

Welcome

Welcome to our drop-in event, where we’re sharing our early proposals for Hook Park — a major investment project in the south of the borough.

This is a real opportunity to bring new life to this part of Chessington by delivering much-needed homes, a new public park and improvements to support sustainable travel.

We are currently preparing an outline planning application, which will set out the vision and guiding principles for the development. This event is an important part of that process, and your feedback today will help shape the plans before they are submitted.

What is an outline planning application?

An outline planning application is the first step in the planning process. It sets out the broad principles of the development such as the amount of housing, green space and access.

If approved, more detailed plans will follow in later stages, giving further opportunities for local input.



Our team

The proposals for Hook Park are being brought forward by Poppymill, a company established specifically for this purpose. They are supported by an experienced team working together to deliver the project.



The site

Bordered by Clayton Road to the south, the A3 to the west and north, and council-owned land to the east.

The area includes The Dell and Chessington Equestrian Centre, covering approximately 50 acres in total. The site is a mixture of previously developed and considered Grey Belt land as defined under national planning policy and is therefore suitable for redevelopment.

The location presents a significant opportunity for thoughtful regeneration and improved community use.



Red line site plan



The site as it is today

The story so far

From the very beginning, we've been working closely with local people and stakeholders to shape Hook Park into a place that reflects real community needs and aspirations. We're pleased to say that support is steadily growing.

Isn't the site Green Belt?

The land serves no real green belt purpose. Given its proximity to the A3 and its inaccessibility to the public and we believe better reflects characteristics of the recently defined Grey Belt.

What is Grey Belt?

Grey Belt land is a term used to describe land within the Green Belt that is considered to have a limited positive impact on the Green Belt's core purposes. It typically includes previously developed land or areas that don't strongly contribute to preventing urban sprawl, maintaining the separation of towns, or preserving the character of historic towns. Essentially, it's land within the Green Belt that may be suitable for development under certain conditions.

What does the community think about building on green belt?

Between December 2022 and February 2023, the team carried out a consultation to coincide with RB Kingston Council's own local plan engagement.

Key findings:

- **778** doors knocked
- **Over 400** conversations with residents and businesses
- Recognition that the site is degraded and in **need of rejuvenation**
- **136 letters** to the council supporting the principle of development at Hook Park



Aerial sketch of the proposals



Vision for Hook Park

Our proposals seek to deliver a transformational development for Chessington, delivering over 2,000 new homes and creating a **multi-generational community, with family housing alongside affordable homes**. This development will unlock neglected and inaccessible land, to deliver a new family-friendly neighbourhood that centres around a public park and community spaces.

Proposals:



20 acres of open space, including an 8.4-acre park



Around 2,000 homes, of which 1,000 will be affordable



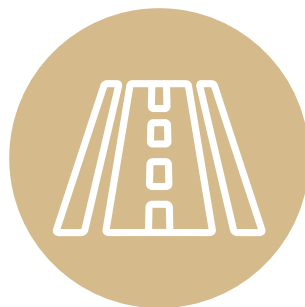
A mix of tenures, with over 600 three- and four-bedroom homes



