

# CAVENDISH

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## Statement of Community Involvement The Former Novartis Site, Horsham

Prepared for Lovell  
March 2025

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# 1. Executive summary.

- 1.1.1 Lovell (referred to hereafter as the Applicant) is bringing forward plans to redevelop brownfield land adjacent to Wimblehurst Road and Parsonage Road to the north of Horsham town centre – known locally as the former Novartis site.
- 1.1.2 The Applicant proposes to deliver 206 high-quality new homes including affordable housing in line with local policy, alongside enhancements to landscaping and the retaining and restoration of the existing Art Deco tower on site.
- 1.1.3 The Applicant's proposed development forms one half of a wider plan to redevelop on the derelict, former Novartis site, which sits 1km from Horsham train station and has been vacant for over a decade.
- 1.1.4 The Applicant undertook consultation on the emerging proposals for this site jointly with sister company Muse, which is bringing forward proposals to develop the other half of the site. By consulting jointly, Muse and Lovell sought to avoid local confusion which could have resulted from hosting separate consultations.
- 1.1.5 Lovell (the Applicant) and its development partner Muse form part of Morgan Sindall Group, a collection of specialist businesses that deliver construction and regeneration across the UK for the public, commercial, and regulated sectors.
- 1.1.6 This Statement of Community Involvement has been produced with the aim of clearly detailing the community consultation carried out in respect of the proposals for the Lovell scheme and includes the consultation feedback from this process.
- 1.1.7 The Applicant appointed Cavendish Consulting, a specialist communications consultancy, to form part of its project team for the proposed development. Cavendish has produced this report to clearly and concisely outline the process followed and the feedback received.
- 1.1.8 The Applicant undertook a public consultation, in which consultation material was accessible both in-person at a locally hosted event, and virtually via a dedicated project website ([www.horshamsnewneighbourhood.consultationonline.co.uk](http://www.horshamsnewneighbourhood.consultationonline.co.uk)).
- 1.1.9 The consultation took place from Wednesday 4 to Sunday 22 December 2024. A drop-in consultation event took place on Thursday 12 December 2024 between 4pm and 8pm at The Roffey Millennium Hall. In addition, a preview session for select stakeholders was held between 3pm and 4pm immediately prior to the drop-in event.
- 1.1.10 During the public consultation, residents and stakeholders were able to provide feedback via several different channels: An online feedback form on the project website; via a dedicated project email address – [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk); and freephone telephone number – 0800 298 7040.
- 1.1.11 A careful review of the feedback received revealed that 59% of those that responded to the consultation 'strongly agreed' or 'agreed' that the delivery of new homes represented a suitable reuse of this brownfield site. Where concerns were raised, these typically related to the traffic impacts of the development, the need for sufficient car parking, and the impact the scheme would have on local services, like GPs practices.
- 1.1.12 Lovell has carefully considered the feedback received and responded to this, as detailed in Section 6 of this document. Prior to their formal submission, Lovell amended its plans to reduce the number of new homes from 211 to 206 and enhance the landscaping along the central boulevard.

1.1.13 This report documents the activities, findings and outcomes derived from the consultation process and an analysis of the feedback received, and details how the Applicant has responded to community feedback and incorporated local views into the proposals.

## The consultation in numbers

1

Community drop-in consultation event was hosted on 12 December 2024

71

Pieces of formal feedback responses were received during the consultation period

425

Views of the consultation website were recorded during the consultation period

1,262

Promotional flyers were issued to local residents and businesses to raise awareness of the consultation

19

The consultation ran for a total of 19 days

68

People attended the in-person consultation event on 12 December 2024

9

Emails were received from local residents conveying feedback or asking questions on the proposals during the consultation period

2

Emails were received from local stakeholders conveying feedback or asking questions on the proposals during the consultation period

