



ASHMERE

ISSUE 1

EBBSFLEET GARDEN CITY



FIND
YOUR WAY
AT ASHMERE



IT'S THE START OF SOMETHING
EXCEPTIONAL

Ashmere is a new landmark address offering a collection of new homes nestled within stunning white cliffs. A partnership between Countryside Properties, one of the country's leading house builders and Clarion Housing Group, the UK's largest provider of affordable housing.

Ashmere will embody Countryside's signature features of homes of quality, finished and fitted for contemporary living as well as the calibre of architecture, street design, and green spaces which has gained them the highest industry awards for the

communities they build. With one and two bedroom apartments as well as two, three, and four bedroom houses in a range of styles, Ashmere has the living space and layout for you, whatever your life-stage.

A community that is uniquely itself, well-connected, and part of the wider new Ebsfleet Garden City, it is an inspiring, inclusive place to live.

Reconnect with nature, reconnect with one another. Welcome to Ashmere.

THE VISION



"Places where there is easy access to jobs, shops, education and open space can enable us to live more healthily, live more locally, and live more sustainably."

BEN WILLIAMSON
PRP Architects, Associate Director

Ashmere. Aspiring to be more...

We asked Ben Williamson, Associate Director of PRP Architects about the values and vision behind the design for Ashmere.

Our vision for Ashmere is not just as a place to live but a place to thrive in a sustainable new community. New communities don't occur just in homes, they are formed in the spaces and places in-between, the streets, squares, schools, shops and cafés of a neighbourhood. Ashmere will possess all of these.

Being part of a 'Garden City' means new homes at Ashmere sit within a rich landscape of green spaces and parks that bring people closer to nature, with space to walk, cycle, exercise, play, and relax right on the doorstep. This makes Ashmere a place where residents can live more healthily, live more locally and live more sustainably.

Designing Ashmere has been about creating a contemporary new development inspired by the character, nature and landscape of the local area.

Around the periphery the architecture is influenced by the old Maltings buildings and Oast houses of the hop growing industry alongside farmyards, barns and traditional local villages with their characteristic white boarding. Towards the centre the architecture becomes more urban with avenues of terraced streets, tight urban lanes and formal squares.

Above all the new homes are practical, being suited to modern lifestyles with space for storage inside and out and fitted with charging points ready for electric cars. Designed to suit all ages and stages of life, from the youngest to the oldest resident, the new homes at Ashmere will be sustainable, highly-insulated and energy-efficient, providing a comfortable living environment all-year-round.



NEW THINKING FOR NEW LIFESTYLES

Located at the former Eastern Quarry in Ebbsfleet, the land where Ashmere will grow sits within the Heritage Edge of an historic site that has seen transformation over time, first as agricultural farmland, then a chalk quarry, and now a brand new garden city community.



PHASE 1
Launching Summer 2021, phase 1 of the site combines 1, 2, 3 & 4 bedroom homes surrounded by natural beauty.



BLUEWATER
A stone's throw from the development is Bluewater, a premier retail and leisure destination.



CIVIC HUB
The Civic Hub provides on-site community facilities for a variety of groups, clubs and activities.



CITY LINKS
Situated on the edge of the M25, Ashmere is perfectly located for travel to the City and beyond.



EDUCATION
Ashmere will welcome its own brand new primary school, giving children fantastic learning facilities a short walk from home.



OUTDOOR SPACE
With numerous greens and brand new open spaces, Ashmere offers a multitude of outdoor space to explore.

A MODERN INTERPRETATION

OF THE UK'S GARDEN CITY HERITAGE

It was a visionary idea of how people could live in a better, healthier, happier way, and it has an appeal that it is as timeless today as when Ebenezer Howard imagined a new way of designing and planning places for people to live.

Back in the 19th Century more than three quarters of Britain's population lived in towns and cities that had grown quickly, with densely packed streets where housing, factories, and works competed for space. A place of hard surfaces and little greenery, and a poor quality of life. Howard's idea of a Garden City, now recognised as one of the most radical contributions to urban planning, focused on the quality of life a place must offer must have seemed an unachievable dream. However, he lobbied, wrote, persuaded and planned, to make the vision become a reality.

He envisaged a Garden City as a place offering a very different living environment. One where the best of town living met the best of country living. With amenities that nurture a sense of belonging and transport connections that only a city can offer, combined with the feelings of wellbeing that come from always being close to green space –

these are neighbourhoods that deliver real quality of life.

Here, Letchworth and Welwyn Garden City saw the notion become a reality, and the idea also fired the imagination of architects in Australia and New Zealand, New York and New Orleans in the USA, Singapore and South America, Belgium and Italy and beyond.

The appeal of the Garden City is as strong as ever – homes designed and built to a high standard, planned with local housing needs in mind, and with facilities from local schooling and shops, where access to nature is never far away. Today we use terms like wellbeing, sustainability, and work-life balance, and these concepts were always at the heart of the Garden City idea, and never more relevant than now. A place that is good for body and mind, with access to jobs, work, and careers, whether locally or further afield but easily reached on strong transport links.



'Today we use terms like wellbeing, sustainability, and work-life balance and those concepts were always at the heart of the Garden City idea.'

PEOPLE, PLANNING AND
PLACE
MAKING



Ebenezer Howard

Combining the best of city and countryside for healthier communities, the Town and Country Planning Association was founded in 1899 by Ebenezer Howard, whose forward thinking can be seen below in the best practice principles for town planning and place-making today.

01. Mixed-tenure homes and housing types that are genuinely affordable.
02. Imaginatively designed homes with gardens or open space.
03. Development that enhances the natural environment, including protecting and enhancing the local biodiversity.
04. A wide range of jobs within easy commuting distance from home.
05. A strong sense of community that also fosters community engagement.
06. Integrated and convenient transport systems, with walking, cycling and public transport designed to be attractive and accessible to all.
07. Cultural, recreational and shopping facilities.
08. A green infrastructure network in walk-able, vibrant, sociable neighbourhoods.

Inspired by quintessential Kentish style.
Unmistakably designed for contemporary living.

Ashmere offers a wide choice of homes, from how it looks both inside and outside to the way your living space is organised, whether over one-level lateral space or two, three or four storeys, you will find your home – and feel at home – here.

Those looking for apartment living will find buildings defined by character and attention to architectural detail. Apartments feature private balconies, from the projecting style around the Gateway and Arrival Square to overlook the street scene below, to recessed balconies on some frontages, and all offering covetable outside space.