Sustainable transport and improved connections



Community shops, cafes and workspace on site



New traffic filter on Clayton Road to eliminate rat-running

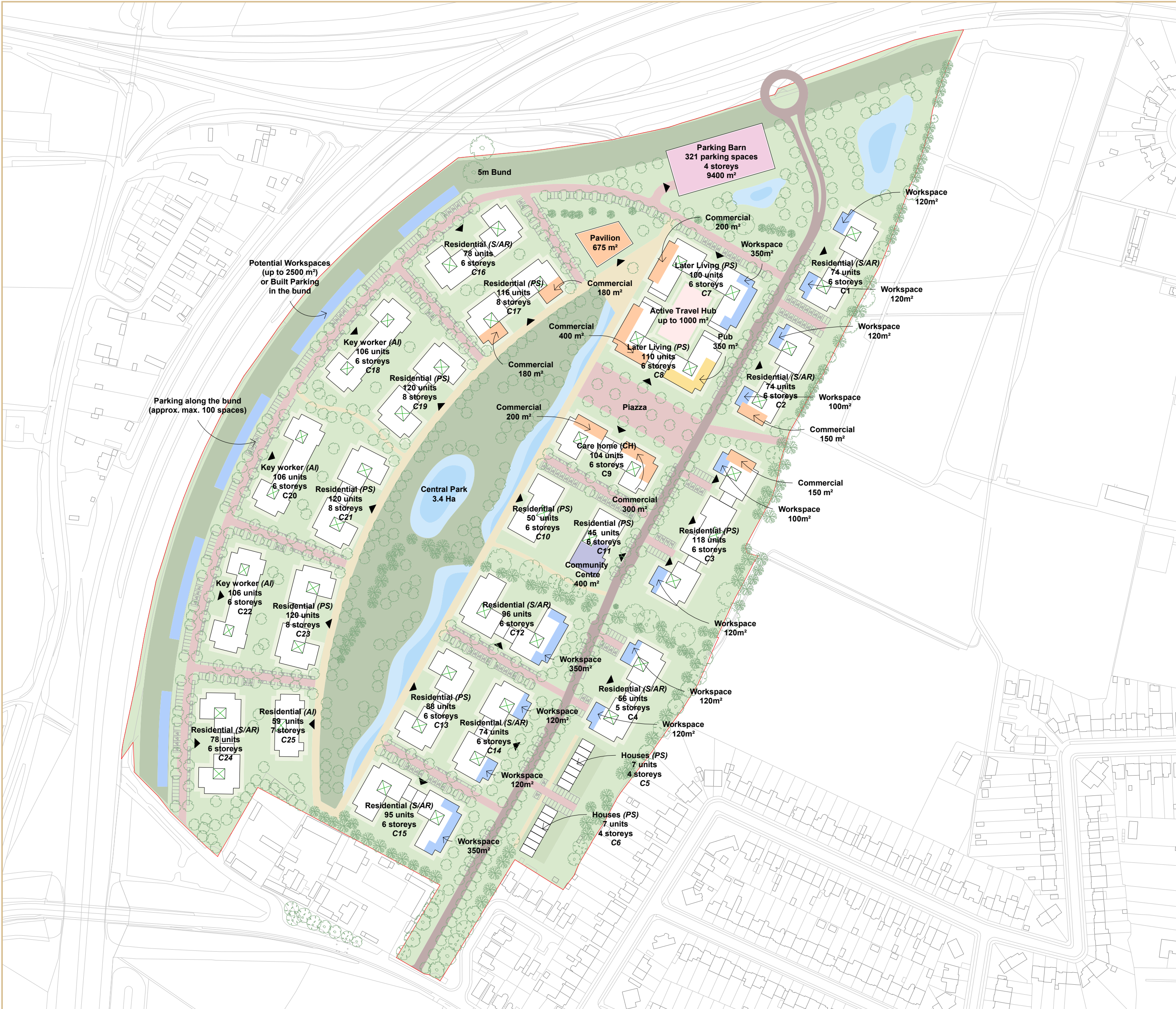


A community that prioritises cycle routes and pedestrian greenways



Investment in local sports facilities and playing fields

It is our aim to create a neighbourhood that encourages and enables residents to stay within the borough, through providing choice of homes and an accessible community.



Illustrative masterplan

A new green neighbourhood for Chessington

Hook Park is centred around a new public park, framed by midrise mansion blocks that reflects Chessington's character. The mansion blocks include private and shared courtyards offering calm spaces to relax, play or meet neighbours.

To the southeast, lower-rise family homes sit alongside key worker housing, homes for later living, and care home units. The traveller pitches will also be retained.

Community at the heart

A local centre near Hook Road will provide cafés and shops overlooking the park. Ground-floor workspaces are included throughout, with potential for more within the landscaped bund, alongside parking and servicing.

A welcoming public realm

Streets between buildings are designed for people first, with play areas, seating and greenery creating sociable, safe spaces.

Connected and sustainable

The majority of parking is on the edges of the site to create green and attractive spaces close to homes encouraging walking, cycling and low car use.

Nature-led design

The masterplan seeks to retain as many natural features as possible such as mature trees, hedgerows and a watercourse integrating them into open spaces supporting biodiversity and a strong sense of place.



New homes for local people

With the delivery of over 2,000 homes, of which **50% will be designated as affordable housing** in multi-tenure for local families, key workers and older residents, **Hook Park will form a multi-generational community.**

With a shortage of homes in the borough, these proposals are transformational for the area and will create a family-friendly neighbourhood on what is currently neglected and inaccessible land.

The proposals include 600 larger homes, suited to families, giving real housing options to those who need them most in Kingston. Alongside these, there will be one to three-bedroom homes to suit everyone, including first-time-buyers, growing families and smaller homes for downsizers.

