

Tudeley Village masterplan in focus

The Tudeley Village masterplan is a detailed and complex vision for a sustainable settlement, which will respond to the needs of the community for generations to come. It is the product of detailed technical work and responsive design. The masterplan respects the site and its context; provides a carefully calibrated mix of houses, jobs, amenities and other uses; sets out the required infrastructure that will enable sustainable movement and access; and incorporates key ecological and heritage assets.

The site for Tudeley Village is currently greenfield land designated within the Green Belt. Within the proposed Green Belt boundary there is an area of 170.29 hectares. A site capacity analysis found that the site offers a developable area of 94.7 hectares. This developable area includes space for housing and associated uses (access roads within the site, private garden space, car parking areas, incidental open space and children’s play areas). Calculated using an average density of 29.56 dwellings per hectare, this analysis shows that Tudeley Village could support a capacity target of 2,800 dwellings.

Housing

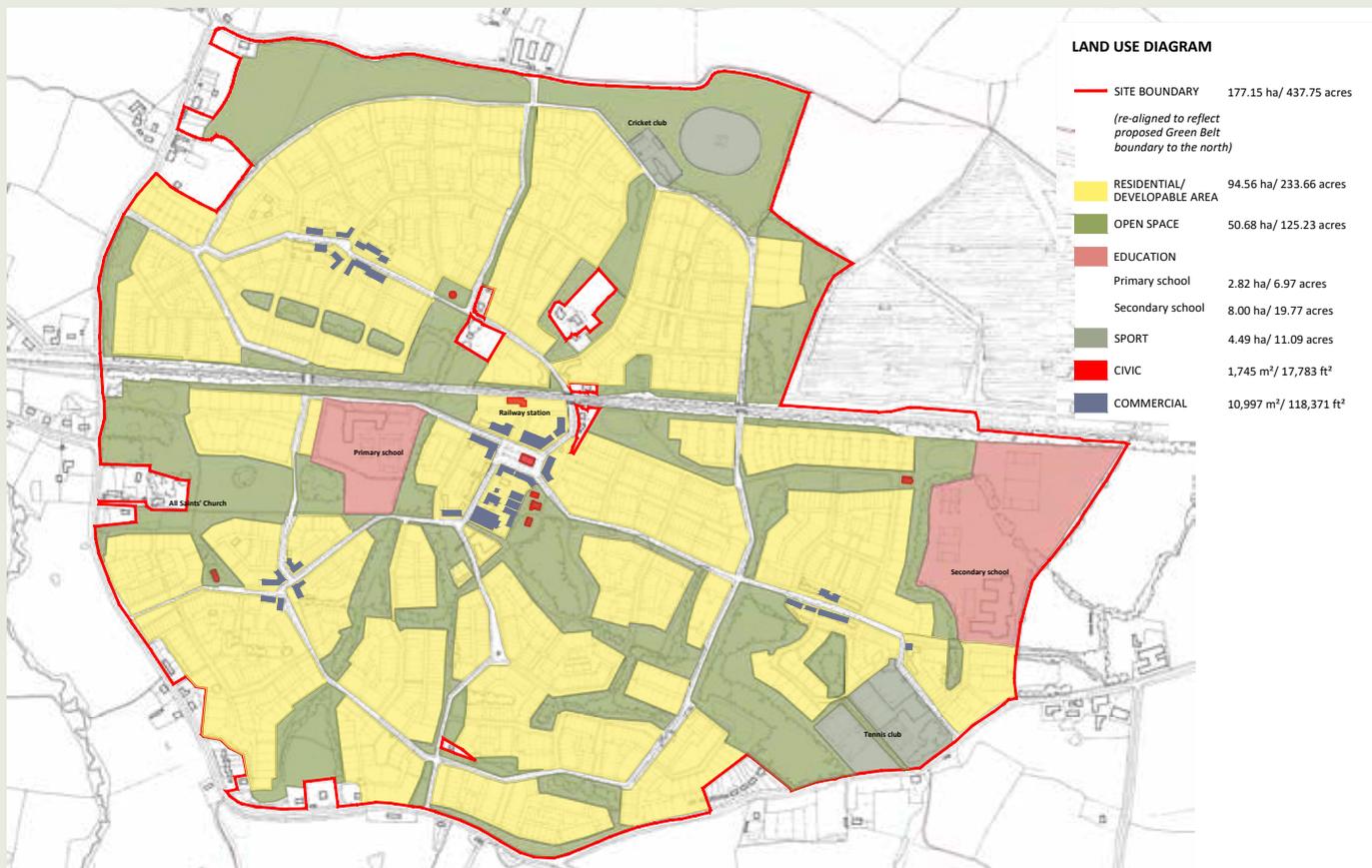
The masterplan for Tudeley Village shows a settlement of 2,800 dwellings. Housing will be delivered in phases over a 30-year period. The initial phase of building will be 360 units, which will be allocated to three house builders in portions of 120 units each. We anticipate that 1,900 units will be delivered within the current plan period to 2037, on the basis of an annual trajectory of 150 dwellings per annum (dpa) for the first six years, and 200dpa thereafter. The remaining units will be delivered after the end of the plan period. Development will stay south of the railway line during the current plan period to 2037.

The strongest and most vibrant communities are those that a range of people can call home. Therefore, Tudeley Village will incorporate diversity in housing types and tenures to attract everyone from first-time buyers to retirees.

Dwellings will range in size, from 1-bedroom to 5-bedroom homes. The anticipated mix is presented in the following table – for the first phase, to the end of the Local Plan period and to full development.

The proposed village at Tudeley will go some way to assist with the Council’s aim to increase housing provision in the

Dwelling size	First phase		Local Plan period to 2037		Beyond Local Plan period to full development		Total
1-bed	18	5%	190	10%	90	10%	280
2-bed	90	25%	475	25%	225	25%	700
3-bed	144	40%	665	35%	315	35%	980
4-bed	90	25%	475	25%	225	25%	700
5-bed	18	5%	95	5%	45	5%	140
Total	360		1900		900		2800



The land use plan describes the distribution of different uses across Tudeley Village.

borough in line with identified need. TWBC's Housing Needs Assessment Topic Paper sought to identify needs within the Borough. The housing need in the borough was identified by the Paper as 678 per year, which equates to 13,560 net additional dwellings over a plan period to 2037.

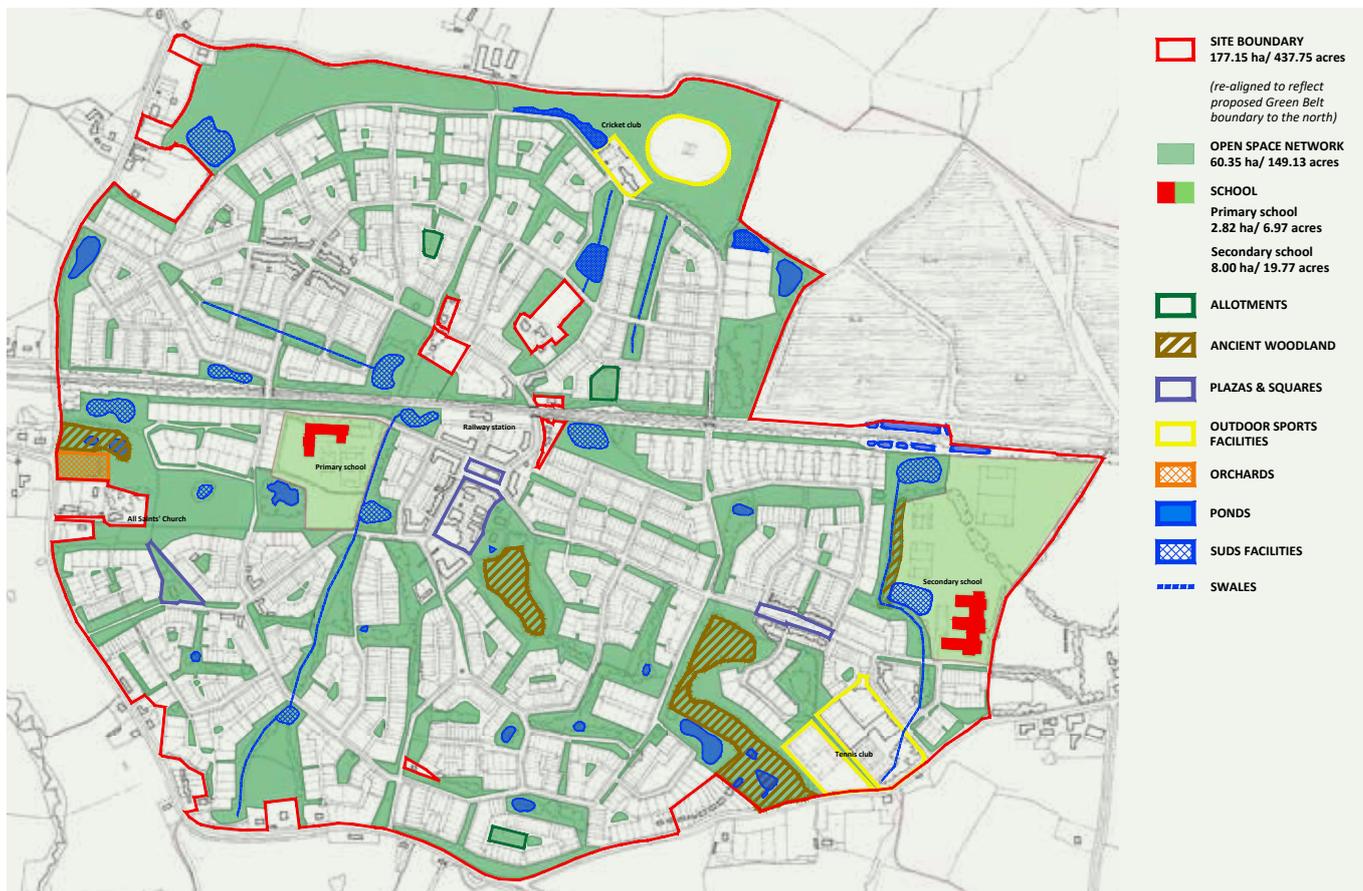
The NPPF sets out an expectation that local authorities will seek opportunities to fulfil its local housing need as part of the Local Plan process. This supports the government's objective of boosting the supply of homes across the country in the face of a national housing crisis. Reflecting this, new allocations for housing are an important means of meeting housing needs. This includes allocation on greenfield sites. TWBC have projected that 8,809 dwellings will be delivered on new site allocations within the Local Plan.