You will find a variety of house styles, like three-storey detached and semi-detached homes with a welcoming entrance hall, kitchen and dining area opening out to the patio and garden, and featuring a first-floor living room overlooking the farmstead shared space or towards Ashmere's white cliffs. With three bedrooms and two bathrooms, one on each floor, these homes maximise their footprint. You will also find semi-detached and terraced homes styled on traditional barn buildings, offering two and three bedroom homes over two storeys. With ground-floor open-plan kitchen, living and dining space, with façades split horizontally between two different materials as with traditional Kent barns, such as a warm buff or redbrick base and black board paneling above.

There are also detached and semi-detached homes with a design featuring a car-port with room above, a projecting canopy entrance, and an inside layout with large open plan kitchen, living and dining area, and four bedrooms above. Whichever home style you choose, you will find the arrangement of buildings of different height, rooflines, materials and colour tones together mean Ashmere is a rich, nuanced place that feels organic and welcoming.

CREATING A BRAND NEW VILLAGE

The homes at Ashmere are being built to meet Building for Life Assessment standards, as well as being designed according to local, national and statutory design best practice. For you, it means living in a high quality, safe and accessible living environment.



A 21ST CENTURY
GARDEN CITY

FOR THE GARDEN OF ENGLAND



THE ULTIMATE GARDEN CITY

The Garden City concept is where the best of city life meets the best of green spaces, and when London meets the Garden of England, the result is something truly remarkable.



Ebbsfleet Development Corporation is delivering a shared vision of a Garden City that is the first in a generation, where residents can live rewarding, healthy, balanced lives. Working with local authorities, land-owners, local communities as well as private and social house builders, plus utility providers of electricity, gas, water and telecom, it will see new commercial, community, and cultural facilities whilst embracing the existing communities of Northfleet, Swanscombe and Greenhithe in a 21st Century Garden City of well-designed neighbourhoods.

Ebbsfleet Garden City will be a benchmark in modern development, in that by 2035 up to 30,000 people will work in a green, appealing environment, and around 15,000 high quality, attractive new homes will be built.

More than 50 new parks and open spaces are planned, in a Garden City where over 40% will be green space. These will include City parks big enough to hold large-scale events and space for sports facilities like running tracks, to local parks and riverside walks - from a serene estuary to vibrant waterfronts with a buzzing atmosphere to stroll and dine waterside.

The new Garden City will be well-served by modern public transport. Already benefiting from the advantage of superb connections at Ebbsfleet International station, as the area grows the Fasttrack rapid transit system is equipped to grow flexibly and offer greener local transport, in a Garden City offering a new level of quality of life whatever your age.



A community is about people, from the neighbours on your street and the new friends you meet along the way, to the events where you come together, and today we are appreciating the benefits of being part of one as never before.

The Garden City vision is one of well-designed homes in well-planned communities that deliver a real quality of life. Key to that quality of life are the amenities that help a sense of belonging develop and thrive, from purpose-built buildings to communal outside spaces that are a focus for people to gather for events. Staying true to the original concept of a Garden City, Ashmere has a centre at its heart - the Civic Hub. Here there are purpose-built facilities and spaces for clubs and groups, where you can join an existing activity or start your own - whether parents with toddlers, those who share a passion for knitting, gardening, photography or painting, or who simply like the opportunity to have a chat over coffee.

A community develops and grows in outside spaces too, not only during the warm

summer months but also coming together for cultural events and seasonal celebrations throughout the year. At the Civic Hub is the central Neighbourhood Green, one of four Neighbourhood Greens you will find throughout Ashmere. Connections can also be made along pathways where you meet other new residents while getting some fresh air, or with other allotment holders. Children will make their first friends long before starting school at Ashmere's play areas, from the large Adventure play area to the three Locally Equipped Play Areas meaning dedicated places for fun are never far from home. Countryside prides itself on creating communities, and it is this approach to housebuilding that means that Ashmere is designed from day one for people to connect with one another.



A NEW
COMMUNITY
FOR A THRIVING AREA

Sharing the activity with a companion is twice as nice.

The foot and cycle path networks at Ashmere are perfect for exploring the village. Ask a neighbour to join you on a stroll or a bike ride - Ashmere has been designed to be pedestrian and cycle friendly, with the cliff edge buffer as the main leisure route, within the wider Ashmere loop.



OUTDOOR WELLBEING

ON YOUR DOORSTEP



A growing amount of research shows benefits for our health from being amongst or near green space. Simply looking at trees, ideally amongst them but even through a window, has been shown to reduce stress, while surveys of neighbourhoods with communal green spaces report residents feeling they have a higher quality of life. This 'outdoor wellbeing' effect also includes water so that as well as green space, blue space like rivers and lakes are also calming for body and mind.

The historic quarry left several water courses and lakes, and as well as draining some of these, a new lake will be a place to walk around and relax to the sights and sounds of wildlife - from birds and dragonflies skimming the surface to small mammals living amongst the reed edge. It is part of an extensive green infrastructure that flows through Ashmere in a series of green connections, as well as open spaces of different sizes, from smaller greens to the extensive Country Park.

There are walking and cycling routes running north to south in Ashmere, with many shared footpaths and cycleways leading to Ashmere's Urban Park that merges into the wider surrounding green landscape.



Well-rounded landscape design

Close to the western main entrance is the destination space of Arrival Square. With its design of concentric rings of paving and seating, also echoed in the white and silver trees and grassed areas, it celebrates the site's history whilst being a relaxing place to sit, pause and chat.



How the space around us looks and feels beneath our feet has a powerful effect, and well thought out landscaping is more important to the quality of our everyday lives than we might imagine.

It encourages us out of our homes because it makes being outside rewarding, makes us want to pause and take in what we see, and in doing so stimulates our senses – whether it is the colours of plants, the fragrance of shrubs as we walk by, or the sound of a water feature. By being outdoors we also gain increased levels of vitamin D, the sunshine vitamin. In short, good landscaping is good for our physical health and mental well-being, offering a change of surroundings from your living space, and offers a breathing space – and where high-quality architecture and landscaping work together, it results in something very special.

Not only does landscaping help connect us to our surroundings now, it can give us a sense of our history. Through the years agricultural

activities gave way to chalk quarrying, and the new landscaping takes inspiration from the lush, verdant nature of the county – which long made it known as the Garden of England – to the chalk cliffs of Ashmere and Kent. Within the Industrial Heritage character area, landscaping surrounds the apartment blocks in a series of traditional Kent Garden rooms radiating out. One inspired by hop growing, another by wildflower meadows, another by rose gardens, they meet at a central space of colour and fragrance, attracting garden birds, bees and butterflies. Each garden room also features a grassy play area set behind a hedgerow, while car park courts feature landscaped islands and seating so that they are places to use, not just park the car.

