



# MASTERPLAN DEVELOPMENT



# 4.1 West of Ifield Masterplanning – pre-2019

Proposals to extend Crawley at Ifield have been under consideration for a number of years. The land was originally owned by the Commission for the New Towns and was planned to be included in initial proposals for the expansion of Crawley. It was identified as having development potential in the West Sussex Structure Plan in 2005, and since then, various proposals have been developed for the land, summarised in the diagram opposite.

The current team took over the masterplan and Outline Planning Application preparation in November 2019. Prior to this, there had been a number of masterplans which evolved since 2008, when the area that is broadly the current red line boundary was promoted by a Consortium including Homes England and other private interests. This work was used to promote the Site through the planning process and is summarised in Figure 100. It broadly comprises:

- Masterplan options prepared by David Lock Associates for the Consortium (2008-10);
- Masterplan options prepared by Arcadis / Carter Jonas for Homes England (2016-19) to support Local Plan allocation and focused on broadly the current Site boundary for around 3,000 homes; and
- A wider scheme including land to the south west first emerged in a Garden Communities bid in 2018.

Some key drivers were established through the masterplanning process:

- The broad site area is suitable for between 2,500–3,250 new homes.
- Access will be via a new CWMMC that will access the Site via Charlwood Road only. There should be no private vehicular access via Rusper Road to avoid congestion within Ifield. The various iterations of masterplans all envisage the potential future connection for the CWL to the A264.
- All residential accommodation will be located south of an agreed noise contour, established by Gatwick Airport.
- There will be no development within the River Mole flood plain, apart from the CWMMC.
- Development should contain a local centre for the new homes that does not compete with other local centres.
- Development should contain a primary school and a secondary school, with the Golf Course area being the preferred location to maximise opportunity for early delivery and accessibility.

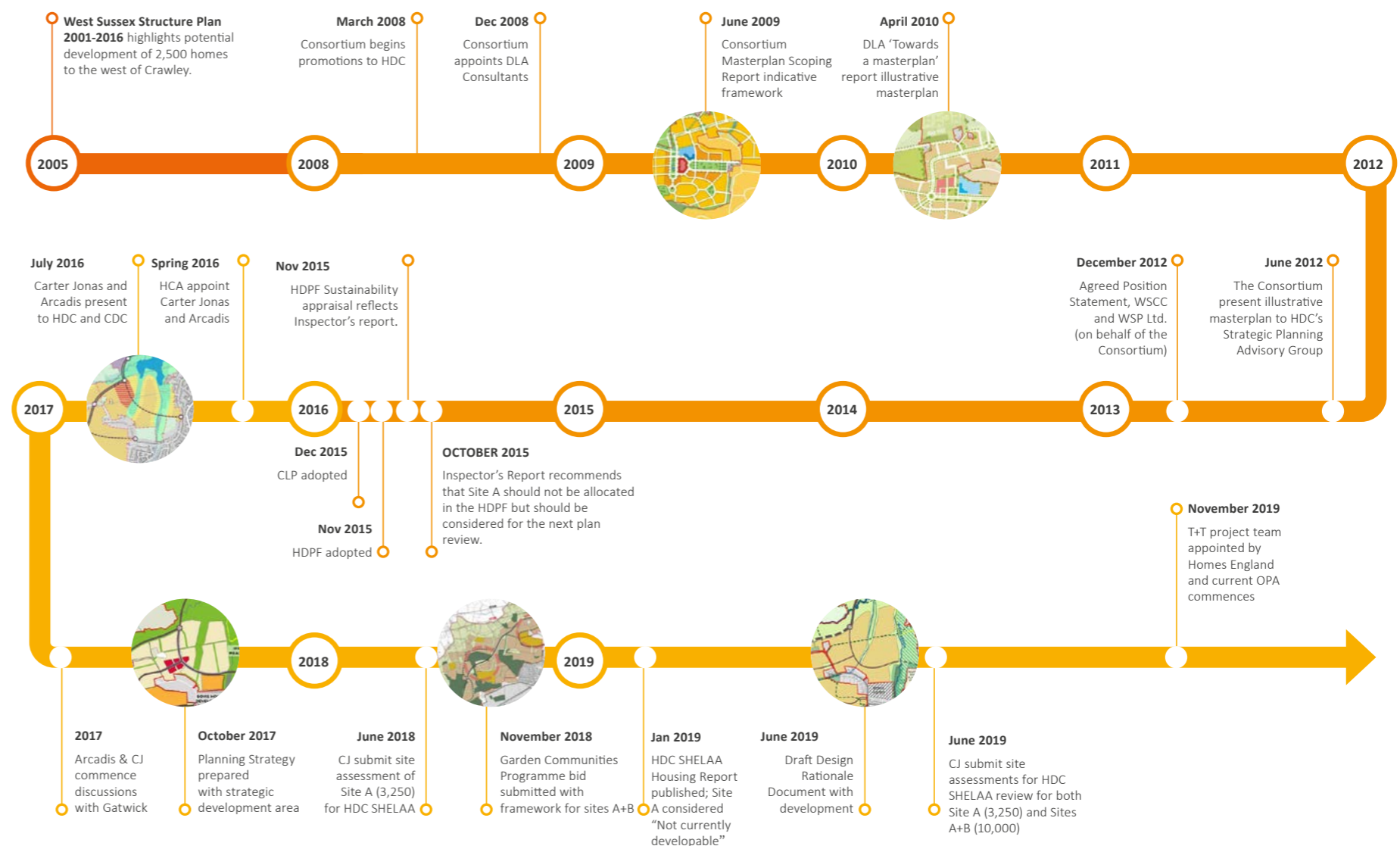


FIGURE 92 Pre 2020 Masterplan and Site Promotion timeline pre 2020

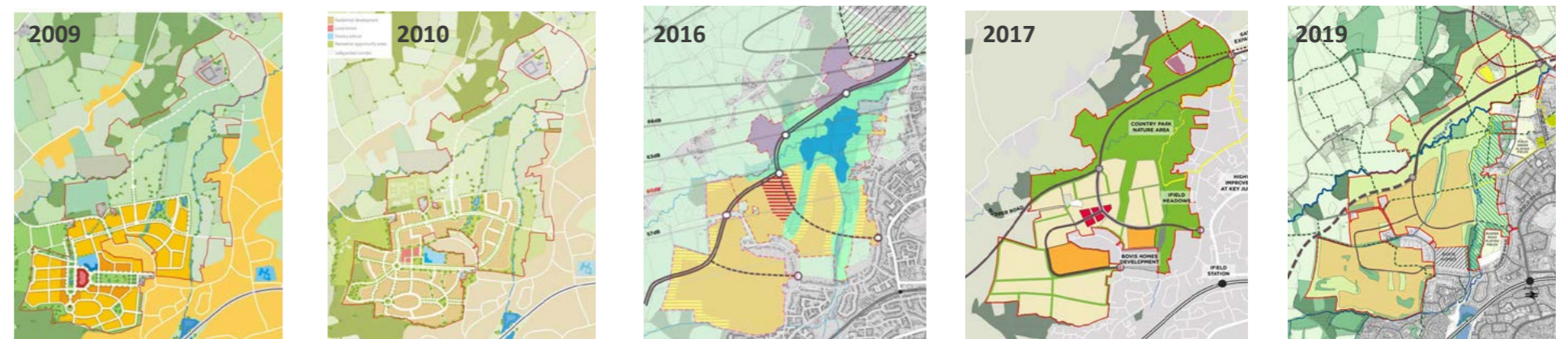


FIGURE 93 David Lock Associates and Carter Jonas Masterplans 2009 - 2019

## 4.2 The Pre-Application Process

This section provides a summary of the extensive consultation and engagement process that has informed the design process and has taken place at the pre-application stage and that has informed proposals for the Site.

Homes England are committed to ensuring its community and public engagement work is consistently inclusive and champions equality at every opportunity. Homes England's consultation strategy has been informed by guidance set out in HDC's Statement of Community Involvement (September 2020).

A detailed summary of the consultation and engagement undertaken can be found in the submitted Statement of Community Involvement (WOI-HPA-DOC-SCI-01), although a summary of the consultation and engagement undertaken is detailed below.

### Stakeholder Engagement

The HPA has been developed through a comprehensive engagement strategy which has followed key milestones as described below:

#### Early Engagement and Consultation (January 2020 - March 2020)

The first round of engagement with the local community and key stakeholders introduced our vision for West of Ifield, understand the site and establish key principles to inform the masterplan development.

#### Project Update (December 2020)

Online update on consultation feedback, key themes and emerging commitments as part of early masterplan development.

#### Emerging Masterplan (March 2021 - June 2021)

The second consultation showed how the main principles and key issues have informed the early masterplanning outputs, identifying how constraints have been addressed and outline opportunities to deliver new homes, employment and infrastructure as part of a new sustainable neighbourhood.

#### Detailed Masterplan (Autumn 2022)

This consultation was on the illustrative masterplan, taking into account feedback from previous consultation and engagement, as well as the proposed building phases.

#### Final Scheme Exhibition (Spring 2025)

The exhibition event demonstrated how consultation feedback has influenced the submission.

