

4 - METHODOLOGY

Drop-in event

The drop-in event was held at Ashington Community Centre on 10th July 2025 from 3.00pm - 7.00pm.

Information boards were displayed for the public to view the Proposals and discuss with members of the project team (see [Appendix 2](#)).

These large, A1 size boards provided details of the site history, an overview of the Proposals and benefits, consultation process and details of next steps, as well as further information to respond to the areas of interest raised during the first stage of consultation.

Printed questionnaires (see [Appendix 3](#)) were available for attendees to complete and either leave in the ballot boxes provided or take home with a freepost envelope to return at their convenience.

An online form was also available on the day of the event via a QR code that attendees could scan and fill out via their mobile device.

In total 44 people attended the drop-in event with 38 people leaving feedback at the event. A further seven responses were completed via the project website. A full breakdown of responses can be seen in [section 5](#) of this report.



Photos of the drop-in event

5 - CONSULTATION FEEDBACK

Detailed over the next few pages is a summary of the feedback received via the virtual consultation, public exhibition, Freepost and online surveys.

Over the two stages, a total of **65 responses** were received - **20** during stage one via the virtual consultation form and **45** during stage two through the in-person drop-in event and feedback.

Key themes raised included concerns about traffic, particularly along Rectory Lane, the capacity of local infrastructure, such as schools, GP surgeries and shops and views on the scale of housing proposed in relation to village character and housing need.

Stage 1: Virtual consultation - June 2025

As outlined on [page 7](#), the applicant held a virtual consultation ahead of the in-person event. This was detailed in the printed newsletter where participants were invited to complete a short online feedback form, which was open from 21st June to 3rd July 2025.

A total of **20** responses were received and a breakdown of the feedback is included below.

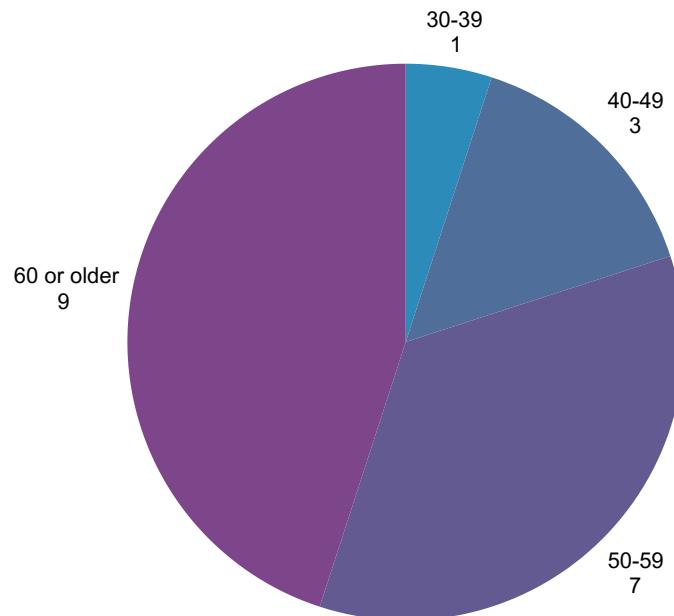
Breakdown of responses

The Applicant began by collecting demographic information shown on the right to better understand who participated in the consultation. This helped ensure that the consultation was representative and allowed the Applicant to identify how different respondents might have varying views or insights.

Please indicate which of the following apply to you: Answered: 20 of 20

Answer	Frequency
I live locally	20
Local councillor or elected representative	0
Member of a community group	0
I work locally	0

What is your age?: Answered: 20 of 20



5 - CONSULTATION FEEDBACK

Respondents were then asked a number of qualitative questions regarding the local area, services or facilities that could improve the area and what information would be helpful to know more about at the upcoming drop-in event. There was also an opportunity to provide further comments.

What makes Ashington a great place to live, and how could these Proposals contribute to that? Answered: 18 of 20

Traffic along Rectory Lane (8 mentions)

Respondents frequently raised concerns about traffic along Rectory Lane, noting ongoing challenges with congestion in the area.

Infrastructure capacity (8 mentions)

A number of respondents questioned whether the existing infrastructure could support the proposed development.

Overdevelopment of the village (4 mentions)

Some respondents expressed concern about potential overdevelopment, pointing to two other housing projects expected to come forward nearby.

General opposition to the development (3 mentions)

Several respondents expressed overall opposition to the Proposals, feeling they could have a negative impact on the area.

Affordable housing (2 mentions)

A small number of respondents acknowledged the need for more affordable housing but questioned how "affordable" would be defined.

Parking (1 mention)

One respondent raised concerns about current parking pressures and doubted the development would improve the situation.

What local services or facilities would you like to see improved in Ashington? Answered: 18 of 20

Answer	Frequency
Road infrastructure/parking/access	6
No issues with services but concerned about development	2
Doctors' surgery/dentist	2
Later/ more bus services	2
Concerns about the proposed development	1
Current infrastructure can't cope	1
Prefer not to see more development	1
Affordable housing	1
Shops	1
School places	1

5 - CONSULTATION FEEDBACK

What would you like to hear more about at the drop-in event in July?

Answered: 18 of 20

Infrastructure (4 mentions)

Some respondents raised concerns about the capacity of the current infrastructure and sought clarification on how the development would address this.

Transport improvements (3 mentions)

some respondents were keen to know what material improvements would be made to existing traffic issues in the village.

Neighbourhood plan (2 mentions)

Some respondents expressed concerns that the plans may not fully align with the Ashington Neighbourhood Plan.

Environmental impact (2 mentions)

A couple respondents requested details of a full ecological impact study, the potential impact of the proposed homes on the local water supply and whether brownfield alternatives had been considered.

Unclear response (2 mentions)

Some responses lacked detail, with a few simply stating 'yes', offering limited insight.

