** – Provision of Employment Premises – supports the redevelopment, enhancement and reconfiguration of employment premises. Policy EMP11 is also relevant and supports **p**roposals for new hotel development will be permitted in locations that are accessible by a choice of modes of transport and will be particularly encouraged in the Ashford and Tenderden urban areas.

2.20 Iceni also notes that Chapter 10 in the Local Plan provides support to the growth and development of Arts and Creative Industries in the Borough; with Para 10.13 offering support to proposals that would significantly improve Ashford's arts scene and encourage creative industries by virtue of their quality, cultural diversity, distinctiveness and economic impact will be supported.

National Planning Policy Framework

2.21 The Ministry of Housing, Communities and Local Government published the revised National Planning Policy Framework (NPPF) in February 2019. The NPPF identifies that the purpose of the planning system is to contribute to the achievement of sustainable development. Achieving sustainable development involves pursuing three overarching objectives – economic, social and environmental. The NPPF is a material consideration in the determination of planning applications.

2.22 Sustainable development is about marrying social, economic and environmental objectives; with the economic component of this including helping to build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity (Para 8).

2.23 Paras 20 and 80 in the Framework emphasise the Government's commitment to sustainable economic growth. Para 80 sets out that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt; and that significant weight should be placed on the need to support economic growth and productivity, taking into account both local

business needs and wider opportunities for development. It states that the approach taken should allow each area to build on its strengths, counter and weaknesses and address the challenges of the future. This is particularly important where Britain can be a global leader in driving innovation, and in areas with high levels of productivity.

2.24 Para 81 states that planning policies should set out a clear vision and strategy which positively and proactively encourages sustainable economic growth; but in d) is clear that policies should be flexible enough to accommodate needs not anticipated in the plan, and enable a rapid response to changes in economic circumstances.

2.25 Para 82 emphasises that planning policies and decisions should recognise and address the specific locational requirements of different sectors, including making provision for clusters or networks of knowledge and data-driven, create or high technology industries. Paragraphs 91, 104 and 118 are all supportive of mixed-use development.

3. ASHFORD'S ECONOMY AND LABOUR MARKET

3.1 In this section, Iceni has sought to set out an outline profile of Ashford's economy and housing market; and then to consider the UK Film Industry, and its growth potential; and how the proposed development will help to develop and diversify Ashford's economy.

Local Economic Profile

Ashford's Economy

3.2 Ashford Borough accommodates around 65,000 jobs (2017)[3] with the greatest concentration of employment within Ashford Town itself. The Business Register and Employment Survey (BRES) records 56,000 employee jobs.

3.3 The local economy is diverse, with the four largest sectors being wholesale and retail trade; repair of motor vehicles and motorcycles (accounting for 22.4% of employee jobs), Human health and social work activities (15.5%), Administrative and support service activities (6.8%) and Manufacturing (8.6%). Self-employment is also significant, with the Annual Population Survey indicating around 9,300 self-employed persons in 2018/19, accounting for around 10% of those in work.

3.4 Analysis of the structure of employee jobs by sector in 2017 points to the largest sectors of the economy being the retail sector, health, wholesale and distribution, and education. There are around 4,500 employee jobs in manufacturing, with a particular focus on food and drink manufacturing influenced in part by the Givaudan and Premier Foods site at Kennington on the A2070. The construction sector accommodates around 3,000 jobs.

3.5 Currently, the film and TV production sector accommodates just 100 employee jobs in Ashford (2017) with around 10 jobs in programming and broadcasting activities. Film and TV production is therefore not currently a significant sector within the local economy; and this level of employment compares to around 11,000 in the film/TV production sector across the wider South East. Less than 1% of the jobs across the region in film/TV production are thus in Ashford now. There are around 700 jobs in the accommodation sector but this is relatively under-represented relative to the South East as a whole.

3.6 Recent growth in employee jobs has been focused in transport and storage; health and social work; arts/entertainment; and admin/ support.

[3] BRES employee jobs plus APS self-employment

Table 3.1 Recent Growth in Employee Jobs by Sector

Ashford	2015	2016	2017
Primary Industries (Agriculture/Mining/Utilities)	1,700	1,700	1,700
Manufacturing	5,000	4,800	4,800
Construction	2,300	2,400	3,300
Wholesale and retail trade	11,500	12,000	11,500
Transportation and storage	2,500	3,300	3,000
Accommodation and food service activities	3,800	3,500	3,500
Information and communication	1,500	1,500	1,400
Financial and insurance activities	700	600	600
Real estate activities	600	800	700
Professional, scientific and technical activities	4,000	3,500	3,000
Administrative and support service activities	3,800	5,000	5,000
Public administration and defence	1,800	2,000	1,800
Education	4,300	4,300	4,300
Human health and social work activities	8,500	8,000	9,000
Arts, entertainment and recreation	1,100	1,000	1,300
Other service activities	1,500	1,800	1,600
Total	54,400	56,000	56,300

Source: BRES/ KCC

3.7 Trends in workplace-based earnings can be used as a proxy for relative productivity performance. Higher productivity is typically reflected in higher earnings. Median workplace-based earnings in Ashford fall 4% below the average for Kent and 14% below the South East average pointing to an economy which is more focused towards lower paid / skilled employment and below average productivity. However, the situation has been improving, and Ashford has seen 23% growth in median gross annual earnings over the last decade which have risen from £21,600 per year to £26,600. This compares to 11% growth across Kent and 15% across the South East.

3.8 There however clearly remains a productivity gap, influenced in part by the structure – i.e. sectoral composition – of the Borough's economy. This is clearly reflected in the Council's aspiration to deliver higher skilled/ paid jobs.

Figure 3.2: Median Gross Annual Earnings (Workplace-based)



Source: Iceni analysis of Annual Survey of Hours and Earnings Data

3.9 The Borough accommodated 6,200 businesses in 2018, of which 91% had less than 10 employees, 7% were small businesses employing 10-49 employees, and 1% had over 50 employees. In total 90 businesses in the Borough had over 50 employees, based on ONS Business Counts.

3.10 There were 50 businesses in the Borough involved in Film/TV production, 10 involved in Sound recording/music publishing and 10 in Television programming/broadcasting. All of these were micro-sized businesses with 0-10 employees. 10 hotel businesses were registered in the Borough.

Ashford's Labour Market

3.11 Ashford's labour market is characterised by relatively high levels of economic participation; and is one which has been growing in size – in contrast to a number of other parts of the South East region - influenced by the scale of pace and housing growth, particularly within in/around Ashford Town.

3.12 The resident population in Ashford in 2018 has been estimated by ONS to amount to 128,600[4]. The population has grown by 12.3% over the past decade compared with 8% growth across the South East region over the same period.

3.13 The Local Plan envisages delivery of 16,872 dwellings over the 2011-30 plan period. Taking account of delivery between 2011-18, the residual requirement is for 13,118 dwellings between 2018-30

[4] ONS Mid-Year Population Estimates (2018)

representing growth in the Borough's housing stock of around 25%. This represents substantive housing growth equivalent to 1.8% per annum and can be expected to support growth in the population and workforce.

