



STATEMENT OF COMMUNITY INVOLVEMENT
LAND EAST OF MOUSDELL CLOSE, ASHINGTON

AUGUST 2025



CONTENTS

EXECUTIVE SUMMARY	3	RESPONSE TO FEEDBACK	18
INTRODUCTION	4	COMMITMENT TO FURTHER ENGAGEMENT	22
STAKEHOLDERS AND CONSULTEES	6	CONCLUSION	23
METHODOLOGY	7	APPENDICES	24
CONSULTATION FEEDBACK	10		

1 - EXECUTIVE SUMMARY

This Statement of Community Involvement (SCI) has been prepared by Cascade Communications Ltd (Cascade) on behalf of Rocco Homes (the Applicant) in support of a planning application (the Proposals) for 74 new homes and public open space in Ashington.

This SCI is in accordance with Horsham District Council's own Statement of Community Involvement guidance adopted in September 2020.

"1.11 National policy asks local planning authorities to play a key role in encouraging developers and other parties to take advantage of the range of opportunities to engage in the planning process, and involve local communities and stakeholders as soon as possible. Horsham District Council encourages applicants, at pre-application stage, to carry out early engagement with the local community, before submitting a planning application."

The Applicant appointed Cascade in May 2025 to assist with community and stakeholder engagement for the Proposals. This SCI reports on the format, methodology and results of the community engagement undertaken to support the planning application.

Planning application description:

Erection of 74no. dwellings with associated landscaping, open space, parking and creation of new vehicular access from Rectory Lane.



Scan the QR code to read Horsham District Council's Statement of Community Involvement in full



Site plan



The site today

2 - INTRODUCTION

2.1 Site location

The site lies to the south of Rectory Lane, occupying approximately 2.19 hectares in a broadly rectangular shape.

It is currently an open field with no existing buildings. To the north is open countryside, while to the south a residential development is being planned.

The site is bordered by existing housing to the west and by Chanctonbury House and other residential properties to the east, where a new development is currently under construction. The southern edge of the site also adjoins an area of woodland that forms part of a separate development currently under consideration.



Red line site plan



Photos of the site as it is today

2 - INTRODUCTION

2.2 Approach

The Applicant carried out a robust and inclusive programme of public engagement with the relevant stakeholders for the Proposals. This engagement programme comprised of two stages which are set out in [section 4](#) of this report.



Launch: A community newsletter: sent to **489** residential and businesses addresses to introduce the Proposals, launch the first stage of online consultation, promote the drop-in event and provide contact details for the project team.



Stage 1: A dedicated online platform to encourage participants to provide initial feedback ahead of the drop-in event. A summary of this feedback can be seen in [section 5](#) of this report.



Stage 2: An in-person public consultation event was held at Ashington Community Centre, with a total of **44 people** attending.

The two stage approach was designed to make the public consultation highly informative, as accessible as possible and to give residents maximum opportunity to have their say.



Indicative view of the Proposals



Frontage to Rectory Lane

3 - STAKEHOLDERS AND CONSULTEES

The strategy for community engagement was devised to ensure residents and stakeholders were informed of the Proposals and could provide their feedback as part of the process.

The following stakeholders were written to and offered a meeting to discuss the proposals and seek early feedback. Councillor xx and members of the parish council attended the drop-in consultation event. At the time of submission, a further offer to meet had been extended to councillors.

3.1 Stakeholders

Political stakeholders

- Councillor Martin Boffey (Leader of Horsham District Council)
- Councillor Ruth Fletcher (Portfolio Holder for Planning and Infrastructure, Horsham District Council)
- Councillor Philip Circus (Ward Councillor)
- Councillor Paul Manton (Ward Councillor)
- Councillor Joy Dennis (Ward Councillor)
- Ashington Parish Council
- Andrew Griffiths MP (Local MP)
- Councillor Paul Marshall (West Sussex County Councillor)

The project team remain committed to engaging with all stakeholders on the proposals.

Community stakeholders

- Ashington CoE Primary School
- Ashington Youth Club
- Ashington Football Club
- Sussex Wildlife Trust
- CPRE Sussex
- Ashington Residents Association

3.2 Consultation area



Distribution area comprising of 489 residential and businesses

3.2 Consultation area

The distribution area was selected to ensure the consultation invitation newsletter reached all immediate neighbours to the site, and the wider community, who were likely to have an interest in the Proposals.