### Masterplan Pre-Application Meetings

There has been extensive pre-application discussions with the Local Planning Authorities at HDC, CBC and WSCC and statutory consultees over the 2020 -2025 period, to provide feedback on the development of proposals and verify technical information, methodologies and approaches. Details of relevant engagement are set out within each technical report. The masterplan-led engagement is set out below:

- **21st Jan 2021** – General Masterplan pre-application meeting.
- **2nd February 2022** – Masterplan overview and focus on specific themes.
- **20th July 2022** – Masterplan development, focus on specific themes and structure of the application.
- **28th September 2022** – Illustrative masterplan, character areas, design code and Landscape and Visual Assessment.
- **5th March 2025** – Overview of the Parameter Plans and other application drawings ahead of submission.

### Local Plan Engagement

In addition the formal pre-application process, Homes England have engaged with HDC's Local Plan process. Formal representations have been submitted to HDC at the following opportunities:

- Call for Sites - July 2018
- Strategic Housing and Employment Land Availability Assessment - June 2019
- Local Plan Regulation 18 Consultation - March 2020
- Local Plan Regulation 19 Proposed Submission Consultation - January to March 2024
- Local Plan Examination in Public - Hearing Statements - November 2024
- Local Plan Examination in Public - Hearings - December 2024 to January 2025

## 4.3 Early Engagement and Consultation – 2020

In early 2020, the first round of engagement with the local community and key stakeholders was held to introduce our new team and our vision for West of Ifield. These sessions helped us understand the Site and establish key principles to inform the masterplan development.

We consulted on our emerging proposals for West of Ifield between 10th January 2020 – 15th February 2020. Our consultation set out our proposals for new neighbourhoods and gave us an opportunity to listen to people’s ideas, concerns and aspirations.

To provide the greatest opportunity for people to understand and comment on our proposals, we:

- Held a series of nine public consultation events between 10th - 18th January 2020 using accessible venues across Horsham and Crawley;
- Launched a dedicated consultation website;
- Undertook a targeted social media campaign;
- Leafleted c. 18,000 local residents and businesses in Bewbush, Glossop Green, Horsham, Ifield, Langley, Rusper and Colgate; and
- Advertised our consultation across local media channels including Crawley Observer, Horsham District Post, Crawley News 24 and West Sussex County Times.

Feedback forms gave us some headline figures on what local residents’ felt were important in creating new neighbourhoods; what kind of homes were needed at West of Ifield; ideas for key focus areas in the Masterplan and ideas on how the development should respond to environmental issues and climate change.



FIGURE 94 Consultation with local community and key stakeholders



FIGURE 95 Consultation with local community and key stakeholders



FIGURE 96 Consultation with local community and key stakeholders



FIGURE 97 Consultation with local community and key stakeholders

# 4.4 April 2020 Masterplanning

Following the 2020 consultation, the team embarked on an intense masterplanning exercise that took on board the comments received.

## Key Considerations:

### 1: The route of the Crawley Western Link

Previous iterations of the masterplan had routed the main access to the development and the Crawley Western Link (CWL) (now the CWMMC) around the northern edge in the manner of a by-pass fast route. The design team were keen to review this, and brought the CWL\* into the development and urbanised the character without affecting the capacity of the corridor.

### 2: Location of the Local Centre and the schools

The re-routing of the access road and re-characterisation of the CWL\* (as an urban connector corridor) resulted in a series of different options. These options were tested for the location of the local centre and the primary schools as a commercial and community cluster for the development. Commercial advice indicated that the success of the commercial activity at the local centre would be improved by visibility of the supermarket along the main vehicular route, and it was considered important by the whole team that the primary and secondary school should be co-located with the local centre. A smaller community cluster with a second primary school was also considered at this stage before social infrastructure testing confirmed a second primary school was not required. We tested 2 main locations for the local centre and schools along the CWL\*, one in the meadows and one on the Golf Course land. The Secondary school site needs to be predominantly flat and approximately 10ha in size.

The Meadows location answered the brief in terms of the visibility of a proposed local centre, but existing landscape features meant that the schools would have to be either side of the valley tree belt. The secondary school had good pedestrian access from Ifield, but less potential for direct public transport accessibility. The secondary school also ends up being located very close to Ifield Community College campus to the east.

The Golf Course location locates the school and local centre with easier public transport accessibility and improves coverage allowing for existing schools in the area. It also allows for expansion and a good location for the school should any development and the CWL\* expand to the west in the future. The Golf Course location was preferred by the DfE for the secondary school, and became the preferred location for the development of the masterplan.