## 2. Summary of consultation.

### Timeline

- 1.** The consultation took place between Wednesday 4 December and Sunday 22 December 2024 on the Applicant's initial proposals for the site.
- 2.** To promote the consultation, newsletters were posted to 1,262 local households and businesses surrounding the site on Wednesday 4 December 2024, and advertisements were placed on Facebook and Instagram from Monday 9 December and ran for 14 days.
- 3.** As part of the consultation, the Applicant hosted a consultation website ([www.horshamsnewneighbourhood.consultationonline.co.uk](http://www.horshamsnewneighbourhood.consultationonline.co.uk)). The project website was viewed a total of 425 times by unique visitors between Wednesday 4 December and Sunday 22 December 2024.
- 4.** The in-person consultation event for members of the public was held on Thursday 12 December 2024 between 4pm and 8pm at The Roffey Millennium Hall, Crawley Rd, RH12 4DT. Following advertisement via email, a preview session was held between 3pm and 4pm for select stakeholders immediately prior to the public event. A total of 68 consultees attended the exhibition, with 11 of those present at the stakeholder preview session and the remaining 57 present at the wider community event.
- 5.** During the consultation, access to a freephone telephone enquiry line and email address was provided to those who wished to find out more about the proposals, or to register their comments via the telephone or email.  
The telephone number used (0800 298 7040) was in operation Monday – Friday between the hours of 9:00am and 5:30pm for voicemails to be left and responded to at the earliest opportunity, to ensure information was made available and queries or concerns could be addressed. The email address used was [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk) and was detailed in all correspondence distributed to the local community.
- 6.** Nine pieces of feedback were received via physical feedback forms completed at the event or returned via freepost and 62 pieces were submitted using the online feedback form on the website, resulting in 71 pieces of feedback received in total. Nine emails were received from local residents sharing feedback, and two emails were received from local stakeholders.
- 7.** The general themes of the feedback centred on a concern around increased traffic in Horsham as a result of the development of the site, a lack of amenities (e.g., shops) being brought forward on site, and insufficient local services and infrastructure (doctors, schools, etc.) able to cope with additional residents.

## 3. The site and local context.

### 3.1 Site context



*Image of red line boundary of site*

- 3.1.1 The site comprises previously developed brownfield land to the North East of Horsham town centre. It was formerly occupied by Novartis, a healthcare company, but has been vacant since the business ceased operations on the site in 2014.
- 3.1.2 The site is situated approximately 1km from Horsham train station which connects Horsham to London, Portsmouth, Southampton, and Brighton. Bordering the northern and western edges of the site are Parsonage Road and Wimblehurst Road. The eastern and southern edges of the site are bound by railway lines.
- 3.1.3 The site is divided into two main parts, to be brought forward as two separate applications by sister companies Lovell and Muse. This document relates to the Lovell site. As indicated above, Lovell is leading on the western part of the site stretching from Wimblehurst Road on the west side of the site up to and including the Art Deco tower in the centre of the site.
- 3.1.4 The Applicant will deliver 206 homes as part of a high-quality residential development that seamlessly integrates with the Muse project and delivers wider public benefits, including new open spaces and the renovation of the Art Deco tower on site.

### 3.2 Policy context

- 3.2.1 The Applicant has complied with the Government's National Planning Policy Framework (NPPF) (2024) which states that "early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties." The NPPF also highlights that "good

quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.”

- 3.2.2 Horsham District Council adopted its updated Statement of Community Involvement (SCI) in 2020. The Council's SCI provides the following advice to developers, landowners, and applicants on the approach they should take to pre-application consultation with the community:

*“Seeking pre-application advice is strongly encouraged and is a best practice approach, as set out within Government guidance. The pre-application process can identify potential problems or improvements that could be made to proposals at an early stage. We 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.”*

- 3.2.3 The Applicant has adhered to the guidance provided by the Council in their Statement of Community Involvement and has delivered a comprehensive consultation, comprising multiple phases, which has sought to engage with a wide variety of stakeholders and local residents.

# 4. Community engagement.

## 4.1 Consultation process

- 4.1.1 As part of its commitment to a thorough and wide-reaching engagement strategy, the Applicant undertook a hybrid consultation process, which ran from Wednesday 4 December to Sunday 22 December 2024 (19 days).
- 4.1.2 As part of this consultation, the Applicant included a dedicated consultation website and a community drop-in event at The Roffey Millennium Hall, which took place on Thursday 12 December.
- 4.1.3 The consultation on these proposals by Lovell (the Applicant) was undertaken as a joint project with development partner Muse. Muse has created proposals to develop the other half of the site. Lovell and Muse are sister companies working together and sought to eliminate local confusion which could have resulted from multiple and separate consultations.