The map above shows the distribution area provided to LBox, a trusted distribution company who managed the distribution, sent via Royal Mail.

4 - METHODOLOGY

Consultation approach

There were two stages of consultation to encourage participation in the process and ensure early, meaningful engagement with the local community regarding the Proposals. Key activity is summarised in the table to the right.

4.1 Stage One: Virtual consultation

The initial phase of consultation took place online from 21st June to 3rd July 2025. This online engagement was launched via a community newsletter distributed to the local area and a dedicated project website, which provided information on the site and the initial plans. An online survey was available for users to complete and share their feedback.

4.2 Interim review period

Following stage one, the project team reviewed all feedback received, identifying key themes and areas requiring further clarification at the next stage of consultation.

4.3 Stage Two: In-person event

The second stage of consultation ran from 10th to 17th July 2025, offering a further opportunity for the community to comment on the plans ahead of a planning application being submitted. This phase included an in-person drop-in event held at Ashington Community Centre, providing an opportunity for residents to speak directly with members of the project team, ask questions and provide feedback. The project website was updated to include the information boards, along with an online feedback form.

Newsletters

A community newsletter (see [Appendix 1](#)) was issued on 20th June 2025 to 489 residential and business properties. The newsletter informed residents that the Applicant is bringing forward the Proposals for the site, explained how residents could get involved in the consultation and provide their feedback and how to contact the project team with questions.

Pre-application engagement activity	Date
Email to political stakeholders	16/06/2025
Newsletter issued to the local community and website goes live	20/06/2025
Email to political stakeholders	20/07/2025
Stage 1: Initial virtual consultation launch	21/06/2025
Virtual consultation closes	03/07/2025
Email to political stakeholders	09/07/2025
Telephone calls to political stakeholders	09/07/2025
Stage 2: Drop-in event and launch of second stage of consultation	10/07/2025
Email to Ashington Parish Council	15/07/2025
Second stage of consultation closes	17/07/2025
Email to ward councillors	17/07/2025
Email to ward councillors	21/07/2025
Email to Ashington Parish Council	22/07/2025
Submission newsletter distributed to neighbours	31/07/2025

4 - METHODOLOGY

Project website

A dedicated project website went live at roccohomesashington.co.uk ahead of the distribution of the first community newsletter, as part of the launch of the virtual consultation.

The website included background on the Proposals for the site, the challenges and opportunities of developing the site and details on how residents could take part in the consultation and provide their feedback.

Ahead of the drop-in event, the website was updated with the information boards and an online version of the feedback form, so that those unable to attend could view the information and submit their comments. The website will be updated to reflect key milestones in the project, including the submission of the planning application.

As of Friday 18th July 2025, the project website has had **383** viewers with the majority viewing on a mobile device.

The site today

Nestled just south of Rectory Lane, this 2.19-hectare site sits at the edge of Ashington's evolving landscape. Framed by established housing to the west and exciting new homes to the East, it strikes a perfect balance between village charm and future potential.

To the west, the site is surrounded by well-established residential areas. To the east, construction is underway on a brand-new neighbourhood – part of a wider vision for Ashington's growth. Together, these elements make the land east of Mousdell Close a natural continuation of the community.

Currently, the site is accessed via an entrance at its north-east corner off Rectory Lane. These proposals will create a new dedicated vehicular and pedestrian access more towards the centre of the site's northern boundary with Rectory Lane.

This rectangular plot is bordered by Chanctonbury House and other homes to the east and enjoys a green backdrop with views stretching toward the countryside beyond.



Aerial image of the site looking north.

Summary of proposals

We're excited to bring forward proposals for **75 beautifully designed, energy-efficient homes** in Ashington – just a short stroll from local shops, schools, and community facilities. This new neighbourhood has been carefully planned to **blend seamlessly with the village's character**, while delivering a range of homes that truly meet local needs.

Our plans include around **75 new homes**, offering a **balanced mix of private and affordable properties**, with a **minimum of 35% affordable housing**:

- **26 affordable homes**, including:
 - 1-bed and 2-bed flats
 - 2-bed and 3-bed houses
- **49 open-market homes**, including:
 - 1-bed flats
 - 2, 3, and 4-bed family houses

This mix ensures there's something for everyone – from first-time buyers and young families to downsizers and key workers.



Proposed site layout (click on the image to enlarge it)



Indicative image of the proposals showing the open space looking South East.

Screenshots of the project website