



HEATHLANDS GARDEN COMMUNITY

Matter A: Maidstone Borough Council Vision Statement

- A.1 The Borough Council has adopted an ambitious Strategic Plan (2019-2044), containing priorities such as “Embracing Growth” and “Enabling Infrastructure”. The decision to promote a Council-led new settlement, whereby the Council leads master planning and invests in new places which are well designed, are a direct reflection of this. In order to deliver on these priorities, the Borough Council is taking the bold and ambitious approach of acting as both land promotor and master developer.
- A.2 The Government has set ambitious housing growth targets for the South East. Not only must these homes be delivered, but they must be of the very best quality, capable of delivering strong and sustainable communities with all the supporting infrastructure they require. A Council-led proposition at Heathlands can deliver on all fronts and reflects Government objectives in seeking to achieve this. The Borough Council will take a long-term leadership and stewardship position at Heathlands, setting a framework within which many public and private sector partners will be invited to contribute in terms of delivery. The Borough Council’s ambitions for Heathlands are to create:
- A new garden community with exemplar eco credentials and bio-diversity net gain;
 - A mix of high-quality homes, of which 40% will be for affordable housing let at genuinely affordable rents to local people; and,
 - A sustainable community with a blend of homes, businesses, community, social, as well as green and blue spaces, with the right infrastructure provided at the right time.
- A.3 The Borough Council has held several preliminary discussions with Homes England and has recently received formal support from Homes England¹ in promoting this development. As the government’s “housing arm”, this will be a very secure public partnership that will provide certainty and ensure the delivery of this vision and ambition.

¹ Homes England letter dated 08 June 2020