



**Clover Fields**

**Woodfords, Shipley Road,  
Southwater**

**Horsham District Council**

**Bellway Homes Limited (South London)**

**Statement of Community Involvement**

**August 2025**





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## 1. Introduction

- 1.1. This report provides details of the programme of community engagement undertaken by the Community Communications Partnership ("the CCP") on behalf of Bellway Homes Limited (South London) ("the Applicant") in relation to reserved matters planning application for the land to the east of Shipley Road. The proposal is for 73 new homes with a mixed-tenure and range of house types and sizes, with 40% affordable housing.
- 1.2. Paragraphs 40-43 of the National Planning Policy Framework (2024) encourage engagement between the applicant, local planning authorities and the local community. This is intended to enable "better coordination between public and private resources and improved outcomes for the community".
- 1.3. Paragraphs 3.5 and 3.6 of Horsham District Councils' Statement of Community Involvement (2020) sets out the Council's own advice for pre-application consultation. The Council's SCI sets that "[they] recommend that any development scheme is developed involving consultation with local residents, organisations and other key stakeholders in addition to the Council and prior to submitting any planning applications for major developments and other complex developments, which would invoke significant public interest. The applicant should consider the outcome of any public consultation to help inform the submission of any planning application."
- 1.4. The Applicant and the CCP have proactively engaged with the community by distributing newsletters to residents in the local vicinity of the site. In addition, the Applicant has published an interactive website, including a virtual site visit describing the proposals and promoting the consultation via social media. This website includes a feedback form. The Applicant has also engaged with elected representatives of Horsham District Council and is committed to continuing engagement with elected representatives and community stakeholders.
- 1.5. The purpose of this Statement of Community Involvement is to outline the pre-application engagement undertaken with the community and summarise the feedback received.



## 2. Engagement with elected representatives and local community stakeholders

- 2.1. The Applicant is committed to engaging with elected representatives and local community stakeholders.
- 2.2. The Applicant and the CCP have carried out direct engagement with elected representatives from Horsham District Council.
- 2.3. These engagements were to inform elected representatives of the proposals, and to ensure that they and local community organisations were consulted fully on the proposal and able to share ideas. In addition, these conversations enabled councillors to directly report local issues which may be beyond the planning remit but relevant to the application.
- 2.4. The following engagement took place:
  - Cllr Colette Blackburn, Ward Member for Southwater South and Shipley
  - Cllr Alexander Jeffery, Ward Member for Southwater South and Shipley
- 2.5. The CCP sent emails to the above councillors on the 29<sup>th</sup> July informing them of the consultation, the website and inviting them to meet with the Applicant.
- 2.6. Cllr Jeffery responded with a series of questions regarding the proposals, which have been responded to by the Applicant and the CCP.
- 2.7. Through engagement with elected representatives the Applicant's intention is to ensure that representatives can engage openly during the pre-application period. At no point were elected representatives asked to give an opinion on the application.
- 2.8. The Applicant welcomes engagement on the proposals set out in this application, and thanks members of Horsham District Council for their willingness to discuss the proposals.
- 2.9. The Applicant remains committed to continued engagement with members, local community organisations and residents of the local community.



### 3. Public Consultation

#### Website

- 3.1. A website (<https://cloverfieldssouthwater.co.uk>) was published on 16<sup>th</sup> July 2025 to provide residents with details about the proposal and has been kept published throughout the consultation period.
- 3.2. The website features information about the proposals, hosts the virtual site visit video, and provides a questionnaire for residents to submit their comments and opinions of the proposals.
- 3.3. The website, as shown in [Appendix 1](#), provided detailed information on the proposals including a description of the plans, the vision for delivery of new homes, how the new neighbourhood will look, and the green spaces and landscaping being provided.
- 3.4. The CCP has measured the website traffic between the dates of 16<sup>th</sup> July (when members of the community were first informed of the website) and 24<sup>th</sup> August 2025. During the consultation period a total of 605 unique visitors visited the website.
- 3.5. During the consultation period, the 605 visitors, on average, made 2827 page views demonstrating high engagement with those visiting the website.
- 3.6. The website was advertised a newsletter delivered to the local community.