Tunbridge Wells Borough is a relatively affluent area. However, there remain significant problems relating to the affordability and availability of housing. Entry-level housing prices are approximately 13 times earnings of households in the Borough. This compares to a ratio of 6.5 nationally, and an average of 10 within Kent as a whole. In Tunbridge Wells, the median price of homes has increased from £275,000 in 2014 Q3 to £356,000 in 2016 Q3 (an increase of £81,000).

Affordable housing accounts for about 16 per cent of the total stock of properties in the Borough, the large majority of which are social rented. A further 17 per cent are private rented, with some 66 per cent owner-occupied.

Tunbridge Wells Borough is in need of a high number of affordable homes, both in absolute terms and relative to overall housing need. The Council's Strategic Housing Market Assessment (2015) found that the borough would need 341 affordable homes per annum to meet its housing needs. It is evident from the potential need for some 341 affordable homes per annum, relative to an overall need of 678 homes pa (i.e. almost exactly 50 per cent) that, even with an expanding private rented sector, a significant number of new homes will need to be affordable.

Affordable housing is an essential element of the proposed village at Tudeley. At this initial stage, the opportunity to deliver up to the draft Regulation 18 policy aim of 40% affordable provision has been built into the masterplan, and this is a matter for further discussion with the Council as the Local Plan process continues. This provision will be tenure blind and integrated throughout the village (so the affordable units will be embedded within and amongst the private units rather than grouped in separate locations, and where the design approach for both housing types will be aligned).



A range of existing and new green spaces will be distributed across Tudeley Village, including allotments, sports fields, orchards, ponds and ancient woodland.

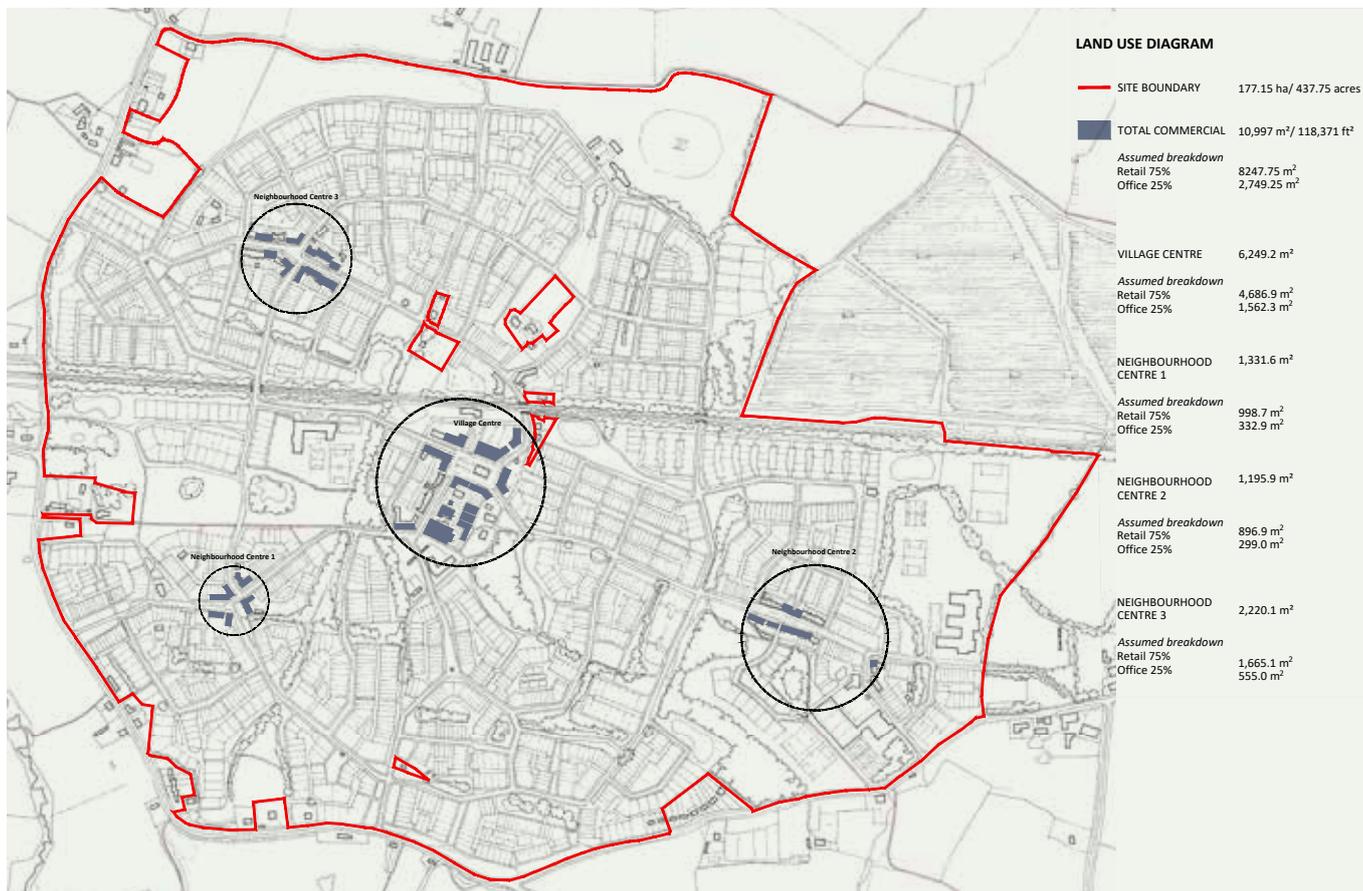
Open Space

The masterplan incorporates generous allocation of open and green spaces: informal and formal; large and small.

Many of these spaces have been derived from existing features of the land, which were identified through an ecological appraisal and landscape character assessment. For example, the ponds that form the centrepiece of the new Village Green; the retained pockets of ancient woodland that have been incorporated into the green network; and the triangular field close to the ridge behind Crockhurst Street kept as a park providing an open view across the village to the north.

In addition, there will be multiple children's playgrounds around Tudeley Village. Each will have a different character, which will build excitement when children can visit other playgrounds and experience a new theme or type of equipment. The 'Guidance for Outdoor Sport and Play' published by the National Playing Fields Association in April 2018 will be followed when constructing these play areas.

Together, the masterplan incorporates a network of green space that will benefit the community and promote health and wellbeing, as well as contributing to a biodiversity net gain of at least 10 per cent.



Commercial Areas Plan: Tudeley will have a village centre and three neighbourhood centres, distributed across the village to be within easy walking distance of most homes.

Mixed Use

A mix of uses is essential for creating a sustainable community and has been a driving principle as the proposal for Tudeley Village has developed. Mixed-use communities are bustling and vibrant places, which provide desirable amenities for residents, as well as myriad employment opportunities. Reflecting this, the masterplan is arranged around neighbourhood centres, each with commercial units and community spaces integrated into the residential fabric of the village. This will include shops, cafés, schools, care homes and places of work.

There are four key areas of mixed-use development within the masterplan for Tudeley Village. The first is the main village centre, located around Bank Farm. Then, there are three smaller mixed-use areas to the south east, south west and north west of the centre.

The proposed non-residential uses are set out in the table on page 42, according to floorspace indicated by the masterplan. The objective is to ensure that the village is well-supported, but also that its inhabitants have more opportunity not to travel outside of Tudeley at peak times.

It is acknowledged that the proposed retail and commercial provision will be ahead of standard forecasting models for residential developments across the rest of the Local Plan. This is not an uncommon situation and is reflective of the particular characteristics of the mixed-use landowner-led approach that is proposed at Tudeley.

We have also considered regional and national changes in working patterns, which have seen working from home increase as a proportion of the labour force, a trend which has been dramatically accelerated by the Covid-19 pandemic. Although it is impossible to predict what the future of working will look like, we believe that as companies and people have adapted to working from home, with less commuting into London and other big cities, some of these behaviours will become embedded. Fewer people may commute to London every day; people may expect to work from home or in small local offices or hubs.

Provision of suitable workspaces, either in homes or in small office hubs for micro business, with superfast fibre/ other technology will be expected and should become the norm. Tudeley, as a mixed-use village community, is uniquely placed to deliver this.

	Retail	Office	Community & Education	Assembly & Leisure
Phase 1	1,000m ²	330m ²	Community: 215m ² (Village Hall on pedestrian route to Church)	-
Plan period	6,585m ² (includes Phase 1)	2,195m ² (includes Phase 1)	Community: 1,625m ² (includes Phase 1) Education: 2.8 hectares – Primary School site 8 hectares – Secondary School site	Sports and tennis club: 26,925m ²
Full development beyond 2037	8,250m ² (includes Phase 1 & plan period)	2,750m ² (includes Phase 1 & plan period)	Community: 1,745m ² (includes Phase 1 & plan period)	Cricket club: 17,940m ²
Total	8,250m²	2,750m²	Community: 1,745m² of community buildings Education: 2.8 hectares – Primary School site 8 hectares – Secondary School site	44,865m²

Community

The masterplan for Tudeley Village incorporates a number of community features and facilities. These facilities will contribute to the wider local network of community facilities including Goldsmid Hall nearby. New civic buildings will be developed alongside buildings for businesses, shops and cafés. The aim, over time, is to build a strong community feeling. The Tudeley Village Trust will support the creation of community. For example, they will enable and organise events as the village grows.

Education

Education provision is central to any community. Tudeley Village will be no different. The masterplan includes provision for a primary school, a secondary

school and a nursery. Careful consideration has been given to the location of these community assets.