Unable to attend (1 mention)

One respondent noted they were unable to attend the drop-in event.

Consider a different site (1 mention)

A suggestion was made to consider an alternative site.

Construction impact (1 mention)

A concern was raised about the impact of construction, particularly regarding how developers will manage heavy traffic through the village if this development proceeds alongside the nursery site project.

Type of housing (1 mention)

A respondent requested more information about the proposed mix of housing types, including the location of apartment blocks relative to existing homes.

Bicycle storage (1 mention)

Question regarding the proposed bicycle storage and access arrangements.

Land East of Mousdell Close - Feedback form

Thank you for viewing our initial proposals for 75 new homes on land to the east of Mousdell Close in Ashington. This is your village, and your voice matters. We want to understand what's important to you when it comes to new homes in Ashington. Whether it's housing types, green space, design, or local connections—your feedback will help shape what comes next.

1. Contact details

Name	<input type="text"/>
Address	<input type="text"/>
Postcode	<input type="text"/>
Telephone	<input type="text"/>
Email	<input type="text"/>

Screenshot of the initial online survey

5 - CONSULTATION FEEDBACK

Space was provided on the form for respondents to provide any final comments. Of the **20** responses, **18** provided further feedback and this is summarised below. Where multiple themes have been noted, these have been listed separately.

General opposition (6 mentions)

Opposition to the project was noted.

Infrastructure (5 mentions)

Concerns were raised about capacity at local schools, increased traffic from secondary school transport and limitations of local shops.

Consultation and communication (3 mentions)

Some respondents sought clarification on the distribution of the consultation invitation within the village. One respondent wanted to know whether stakeholders had been engaged as part of the process.

Site suitability/layout (3 mentions)

Some respondents requested more information about the proposed housing mix, including the location of apartment blocks relative to existing homes. There was also a suggestion to consider alternative, urban or brownfield sites elsewhere in West Sussex.

Pollution and environmental impact (2 mentions)

Concerns about ongoing air and noise pollution from nearby construction and the potential for further emissions, water runoff and flooding as a result of new development on greenfield land.

Traffic and access disruptions (1 mention)

Road closures and effects on local access related to private developments.

Application process (1 mention)

A question was raised about the planning process and how decisions on development proposals are made.

Sustainability and energy efficiency (1 mention)

A request was made for more information on the energy efficiency of the proposed homes.

Design (1 mention)

Feedback noted that the proposed architectural design and layout appeared conventional, with a preference expressed for a more imaginative approach.

Habitat and biodiversity (1 mention)

Points made about habitat fragmentation, loss of biodiversity and disruption of wildlife corridors caused by building on greenfield land.

Water supply (1 mention)

Concerns about regional water shortages and the strain an additional housing development would place on existing supply.

Development scale and cumulative impact (1 mention)

Comments on the overall scale of development, potential population increase and other proposed developments.

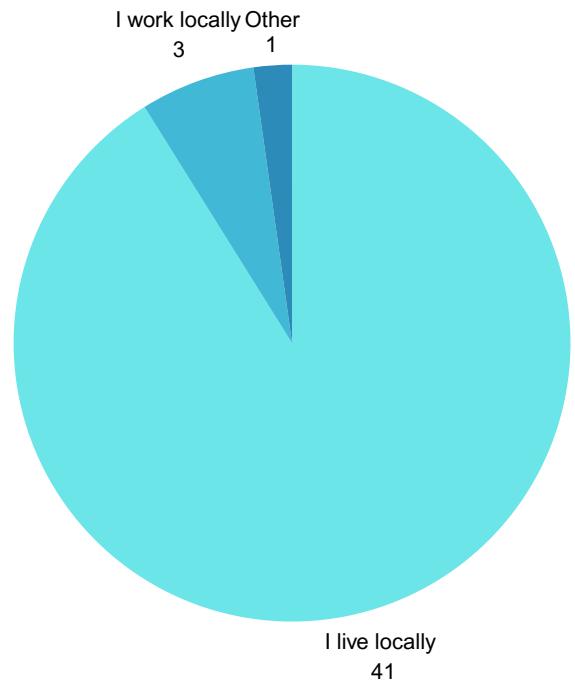
5 - CONSULTATION FEEDBACK

Stage 2: In person consultation - 10 July 2025

As outlined briefly on [page 8](#), a printed feedback form was available at the public exhibition, along with freepost envelopes.

An online version of the form was hosted via Survey Monkey. To encourage use of the form, a QR code with a link to the online feedback form was placed on the final information board. The online form was published on 10th July 2025, the day of the drop-in event.

Please indicate which of the following apply to you: Answered: 43 of 45



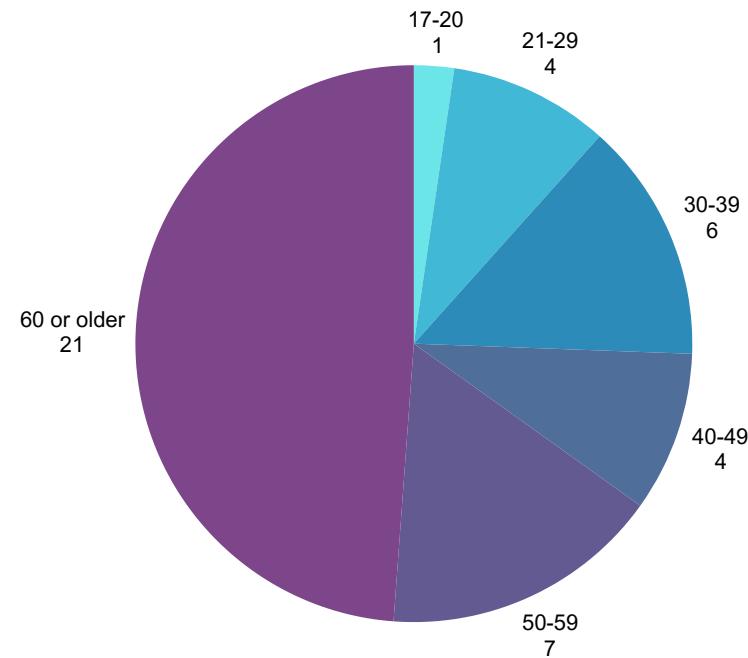
Note: Respondents were able to tick more than one option, if appropriate.

