

An aerial photograph of the Ebbfleet Garden City development. The image shows a large-scale residential and commercial project with numerous red-brick houses, modern apartment blocks, and green spaces. A winding road and a river are visible in the foreground and middle ground. The sky is bright with some clouds.

EBBSFLEET DESIGN FORUM

1 MAY 2024 -
30 APRIL 2025

ANNUAL REPORT

IN PARTNERSHIP WITH

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INTRODUCTION

In 2022, Frame Projects took on the management of the Ebbsfleet Design Forum on behalf of the Ebbsfleet Development Corporation. It is chaired by Prof. Sadie Morgan and includes 25 members, selected through an open recruitment process in collaboration with Ebbsfleet Development Corporation officers.

Terms of Reference, available on the planning authority's web site, set out the role and remit of the Design Forum, and the way in which it supports the planning process. Schemes requiring design advice are identified by officers and referred to the Forum for review. Officers provide a briefing on the planning context and key issues, both in writing for the meeting agenda, and in person at the panel meeting. Advice given by the Design Forum is recorded in a report, to assist with continuing pre-application negotiations, or to advise the planning committee on submitted schemes.

The Ebbsfleet Design Forum has advised on 3 schemes in the year from May 2024 to April 2025. One of these schemes has been reviewed on more than one occasion. First reviews usually take place at a stage when a client and design team have decided their preferred option for the development of a site, and have sufficient drawings, models, etc. for a comprehensive discussion. There will often be a second pre-application review, to provide advice on more detailed design matters, before planning submission.

Cover image: aerial view of Ebbsfleet Garden City © Ebbsfleet Development Corporation
Image: Ashmere Village, PRP Architects © Andrew Hendy



EBBSFLEET DESIGN FORUM

Authority

Ebbsfleet Development Corporation

Review Panel name

Ebbsfleet Design Forum

Panel management

Frame Projects

Contact name for panel

Yingli Tang, Frame Projects

Contact email address

Yingli@frame-projects.co.uk

Image: Ebbsfleet Design Forum site visit © Frame Projects



REVIEW TOTALS

Number of reviews

3

Number of site visits

3

Number of first reviews

2

Number of follow up reviews

1

Full reviews
(chair plus four Forum members)

2

Chair's reviews
(chair plus one Forum members)

1

DESIGN FORUM COMPOSITION

MEMBERS USED THIS YEAR

No. of different Forum
members used

10

Male Forum members

40%

Female Forum members

60%

Diverse ethnic background
(based on 25 diversity forms)

30%

DESIGN FORUM COMPOSITION

Total member attendance
for each area of expertise
during the reporting
period

Architecture

5

Urban design /
town planning

2

Landscape

2

Sustainability

2

Arts and culture

1

PROPOSALS REVIEWED

APPLICANT TYPE

Private developer

3

STAGE OF PROPOSAL

Pre-application

3

TYPE OF PROPOSAL

Masterplan

1

Residential (50+ units)

2

Image: custom-build neighbourhood, BPTW © Fotohaus



EMERGING THEMES AND ISSUES

Ebbsfleet Design Forum reviews have largely been of parcels of residential development across the neighbourhoods of Alkerden and Ashmere. The panel has also commented on one or two plots in the Thames-side Northfleet area. For the most part these are reserved matters applications for relatively low-density residential development, with a variety of housebuilders working within the masterplan. The forum has also reviewed the neighbourhood centre for Alkerden, and proposals for the community hub there, as well as the major urban park, the green spine running through the centre of the neighbourhoods in the quarry. More recently, the forum has seen the proposals for Ebbsfleet Central, the commercial and community heart of the new city wrapping around the Ebbsfleet International station.

The Ebbsfleet Design Forum has supported the development corporation in addressing the following key challenges:

- incorporating parking levels demanded by the market on plot, to avoid car dominated residential streets;
- delivering neighbourhood net densities above 60dph to ensure a sustainable local centre, while accommodating the house types and parking strategies being sought by the housebuilders;
- encouraging housebuilders to invest in additional design elements and detail to drive more characterful homes, and to balance against the costing to deliver affordability, viability and sustainability.

Image: view from The Observatory © Frame Projects



FORWARD LOOK

The Design Forum looks forward to a continuing involvement in both Ebbsfleet Central, and later phases of development in Alkerden and Ashmere. Designs for the Major Urban Park have been approved by the Development Corporation's planning committee in late 2024, and its construction is programmed to begin in late 2025. This promises a high-quality landscape setting for the new communities in Ebbsfleet, as well as walking and cycling links.

Image: Ebbsfleet Design Forum site visit © Frame Projects