The primary school sits on a 2.8 hectare site within five minutes' walk from the centre of the village. A centrally located primary school will make it convenient for all residents with young children. The daytime activity will also contribute to the community atmosphere in the village. It will initially be a 2 Form Entry (FE) school (but with the potential to raise to 3 FE), which will help boost local provision and accommodate primary school age children living in Tudeley Village.

The location of the nursery can be flexible in the early years, such that it can be delivered during the first phase and close to the neighbourhood centre

if demand dictates, but with the flexibility for re-location to be strategically located to be close to the primary school over time.

The secondary school is located towards the south east edge of the village, on an eight-hectare site. It will be a 6 FE school. The building is centrally located on the site, surrounded by playing fields. This proposed site is within walking distance of the existing Capel Primary School, which is located on the outskirts of nearby Five Oak Green. Tudeley Village's green network has also given consideration to facilitating sustainable methods of transport for secondary school pupils to travel to school, and vehicle routes will be built to accommodate school buses and coaches. The delivery of this school, which will be a key piece of infrastructure for the Borough as a whole, is dependent on the delivery of Tudeley Village. If this new settlement is not built, increased secondary school provision will need to be provided in Paddock Wood or elsewhere.

Health

There will be healthcare provision at Tudeley Village. Discussions the local CCG and TWBC are in progress and we envisage the provision of either a satellite GP surgery or a new surgery and dental practice.

Leisure

Leisure facilities will be key to supporting the development of a strong community within the village at Tudeley. The masterplan incorporates a number of leisure facilities.

Many of the proposed leisure amenities are related to physical wellbeing. A sports centre has been proposed close to The George & Dragon pub, to the north of Five Oak Green Road. This will help formalise activity in this area of the village, where one of the neighbourhood centres is also located. The intention is that this will be developed and operated through a partnership between the landowner, the private sector and the local community. Leisure amenities should also be aligned with the wider Council-run network of

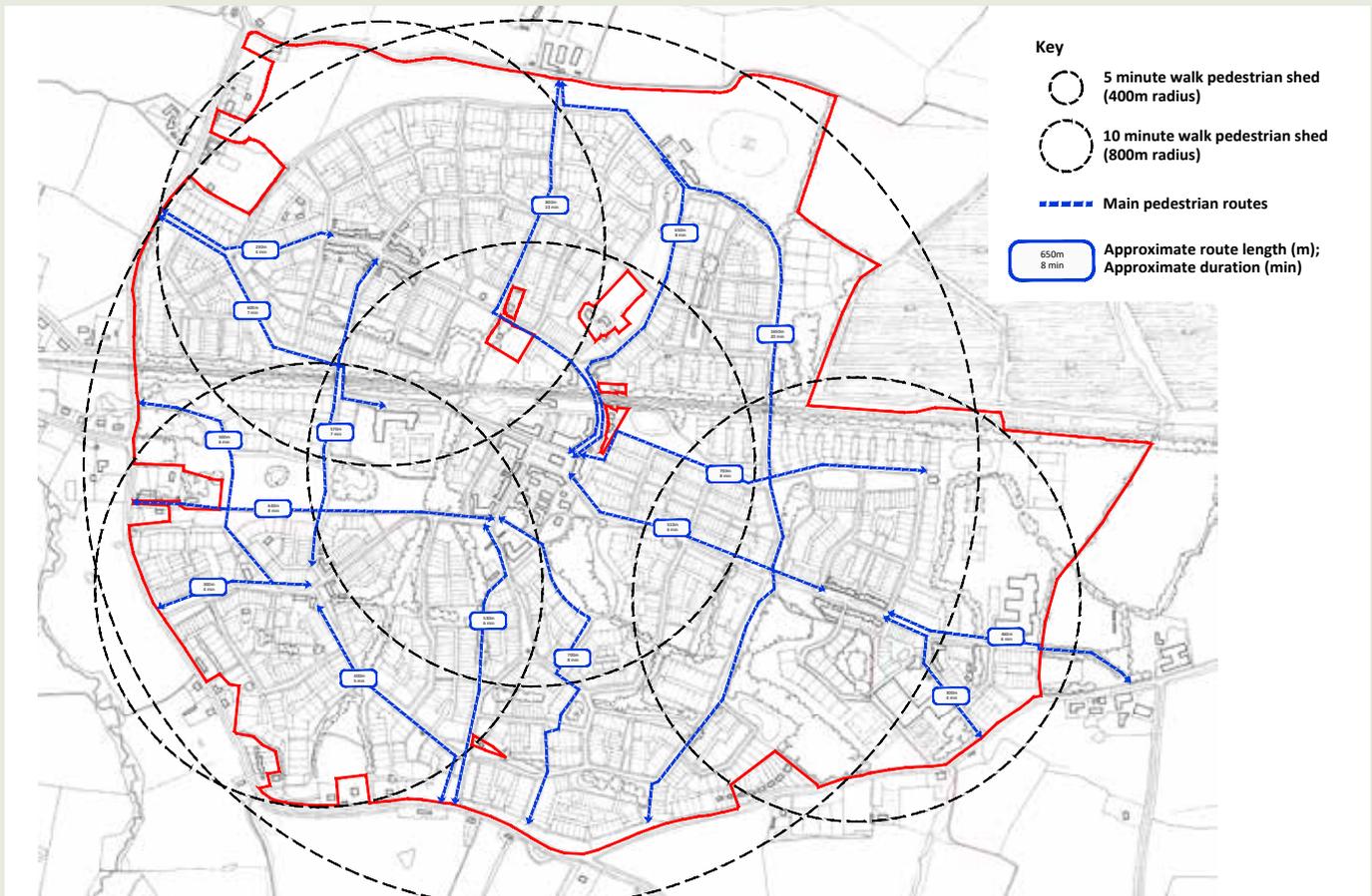
leisure facility provision, without necessarily burdening the Council in terms of capital and revenue provision.

To the northern fringe of the site, there is a proposal for a cricket ground and clubhouse. This will create a desirable landscape at the built edge of the site between the village and the surrounding countryside. A cricket ground is a quintessential village feature and will be both an idyllic and practical addition to the development.

Informal and unprogrammed green spaces will be another important resource. Providing opportunities for leisure outside, these spaces will promote mental wellbeing, offering spaces for walking, picnics, informal sport and recreation. The community orchards and allotments will provide opportunities for growing fruit and vegetables.

Art

The public art strategy at Tudeley Village will form an important part of its character. The Chagall windows at All Saints' Church set a precedent for the quality of art in the immediate local area. They can provide inspiration, as can the landscape and history of the area. An important piece of place-making art will be the new village signage across the development – perhaps inspired by many of traditional iron-worked village signs seen in High Wealden villages. Public art will be important within Tudeley Village once it is fully achieved, but it will also form part of community engagement during the build.



Tudeley will be a walkable and permeable settlement. The village and neighbourhood centres will be situated within close walking distance of most homes.

Movement and access

A clear and legible transport network and movement hierarchy is essential to the planning of a sustainable new settlement. Successful places are based on a movement framework that allows for all modes of travel to be provided for in a balanced manner, along with the creation of places that respond well to the human scale and can endure the test of time.

Sustainability is a driving principle for the development of a village at Tudeley. This means creating a pedestrian-friendly, walkable community with opportunities for residents to travel around the village and to the surrounding area without relying on a private vehicle.

The main streets through the proposed settlement are structured around a series of walkable neighbourhoods and a bus route. These routes will help activate centres and create viable retail and commercial spaces. The character of these streets will reflect the successful layouts and feel of local places.

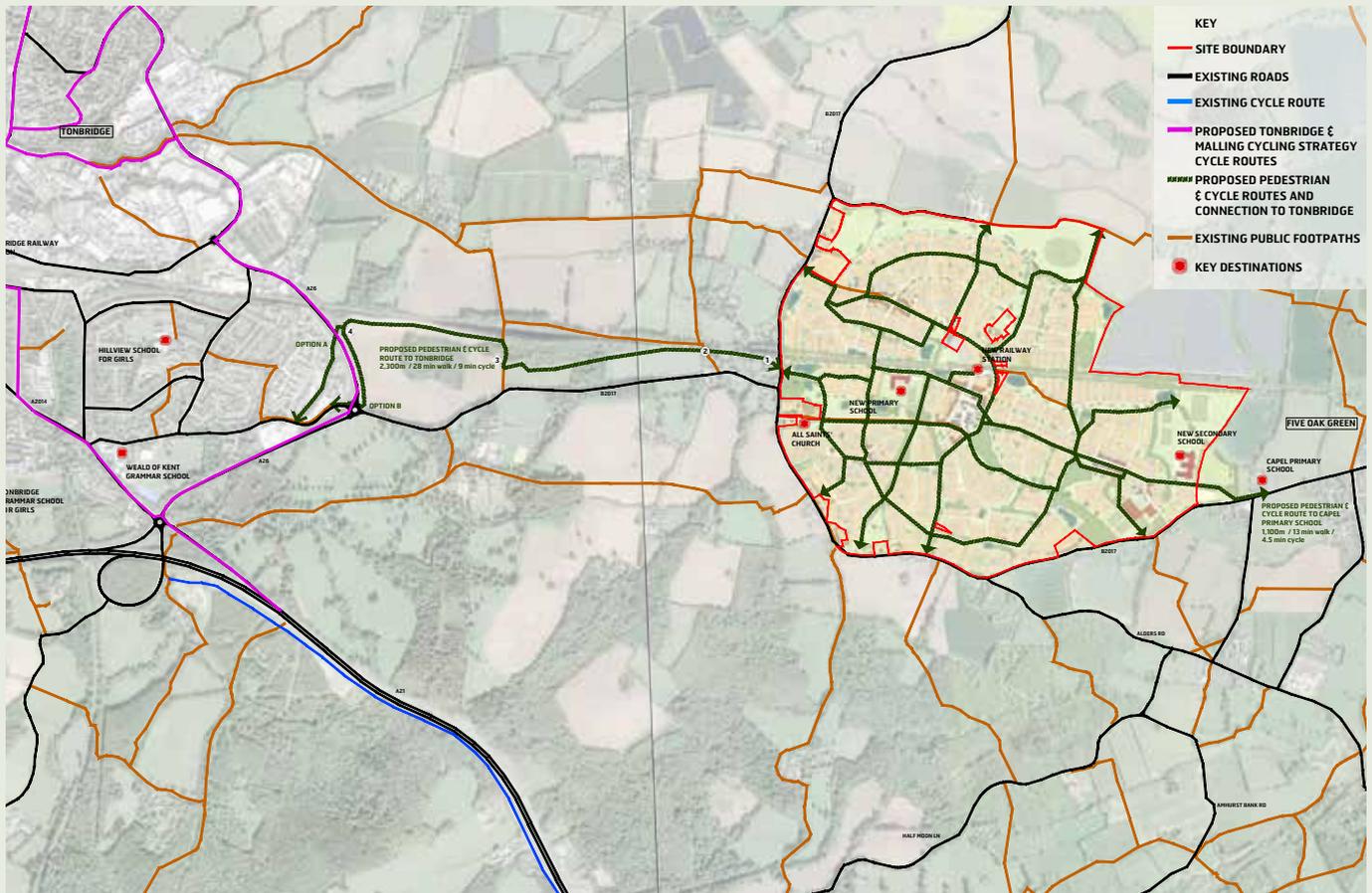
Universal access is promoted across the site, incorporating a range of design features and standards

