

Section 3

Pre-application engagement activity

Stage 1 2020 engagement

The first stage of public engagement events took place in January 2020 and this was the first step towards an ongoing engagement on what the mixed-use development could look and feel like. In the lead up to the public engagement, political stakeholder engagement took place in the latter end of 2019.

Political and stakeholder engagement

As referred to previously, in July 2019 a presentation was given to Horsham District Council and Crawley Borough Council to inform them of the plans for the West of Ifield and to facilitate open communication. The presentation included information about why the Applicant had chosen the West of Ifield for development, the vision for the infrastructure delivery and details of the planning and engagement process. In addition, the Applicant gave planning officers a consultation plan to review prior to the start of the consultation process.

Working collaboratively, regular calls were held with the communications team from Horsham District Council, Crawley Borough Council and West Sussex County Council and the project team to discuss the engagement programme and take into consideration any issues that would affect the consultation plan, for example the emerging Local Plan consultations. From this the public engagement events for the proposals were scheduled to avoid the Local Plan review consultations of Horsham District Council and Crawley Borough Council.

Meetings were held with Colgate and Rusper Parish Councils in October 2019 to understand initial thoughts around the proposals and outline the upcoming consultation engagement events. The Applicant had been in the process of arranging further meetings following the engagement events however, these were cancelled due to COVID-19.

Horsham District Council

The Applicant met with Horsham District Council in Summer 2019 and provided a presentation outlining the plans for West of Ifield and offering an opportunity for questions.

Letters were sent to all Horsham District Councillors inviting them to the West of Ifield public engagement events in January 2020 and to a session on the first day of the event reserved for councillors and political stakeholders.

Crawley Borough Council

Letters were sent to all Crawley Borough Councillors inviting them to the West of Ifield public engagement events in January 2020 and to a session on the first day of the event reserved for councillors and political stakeholders.

The Applicant also met with attending Crawley Borough Council Councillors in November 2020 to provide an update on the progress Homes England had made with the West of Ifield proposals.

Community engagement

Stakeholder engagement had initially been planned to follow the January exhibitions and the end of the consultation period (which finished on 15 February 2020). However, due to the impact of the COVID-19 pandemic, face-to-face engagement was to be avoided following government advice. Homes England is committed to accessible, inclusive engagement opportunities and alternative methods of engagement were then drawn up which included an increase in material published online and online meetings with stakeholders. Following the end of the public consultation period, all of the feedback from the forms was collected and collated into a consultation summary report (document included in Appendix 1) which was published on the website www.westoffield.co.uk.

Public Exhibitions January 2020

A series of nine public exhibitions were held over eight days in January 2020.

The dates and venues were:

Friday 10 January: Gurjar Hindu Union, Apple Tree Centre, Ifield Avenue, Crawley, RH11 0AF, 3- 8pm

Saturday 11 January: Ghyll Manor, High Street, Ruper, Horsham, RH12 4PX, 10am- 3pm

Monday 13 January: Horsham Sports Club, Cricket Field Road, Horsham, RH12 1TE, 3- 8pm

Tuesday 14 January: Ifield West Community Centre, 1A Dobbins Place, Crawley, RH11 0SZ, 4- 8pm

Wednesday 15 January: The Hawth Theatre, Hawth Avenue, Crawley, RH10 6YZ, 10am- 1pm

Wednesday 15 January: The Hawth Theatre, Hawth Avenue, Crawley, RH10 6YZ, 3- 8pm

Thursday 16 January: Ghyll Manor, High Street, Ruper, Horsham, RH12 4PX, 3- 8pm

Friday 17 January: Ifield West Community Centre, 1A Dobbins Place, Crawley, RH11 0SZ, 4- 8pm

Saturday 18 January: Gurjar Hindu Union, Apple Tree Centre, Ifield Avenue, Crawley, RH11 0AF, 10am- 3pm

These nine events were held around the Crawley and Horsham area, and close to the site in order to be accessible to those local residents who were most interested in the proposals. There was a mixture of events held in the morning, afternoon, evening and weekend to provide a range of opportunities to attend, respecting working patterns and other commitments. The events were attended by members of the West of Ifield project teams including representatives from Homes England, Prior + Partners, Gillespies, Ramboll, Steer, Turner and Townsend and Cratus Communications.