#### Newsletter

- 3.7. On 15<sup>th</sup> July 2025, 500 newsletters were delivered to homes around the site.
- 3.8. The newsletter was an A4 folded leaflet, with front, middle and back page. It presented the proposed development and its merits. It featured a masterplan, links to the consultation website and contact information for further direct enquiries. The newsletter content and design are shown in [Appendix 2](#).
- 3.9. The newsletter was delivered to Southwater settlement area, which is indicated below:





## 4. Responses to questionnaire

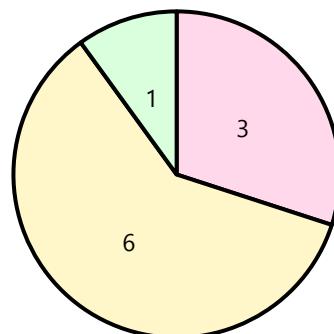
4.1. The website hosted a questionnaire for members of the public to respond to the consultation and provide their feedback.

4.2. In total we received 10 submissions of the feedback form, out of a total 605 visitors to the website. This would suggest that out of the large number of people visiting the website they decided not to provide feedback on the proposals.

**Question 1 - Would you, or somebody you know, be interested in living in own of these homes?**

Would you, or somebody you know, be interested in living in own of these homes?

Yes    No    Unsure



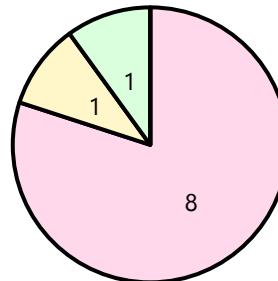
4.3. Six of the ten responses to this question signalled a negative response to this question, with three responses being positive towards this and one neutral. This split would suggest that there is a need for housing for local families in Southwater.



## Question 2 - How important is it to deliver public open spaces when building homes?

### How important is it to deliver public open spaces when building homes?

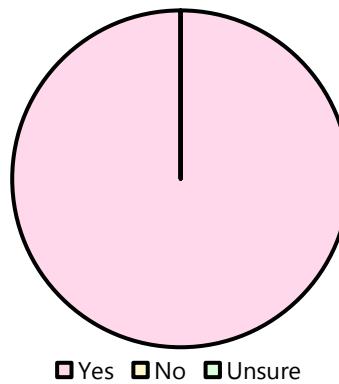
Very Important  Somewhat Important  Neutral  Somewhat Unimportant  Very Unimportant



4.4. It was very clear in the responses that residents expect open spaces to be delivered in conjunction with the building of new homes. This is supported by the proposals being submitted, which will include new open spaces for residents to enjoy, including a central 'spine' of open space running West-East with informal trails along the eastern boundary of the site.

## Question 3 - Do you support the retention of mature trees and green buffers on the boundaries of the site?

### Do you support the retention of mature trees and green buffers on the boundaries of the site?



4.5. All respondents overwhelmingly agree and support the retention of trees that is proposed by the Applicant. These trees will ensure that there is a green buffer around the site when developed,

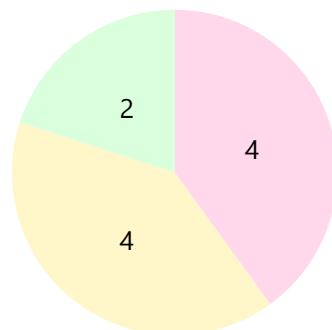


creating a pleasant sense of space and softening the visual impact of new homes to the existing area. Protecting, retaining and enhancing existing trees will also contribute to the biodiversity of the completed development.