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## 4.2 Briefing with Horsham District Council

- 4.2.1 As part of the early stakeholder engagement of the consultation, a presentation was held for members of Horsham District Council on Wednesday 4 December 2024.
- 4.2.2 During the briefing, the Applicants and their design teams presented the proposals for the sites to elected Members of the Council and answered questions that arose.
- 4.2.3 Amongst other questions, Members were particularly interested in hearing about the efforts that had been made to market the site for an employment user and what measures would be put in place to promote sustainable travel to and from the site. The applicant teams committed to ensuring that the planning applications addressed those matters in the submissions.
- 4.2.4 The following stakeholders attended the members presentation:

In-person	Virtually
Cllr Nick Grant	Cllr Claire Vickers
Cllr Jay Mercer	Cllr Richard Landeryou
Cllr Dennis Livingstone	Cllr David Skipp
Cllr Mike Croker	Cllr Paul Clarke
Cllr Philip Circus	Cllr Joan Grech
Cllr Clive Trott	Cllr Roger Noel



Cllr Mark Baynham	Cllr Tricia Youtan
Cllr Lynn Lambert	Cllr Gill Perry
Cllr Chris Franke	Cllr Sam Raby
Cllr Ruth Fletcher	Cllr Colete Blackburn
Cllr Joanne Knowles	Cllr Jonathan Taylor
Cllr Martin Boffey	Cllr Len Ellis-Brown
Cllr Colin Minto	

## 4.3 Engagement with North Horsham Parish Council

- 4.3.1 Following the community conversation event, a meeting with the North Horsham Parish Liaison Group was arranged for Tuesday 24 January 2025 to discuss the proposals in further detail.
- 4.3.2 The meeting was attended by members of the project team who presented the proposals for the sites to the Parish Council and answered questions that arose.
- 4.3.3 Further briefings will be taking place with Liaison Group during the planning application process to update it on the proposals and gather further feedback.

## 4.4 Consultation website

- 4.4.1 A website was set up displaying information about the proposals and has been updated throughout the public consultation process. The website, hosted at [www.horshamsnewneighbourhood.consultationonline.co.uk](http://www.horshamsnewneighbourhood.consultationonline.co.uk), has evolved throughout the consultation process, and will continue to remain live following submission of the application.
- 4.4.2 The website was viewed by 425 unique visitors between Wednesday 4 December and Sunday 22 December 2024.
- 4.4.3 The website address was printed on the invite and relevant correspondence. The website included:
- A background to the site context and location
  - Information about the applicant
  - Virtual exhibition – including all board content displayed at the in-person community drop-in events
  - An online feedback form
- 4.4.4 A copy of the consultation website can be found in Appendix G.

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## 4.5 Invitation flyer

4.5.1 A consultation invitation in the form of a two-sided A5 flyer was distributed via Royal Mail on Wednesday 4 December 2024 to 1,262 local residents and businesses.

4.5.2 The consultation invitation contained the following:

- Background to the site
- An overview of the proposals
- Details of the consultation website
- Contact details for the project team

4.5.3 A copy of the consultation invitation flyer can be found in Appendix B and the distribution area can be found in Appendix A.

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## 4.6 Social media advertisement

4.6.1 A social media advertisement was placed on Facebook on Monday 9 December 2024 and ran for 14 days.

4.6.2 The advert contained a slide show of images of the proposals and directed viewers to click through to the consultation website where they could attain further information about the consultation, in-person event, and contact information.

4.6.3 A copy of the advertisement can be found in Appendix C.

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## 4.7 Press release

4.7.1 A press release was shared with local outlets Horsham District Post, The Argus and the West Sussex County Time, to outline the proposals and to publicise the consultation.

4.7.2 A copy of the press release can be found in Appendix D.

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## 4.8 Stakeholder notification

4.8.1 An email was shared to stakeholders on 4 December 2024 outlining the proposals and inviting them to the preview session held immediately before the community drop-in event on the same data and at the same location, held between 3pm and 4pm. The following stakeholders received this invitation:

Cllr Martin Boffey
Cllr Mark Baynham
Cllr Sam Raby
Cllr Ruth Fletcher
Cllr Joanne Knowles
Cllr Nick Grant
Cllr Warwick Hellawell
Cllr Nigel Emery
Cllr Chris Franke
Cllr Tony Bevis
Cllr Belinda Walters
Cllr Sam Raby
Cllr Jay Mercer
Cllr Peter van der Borgh
Cllr Paul Marshall
Cllr Andrew Baldwin
Cllr Jay Mercer
Cllr Nigel Dennis
John Milne MP
Horsham Society
Horsham Denne Neighbourhood Council
Forest Neighbourhood Council
Wimblehurst Road Residents Group
Sussex Chamber of Commerce
Horsham District Cycle Forum
North Horsham Community Land Trust

4.8.2 A copy of the stakeholder notification can be found in Appendix E.

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## 4.9 In-person exhibition event

- 4.9.1 An in-person community drop-in event took place on Thursday 12 December 2024 between 4pm and 8pm at The Roffey Millennium Hall, Crawley Rd, RH12 4DT.
- 4.9.2 After advertisement through the distribution of an email, a preview session was held between 3pm and 4pm for select stakeholders immediately prior to the community drop-in event.
- 4.9.3 A total of 68 consultees attended the exhibition, with 11 of those present at the stakeholder preview session and the remaining 57 present at the wider community event.
- 4.9.4 Key stakeholders attended both the private stakeholder session and the public session. This included:
- John Milne MP
  - Cllr Tony Bevis (Vice-Chairman of the Council)
  - Representatives of The Horsham Society
  - Representatives of Wimblehurst Road Resident's Association
  - Representatives of North Horsham Community Land Trust



Photo from the public exhibition



Photo from the public exhibition

- 4.9.5 A copy of the consultation boards can be found in Appendix F.

