



# EBBSFLEET GARDEN CITY, KENT

CASE STUDY



A part of



Barratt Redrow



# Ebbfleet Garden City, Kent



As part of the pioneering Ebbfleet Garden City in Kent – **the UK's first garden city for over 100 years** – Redrow is helping to deliver a new model for sustainable living:



Building around **900 new homes** across six phases of Ebbfleet Green, including 225 affordable homes. Additionally, there are 575 homes at Stonehaven Park



Contributing around **£19 million** to the local community for schools, transport, youth facilities and libraries



Featuring **29 acres** of open space, sports pitches, allotments and play areas promoting health and wellbeing



Creating a **walkable, sustainable neighbourhood** with a new school, community hub, pub, hotel and green spaces



And transforming a 95-acre former industrial site into a **thriving new community**



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## Redrow in the community

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Working in partnership with the government and the Ebbsfleet Development Corporation Redrow's development exemplifies modern placemaking; blending quality homes with extensive green infrastructure and community amenities.

The development includes Redrow's South East divisional headquarters and supports 120 local jobs, underlining its economic impact. Designed around the principles of the original Garden City movement, Ebbsfleet Green prioritises connectivity, biodiversity and wellbeing through tree-lined streets, pedestrian and cycle routes, and a third of the land is dedicated to open space.

Now home to the 5,000th resident in 2025, Ebbsfleet Garden City stands as a national flagship for how collaborative, sustainable development can deliver new homes and thriving communities at pace.





# A thriving new town

As part of a consortium creating the groundbreaking Ebbsfleet Garden City development, in Kent, Barratt Redrow is playing its part to deliver a new town for the future, with sustainability, connectivity and the health and wellbeing of its residents at its core. The first garden city for 100 years, Ebbsfleet is a flagship scheme for the country, showing how ambitious housing targets can be met through successful partnership work between central and local government and developers.

Redrow has delivered around 900 new homes across six phases of development, including 225 affordable homes to meet local need and community facilities, which incorporate a new school, pub, restaurant, hotel, community building and sports facilities. The development is also home to Redrow's South East divisional headquarters.

Construction work has taken place across all six phases simultaneously, and Redrow has sold homes on multiple phases at any one time, making the Ebbsfleet development a prime example of how Redrow can support local authorities to deliver new homes at pace.

After completing all 900 homes at Ebbsfleet Green in 2025, Redrow has launched The Lakes at Stonehaven Park on a separate site within the garden city. A former quarry, and set around a scenic lake, Stonehaven Park offers residents direct access to green space, walking routes and excellent local amenities. It is here, the garden city welcomed its 5,000th homeowner in 2025, 10 years on from its launch.

### Key facts:

- 95-acre site (equating to around 50 football pitches)
- Around 900 Redrow homes at Ebbsfleet Green plus 575 homes at Stonehaven Park.
- 25% (225) affordable homes
- 120 jobs created onsite, including 70 in Redrow's new South East office
- New onsite community facilities creating a walkable neighbourhood – including a primary school, pub, restaurant and hotel
- Around 29 acres of open spaces and play areas including a new sports pitch, two courts, a pavilion and community allotments
- New multi-use community building
- >£19 million in community contributions via section 106 agreements



## Once-in-a-generation opportunity

Championed as a solution to the housing shortage by central government, Ebbsfleet Garden City is delivering high quality new homes as part of a sustainable new community. The predominantly brownfield site had long been identified as an ideal location for major development. Plans for up to 15,000 homes were announced in the 2014 Budget, with up to £200 million of infrastructure funding available to kick-start Ebbsfleet Garden City.

Soon after that announcement, Redrow confirmed plans for up to 950 new homes, a new primary school and community facilities at Ebbsfleet Green within the garden city site. Working closely with Ebbsfleet Development Corporation, Redrow brought forward a masterplan for a high quality residential-led scheme, featuring tree-lined streets and an abundance of green space.

Following through on its promises, Redrow has created a safe and vibrant new community. It stands as a beacon of Redrow's ability to deliver high quality homes and community amenities at pace across multiple construction sites, in one location.

### Community contributions

Redrow is contributing more than £19 million to the local community via section 106 agreements, linked to the planning applications. These include:

- £13 million for schools
- £4.4 million towards transport management and infrastructure
- £832,000 youth purpose contribution
- £430,000 for local libraries

In addition, £1.5 million of funding was provided for archaeological investigations





## A garden city for the 21st century

Alongside Ebbsfleet Development Corporation, Redrow adopted the ideals of the garden city movement for modern living, first described by Sir Ebenezer Howard in 1898 as a utopian city in which people live harmoniously together with nature. This original garden cities of Letchworth and Welwyn have stood the test of time and are still highly desirable places to live and work. Modelled on the same principles, and adapted for the 21st century, Ebbsfleet has a prosperous future ahead.

### A brownfield regeneration

Formerly known as Northfleet West Substation, Redrow acquired the site for Ebbsfleet Green from National Grid after outline planning permission was granted for the development's masterplan in March 2014. Surplus to National Grid's requirements, the site had been non-operational for some time before clearance and remediation work began.