that will ensure that Tudeley is accessible to everyone. Pedestrian routes will be designed to accommodate wheelchair users, visually impaired people, and other users with disabilities. Routes will be wide enough to accommodate wheelchairs alongside other traffic, ramps and kerbs will be provided, and street furniture and other clutter will be minimised. At crossings, accessible pedestrian signals will be included, alongside tactile walking indicators, ramps, push buttons accessible to wheelchair users and other design features.

Pedestrian and cycle routes

Pedestrian and cycle routes will be promoted and prioritised and, therefore, have been subject to careful consideration throughout the masterplanning process. This approach follows the key principles of creating a garden community, in that the whole settlement is designed to be walkable. Residents will not be restricted by remaining on foot. Well-designed and maintained cycle paths will allow residents to go further into the surrounding area, whilst still promoting and facilitating a healthy lifestyle.

Many of these routes will be integrated into the green network, which runs through the village masterplan.



Tudeley will be well connected to local settlements. This movement diagram shows a range of routes, including a proposed pedestrian and cycle connection between Tudeley and Tonbridge.

This is based on existing traces on the land, including existing footpaths. Minor roads within the settlement will allow for vehicular access to housing but will also represent more pedestrian and cyclist focused routes across the village. Along with the green network, these minor roads will link existing footpaths and cycle paths – providing safer access to community facilities (for example, the secondary school).

The masterplan incorporates a strong east-west connection, which will allow movement between Paddock Wood, Five Oak Green and Tonbridge. Between the western edge of Tudeley Village and the edge of Tonbridge, this pedestrian and cycle route will be entirely separate from vehicular routes. The initiative is supported by the Hadlow Estate, which has wider local landholdings beyond the boundary of Tudeley Village. From the village centre, it is estimated that the journey to Tonbridge Station will be 22-minutes by bicycle. Tonbridge Station has recently upgraded its bike storage with a new bike hub, including E bike charging points, with capacity for over 220 bikes on site, and there are plans in the works to create new cycle lanes within Tonbridge town centre.

In the other direction, travelling by bicycle between the village centre and Capel Primary School will take 4.5 minutes. Village residents would be able access Paddock Wood train station within 16.5 minutes from village centre. This pedestrian and cycle route will help promote sustainable modes of transport, as well as encourage traffic away from the B2017.

Bank Farm, the livery stables at the centre of site, is connected to a wider network of toll rides managed by the Hadlow Estate as part of the Toll Rides Off-Road Trust (TROT.) The vision for Tudeley Village will include equestrian toll rides within the village and beyond.

Road infrastructure

The road network in and around the Tudeley Village site is central to the masterplan. Reflecting its importance, there were many iterations of the internal network and the subject provided numerous points for debate. For example, key discussions took place around the most suitable location for entry roads, the best means to cross the railway, optimal bus routes, a holistic movement strategy, and the way roads feed into the village centre. We have also considered how the road network within Tudeley Village has an impact on the wider network, and what mitigation will be required.

When planning a new community, it is important to assess the impact on existing traffic infrastructure including the road network. In 2019 WSP prepared a Traffic Impact Technical Note, which examined the potential effects of traffic that might be generated by the Tudeley Village development within the Local Plan allocation. This assessed the surrounding road network and considered potential improvements to address the anticipated impacts.

The document acknowledged that TWBC is developing a comprehensive evidence base to support its Local Plan, including the development of a traffic model. Ultimately, that local network model will be used to consider development effects in detail, contemplating the balance of travel demands. Until this is available, WSP has sought to establish the baseline traffic flow on the road network, background traffic growth, and trips generated by the proposed development.

The trip generation of the proposed development was estimated by WSP using trip rates calculated within the latest version of the Trip Rate Information Computer System (TRICS). The 2019 report made a conservative assumption that 20 per cent of anticipated trips would occur within the settlement itself (residents visiting amenities within the settlement) with the remaining 80 per cent of anticipated trips distributed across the road network (based on 'Journey to Work' information collected during the 2011 census). These assumptions were at a time when the masterplan had not been developed and therefore based on a 'standard' housing development with minimal retail and no internal schools. The journeys were then distributed relative to journey times based on the 'Journey to Work' data and route hierarchy across the road network, accepting that the TWBC traffic model will assign traffic in more detail as additional evidence becomes available.

The masterplan has now been developed in more detail and the nature of the development is better understood: the type and distribution of the proposed land uses will encourage residents to remain within Tudeley and reduce offsite journeys significantly. Broad education

provision – nursery, primary, secondary and SEN – will reduce the need for offsite journeys to be made for this purpose and will provide education-related jobs to Tudeley's residents. Community facilities and generous retail provision will likewise meet residents' needs within the new village and offer a range of employment opportunities. Spaces for home working will be incorporated into a proportion of new units at Tudeley, which alongside ultra-fast fibre will enable working from home and reduce commuter trips.

Having resolved the masterplan in more detail, WSP was commissioned to update its analysis of expected demand for travel and the impact this is likely to have. Evaluating the proposed land uses and their implications for transport and travel, WSP found significant opportunities to accommodate vehicular trips within the site. On top of these reductions, plans to increase public transport provision and an Active Travel Plan to promote public transport, car-sharing and non-vehicular travel options will see a further reduction of vehicular travel during peak times. Beyond the site other opportunities were considered such as the dedicated walking / cycle (or e-bike or e-scooter) route.

These strategies will see the reduction in the total number of trips, and an increased level of internalisation of the trips that are undertaken. An internalisation calculation, accounting for the anticipated mix and purpose of trips, amounted to a 38 per cent reduction in external trips. Of these remaining external trips, it was considered that the Active Travel Plan would successfully achieve a reduction of at least 10 per cent of private car trips.

It is acknowledged that this will require further analysis and consultation with TWBC at the next stage on the Local Plan.

WSP's 2019 Traffic Impact report remains significant and relevant in terms of the anticipated distribution of traffic. This study suggested that 68.84 per cent of development traffic will travel west from the site along the B2017 (Tudeley Road) and that 31.2 per cent of the development traffic would travel east from

the site along the same road, B2017 (Tudeley Road). Based on its analysis and additional traffic surveys, the report identified some highway improvements associated with the development that may support a wider transport strategy for the area. Whilst the level of internalisation / Active Travel Plan assumptions have been significantly improved in the 2020 report, these measures remain relevant to the updated masterplan on the basis that they now apply to a built development of some 2,800 units (whereas the 2019 report was based on circa 2,000 units). Essentially the increased number of units has been offset by the improved internalisation and active travel assumptions.

The Traffic Impact report assessed the capacity of local junctions and recommended the following improvement works in the local area to support the increased traffic resulting from Tudeley Village:

- A26 Woodgate Way / B2017 Tudeley Road / Tudeley Road Roundabout.
 - Reconfiguration of the existing roundabout to provide a new gyratory.
- A26 / A2014 Pembury Road / A21 Roundabout.
 - A2014 Pembury Road - removal of crossing hatching to provide two lanes on entry to the roundabout.
 - A26 Woodgate Way – Provision of a segregated left turn lane onto Vauxhall Lane.
- A26 Vale Road / Vale Road Roundabout.
 - A26 Woodgate Way – removal of cross hatching to provide two lanes on entry.
- A26 Cannon Lane
 - Provision of staggered pedestrian junction

The junction capacity assessment, including the improvements listed above, indicated that the junctions would operate at or around theoretical capacity with modest levels of congestion, delivering 'nil detriment' improvements where physical/environmental constraints preclude larger-scale improvements to ensure that the residual cumulative effect is not severe.

Public transport

Public transport is an essential consideration when designing a sustainable community. Tudeley Village will ensure that its transport infrastructure promotes the use of public transport wherever possible.

WSP has prepared a Public Transport Strategy, to examine potential public transport connections for Tudeley Village. The report was based on delivery of 2,000 dwellings during the current plan period. This is a slightly higher figure than the 1,900 currently estimated to be delivered by 2037. However, the findings of the report remain valid.

The report sets out potential public transport improvements which could serve the Tudeley Village development and provides an assessment of those options to determine a preferred approach to the delivery of a viable, high quality and frequent bus service (a regular 30-minute bus service as a minimum).

There is one existing bus service near the Tudeley Village site – the 205 bus. The service operates every 60 minutes between Paddock Wood and Tonbridge between Monday and Friday (broadly 7am – 7pm). The report proposes that this route be diverted into the new centre of Tudeley Village, and then to Paddock Wood via Five Oak Green. This would place most people living in Tudeley Village within 400m walking distance of a bus stop on this route. The report recommends that this service runs every 30 minutes, potentially increasing to every 15 minutes as the settlement grows.