## Question 4 - Do you like the proposed architectural details for these homes?

### Do you like the proposed architectural details for these homes?

■ Yes ■ No ■ Unsure



4.6. The answers to this question provided a much more mixed response, especially when compared to question one. Whilst responses to question one indicate resistance to new homes, nonetheless majority demonstrate that the contextual design of the development is supported.

## Question 5 – Any other comments

4.7. As part of the feedback form we provided an open text box for respondents to provide freeform comments in addition to the questions. Below is an analysis of these comments:

### 4.8. Parking Provision

4.9. A question/concern raised by respondents focused on the parking provision as part of the application, and that each property should be provided with appropriate parking provision, especially in accordance with the Shipley Neighbourhood Plan and to avoid any inappropriate parking on nearby roads.

4.10. The scheme has been designed in accordance with the guidance contained in the Horsham DC Local Plan and the West Sussex County Council Parking standards. The scheme accords with guidance and will provide sufficient parking on site to meet the needs of the development.



4.11. The Shipley Neighbourhood Plan doesn't prescribe prescriptive standards covering parking to be achieved on sites. The site falls outside of the Southwater NP boundary.

4.12. Traffic and Highways

4.13. Concerns were also raised regarding traffic along Shipley Road, and the impact this development would have on existing road infrastructure. The Applicant and their consultants have submitted detailed transport assessments.

4.14. The outline permission established the principle of development on this site along a package of measures required to mitigate the impact of development. The highways report submitted with the reserved matters application builds on the parameters established under the outline permission and provides detail on the sustainable travel initiatives to be implemented on site as part of the development.

4.15. Resident interest in purchasing homes

4.16. Supportive comments were also received, with 3 out of the 10 responses indicating their desire to purchase or live in one of these home, and one other response indicating that they have grown children that are looking for housing opportunities.

4.17. Trees and Tree Protection

4.18. A comment was also received focusing on the protection of trees. They supported the proposed retention of trees and enquired about the existing Tree Preservation Order covering them. It expanded to include that work was needed on them to ensure proper management of the trees to protect wildlife and encourage growth.

4.19. The layout has been designed to achieve sufficient buffers from the edge of the site to mitigate any impact to the buffer zones within the RPA area. Full details regarding landscaping and ecology of these proposals have been included as part of the planning application submission

4.20. Other comments

4.21. Only one comment was received that explicitly opposed the application.

4.22. In conclusion, the open text feedback received provided helpful contributions for the Applicant. While these comments are not overwhelmingly supportive nor explicitly opposed, they gave clear steer as to what aspects of design should be addressed, and have been taken on board by the Applicant.



## 6. Conclusions

- 5.1. The public consultation for this proposal was widely promoted in the local community via a hand-delivered newsletter to local residents.
- 5.2. The consultation website received a large number of unique visitors, which we conclude demonstrates a successful outcome of the consultation process reaching a broad local demographic mix, despite not many actively engaging with the survey.
- 5.3. Responses to the proposals have been mixed but productive, with feedback submitted raising questions and concerns, with a minority being opposed to the application. It is important to note that only 10 responses were received, out of a total of 605 unique visitors to the consultation website.
- 5.4. The small number of responses received suggest that while many residents in the local area visited the website, they did not feel the need to submit a response to the application.
- 5.5. With over 600 unique visitors to the consultation website this demonstrates that there has been wide coverage of the consultation.
- 5.6. The CCP and the Applicant remain open to and welcome continued engagement with the local community and elected representatives at all levels of government.



## 7. Appendices

### Appendix 1: Website

#### Header and Home Page

Clover Fields Southwater

Home    Intro    Vision    New Neighbourhood    Design    Green Spaces    Feedback

#### Intro

Welcome to Clover Fields, Southwater

Welcome to the online consultation for Bellway Homes' proposals for the land to the east of Shipley Road. Bellway are consulting on a Reserved Matters planning application for 73 new homes to be located as a sustainable extension to Southwater.