Quality landscaping also gives us a sense of place, and at the northern end of Ashmere with its series of landmark buildings, the design results in memorable place-making, and throughout the development it is landscaping which ensures the different parts of Ashmere feel naturally connected. Ashmere is landscaping at its best.



Ashmere is also surrounded by several green spaces, each with its own character, habitats, wildlife and bird-life, waiting to be explored.



DARENTH COUNTRY PARK

Above the Darent Valley, the Country Park has seen Saxon spearheads, brooches and glass bowls found there. Newly planted orchards feature 150 varieties of apples and pears, cherries, plums, and cob nut trees.



CRAYLANDS GORGE PARK

This woodland park incorporates historic gorges, bridges and dramatic landscape. It will improve connections east to west, and north-south between the Eastern Quarry and the Swanscombe Peninsula, creating an inspired backdrop for walking, jogging, and cycling through the seasons.



NORTHFLEET URBAN COUNTRY PARK

The Park whose land was once orchards and farmland and later a chalk pit, is perfect for a stroll, and popular for taking four-legged members of the family for a walk. Several informal pathways cross the undulating levels of parkland.



SWANSCOMBE HERITAGE PARK

Once the Barnfield Pit quarry, a trail winds through the wooded park, which is a Site of Special Scientific Interest. You can gaze out to the river from the open grassland, while youngsters will appreciate the playground.



THE SWANSCOMBE PENINSULA PARK

Ebbsfleet Garden City will see a new Swanscombe Peninsula Park with three marshes - Botany, Broadness, and Black Duck - for visitors to explore from pathways, viewing platforms, and bird hides. The hotly anticipated London Resort at the site is also tipped to be world's first carbon neutral operational theme park, opening in 2024.



Ashmere is perfectly placed to offer a great start from the early learning stages through to the years ahead. Ashmere will see its own new primary school, designed for the best possible learning and teaching with light and airy classrooms and resource areas - with an emphasis on healthy futures with play and sports facilities to establish and encourage an active lifestyle and promote a healthy body and mind. Local schooling also means that pupils not only learn together but will make friends they will play and grow with outside of school.

CHERRY ORCHARD PRIMARY ACADEMY

A state-of-the-art facility offering an outstanding experience for children aged 3 to 7 years where all children are able to achieve their full potential.

ST GEORGE'S CHURCH OF ENGLAND SCHOOL

Founded in 1580, St George's is a mixed gender, non-selective secondary school and Sixth Form.

EBBSFLEET ACADEMY

A co-educational secondary school with academy status, located in Swanscombe.

SHEARS GREEN INFANT SCHOOL

For children aged 3 to 7, this school aims to create 'Happy, Confident Achievers' through the teaching of their creative curriculum.

NORTHFLEET SCHOOL FOR GIRLS

A non-selective secondary school for girls whose motto is 'Always Learning, Learning All Ways'.

NORTHFLEET NURSERY SCHOOL

Providing nursery education for children aged from 3 to 5 years with an Ofsted rating of 'outstanding'.

NORTHFLEET TECHNOLOGY COLLEGE

A secondary school and Sixth Form for boys aged 11 to 18 where the curriculum enables all to succeed.

MAYFIELD GRAMMAR SCHOOL

A selective school for girls accepted at age 11 by examination and both boys and girls at age 16, with an Ofsted rating of 'outstanding'.

GRAVESEND GRAMMAR SCHOOL

A selective grammar school for boys aged 11 to 18 and girls aged 16 to 18, rated 'outstanding' by Ofsted in all levels of effectiveness.

UNIVERSITY OF KENT

The county is home to the University's main campus in Canterbury, as well as offering postgraduate programmes at institutions in continental Europe at the Brussels School of International Studies.

CANTERBURY CHRIST CHURCH UNIVERSITY

With a network of campuses and centres stretching across Kent and Medway, Canterbury Christ Church University students are a vital part of local communities.



BLUEWATER

ON YOUR DOORSTEP

When local shopping is a premier retail destination.

When Bluewater Shopping Centre opened just over 20 years ago it was planned as a place offering the calibre of shopping that has firmly established it as a premium destination. Today, Bluewater, instantly recognisable with its glass turrets and domes, and set in 240 acres surrounded by a 50-acre landscape of lakes and parkland, is a byword for mall shopping at its most diverse and desirable.

There are 300 stores offering a wealth of brands, exemplary customer service including a Concierge Team, and 7-day a week opening 11am to 9pm on Monday to Saturday.

Expect retail excellence. Long-established names like John Lewis and exciting new pop-ups, shops found only in the West End like Hamleys, and ones selling mattresses recognised by NASA and certified by the Space Foundation. There are favourite fast-fashion chains like Primark as well as heritage brands like Hawes and Curtis, and Ribble, designing and building award-winning bikes since 1897 where future champions, daily commuters, and leisure riders can digitally customise their bike to order. Bluewater also caters for all members of the family, with an Empowrium selling everything for your pet.



That's entertainment

Bluewater is about much more than shopping, with over 50 places to eat in restaurants, cafés, and watering holes.

From Lebanese grills to gourmet burgers, tapas bars, juice bars and cocktail bars, Bluewater is always ahead of the game whether welcoming new stores or places to eat. In fact, quality brands often choose Bluewater to open their new flagships, like the Cocoba chocolate café with 150 chocolate items including truffles, Belgian chocolate fondue, and signature chocolate waffles.

The 17-screen Showcase Cinema de Lux offers an impressive choice and hours, open until 3am Friday and Saturday, so you can make an evening of it at Bluewater.

In fact, Bluewater offers a great day out for all the family too. Bring the kids or bring out your inner child at the Gravity Bounce to jump over trampolines, play slam-dunk or dodgeball, or head to Pirate Cove Adventure Park or the Dinotropolis Dinosaur soft-play with its animatronic dinosaurs, interactive games, and raptor racing for a prehistoric adventure.



Sustainable environments enhance the well-being of the people who live, work, and grow up in them, and help protect valuable natural resources, so that we can meet our own needs without compromising the ability of future generations to meet their own. It's a responsibility we owe those future generations, and it can be achieved, from the homes and other buildings we design to the choices we make in the way we travel.