Advertising and awareness:

Invitations to 17,634 local residents and businesses sent via Royal Mail

Information on the Commonplace website westoffield.co.uk

Direct email invitation to all Crawley Borough Council and Horsham District Council councillors

Social media promotion on a Facebook page and a Twitter account

Advertising in local media channels including Crawley Observer, Horsham District Post, Crawley News 24 and West Sussex County Times

Leaflets handed out by the team in Crawley and Horsham town centres

Consultation events

A pre-briefing session was held for local council members and parish councillors on the first day of the events, Friday 10 January, before the event opened to the public.

A range of exhibition boards displayed information focused on different topics: The Opportunity, Design, Living, Healthy Communities, Environment, Movement and Transport and Working. Post it notes were available at each board to allow visitors to share their thoughts on each individual board. On the first day of the exhibitions, the boards that were being used at the events were uploaded onto the website westofield.co.uk for viewing by people who could not attend, or for people to look at following the event.

A total of 726 members of the community attended across the nine events held.

Digital Engagement

In order to reach a wider range of people and create a more accessible engagement process, the Applicant promoted a digital engagement plan as part of the wider engagement strategy. This involved using social media and a dedicated website, details of which are included below.

Social Media

A key aim of the engagement process was to target and involve a wide range of people, of different ages, genders, ethnicities. In order to do this, the Applicant created social media accounts to target audiences who may not necessarily engage with the traditional means of consultation i.e. public exhibition.

During the first stage of engagement, the Applicant created a dedicated Facebook page (West of Ifield). The Twitter (now X) account was mainly used to promote the public engagement events in

January. A tweet was uploaded every day to inform followers of the details of the next engagement event.

The Facebook page was the main outlet used in the social media engagement. Prior to the start of the public engagement events in January 2020, adverts were posted on Facebook, targeting Facebook users in the Horsham, Crawley, Brighton and Croydon areas to inform people about the events and to encourage people to complete a feedback form. Facebook users from Brighton and Croydon were targeted as they may potentially wish to move to the area in the next few years.

In order to encourage a diverse group of attendees and respondents, the following groups were messaged via Facebook to ask them to post about the consultation:

- The Crawley Youth Club
- Diverse Crawley
- Crawley Gurdwara
- Crawley Athletic Club
- Thomas Bennett Community College
- Crawley College
- YourSpace West Sussex

Social media posts were uploaded every day throughout the exhibition, encouraging people to attend and to complete an online feedback form. After the public engagement events were completed, the West of Ifield Facebook page was used to signpost people to the West of Ifield Commonplace engagement website when there were news updates or when the consultation feedback report was uploaded.

Commonplace

Alongside traditional forms of social media (Facebook and Twitter), the Applicant appointed specialist online community software provider

Commonplace to support and grow the engagement process. Commonplace is an online tool that helps developers to understand the needs of the communities and to communicate better. The Applicant used Commonplace in conjunction with the traditional forms of digital engagement to provide an ongoing channel of understanding and collaboration. A Commonplace website was created (westoffield.commonplace.is) which went live on the first day of the public engagement events in January 2020. The information boards presented at these events were uploaded to the website and visitors were able to complete the same feedback form available to those who attended the events in person. Using Commonplace helped to widen the engagement through the use of their news update function. 301 people responded to the online feedback form.



Feedback Form

Feedback forms were provided at the exhibitions, for residents to fill in there or send back via freepost. 251 paper feedback forms were received, and 301 forms were completed online at westoffield.co.uk. The feedback forms asked seven questions and offered people pre-prepared answers as well as an 'other' option to provide their own feedback.