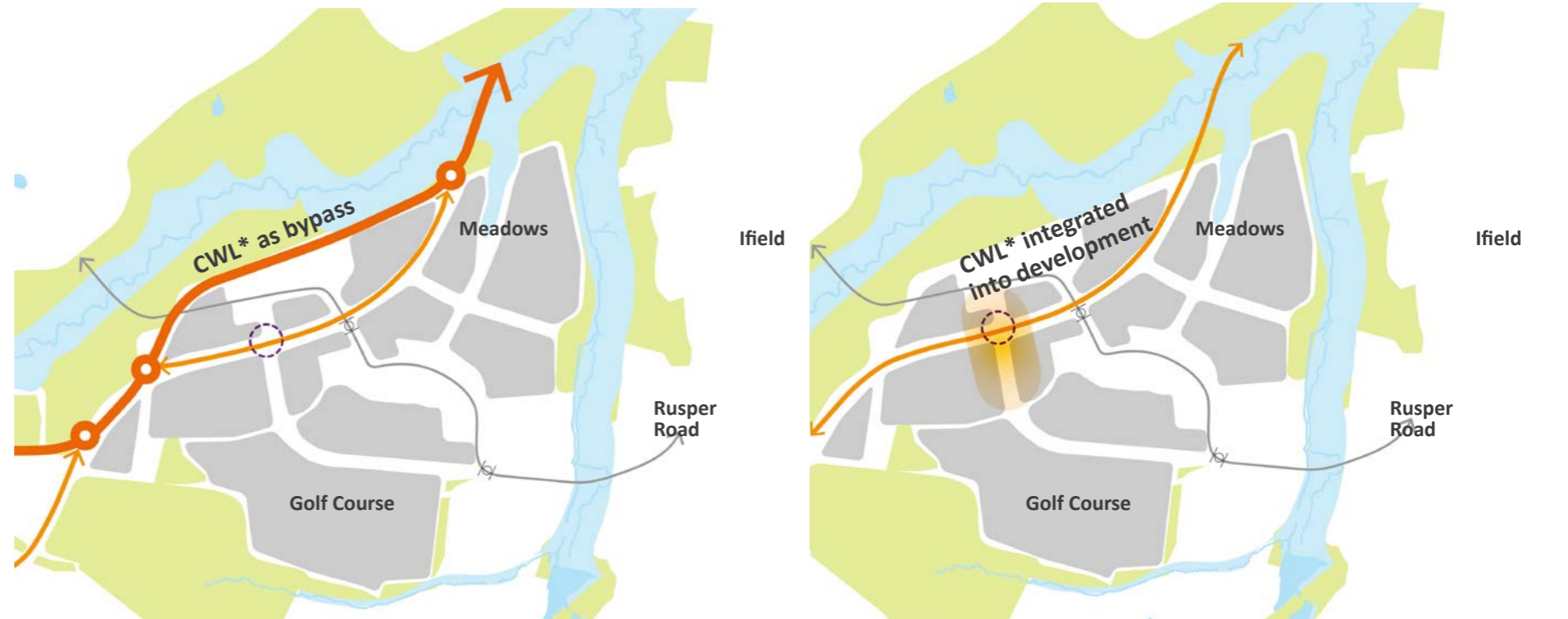


FIGURE 98 April 2020 CWL Alternatives

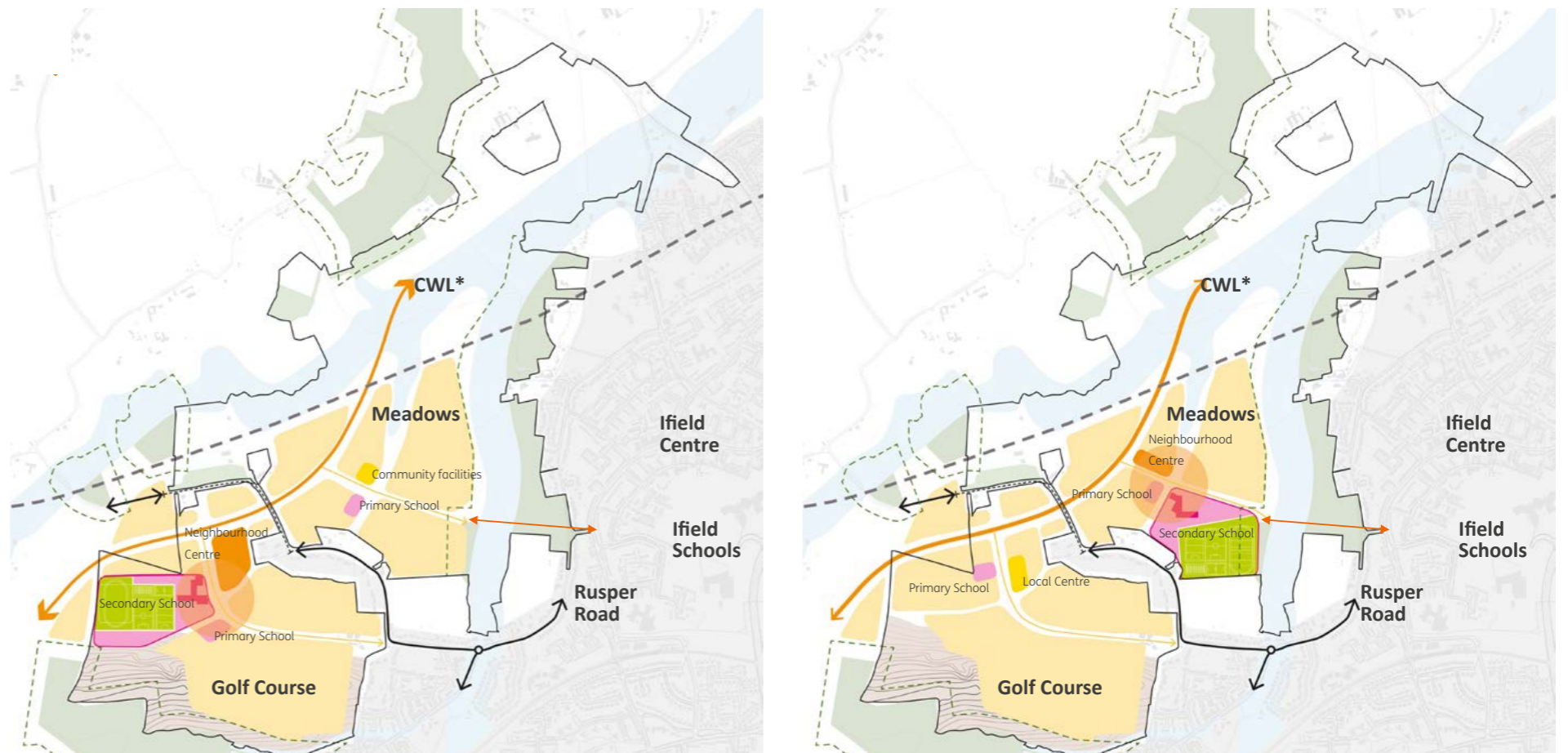


FIGURE 99 April 2020 School and Local Centre Alternatives

## 4.5 2020–2021 Masterplanning

The key moves agreed as part of the April masterplan were developed as the team gathered a full set of technical data and checked earlier teams assumptions. The direction of the masterplan was driven by a thorough landscape character assessment and analysis. The topography of the Golf Course informed key movement networks, particularly to the south of the Site. The landscape character assessment informed and helped develop 4 key character areas for the development with neighbourhood parks as a central feature.

A sustainable movement network was developed which connected existing footpaths within the development to wider external links. The sustainable movement network particularly focused on the potential pedestrian connections to Ifield and the character of Rusper Road links. Options for Fast Way bus services were explored. The agreed option will allow buses to access the development via the CWL (now CWMMC, and connect to Rusper Road via a bus gate. The bus gate will preclude all other vehicular access other than emergency access.

Options for the local centre location were worked up and developed, and discussions were held with DfE and WSCC about the school sites and locations.