3.14 Local labour market indicators are summarised in Table 3.2 below. These demonstrate that Ashford is characterised by a slightly smaller working-age population, as a proportion of the total population, when compared to the South East region. Despite this, the economic activity rate is higher than the national average, and indeed exceeds 80% of those aged 16-64. There is a substantial difference between residents and workplace-based earnings, with notable out-commuting to higher paid jobs. Claimant unemployment is marginally higher than the South East average.

3.15 Residents have a significantly lower than average level of educational attainment. This is reflected within the lower percentage of the population who occupy top tier occupations, and with notably lower levels of residents with degree level or equivalent skills (NVQ 4+) at 29% relative to 42% across the South East.

Figure 3.2: Labour Market Indicators

Indicator	Ashford District	South East Region	Great Britain
Working-age population (16-64 years) % of total Population	77,600 (60.0%)	61.5%	62.7%
Economic Activity Rate	80.4%	81.1%	78.7%
Unemployment (claimant count – job seekers)	1.0%	0.7%	1.1%
Tier 1-3 Occupations (managers, professionals, technical) (2019)	44.1%	51.2%	46.8%
NVQ4+ Qualifications (2018)	28.9%	42.2%	39.3%
Resident earnings (2018)	£574.90	£614.50	£571.10
Workplace earnings (2018)	£543.70	£589.20	£570.90

3.16 Fundamentally, many parts of the wider South East have conditions of near to full employment, as is evident in Ashford. However, there are relatively few comparable locations within the region where the scale of housing growth envisaged in Ashford is expected to occur. Housing growth will support growth in the Borough's workforce. This provides the opportunity to improve Ashford's skills profile (alongside investment in education and training); and it also provides part of a strong investment

offer which the town and borough can present to potential businesses. A potential pool of labour locally is part of the attractiveness of Ashford as a place to invest.

3.17 The Council has recognised the over-representation of lower paid/skilled roles within the Borough's economy. To address this, it needs to attract and developed higher skilled and paid employment opportunities. The proposed Newtown Works development provides a particular opportunity to do this; support employment growth in higher value-added activities and helping to broaden Ashford's economic base. There are clear potential wider economic benefits from doing this, in delivering higher paid jobs within the local economy that then support spending in local shops and services within the town.

Business Floorspace in Ashford

3.18 The commercial property market in Ashford is dominated by industrial floorspace. In 2018/19, Valuation Office Agency (VOA) data indicates that there is 1.2 million sq.m of commercial floorspace including 758,000 sq.m of B-class floorspace. Of the total commercial floorspace, 55% is industrial and a modest 10% office floorspace.

Table 3.2 Business Floorspace, Ashford Borough

	Floorspace, sq.m 2019	% Floorspace	10 Year Change	% Change (10 Years)
Retail	233,000	20%	13,000	5.9%
Office	116,000	10%	-4,000	-3.3%
Industrial	642,000	55%	8,000	1.3%
Other Business	172,000	15%	11,000	6.8%
Total Commercial	1,163,000	100%	28,000	2.4%

3.19 Over the last decade (2009-19), levels of retail, industrial and other business floorspace have increased; whilst office floorspace has decreased. Office floorspace in the Borough has through grown slightly since 2013; although trends are likely to have been impacted to some degree by losses through Permitted Development Rights.

Housing

3.20 Based on ONS data (December 2018), the average median house price within the ward within which the site is located was £210,000[5] which is lower than the Ashford median (£285,000), the South East

[5] House Price Statistics for Small Areas (HPSSAs), (March 2019)

median (£322,000) and the England median (£240,000). Housing in Central Ashford is thus reasonable affordable in a wider regional context.

3.21 ONS data[6] on the housing market and house prices indicates that the ratio of median house price to median earnings was 10.73 in Ashford, meaning that on average working people in Ashford could expect to pay around over 10 times their annual earnings on purchasing a home[7]. The Ashford average is consistent with the average across the South East region (10.38), meaning that housing in Ashford has the same level of affordability as the South East region and is less affordable than England (where the ratio is 8.0).

3.22 Over the 2011-18 period, Ashford has delivered an average of 536 dwellings per annum across the Borough. To meet the housing requirement in the Local Plan of 13,118 dwellings over the 2018-30 period, there is a need to significant increase the rate of housing delivery, this level of provision representing a need to deliver an average of 1,093 dwellings per annum. Table 3.3 below shows housing completions over period from 2011-18.

Table 3.3 Ashford Housing Completions 2011- 2018

Completions 2011/2012	Completions 2012/2013	Completions 2013/2014	Completions 2014/2015	Completions 2015/2016	Completions 2016/2017	Completions 2017/2018
633	284	137	405	1022	696	557

3.23 To support sustainable growth, there is need to ensure that employment opportunities are created alongside housing delivery to provide opportunities for residents to both live and work locally. The Newtown Works site is accessible to residents at a range of locations in/adjoining Ashford, including major growth being delivered at Chilmington Green on the southern side of the Town.

[6] ONS, Housing affordability in England and Wales: 1997 to 2018 (March 2019)

[7] Ratios are calculated by dividing median house prices by the median annual earnings. Lower ratios tend to suggest greater affordability with higher ratios indicating lower affordability. It should be noted that the house price data and affordability ratio data is based on different average house price data. Median affordability ratios are quoted to be consistent with the Government's proposed methodology for assessing housing need however, lower quartile ratio in Ashford is 11.19 compared with 10.81 across the South East region and 7.29 nationally.

4. THE UK FILM INDUSTRY, ITS GROWTH POTENTIAL AND THIS SCHEME

Film Industry Growth and Market Demand

4.1 Recent years have also seen an explosion of new television content being produced globally, driven by a shift in the business models of traditional TV broadcasters and the establishment of online services such as Netflix, Amazon Prime Video and Hulu. With technological advances changing the ways that consumers access films and TV programmes, media companies will keep producing large volumes of new content as they scramble for subscribers[8].

4.2 According to PwC's Global Entertainment & Media Outlook 2018-2022, in 2017 the UK had the fourth largest filmed entertainment market in the world after the USA, China and Japan, representing 5% of the global market[9].

4.3 Reflecting these market trends, **the Film and TV industry has been one of the fastest growing sector of the UK economy over the last five years**. During this period, the output of film-related industries has grown by 88% to reach £13.2 billion. This represents a growth rate more than seven times faster than the overall UK economy.[10]

4.4 The scale and growth of the industry in recent years is substantial:

- It is a sector in which employment is growing rapidly: 102,000 people were employed in the film and TV industry in 2017, with employment having grown by 20% over the previous five years.[11]
- It is supporting substantial business growth: The number of companies involved in the film industry increased by 48% between 2013 and 2017, compared with an all-industry average of 23%;
- It is contributing significantly to the UK Economy: the UK Film Industry contributed £6.1bn to UK GDP in 2016[12]. The industry contributes at least £2.6bn in direct gross value added (GVA), and a further £3.5bn in indirect GVA. Further to this, the British Film Institute (BFI) states the UK's

[8] LSH, 2018 The UK Film & TV Studio Property Market

[9] BFI Statistical Yearbook 2018

[10] LSH, 2018 The UK Film & TV Studio Property Market

[11] LSH, 2018 The UK Film & TV Studio Property Market

[12] BFI Statistical Yearbook 2018

screen sector plays a prominent role in promoting "regional and language diversity on-screen diversity, creativity, UK values, and the country's overall standing in the world".