A total of **45** feedback forms have been received as of Friday 18th July 2025 and a breakdown of the feedback is included below.

Breakdown of responses

As with the virtual consultation, the Applicant began by collecting demographic information to better understand who participated in the consultation.

What is your age? Answered: 43 of 45



5 - CONSULTATION FEEDBACK

Respondents were then asked to give their views on specific statements on the Proposals, the results of which are outlined in the table below.

Once you have read all of the information on our exhibition boards, let us know what you think of our Proposals using the scale below: Answered: 44 of 45

Answer choices	Strongly Support	Support	Not Sure	Do Not Support	Strongly Do Not Support
Providing 26 affordable homes for local people	3	6	1	6	27
Contributions to enhance local infrastructure and services	1	3	5	7	25
Creating a sustainable development with strong walking and cycling links to the wider village	3	3	6	5	26
Biodiversity boost of at least 10%	3	1	6	4	28
A range of home sizes from 1-bed flats to 4-bed homes	3	1	6	4	28
Dedicated car and cycle parking for every home	2	5	0	7	29
New public open space	2	3	4	7	26
Design that respects and reflects Ashington's village charm	2	3	3	7	27

5 - CONSULTATION FEEDBACK

If the plans you have seen today were to be submitted to Horsham District Council, what would be your position?: Answered 43 of 45

Answer	Frequency
Oppose the plans	42
I'm undecided	1
Neither support nor oppose	0
Support the plans	0

Space was provided for additional comments and out of the **45** responses, **38** provided further feedback. This is summarised below. The Applicant has provided detailed responses to the key themes raised throughout the entire consultation in section 6 of this report.

The top three themes were as follows:

- 1. Traffic concerns especially along Rectory Lane:** The majority of respondents raised concerns about the current traffic issues along Rectory Lane.
- 2. Infrastructure:** Questions were raised regarding the capacity of local infrastructure, such as schools, healthcare services and shops to accommodate additional residents.
- 3. Perceived overdevelopment of the village:** Respondents expressed concern about the scale of new housing relative to the village character

Other key themes included are outlined on the following page.

Land East of Mousdell Close - Feedback form July 2025

Thank you for attending the drop-in event showcasing plans to create new homes on land east of Mousdell Close, Ashington.

We would be grateful if you could fill out our feedback form to give us your views.

If you were unable to attend, the information shared at the drop-in is available to download from this page.

1. Contact details

Name

Address

Postcode

Telephone

Email

2. Would you like to sign up to our project mailing list to receive updates?

Yes
 No

3. Please indicate which of the following apply to you [please tick all that apply]:

I live locally
 I work locally

Screenshot of the second online survey

5 - CONSULTATION FEEDBACK

As outlined on the previous page, as with stage one, the second feedback form welcomed qualitative comments from participants. These have been summarised below where a respondent has listed multiple issues in their response, these have been counted separately.

Traffic concerns (especially Rectory Lane) (26 mentions)

Concerns were raised about increased traffic on Rectory Lane and the potential for the village to become busier and noisier. It was noted that traffic levels on Rectory Lane are already significant, and additional development may add to this.

Inadequate infrastructure (schools, GPs, shops) (23 mentions)

Questions were raised regarding the capacity of local infrastructure such as schools, healthcare services, and shops to accommodate additional residents. Uncertainty was expressed about whether existing facilities can cope with an increased population.

Perceived overdevelopment of the village/need for houses (12 mentions)

Some respondents expressed concern about the scale of new housing relative to the village character. Questions were raised about the proportion of new homes planned for Ashington.

Parking (4 mentions)

Concerns were expressed about parking provision, particularly that new developments may not allocate sufficient parking spaces for flats, potentially leading to increased parking on nearby streets such as Rectory Lane. Existing parking challenges near local amenities were also noted.

Comments on sustainable transport or green energy (4 mentions)

Views included scepticism about the practicality of cycling to other parts of the village and questions about the assumptions used in traffic flow calculations. Support was expressed for sustainable features like air source heat pumps and solar panels, as well as requests for more walking and cycling routes.

Affordable housing (3 mentions)

Requests were made for clarification regarding the definition and cost of affordable homes.

Support contingent on enhancements and road measures (3 mentions)

Some respondents expressed conditional support for additional housing, with suggestions for improvements to the plans, such as more varied layouts and inclusion of amenities. There were Proposals to restrict traffic on certain roads.

Neighbourhood Plan (2 mentions)

Comments referenced the neighbourhood plan and questioned whether the proposed development aligns with it.

Environmental impact (1 mention)

Concerns were raised about flooding risk and the potential loss of green spaces important for local biodiversity.

Existing amenities (play areas, open spaces) (1 mention)

It was noted that existing play areas may be located at a distance that is less accessible for families with young children.

Construction concerns (1 mention)

Concerns were expressed about potential disruption during construction.

Consultation (1 mention)

Some respondents felt the consultation process did not fully capture community views and questioned how feedback would influence decisions.

Design (1 mention)

Feedback noted a variety of building materials but described the layout as conventional and somewhat cramped, with suggestions for increased spacing between houses.