Each home can make a difference to the carbon footprint, and at Ashmere homes will be fitted with efficient glazing, energy-efficient lights, appliances, boilers and hot water systems.

Ashmere is also about making it easy and appealing to opt for more sustainable choices – like cycling in and around the area. Secure cycle storage has been integrated into the design with cycle stores allocated within the main building in the apartments, and in the rear gardens of houses.

Sustainable drainage systems, known as SuDS, will be established on the wider landscape and at western section of the urban park with its large area of SuDS as well as native tree planting, the retained existing woodland, and wetland planting establish an attractive,

naturalistic environment and an enriching one for the benefit of wildlife and biodiversity.

Access all areas. Fastrack. A green, sustainable, transport choice that is reliable, accessible and modern, the Fastrack rapid transit meets the needs of local people travelling locally or to catch onward links at nearby stations. Running on the road but on dedicated Fastrack-only routes or lanes, it offers all the advantages of a light rail network but with no need for rails, and it has huge potential to take many thousands of car miles off the road, reduce traffic congestion, and improve air quality. Already a familiar sight in the area, Fastrack will seamlessly connect Ashmere and the wider Garden City to its surroundings.



THRIVE

OUTSIDE

Your outdoor space is where you can make your mark just as much as in the interior of the home, to create a uniquely personal and very special place.



Gardening programmes are now some of the most popular in the TV schedule, providing inspiration, practical ideas and advice. Perhaps it's because our outdoor space is increasingly seen as a place to unwind, de-stress as well as play, cook outdoors, and entertain as we are recognising just how important it is. You may love a garden full of big bold beautiful blooms like hydrangeas or the architectural look of tall grasses, but one trend that is increasingly popular is having a wildflower section. You can buy ready-mixed collections containing different wildflower seeds. Simply pour and enjoy as they grow then burst into colour. Butterflies and bees love wildflowers too, so you are doing your bit for the pollinators.

Indeed, with a greater focus on eco habitats, our outdoor spaces are more and more welcoming havens for wildlife. So, think not just bird feeders but bird boxes too, positioned to avoid facing full sun, as well as bee hotels, and even a hedgehog house. Children love seeing and discovering nature in this way. Or grow the family's favourite vegetables – youngsters love being involved in this too – and enjoy meals made with ingredients picked minutes before. If growing your own onions, courgettes, and green beans feels too ambitious try trays of lettuce from crisp greens to deep red lolo rossa for home-grown mixed-leaf salads. But however active you want to be in it, or how you choose to use it, what is certain is that your outdoor space is an integral and invaluable part of your home life.

DISCOVER YOUR NATURAL HABITAT

Pots of possibilities

Containers are the perfect way to create instant impact and colour especially in a new garden. Containers dehydrate fast so choose compost containing water retaining gel which means less watering and so is better for the environment.

Birds of a feather

Choose a range of bird food to attract different species to your garden. Use a good quality bird food mix that has the nutrients they need to make strong eggshells and keep their plumage water resistant.

Fresh herbs, chop chop

Herb gardens are highly productive and low-maintenance. Grow from seeds or buy plants from the supermarket. Place your herb garden near the kitchen door so you can conveniently pop out and pick mint, parsley or chives for your cooking.

A real ray of sunshine

Nothing says summer like sunflowers. Children love to plant them and watch them grow. They are remarkably tough too, able to thrive in most kinds of soils. The result is magnificent towering plants, while the seeds can be collected later on and dried to use as bird food.

Midsummer night's dream

Make the most of balmy evenings and add a delightful ambience with some lighting. You can illuminate the patio, or accent a favourite plant. Solar-powered ones are no-fuss, simply place stake lights along a path, and add a designer touch with a glass or mesh wire lantern.

Keep summer going...

A big mistake we make in our gardens is having everything peak at once. But from climbing plants like clematis to raspberry plants you can buy early and later seasonal versions (it will say on the label). Buy both to extend your flowering and fruiting season. Big ideas for balconies - there's no mowing involved and they can provide wonderfully relaxing and stylish outdoor spaces.

Lush life

Plants add the essential greenery for that private oasis feel. Think big leaved plants like palms and bamboo for greenery all-year-round and a touch of the tropical, combined with a range of trailing plants.

Flexible fun

Furniture that offers easy storage and is made of weather-resistant materials if it's going to be caught out in the rain is ideal. High street and online stores even offer balcony bistro sets designed for balcony or fresco dining with a metal table that folds up after use.

Chill out

Your outdoor space is all about relaxing and unwinding your way. So, if you don't fancy sitting out on a chair opt instead for plump, ultra-comfy floor cushions to curl up with a good book or buy two for when a friend visits.

Grow local

From tomatoes to chilli plants and strawberries, not only do these plants add colour, you still get to enjoy that rewarding feeling of seeing your growing efforts bear fruit. There are even gardening books dedicated to 'the edible balcony'.

Bring the Med home

If you have admired Mediterranean balconies when abroad recreate the look back home. They love geraniums and begonias on the Med, and even better, with care these bloom for months. Choose one simple colourway like cheery red for an authentic Med look.

Glowing looks

Tea-lights and flickering candles (real or LED) look magical on a balcony, whether sitting out in the evening or looking out from the inside. Or enjoy the glow of a set of solar string lights in a nature-inspired design such as honey bees or dragonflies as the sun goes down.



Did you know?

- The history of many of the local chalk quarries goes back many centuries, some started by the Romans
- Local quarries expanded from the 18th Century as demand for building materials took off – one chalk pit alone had 21 railway sidings at its edge
- The Swanscombe cement works became the largest in England and Wales – and were also the place England's earliest commercial-scale rotary kilns were commissioned
- Both the QEII Bridge and parts of the Channel Tunnel were built using cement from the Eastern Quarry
- Ashmere is being built at the former Eastern Quarry, but there was once also a Western Quarry. Today you will know the Western quarry site better by its later name – Bluewater

▲Image of Dover, Kent coastline

HISTORY

BENEATH YOUR FEET



Ashmere sits within the site of the former Eastern Quarry, where a landscape of rich heritage has been integrated beautifully into the character of Ashmere to showcase the chalkland topography that helps makes the development so distinctive. Kent has its own iconic white cliffs, and at Ashmere this evocative feature can be seen at several places from the terraced chalk gabions at the western edge entrance, to the stunning cliffscapes. The design of Ashmere is creating streetscapes which can take full advantage of views of the white cliffs, as well as making them a striking backdrop to many of the new homes.