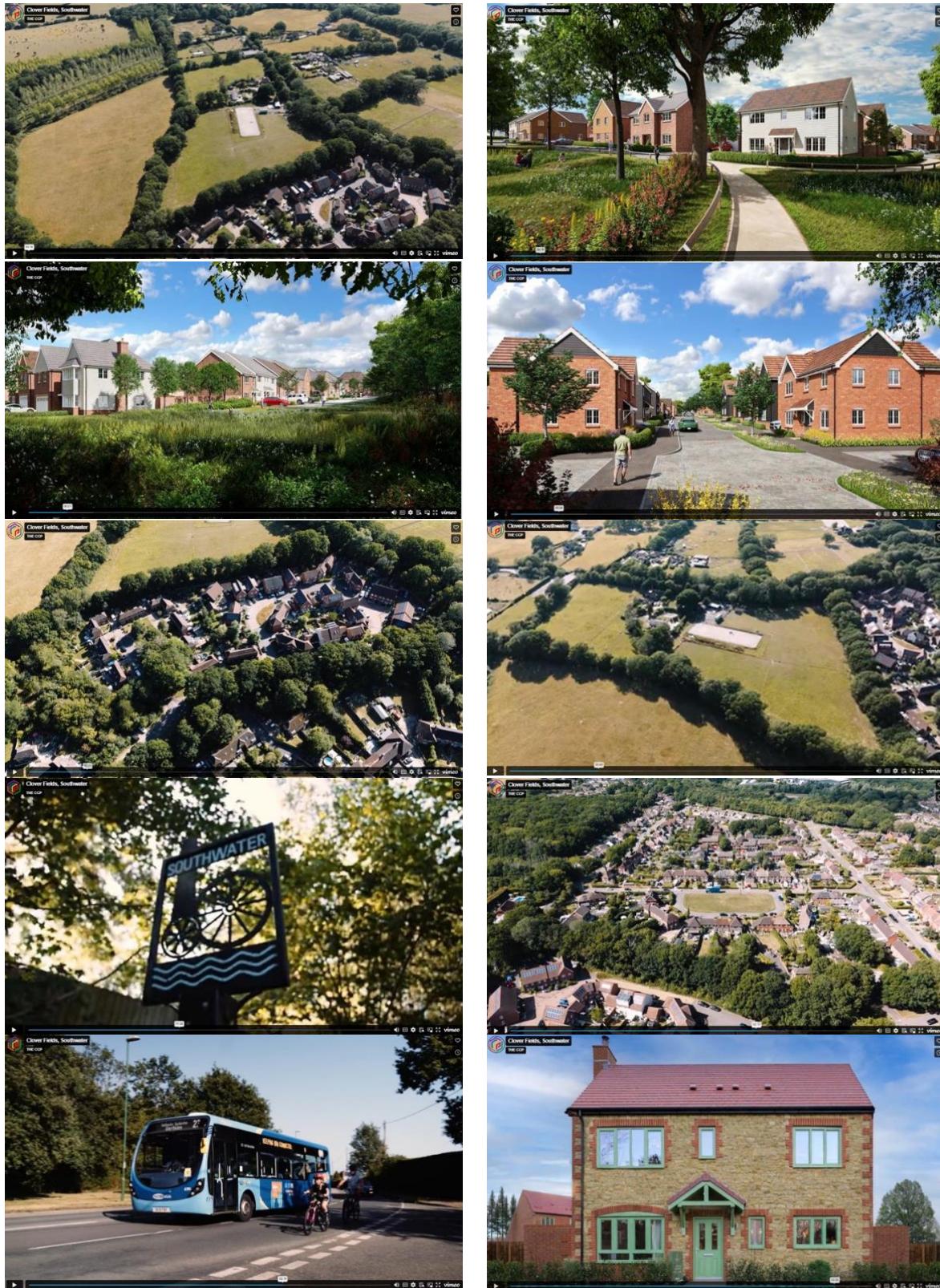
Outline permission had been granted in July 2024 for a sustainable extension to the settlement of Southwater to deliver 73 new homes, of which 40% will be delivered as affordable housing. Bellway Homes have subsequently acquired the landholdings and are currently progressing detailed designs for this new neighbourhood with the intention to progress with an application for reserved matters approval for this phase in the coming months.