Footpaths (1 mention)

Doubts were expressed about the feasibility of proposed footpaths.

Privacy (1 mention)

The need to maintain privacy for existing residents was highlighted, including replacing removed hedges and minimising overlooking.

6 - RESPONSE TO FEEDBACK

The Applicant is grateful for all feedback received during the consultation process. This feedback has been carefully reviewed and has informed the ongoing development of the Proposals. The Applicant's response to the key themes outlined in section 5 as part of the feedback throughout the entire consultation process can be seen below:

Issue	Applicant's response
Traffic concerns	<p>In developing our plans for the site, we have engaged with the local highway authority, West Sussex County Council, to agree the scope of the Transport Statement required to accompany the planning application. In accordance with current national and local planning policy, the Council has recommended that the focus should be on encouraging travel by sustainable modes. A Walking and Cycling Audit has been undertaken and identifies further improvements to the walking route along Rectory Lane and the wider area to complement those being delivered as part of the neighbouring Chanctonbury Nurseries development. Financial contributions will also be made available through the Community Infrastructure Levy, which could be used to fund further improvements across the local area.</p> <p>Access to the site is proposed via a simple priority junction onto Rectory Lane, which has been designed in accordance with national guidance and in consultation with West Sussex County Council. Our traffic modelling shows that Rectory Lane has sufficient capacity to accommodate the anticipated increase in traffic, which forecasts an additional 36 two-way trips will be generated during the morning peak hour (8am-9am) and 32 two-way trips in the evening peak hour (5pm-6pm).</p> <p>As part of the planning application, we will submit a full Transport Assessment, which will model the performance of the site access junction, incorporate an independent Road Safety Audit and include a Walking and Cycling Audit that identifies mitigation required to accommodate active modes of travel. A Travel Plan Statement will also be produced to promote sustainable modes of transport, including a travel voucher provided to the first occupant of each dwelling that can be redeemed against cycling equipment or public transport season tickets.</p>
Inadequate infrastructure	<p>As part of the planning application process, Horsham District Council and West Sussex County Council will assess the capacity of existing social infrastructure and confirm whether financial contributions are required as part of the planning permission to enable improvements to local schools to be funded.</p> <p>Before any planning permission is issued, we will agree the appropriate financial contributions towards local services in a legal agreement with the Council, a Section 106 agreement, which will be tied to the planning approval. The application will also include a Community Infrastructure Levy (CIL) which is a financial contribution based on the proposed floorspace of development. The CIL rate for 2025 is £184.56 per sqm, therefore based on the proposed floorspace of each dwelling, a financial contribution in the region of £900,000 will be made to the Council who will decide how it is spent within the district. 25% of this contribution is paid directly to local causes including the Parish Council.</p>
Perceived overdevelopment of the village/need for houses	<p>Local councils have to show that they can meet the demand for new housing in their area, demonstrating they can meet at least five years' worth of housing demand.</p> <p>Horsham District Council currently only has enough land identified to meet about one year's worth of housing need for the district, including the former Chanctonbury Nurseries site and land West of Ashington School, which are both allocated in the Neighbourhood Plan.</p> <p>More land needs to be identified to help deliver the 1,357 homes required each year across the district. We are proposing 74 new homes in a planned and sustainable location, which would make a valuable contribution towards providing the new homes needed in the local area. Our site has been previously allocated for housing, making it a natural and appropriate extension to the village.</p>

6 - ANALYSIS OF FEEDBACK

Issue	Applicant's response
Parking	<p>In line with Horsham District Council policy, parking provision has been designed in accordance with the dwelling size:</p> <ul style="list-style-type: none"> • 1 space allocated per 1-bedroom flat • 1.5 spaces per 2-bedroom flat • 2-3 spaces per 2- and 3-bedroom houses (including open car barns). • 3 spaces are provided per unit, which includes garages per 4-bedroom houses <p>A total of 23 visitor parking spaces are provided across the site.</p> <p>To encourage more sustainable transport uses, cycle parking will be provided and is to be accommodated within garden stores located in the rear gardens of each dwelling.</p>
Comments on sustainable transport or green energy	<p>A Travel Plan Statement will be produced, which will provide a commitment to delivering a range of measures to promote sustainable modes of transport. This includes a travel voucher provided to the first occupant of each dwelling that can be redeemed against cycling equipment or public transport season tickets.</p> <p>Improvements to the walking routes between the site and the village are proposed, as well as a scheme of improvements at bus stops on London Road.</p> <p>All dwellings will have air source heat pumps and meeting building regulation standards which require a 31% reduction in carbon emissions.</p>
Affordable housing	<p>The Proposals will deliver 35% affordable homes. This equates to approximately 26 affordable homes.</p> <p>Our aim is to create a balanced community by building a broad mix of intergenerational and affordable new homes, helping people to get on to the housing ladder or downsize in later life.</p>
Support contingent on enhancements and road measures	<p>Thank you for your feedback, we appreciate you taking the time to share your feedback. All feedback was carefully considered prior to submitting a planning application and where possible, fed into the final plans.</p>
Neighbourhood Plan	<p>The site has been previously allocated for housing in the withdrawn Local Plan, which identifies it as being considered suitable for housing by Horsham District Council.</p>