It was once a powerhouse where engines and pump houses were fired up to provide the materials from chalk quarries and sand pits that were much in demand. Such was the scale of activity locally that several quarry tramways were needed to transport the extremely heavy, bulky materials on the old western tramway. The tramway bed can still be recognised for some way – perfect for keen industrial archaeologists young and old to spot clues to an illustrious past that made its mark on the landscape and on the building of modern Britain.

SURROUNDED BY
NATURAL
BEAUTY



PERFECTLY CONNECTED

IN EVERY ASPECT



Whether for work or leisure, the daily commute, days out in the capital, or weekends away in a European city, at Ashmere every journey means having all the benefits of a connected, accessible transport network.

Just 20 miles from Trafalgar Square, Ashmere makes it easy if your work is in the capital or the City. The High Speed 1 route at Ebbsfleet International station runs to London St Pancras in just 17 minutes, with a short hop west to Oxford Circus or to the Square Mile's Moorgate and Liverpool Street. It makes for true work-life balance, combining city working with a more relaxed, Kent lifestyle. There are parking facilities as well as pick-up and drop-off zones, and secure cycle rack storage at the station, while Greenhithe rail station also offers rail services into London with journey times into both Charing Cross and London Blackfriars of 56 minutes.

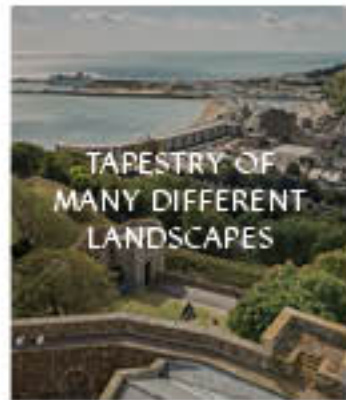
Ashmere sits within an impressive road network close to the A2 which runs from Dover through Kent and to Borough in the capital, and to the A2/M25 Darenth interchange, for excellent access across the region and beyond. Locally there is a network of public transport including the Fastrack rapid transit system with its dedicated lanes. The Fastrack route takes in Gravesend, Northfleet, Swanscombe, Greenhithe, Bluewater and Dartford, with Ashmere set to be part of the Fastrack network with its own stops, providing reliable public transport to nearby train stations and local destinations including Bluewater.

Lunch in Paris?

Living at Ashmere puts international travel connections on the doorstep, with Ebbsfleet International one of only three international stations in the country from where you can depart to travel abroad. Ebbsfleet International has services via Eurostar into Paris, Brussels, Lille, and Amsterdam, making catching the train for breaks in vibrant European capitals and picturesque cities a breeze.



10 REASONS TO LIVE IN KENT



TAPESTRY OF MANY DIFFERENT LANDSCAPES

01

Kent is a tapestry of many different landscapes from rolling countryside and ancient woodland to dramatic coastlines – together they create the different faces of Kent and a county with enduring appeal.



FARM SHOPS WITH KENT PRODUCE

04

As well as apples, soft fruits like cherries, vegetables, free-range eggs and meat from grass-fed animals, can be found in farm shops packed with Kent produce, as well as ice-creams in flavours from strawberry to cobnut fudge – and in high summer, lavender.



HOST OF OPPORTUNITIES

08

Kent was acknowledged for the 'host of opportunities it offers curious young minds', by travel guide Lonely Planet. It's great whatever your age, whether you're discovering history at Leeds or Hever Castles or finding out about its ecology and habitats.

02

Kent has a temperate maritime climate, rarely experiencing very extreme weather and with some of the best British weather. You'll still need a broily – this is Britain after all – but above-average temperatures often appear during Summer days, helping to make the most of all Kent has to offer.

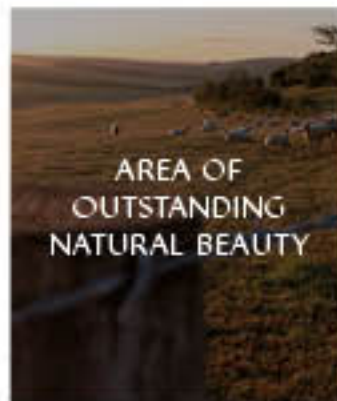


THE BEST OF BRITISH WEATHER



05

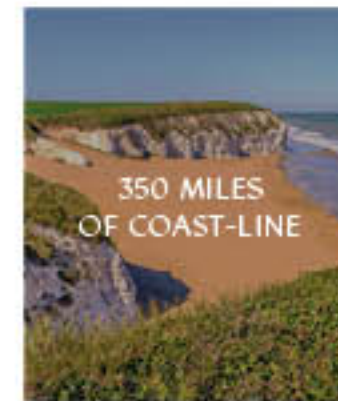
Living in Kent means days out amongst views of rolling hills, woodland, and villages of cottages and church spires – indeed part of Kent is in the High Weald and part in the Kent Downs, both designated 'Area of Outstanding Natural Beauty'.



AREA OF OUTSTANDING NATURAL BEAUTY

09

With 350 miles of coast-line you'll find seaside towns like Broadstairs, Whitstable and Margate, each with its own personality, and coasts with stretches of golden sand, shingle bays, or dramatic cliff tops, including of course, the famous white cliffs of Dover.



350 MILES OF COAST-LINE



QUALITY SPARKLING WINES

03

That micro-climate means Kent is one of the few UK locations where grapes ripen on the vine in vineyards producing quality sparkling wines, Pinot Noirs and Chardonnays, while the county's apple producing heritage makes artisan ciders using Kent's apple harvests.



SUPERB TRANSPORT CONNECTIONS

06

Yet Kent living still means superb transport connections, across the county, to the continent as well as to the capital, making it an ideal choice for those working in central London or the City via fast, frequent, direct links.



CELEBRATING PAST AND PRESENT

10

Kent celebrates its past and has a modern outlook, from the Dickens House Museum to the Turner Contemporary gallery. A place that draws people from far away to an amazing county – and one you will be able to call home.

07

Education has long had a great reputation in Kent, with many outstanding places to learn from nursery through to senior school and beyond. Some 23% of the UK's grammar schools are located in the county.



OUTSTANDING PLACES TO LEARN

No better place to be.

There are so many reasons to choose Kent as a place to live – we have chosen just ten of them here



Image of typical Countryside show home.

From tried and tested tricks used by interior designers to achieve a great look to on-trend décor items that will stand the test of time, you can make your new home contemporary, comfortable and chic with little effort and big impact.



SUPERIOR

STANDARDS



Images taken from typical Countryside homes. Countryside reserves the right to amend specifications as necessary. Please ask Sales Consultants for further information on detailed specification regarding specific properties.