This consultation provides further detail of the setting out of the dwellings, areas of open space and landscaping, and associated amenities within the consented development.



## Virtual Site Visit

### Selection of still Images from Video





## Vision

### Our aims and vision for Shipley Road

Bellway Homes' aim for this site is to create a sustainable extension to Southwater, with community-focused housing. We aim to create 73 new homes, with 40% of these being affordable, totalling 29 new affordable homes.

We want to ensure the delivery of homes here on Shipley Road realises the aspirations of the outline consent, and enhances the local character of the area and creates an excellent place to live. Bellway Homes and their expert team have undertaken extensive work on design studies and assessments of the local character from the settlement of Southwater to achieve a high-quality standard of development that positively responds to the existing area.

Bellway Homes is committed to delivering a development that is connected and sustainable. Promotion of active travel will be key to achieving these two aims. There are two possible pedestrian access points, which will be delivered by a proposed pedestrian access to the north of the site and through the main vehicle access point onto Shipley Road, ensuring good connections to the local village.

We also are committed to preserving mature trees that surround the site on all sides. The mature trees and landscaping along Shipley Road will be reinforced, alongside new naturalistic planting to reinforce and enhance the boundary trees.

The design of our homes and new neighbourhood aims to reflect Southwater's architectural character, utilising traditional materials and forms to create a familiar and welcoming environment that is in keeping with the local area.



Click image to open larger image

## New Neighbourhood



How will this new neighbourhood look?



Located to the east Shipley Road, the site is located south of Rascals Close and is bordered on all sides by trees providing strong green buffers. The existing residential building that is located off Shipley Road is being retained, and a new vehicle access is being provided to the north of the site.

73 new homes with a wide range of house types from apartments to smaller and larger sized houses. This range of housing types will provide a good mix of homes to meet the housing needs set out by Horsham District Council, including smaller homes for young professionals and first-time buyers, and larger family homes.



A key housing need is affordable housing, and Bellway Homes is committed to building 29 new Affordable Homes, equalling 40% of the total number of homes being built. These will be a mixed tenure of affordable homes with 20 as affordable rent and 9 as shared ownership. These two types of affordable housing will provide vital housing for those in most need and for those looking to get their foot onto the property ladder.

As you can see from the layout the sizes of homes are spread throughout the development, with an apartment building located to the south.

All homes will be two storeys in height, and the apartment building will be 2.5 storeys. Our intention is to ensure that there is no significant change in the height of buildings when compared to neighbours. This has been informed by the surrounding character, with particular consideration paid to the materials and building heights to achieve new housing that is complimentary to the surrounding context.



The principles of best practice in urban design, landscape, movement and sustainability are key to delivering a strong and resilient community. These principles have been guided by the identity of Southwater and the site's setting, which has led to a lower density neighbourhood which offers a mix of open and recreation space, good movement through, areas of play and sensitive delivery of housing.

## Design



## Design and Architectural details

The local area has guided the design of the homes we hope to deliver. Ensuring the local identity of Southwater is respected is paramount to Bellway Homes and we are proposing that homes we will build will utilise traditional materials and forms to create a familiar and welcoming environment.

The development will feature a distinctive architectural palette, which will include:

- Traditional balance cottage style casement windows and ornate inset bars;
- Gable roof projections articulating the primary facades;
- Building typologies and material finishes creating variety and individuality of buildings;
- Pitched roof porch details with gallow brackets; and
- Gable ended buildings to replicate more traditional built forms.