Post Event Feedback

Following the engagement events, the paper copy feedback forms were uploaded to the West of Ifield Commonplace as they were received to enable comparison with the forms completed online.

Once the data was analysed from these forms, a feedback report was published on the West of Ifield Commonplace, Facebook and gov.uk website (Feedback report included in Appendix 1). The report included information about the respondents (location, age, and ethnicity) and included the top 3 most popular responses to each answer.

In April 2020, a 'Your Questions Answered' document was published to the West of Ifield Commonplace, Facebook and gov.uk website. The questions answered in this document were based on the main issues raised in the public engagement feedback summary report.

After publishing the 'Your Questions Answered' document, a themed post, focusing on a specific issue raised in the feedback, was uploaded onto Commonplace website each week. Alongside this, a short video was posted on the West of Ifield Facebook page to promote the Commonplace website and encourage Facebook users to view the feedback. The focus of these documents were open spaces, traffic, flooding, working and infrastructure.

These documents were published to ensure transparency throughout the process and to demonstrate to the public that the Applicant had regard to the feedback and that the Applicant was taking the feedback received into consideration throughout the process.

Public Presentation December 2020

An update session was held on 14 December 2020, 6.30 to 7.30pm. Due to COVID-19, the session took the form of a virtual public presentation. This session was an opportunity for the community to hear more about the feedback received during the consultation events in January 2020, how this feedback is informing the next stages of design, the progress that had been made to date and ask questions of the Applicant and the consultant team.

Representatives of the Applicant presented the updated proposals and the event was recorded and shared on the Commonplace website so that those who could not watch the event live were able to access the information provided another time. The event was publicised via the newsletter, social media and press release.

Documents were published to ensure transparency throughout the process

Headline figures received from the feedback

The Opportunity

What do you think is important in creating new neighbourhoods?

- Open spaces – 26% of respondents.
- Easy and safe to get around – 19%.
- Healthy, happy places – 15%.

Living

What kind of homes should be provided in the new neighbourhoods?

- Affordable housing – 23%.
- Homes that are different sizes – 17%.
- Low carbon – 16%.

Design

Which of the design principles do you think are the most important for the West of Ifield?

- Nature – 27%.
- Public spaces – 21%.
- Homes and buildings – 12%.

Environment

How should the new neighbourhoods protect the environment and respond to climate change?

- Reduce flood risk – 21%.
- Provide open spaces – 20%.
- Clean energy initiatives – 14%.

Healthy Communities

What will help people be healthy and happy in the new neighbourhoods?

- Health facilities – 17%.
- Primary schools – 13%.
- Secondary schools – 12%.

Movement & Transport

What do you think is important for how people move around the new neighbourhoods and to the surrounding area?

- Walking – 15%.
- High quality public transport – 15%.
- Good access to railway stations – 15%.

Working

What opportunities for working should be provided in the new neighbourhoods?

- Opportunities for small businesses – 15%.
- High-speed broadband/5G – 13%.
- Connections to existing employment – 12%.

Stage 2 2021 consultation

Engagement on plans for a new community at West of Ifield continued in 2021.

Political and stakeholder engagement

The Applicant met with both Colgate Parish Council and Rusper Parish Council, in April and July 2021 respectively, to talk through the key themes of the proposals, provide an update on timescales and ongoing engagement, and answer questions. After the presentation, members were sent the slides and written responses to their questions and were also invited to the public exhibition.

Calls with the communications team from Horsham District Council, Crawley Borough Council and West Sussex County Council and the project team to discuss the engagement programme and take into consideration any issues that would affect the plan, for example the Local Plan consultations, continued. This allowed for the public engagement events for the proposals to be scheduled to avoid the Horsham District Council and Crawley Borough Council Local Plan reviews.

Horsham District Council

Letters were sent to all Horsham District councillors inviting them to the West of Ifield public engagement webinars in March 2021 and to their own session reserved for councillors and political stakeholders.

Conversations were held with Horsham District Council Leader, Cllr Ray Dawe and the Cabinet Member for Planning, Cllr Claire Vickers.