6 - ANALYSIS OF FEEDBACK

Issue	Applicant's response
Environmental impact	<p>The proposed development will achieve 10% biodiversity net gain through both on-site and off-site measures. The homes will be built to Building Regs Part L standard which requires a 31% reduction in CO2 emissions for all new homes.</p> <p>The proposed development will be subject to a financial contribution to Horsham District Council and West Sussex County Council through S106 and Community Infrastructure Levy contributions, which will help contribute to wider mitigation of environmental impacts.</p>
Construction process	<p>Before any construction work starts, we will prepare and agree a detailed Construction Management Plan (CMP) and Construction Traffic Management Plan (CTMP) with Horsham District Council. Together these documents set out the methods of work, how any impacts will be mitigated, site hours and delivery times, and the routes for construction vehicles.</p> <p>We will continue to engage with local residents throughout construction to provide timely information and respond to any concerns.</p>
Consultation	<p>This consultation has been undertaken in line with Horsham District Council's guidance, which encourages early community engagement prior to the submission of a planning application. Two stages of consultation were held to provide maximum opportunity for residents to engage in the process, with an initial virtual consultation followed by an in-person event with the project team. We will continue to engage with all stakeholders following the submission of the planning application.</p>
Design	<p>Taking cues from the traditional architecture found throughout Ashington, the new homes adopt a traditional material palette, including red and buff bricks, white render and brown and grey roof tiles, that are firmly rooted in the local context.</p> <p>We have thoroughly considered the relationship with neighbouring properties within the proposed design, with enhanced planting buffers between existing and future residents and appropriate back-to-back distances, with a 3m buffer between the scheme and Penn Gardens to allow for more significant planting. Apartment blocks have been redesigned to step down to single storey at the north and south edges. Please refer to the supporting Design and Access Statement submitted as part of the application for further information.</p>
Privacy	<p>The design has thoroughly considered the relationship with neighbouring properties, with enhanced planting buffers between existing and future residents and appropriate back-to-back distances.</p>

6 - ANALYSIS OF FEEDBACK

Issue	Applicant's response
Application process	Subject to planning permission work is anticipated to commence on site in Spring 2026 with the new homes completed by late 2027.
Footpaths	<p>Improvements to the walking routes between the site and village are proposed, identified through a Walking and Cycling Audit that will accompany the Transport Statement and to complement the improvements associated with the Chanctonbury Nurseries development.</p> <p>The proposed development will be subject to financial contributions to Horsham District Council and West Sussex County Council through Section 106 and Community Infrastructure Levy (CIL) agreements. These contributions will help support improvements to local infrastructure and services, which could include enhancements to existing footpaths, local facilities, or other community priorities. Discussions about the scope and allocation of these contributions are ongoing and will be finalised through the planning process.</p>

7 - COMMITMENT TO FURTHER FEEDBACK

The Applicant and project team will continue to communicate with all stakeholders and ensure they are informed as the plans progress. Further consultation will include:



Updates to stakeholders at key points in the process and to subscribers to the mailing list.



Submission newsletter to report on the consultation findings and outline next steps.



At the time of submission, the project team have agreed to speak at Ashngton Parish Council's Planning Committee on 14th August. This will provide an opportunity to share the plans and answer any questions members may have.



Updates to the project website at key points in the process.



Computer generated image of the Proposals



Elevation along the eastern site Boundary

8 - CONCLUSION

The Applicant has carried out a targeted and focused programme of community engagement with relevant stakeholders, comprising newsletters, a dedicated website page and two phases of public consultation.

The Applicant and project team welcome the feedback received and will continue engagement with stakeholders during the post-submission period, as well as responding to comments received during Horsham District Council's consultation with statutory consultees and local residents.

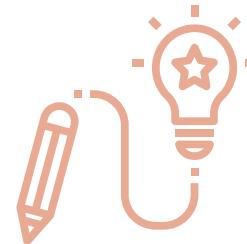
Proposal benefits



74 high-quality new homes,
including **26 affordable homes**
for local people



A range of homes sizes to suit
all stages of life - from 1-bed flats
to spacious 4-bed homes



Design that respects and reflects
Ashington's village charm, with high-
quality materials and architectural
detailing



Contributions to **enhance**
local infrastructure
and services



Dedicated car and cycle
parking for every home



Biodiversity boost of at
least 10% supporting local
wildlife and green space



New public open space
for recreation, play, and
community life



Improved pedestrian and cycle
links connecting to local services,
schools, and public transport

8. APPENDICES

8 - APPENDICES

Appendix 1 - Community newsletter

Land East of Mousdell Close, Ashington

ROCCO HOMES



Invitation to public consultation for new homes

Share Your Views!
We invite you to take part in a consultation for proposals to deliver 75 new homes on land to the east of Mousdell Close in Ashington.

We are committed to working with the local community to shape the plans before submitting a planning application to Horsham District Council.

We want to hear your views on our exciting plans!
We have launched a consultation on our website on the emerging proposals and invite you to tell us what you think as a resident of the village.

This first stage of consultation is open from: **21st June – 3rd July**

To take part please visit: roccohomesashington.co.uk

Attend our consultation event

Following this initial stage, we will hold an event in the village to share further information and provide an opportunity for you to meet the team.

There will also be an opportunity to leave your feedback on the plans. You can find further details overleaf.

Our drop-in event

Where:
Ashington Community Centre,
Foster Lane, Ashington, RH20 3PG

When:
Thursday 10th July from 3pm to 7pm

The Proposals Our plans will deliver 75 well-designed and sustainable new homes on a site that is well-placed within the village, within walking distance of local amenities.

Key benefits

- Better connectivity** – thoughtfully designed pedestrian and cycle routes, linking to public transport for easy travel.
- Greener living** – a commitment to sustainability, ensuring at least a 10% increase in biodiversity to support the natural environment.
- Diverse housing options** – catering to a range of lifestyles and needs, including 26 affordable homes.
- Dedicated parking** – for cars and cycles for every home.
- A sensitive architectural approach** – reflecting the character of the village, preserving its charm while adding a modern touch.
- Community** – new public open space, creating a welcoming environment for relaxation.



Get in touch

We hope you are able to take part in our consultation. In the meantime, if you have any questions or require any further information, please contact us via phone, email or by visiting our project website.