Throughout this process Bellway Homes have engaged proactively and positively with Horsham District Council, and we welcome your feedback on your thoughts of how these new homes should look.

## Green Spaces



## Delivering open and green spaces

As part of any successful new community there is the need for open and green spaces for residents to enjoy, and to contribute to a biodiverse environment.

This proposal will retain and enhance mature trees around the boundary of the site. This will ensure that the existing woodland areas are protected, provide a clear green buffer and create a pleasant environment to live in.

Specifically, to the north of the site along the boundary with the neighbours on Rascals Close, we will be enhancing the green buffer with further landscaping to mitigate against any potential impact on those properties.

Bellway is committed to responsible and sustainable practices with their 'Better with Bellway' promise. You can learn more about Better with Bellway here: <https://sustainability.bellwayplc.co.uk>. At Clover Fields, Bellway Homes will be delivering a series of sustainability initiatives, including:



Click image to open larger image

LEGEND	Buffer mix and native hedgegrow
	Open Spaces
	Play area and pocket park
	Swale
	Primary street
	Residential 1
	Residential 2
	Residential 3
	Parkland feature tree
	Orchard tree

Click image to open larger image

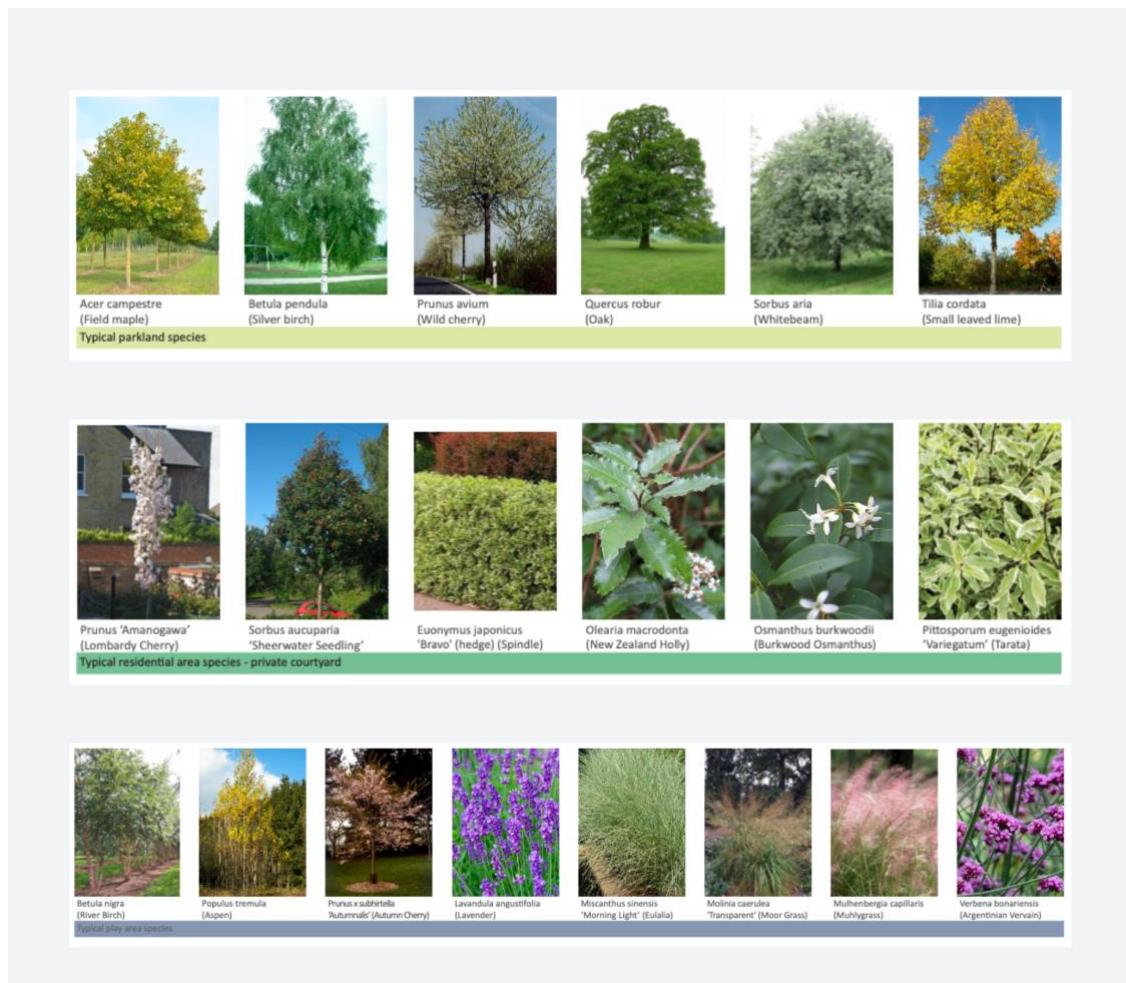
- Native planting throughout the site
- Aspiration to achieve a net gain to Biodiversity of 10%.

