



PROJECT PROFILE

Client: Maidstone Borough Council

Location: Kent Medical Campus, Maidstone

Sectors: Employment, Healthcare and Education

Services: Transport Planning, Travel Planning

Project overview: A different approach to vehicle trip assessment helped to avoid off-site mitigation

Added value:

- £120 million injection of additional gross value created for the local economy
- 270 new jobs in life sciences, healthcare and medical technology

Innovation Centre, Kent Medical Campus, Maidstone

An injection of £120 million of additional gross value will be created for the local economy, after planning permission was granted for the Innovation Centre at Kent Medical Campus in Maidstone. Motion produced a transport assessment and travel plan and provided design advice for parking and access arrangements.

The project required a different approach to vehicle trip assessment, given a total acceptable trip generation for the entire campus had been agreed at outline stage. The legal agreement for the outline application included trigger points for off-site mitigation works, when vehicle movements from the consented development would exceed a certain threshold.

Following detailed analysis of consented and completed development, Motion demonstrated that vehicular movements from the proposed scheme would not lead to the outline permission threshold being exceeded. The challenge was to assess the scheme as part of a larger whole, considering trips generated by parts of the campus already constructed, under construction and consented, alongside the proposals.



84 North Street
Guildford
Surrey GU1 4AU
T: 01483 531300

Golden Cross House
8 Duncannon Street
London WC2N 4JF
T: 020 8065 5208

9 Greyfriars Road
Reading
Berkshire RG1 1NU
T: 0118 206 2930

