

WELCOME



HERMITAGE PARK
BY CROUDACE HOMES, AYLESFORD

Welcome to our public engagement event

Land at Chapelfield Way, Hermitage Park, Maidstone

Thank you for joining us today to view and discuss our emerging proposal for a modest residential extension at Chapelfield Way, next to the Hermitage Park Community Centre.

Croudace Homes is preparing a planning application for new homes, together with associated landscaping, new planting, and green walking and cycling routes that will integrate with the wider Hermitage Park development.

This consultation showcases the early thinking behind the proposals and highlights some of the key themes shaping our approach - including housing mix, ecology, drainage, access, and design.

Croudace Homes is a family-owned housebuilder with a long-standing reputation for delivering high-quality homes and well-designed communities across the East of England.

We want to hear your views on the emerging plans and understand what matters most to you. Your feedback will help shape the final proposals before a planning application is submitted.

Please take a look through the information boards and speak to a member of the team - or you can review the plans and share your thoughts online at:

croudace-hermitagepark.co.uk

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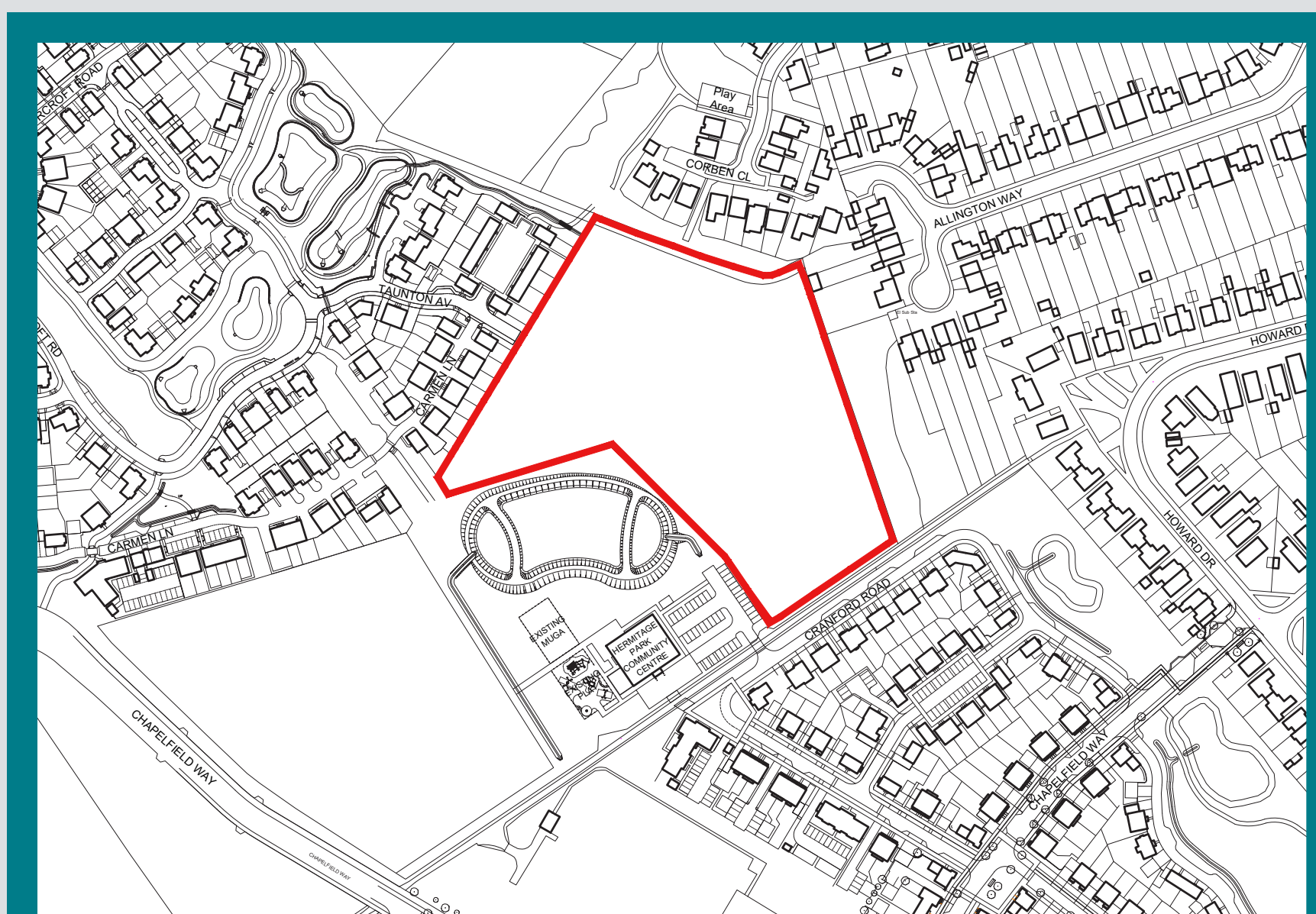
INTRODUCTION & POLICY BACKGROUND

What is proposed?