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## 4.10 Feedback form

- 4.10.1 A feedback form was made available to gather the views of local residents on the proposals. During the consultation period, the feedback form was available on the project website, [www.horshamsnewneighbourhood.consultationonline.co.uk](http://www.horshamsnewneighbourhood.consultationonline.co.uk), and at the in-person event.



- 4.10.2 The feedback form asked three multiple choice questions, asking respondents to give their views on the suitability of the site's use for the purpose of delivering new homes, which elements of the proposal were most important to them, and asking their views about the design and layout of the proposal.
- 4.10.3 Comment boxes were provided for all three questions allowing respondents to elaborate upon the multiple-choice answers provided, and a fourth comment box was provided as another opportunity for respondents to provide any additional feedback.
- 4.10.4 Local residents could provide feedback by returning their hard copy feedback form to the address on the freepost envelope or by submitting the feedback form on the project website.
- 4.10.5 Residents could also email the project team via [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk) with comments or questions or call the freephone information line on 0800 298 7040.

# 5. Review of comments.

## 5.1 Overall feedback received

5.1.1 Across the consultation period, a total of 71 pieces of feedback were received via feedback forms.

5.1.2 A further two emails were received from local stakeholders; one from North Horsham Community Land Trust requesting to be notified of future progress with the proposals, and another from Horsham Denne Neighbourhood Council which asked various questions of the proposals and which the Applicant provided a detailed response to.

5.1.3 No phone calls were received.

5.1.4 A summary of the number of responses that were received and analysed can be found below:

Type of feedback form received	Number
Online	62
Physical feedback form – at events	3
Physical feedback form – via post	6
TOTAL	71
Emails (residents)	9
Emails (stakeholders)	2
Phone calls	0

5.1.5 Feedback was broadly positive for the redevelopment of the site, making use of the space and to end its 10-year dereliction. Feedback was supportive of the Applicant's aim to deliver homes, notably affordable homes, on the site. A small amount of feedback expressed a preference to have the site be used to deliver a new hospital or science park instead.

5.1.6 The key area of concern expressed was anticipation of increased traffic as a result of the development. Much feedback also expressed a need for the delivery of additional amenities onsite (e.g. shops) to serve the new residents, and concern towards the local community infrastructure (e.g. doctors and schools) being able to cope with additional residents.

5.1.7 A large amount of feedback was positive regarding the retention and refurbishment of the Art Deco tower which is part of the proposals and expressed importance for high-quality architecture, design, layout, and a character in keeping with the surrounding neighbourhood. A large amount of

feedback also stressed the importance of the landscaping improvements which would be delivered as part of the proposals.

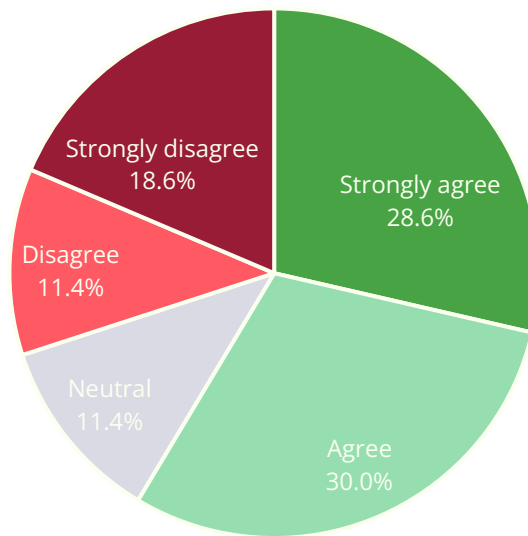
- 5.1.8 Some feedback expressed a desire for sufficient parking to be provided onsite, the need for a foot and cycle bridge to be installed across the nearby railway lines to increase accessibility of the site, the support of sustainable modes of travel, and for the development to be built sustainably.
- 5.1.9 A small amount of feedback expressed concern at the close proximity of the proposal to the nearby railway lines on the grounds of noise and pollution, concern at the height and density of the proposal, concern towards shared surfaces between pedestrians and vehicles onsite, and the insufficiency of local bus services to handle additional residents.