Crawley Borough Council

Letters were sent to all Crawley Borough councillors inviting them to the West of Ifield public engagement webinars in March 2021 and to their sessions reserved for councillors and political stakeholders.

Conversations were held with Crawley Borough Council Leader Peter Lamb.

Community engagement

Community engagement included landowner engagement including responding to individual requests for information and engagement. Face-to-face meetings were held and information shared in email updates.

As part of the Applicant's commitment to keeping the local community up-to-date with the plans for West of Ifield and provide information on the next steps, a 'Summer 2021 Update' newsletter was sent to all those who subscribed to the mailing list. This was also promoted via social media.

Public Engagement Webinars March 2021

Due to COVID-19 restrictions further in-person public engagement was rearranged and instead three public engagement webinars with accompanying online workshops were held over three days in March 2021.

The dates and times were:

Thursday 18 March 2021: 12.30 - 2.30pm (councillor session)

Thursday 18 March 2021: 6 - 7.30pm

Friday 19 March 2021: 3.30 - 5pm

Saturday 20 March 2021: 10 - 11.30am

Members of the community were able to register and receive the joining details by emailing westofield@homesengland.gov.uk, sending a written request for information to the freepost address, or calling the project phone number, set up to ensure those who were unable to access the webinars online could still have access to the information in lieu of the in-person events (details of how this information was promoted are below).

Advertising and awareness

Advertising and promotion activity were deployed to ensure that as many people as possible were made aware of engagement opportunities.

The engagement events were promoted by sending an invitation leaflet to **4,948** local residents and businesses via Royal Mail. This contained information about the draft masterplan for West of Ifield and how to access the public engagement events or to request information be sent by post for those unable to join online. An email was also issued to those that had registered an interest in receiving updates about the scheme inviting them to attend. Throughout the period of consultation, the Applicant posted on the website and issued news updates to remind attendees of the event before and during the in-person engagement events. Post event alerts reminded people they could still review the information and provide their feedback.

All Crawley Borough Council and Horsham District Council councillors received an invitation to the events via direct email. Parish councils were also notified, and local councillors invited to make local residents aware of the event.

The consultation was also advertised across local media channels including the Crawley Observer and West Sussex County Times w/c 8 March. A Facebook advertisement at the same time attracted 1,865 page views leading to 261 engagements with the Applicant.

Consultation events

On the first day of the events, Thursday 18 March, a session was held for political stakeholders to attend and ask any questions before the first event for the public, attendees included Cllr Peter Lamb and Cllr Ray Dawe. Over the three days, more than 70 people attended the webinars and took part in 10 workshops. In the first part of the event, members of the project team presented the first draft masterplan to the community. In the second part, attendees were put into a breakout room with 5 to 10 other people and three members of the project team and asked for feedback across four topics – connectivity, open space and landscaping, building a community and homes and living – to help refine the masterplan to ensure that the scheme reflects the wants and needs of the community.

The workshop sessions provided the opportunity for round table discussion, which was supported by a base diagram slide which the community could direct a member of the project team to draw on and make notes on the image, which could then be saved, and a slide with questions for discussion. The discussion was guided by members of the project team to areas where community input could make a real difference. Exhibition boards which summarised the information presented and discussed were uploaded to westofield.commonplace.is for viewing by people who could not attend, or for people to look at following the event.

Digital Engagement

To reach a wider range of people and create a more accessible engagement process, the Applicant promoted a digital engagement plan as part of the wider engagement strategy. This involved using social media and a dedicated website, details of which are included below.

Social Media

A key aim of the engagement process was to target and involve a wide range of people, of different ages, genders, ethnicities etc. To do this, the Applicant created social media accounts to target a harder to reach audience who may not necessarily engage with the traditional means of consultation i.e. public exhibition.