At Countryside we are proud of our exacting standards, and in every room and space they will enhance the enjoyment of your home from day one.

GENERAL FINISHES

It's the finishing touches, the thoughtful details, that can – and do – make all the difference. We've thought of everything, including plenty of hanging and storage space plus practical floor coverings.

- Master bedrooms feature a fitted double wardrobe with one mirrored door
- Internal doors painted white
- Skirtings, architraves and staircase painted in a white satin
- Walls and ceiling painted in brilliant white
- Amtico flooring to open plan kitchen/dining/living room, hallway, bathroom and en-suite
- Carpet to separate living rooms
- Carpet to bedrooms
- Carpet to stairs and landings in houses

KITCHEN

The centre for modern family life. Our homes all have quality fixtures and fittings with high specification integrated units and labour saving devices.

- Contemporary-styled kitchen with laminate worktops
- Full height laminate upstands to the underside of wall cupboards and splashback behind hob
- Under-cupboard LED lighting below wall units
- Stainless steel one-and-a-half bowl sink with tap
- Electrolux single oven to 1, 2 and 3 bedroom homes
- Two Electrolux single ovens to 4 bedroom homes
- Induction hob
- Integrated extractor fan (where applicable)
- Integrated fridge/freezer and dishwasher
- Freestanding washer/dryer

EXTERNAL AREAS

- Turf to gardens
- Slabbed patio and pathway to gardens
- External tap to gardens

LIGHTING AND ELECTRICAL

- Energy-efficient downlighters to kitchen, hallway, WCs, bathrooms and en-suites
- Pendant lighting in living/dining room, landing and bedrooms
- White switches and sockets in living room, hallway and bedrooms
- Double sockets with USB ports in kitchen/dining room
- Smoke alarm detectors positioned where required
- Fibre to all properties provided by Open Fibre Network Limited
- Electric Car Charging Point to houses (where applicable)

BATHROOMS & EN-SUITES

- Modern white sanitary ware to bathroom and en-suites with chrome mixer taps
- White acrylic bath with panel and screen (where applicable)
- Thermostatic shower mixer
- Semi-recessed hand basin
- Mirror fronted cabinets incorporating shaver socket (where applicable)
- Fixed wall-mounted shower and enclosure with door (where applicable)
- WC with chrome flush controller
- Heated chrome towel rail
- Saloni wall tiling provided (where applicable)
- Full height tiling around bath, full height around shower, half height on sanitary ware wall
- Fitted mirror to bathroom where no window present

Please ask Sales Consultant for plot specific detail

DECORATING HINTS & TIPS

Filling your home with style has never been easier, with online moodboards and a wealth of decorating tips providing inspiration for every taste and type of home.



1. Play to the gallery

"HANGING FRAMES IN A CLUSTER..."

A current trend to add interest to bare walls is hanging frames in a cluster. Frames are different sizes, some hung portrait, others landscape, but the single frame style whether white metal or black wood, means a unified rather than untidy effect. Stores from John Lewis to Habitat are selling ready-made mixed frame sets, simply choose your favourite photos or prints.

"WOVEN BASKETS ARE A GREAT SOLUTION..."

A totally uncluttered home is unattainable for most, but on-trend woven baskets, whether wicker, chunky woven cotton rope, or seagrass are a great solution, and the materials add an organic element to your décor. Choose natural coloured fibre or natural weaves with a pastel base. For best effect line up more than one, graduated in size three-bears style.



2. Weave some magic

"ENSURE PENDANT LIGHTING IS AT THE RIGHT LEVEL..."

Ensure pendant lighting is at the right level placing it around three feet above surfaces, whether dining table or kitchen counter. And if it's a rectangular table rather than a round one or an island, more than one pendant light will look better (see rule of three opposite).



3. Getting the hang of it

"HANGING A MIRROR ACROSS FROM A WINDOW..."

Interior specialists have long understood that hanging a mirror across from a window is a great way to maximise natural light as it bounces the light around the room helping it feel brighter instantly.



4. Be more reflective



5. So last century

"MID-20TH CENTURY STYLE IS ENDURINGLY CHIC..."

... and so very on-trend. Mid-20th Century style is enduringly chic with its signature wooden tapered legs pointing outwards. Lifted off the ground, by appearing to float, whether bedside cabinet, sideboard or sofa, more visible floor-space makes the room feel more spacious.

"MAKE A DESIGN STATEMENT OF YOUR CURTAINS..."

It is not just the furniture and fabrics you choose that make the look and feel of your room. Make a design statement of your curtains by hanging them high above your windows - the closer they are to the ceiling the greater the impact.



6. High ideals



7. Feel the love

"SALES OF LOVESEATS ARE SOARING..."

Sales of loveseats are soaring and it's no surprise - you can curl up on them in a way you can't on an average armchair, and one super-size cushion makes them cosier than the twin of a sofa when sharing with partner or pet. Made for cocooning - some brands call them The Snuggler or Cuddle Seat - look for plush coverings like velvet to sink into.

"THINK 'RULE OF THREE'..."

Whether it's a set of pendant lamp shades or photos on a shelf or desk, think 'rule of three'. It seems that items arranged in odd numbers are just more visually appealing to the human eye and brain. Whatever the reason, 'three' is a highly effective, 'free' design trick.



8. Easy as 1, 2, 3...



Feel a new sense of freedom

Purchasing a new home could mean you can move into your own place quicker than you think. The government Help-to-Buy and Shared Ownership schemes are only available on the purchase of new homes, and, once you've set your heart on the home you want, there's another bonus - a new home is always chain-free.

NEW HORIZONS

Buying a brand-new home brings a level of choice, eco-efficiency, and peace of mind that is quite simply hard to match.



New home developments like Ashmere offer a wide range of styles and layouts to choose from, as well as friendly teams who can tell you all you want to know, including how the completed development will look, how different home designs compare, and where they will be located, down to the options for the worktops in the kitchen. They understand that your new home is about far more than bricks and mortar, it embodies your hopes and plans for the future.

And if your chosen design is precisely what you are looking for, that is because new homes represent the very latest thinking when it comes to the layouts and living spaces for how we live today. It is also constructed to the latest build standards, and the UK carries out some of the most advanced building research, from developing and testing new materials that give greater durability and higher performance to reducing the effects on the environment. From the highly efficient boilers and heating systems to the levels of heat and sound insulation, through to the double-glazing, a new-home offers comfort, low-maintenance, and lower running costs. In fact, data from Energy

Performance Certificates shows over 80% of new homes have A or B ratings, which is pretty impressive.