## 5.2 Analysis of feedback

- 5.2.1 This section provides a review of feedback received during the public consultation for Lovell's proposals to provide housing and affordable housing at the former Novartis site. A deadline of 22 December 2024 was set for feedback.
- 5.2.2 Nine pieces of feedback were received via physical feedback forms completed at the event or returned via free post and 62 pieces were submitted using the online feedback form on the website, resulting in 71 pieces of feedback received in total.
- 5.2.3 The below provides a high-level summary of the feedback received. These questions were drafted to understand community sentiment towards the proposals, understand their priorities and any concerns they might have. Where quotes are used, these have been taken verbatim from the feedback.

**Q1.** To what extent do you agree delivering new homes is a suitable use of this brownfield site?

Strongly Agree	Agree	Disagree	Strongly Disagree	Neutral/Unsure
20	21	8	13	8
29%	30%	11%	19%	11%



- 5.2.3 Overall, 28.6% (20) of responses were strongly supportive of the statement that delivering new homes is a suitable use of this brownfield site. 30% (21) indicated that they were supportive of this. 11.4% (8) disagreed with this statement. 18.6% (13) indicated that they were in strong disagreement of this statement. A further 11.4% (8) stated that they were either neutral or unsure of this statement.
- 5.2.4 Overall, the feedback was supportive of Lovell's and Muse's use of this site to deliver new homes, given that a total of 58.6% (41) responses indicated support for the statement. In total, 30% (21) expressed disagreement with this. A common theme for the comments of supporters was regarding the use of this site to deliver affordable homes and the increase in biodiversity of the site.
- 5.2.5 Comments expressing objections or concerns predominantly focused on access, traffic and congestion close to the site, a lack of services able to cope with an increased local population, and a lack of employment space in Horsham.
- 5.2.6 The question also provided a comments box, where respondents could leave their comments on the question. The table below provides a summary of the most frequent topics discussed.

Key theme	Tally
Lack of services/amenities (e.g. concern regarding a lack of shops on site and a lack of local infrastructure to cope, e.g., doctors, schools)	19
Traffic/road network (e.g. concerns about traffic impact, improvements required to roundabout and level crossing to cope with additional cars)	17
Good use of site/affordable homes	13



Misguided mix/tenure/amount of homes	10
Proposals represent a misuse of site	3
Need for bridge (pedestrian and bicycle access across railway lines)	3
Parking (concern that onsite parking won't be sufficient)	2
Positive comments regarding public open space	2

5.2.7 Examples of the comments provided have been listed below:

- *"It will be great to see the site used for something positive and much-needed in the community."*
- *"The site was left with the intention of it being a legacy science park. this is badly needed as other sites in oxford and elsewhere show. there is a shortage of good quality hi-tec based units in the UK."*
- *"Delivering new homes is a suitable use, its just how many homes."*
- *"Traffic is already ridiculous in the area ever since the level crossing was "upgraded", regularly backing up in all directions around the level crossing and side roads. Adding construction traffic and then eventually traffic from the new residents will make this so much worse."*

**Q2.** Which elements of the proposal are most important to you?

5.2.8 Responses to this question indicated broad support for the regeneration of this brownfield site, the delivery of affordable homes as part of the proposals, the reduced vehicle movements as part of these proposals versus the originally proposed scheme for the site in 2020, increase in biodiversity across the site, and the retention of the Art Deco tower.

5.2.9 Many of the comments reflect a concern about the lack of sufficient parking, and the concern over general traffic increases.

Option	Tally
Regeneration of a vacant, brownfield site in a town centre location	49
Sufficient car parking across the site	40
Retention and refurbishment of the art deco, central tower	37
Reduced vehicle movements, when compared to previous proposal	36
High-quality architectural and layout design	35
Increase in biodiversity across the site	34
Creation of new walking, cycling and dog walking routes	30
Delivery of much-needed new and affordable housing	29
Creation of new accessible public open space	27

Other	19
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- 5.2.10 Responses to this question indicated broad support for the regeneration of this brownfield site, the delivery of affordable homes as part of the proposals, the reduced vehicle movements as part of these proposals versus the originally proposed scheme for the site in 2020, increase in biodiversity across the site, and the retention of the Art Deco tower.
- 5.2.11 As this question is phrased “Which elements...are most important to you”, many of the comments reflect a concern about the lack of sufficient parking, and the concern over general traffic increases.
- 5.2.12 The question also provided a comments box, where respondents could leave their comments on the question. The table below provides a summary of the most frequent topics discussed.