In the centre of the development there will be dedicated open green space, which will include a new play area, mature trees and new tree planting. This central open space will be the green heart of the homes providing a welcoming environment to walk, relax and play as well contributing to the lower density nature of the neighbourhood.

Along the eastern boundary of the site Bellway Homes are proposing a comprehensive Sustainable Urban Drainage System (SUDs) that will mitigate against surface water run-off, including two attenuation ponds to the south east and north east corners of the site's area. These two ponds will deliver an enhanced buffer between the development and the surrounding area.

As well as maintaining mature trees and greenery on site, Bellway Homes will also be carry out a comprehensive landscaping strategy that will see new planting across the site, including in public opens spaces and along the central spine road through the new neighbourhood.

Below are some examples of the trees and plants that will be included:



## Feedback

Thank you for visiting our online consultation for Bellway Homes' proposals. We welcome and encourage your feedback on these plans.

\*\* indicates required fields

Name \*

<input type="text" value="First"/>	<input type="text" value="Last"/>
------------------------------------	-----------------------------------

First

Last

Email \*

<input type="text"/>	<input type="text" value="Telephone"/>
----------------------	--

Address \*

<input type="text"/>	<input type="text" value="Post code *"/>
----------------------	--

Would you, or somebody you know, be interested in living in own of these homes?

Yes  
 No



Would you, or somebody you know, be interested in living in own of these homes?

- Yes
- No
- Unsure

How important is it to delivery public open spaces when building homes?

- Very important
- Somewhat important
- Neutral
- Somewhat unimportant
- Very unimportant

Do you support the retention of mature trees and green buffers on the boundaries of the site?

- Yes
- No
- Unsure

Do you like the proposed architectural details for these homes?

- Yes
- No
- Unsure

Any other comments

I agree to be contacted about the proposals for Clover Fields Southwater. We will keep your information on file until the development is complete. We will NOT pass your details to ANY third party and you can be removed from the e-mail list by contacting [gdpr@cloverfieldssouthwater.co.uk](mailto:gdpr@cloverfieldssouthwater.co.uk)

\*

- I agree

CAPTCHA

**XB6 7 2**

Please type code above into the field to continue.

**Submit**

[Privacy Policy](#) | [Cookie Policy](#) | [The CCP](#) | **Bellway**

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## Appendix 2: Clover Fields Community Newsletter

### Front of newsletter



Bellway Homes are pleased to present their plans for the next steps for the land east of Shipley Road, which we are calling Clover Fields.

This site received outline planning permission in July 2024, and now Bellway Homes are bringing forward a Reserved Matters application setting out the detail and design of how these new homes will look.

Bellway Homes' aims and vision for Clover Fields is to create a sustainable extension in Southwater, driven by community-focused housing. We aim to build 73 new homes, with 40% of these being affordable totalling 29 new affordable homes.