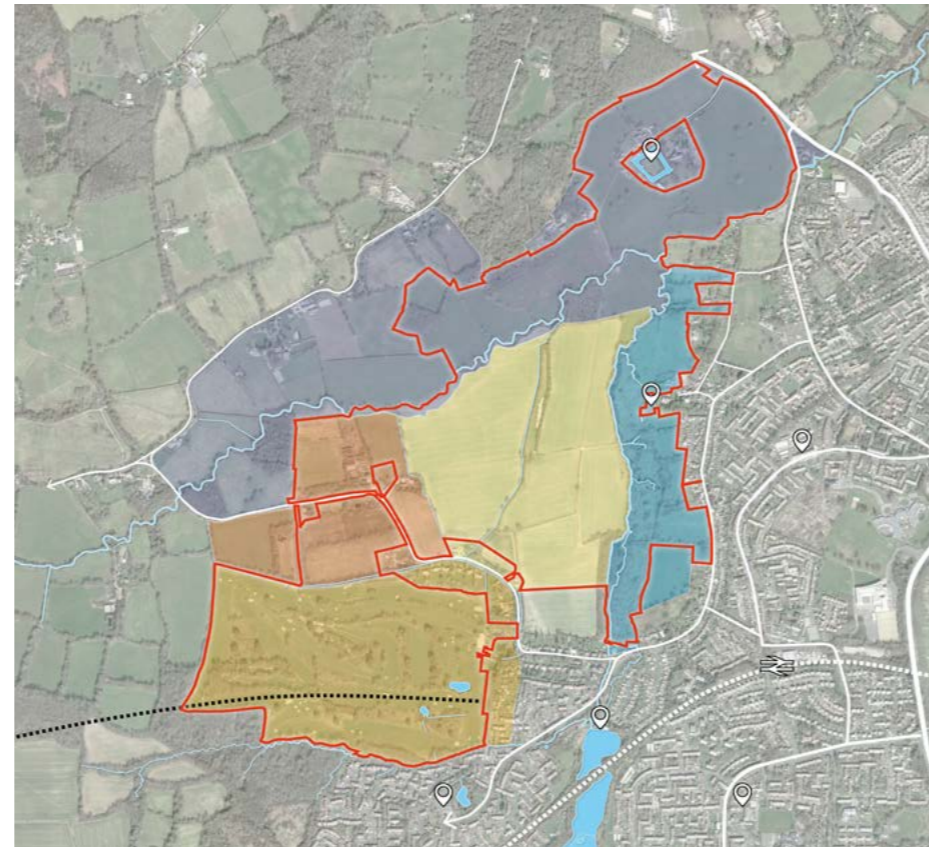


FIGURE 100 Landscape character

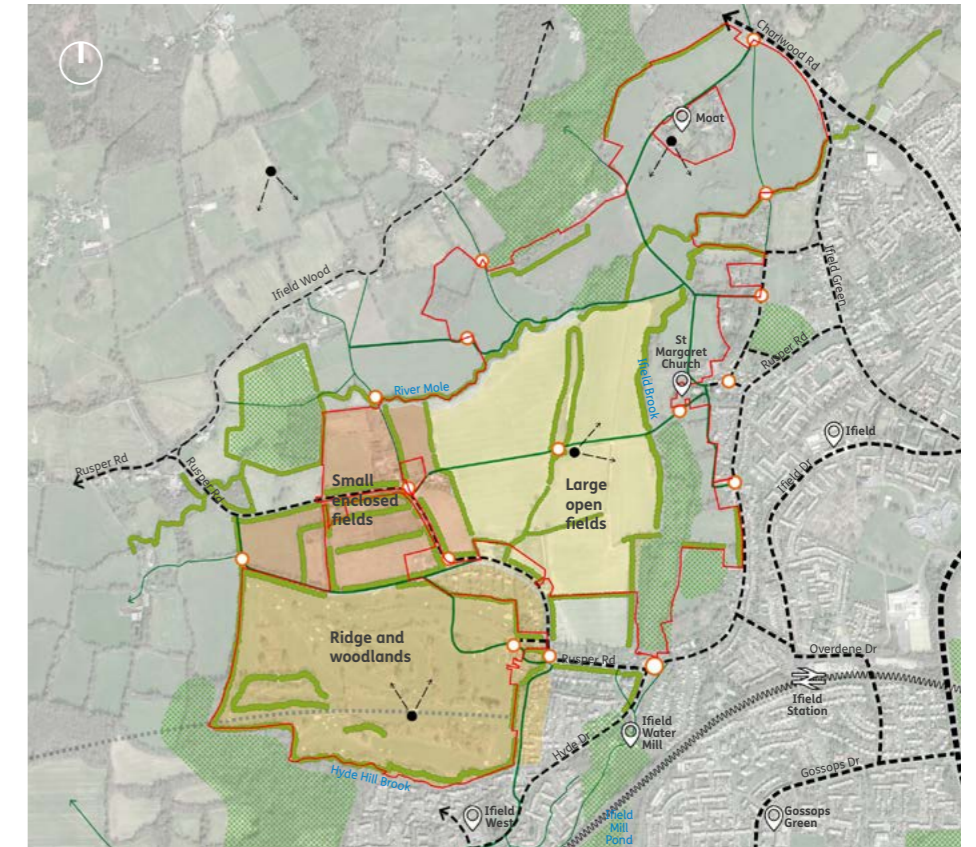


FIGURE 101 Landscape character development

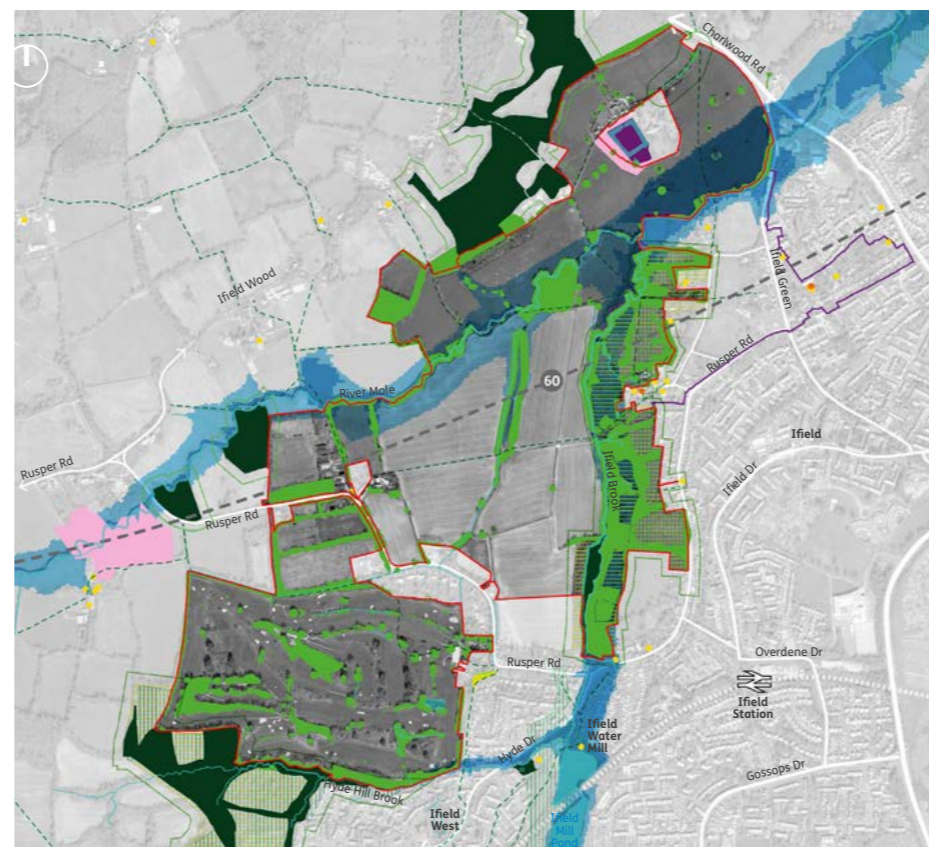


FIGURE 102 Site technical constraints

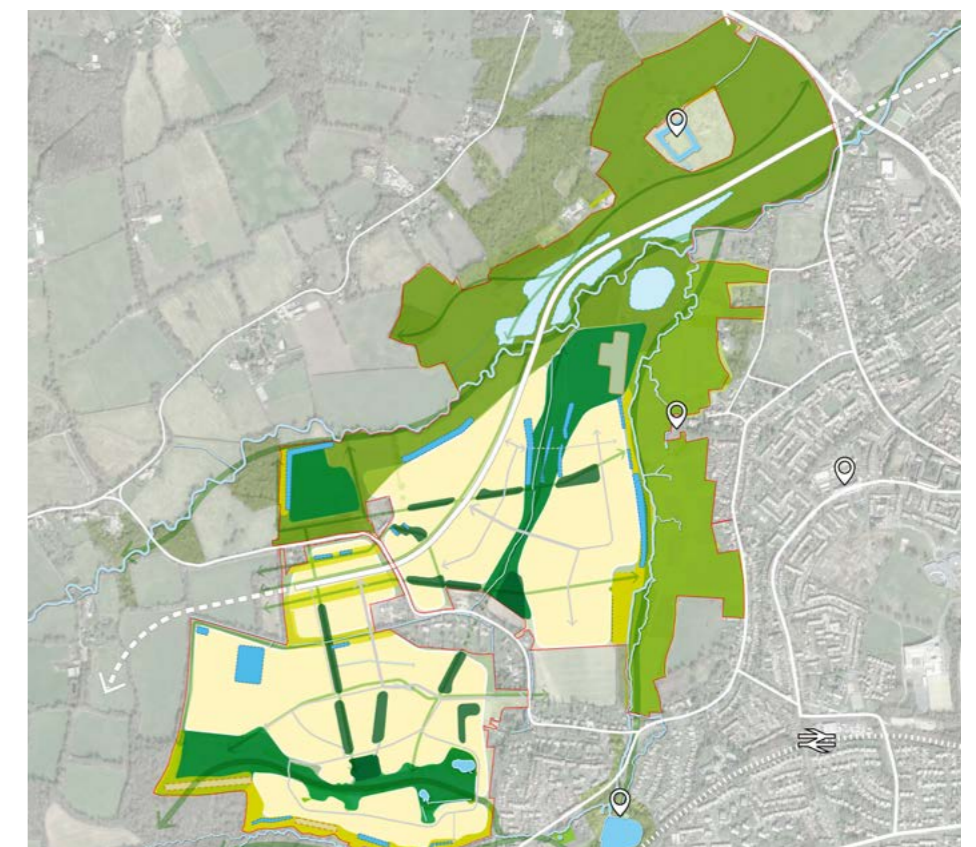


FIGURE 103 Green open spaces

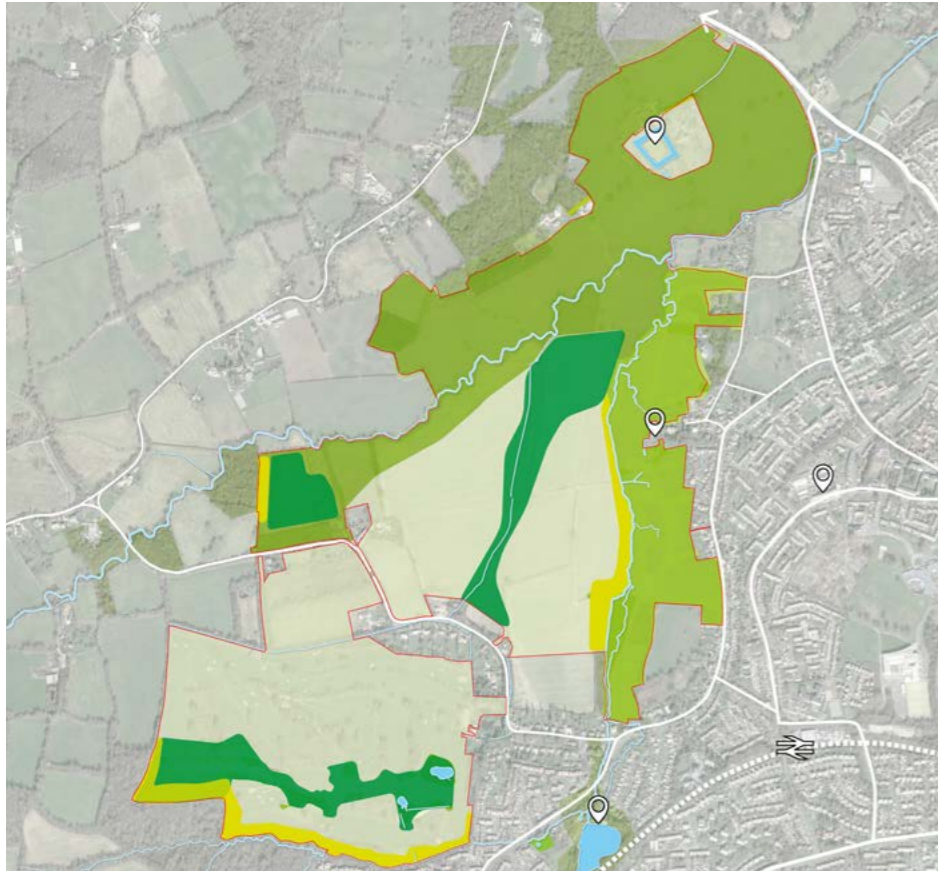


FIGURE 104 Neighbourhood parks

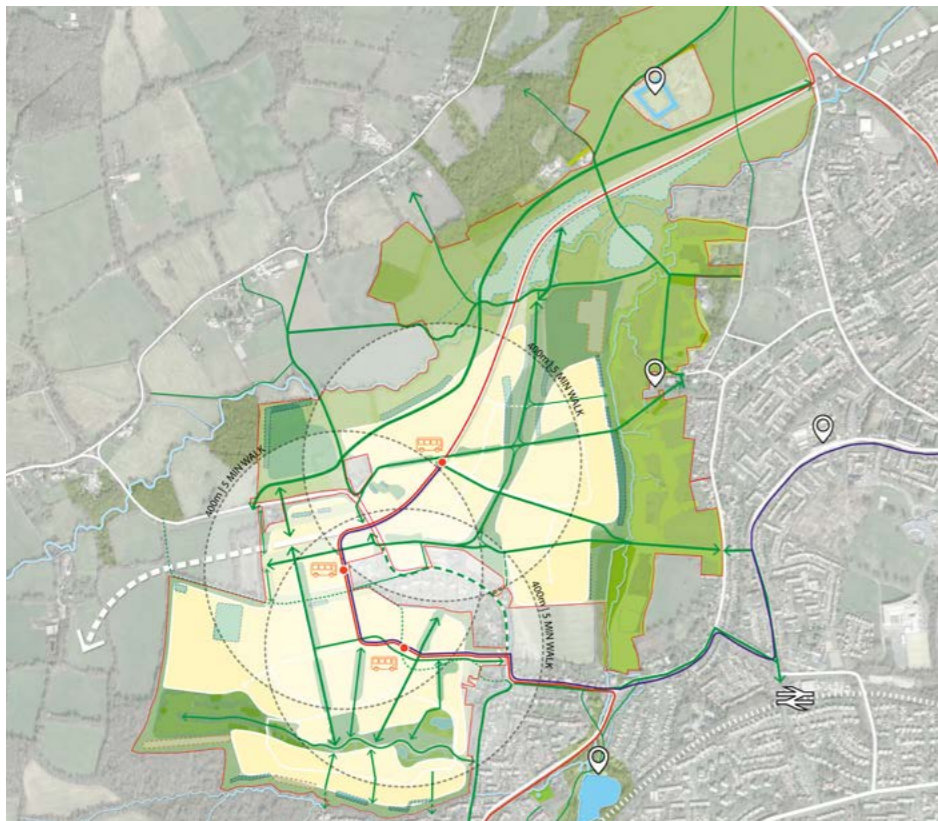


FIGURE 105 Sustainable mobility strategy

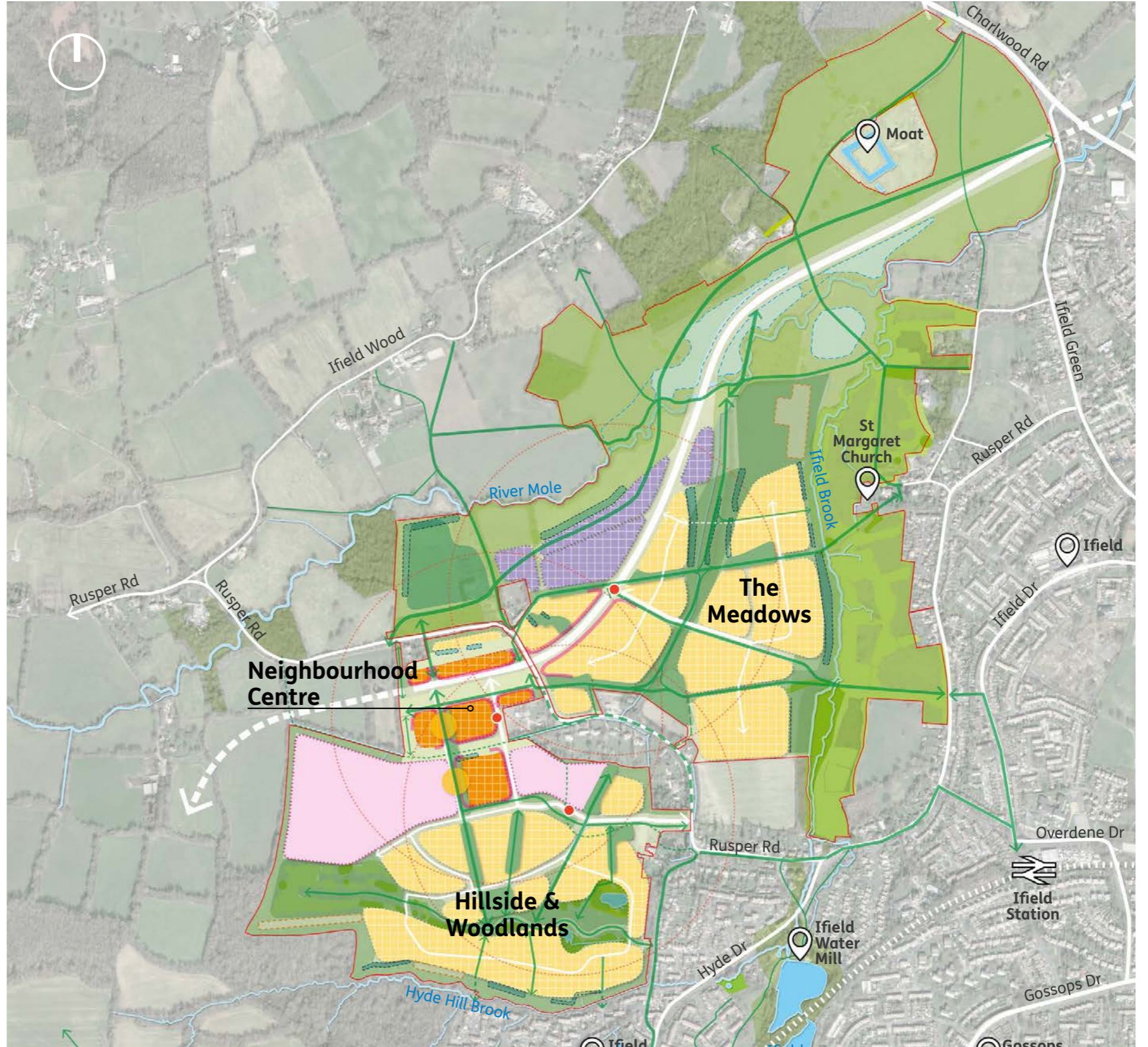


FIGURE 106 March 2021 Masterplan Framework



# 4.6 March 2021 Consultation

In early 2021, the second round of public engagement with the local community and key stakeholders was held online due to COVID-19 restrictions. These sessions presented the emerging masterplan and some of the technical assessments that underpinned it.

We consulted between Thursday 18th March and Saturday 20th March 2021. This gave local residents and other members of the community an opportunity to see and discuss the draft masterplan for the Site, which was still being promoted through the Horsham District Council Local Plan as a new neighbourhood containing up to 3,250 homes, schools, green spaces, and community infrastructure.

The draft masterplan was developed to respond to the feedback received from the community during the first series of public engagement events held in January 2020. At these earlier sessions Homes England consulted on the principles of development.

To provide the greatest opportunity for people to understand and comment on our proposals we:

- Held three online consultation sessions in March 2021 via Zoom;
- Hosted all consultation information online (see [www.westoffield.co.uk](http://www.westoffield.co.uk));
- Undertook a targeted social media campaign attracting c. 1,900 page views online;
- Distributed leaflets to c. 5,000 local residents inviting them to an engagement event; and
- Advertised our consultation across local media channels including the West Sussex County Times and the Crawley Observer.

Some of the key issues raised included:

- General principle of development, the need for additional housing and the provision of affordable housing;
- Need to provide community facilities and play areas for the new development;
- Need to properly plan for infrastructure such as water and power;
- Loss of the countryside and habitats;
- Transport proposals and the need for investment in public transport to cope with new patronage; and
- Wider benefit the new development would provide, and concerns regarding the development's position in Horsham but closer to Crawley.