Noting that the bus route should be attractive and advantageous compared with other transport options, the report considers potential priority measures to ensure the proposed service is attractive and operates punctually. This was the potential opening up (of the currently 'stopped-up' Tudeley Lane) from the A26/B2017 roundabout into Tonbridge.

The railway line between Tonbridge and Paddock Wood divides the site in two. The area to the south of the railway line comprises approximately 280 acres (113 hectares), and the area to the north covers around 120 acres (49 hectares). The masterplan defines a settlement that will function successfully on the southern side of the railway tracks, in addition to growing beyond the railway line in the future. The masterplan has also been designed with flexibility regarding the construction of a railway station, should the opportunity arise.

Either way, it is essential that the railway is a permeable feature of the new settlement. Whether this is achieved through a tunnel or a bridge, there must be safe and accessible crossings for pedestrians and cyclists, as well as vehicles. The masterplan has identified three locations for crossings within Tudeley Village, in order to facilitate this movement. They are spread along the railway, which will support access from all corners of the new community. Two of these will be new crossings and the third will involve improvements to the existing tunnel on Sherenden Road.

Infrastructure

Tudeley will offer a range of amenities to support community development and leisure. The inclusion of facilities such as village hall, library, civic buildings and outdoor opportunities will encourage social interaction and recreation. Open spaces such as village or market squares, a generous village green, sports facilities and other green space will double as venues for outdoor events. Purpose-built infrastructure will be supplemented by workplaces, shops, cafés, restaurants and other retail in the village centre and neighbourhood centres, as well as the community functions provided by the schools.

Mobility as a Service (MaaS): As well as the public transport improvements described in the section above, a Mobility as a Service strategy is envisaged to give residents and other users the freedom to create end to end trip planning, booking, electronic ticketing and payment services across different transport modes.

Utilities: Utilities will be delivered via a coordinated strategy with infrastructure delivered in a timely manner to meet demand in a sustainable way, appropriate to incremental growth of the development. There will be no detriment to the supply of existing houses and communities. Utilities providers have confirmed that the site can be enabled from existing and new infrastructure with Hadlow Estate meeting proportionate contributions for such improvements. The various utilities are considered as follows:

- **Electricity.** Enquiries with UK Power Networks have established the early need for a high voltage supply originating from a UK Power Networks loop close to the sub-station at Five Oak Green. This suggests minimal off-site reinforcement. A new sub-station would be developed from the outset at Tudeley Village. The supply can be delivered from the east via adopted roads, UKPN servitudes and Hadlow Estate land. In the longer-term, feasibility studies suggest off-site reinforcement will be more significant. It is envisaged that the supply will be from the east (part utilising the Phase 1 high voltage route) but with more significant upgrading and a longer route most likely from the east supplied by UK Power Networks, the local Independent Network Operator (viable under statutory powers). The adjacent solar park is a potential source of clean energy. It generates about 18MW of power, enough to power about 5,000 homes. Consideration is being given to the feasibility of undergrounding the overhead cables which traverse the site.
- **Gas.** Hadlow Estate is committed to sustainable forms of energy and therefore the provision of gas mains to housing developments is not envisaged. However, in order to consider a baseline for development (and against which more sustainable forms of energy can be compared) it was helpful to understand potential gas requirements. A feasibility exercise has demonstrated that a connection could

theoretically be made at a point of connection near the B2017 'Church' junction with a gas main being extended into the development routed through the initial road access and supply Phase 1 development. However as noted gas is not envisaged as a suitable energy supply from a sustainability perspective. Furthermore the Government announced in November 2020 that they intend to bring forward to 2023, the date by which new homes will need to be warmed without using gas heating. These and other measures will be included in a forthcoming energy white paper.

- **Foul Drainage.** Initial consultation has taken place with Southern Water and it has been established that capacity is available in the existing network for a small number of units. It is therefore envisaged that at an early stage the existing network would be upgraded with the provision of a new main. Whilst we understand there to be sufficient medium-term capacity for sewage treatment at Tonbridge, Southern Water would upgrade facilities as necessary in line with growth requirement of both Tudeley Village and any other developments. Under the appropriate charging mechanism Hadlow Estate would be responsible for paying the 'Infrastructure Levy' by providing contributions proportionate to the scale of the village. Any upgrades would be undertaken under Southern Water delegated powers. Hadlow Estate will consult with Southern Water to ensure infrastructure is brought forward at the appropriate time.
- **Potable Water.** Initial consultation has taken place with South East Water, which has advised that capacity is available via a local point of connection within the Tudeley site. South East Water would be responsible for delivering any off-site upgrades necessary to facilitate development provided that sufficient notice was given, and matters were progressed in the terms of the Local Development Plan. Hadlow

Estate would be responsible for paying a standard 'Infrastructure Levy' which is the way the Authority is able to undertake such off-site upgrades.

Water is a valuable resource. Climate change and hot summers are likely to lead to periods of water stress, and the masterplan will incorporate water harvesting infrastructure for maintenance of green infrastructure, with potential for grey water recycling.

- **Telecommunications.** Initial enquiries have been made to distributors within the locality and as might be expected for developments of this scale and significance, providers are able to facilitate superfast broadband services to the new development. Accordingly, superfast broadband will be delivered from the outset of the development, providing a service to every house. This is likely to have wider benefit for the existing community in terms of superfast broadband and/or ultrafast broadband speeds, potentially enabling a 5G network and contributing to addressing an ongoing issue of rural broadband speeds.
- **On-Site Generation.** In addition to the 18MW generated by the Hadlow Estate at its Solar Park immediately adjacent to Tudeley Village, the Estate will incorporate renewable energy technology throughout the development through the implementation of appropriate, market-leading technologies. The Estate will introduce localised energy generation in the form of technologies such as solar photovoltaics, solar thermal systems and/or air/ground source heat pumps. We will investigate potential for combined heat and power if appropriate, should it be required to supplement the existing generation immediately adjacent to the site.
- **Smart Grid Infrastructure.** Smart grid infrastructure will be implemented to enable flexible and innovative renewable energy generation, storage and supply through the development. Smart meters in each dwelling unit will enable greater transparency and personal responsibility for energy use.



Character of Tudeley Village

Set in the green Wealden landscape, the design of Tudeley Village draws from local settlement patterns and vernacular architecture. The new village will be immediately recognisable as a Kent village, establishing a sense of place appropriate to its context.

Studies of Wealden villages including Tenterden, Hawkhurst and Cranbrook have informed the development of the masterplan, which reflects many of the common characteristics shared by villages in the local area, including green space, block structure, massing, densities, architectural typologies and materials.

Unlike standard contemporary developments Tudeley Village offers employment, retail space, schools and amenities, all of which reduce traffic movements to and from the village.

The proposals offer a high-quality public realm, achieved by a permeable layout and well-structured 'human scale' plots that facilitate cycling and pedestrian movement and access via public transport networks.

A wide range of house types ranging from small cottages to large detached houses and small apartment buildings, provided through both private and affordable tenure, ensure that a full range of household needs are met.



Church context

All Saints' Church has been carefully considered in respect to its setting and context. It was very important to respect and retain the rural character around All Saints' Church and, as a result, the Tudeley Village proposals have been set well back behind a generous buffer of open space. The existing ancient woodland and historic orchard to the north are enhanced, to continue to screen the church.

The adjacent open arable land to the east is retained as a village green similar to many local Wealden villages. This also protects key views of All Saints', especially from the east, while providing amenity space for church and local community use.

It is common in Wealden villages to see a direct link between the church and the village centre. As a result, the First Neighbourhood Centre is designed to afford views and pedestrian links to the church, providing both a visual and physical link with the new community.



First neighbourhood centre

The first neighbourhood centre at Tudeley Village is located centrally between All Saints' Church and Bank Farm Stables, east and north of the B2017. Phase 1 is intended to comprise approximately 360 homes and includes a local centre. The key elements of the first neighbourhood include:

- A high-quality public realm achieved by a permeable layout and well-structured 'human scale' plots that facilitate vehicular and pedestrian movements in a user-friendly, liveable new neighbourhood.
- A mix of private and affordable dwellings ranging from small cottages to large detached houses and small apartment buildings.
- Identifiable street layout and residential blocks, which have been laid out based on a study of local precedents, such as Tenterden, Cranbrook or Hawkhurst.
- A primary school that will trigger the development to the east and the village centre.
- Architectural typologies and massing that are respectful of local precedents and the use of vernacular motifs that should make Phase 1 recognisably part of the High Weald tradition.
- A village hall that is closely related to All Saints' Church, set in a pedestrianised space.



First residential character area

In contrast to many of today's monoculture housing estates that lack a sense of community, we are proposing a place built for people of all ages and incomes. Strong, viable and vibrant communities are made up of a range of ages and demographics: a mix of private and affordable dwellings with a varied range of accommodation typologies will be built at Tudeley. The housing typologies will also vary from detached and semi-detached houses to smaller terraced units and apartments; all ranging from one to three storeys in height, animating the roofscape.

The design of the new buildings in the first residential area will be directly influenced by the historic precedents found in many of the Wealden villages. Materials including brick, render, timber or clay tiles will be used in a coherent and consistent way that draws directly from the local vernacular, including traditional details and common building elements.

The block structure of this first neighbourhood is closely related to the existing landscape features and traces on the land, and therefore retains an informal, irregular and organic pattern that creates incidental squares and small greens throughout the village, and reflects the historic street patterns typical of local villages which have evolved incrementally over time.