What is affordable housing?

Affordable housing refers to housing that is priced below market rates to meet the needs of households who cannot afford to buy or rent on the open market. It includes various forms like social rent and affordable rent.

Why do we need all these homes?

Kingston faces a serious housing shortfall. The borough's Housing Delivery Test is just 48%, meaning the borough is delivering less than half the homes needed. Plus, its deliverable housing land supply is only 1.48 years, well below the national 5 year requirement.

Building homes here helps local people including young families, key workers and future generations access housing they can afford.

At the same time, we're making sure development is supported by the right infrastructure, so growth benefits the whole community.



New homes facing out onto the park – Images are illustrative and final designs are subject to Reserved Matters applications.



A new park for Chessington

Chessington has very little publicly accessible green space. According to latest data from Essential Living in 2023, RB Kingston upon Thames is the least green borough in London. To read the full report, please scan the QR code.

This site is currently privately owned land and is completely inaccessible to local people.

Alongside homes, our proposals will deliver 20 acres of green space for the local community, including a brand new 8.4-acre public park, accessible for all, which will be delivered in the first phase of delivery.

The park is set to be the size of almost 5 football pitches and is larger than the nearby Kingston Road Recreation Ground.

Alongside the park, a new playground will be included, with both spaces set to be designed in consultation with local people and gifted to the local community in perpetuity.

If you have any feedback or requests for these community spaces, please fill out a feedback form.



Indicative images of the park



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Creating sustainable transport and connections

The proposals are focused on supporting sustainable travel and better connections, both within the development and to surrounding areas.

Access and servicing

Access to and from the site is proposed from a new junction off the A309 providing wider connectivity improvements.

Roads and cars

Proposed improvements to the local road network will include making Woodstock Lane two-way, supported by new walking and cycling infrastructure to improve safety and connectivity. A traffic filter on Clayton Road will prevent rat-running, helping to keep residential areas quieter and safer. Most parking will be located at the edges of the site supporting a walkable, low-traffic environment.

Walking and cycling

A network of new walking and cycling routes are proposed to run through the development and connect into existing paths. These safe, well-designed routes will make it easier for people to travel without a car and provide improved access to the surrounding countryside. This infrastructure would be supplemented by a planned e-Bike and e-Scooter (e-Mobility) hire scheme providing ample opportunity to access local facilities in Chessington, Surbiton and further afield.

Public transport

A new ‘Super Loop’ bus service is proposed through Hook and Chessington, offering a regular, reliable service with more frequent connections. Existing bus routes will also be extended to serve the site. Car club spaces and vehicle hire will be provided, giving residents access to a car when needed.



Investment into Chessington

The proposals for Hook Park go beyond housing, they deliver meaningful investment into Chessington itself.

Improvements to local sports facilities, playing fields, and open spaces create more opportunities for young people and families to stay active, connected and supported.

This includes investment in local schools, with nearby headteachers confirming they can accommodate growing demand, helping secure a sustainable future for education in the south of the borough.

Ground-floor workspaces in residential buildings will also support small businesses and community life, making Hook Park a place where people can truly live, work, and thrive.



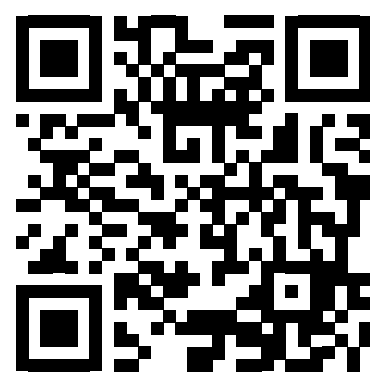
“The South of the Borough urgently needs the kind of investment the development at Hook Park offers. The land is underused, and its redevelopment will help bring our area in line with the north and centre of the borough, supporting local families and ensuring a sustainable future for our schools.”

**Ash Ali, Headteacher
Chessington School**

Timeline and next steps

Thank you for attending today's drop-in event.

Your views are important to us, so we would appreciate if you could share your views on the proposals. The easiest way of doing this is by scanning the QR code with your smartphone and filling out our short feedback form.



If you would prefer to fill out a paper copy, please ask a member of the project team.

The public consultation will be open until **Thursday 31st July**. After this we will consider all feedback received ahead of submitting an outline planning application to RB Kingston Council towards the end of the summer.



Timeline