The design of the homes aims to reflect Southwater's architectural character, utilising traditional materials and forms to create a familiar and welcoming environment that is in keeping with the local area.

We are also committed to preserving mature trees that surround the site on all sides, including along Shipley Road. These trees will be enhanced with new planting preserving the green buffers around the site.

Please look through this newsletter and visit our website to learn more and give us your feedback.



VISIT OUR WEBSITE [WWW.CLOVERFIELDSSOUTHWATER.CO.UK](http://WWW.CLOVERFIELDSSOUTHWATER.CO.UK)  
TO LEARN MORE ABOUT THE PROPOSALS AND  
TO GIVE US YOUR FEEDBACK



### Inside double page of newsletter



### What is being proposed?

Located to the east of Shipley Road and to the south of Rascals Close, Clover Fields is bordered on all sides by trees providing strong green buffers. The existing residential building that is located off Shipley Road is being retained, and a new vehicular access is being provided to the north of the site.

With the permission granted in outline last year, we are proposing 73 new homes for this site. The homes we intend to build will be a wide range of house types from apartments to smaller and larger sized houses.

This range of housing types will provide a good mix of homes to meet the housing needs set out by Horsham District Council, including smaller homes for young people and larger family homes.

Bellway Homes are also committed to delivering affordable homes at Clover Fields. 40% of the homes built will be affordable and with a mixed tenure of 20 homes as affordable rent and 9 homes as shared ownership.

All homes will be 2 storeys in height, with an apartment building set in the southwest corner at 2.5 storeys. The homes will be designed with Southwater in mind in order to respect the local character.

Bellway Homes will deliver ecological enhancements throughout this site, including an enhanced green buffer and attenuation pond to the north east of the site. Bellway is committed to enhancing biodiversity despite no mandatory requirement.

Vehicular access will be from Shipley Road and all new homes will come with parking in line with West Sussex County Council's parking standards. Active travel will be promoted with two new pedestrian access routes from this development to the local area.

Bellway Homes will also preserve and enhance mature trees. Mature trees that border the development area will be retained along with new plantings. This will be supported by a landscaping strategy designing a pleasant and welcoming environment for all.

In the centre of the development there will be a new public open space, which will create a green heart including walking routes, green space and a new play park.



VISIT OUR WEBSITE [WWW.CLOVERFIELDSSOUTHWATER.CO.UK](http://WWW.CLOVERFIELDSSOUTHWATER.CO.UK) TO LEARN MORE ABOUT THE PROPOSALS AND TO GIVE US YOUR FEEDBACK



Back page of newsletter



What will the design of Clover Fields look like?

The local area has guided the design of the homes we hope to deliver. Ensuring the local identity of Southwater is respected is paramount to Bellway Homes and we are proposing that homes we will build will utilise traditional materials and forms to create a familiar and welcoming environment.

The development will feature a distinctive architectural palette, which will include:

- Traditional balance cottage style casement windows and ornate inset bars;
- Gable roof projections articulating the primary facades;
- Building typologies and material finishes creating variety and individuality of buildings;
- Pitched roof porch details with gallow brackets; and
- Gable ended buildings to replicate more traditional built forms.



The principles of best practice in urban design, landscape, movement and sustainability are key to delivering a strong and resilient community.

These principles have been guided by the identity of Southwater and the site's setting, which has led to a lower density neighbourhood which offers a mix of open and recreation space, good movement throughout, areas of play and sensitive delivery of housing.

## WE WANT TO HEAR FROM YOU!

We want to hear your thoughts about our proposals for Clover Fields, Southwater. Please visit our website or get in touch with our dedicated team:

[www.CloverFieldsSouthwater.co.uk](http://www.CloverFieldsSouthwater.co.uk)  
[feedback@theccp.net](mailto:feedback@theccp.net)  
 020 4538 7200