Feedback from the Public Exhibition

As noted earlier, the masterplan process was further enhanced with the comments received during and after the conclusion of the public exhibition in October. These comments focused around:

- The arrival, setting and setbacks from the B2017 to the west and south.
- The most efficient and effective location for the proposed new bridge crossing of the rail line.
- Further strengthening of the green pedestrian and cycle links through the sites.
- Clearer linkages to the existing footpath network onwards from the boundaries of Tudeley to the west, south and east.
- Detailed design matters in those parts of the site which are close to existing properties, both within and outwith Estate ownership.
- Arrangements for a community hall in the first neighbourhood.
- Changes to the general setting of All Saints' Church, and to the design approach to housing and the formation of the village green in this specific location.
- Re-design of the eastern neighbourhood.
- Re-design of the secondary school, including the playing pitches and pupil drop-off zone.
- Enhancement of the community orchard to the north of All Saints' Church.

Delivery

TWBC and the Local Plan

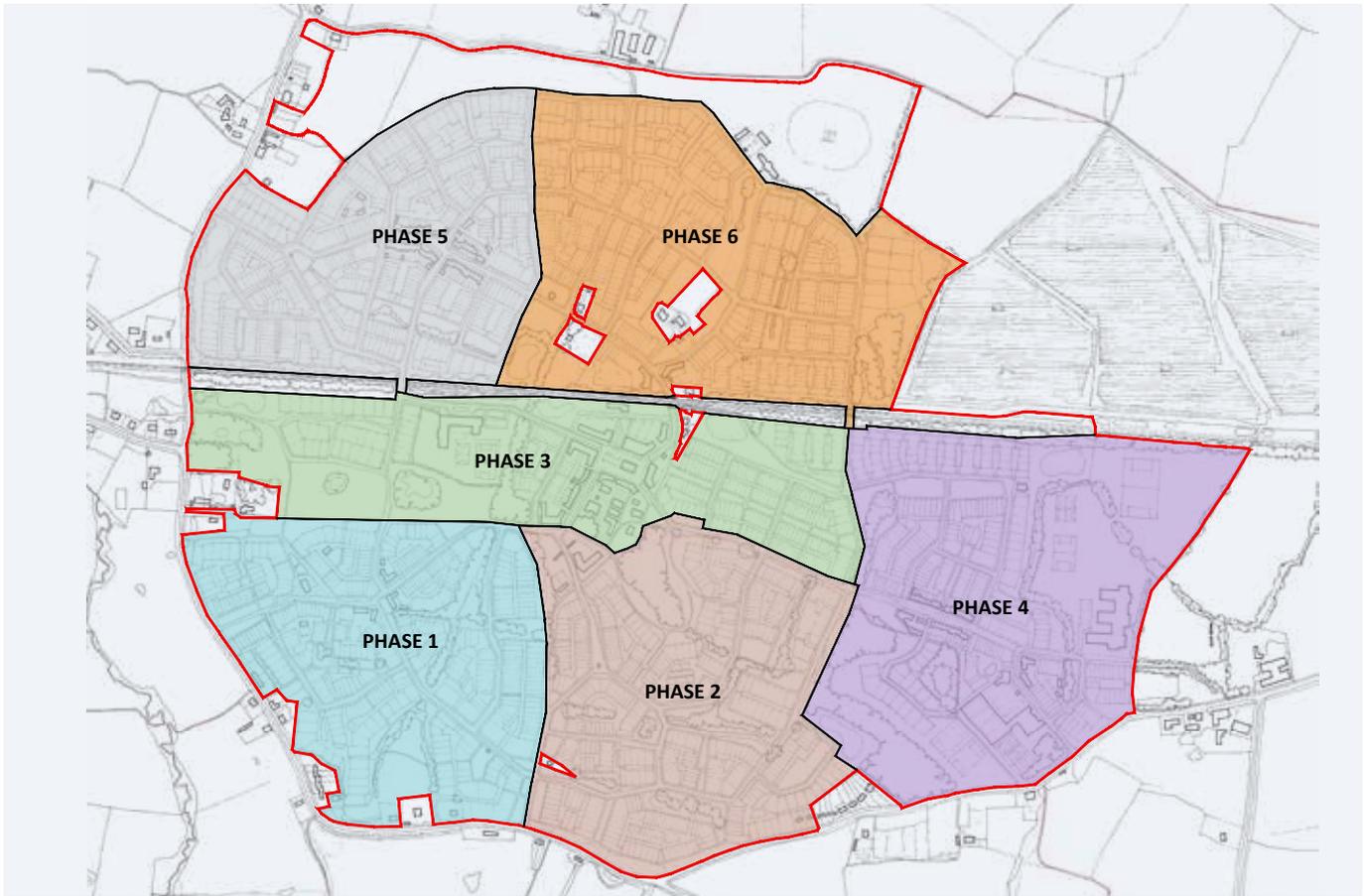
Tunbridge Wells Borough has a strong housing market, particularly in comparison to the wider area. TWBC has analysed this market and has consequently recommended a build out rate for Tudeley Village. It proposes that for the first six years of delivery, beginning in 2025/2026, the build out rate should be 150 dwellings per year. Thereafter, it is expected that the build out rate will increase to 200 dwellings per year.

Phasing

The phasing strategy has been planned to ensure that while the maximum number of new homes are built each year, each generation of residents will experience a true sense of place and enjoy the benefits of living in a place like Tudeley Village. The phasing strategy also considers the most efficient and deliverable way to build out the site, taking into account the requirements for infrastructure, including important transportation

Plan of the first neighbourhood centre





Phasing plan

links and improvements as well as the provision of key community services. It represents the current preferred approach to the delivery of Tudeley Village, based on the preferred masterplan presented in this document. If the timing for the delivery of the secondary school changes, then the sequencing of the phases can be realigned accordingly.

Phase 1

The first phase will see development start at the south west of the site, with a new access point from the B2017 Five Oak Green Road allowing for an entrance road running eastwards to the first neighbourhood centre. The remainder of Phase 1 will then see the development move east and southwards, with a road connection onto Sherenden Road offering a further connection back onto the B2017 to the south. A total of 360 homes will be completed during this phase, to be built by three housebuilders, each working to deliver housing and associated commercial and community provision and each with an initial allocation of land suitable for around 120 homes.

An off-line pedestrian and cycle link between Tudeley Village and Tonbridge will also be built during Phase 1. This will help promote wider connections in the local area, which do not rely on existing roads. From the village centre, it is estimated that the journey to Tonbridge Station will be 22 minutes by bicycle.

Phase 2

The new settlement will expand to the east during the second phase of development, comprising a further 620 homes. Served by the first neighbourhood centre built during Phase 1, this portion of the site will mostly comprise new residential units. New pedestrian routes and roads will be built to serve the site, alongside a wedge-shaped public space flanked by new homes.

Phase 3

The third phase will include the delivery of several essential components of Tudeley Village, including the village centre, the completion of the village green and the first primary school. Development on this part of the site will occupy the premises

currently used by an equestrian business at Bank Farm. This will trigger the relocation of the stables and the Hadlow Estate has indicated that it shall seek to continue this business albeit in a different location off-site but on Estate land.

The village centre will be the densest part of Tudeley, with shops, cafés, community spaces and places of work, alongside new flats and houses. The adjacent primary school will be close to the village centre, and adjacent to the village green, a large public open space which provides an appropriate and respectful setting for All Saints' Tudeley. Land will be set aside during this phase to allow for the construction of a new rail halt. It should be noted that delivery of the Primary School can be brought forward to an earlier phase if required.

A further 340 new homes will be built during Phase 3, bringing the total number of units to 1,320 at this point.

Phase 4

The fourth phase will complete the portion of Tudeley Village located to the south of the railway line. Containing the second neighbourhood centre, a sports and tennis club and the village's six form entry secondary school, this phase of development will add to the growing number of amenities and facilities available to the people of Tudeley and those living in the surrounding area. 580 new homes will be built during this Phase, increasing the total number of dwellings at Tudeley to 1,900.

Phase 5

Linked to the southern portion of Tudeley Village by a new crossing of the railway line, Phase 5 will comprise 405 dwellings alongside the third neighbourhood centre and open, informal green space to the north. The neighbourhood centre will provide commercial and retail spaces for local residents, while the new railway crossing will put the primary school and village centre a short walk away. With the completion of Phase 5 Tudeley will reach a total of 2,305 dwellings.

Phase 6

Phase 6 is the last to be built, completing the last remaining portion of the Tudeley Village site. The existing crossing of the railway line at Sherenden Road will be improved, and a third crossing built to the east. A cricket club will be built to the north of Phase 6, although this could be delivered earlier in the project timeline if desired. Comprising an additional 495 units and including land set aside for a rail halt, Phase 6 will bring the total number of units at Tudeley up to 2,800.

Delivery mechanisms

The development of Tudeley will be through landowner-led delivery model. The Hadlow Estate is committed to being at the forefront of delivery throughout the life of the project, to ensure that the completed development stays true to the vision laid out today. The intention at all stages of the process is for the Estate to take the role of Master Developer, and in so doing be able to coordinate and align the delivery of infrastructure improvements, community facilities and employment opportunities alongside a range of carefully designed, high quality new homes. It will not seek to build directly but will instead employ builders to construct the village, using contractual arrangements which ensure design quality is controlled.

To take the scheme of this nature forward, from planning to delivery, the Hadlow Estate will need to put in place a series of documents that will enable it to control individual elements of the process. This will ensure that the vision is achieved in practice and that the level of quality is maintained throughout the lifetime of the build. The starting point will be supporting the preparation of supplementary planning guidance (and SPD) that we understand TWBC intends to produce to respond to the policies in the Local Plan and which will give more detailed guidance as to the requirements for the design and delivery of development at Tudeley. Following

Working Group	Role
Project Group	The key 'officer-level' group comprising Hadlow Estate, TWBC and KCC, which will monitor planning applications, the process of delivery on site and the occupation of dwellings.
On-site Project Group	Formed of the Estate, housebuilders and other contractors tasked with the delivery of all forms of development. This is the on-site activity group.
Tudeley Village Trust/ Community Group	The partnership between the Estate and the residents of the village where key decisions around the stewardship of the community are made.
Other Topic-based Steering Group	These will be formed from time to time to deal with matters such as: education, transportation, parks and open space, wider community communication and so on.

this stage, we expect to prepare a planning application for the development as a whole, or else for the initial phases of activity. Alongside the planning application process, we will seek to introduce supporting documentation as well as setting out mechanisms aimed at controlling the quality of delivery with topics covered including: Stakeholder Governance and Collaboration; Stewardship; Design Code; Land Sales; and Social and Community Infrastructure provision.