We are proposing a new, landscape-led development that would deliver around 45-55 high-quality homes for sale, rent, and shared ownership. The proposals will include a mix of sizes and types to help meet local housing needs.

- A minimum of 40% affordable housing will be provided, in line with local policy
 - 75% of these will be for affordable rent
 - 25% will be offered as shared ownership

The scheme has been designed to retain mature boundary trees, include extensive new planting, and create safe, green walking and cycling routes through the site.



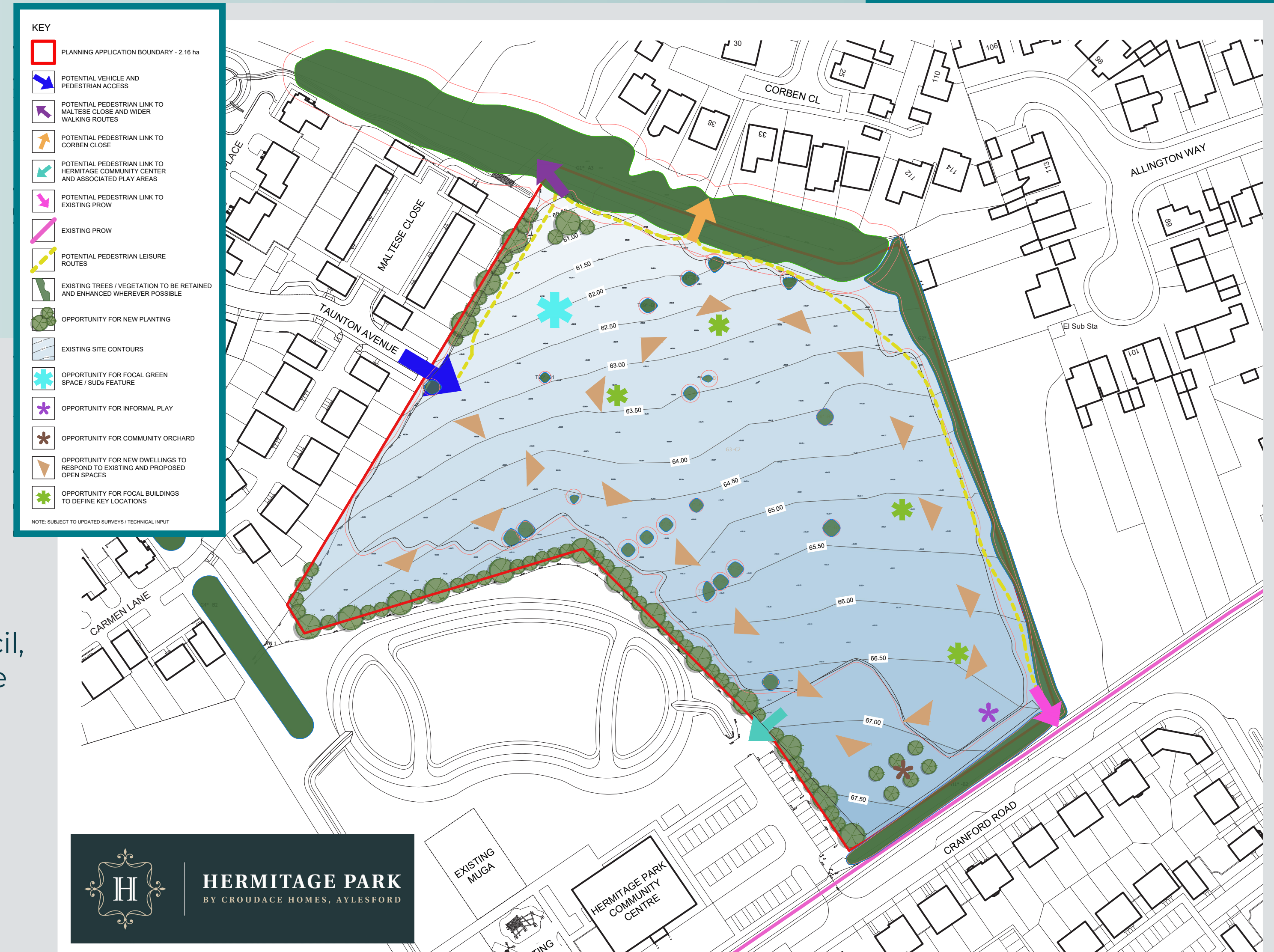
Planning background

Croudace has sought pre-application advice from Maidstone Borough Council, and initial discussions have been positive.

Maidstone Borough Council is currently unable to demonstrate a five-year housing land supply, meaning there is a recognised shortfall in the delivery of new homes. In such circumstances, government policy encourages local authorities to support sustainable and deliverable schemes like this one.