You will never need to ask the questions that are key when buying a second-hand home to avoid significant replacement costs in the future. How old is the boiler? Does the oven work? When were the windows installed? In a new home the answer is simple - everything is brand-new from the manufacturer and comes with a guarantee. On move in day you have a sparkling, fresh, pristine home and no greasy cooking hoods or grout mould in the shower. What is more, appliances - A-rated for energy-efficiency naturally - are part of the deal with a Countryside home.

After your purchase, Countryside provide 24-hour emergency cover for heating, plumbing and electrical problems for a two-year initial period after purchase, in addition to the peace of mind that comes with the 10-year industry warranty. When asked in the most recent industry survey, almost 90% of home buyers said they were satisfied with their new home.

WE CREATE PLACES

PEOPLE LOVE



Acordia



Brook Valley Gardens



Rochester Riverside



Springwood Park



COUNTRYSIDE
Homes

Countryside brings an unrivalled and vision and depth of experience to Ashmere. As one of the UK's leading home builders and urban regeneration partners, we have always believed that where we live matters and we're passionate about creating places where people aspire to live.

These principles and values – which we share with those who envisaged the Garden City, Garden Suburb or Garden Village – have long been at the heart of what we do. Almost 30 years ago work began on the Great Notley Garden Village in Essex which was completed in 2017, bringing 2,000 new homes, an employment park, and a 100-acre country park with amphitheatre and sports facilities. This award-winning development, made up of three neighbourhoods, and each with its own distinct style, showed Countryside's expertise in creating sustainable, desirable communities.

All our developments carry a signature style and character, designed to work for modern lifestyles today and constructed with materials that reflect our commitment to quality. Our exacting standards and sustainable credentials combine to create places that stand the test of time. As a result, we hold more Housing Design Awards than any other developer. From the character of the homes we build to the planning and individualized detailing of environments, our creative approach to place making provides a greater sense of belonging, spirit of neighbourhood and quality of life. It is no surprise that Countryside Partnerships South is an NHBC 5* developer.

◀Computer generated image, indicative only.

LATIMER HOMES

Latimer is the private sale home building arm of Clarion Housing Group, developing homes for private sale in thriving mixed use communities.

Clarion Housing Group is the UK's largest provider of affordable housing. We build communities that work for the long-term and we have been developing for over 100 years. The Clarion story started with William Sutton, a 19th century entrepreneur who gifted his entire fortune (£175million in today's money) to build affordable housing across the major cities in the UK. We have been delivering on his legacy ever since.

What sets Latimer apart is our long-term commitment to the people who live in our homes. We don't build and then simply move onto the next site; we create thriving places for families to enjoy.

We also want every Latimer community to be socially and environmentally sustainable. That means a consistent commitment to high quality and low carbon properties. Our model is very different to other developers. We don't have shareholders, so we don't face short-term demands to make profit at any cost. Instead, we are driven by our commitment to quality, community and places that succeed.

As a group we have a committed development pipeline of over 16,000 new homes and have ambitions to become a top ten home builder in the UK over the next 5-7 years.



LET COUNTRYSIDE HELP YOU BUY YOUR DREAM HOME

With Countryside's fantastic schemes to help you make your next move, there has never been a better time to buy.



▲Nadia Mitchell, 24

24 year-old first-time buyer steps on the property ladder at Rochester Riverside.

With the average age of a first-time homeowner now 33, young first-time buyers like Nadia Mitchell, who purchased her first home at Rochester Riverside aged just 24, are rare.

Buying at the development was no coincidence for Nadia though. She fell in love with Rochester thanks to her sister who was the first in her family to lay roots at the development, and after getting a job working in property in the area a year ago, her fate was sealed. After no longer wanting to commute from London, Nadia started saving hard, utilised the Help to Buy scheme and got some additional support from her parents to step onto the property ladder. Eventually, a one-bedroom apartment overlooking Rochester Castle and Cathedral became her first home.

Nadia said: "I've always been very independent, so purchasing my own home was something I've wanted to do for ages. I spent the last 18 months saving from my salary, and when the opportunity came to work in Rochester, thanks to Help to Buy and help from my parents, it was a no-brainer to purchase my first home here! With my sister being here as well, it was a bonus, as I already knew the development from coming to visit her and now I get to have my family on my doorstep."

Having previously rented a two-bedroom apartment in South Woodford, east London, Nadia worked out that she would not only be paying less each month for a mortgage, but also benefit from owning her own property in a location she loves without having to compromise on her lifestyle.

"I love London. I grew up and went to university there, but I was spending £850 a month on rent with bills on top. Now, I only have to worry about my mortgage which is £550 and my bills are a lot less, too."

"I still live the same life I lived in London except I now own my property in a beautiful location. I'm only a little over a half-hour train away from London which means I can still do everything I used to do, like meet my friends at Westfield, go shopping and go out in Shoreditch," Nadia added.

Family quit the London bustle to embrace waterside living at Rochester Riverside.

Colin Dragut, 52, and his family had been living in a rented two-bedroom house in Woolwich, south London for two years when a friend of theirs invited them over to see the new home he had recently purchased at Rochester Riverside.

A week later, Colin was on his way back to Rochester on a mission to find out more about the new regeneration scheme and the homes on offer. "I was relieved to find out that a few three-bedroom houses were still available," he said. Coming from a construction background, Colin was pleasantly surprised by the quality of finishes and the level of product knowledge demonstrated by the Countryside staff. "The quality of build and finishes was simply impeccable, and I could tell they'd used good materials throughout. After that follow-up visit, I made a decision to buy my first home there without having seen anything else," admits Colin. As a result, the family put down an offer for a three-bedroom house, available with Help to Buy, which they liked because of its clever layout and abundant space.

The community aspect was also an important aspect for the family. "Because of what our friend who lives here had told us, we knew we would be buying into a real community. It has a cosmopolitan feel, and people around here are nice and friendly. We are lucky to have been able to purchase a home, not just a house," said Colin.

The quality of build and finishes was simply impeccable, and I could tell they'd used good materials throughout.

▼Colin Dragut and family



Harry, 28, and Molly, 27, Boyd have recently purchased a home at Countryside's Springhead Park, in Ebbsfleet Garden City, Kent, making overcrowded trains a distant memory.

