

The Hop Farm Planning Brief – Public Exhibition on 12th & 13th May 2011

Summary Analysis of Public Responses to Questions Raised

(Comments listed randomly in no particular order)

Response Name/ Number	A) What do you like about the ideas proposed?	B) Is there anything you dislike?	C) What tourist related development would you like to see at The Hop Farm site?	D) Is there anything that we have missed?	E) Other Comments
1	Looks good on plans.	War & Peace; festivals; helicopters; big bangs.	More for families; less 'tacky' tents.	<i>[No response]</i>	
2	<i>[No response]</i>	<i>[No response]</i>	<i>[No response]</i>	<i>[No response]</i>	Pleased more 'tacky' elements to be removed and return to more rural theme. However farming and countryside attractions area appears to be using the same area currently used for some of the larger attractions such as the Pop Concert and War and Peace show. These events will need to take place in a different location, which should form part of the Masterplan.

3 (Paddock Wood Residents)	Good in principle. Would appear to become a rural interest site as opposed to a 'circus' event.	The cost has been prohibitive in the past, especially on special events. This needs to be addressed for families.	Happy that bigger events being retained, e.g. War & Peace. A hop farm/hop picking experience – a live, hands-on event – costumes, horse-drawn carriages.	Road access onto site needs improvement. What will happen to public right-of-way access? Present signage poor.	
4	Bringing back Hop Farm heritage.	Helicopter noise for War & Peace.	Gardening section – how we grew things in the past.	A swimming pool, which locals could use. More buses on Routes No.6 and 208 on events day.	
5	Comprehensive rural development approach welcomed.	<i>[No response]</i>	Bike tracks for children.	Drainage of site access to river.	
6	Gets rid of current inappropriate fairground/circus elements.	Development maintained around historic buildings, that should be kept 'sterile' for posterity, as they were built. All 'new' developments to be moved to a different area.	Educational farm with animals, not just crops.	Try to return to the ethos of a hop farm, with everything else ancillary away from hop buildings. Visitor cars one-way system with no exit onto roundabout – utilise other road.	
7	On paper looks good.	No – The Hop Farm is desperate for 'beautifying' – the sooner the better.	<i>[No response]</i>	<i>[No response]</i>	
8	To bring The Hop Farm back in keeping with the importance of the site and local area.	No.	<i>[No response]</i>	Traditional-style fencing within the site and boundary areas within the road network.	
9	All aspects proposed.	No.	Hotel needed.	<i>[No response]</i>	

10	<i>[No response]</i>	Too many lodges. Only one entrance, that means residents are unable to go about their business easily. Will the proposals close local businesses?	As a famous historical site, why not encourage Europeans to enjoy our history? Make it tasteful not 'tacky' like your proposals.	Consider using the river to ferry people to the farm? Use golf buggies to transport disabled people. Small trains to transport visitors. Making the exhibition only available for 2 days.	
11	Will bring back hop farm heritage and its history to the Hop Farm. Focuses less on under 10s. Is keeping local people involved in its progress.	Helicopters circling the area on big events.	The site opened to the River Medway, which should be involved in The Hop Farm.	Swimming pool provided for tourists and locals. More bus routes to and from the site.	
12	Intention to re-focus on origins of The Hop Farm and develop the theme. Removal of 'mini theme park', which weakens the attraction.	Not sure whether there is a need/market for the hotel, but holiday cottages sound attractive.	'Hop Farm' themes and events, and 'heavy horse show'. Hoppers party. Running 'hopper trains' from London. Courtesy mini-buses from Paddock Wood Station, as not always taxis and difficult to walk on path by road.	A marina, 'water park' or 'wetlands' sounds interesting. Possible 'river festival'.	
13 (Upper & Lower Medway IDB)	<i>[No response]</i>	<i>[No response]</i>	<i>[No response]</i>	<i>[No response]</i>	Danger of relying too heavily on the Leigh Flood Barrier. The Barrier will have some effect of reducing the overall flood flows from the Medway in and around Peckham, but there are too many other

					tributaries and other rivers in close proximity to East Peckham and Yalding that also have a bearing on the overall flooding of the site. Refer to the Drainage Board's previous consultation report dated May 2010 associated with the planning application for the hotel, conference facility, restaurant and 16 lodges.
14	<p>The site is currently cheap, dated and run down, and cynical about anything Hop Farm says or does based on record of ignoring Council, neighbours, etc.</p> <p>Like the proposals – Hop Farm museum, developing woods and area to north of buildings makes sense. Farm needs an identity and the history should be highlighted and promoted. A single aim to</p>	<p>Unsure about hotel and camping proposals, and worry that will lead to more traffic. Noise associated with wedding events is also a major concern, although less of an issue if contained within hotel rather than outside.</p>	<p>Have done a pretty good jobs with the plans – focusing on being a Hop Farm, highlighting history, and making the most of beautiful buildings. Can understand idea for the hotel for conferences and weddings to supplement income. Could also have a micro brewery as part of the 'Hop Farm experience'.</p>	<p>No – if this were really to go ahead as proposed it would be a massive improvement, and also be relevant to the site and history.</p>	

	be welcomed. Idea of moving arena into the middle – more isolated from neighbours – also welcomed.				
15 (Atkins on behalf of Southern Water)					The latest application does not seem to have seriously considered wastewater treatment. Understood to be problems with the existing on site treatment plant, including a significant amount of infiltration that affects performance. If you wish to connect to the public network, you will have to pump to Paddock Wood wastewater treatment works. The necessary works inside the plant would have to be carried out by Southern Water by agreement.