The site lies immediately adjacent to the existing Hermitage Park development and forms part of a natural extension to the neighbourhood. It is surrounded by existing and planned housing, including land within both Maidstone and Tonbridge & Malling Boroughs.

This site represents a logical and policy-supported location for new homes - close to existing facilities and well connected to public transport - and we look forward to working with the local community to help shape the final proposals.



Importantly, the site:

- Is not constrained by flood risk, heritage or archaeological designated assets, or protected landscapes
- Lies adjacent to the urban boundary of Maidstone
- Is within walking distance of Barming Station and local bus routes
- Lies adjacent to the Hermitage Park Community Centre, helping to reinforce the role of existing local infrastructure

ACCESS, TRAVEL AND CONNECTIONS

The proposed development has been designed to integrate seamlessly with the existing neighbourhood and promote sustainable, accessible travel for all.

Vehicular access and highways:

Access to the site is proposed via an extension of Taunton Avenue, continuing through Chapelfield Way and Newbridge Avenue. This offers a direct and convenient route to Hermitage Lane and the wider road network.

The access design follows local and national standards, including the Kent Design Guide, and will be fully assessed through a Traffic Impact Assessment. This assessment will be prepared in consultation with Kent County Council Highways Officers as part of the planning process.

Given the modest scale of development, early analysis indicates a limited impact on local junctions and road capacity, which will be confirmed in the detailed submission.

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Public transport:

The site is highly accessible by public transport, with three bus stops (Cranford Road, Trevor Drive, and Chapelfield Way) located within a five-minute walk.

Barming Station is just a 10-minute walk away, offering regular Southeastern rail services to London Victoria (under an hour) and Ashford International (less than 40 minutes).

Walking & cycling improvements:

The proposals will enhance local pedestrian and cycle connections. The site benefits from proximity to Restricted Byway KB47, a key east-west route connecting Howard Drive and Chapelfield Way.

Opportunities to improve pedestrian and cycle links to Corben Close, Maltese Close, and the Hermitage Park Community Centre are being explored to support safe, green travel and ensure good access to local services and facilities.



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RESPECTING THE LOCAL ENVIRONMENT



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Ecology and biodiversity

Ecological surveys have identified a range of habitats on the site, including:

- Around 1.9 hectares of orchard, which is the dominant habitat
- Areas of grassland, scrub, and a tree-lined eastern boundary providing important wildlife corridors
- Presence of reptiles, including a low population of common lizards
- Low levels of bat activity, including pipistrelle and noctule species, mainly using the eastern tree line for foraging and commuting

The site has been subject to:

- A Preliminary Ecological Appraisal and Habitat Condition Assessment
- A reptile survey confirming low populations
- Ongoing bat activity surveys, with further work due in 2026 to complete the assessment

These surveys help establish a baseline for how biodiversity can be protected and enhanced as part of the proposals.

BNG and landscape integration

Although the existing orchard has limited ecological value due to intensive management, the proposals are designed to significantly enhance biodiversity across the site.