Stakeholder Governance and Collaboration

Stakeholder governance and collaboration is central to the delivery of Tudeley Village. A governance structure that enables TWBC and other important stakeholders of the time to remain key participants throughout the scheme's duration is the most desirable approach here. They will be able to

provide regular progress updates and offer input through a system of working groups. Some of these groups will cease to exist once the build is completed, whereas others will continue to function over the long term.

The various working groups are anticipated to be valuable arenas for discussing strategic issues as well as acting as a means of achieving cross stakeholder consensus and resolving key issues. They provide an opportunity for parties to air and understand one another's concerns, risks, objectives and programme, thereby smoothing the path to deliverable solutions. As the community grows, it is expected that the list of working groups will expand to reflect the evolving community and increasing activities.

The Hadlow Estate will deliver an Annual Delivery Plan. This will be issued every year during the project's lifetime. The document will timetable

what is going to be achieved in the year ahead, capturing projected commitments and tasks, as well as who is responsible for delivering them.

Residents

The working groups are largely designed to address high-level matters involving the master planner, the council and other statutory stakeholders. However, there will also be an opportunity for residents to participate in the delivery process for Tudeley Village. This includes both residents in the new development and representatives of the local Parish Council.

Residents' Forum

The creation of a residents' forum will provide a platform to engage with the existing community as Tudeley grows, as well as prospective residents. Led by the Hadlow Estate (or development company) in close cooperation with TWBC, it will meet at regular intervals as the project progresses. The Forum will be a channel for residents to raise any issues pertaining to Tudeley Village's delivery. It will also be an opportunity for the Hadlow Estate to provide progress updates.

The Forum will be complemented by a Community Development Worker. Appointed and funded by the Hadlow Estate, the Community Development Worker will be in place by the time the first residents move in. In addition to organising events, their function will be to provide a point of contact for Tudeley Village's residents.

Stewardship

The Hadlow Estate wants to ensure that, not only is Tudeley Village built to a high standard, but that this quality is safeguarded in perpetuity and is accompanied by a strong village-life ethos. To this end, it will establish the Tudeley

Village Trust (TVT). This will be a not-for-profit limited company tasked with the long-term stewardship of Tudeley Village for the benefit of its residents.

The TVT will sit within the 'stakeholder governance' umbrella as outlined in the previous section. However, unlike most of the other groups established therein, its role will continue far beyond the delivery of the project. The TVT is intended to operate in perpetuity.

The establishment of a trust is informed by the history of long-term stewardship that underpinned the Garden City movement. It captures the original ethos of Garden City governance, which meant that stewardship was undertaken for the benefit of the community and that the community had a stake in the settlement's future.

There are several precedents for the use of stewardship bodies to oversee the administration of planned settlements in the UK. Some of these examples have been operating for a century and more. No one model is the same. A shared circumstance of almost all the precedents is the concept that proactive management improves community experience and is a stimulus to long-term land value.

The TVT will be a route to community building for the early residents. Each homeowner (and commercial unit freeholder) will become a member of the Trust upon completion of the purchase. The objective is to make the residents active participants in the running of Tudeley Village. Taking ownership of the village will breed a sense of civic pride, which in itself will bind the community together. Essentially, the Hadlow Estate wants to involve the residents as early as possible in the creation and stewardship of Tudeley Village – to instil a strong sense of ownership and positive ethos.

Design Coding

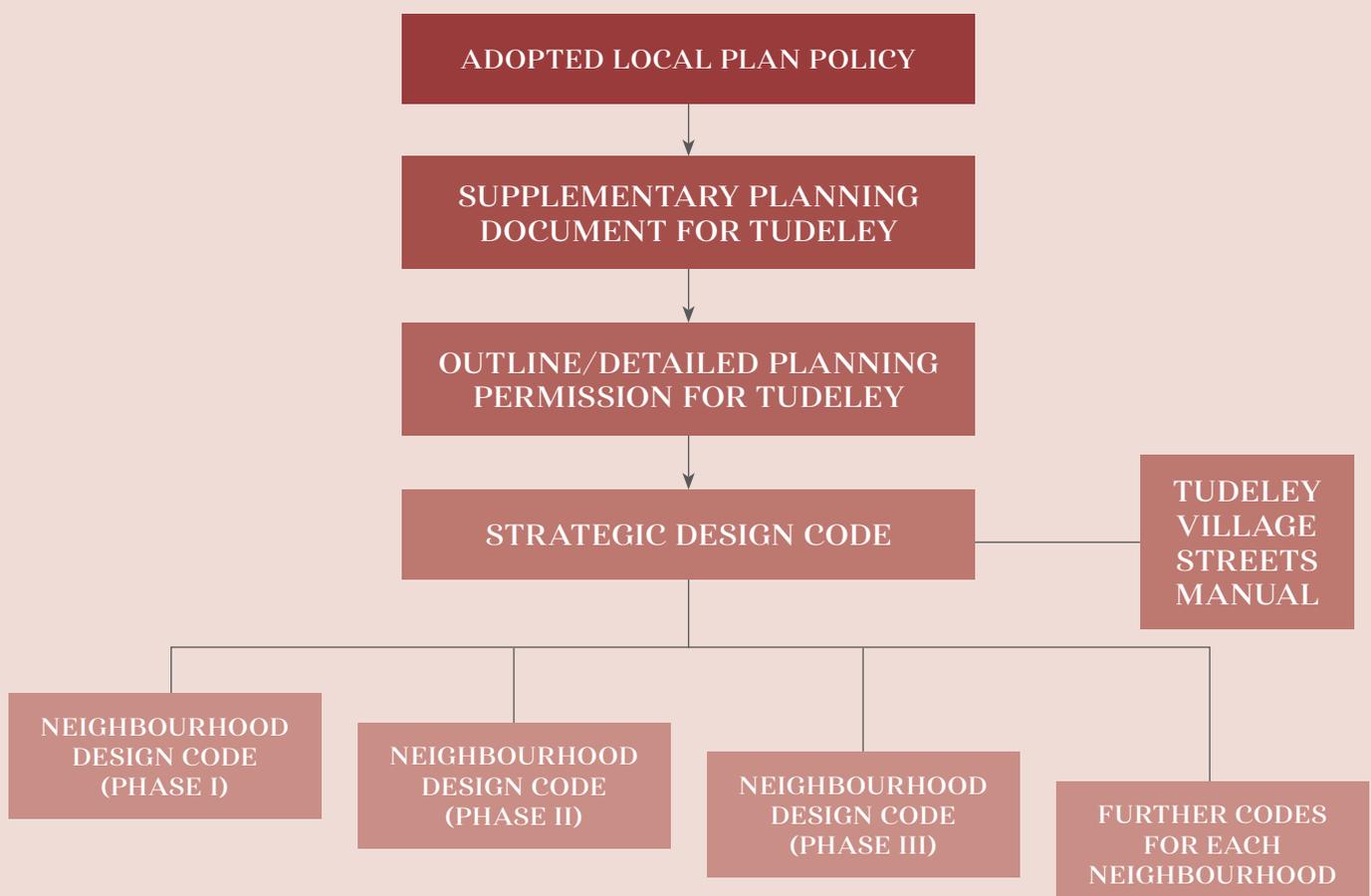
As Tudeley Village is delivered, design coding will be an essential tool. This is to ensure that the layout, architecture, public realm and landscape are all of the highest quality and emerge as the vision intended. Contracts with housebuilders and covenants with homeowners will ensure that design codes are adhered to through the lifetime of the project. As Tudeley evolves and time passes, our vision is to have created a 'conservation area' for future generations to enjoy.

Strategic Design Code

The Hadlow Estate is taking a hierarchical approach to coding, as illustrated by the following diagram. At the top of this hierarchy sits the Structuring Plan. The Structuring Plan identifies key elements of

Objectives of design coding:

- To provide a framework to ensure that the settlement is developed in accordance with the principles of the vision and to a quality consistent with the vision.
- To provide a clear set of design requirements that all developers must adhere to.
- To give certainty to the local community and the local planning authority through the delivery of the settlement.
- To control subsequent changes and alterations to the design, form and use of buildings after their completion.



the development and high-level principles. These principles will provide the foundation for the Strategic Design Code.

The Strategic Design Code sets out the regulations that will govern the development of the entire village. It will elucidate the overarching building and landscape tenets to make sure that all phases of construction come together to form a coherent entity. These will define the consistent design principles of the village as a whole, to ensure that all areas of the new community 'belong' unmistakably to Tudeley, no matter who the development partner is or what phase it belongs to. All aspects of the development, whether residential, commercial, employment or educational, will be obligated to adhere to these principles.

In particular, the Strategic Design Code will outline the tenets that underpin each of the Character Areas. It will include a plan identifying where each Character Area applies and which sections of the code apply. Guidance might include:

- Typical street design, including highway, footpaths, cycling routes, servicing/refuse, boundaries, building height, planting, lighting and on-street parking;
- Treatment of sites of public space and play areas;
- Treatment of key views and non-residential buildings; and
- Palette of main materials.

The Code will be informed by and work in conjunction with the Tudeley Village Streets Manual, which will form an appendix to the Strategic Design Code.

Neighbourhood Design Codes

Sitting beneath the Strategic Design Code will be a series of Neighbourhood Design Codes for the distinct phases of development. These will be produced to time with the advancement of the phases. Building on the principles of the Strategic Design Code,

the Neighbourhood Design Codes will provide more detailed guidance on street, block, building and landscape design to reflect and support the four designated Character Areas and enforce the specification for a high-quality environment.