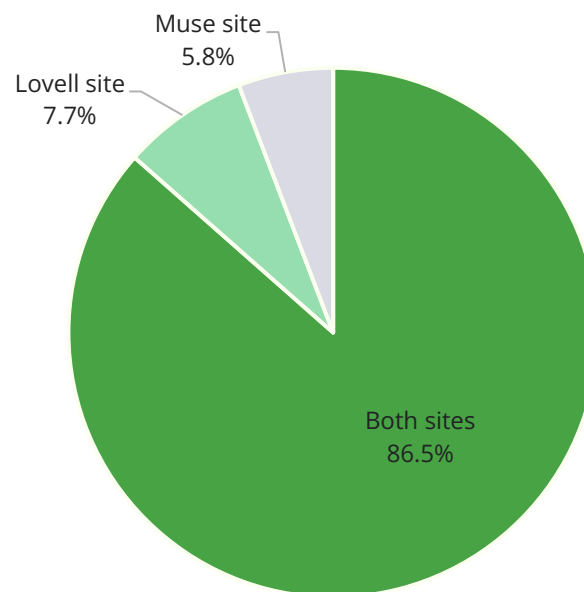
Key theme	Tally
Traffic/road network (e.g. concerns on traffic impact, improvements required to roundabout and level crossing to cope with additional cars)	16
Lack of services/amenities (e.g. concern regarding a lack of shops on site and a lack of local infrastructure to cope, e.g., doctors, schools)	9
Support sustainable travel (respondents were supportive of expanding bus and cycle access)	7
Sufficient parking (concern that onsite parking won't be sufficient)	6
Support recreation space (supportive of green, open, and play spaces in proposals)	6
Affordability (support for affordable homes; skepticism that proposal target will be met)	6
Generally negative (misuse of site)	5
Importance of design character (architectural, materiality)	5
Access/connectivity (concern over access in/out of site, and within site)	5
Sustainable building (respondents who expressed importance)	4
Need for bridge (pedestrian and bicycle access across railway lines)	4
Commercial space (disappointment at lack of commercial element)	3
Nesting birds (protect those onsite)	3
Support regenerating site	3

- 5.2.13 Examples of the comments provided have been listed below:

- *“Local services and amenities. I passionately believe there is still scope for commercial space. Perhaps not at the level previously proposed, but to remove it completely is disappointing and one of the reasons I would oppose the plans.”*
- *“Access to this site is poor, one entry is controlled by a level crossing that has long Don gate times, the other feeds off a very complicated and busy junction. 500 homes could equal 1000 cars. There is no direct cycle or walking route to Horsham. There is a lack of space to create one unless you go over the railway line.”*
- *“Protect the peregrine now nesting on site”*
- *“I don't agree with the development the way it is. I agree it should be developed but not at the expense of an already failed road network and standard of living for existing residents.”*
- *“An absolute MUST is an adequate provision for households to park within the sites boundaries and NOT overspill into already stretched local on street parking”*

**Q3.** Which elements of the proposal are most important to you?

5.2.14 This question asked respondents about their feelings on the overall design or layout of the proposals. Out of the 52 responses to the question, 86.5% (45) had feedback on both sites. 7.7% (4) stated that they had feelings specifically towards the Lovell site. The remaining 5.8% (3) stated that they had feelings specifically towards the Muse site.



5.2.15 Respondents were invited to provide additional comments towards this question. The table below provides a summary of the most frequent topics discussed.

Key theme	Tally
Traffic/road network (e.g. concerns regarding traffic impact, improvements required to roundabout and level crossing to cope with additional cars)	8
Access/connectivity (concern over access in/out of site, and within site)	8

Lack of services/amenities (e.g. concern a lack of shops on site and a lack of local infrastructure to cope, e.g., doctors, schools)	7
Too dense/tall	6
Support recreation space	4
Parking (e.g. concern that onsite parking won't be sufficient)	4
Support sustainable travel (cycling, bus)	4
Opposed to shared pedestrian/vehicle surfaces	3

5.2.16 Examples of the comments provided have been listed below:

- *"Too many houses in a small space. The Muse site is particularly overcrowded. With the earlier development across Parsonage Road on the old Novartis car park and social club, this is high density living."*
- *"More open space is needed and far, far fewer houses"*
- *"It is totally absurd to consider putting an entrance to the site coming off of Wimblehurst Rd. The roads become grid locked already, especially when the level crossing on Parsonage Rd is down."*
- *"Both need pedestrian and cycle routes over the railway line either to Richmond road to using the edge of Collyers playing field land to create a route direct to Hurst road."*
- *"Make it hard for people to drive into town to shop, but easy to walk or cycle."*

**Q4.** Do you have any other comments you would like us to consider?

5.2.17 This provided respondents with an opportunity to leave any remaining comments to the Applicant on its proposals. The table below provides a summary of the most frequent topics raised.