If you're unable to attend the drop-in event, the information will be available on our website beforehand, along with a feedback form for you to share your views.

 consultation@cascadecommunications.co.uk  0800 088 4570  roccohomesashington.co.uk

 consultation@cascadecommunications.co.uk  0800 088 4570  roccohomesashington.co.uk

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8 - APPENDICES

Appendix 2 - Information boards

WELCOME

Welcome to the consultation detailing our emerging proposals for 74 new homes and public open space at Ashington.

Thank you for coming to our exhibition. The purpose of this event is to present our proposals for the development of the land at Ashington, and to enable you to raise any questions or thoughts you may have with our team.

The site lies to the south of Redbury 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 Chancenbury 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.

The proposed scheme includes a balanced mix of private and affordable homes.

About the Team

Rocco Homes - Developer
ECE Planning - Planning Consultants
ECE Architecture - Architecture and Masterplanning
Lizard - Landscape Design and Ecology
I Transport - Highways Consultant
Motion - Drainage Consultant



LAND EAST OF MOUSDELL CLOSE - ASHINGTON

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Appendix 2 - Information boards

PLANNING CONTEXT

Allocated Site in Draft Horsham Local Plan

The site has an allocation in the draft Horsham Local Plan. This means that Horsham District Council have identified the site as Suitable, Available and Achievable for development through their Strategic Housing and Economic Land Availability Assessment (SHELA). Within this assessment the Horsham District Council have determined that the site can deliver up to 75 homes. This draft allocation means that the Council will likely support the principle of development at this site.

Rocco Homes are working to bring forward a scheme that delivers on Horsham District Council's vision, which includes improvements to local pedestrian and cycling connectivity in Ashington. The proposed scheme presented today is seeking to provide 74 homes on the site, along with improvements to pedestrian footways along Rectory Lane to enhance pedestrian connectivity into Ashington.

Two other sites in the area are already allocated for housing within the adopted Neighbourhood Plan, which has been prepared and approved by the Parish Council. This includes the site of the former Chancery Nurses to the east of the application site, which was approved for development of 74 dwellings in 2022 (DC22/0372), and a proposal for 152 dwellings to the west of the village, and south of the application site (DC23/0408) which is currently being reviewed and determined by Horsham Council.

The adopted Horsham District Planning Framework and Ashington Neighbourhood Plan are part of the development plan for the area. Horsham District Council plan to replace the Horsham District Planning Framework, with the draft Local Plan. This is currently going through the Examination process, with the most recent update being the Planning Inspector advising the Council to withdraw the plan and allocate more housing, as they have failed to meet the 'Duty to Cooperate' with neighbouring Councils to provide housing.

Local Housing Demand

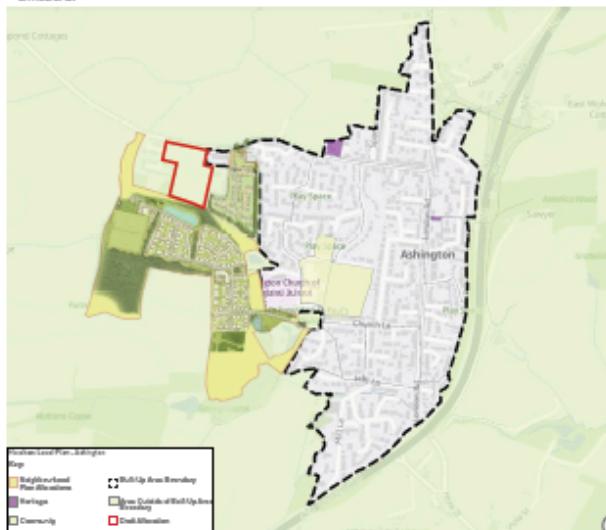
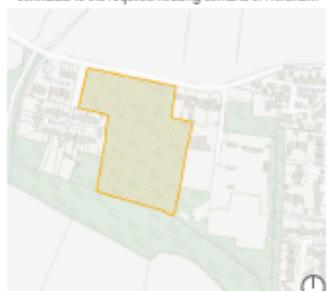
National planning rules expect local councils to show they can meet at least five years' worth of housing demand. The Council currently only has enough land identified to meet about one year's worth of housing need for the District (as of May 2025), and this includes the proposed homes from the two Neighbourhood Plan allocations DC22/0372 and DC23/0408 detailed above. The development of 74 dwellings on this site at Land East of Mousdell Close would make a valuable contribution towards the requirement of 1357 homes per year across the district.

Facilitating Appropriate Development

As Horsham has been unable to identify a five-year supply of housing for several years, they have produced the Facilitating Appropriate Development (FAD) document to help smooth the delivery of new homes across the district and increase housing land supply.

The FAD document advises the key criteria that developments must meet to be approved more readily, this includes:

- **Pre-Application Service** – The Design Team met with the Local Council on 11th June to discuss the proposed scheme, and have incorporated the Council's feedback into the proposed layout presented today
- **Site Allocations** – The Site benefits from a draft allocation within the Draft Horsham Local Plan, and therefore benefits from in-principle support from the Local Council
- **Locational Suitability and Scale** – The site is located immediately adjacent to the settlement boundary of Ashington, with existing housing to the east and west of the site and therefore is appropriately located within the context of the settlement. The scale of 74 dwellings is also within the draft site allocation figure of 75 dwellings and is considered acceptable.
- **Deliverability** – The proposed 74 dwellings can be delivered within the next three years, therefore can make a positive contribution to the required housing demand of Horsham.



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SITE ANALYSIS



Overlooking from Neighbouring Properties:

To avoid overlooking from nearby residential properties and protect the privacy of existing residents the design measures like landscaping and building orientation will ensure privacy for both existing and future residents.