- Film inward investment in the UK has grown by 92 per cent over the last five years and high-end TV by 162 per cent,[13] attracting £2bn of inward investment to the UK in 2017. 265 feature films were produced in the UK in 2017. Inward investment productions accounted for a record 89% of the total spend in 2017, driven primarily by investment from major US studios.

- This same level of impressive growth is replicated within the High-end TV (HETV) production, which includes productions costing more than £1 million per episode. The total UK production spend on HETV was £938 million in 2017.

- Film and TV services exports from the UK Creative Industries amounted to £5.46bn in 2015 based on Government's estimates. This contributes positively to the balance of payments[14];

- More than £200m of inward tourism spend is associated with High-End TV. Tourism as a result of British film is estimated to have brought 8,400 FTEs, £400m GVA and more than £90m tax revenue.[15]

4.5 The UK is an attractive location for film makers as the suite of creative tax reliefs is among the most competitive in the world. Film Tax Relief is now available at 25% of the qualifying film production expenditure, regardless of budget, where at least 10% of the total production costs relate to activities in the UK. High-end television (HETV) tax relief is available for high end television, animation and childrens television programmes on qualifying UK core production expenditure up to 80% of the total core expenditure or the actual UK core expenditure incurred (whichever is the lower). There are also separate tax reliefs for animation; children's television; and video games. In a competitive international environment for film production, these tax reliefs are very important in supporting the UK's competitive advantage.

4.6 The UK is also considered to have a diverse range of locations, world-class studios, the largest concentration of award-winning post-production and VFX facilities, award-winning talent and crew and film friendly policies.[16] There is a concentration of infrastructure associated with film and TV production which exists – particularly in London and the Greater South East – and this supports the UK's attractiveness as a location to make film and TV productions.

[13] Industrial Strategy Creative Industries Sector Deal

[14] Industrial Strategy Creative Industries Sector Deal

[15] Industrial Strategy Creative Industries Sector Deal

[16] British Film Commission

4.7 Whilst demand has increased substantially – as the above statistics show - the supply of studio space has failed to keep pace with demand and there is a shortage of large purpose-build film studios. Lambert Smith Hampton (LSH) now estimate that 1.6-1.9 million sq ft of new film studio space will be required over the next 15 years, if recent growth rates are sustained. The proposed development provides the opportunity to capture a proportion of this growth in Ashford.

4.8 As we examined in Section 2, the sector benefits from Government backing through the UK Industrial Strategy and Creative Industries Sector Deal.

Film Industry in the South East

4.9 The majority of the 102,000 people employed within the UK film and TV industry are concentrated within London and the South East: the BFI estimates 57% of the film industry employment is in this region. The high level of employment within the UK film and TV industry is attributed to the highly skilled specialist labour that can be found in the UK, particularly in the South East, hence the UK is one of few places outside the US where films can be crewed locally. The access to post production facilities in London is also an important component in underpinning this.

Existing Studio Space

4.10 LSH have identified the four types of buildings that currently accommodate the film and TV production industry: Purpose Built Film Studios; Repurposed Buildings; Alternative Space and Shiny Floor TV Studio.

4.11 There are only a handful of Purpose-Built Film studios offering large, well-equipped sound stages across the UK. Repurposed buildings include warehouse, air hangers or factories and typically offer cheaper production rates. LSH highlights 3 Mills Studios, London as a prime example of this type of repurposed building, they conclude, these studios are full despite the need for further investment, hence demonstrating the lack of supply across London.

4.12 Alternative Space incorporates vacant industrial buildings. These spaces are being marketed as ‘blank canvas’ for film location in order to make up for the UK’s shortfall in dedicated studio space. Shiny Floor Studios are smaller than film studios and are built to high technical specifications, there are handful of these studio in and surrounding London.

4.13 Despite the range buildings available for film and TV production there is an undoubted shortage in supply. In terms of current supply, LSH identified well over half of the UK’s existing studio space is concentrated in Greater London and the South East. A concentration of studios is located on the western fringes of London, including Pinewood, Leavesden and Shepperton. These are operated by Pinewood Shepperton and Warner Brothers.

4.14 Across the UK studios have been developed in Northern Ireland and North Wales and other areas are seeking to promote themselves as attractive studio locations. LSH identified 57% of film and TV space is located within the South East, it also calculated 13% is located in Wales, 8% is in Yorkshire, 6% is in Northern Ireland and 4% is in Scotland, the remaining 12% are located around the rest England.

Proposed Studio Space

4.15 LSH have analysed the distribution of existing the proposed film and TV studios. Pinewood and Shepperton are both expanding, with a £200 million expansion plan for Pinewood Studios in Buckinghamshire gaining planning consent in June 2014. The Pinewood Group has also bought land adjoining Shepperton Studios in Surrey and is progressing plans to deliver new stages and workshops. Netflix agreed in July 2019 to lease 435,000 sq.ft of space for a new production studio at Shepperton of which 165,00 sq.ft will be across all 14 sound stages currently at Shepperton.

4.16 A new film and TV studios complex is to be brought forward at Dagenham, to include 12 sound stages, a major events centre, virtual reality and 3D attractions and retail/entertainment facilities. This is to be built and operated by Pacifica Ventures in partnership with Media Content Capital. It will deliver 264,000 sq.ft of studio spaces plus workshops and a least 95,000 sq.ft of production office space.

4.17 Elsewhere, Screen Scotland is seeking to bring forward a studios complex at the Port of Leith, near Edinburgh, which is to include 5 sound stages and 27,000 sq.ft of workshop, production and office space. There are also proposals in the offing for studios complexes in Birmingham, Didcot and a second facility near Edinburgh. Other large projects include the Littewoods Buildings in Liverpool.

Need for Floorspace

4.18 Despite the pipeline of development projects, it has been clearly identified the UK has a shortage of large purpose-built film studios. LSH identified the UK lost out on the filming of 5-10 major movies over the last two years due to lack of suitable studio space. Each of these lost projects would potentially have been worth tens of millions of pounds to the UK economy. Using models created by PwC in 2013, LSH have calculated an additional 1.6-1.9 million sq ft of new film studio space is need over the next 15 years, if the recent growth rate is sustained.

4.19 There has been recent political support on a national and local government level for studio development, several recent developments across the UK have been enabled by local government support, such as, Bottle Yard Studios in Bristol. Film studios can be incorporated into new ‘creative districts’, that include workspaces alongside residential development. However sourcing appropriate sites for new studio space remains challenging due to competition from industrial sectors, primarily the logistics property sectors.

4.20 Overall, there is significant demand for new studio space in the UK given its economic success of the land decade. In order to sustain this growth and promote the UK as a film and TV production hub of the world this demand for new studio space needs to be addressed.

The Proposed Newtown Works Development Scheme

4.21 The film studios will deliver a new signature piece of economic infrastructure for Ashford and Kent. It will form the heart of a creative industry strategy for the town's economy, utilising the strategic significance of the town's links to London and the continent.