In 2014, Charlie Connolly, Joint Venture Manager at National Grid, described the project as *"an excellent example of partnership and sustainable planning with National Grid delivering the site and Redrow developing the new homes"* adding that it was a *"fantastic opportunity to return previously used land to positive use, to create jobs and provide valuable housing in the local area."*

Redrow received reserved matters consent for the first phase of 180 homes in January 2016, approved by Ebbsfleet Development Corporation, to enable building work to begin.

### Key facts:

- Spring 2016 – Sales launched
- September 2016 – Redrow secured planning consent for its new South East divisional headquarters
- December 2016 – First new homes completed
- May 2017 – All 62 homes sold in the initial phase
- September 2017 – 220-cover pub, Spring River opened
- January 2018 – 104-room Spring River Hotel opened
- March 2019 – Redrow South East division relocated to 11,765 sq ft office at Ebbsfleet Green
- July 2019 - Co-op shop opened onsite
- September 2021 - £5million 400-place Ebbsfleet Green Primary School opened
- March 2022 – launch of final Ebbsfleet Central phase, including apartments and a central plaza
- 2023 – Redrow launches Stonehaven Park, a development of 575 homes on a separate site within Ebbsfleet Garden City.
- 2024 – Work begins on a new community building, new sports pitch, two courts and a pavilion at Ebbsfleet Green, due for completion in 2025.
- A public art installation - titled "Yerth Thredde" and created by acclaimed artist Liz Middleton, is unveiled as a permanent feature that reflects the vibrant local community.
- 2025 – Redrow welcomes the 5,000th resident of Ebbsfleet Garden City, to its Stonehaven Park development.
- 2025– Ebbsfleet Green is completed.



## A thriving new community

To deliver simultaneously across multiple phases, Redrow seized the opportunity to create a series of villages within the garden city. The result is that Ebbsfleet Green offers a mix of housing product, in terms of size and architectural design, to give the impression of a neighbourhood that has developed gradually over time.

Planning applications were determined faster than is usual, with the Ebbsfleet Development Corporation operating as decision maker, in line with Dartford Borough Council' local planning policy.

Chris Lilley, managing director of Redrow South East, said: *"Normally a site of this size is portioned up and developed by different housebuilders but we are doing it all ourselves. Ebbsfleet Green is something we should all be very proud of. It is a shining beacon of what can be done by one developer on one site. The benefit is that Ebbsfleet showcases what Redrow can do in other areas. We encourage planners to look at what we're doing at Ebbsfleet because local authorities now need to deliver numbers."*

### A sustainable community

Just 17 minutes from London St Pancras via neighbouring Ebbsfleet International station, Ebbsfleet Green is well placed for commuting into the capital, offering an alternative to homebuyers looking to avoid paying premium London property prices.

But Ebbsfleet Green is much more than a commuter base, it's a vibrant and sustainable new community and was part of the NHS's Healthy New Towns Network (run from 2016-2019), which aimed to improve the health of the nation by creating healthier places to live.

Every element has been carefully considered, with footpaths, cycleways and tree-lined avenues linking the homes to the wider neighbourhood and amenities. One third of the development has been safeguarded for public open space and sports fields, encouraging residents to lead a healthy and active lifestyle. Play areas have been delivered on phases 2 and 4, while a trim trail and multiuse games area is in place on phase 1.

Allotments and orchards have also been designed with sustainability and healthy living in mind, while biodiversity is enhanced through the planting of native tree and shrubs and wildlife friendly species around the ponds and swales, which form part of the sustainable urban drainage system through the spine of the site.

The development itself is a walkable neighbourhood. Funded by Redrow, the new £5 million primary school opened in September 2021 and will ensure residents with children can walk to school. The new, environmentally friendly school includes state-of-the-art classrooms, large playing fields, a wildlife area and dipping pond and a dance studio. The school can accommodate 420 pupils once full, along with a 26-place nursery, providing capacity to support 1,200 homes.

A new community hub, due to open in 2025, adjacent to Ebbsfleet Primary School, will host dedicated flexible workspace for residents working from home, alongside a shared kitchen and meeting rooms for community groups and friends to meet.

Public transport connections to the wider area have also been carefully planned, including a bus route through the development, which is run by Arriva Click and funded by Redrow and Henley Camland.





## Meeting demand

Consumer demand for the homes at Ebbsfleet Green was unprecedented. When Redrow secured reserved matters consent for the first phase in 2016, more than 6,000 people had registered an interest in the properties. By the time the first homes were released for sale that summer, there were more than 9,000 potential purchasers on the database.

Redrow worked with the Ebbsfleet Development Corporation to have at least two products on sale at any one same time, creating more opportunities and choice for purchasers and maximising build rate. There are more than 100 people working on site each day across the different collections, overseen by several site managers and one project manager.

By offering different styles and sizes of homes, Redrow is catering for a diverse range of buyers, all of whom will have the opportunity to shape the future of this new community to ensure that Ebbsfleet Green is somewhere people can enjoy living for generations to come.





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