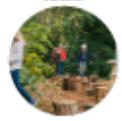
Hedgerow Buffer:

The development offers an opportunity to enhance biodiversity along the site's wooded edges. Wild southern woodlands may cause some overshadowing, a sensitive site layout will minimise this impact, helping to protect and improve local habitats and ecological value.



On-Site Parking Strategy:

To prevent on-street parking along Factory Lane, the development will provide sufficient on-site parking to accommodate residents and visitors.



Opportunities for Public Space:

Improve access to public open spaces and integrate natural play areas that promote wellbeing and encourage active lifestyles.



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MASTER PLAN

Opportunities and How They Will Be Addressed

Retaining existing landscape features

Existing hedgerows and mature trees along the site's boundaries will be preserved to enhance privacy, support local biodiversity, and provide natural buffers between new and existing development.

Sustainable drainage and water management

Existing ditches and natural features will be incorporated into the site's drainage strategy to support sustainable water management and reduce flood risk.

Sensitive site access design

The current access point will be re-purposed as a private drive, minimising disruption. In addition, a new access with improved visibility onto Rectory Lane will be provided.

Pedestrian connectivity

The nearby public right of way (FP2807) offers a valuable link to the village centre, school, and community amenities. The development will seek to enhance connectivity and encourage pedestrian movement through an integrated and legible layout.

Landscape-led design

The proposal adopts a landscape-led approach, incorporating green infrastructure throughout to create a strong visual character, support biodiversity, and deliver a high-quality public realm.

Regeneration and community benefits

The development will provide new public open spaces and contribute to the long-term improvement and protection of the local context.

Constraints and How They Will be Mitigated

Traffic noise from Rectory Lane

The retention of the northern hedgerow and additional landscaping will help mitigate noise and visual impact from the road, providing a buffer for future residents.

Overshadowing from southern woodland

The site layout will be carefully planned to maximise daylight to homes, with building orientation and garden positioning designed to reduce the impact of shading from nearby trees.

Protecting existing neighbours

Privacy will be safeguarded through appropriate separation distances, strategic planting, and careful orientation of homes to minimise overlooking between existing and proposed dwellings.



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MATERIALS AND STYLE

The proposed development has been designed to reflect the existing character and architectural style of Ashington Village. The materials palette has been carefully selected to complement the traditional local vernacular, using finishes and details that are in keeping with the surrounding built environment.

Contextual Reference



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TRANSPORT

Transport Considerations

The proposed development is located to the west of Ashington village centre where there are convenience retail stores, a primary school, pre-school, recreation ground and community centre, all located within a reasonable walking distance and comfortable cycling distance. Improvements to walking infrastructure are being explored as part of the development proposals.

Bus stops are located on Rectory Lane, circa 900m east of the site and provide hourly services to Horsham, Crawley and Worthing via Metrolink 23 and improvements to the walking infrastructure are also being considered.

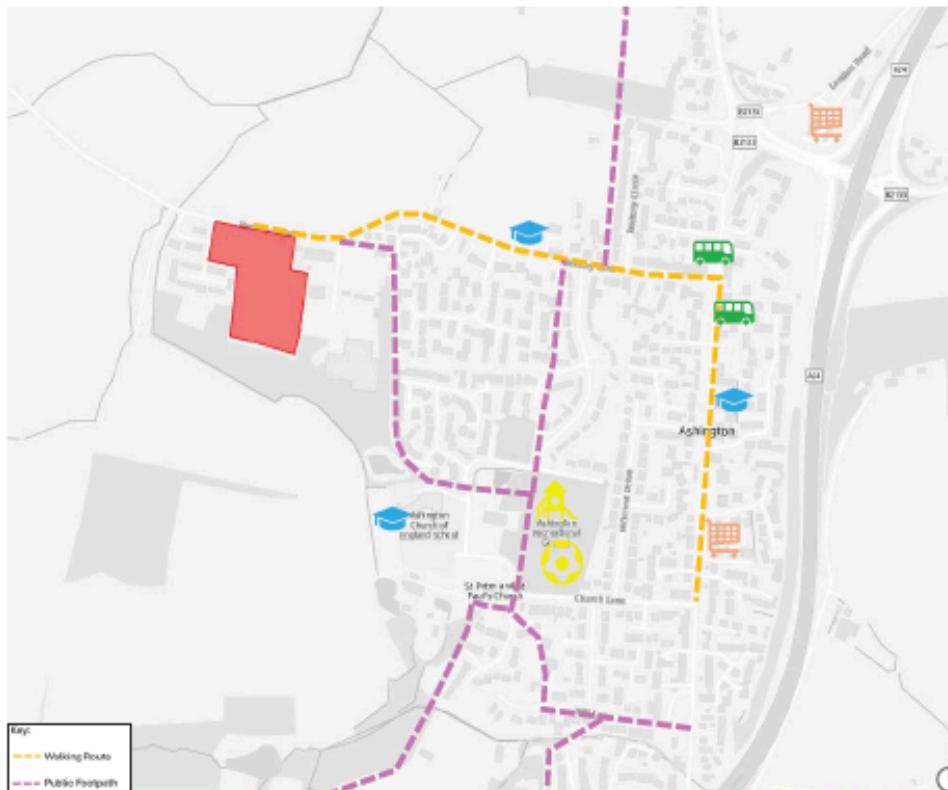
A Travel Plan Statement will be produced which will provide a commitment to delivering a range of measures to promote sustainable modes of transport. This includes a travel voucher provided to the first occupant of each dwelling that can be redeemed against cycling equipment or public transport season tickets.

Traffic impact forecasts have been agreed with West Sussex County Council, with the development expected to generate 36 two-way trips in the morning peak hour (08:00-09:00) and 32 two-way trips in the evening peak hour (17:00-18:00). Rectory Lane has sufficient capacity to accommodate the anticipated traffic, and the development is not expected to adversely impact existing residents.