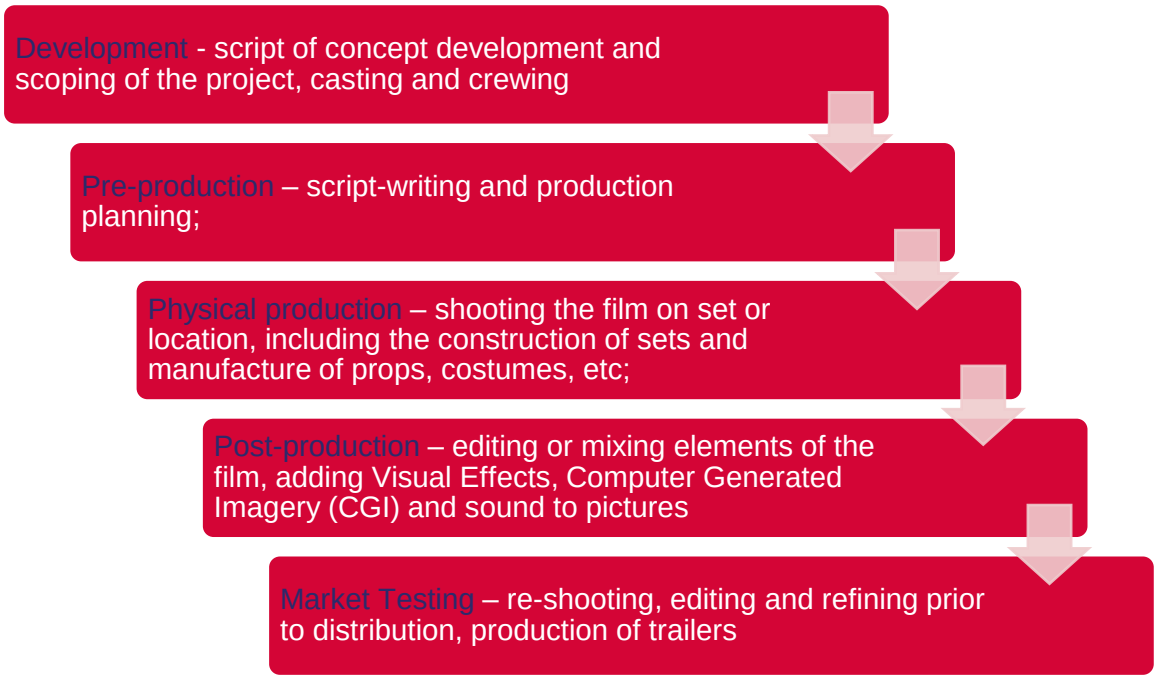
4.22 As has been seen at Twickenham Studios, Shepperton Studios and Pinewood Studios, the influence of film studio can be far reaching - bringing new industries to area, creating employment opportunities across a range of skillsets and professions. In turn, this will encourage further investment in the area, boosting the local economy.

4.23 The proposal put forward is for a bespoke and high-quality film studio complex in a prominent and highly accessible location. The studios will not only act as a hub for commercial film production but could also become an education hub for students looking to enter the video production industry. This would be achieved through links with local universities, schools and education centres.

4.24 The film studios will house what are known as single camera feature film or drama productions. In this single camera setup, each of the various shots and camera angles are taken using the same camera, or multiple cameras pointed in one direction, which are moved and reset to get each shot or new angle. Single-camera is mostly reserved for prime-time dramas, made-for-TV movies, music videos and commercial advertisements. Examples of this include: The Crown, Downton Abbey, Stranger Things, Mission Impossible or the Avengers. In recent times, major streaming services like Netflix have built their business model and entire platforms by developing original content around single camera feature films and drama productions.

4.25 The studios will provide a world class range of facilities and services to the film and High-End TV production industries, supporting productions of all kinds. A summary of the individual elements of production are outlined below. Each of these elements involves many contributors and a vast array of skills including artistic, creative, craft, technical, businesses and professional expertise.

Table 4.1 Elements of Film and TV Production



4.26 The proposed development has been designed to support each of these activities and to provide supporting facilities – such as the gym and hotel and conferencing facilities – which are both related to and support the film studios, contribute to the development's attractiveness as a place to work and create a vibrant mixed-use place. All uses are underpinned by the film studio use and are either directly or indirectly linked to it, although a number of the uses can thus function independently in their own right and will be available to the public.

4.27 The four sound stages (the film studios) which are each 1,860 sq.m in size are large soundproofed (acoustically treated) buildings which offer enclosed, high quality and technically controlled facilities for shooting film and recording dialogue. These fall within a B1 use class. They have structural elements built in, such as lighting gantries with sufficiently engineered weight loading capacities and electrical infrastructure designed for filming. The film studios will be a new build element of the scheme.

4.28 7,125 sq.m of production offices are proposed (Use Class B1). These would be used by staff employed by an individual production company for the creative, managerial, financial and administrative functions of a production. Office-type space can also be used by productions for dressing rooms, make-up and hair rooms, wardrobe, meeting rooms, flexible utility spaces and for editing picture and sound. These are often occupied on a short-term basis to coincide with productions. They are also occupied by companies providing a range of media-based support services to the production companies. A small amount of floorspace will be permanently occupied to manage, operate and maintain the site. The production offices will be a new build element of the scheme.

4.29 1,300 sq.m of workshop space are proposed (Use Class B1). Workshops are used for the construction of sets and props. The workshops are also used by departments like camera, lighting, costume and art departments for storage. The costume and art departments especially need adequate levels of localised set storage (including sufficient height for large pieces of flat-age that need lean to areas) and for various props (pieces) used on and off the sets that can range in size and scale depending on the subject matter. Mezzanine levels on upper floors are helpful for housing lightweight office accommodation. The workshops will have double height doors/ loading bays for HGVs and trucks to access with tailgates. These should be positioned conveniently close to the film stages. The workshops will be a new build element of the scheme.

4.30 The 2,530 sq.m media village (Use Class B1) will be provided above the workshop would be used by creative companies involved in providing support services such as design and marketing. The benefits of developing a cluster of like-minded freelancers and SMEs onsite is three-fold. First, their presence will help to develop Ashford's position as production hub on par with recognised locations like Pinewood, Elstree or Leavesden. Having other businesses based onsite presents a huge advantage for visiting producers using the studios, as their services often become an integral (if not crucial) component of the shooting process, which is an incredibly expensive process where time is money. For example, a special effects (SFX) company could prove invaluable to the productions schedule by having facilities available onsite at short notice. Secondly, the businesses in the Media Village gain direct access to the studios' principal clientele. This boosts the trading performance of the SMEs and impacts exponentially on the growth of the company. This process is called the "halo effect" which is proven to increase productivity and direct employment levels. Thirdly, these factors combined ultimately delivers a vibrant, eco-system of like-minded companies trading both inside and outside of the studio complex that impacts positively on the local economy.