During the second stage of engagement, the Applicant used the Twitter (now X) account ([@Westoffield](#)) to promote the public engagement events along with Facebook advertising ([West of Ifield](#)). The Facebook page was the main outlet used in the social media campaign. Prior to the start of the public engagement events in March 2021, adverts were posted on Facebook, targeting Facebook users in the Horsham, Crawley, Brighton, and Croydon area to inform people about the events and encourage them to complete a feedback form. 261 people engaged with the consultation through Facebook. There was no engagement on Twitter.

To encourage a diverse group of attendees and respondents, the following groups were messaged via Facebook to ask them to post about the consultation:

- The Crawley Youth Club
- Diverse Crawley
- Crawley Gurdwara
- Crawley Athletic Club
- Thomas Bennett Community College
- Crawley College
- YourSpace West Sussex

Posts were uploaded every day throughout the engagement events to West of Ifield social media channels, encouraging people to attend and to complete an online feedback form. As the engagement was purely on Facebook, after the public engagement events were completed, the West of Ifield Facebook page was used to signpost people to the West of Ifield Commonplace website where the 'exhibition boards' had been uploaded and the community could register to receive news updates for example, when the feedback report was uploaded.

Commonplace

Alongside traditional forms of social media (Facebook and Twitter), Commonplace was used to support and widen the second round of public engagement with 'exhibition boards' uploaded that summarised the information presented in the webinar.

The exhibition boards which mirrored the physical event boards included: Unlocking the Region's Potential, A Vision for Sustainable Living, What could West of Ifield look like, What you said, Connections – Active Travel, Connections – Public Transport, Connections – Access to the Highway Network, Connecting People with the Landscape, Flood Protection and Sustainable Drainage, Building a New Community, Delivering Homes for Everyone, and Stewardship. At the end of each exhibition board, questions were asked to guide constructive feedback.

Following the events, more than 1,500 people visited [westoffield.commonplace.is](#) to view the website, share their thoughts and find out more information. The presentation that was given during the webinar event is on the website along with full details of the proposals and a comprehensive Q & A document, as well as a recording of the main presentation, allowing members of the community to access the information on demand

Post event feedback

Following the events, more than 1,500 people visited [westoffield.commonplace.is](#) to view the website, share their thoughts and find out more information. The presentation that was given during the webinar event was published to the website along with full details of the proposals, as well as a recording of the main presentation, allowing members of the community to access the information on demand.

Following the end of the public consultation period all of the feedback was collated into a consultation summary report which was published on the Commonplace website [westoffield.co.uk](#) (documents included in Appendix 1). A [FAQ document](#) was also made public via the website including questions that were asked during the two rounds of public engagement and to address how feedback would be taken into consideration.

Feedback from the consultation focused around key areas including:

■ Principle of development

Whilst some respondents recognised the need for housing, they questioned whether this was the right location and wanted clarity around the local housing need and affordable housing provision.

■ Infrastructure

Respondents were supportive of new infrastructure being delivered but wanted more certainty around what would be delivered and when. Community facilities were also highlighted as important including sports facilities, community space and play areas, for example.

■ Open space and habitats

Some residents were concerned about loss of open space and gave suggestions to increase green buffer areas to the west, create more walking recreational space and rewilding of some of the green spaces.

■ Transport infrastructure

Residents felt that the current transport infrastructure would not be sufficient and suggested improvements to Ifield Station and bus services and dedicated cycles and pathways to improve non-care connections.

■ Water management

Some concerns were raised around waterlogged land in some areas during the winter months. Respondents were supportive of sustainable drainage and measures that reduce pressure on water supply.

The project team were made aware during the public engagement that residents on and around Rusper Road had specific feedback about the specifics of the movement and access and construction proposals. This feedback was used to help inform the development of further proposals to restrict vehicle traffic through Rusper Road.

Stage 3 2022 consultation

The third round of consultation events took place between 20 October to 11 November 2022. These in-person and online events gave existing Horsham and Crawley residents, especially those close to the proposed development, and potential future residents of the scheme, the chance to explore the updated masterplan, learn about the changes resulting from previous consultation feedback, and ask questions of the Applicant's team.