Key theme	Tally
Traffic/road network (e.g. concerns regarding traffic impact, improvements required to roundabout and level crossing to cope with additional cars)	17
Lack of services/amenities (e.g. concern a lack of shops on site and a lack of local infrastructure to cope, e.g., doctors, schools)	11
Generally negative (misuse of site)	10
Support recreation space	8
Access/connectivity (e.g. concern over access in/out of site, and within site)	8
Generally positive	8
Support sustainable travel (cycling, bus)	7
Need for bridge (pedestrian and bicycle access across railway lines)	5



Support biodiversity/sustainability	5
Importance of design (character, materiality)	3
Proximity to railway (noise, pollution)	3

5.2.18 Examples of the comments provided have been listed below:

- *"The historic trees should be preserved. All contamination on site needs to be carefully managed"*
- *"It will be good to see this site repurposed"*
- *"Make the site look unique with high quality bicycle storage. Lots of good quality green space. Put in proper bike paths, not shared used paths. Please."*
- *"Construction - due to its location adjacent to a residential area and on roads which are narrow and busy, particularly at certain times of day, limits should be set on construction hours and traffic."*
- *"Developer needs to show how sustainability is introduced and carbon emissions are reduced in the life cycle of the proposed development."*

## 5.3 Email and phone feedback

5.3.1 Throughout the consultation period, the project inbox (feedback@consultation-online.co.uk) received nine unique emails relating to the proposals. The majority of the emails came from local residents raising concerns or objections to the delivery of the proposal.

5.3.2 An outline of the theme of the emails received in the project inbox has been shown on the table below:

Key theme	Sentiment	Tally
Excessive traffic for area	Negative	5
Insufficient local services to cope	Negative	3
Inappropriate location to develop	Negative	2
Protected species at risk	Negative	2
Pedestrian safety	Negative	2
Risk to water supply/pressure	Negative	2

## 6. Response to comments.

- 6.1.1 The Applicant has carefully considered the feedback received and responded to this, as detailed below.
- 6.1.2 Prior to their formal submission, Lovell amended its plans to reduce the number of new homes from 211 to 206 and enhance the landscaping along the central boulevard.

Feedback theme	Applicant's response
Concerns regarding traffic generation	<p>Outline consent for the development of this site to deliver new homes and commercial space has already been granted, supported a robust Transport Assessment and multiple Road Safety Audits.</p> <p>The residential development of the site will generate substantially fewer vehicle movements when compared to the mixed-used development that was previously proposed and granted planning consent in 2020, which also included over 800 car parking spaces for the commercial element.</p> <p>Paul Basham Associates anticipate that Phase 3 will generate in the region of 130-140 vehicle trips in the AM peak hour and circa 120-130 in the PM peak hour.</p> <p>For reference, the permitted scheme was suggested to be over 500 in the AM peak period and over 400 in the PM peak period – but was reduced when extant buildings on the site were considered. It appears that the assessment for the former application therefore reviewed 308 new two-way vehicle movements in the AM peak period and 231 new two-way vehicle movements in the PM peak period (so circa twice the amount now proposed).</p> <p>Equating this into percentages, the Eastern part of the site being delivered by Muse will generate 73% fewer car trips in the AM peak hour and 69% fewer car trips in the PM peak hour compared to the previously permitted development.</p> <p>To further reduce car movements, the proposals seek to leverage the site's sustainable location by encouraging sustainable methods of travel like walking, cycling and public transport as far as possible. This includes making it easy for residents to access existing bus services which run along Wimblehurst Road/North Heath Lane.</p>
Feedback theme	Applicant's response
Concerns regarding car parking provision	<p>The Applicant recognises that providing the right amount of car parking within the development is important to site neighbours, stakeholders, and future occupiers of the development. Lovell also recognise that it has a duty to encourage sustainable modes of transport, like walking, cycling and public transport, to help address the climate crisis which we all face.</p> <p>A policy-compliant amount of parking bays is proposed across the scheme to meet the needs of the new developments and</p>