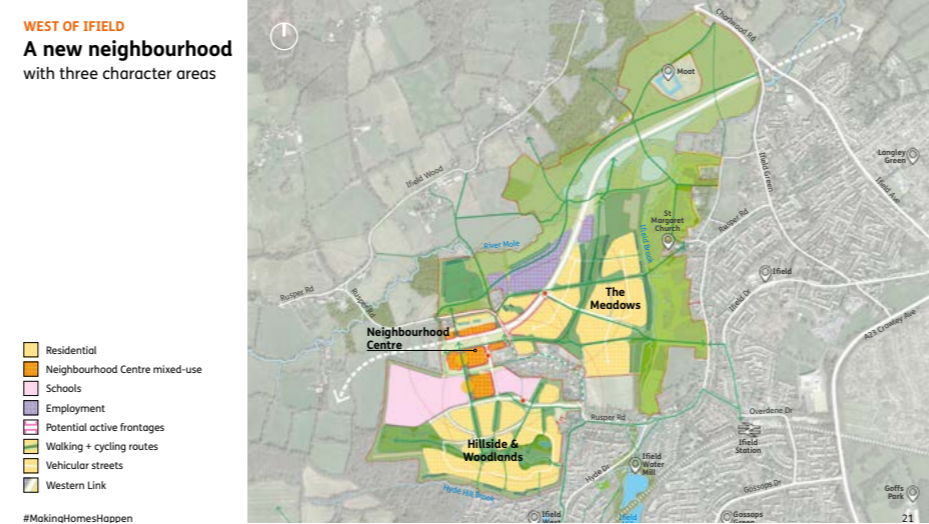


FIGURE 107 Example slides from the 2021 Engagement deck

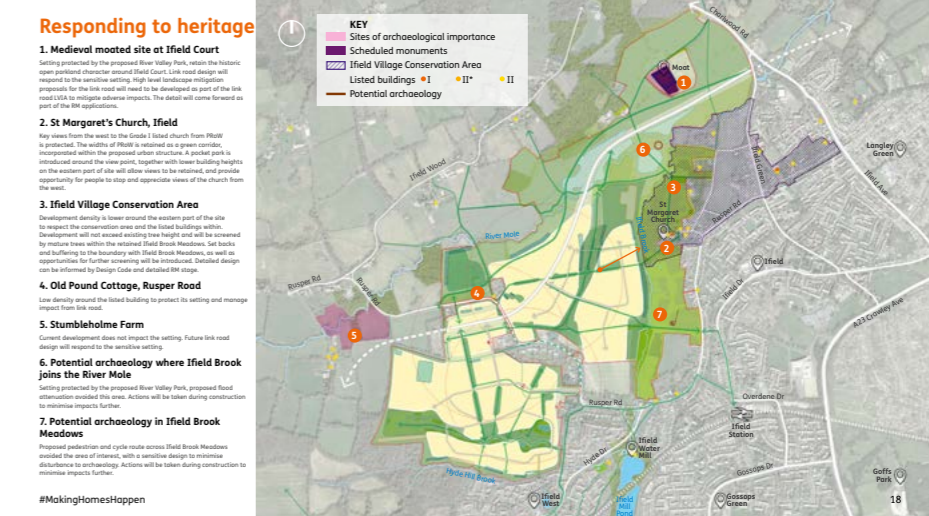
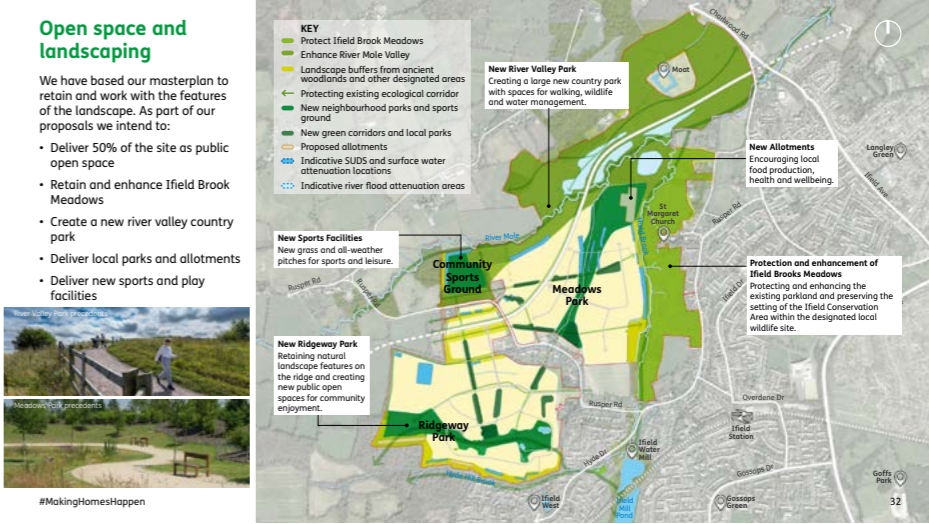


FIGURE 108 Additional information provided to the LPA

# 4.7 2022 Consultation

The masterplan was further developed after the March consultation with a focus on testing the capacity of the Site and further evidencing the technical aspects of the masterplan. Further Landscape and heritage work was completed to evidence the open space story.

Between Thursday 20th October 2022 and Friday 11th November 2022, we undertook the third public consultation group of sessions, which took place in-person.

We held three in-person events, including a mixture of events on weekdays, weekday evenings and weekends. Events were also held at different venues to maximise attendance.

Consultation dates were as follows:

- Thursday 20th October, 1pm – 7pm, Apple Tree Centre
- Friday 21st October, 2pm – 7pm, Ifield Barn Theatre
- Saturday 22nd October, 10am – 3pm, Rusper Village Hall

We held one online webinar consultation during the evening to make the consultation more accessible and maximise attendance. This was held on Tuesday 1st November, 7pm – 8pm.

We held two webinars for those living on Rusper Road to explain how the proposed changes to the traffic flow on Rusper Road have responded to feedback from previous consultations. This event was held during the evening to maximise attendance for all residents. This was held on Tuesday 8th November, at 7pm and 8pm.

Throughout the consultation period, we made all information boards from consultation events available on [www.westoffield.co.uk](http://www.westoffield.co.uk). This allowed users to view, download and comment on the content. We distributed c. 26,500 leaflets to surrounding postcodes detailing the dates and location of the consultation events. We sent a digital flyer to parish councils and seldom heard groups and asked them to share amongst their communities. We engaged with local Elected Members at West Sussex County Council; met with local groups (including Save West of Ifield); we took a targeted approach to engage with the local and regional Gypsy and Traveller community to discuss their needs from any Gypsy and Traveller provision; we engaged with local media through press releases and personalised engagement; we organised print and online ads with The Crawley Observer and The West Sussex County Times; we commissioned targeted and boosted Facebook posts which had a combined reach of 41,104 and received 1,261 link clicks.

The main changes responding to concerns or feedback from previous consultations are summarised below:

- An 8% reduction in homes being built, from 3,250 to 3,000 - with a minimum of 35% remaining as affordable housing;
- A revised 'red line boundary' showing the extent of the proposed development area, making clear the protection of St Margaret's Church and Ifield Brook Meadows;
- Inclusion of four detailed character areas that highlight top level design aspirations, supporting infrastructure, housing mix and community uses for each area;
- Inclusion of detail around provision of new open spaces and publicly accessible areas, to support improved health and well-being for residents;
- Inclusion of habitat and ecological corridors throughout the development and enhanced green buffer zones between new and existing communities, delivering our commitment for at least 10% gain in biodiversity;
- Production of a clear phasing plan for the development and the supporting infrastructure. This phasing plan demonstrates our commitment to enable the building of a new secondary school and other supporting infrastructure as part of early development. Phasing plan also indicates plans to bring forward early construction of the CWL road as the main highway access;
- Commitment to ensure the new neighbourhood is a genuinely walkable community from the very first phases, by committing to build community facilities, retail, local services and open spaces early in the phasing programme;
- Promoting use of sustainable modes of transport between the new neighbourhood, Crawley and local employment areas through the masterplan;
- Changes to Rusper Road and responding to concerns about increased congestion and 'rat-running' for those living close to the new neighbourhood; and
- Sought views on what should be included in the developing Design Code and how facilities could be best managed by the future residents as part of a stewardship strategy.

**Our plans for West of Ifield**

Our plans for West of Ifield have been developed through consultation with the local community, early engagement with our delivery partners and discussion with stakeholders.

Our vision is for a '15-minute neighbourhood' where all day-to-day needs can be accessed by walking, cycling and public transport.

West of Ifield will reflect and build on the success of Crawley's neighbourhoods, providing new homes, creating new jobs, new community facilities and improved local services all within easy reach. It will improve public access to open spaces and provide sustainable transport choices.

Designed around the landscape, four distinct character areas – Meadow View, Hillside and Woodlands, Neighbourhood Centre and River Valley - will provide 3,000 homes, up to 2,700 jobs, alongside supporting infrastructure including schools and community facilities. West of Ifield will maintain the strategic green corridor between Horsham and Crawley.

Our plans will create a unique sense of identity allowing for sustainable living, improved health and positive wellbeing.

Have your say... For more information visit: [www.westoffield.co.uk](http://www.westoffield.co.uk)

**2 Our plans for West of Ifield**

**Meadow View**

Meadow View is an area of family housing with a range of terraced to larger semi-detached homes, set back from the Ifield Brook Meadow.

New ecological corridors and landscape buffers will be provided along the eastern boundary.

An area of green space called Meadows Park will feature allotments and play spaces centred around a green wedge - views of St Margaret's Church will be protected.

- Neighbourhood parks, play areas and allotments.
- Ifield Brook Meadows retained as an important wildlife site and protected from development.
- Improved walking and cycling access into Ifield and Crawley.

Key Features:

- Meadow Park
- Ifield Brook Meadows Garden
- New Ifield Meadows walking and cycling link
- Ifield Brook Meadow
- Family Terraced Housing
- Local Park
- 1,390 homes

Have your say... For more information visit: [www.westoffield.co.uk](http://www.westoffield.co.uk)

**1 Our plans for West of Ifield**

**Neighbourhood Centre**

A new neighbourhood centre, focused around a market square, is designed to be the heart of the new community and a hub for socialising, playing, learning and shopping.

**The neighbourhood centre will include:**

- A new outdoor square for entertainment and community events.
- Segregated greenways and new bus services, providing genuine choice for sustainable travel options.
- A range of shops, cafes and entertainment spaces - ensuring a vibrant centre and thriving community.
- Flexible community space including library and children's nursery.
- Space for a new health facility should NHS Sussex require it.
- Commercial space to support SME businesses and co-working opportunities.
- A new local sports and leisure facility.
- New primary and secondary schools and innovation centre.

Key Features:

- Market Square
- North-south Greenway
- Primary School
- Secondary School
- Community Square
- Pedestrian, Cycle and Bus link
- Food Store
- Local Leisure Facility
- Innovation Centre
- 550 homes

Have your say... For more information visit: [www.westoffield.co.uk](http://www.westoffield.co.uk)

FIGURE 109 October 2022 Exhibition Boards

## 4.8 2023 Masterplanning

2023 masterplanning amendments took place following the October consultation sessions. The amendments included:

- Additional work to further investigate appropriate locations for a Gypsy and Traveller site within the masterplan area that both meets the technical constraints and the needs of the end users of the site;
- Additional work on the blocks in the local centre, in particular a study on how the possible supermarket block could be further developed to be more contextual and a finer grain; and
- Additional study on accommodating a healthcare facility of varying sizes to meet recommendations.

There have also been additional discussions with the LPA regarding the development of the Design Code.



FIGURE 110 Illustrative Masterplan

# 4.9 2024 - 2025 Masterplanning

Following the 2022 consultation, the team undertook an intensive masterplanning process, incorporating feedback from stakeholders and the public. This process has led to several key refinements aimed at improving the sustainability, functionality, and integration of the development within its surroundings.