Political and stakeholder engagement

The Applicant invited members of Horsham District Council, Crawley Borough Council and local Parish Councillors to a pre-event briefing. More than 100 councillors attended the session in which the Homes England team presented details of the updated plans, outlined how the feedback received to date had informed the changes and to provide an opportunity for questions.

Further contact was made with organisations including but not limited to the following:

- Gatwick Airport
- Save West of Ifield, a local opposition group
- The Woodland Trust
- Local walking groups
- Local horse-riding group
- Local cycling groups
- Local Business owners

Community engagement

As part of this consultation, the Applicant wanted to ensure engagement was with as many people in the local community as possible, to inform the local community of the changes made to date and to gather feedback on the updated plans to help shape the future of West of Ifield.

The Applicant held three in-person engagement events with two being held on weekdays (which included evenings) and one at the weekend during the half term. Each event was also at a different venue that was carefully selected to maximise attendance.





Public exhibition consultation dates and venues were as follows:

20 October: 1 - 7pm, Apple Tree Centre, Gurjar Hindu Union, Ifield Avenue, Crawley, RH11 0AF

Friday 21 October: 2 - 7pm, Ifield Barn Theatre, 2 Ifield St, Crawley RH11 0NN

Saturday 22 October: 10am - 3pm, Rusper Village Hall, Horsham Rd, Rusper, Horsham RH12 4PR

The Applicant held two online webinar consultations during the evening to ensure maximum attendance and to address the needs of people unable to attend in person.

The first was the public event, held on:
Tuesday 1 November: 7 - 8pm

Responding to feedback from earlier events, this second online event was for Rusper Road residents with a focus on transport and proposed changes to the road-layout following the in-person events.
Monday 7 November: 7 - 8pm

Members of the community were able to register for this event and receive the joining details by signing up to the Zoom link provided, or by emailing westofield@homesengland.gov.uk

Engagement with seldom-heard groups was also a priority as part of the consultation, in particular with the gypsy and traveller community. Engagement with the local authority to reach such groups was attempted and further out reach secured a meeting with representative of the friends, families and travellers, to explore the needs of the community and discuss options for the gypsy and traveller pitches

This meeting took place on:
Tuesday 26 April 2023: 11am

Advertising and Awareness

Significant promotional activity for the consultation events took place to ensure that the community was made aware of participation opportunities.

This included:

Press releases, a series of press releases were issued to the following local media outlets:

- Crawley Observer
- West Sussex Gazette
- Sussex Express
- West Sussex County Times

Coverage, articles appeared in:

- Sussex Express, West Sussex Gazette and Crawley Observer
- Sussex Live
- The Argus

Related to this, the community group Save West of Ifield held their own event at a local shopping centre and Homes England supplied a comment to BBC Sussex. Coverage appeared in:

- Sussex Express news articles [here](#) and [here](#)
- BBC Sussex news item on [Save West of Ifield YouTube](#)
- BBC South East news item on [Save West of Ifield YouTube](#)

Paid for newspaper adverts, within:

- The Crawley Observer (online and print weekly readership 17,462)
- The West Sussex County Times (online and print weekly readership 33,616)

Digital adverts appeared online, within:

- The Crawley Observer
- The West Sussex County Times

These received 45 clicks, a click through rate (CTR) of 0.09% (which is 4 times the national average) and 50,201 impressions.

Commonplace website:

Throughout the period of consultation, Homes England has maintained activity on the West of Ifield website. The events were promoted on the website and news updates were issued to those registered to receive updates to remind attendees of the event before and during the in-person engagement events. Post event alerts reminded people they could still attend the online webinar.

Leaflet drop/flyer: **two separate flyer drops** were completed, delivered directly through the doors of local residents. As a result of feedback from earlier events and interest from communities in the wider area, a total of 26,442 leaflets were distributed. (map included in Appendix 2).

Digital flyer, this was distributed to local libraries and sports facilities for them to display. The digital flyer was also used on social media and the news section of the Commonplace website.