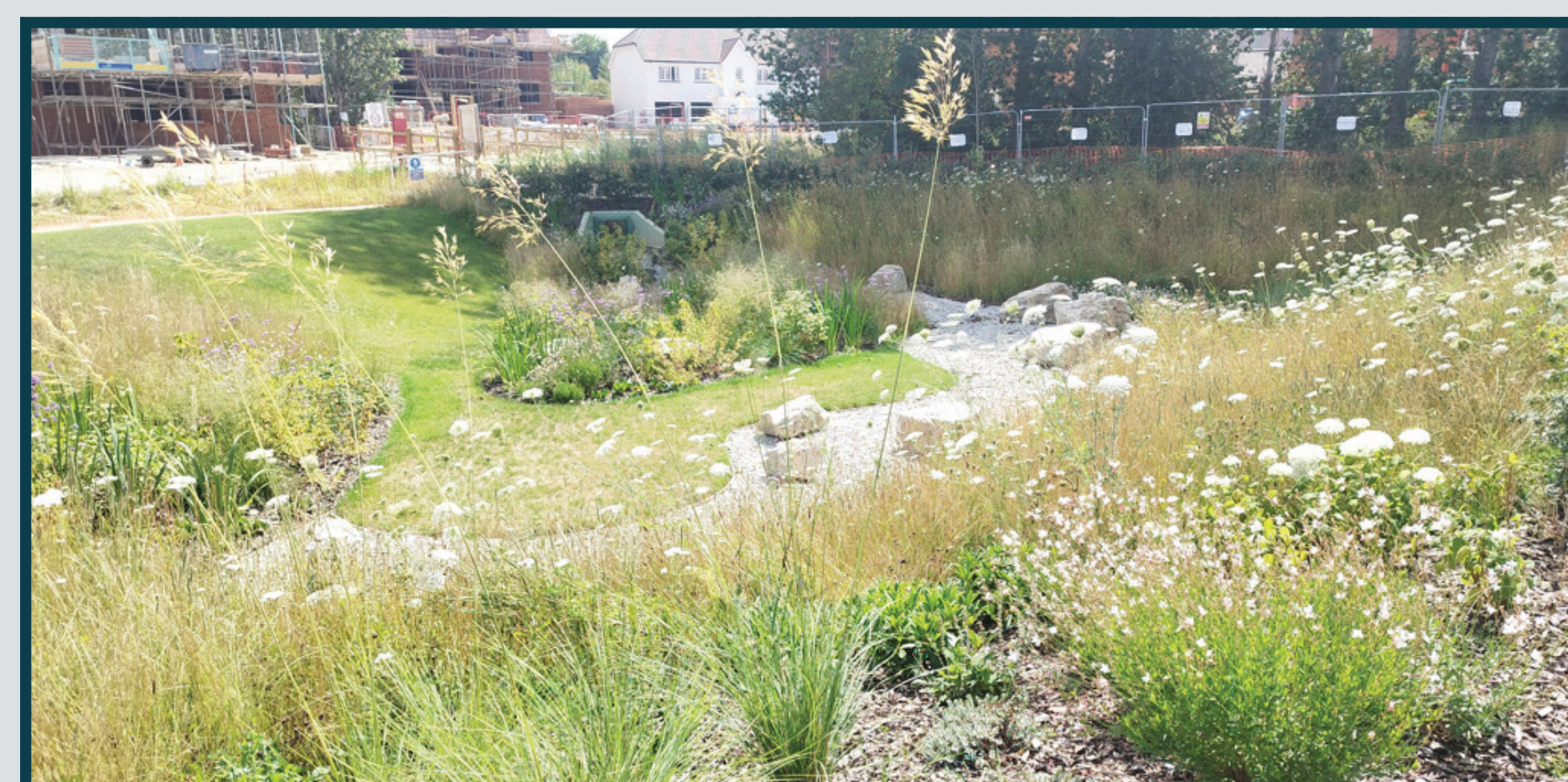
Drainage and water management:

The site is not located within an area of flood risk and has no existing drainage constraints. However, careful water management is still a key part of the proposals.

A **Sustainable Drainage System (SuDS)** is proposed in the north of the site to help manage surface water runoff. SuDS are designed to **mimic natural drainage** by slowing and filtering rainwater before it reaches watercourses or sewers.

The SuDS basin will not only support effective drainage but will also be designed as a **wildlife-friendly feature** – helping to enhance biodiversity and provide a more natural, attractive setting within the development.

By combining responsible water management with ecological design, the proposals aim to deliver a drainage solution that is both functional and environmentally beneficial.



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LANDSCAPE-LED MASTERPLAN

This indicative draft masterplan has been shaped by a range of technical assessments and local policy requirements. It aims to make the best use of the site to help meet Maidstone's housing needs, while delivering clear benefits for both people and the environment.

Key features of the proposals include:

- A range of new homes, including a policy-compliant 40% affordable housing (for rent and first-time buyers)
- Retention of mature trees and key orchard specimens, preserving the site's existing natural character
- A new community orchard, providing ecological, recreational and visual benefits
- Extensive new planting, including native hedgerows, flower-rich grassland, and meadow margins
- A wildlife-friendly SuDS basin to manage surface water and support biodiversity, with informal use in dry weather
- New and improved walking and cycling links, including a formalised footpath along the eastern boundary and connections to local rights of way
- Open green spaces and doorstep play areas, helping to create a healthy, active and family-friendly environment
- Sensitive landscape design along all site boundaries to integrate the development into its surroundings

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NEXT STEPS AND HOW TO HAVE YOUR SAY



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Project timeline:

We are currently at the pre-application stage, and your feedback will help shape the final proposals before they are submitted for planning.

STAGE	TIMING
Public consultation launch	15th November 2025
Feedback collection & analysis	November – December 2025
Planning application submission	Early 2026
Planning process and determination	Spring – Summer 2026
Potential start of construction	Late 2026 (subject to approval)

How you can share your thoughts

We want to hear your views on our emerging proposals for new homes at Chapelfield Way.

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Share your feedback:

Please complete a feedback form either at today's event or online at: **croudace-hermitagepark.co.uk**

Feedback will remain open until **30th November 2025**.



Need assistance?

If you would like the materials in another language, or require additional support, please speak to a member of the team today or contact us using the details below

Contact us:

Email: **croudacehp@devcomms.co.uk**

Phone: **0800 080 3178**

Website: **croudace-hermitagepark.co.uk**

Your comments will help shape the final plans before a planning application is submitted.