## Key Design Enhancements

### 1. Detailed Phase 1 Infrastructure Proposal

The team has developed a comprehensive infrastructure proposal for Phase 1, ensuring that the initial development is well-supported with essential utilities, transport links, and community facilities.

### 2. Relocation and Refinement of the Gypsy & Traveller (G+T) Site

As part of Homes England’s emerging masterplan for West of Ifield, a requirement has been established to provide 15 permanent pitches for the Gypsy and Traveller community.

Following engagement with Friends, Families and Travellers (FFT), feedback suggested that a 12-pitch site would be more manageable than the originally proposed 15-pitch site.

A revised layout proposes 10 standard-size pitches and two expanded pitches (1.5x standard size) to accommodate growing families.

A thorough site assessment has been conducted, considering environmental constraints, policy requirements, and best practice guidance to determine the most suitable locations.

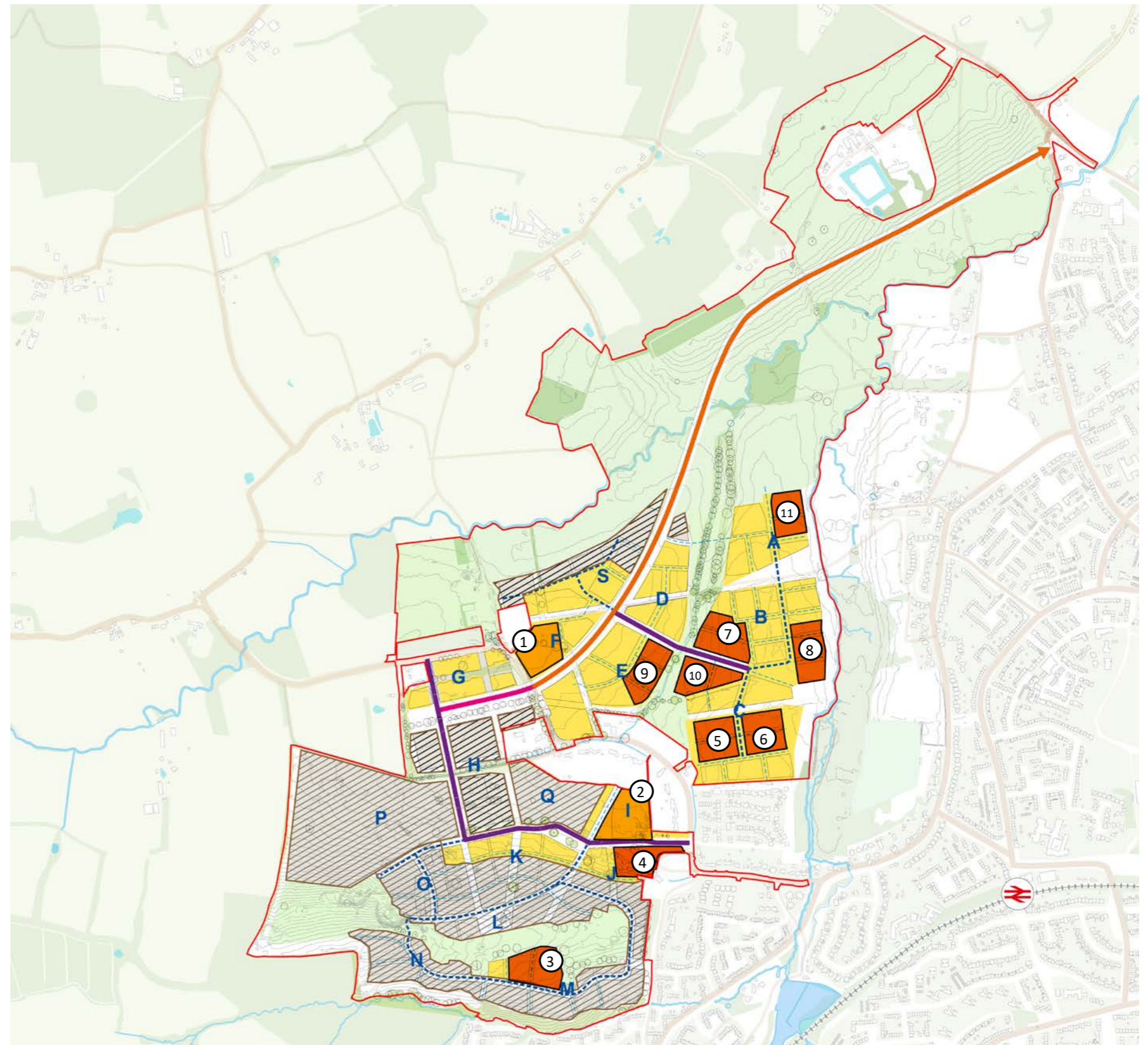


FIGURE 111 G+T Site Options Assessment

## KEY

- Hybrid Planning Area
- 1 Parcels tested for G&T sites
- Tested parcels
- Preferred parcels
- Unsuitable

### 3. Enhanced Landscape Protection & Reduced Development to the South of the Golf Course

To address Natural England’s concerns regarding the Hillside area, the masterplan has been refined through revised ecological and landscape strategies.

Ongoing ecological surveys are being conducted to monitor and assess potential impacts on protected species, ensuring biodiversity is safeguarded throughout the development process. Enhanced landscape buffers and strengthened site-edge protections have been introduced to minimise visual and environmental impacts, creating a smooth transition between developed areas and natural habitats. A comprehensive evaluation of the housing mix and density is underway to inform discussions with Natural England, ensuring that the development remains both ecologically sensitive and economically viable.

A new 4ha woodland adjacent to Hyde Hill has been incorporated into the masterplan, designed to establish a diverse habitat mosaic that fosters biodiversity and ecological resilience. This woodland will enhance connectivity between existing wooded areas, supporting vital wildlife corridors while contributing to long-term environmental sustainability.