Social media posts:

Facebook posts had a combined reach of 41,104 and received 1,261 link clicks.

Two separate leaflet drops were completed, hand delivered directly through the doors of local residents

Consultation events

A range of content was displayed at each venue including:

- 14 information boards.
- A large-scale floor map showed the illustrative masterplan and updated red-line boundary.
- 3d digital map – Fly-through to help people visualise the new mixed-use development.
- Digital presentation for webinars: Powerpoint presentations were created for the general masterplan online consultation and the RusperRoad online consultation.
- Feedback form: a feedback survey was distributed at the events and was made available digitally on the West of Ifield website.

Representatives from the Applicant and the consultant team were on hand to talk individuals through the information on display, outline how the proposals had changed in response to earlier consultation feedback and answer any questions the community may have.

406 people attended across the in-person and online events.

To ensure the events and information were inclusive for all, the information boards, floor map and banner were uploaded onto westofifield.co.uk to ensure consistency, allowing users to view and download following the event and was emailed to those that had signed up to receive news updates.

Feedback was gathered through a digital questionnaire within Commonplace and a printed version was made available at the events for those unable to access them in this way.

Post Event Feedback

More than 2,951 visited westofifield.co.uk to view the updated proposals during and immediately following the engagement events.

718 survey responses were received during the consultation period.

Feedback from the event was collated into a consultation summary and published on the Commonplace website westofifield.co.uk (documents included in Appendix 2).

Attendees at the consultation events were supportive of the measures taken to adapt the plans in response to feedback from previous consultations including:

- 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.
- Four, detailed character areas that highlight top level design aspirations, supporting infrastructure, housing mix and community uses for each area.
- Detail around provision of new open spaces and publicly accessible areas.
- Habitat and ecological corridors throughout the development and enhanced green buffer zones between new and existing communities.
- A clear phasing plan for the development and the supporting infrastructure that demonstrated a commitment to building a new secondary school and other supporting infrastructure as the first development on the site and bringing forward the early construction of the Crawley Western Multi-Modal Corridor (referred to was the Crawley Western Link road in the Consultation Summary) as the main highway access.
- Opportunity for the site to encourage the use of sustainable modes of transport between the new neighbourhood, Crawley and local employment areas.

- Changes to Rusper Road and how it will alter journeys and respond to concerns about increased congestion and 'rat-running' for those living close to the new neighbourhood.
- Encouraging further feedback on what should be included in the developing Design Code and how future facilities could be best managed by the future residents as part of a stewardship strategy.

There remained some questions around the local road infrastructure and water management on the site. Full details of how we have responded to consultation feedback is contained within the relevant technical reports

A [FAQ document](#) was also made public via the website including new questions that were asked during the most recent consultation events as well as updating those that had been asked in the two previous sets of public engagement and outlining the changes that had been made in response to engagement feedback.

An extensive FAQ document was also created following the event and published onto the website.

Stage 4 2025 public exhibition

A public exhibition event was held on Wednesday 30 April 2025 at the Apple Tree Centre, Ifield Avenue, to present the community and stakeholders with an opportunity to see the updated plans, and, explain the nature of a hybrid-planning application ahead of submission.

The exhibition allowed, local, district and parish councillors, existing and future residents of West of Ifield and members of Save West of Ifield and the Ifield Society, to see how feedback has helped shape the updated plans, learn more about the vision for a new mixed-use development at West of Ifield and speak to the Applicant and their representatives from Homes England.

How the exhibition was promoted:

- **Leaflets** were hand-distributed to 27,350 homes to mirror the previously distribution area via Letterbox Distribution
- **A poster** was distributed to local libraries to promote the event
- **Three Social media posts** were published at intervals prior to the event
- **Emails** were distributed through commonplace to all of those registered to receive updates
- **Emails** were issued to District, local and parish councils ahead of the event
- **An email invite** was issued to Save West of Ifield to attend the event.
- **A press release** was issued to promote the event. This was published on:
 - Sussex World
 - BBC Radio Sussex