4.31 8,530 sq.m of commercial space is then envisaged (Use Class B1/D1). Discussions are underway to partner with local educational bodies to establish places for people to learn creative trades which could take place within the commercial element of the scheme. TCDI Co. is proactively exploring partnerships with the local education bodies to develop a higher educational training course that will provide students with unprecedented first-hand, practical experience of working within a live film and TV studio complex. The proposal will provide students with a more holistic, understanding of the industry with the curriculum delivered over a number of "bite-sized", departmental courses designed to create a better awareness and appreciation of the overall production process behind producing that is formed of multiple disciplines. By providing such grass roots access this initiative will help to address skills gaps in the screen industries via training and work placements. In doing so will ultimately drive direct employment opportunities in ways that enrich the cluster of businesses onsite and enhance the overall eco-system in Ashford. Alternatively, the commercial space will be used as offices for supporting activities. In the region of 7,030sqm is provided within the Locomotive Shed while a further 1,500sqm within the Engine Shed over two storeys.

4.32 A backlot will also be available, providing open land used for the construction of exterior sets. The backlot also provides the flexibility for temporary storage and for the parking of vehicles associated with film and television production.

4.33 A range of supporting infrastructure is then necessary to create an attractive working environment and support the vibrancy of the place, in a context in which a film/TV production will draw people to the film studios complex who are involved in the production, from actors/actresses, extras, directors, sound engineers, editing staff etc.

4.34 Creative businesses work with an evolving body of people, so schemes include hotels and serviced apartments that can accommodate visiting crews and cast. The hotel and serviced apartments will be provided within an 18-storey building at the entrance of the site. The building will include a reception area and food and beverage space at ground floor level, as well as a conference/ event space. The 120 hotel rooms will be provided on floors 1-3. A restaurant and leisure facilities/ function space will be provided on the 4th floor. These uses will be shared between the hotel and serviced apartments. The 62 serviced apartments will be provided on floors 5-17.

4.35 Put simply the 120 bed hotel (Use Class C1), 62 serviced apartments (Use Class C3) and associated food and beverage, conference space, restaurant and leisure/function room together with the gym/restaurant in the Engine Shed Building (Use Class D2/A3) will help to support the attractiveness of the studios complex as a place to make productions, will limit the need to travel for those involved in this, and will help to capture and maximise the benefits of the spending associated with film/TV productions for Ashford’s local economy.

5. CONSTRUCTION PHASE IMPACTS

5.1 This Section considers the economic benefits linked to the construction phase of the Proposed Development. It is expected that the construction phase will extent over a two-year period[17]. The primary benefits relate to the level of private sector investment, employment opportunities created, and the additional economic output generated.

Construction Investment

5.2 The capital construction cost of the commercial element of the Proposed Development is £102 million. For the residential components, it is estimated to be £50 – 60 million. In this instance, a conservative approach has been applied and the estimated capital construction cost of the residential components are assumed to be £50 million, thus there is a total capital construction cost of **£152 million**. Nevertheless, this represents a significant injection of private sector investment within Ashford in the short to medium term.

Construction Employment

5.3 In order to estimate the number of construction jobs generated during construction, a turnover to employment ratio for the construction sector has been used. This draws on the Office for National Statistics (ONS) Annual Business Survey and Business Register and Employment Survey data[18] and includes an adjustment for self-employment[19] resulting in a ratio of one job per £130,320 construction turnover. Applying this ratio to the construction cost results in 1,165 person years of construction employment, equivalent to **585 construction jobs per year of construction**. The number of construction workers on-site at any one time will vary as the development phases progress.

5.4 Construction involves a wide range of trades and sub-sectors who are involved with the site as it develops. It can be expected that the Proposed Development will help support existing local trades and contractors. The conversion of the listed buildings will also require specialist skills. The estimated level of direct construction employment represents a 16% uplift in the total number of construction jobs in Ashford Borough. It is expected that the Proposed Development will also lead to opportunities for apprenticeships and training.

[17] Figures are rounded.

[18] ONS (2019) Annual Business Survey 2017

[19] BRES does not capture non-PAYE employment

5.5 There are a number of additional effects that need to be considered when calculating economic benefits of the construction phase, in line with the Homes and Communities Agency (HCA) Additionality Guide (2014). The main effects are as follows:

- Leakage i.e. to what extent jobs are taken by those outside of the study area;
- Displacement i.e. whether the jobs created through the development are detracting from other businesses or construction sites; and
- Multiplier effects i.e. downstream business benefits through the supply chain (indirect) and benefits created through additional income expenditure of employees (induced).

5.6 Displacement considers the economic effects of activity that displaces economic activity that would have taken place in absence of an intervention. Labour resources are finite and therefore labour requirements can lead to a reduction of alternate outputs. Construction work is susceptible to displacement although labour tends to be highly mobile and flexible. There are in the region of 3,750 construction jobs in Ashford. Although unemployment is relatively low, the development requirements are a small proportion of the local workforce and the Local Plan envisages a scale of housing growth which will support substantive workforce growth moving forwards. On this basis, it is not considered necessary to apply a discount for displacement.

5.7 It is accepted that construction labour tends to be more mobile than typical employment due to its temporary and specialised nature, and therefore the proportion of local employment varies. However, commitments to local employment and suppliers can support a greater percentage of local employment and reduce leakage. On this basis, it is considered appropriate to allow for level of leakage (30%) based on HCA Guidance. Taking account of commuting patterns, Iceni estimates that c.70% of jobs will be taken up by people living within the Borough and thus **the net construction employment benefit to the Borough will be 410 construction jobs per year of construction.**

5.8 Multiplier effects relate to the further economic activity (such as jobs, expenditure or income) associated with additional income, local supplier purchases and longer-term development effects. In terms of housing development, the scale of the multiplier effects will depend on the extent to which local sub-contractors (with their own local labour) and local suppliers (for materials and services) are used in construction. For commercial development, multiplier effects are relevant to employment, investment and income associated with the construction phase.

5.9 To deduce the indirect employment effect a multiplier of 2.51 has been applied[20]. This suggests that for every direct construction job, a further 1.51 jobs are supported in the supply chain. This will for

[20] HBF (2018) The Economic Footprint of UK House Building

instance include employment in the production of building materials. Applying this multiplier to the gross direct jobs figures, results in a further **880 indirect jobs** being supported per year during the construction phase. It should be noted that indirect impacts are likely to extent over a wider spatial area.

5.10 **Total construction phase employment impacts are thus 1,465 additional jobs** (both direct and indirect) in gross terms over the lifespan of the development scheme.

5.11 The construction phase will allow for the training opportunities and will help to tackle worklessness in the longer-term and create employment opportunities for young people in the Borough. The construction industry is already an important component of the local economy in Ashford Borough and one where there is evident growth potential. These opportunities could be targeted to support those on low incomes and with lower skill levels. Measures for maximising the positive benefits for the residents could include local apprenticeship schemes and local employment schemes.

Economic Output

5.12 The contribution of construction sector to the economy can be measured by Gross Value Added (GVA). GVA only considers the actual added value of the industry, and excludes cost incurred in the construction process. The average GVA in the construction industry is £72,000 per workforce job in Ashford Borough. Applying this to the direct construction employment impact of the Proposed Development results in GVA output of around **£42 million** per annum and up to **£84 million over the build period**.