Harry says: "Both Molly and I work in the city, and we actually get a coach straight into London, rather than the train. We live just a short walk away from the coach stop, and within an hour we're dropped off at Fenchurch Street. It's more affordable than the train, and we are guaranteed a seat, which is more comfortable than the overcrowded trains!"

Springhead Park is a new collection of homes located within Ebbsfleet Garden City, in Northfleet, Kent. Harry says: "I have rented in Springhead Park for about nine years, and I would never dream of choosing anywhere else to live. Once we saw the house go on the market, we went to have a look and reserved it there and then, everything just fell into place."

Harry mentions: "When we were looking for a new home, we didn't look too far as we were impressed with what Countryside had to offer. We were most impressed with the proportions of the house. Each room is a really good size, there's not a box room in sight! Outdoor space was also really important, and we use the garden like it's another room. We have thoroughly enjoyed moving to a three bedroom house, as our old flat was quite small. We're now able to host more people, and we often entertain outdoors."

Homes at Springhead Park all feature contemporary interiors with open plan living and thoughtful details throughout. Kitchens are individually designed and are fitted with a full range of appliances, bathrooms are sleek with contemporary white suites and chrome fittings. Harry adds: "We always knew we wanted a new build, the structure of the new homes at Springhead Park are really impressive, and everything is guaranteed, which gives you peace of mind. All of the kitchen appliances were here when we arrived, so all we had to do was move in."

"Countryside also hosted a 'Meet the builder' night when we moved in, and we were able to meet the site managers as well as some of our neighbours. The support we received from Countryside throughout the buying process was second to none, and as a first-time buyer it was really nice to have this extra assurance."

We were impressed with what Countryside had to offer.



▲Andrew and Lauren Lyons

Professional couple bag forever home with Countryside's Assisted Move.

Professional couple Andrew and Lauren Lyons, aged 31 and 28 respectively, have been commuting into London for work from Kent for a number of years, so when they decided to up-size, they started looking for a bigger place around the same area given its proximity to the capital.

Having previously lived in a three-bedroom semi in Wigmore, Kent, the couple were familiar with the Medway area and, after a rigorous search, opted for a four-bedroom end-of-terrace house at Countryside's development, Rochester Riverside.

Andrew said: "We looked at many different properties, but Countryside's specification was the best, plus we liked the fact that the house came with a garage and side access via a gate - not many new-builds benefit from this feature."

Andrew and Lauren were also impressed with the layout of the house, which is much more generous than that of their previous home.

"We absolutely love our spacious open-plan kitchen and living area, perfect for entertaining, allowing us to socialise with guests whilst cooking. Other reasons why we chose this house were the double bedrooms and generous storage space, which are so important to us as we start to think about growing our family" said Lauren.

The couple benefited from Countryside's Assisted Move scheme, whereby Countryside organised for their previous home to receive three independent valuations and connected them with an estate agent to ensure the sale of the house went as smoothly as possible, allowing the couple to get on with their busy lives.



GETTING READY TO
**MAKE YOUR
 MOVE**

Completing the purchase and moving into your new home is an exciting time to look forward to. Before then there's a lot to organise, but planning can make things run smoothly.

01

Good old fashioned pen and paper, a spreadsheet or seriously impressive project planning software - a checklist focuses the mind, prioritises tasks, and keeps things on track.

02

Mortgage lenders will check credit ratings so sign up to credit report companies where you can see your credit profile and correct any errors that could slow your plans.

03

Speak to mortgage advisers and get as informed as possible about Help to Buy mortgages, which lenders provide them, and on what terms from interest rates to arrangement fees.

04

Choose a solicitor for the conveyancing process - the legal side to completing the purchase of your new home. Are they experienced with Help to Buy purchases?

05

If you're taking your deposit out of your savings accounts, revisit the small print such as how much notice - if any - is required to withdraw funds to avoid possible penalties.

06

Choose the right moving firm for you. Just need a man with a van, or a company equipped to handle possessions calling for particular expertise like expensive hi-fi equipment?

07

Possessions split between different locations like your rental home, in storage, or parents' address? Moving it all on the same day may be less costly than separate mini-moves.

08

Most moves happen on Fridays so are more expensive as demand is high. If your commitments allow it, pick another day of the week to reduce costs.

09

We pay more of our bills digitally today but vital mail still drops through the letter-box. The Royal Mail's redirection service will ensure you don't miss important correspondence.

THE BEAUTY OF BUYING NEW



BUILDING A BETTER FUTURE

We create quality, eco-friendly and sustainable homes in the best locations. Our outstanding range of new homes is designed for modern living with lower environmental impact and running costs, and low maintenance. These provide compelling reasons to choose a new home.



MAKE YOUR HOME YOUR OWN

Replacing a previous owner's idea of 'interior design' can be a costly and time-consuming process. Move into a brand new home on the other hand, and you have the perfect blank canvas just waiting for you to make your home your own!



NO NASTY SURPRISES

Buy a new home from us and there'll be no nasty surprises or extra maintenance costs waiting for you and you'll have the peace of mind of a 10-year NHBC guarantee. Buy a second-hand home, and who knows what you could be faced with? You're not inheriting the previous owner's DIY disasters - this means more time to enjoy your new home.

CUSTOMER SERVICE

The customer service team at Ashmere is committed to providing you, our customers, with quality homes.

The whole team is working to achieve one common goal: to ensure that you are satisfied and happy with your new home, from the moment you make your reservation, to the day you move in and beyond. No matter who you are dealing with, or what queries, questions or complaints you may have, you can be confident that our people and procedures will adhere to the terms of our charter and the 'New Homes Quality Code'. Copies of the 'Consumer Code for Home Builders' are available from our sales offices and via our website; a copy (also identifying where further guidance can be found) will always be provided to you upon reservation.

For further information please visit www.nhqb.org.uk

Our customer service begins at the outset, with our trained Sales Consultants who offer guidance

on the legal process involved in buying a home and help with arranging mortgage finance through independent financial advisors.

Every home at Ashmere carries our commitment to quality and improvement. All of our homes are built to National House-Building Council (NHBC) standards, the technical benchmark for all newly-built homes. The standards provide guidance on every part of the building process from foundations to decoration including tolerances, performance and technical standards. To obtain a copy of the standards visit www.nhbc.co.uk. Each new home also carries the NHBC Warranty (Buildmark) against structural defects for a 10-year period following the date of legal completion.

Each property is quality checked and commissioned by our dedicated customer service team before handover to its new owner.





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01987 678 164 | ASHMERE@CPPLC.COM
EBBSFLEET GARDEN CITY, KENT DA9 9JP

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