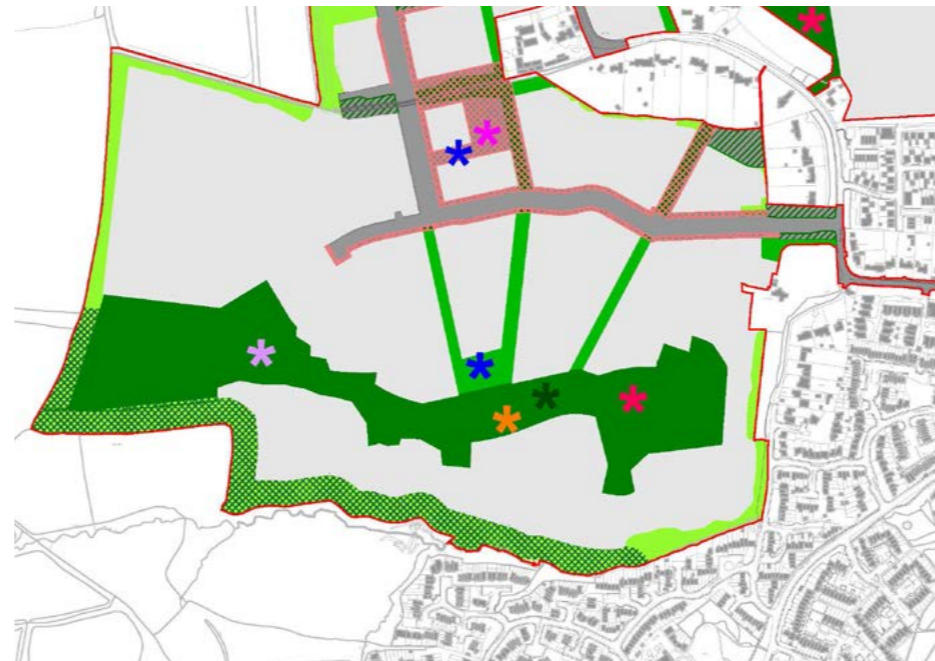


FIGURE 112 2022 Baseline

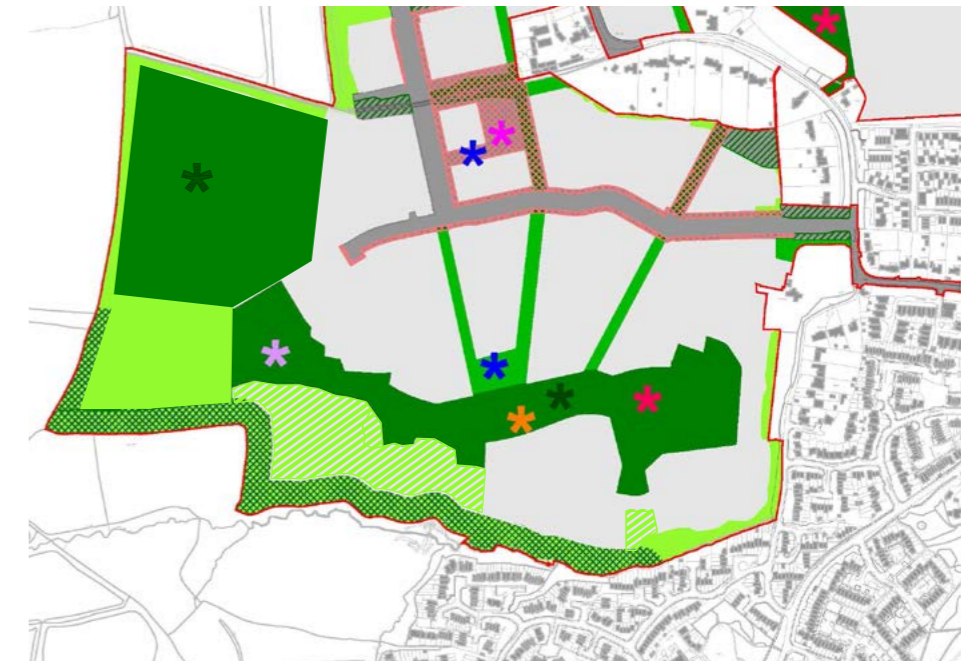


FIGURE 113 2024 Option agreed with Natural England

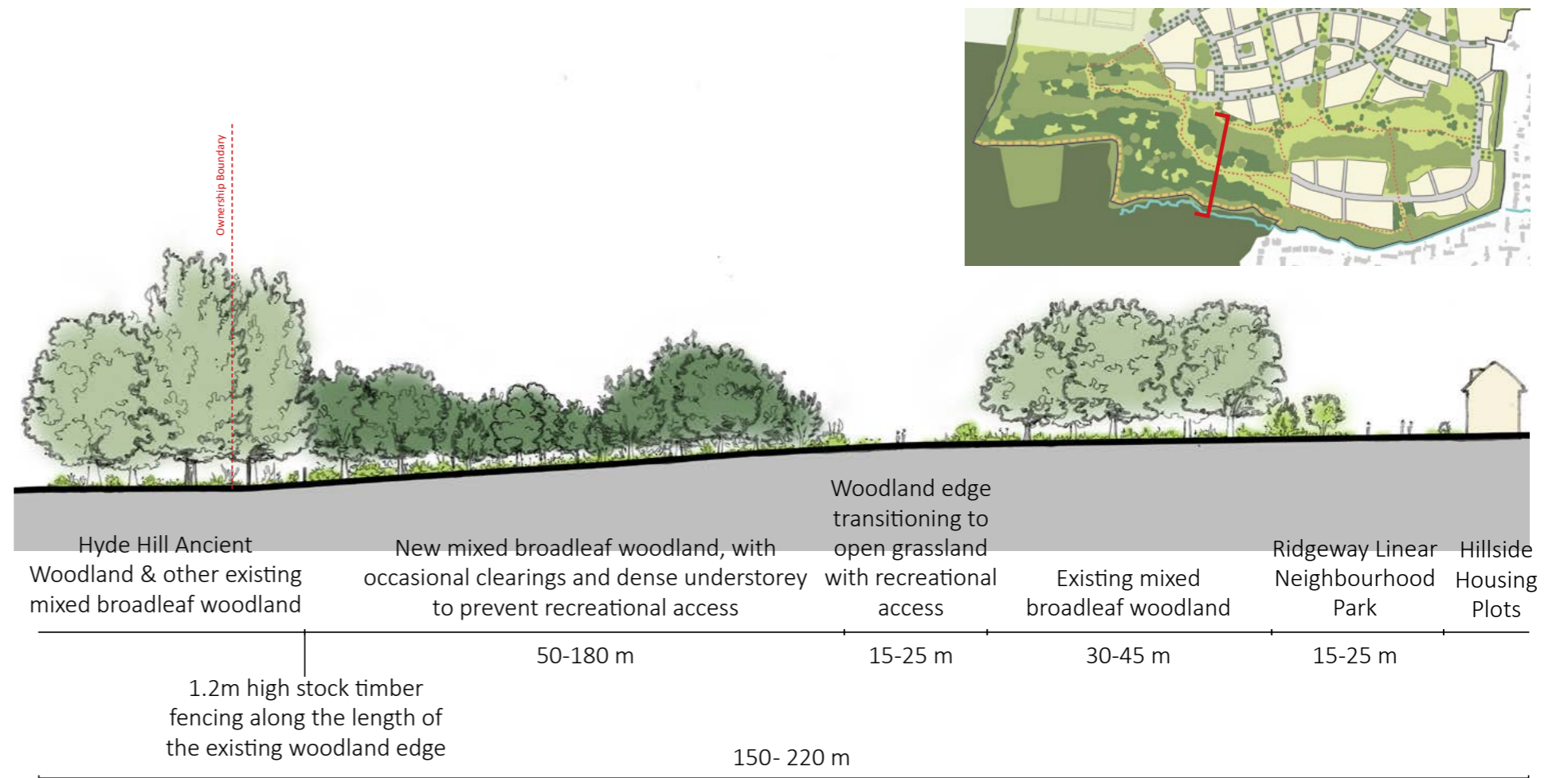


FIGURE 114 2024 Option Illustrative Section

#### 4. Draft Sports Strategy to Support Masterplanning

A strategic review of indoor and outdoor sports facility provision is underway to ensure the masterplan integrates high-quality recreational amenities that meet community needs.

#### 5. Water Neutrality Measures

Extensive borehole investigations confirm that the site has sufficient groundwater abstraction capacity to support development.

The project can fully mitigate its own water impact, ensuring sustainable resource management.

These refinements demonstrate a commitment to sensitive masterplanning, balancing housing needs with environmental stewardship, community feedback, and long-term sustainability.

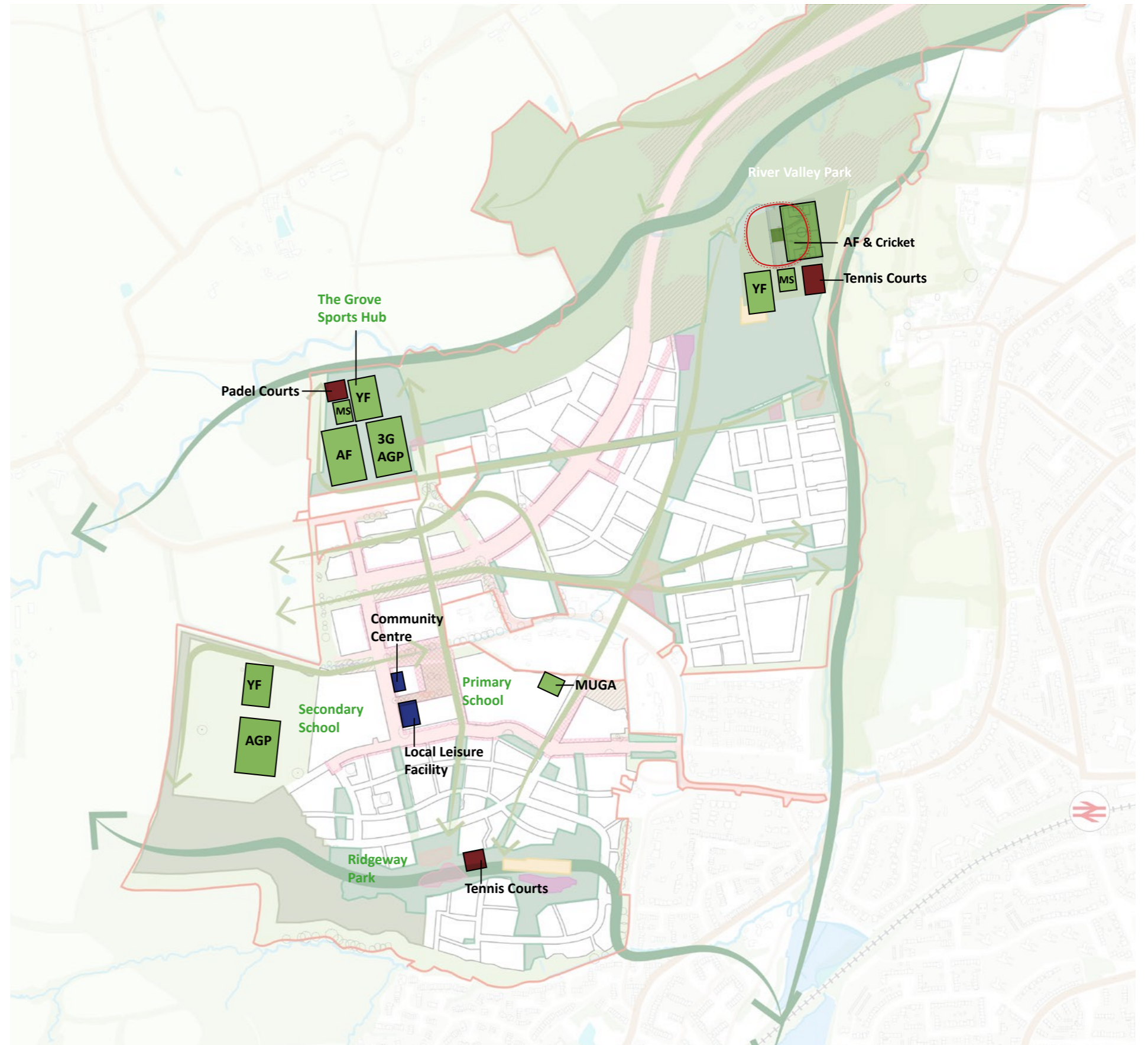


FIGURE 115 Sports Facilities in the context of the wider Green Infrastructure/recreation assets