Access to the site is proposed via a simple priority junction onto Rectory Lane on the northern boundary of the site. The access has been designed in accordance with national guidance and in consultation with West Sussex County Council through pre-application engagement.

The proposed site access has been subject to an Independent Stage 1 Road Safety Audit and no safety concerns have been raised by the Auditor.

Car parking for the development will be provided through a combination of allocated on-plot parking spaces and designated visitor parking, in accordance with WSCC Guidance. Each house will also be provided with an active electric vehicle charging point and secure, covered storage for cycles.



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DRAINAGE

Drainage Strategy

The drainage strategy for the proposed development will use a network of sustainable and landscape-led drainage features that will capture and hold back surface water arising from storms up to and including the 1 in 100-year rainfall event, with an inclusion for climate change and future urban growth.

Surface water discharge from the site will be restricted to the "greenfield" runoff rate – i.e. that of the annual average storm, thus while "hard" surfaces are increasing on site, offsite surface water discharge will not. Surface water generated in extreme rainfall events that could ordinarily cause flooding will be held back on site, which means that the development actually represents an overall reduction in flood risk in the area. Surface water from the development will contribute to the local surface water network to preserve the existing natural drainage of the area, and any habitats that depend on a baseline of water.

As well as attenuation, the drainage strategy will offset all pollution hazards using the natural, sustainable drainage features, and their location within the site's greenspaces will tie in with the landscaping to provide amenity and biodiversity value for the development, increasing the sense of "space" for residents.



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PROPOSAL BENEFITS



74 high-quality new homes,
including 26 affordable homes for local people



A range of homes sizes to suit all stages of life - from 1-bed flats to spacious 4-bed homes



Design that respects and reflects Ashington's village charm, with high-quality materials and architectural detailing.



Dedicated car and cycle parking for every home



Biodiversity boost of at least 10%
supporting local wildlife and green space



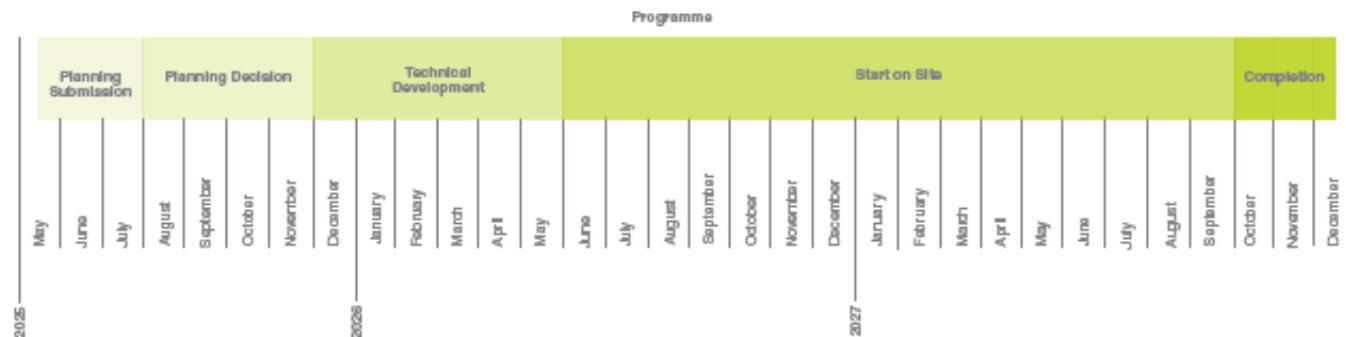
New public open space for recreation, play, and community use



Improved pedestrian and cycle links connecting to local services, schools, and public transport



Contributions to enhance local infrastructure and services



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NEXT STEPS

Thank you for taking part in this consultation.

Once you have had the chance to look through the proposals, please do use the contact details available to provide feedback.

The views of the community and local knowledge are important to us. We welcome any comments you have about any aspect of the proposals.

We will consider all comments received as we progress these proposals towards a planning application in the near future.

What to do next

- Please fill in a comment card and leave with our team.
- You can also email questions or comments to:
consultation@cascadecomcommunications.co.uk
- Please ensure feedback reaches us no later than 17/07/25



LAND EAST OF MOUSDELL CLOSE - ASHINGTON

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Appendix 3 - Feedback form

Land East of Mousdell Close, Ashington

ROCCO HOMES

Feedback form

Thank you for attending the drop-in event showcasing plans to create new homes on land east of Mousdell Close, Ashington. We would be grateful if you could fill out our feedback form to give us your views.

Name: _____

Address: _____

Postcode: _____ Telephone: _____

Email: _____

Would you like to sign up to our project mailing list to receive updates?
 Yes No
If you ticked yes to the above question, please give us your e-mail address below.

Please indicate which of the following apply to you [please tick all that apply]:
 I live locally I work locally Local councillor or elected representative Member of a community group
 Other (please state) _____

Please tell us a little bit about yourself.
We value your participation and want to assure you that any information you provide is completely secure, confidential and will be treated with the utmost care. The purpose of gathering demographic information is solely to help us better understand and engage with all members of the community.

What is your age?
 17-20 21-29 30-39 40-49 50-59 60 or older

 Scan the QR code above to share your views.

Thank you for providing your feedback.
All data received will be processed by Cascade Communications on behalf of Rocco Homes and kept in accordance with relevant data protection legislation including the General Data Protection Regulation (GDPR). Your data will be kept for no longer than five years. Contact information will only be used for updates on information relating to this project. Further details can be found in Cascade's privacy statement available via www.cascadecommunications.co.uk

 consultation@cascadecommunications.co.uk  [0800 088 4570](tel:08000884570)  roccohomesashington.co.uk

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