5.13 In terms of indirect GVA, the 2014 HCA Additional Guide suggest a composite output multiplier of 2.7 is appropriate for the construction sector. This indicates that the Proposed Development could generate **£71.4 million** of indirect GVA per annum or **£143 million over the build period**. It should be noted that indirect GVA impacts are likely to extent over a wider spatial area.

6. OPERATIONAL PHASE IMPACTS

6.1 This Section considers the economic contribution of the proposed development at Newtown Works, Ashford once the scheme is complete, occupied and operational. The primary benefits relate to direct and indirect employment, economic output and fiscal benefits.

Direct Employment

6.2 The precise number of jobs that will be supported will depend on the end-users that occupy the scheme. However, it is possible to estimate employment generation based on operator estimates and by applying average employment densities to the proposed commercial floorspace.

6.3 In gross terms, it is estimated that the Proposed Development could support around **2,035 Full-Time Equivalent (FTE) jobs**. The Table below provides a breakdown of these jobs. Of the total, 1,760 jobs are within the film studios.

6.4 Newtown Works does not currently support any employment as commercial uses ceased in c.2002, therefore, there is no displacement of activities from the site. As explored within Section 3 of this report, there is limited economic activity within the film/TV sector currently within the Borough and this is a growing sector, and the development can be expected to support significant investment and growth in this area. The ancillary activities will particularly serve the development and immediate area. The site allocation is identified as contributing to meeting housing need and is not expected to displace demand from other locations. On this basis, Iceni considers that the development will result in any displacement of economic activities from other locations.

6.5 Census 2011 data shows that of those working within Ashford Town, two thirds (66%) live within the Borough. Given the nature of the development and scale of housing growth envisaged, Iceni envisages that it would be reasonable to expect that the development will support some movement of workers. On this basis we consider that 75% of those working at the development scheme will live within the Borough. A leakage factor of 25% has therefore been assumed at the Borough-level; but we would envisage that leakage would be minimal considered at a regional level across the South East. On this basis, the net additional employment impact on a residence-basis for the Borough is 1,525 jobs, i.e. the scheme will support 1,525 additional jobs for borough residents.

6.6 Our assumptions take into account that alongside economic growth, the Borough is expected to see substantial workforce growth and that over time the expectation is that employment demand created through the development will lead to skilled workers moving to Ashford.

Table 6.1 Gross Operational Employment

Use/ Use Class	Floorspace (NIA) (sqm)	Employment Density / Assumptions	FTE Jobs
Film Studio (B1)	6,324	Operator estimate + 25 permanent staff	175
Production Office (B1)	6,056	1 job per 10sqm	606
Workshop (B1)	1,105	1 job per 30sqm	37
Media Village (B1)	2,151	1 job per 10sqm	215
Commercial (B1)	5,976	1 job per 10sqm	598
Café/ Gym (GF Engine Shed) (A3/D2)	893	Gym – 50 jobs; Café - 1 job per 17.5sqm	76
Commercial (FF/SF Engine Shed) (B1)	1,275	1 job per 10sqm	128
Paint Shop (A3)	97	1 job per 17.5sqm	6
Acetylene Building - security for hotel	48	3 shifts x 2 people	6
Clock Tower - concierge for hotel	80	3 shifts x 2 people	6
Hotel – Upscale (C2)	120 bedroom + 62 serviced apartments	1 job per 2 rooms	91

Hotel Food & Beverage	489	1 job per 17.5sqm	28
Hotel Conference Space	382	Operator estimate	25
Hotel Function Space	306	1 job per 17.5sqm	17
Hotel Restaurant	425	1 job per 17.5sqm	24
Total			**2,036**

Indirect Employment

6.7 The HCA Additionality Guide recommends a range of composite multiplier effects by property related activity including B1 Office, B2/B8, recreation and retailing. Given that the majority of the commercial floorspace relates to B1 activities, a local multiplier of 1.29 and a regional multiplier of 1.45 has been applied to calculate the indirect employment generation.

6.8 In this context, it is estimated that the additional jobs created could support a further 590 jobs in local shops, services and other businesses across Ashford Borough and **915 jobs across the South East Region** as a whole (this figure includes the 590 jobs in Ashford).

Economic Output

6.9 The operational phase will also generate significant economic output and GVA by supporting the creation of new employment. The net additional direct jobs created could deliver an additional **£104 million** of GVA per year based on the GVA generated per worker in Kent sub-region (£51,083 in 2017).

6.10 This is considered to be a conservative estimate as the Proposed Development will support in the region of 1,760 high-value jobs within the film studio complex.

Resident Expenditure

6.11 New housing development can lead to increased resident expenditure in the local area. Research has shown that homeowners are spending up to £10,000 per home on furnishing their homes for the first time[21]. This would indicate that the new residents could spend in the region of **£3 million** on comparison goods such as furniture and appliances in local shops. This spending would support new and existing business and support employment.

6.12 The ONS Family Spending Survey 2018[22] provides data on household spending. It is expected that average expenditure amongst future residents of the conventional residential element of the scheme will be is £546.90 per week per household. This includes spending on convenience (food and drink) and comparison goods (clothing and footwear and household goods) as well as recreation and culture and restaurants.

6.13 It is estimated that the households of the 303 new residential units within the Proposed Development could therefore generate total gross spending of **£9 million** each year which could support the vitality and viability of local centres, businesses and services.

6.14 The Proposed Development also includes 62 serviced apartments which will be occupied on a short to medium term basis, by personnel serving the film studio operations. It is assumed that their spending patterns will broadly reflect those of residents for the purposes of this assessment however, in fact, transient residents are probably more likely to have higher spending patterns. It is also assumed that the apartments will be occupied 76% of the time[23]. Taking these factors into account, resident spending associated with the serviced apartments would amount to **£1.4 million per annum**. Combined, this results in gross resident expenditure of **£10.4 million per annum**.

6.15 Ashford Borough's Retail Study indicates that an average of 85.4% of retail expenditure in Ashford Urban area is retained in the Borough, which is reflective of the wide range of retail provision including the Town Centre and County Square Shopping Centre. The subject site is served by a number of supermarkets including Asda, Aldi and Lidl, is within walking distance of the Town Centre and is adjacent to the Ashford Designer Outlet, meaning that it is likely that a high proportion of spending will be retained locally. Applying the retention rate from the Retail Study, suggests that **£8.9 million per annum** will be retained locally within Ashford's economy.

[21] HBF (2015) The Economic Footprint of UK House Building

[22] Published in 2019

[23] Destination Research (2018) Economic Impact of Tourism Ashford – 2017 Results – average occupancy for serviced accommodation.

Visitor Expenditure

6.16 The Proposed Development will bring forward a 120-bedroom hotel. According to a report by Destination Research[24], the average visitor spend per night in Ashford is £57.46. Taking into account the average occupancy rate in Kent as 76% for serviced accommodation, it can be estimated an average of 91 rooms would be occupied per night. Considering this, it is estimated that the gross annual expenditure would amount to **£1.9 million**. As the site is located approximately close to Ashford town centre, it can be anticipated that the Town Centre and Designer Outlet will benefit from the additional visitors to the area that the hotel will bring.