This guidance may include:

- Boundary treatments
- House facades
- Rooflines
- Street furniture
- Planting species
- Parking arrangements
- Materials palette

The Tudeley Village Trust will review these Neighbourhood Design Codes periodically to ensure that the Trust remains content with their specifications, from the perspective of its maintenance responsibilities over the long term. For each phase of development, the Code will be submitted to and approved by TWBC, thereby providing another layer of oversight for the Council. It will thereafter form part of the approved planning permission for Tudeley Village, and against which all separate reserved matters applications will be determined for that phase.

Flexibility

The objective of the Codes is not to dictate detailed architectural style. They will not impose such a level of prescriptiveness that they straitjacket the development. Rather, by establishing a framework that the Master Developer and housebuilders must adhere to in developing Tudeley Village, the Codes will bring confidence and clarity to all parties involved. This certainty, in turn, can quicken the pace of development.

It is essential that the Codes enable a balance between ensuring appropriate delivery of the village vision and some flexibility for the delivery of architectural variety and excellence at the individual building level.



Town architect

To add an extra level of review against inconsistent development and to safeguard construction quality, the Hadlow Estate will appoint a 'Town Architect' as part of the retained project team, which will review proposals for residential, commercial and public realm schemes. Their remit would be to focus in particular upon the most sensitive areas of the masterplan. Their role would be to monitor planning, design and construction throughout the lifetime of the project by, for example, approving housebuilders' working drawings.



Tudeley Village Streets Manual

Great places are more than the sum of their buildings. An essential ingredient is the public realm and movement patterns that knit everything together. Far too often, the early aspirations for good streets in new developments are diminished by a non-coordinated design process that does not allow for the creation of the human-scaled, tree-lined streets that we see in the enduringly successful towns and villages of the UK.

The Hadlow Estate, therefore, will work closely with TWBC and KCC to develop a bespoke strategy to ensure this does not happen – the Tudeley Village Streets Manual.

The Tudeley Village Streets Manual will play an integral part in shaping the form that the village will take.

It is a key guidance document, whose principles will be integrated into the Strategic Design Code. Whilst it will be a standalone document, it will sit as an annexe to the Strategic Design Code. It will be drafted through a series of hands-on workshops with officers to give certainty to the design of streets so that they:

- work at an appropriate scale;
- can be tree lined;
- accommodate utilities, lighting, parking and highway geometry; and
- ensure good-quality materials can be used and adopted.

The Manual sets out an approach to elements such as signage, street widths, junction form, block form, parking, lighting and materials. It will help underpin the quality of spaces that are to be created and will give certainty to developers and councils that these elements can be delivered.

Formal endorsement from KCC of its design principles at an early stage will simplify the adoption of new roads, ensuring that the masterplan is not undermined through the road adoption process. The Hadlow Estate will seek to agree its design standards with KCC, including street furniture and lighting.

This is not to say that the Hadlow Estate will fetter successful placemaking within adoptable standards. As a bespoke community, its physical fabric will require a bespoke approach. Whilst it is the Estate's aspiration that roads and associated infrastructure will be adopted, if good placemaking requires a non-adoptable road type, then the Hadlow Estate will go ahead and build it and it will be managed by the not-for-profit Tudeley Village Trust.

Approach to land sales

One of the most powerful ways in which the Hadlow Estate can ensure quality and consistency in the realisation of Tudeley is by its control of how land is released for development as part of its role as Master Developer. During the life of the development, the Estate will deliver serviced land parcels that will be brought to the open market and offered to selected housebuilders for development.

The overriding objective behind the Estate's approach to land sales, whether residential or non-residential, is to deliver a high-quality environment. This is key to its role as Master Developer. Its strategy to achieve this is predicated upon four principles:

- Phased land release;
- Investing in enabling physical and social infrastructure;
- A mix of housebuilders, with a focus on local builders; and
- Control of design and safeguarding of the original vision through the hierarchy of design codes.

Phased Land Release

Land release to the housebuilders will be a controlled, phased process. Programmed phases allow the coherent and efficient provision of infrastructure and a critical mass of development, as well as focus and synergy. It allows for a learning process to take place and can be used to alter the rate of development in response to economic or market factors at any given time. Moreover, it is a means of safeguarding the built output of the housebuilders; they will only secure future phases if they adhere to the masterplan and vision on past phases. All partners are thus incentivised to create long-term value.

The delivery of the neighbourhoods will be timed to tread a careful balance between pragmatism and placemaking. The distribution of the phases will minimise competition between housebuilders working

simultaneously on adjacent plots with the same product, yet not at the expense of delivering the physical and civic infrastructure necessary for a sustainable community.

Mix of Housebuilders

The Estate's Land Sale Strategy will seek to encourage offers from the full spectrum of housebuilders – large to small – to deliver housing over the duration of the build. The approach to this will be nuanced. The Estate plans to work with regional and local SME builders, to achieve a balance between speed of delivery and flexibility in business model that is necessary for a bespoke place like Tudeley. Emphasis will be placed on small-to-medium housebuilders, which will be allotted the most prominent parcels – including key Village Centre and other landmark or civic buildings. The more individualised approach of SMEs will ensure that key areas have an increased architectural status and quality, supported by the appointment of a Town Architect.

This multi-layered approach will ensure that Tudeley will stand in contrast to the homogeneity of many volume-build sites. This is fundamental to its placemaking agenda, but it will also have a positive impact upon the project's pace and, therefore, community creation. The diversity creates a context in which multiple housebuilders can work on site at any one time, offering different types of homes, at different price points, with different tenures. By providing differentiation within the site, Tudeley will cater for a range of separate and distinct markets simultaneously.

Ensuring Quality

The Estate is committed to selling the land for the build out of each phase in a way that it retains control over the quality of development. It will do this firstly through the land transfer process and obligations to adhere to the relevant design codes and, secondly, through the oversight of the Town Architect. In the first instance, land will not be released unless the Estate is confident that housebuilders can achieve the standards and quality as set out in the design coding documentation. In the second instance, its Land Sale Strategy sets in place mechanisms that prevent housebuilders from deviating from the overarching vision for Tudeley at any stage.

On the basis that the land will have the benefit of planning permission, serviced residential parcels will be brought forward for sale by one of the following routes:

1. Parcels are sold subject to reserved matters approval. (Preferred approach as it requires housebuilders to submit design proposals alongside their financial offer.)
2. Parcels are sold accompanied with reserved matters approval. (Reserved matters applications will need to adhere to the relevant Design Codes and will not proceed unless approved by the Estate.)
3. Parcels are sold with build licences or building leases, with land ownership not changing until the unit is completed. (Compliance with the Design Codes would form part of the licences. This model is particularly valuable for design-critical elements of the scheme.)

At the start of the procurement process, and before housebuilders submit offers for parcels, they will be given a suite of documents that sets out the approach to developing Tudeley. The housebuilders would be obligated to adhere to any conditions set out therein.

This suite will include, inter alia:

- Development briefs prepared by the Estate
- Strategic and Neighbourhood Design Codes
- Marketing and Branding stipulations
- Tudeley Village Trust obligations
- Affordable housing neighbourhood requirements
- Requirement to employ an architect and to work with the Town Architect

Essentially, any uncertainties or moot issues will be designed out. By ensuring that the housebuilders are aware of, and comfortable with, the bespoke route that

the Estate is pursuing from the outset, the process will be rendered quicker and more straightforward, and Tudeley's placemaking objectives will be secured.

In selecting housebuilder partners, the choice will be informed by the most appropriate party for the specific area being brought forward for development (noting its preference for SMEs for prominent parcels). It is anticipated that the Town Architect will be used to assist in the assessment process.

The development of non-residential components will also be subject to the same quality-control mechanisms. In key areas, such as the Village Centre, the Estate wishes to explore the potential to build and own the non-residential elements itself to ensure they are delivered to the right standards at the right time.

Lastly, the Town Architect will provide an additional measure of quality control in monitoring and regulating the built output as each phase of the scheme is completed.

Affordable Housing

As part of the land transfer agreement housebuilders will, where applicable, enter into an agreement with a single, selected affordable housing Registered Provider (RP) to deliver Tudeley's allocation of affordable accommodation. This is a bespoke approach. Traditionally, the approach to housing development follows a pattern in which a landowner sells serviced parcels to a housebuilder. The housebuilder is then solely responsible for entering into separate agreements with an RP to deliver the affordable housing; there is no contract between the landowner and the RP. On large sites with multiple phases, this model results in a number of RPs managing the affordable housing. The outcome is disjointed affordable housing management, with varying standards and management arrangements across a single community. Furthermore, the fragmented nature of affordable housing provision means that no one package has sufficient scale to sustain any additional amenities, such as establishing a management office on site. The Estate wants to avoid this outcome at Tudeley and will use its role as Master Developer to do so.

Conclusion

These plans for Tudeley Village describe not only a vibrant new settlement, but a new way of doing things, driven by a firmly held and well-conceived vision that placemaking can be done better, and that new communities can be designed and created which put the interests of people first.

Tudeley is intended to become a long-term asset for the people of Kent. We are ambitious in our aspirations for quality and legacy, and believe we have created a masterplan and delivery strategy for Tudeley which will stand the test of time and establish a new village which holds its own amongst the traditional Wealden settlements that have guided our work. Adopting design principles which exemplify good urban planning and tested against a raft of technical checks and benchmarks, the masterplan for Tudeley sets out a mixed-use, sustainable village designed to meet local needs and foster a new community.

We are confident that the masterplan can be realised. The Hadlow Estate will be the Master Developer, single landowner, and steward of the vision for Tudeley. As this Delivery Strategy describes, its role will range from writing and enforcing design codes to investment in enabling infrastructure, the management of land sales structured to deliver a high quality product in a timely manner, and the implementation of a phasing strategy which will ensure that a real and rounded community is created at each phase.

Our plans for Tudeley present a rare opportunity to create an exemplary new settlement in Kent, and we look forward to working with Tunbridge Wells Borough Council and local stakeholders to make this happen.

THE
HADLOW
ESTATE