Worker Spending

6.17 To avoid any issues associated with double counting we have not included any specific additional allowance for worker expenditure in the local economy, however in reality there is likely to be an element of this. Our assessment of spending impacts should therefore be considered as a conservative estimate.

Fiscal Benefits

New Homes Bonus

6.18 The New Homes Bonus is a grant paid by central Government to local councils to reflect and incentivise housing growth in their areas. It is based on the amount of extra Council Tax revenue raised for new-build homes, conversions and long-term empty homes brought back into use. There is also an extra payment for providing affordable homes.

6.19 Local authorities will only receive New Homes Bonus payments on any housing delivered over a national baseline level of growth of 0.4% of the dwelling stock. Assuming Ashford Borough meets the baseline level of growth required, the Proposed Development of 303 residential units has the potential to generate **£2 million** in New Homes Bonus payments[25] over four years profiled over the build.

Council Tax

6.20 Council Tax is a tax on domestic property. The proposed development of 303 residential units will generate additional Council Tax payments to Ashford Borough.

[24] Destination Research (2018) Economic Impact of Tourism Ashford – 2017 Results

[25] New Homes Bonus payments is based on the national average Council Tax payment for Band D.

6.21 Taking account of Ashford Council Tax charges for 2019/20, it is estimated that the proposed development **could generate up to £525,000[26] per annum in Council Tax income**, once the dwellings are complete and occupied. These payments will be made in perpetuity.

6.22 Council Tax helps pay for important local services provided by different public authorities. In Ashford, the payment helps to fund Kent County Council, Ashford Borough Council, The Police and Crime Commissioner for Kent, Kent and Medway Fire and Rescue Authority and the Town and Parish Councils.

Business Rates

6.23 Business rates are charged on non-domestic properties like offices, education and community facilities. The proposed development will generate annual business rates. Taking into consideration comparable rateable values for similar types of facilities as proposed at Newtown Works, it is estimated that the commercial and community uses from the Proposed Development could generate around **£2.9 million** per annum in business rates[27].

Stamp Duty Land Tax

6.24 Stamp Duty Land Tax (SDLT) is payable on purchase of property or land over a certain price. The current SDLT threshold is £125,000 for residential properties and £150,000 for non-residential land and properties. It is difficult to accurately estimate the level of STLT that the proposed development will generate without making a number of assumptions given the wide range of criteria that apply and also the discounts that apply, for example for first time buyers.

6.25 Using the average price paid for residential units in Ashford Borough of approximately £210,000, it has been estimated that payments of up to £1,700 of SDLT[28] could be due on each residential unit. Applying this to the total number of units will generate a stamp duty revenue on the residential properties of **£515,100** to central government. This calculation does not include any estimate for non-residential components of the scheme or the serviced apartments.

[26] Ashford Council Tax Leaflet, 2019 (based on House Band D).

[27] This figure includes business rates for the serviced apartments. The eligibility of these units will depend on the occupancy terms.

[28] Stamp Duty Calculator, assumes that the purchaser is not a first time buyer and a single property

7. SUMMARY AND CONCLUSIONS

7.1 The Proposed Development has the potential to deliver a range of wider economic and social benefits.

Supporting Ashford's Economy

7.2 The proposed development scheme is expected to deliver in the region of 2,000 direct FTE permanent jobs once fully occupied. It will meet an identified need to bring forward new studio space at the regional level to support growth in the Film/TV industry and wider creative industries.

7.3 The nature of the activities on site will support jobs at a range of skill and wage levels, providing employment opportunities for all parts of the community; but the bulk of the additional jobs – totalling 1,760 jobs – will be within the film/TV studios and related activities. Within this there will be a focus on high quality jobs, which will contribute to improving the earnings profile of those living and working within the town; and to narrowing the productivity gap between Ashford and the wider South East region. It will provide at least 1,530 jobs for Borough residents.

7.4 In addition to the direct operational jobs, the analysis undertaken indicates that the development scheme will:

- Support growth of £104 million in GVA per year, contributing to sustainable growth in the size of Ashford's economy;
- Support £10.4 million annual spending from visitors and residents, of which it is estimated that £8.9 million will be retained within the Ashford Borough economy. This will contribute positively to supporting the vitality and viability of Ashford Town Centre;
- Support construction investment of £152 million during the construction phase of development, which we estimate will support direct construction employment of 585 jobs and a further 880 indirect jobs through spending and supply chain effects per year of construction. This will contribute £113 million per annum to GVA are over the construction period;
- Support growth in the Borough Council's income through direct taxation including £525,000 million per year from Council Tax receipt and £2.9 million through Business Rates. In addition, the development will provide an estimated £2 million to the Council through the New Homes Bonus. This will assist in securing the Council's financial independence from Government funding.

7.5 The development scheme responds strongly and positively to the Council's corporate priority to promote and deliver economic growth and inward investment, as well as high quality housing. It will help to grow and diversify the Borough's economy and underpin the potential for development of a creative industries cluster in the Town.

7.6 The scheme provides the potential to create a new growth sector in the borough in creative industries – one which supports higher value and paid employment opportunities; productivity and wage growth; and whether there is identified significant growth potential. It provides a major opportunity for high value-added inward investment to Ashford.

7.7 The scheme and nature of the businesses which it will attract are different to those which are targeted at other sites/ locations within the Borough including within the Commercial Quarter and employment allocations. It is thus directly competing with these for investment.

Visitor Economy

7.8 The delivery of a good quality 120-bed hotel and associated conferencing and event facilities, together with the 62 serviced apartments, will enhance the town's visitor and business infrastructure in quantitative and qualitative terms, and both service the wider development and the town's wider economy.

7.9 Our analysis indicates that this will support visitor spending of £1.9 million[29] but it provides the broader potential to enhance the economic impact associated with investment in the Town Centre and particularly the Ashford Designer Outlet by maximising spending within the Town.

Skills and Labour Market Effects

7.10 Substantial housing growth is planned through the Council's Local Plan which will support workforce growth within the Borough. This will support growth in labour supply, but jobs growth needed to be delivered alongside this if sustainable travel patterns are to be supported.

7.11 The proposed development scheme in particular will create good quality, higher skilled jobs, which can be expected to contribute positively to the growth in earnings in the Borough (which in turn will contribute to growth in spending). It will assist in a transition towards a higher value-added economy and reducing the wage/productivity gap which the evidence suggests exists between Ashford and

[29] This figures relates to visitors to the hotel only.

the wider South East. The development thus directly responds to the emphasis in national policy on improving productivity.

7.12 The development scheme can be expected to provide opportunities in higher paid and skilled roles, which - coupled with investment in skills development and training - can help to improve the Borough's skills profile over time and address current skills gaps. The studios will not only act as a hub for commercial film production but could also become an education hub for students looking to enter the video production industry. This would be achieved through links with local universities, schools and education centres.

Housing

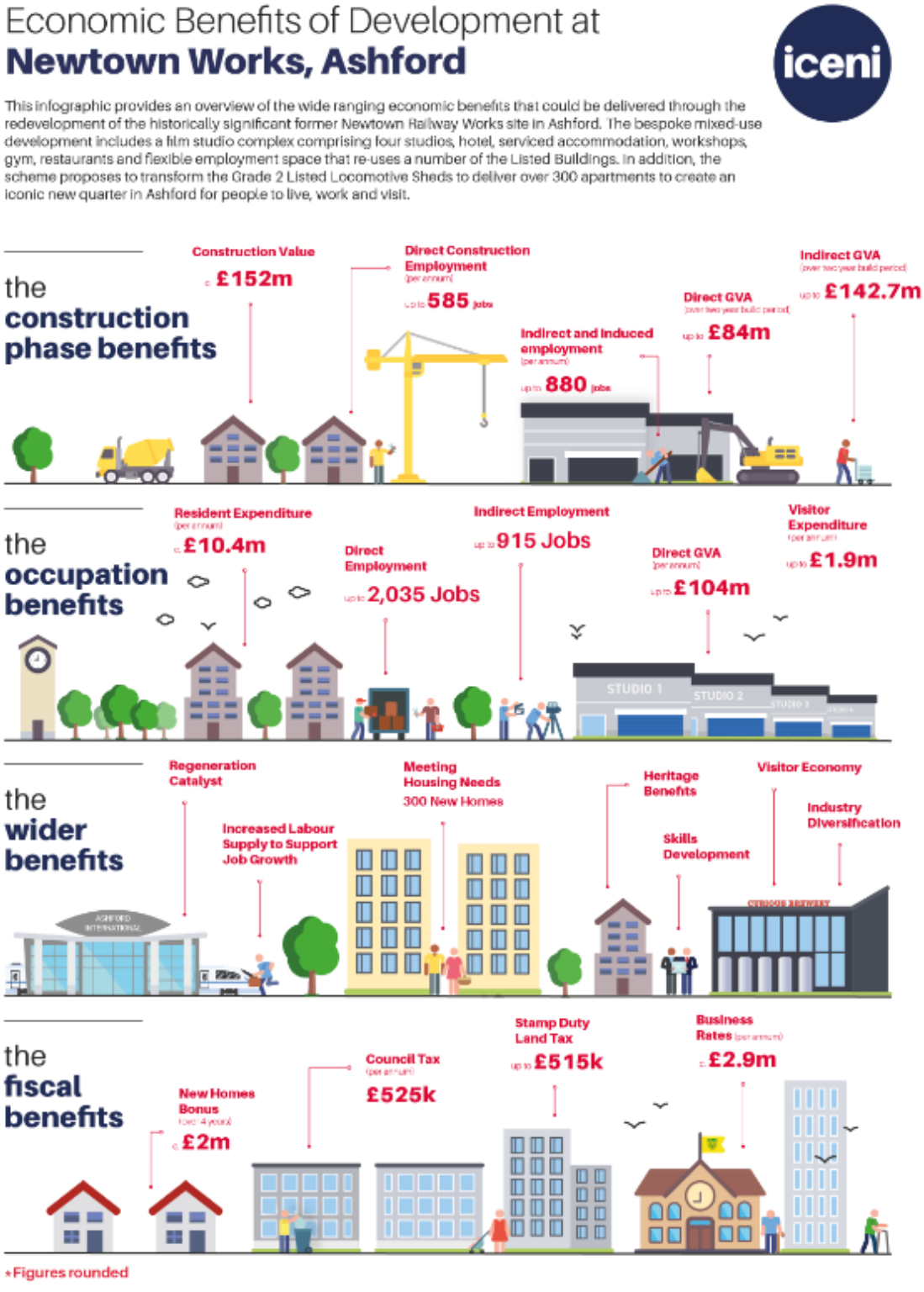
7.13 The scheme will deliver over 300 residential units in a sustainable location within walking distance of the town centre, designer outlet and international station. This will contribute positively to meeting housing need and the borough's housing land supply position and will assist in delivering workforce growth with wider economic benefits.

Regeneration and Heritage Effects

7.14 The development scheme will bring forward the comprehensive redevelopment of a vacant, brownfield development site at a sustainable location within Ashford. In doing so, the scheme can provide a catalyst for the sustainable regeneration of this part of Ashford, will help to create a new destination in its own right, and create new local infrastructure. It will bring an important local site back into active use and support public access to it.

7.15 The scheme also has clear and strong heritage benefits, securing investment and the long-term future of Grade II listed railway works buildings, and enabling public access to appreciate these.

EXECUTIVE SUMMARY



Appendix J1 - Evidence of track record and experience of delivering similar projects

Elwick Place - £75m town centre leisure complex – Ashford Borough Council



The flagship Elwick Place cinema, hotel and leisure development in the heart of the town centre is almost fully let, with contracts signed for more units during the latest lockdown. The first phase of the council-owned 100,000 sq ft development was launched in December 2018, with a six-screen Picturehouse cinema and a 58-bedroom Travelodge hotel as its anchor tenants. The scheme – built on the site of a former cattle market through a Joint Venture Partnership with UK developer Stanhope PLC – also has a 282-space car park and is a stone's throw from Ashford International station.

The development built on a site owned by Ashford Borough Council, was bought by the Council on completion of the development. The Council has the experience through its property, legal, finance and Economic Development teams, of managing this Joint Venture scheme through setting up of the agreements, through to construction, completion, and now the operational management of the scheme by Ashford Borough Council. This scheme is a key driver of economic regeneration in Ashford Town Centre, diversifying the offer to provide more leisure destinations and an improved night-time economy for the residents of the borough.

Found out more about Elwick Place here.

Connect 38 - £17m town centre office building – Quinn Estates



An 88,000 sq.ft grade 'A' office block in a prime position in the centre of Ashford and adjacent to Ashford International Train Station, completed in 2018.

Taking inspiration from the existing brick warehouses in the area, the first phase of the Ashford Commercial Quarter is a landmark building offering modern office and retail space.

Set over six floors, the scheme provides exceptional and adaptable open plan B1, A1, A2 and A3 space, offering a contemporary working environment for dynamic and ambitious businesses.

- Kent's largest new office building to be built in the past decade
- Creation of 300 construction jobs
- 500 long term jobs

Ashford Borough Council sought a development partner to take forward this scheme on land they owned through an open procurement process. Quinn Estates were the successful developer, who then delivered this award winning building. The building was then sold on to an investor in March 2020, completing a successful project for both Quinn Estates and Ashford Borough Council.

Found out more about Connect 38 here.

Riverside Park – 272 home residential scheme – GRE Assets/Quinn Estates



A new residential development in the heart of Ashford, Riverside Park features 246 apartments ranging from one to three bedroom flats and 26 town houses, set next to a new public space and café. Located next to Victoria Park and minutes away from the Ashford town centre.

Quinn Estates in partnership with U&I PLC obtained planning consent for the development of a 660 unit scheme, including Riverside Park. Oxford-based developers GRE Assets specialise in investment and the management of UK real estate. After identifying this unique opportunity in Ashford, they decided to invest in Riverside Park development. Quinn Estates delivered the project on behalf of GRE Assets, and homes are now being sold and occupied.

Found out more about Riverside Park here.