	<p>their residents whilst not compromising high quality design and aesthetic – this exact figure could be c. 617. The level of car parking provision has been informed by Lovell's and Muse's extensive experience of delivering schemes of this kind and is in accordance with West Sussex County Council's parking standards. Visitor parking spaces will be provided in accordance with these standards, alongside cycle parking for residents and visitors.</p>
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Feedback theme	Applicant's response
Concerns regarding impact on local infrastructure	<p>During the pre-application process, the Applicant has engaged with a number of key stakeholders, including West Sussex County Council, regarding the impact of the proposals on local infrastructure.</p> <p>Once planning applications have been submitted to the District Council, providers of key local services will be formally consulted and asked to provide their views to ensure these can be taken into account before a decision is made.</p> <p>If a need for additional services is identified to mitigate the impact of the proposed development, this will be secured via financial contributions associated with any planning consent.</p>
Feedback theme	Applicant's response
Comments regarding affordable housing provision	<p>There is a significant and growing need for new homes in Horsham, particularly affordable homes. House prices in the area are around 14 times residents' average annual earnings and there are over 400 households seeking affordable accommodation in the Holbrook Division of Horsham alone.</p> <p>Lovell has developed its proposals to deliver a policy-compliant number of affordable homes as part of the project.</p>

# 7. Post-submission engagement.

## 7.1 Ongoing engagement

- 7.1.1 The Applicant confirms that the team will remain contactable via the contact details on the project website during the determination period, and that community contact will be responded to.
- 7.1.2 Upon submission of the proposals, residents who asked to be kept up to date during the consultation will be notified of the submission. The website will also be updated accordingly to reflect that the application has been submitted.
- 7.1.3 As mentioned above, the project website remains live, and the Applicant continues to update the website with any notable developments.

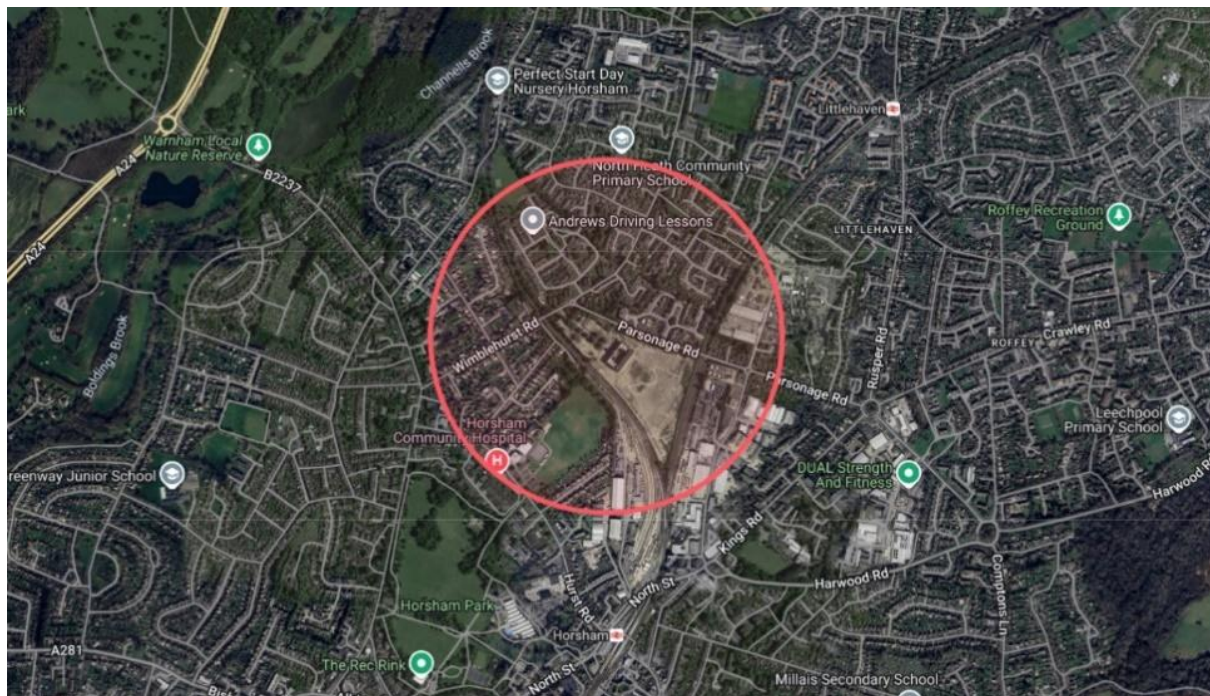


## 8. Conclusion.

- 8.1.1 The Applicant has responded positively to comments and feedback raised throughout the extensive programme of community consultation. The consultation was accessible to as many people as possible and the Applicant remains committed to continuing to work with the community and stakeholders during the determination period and beyond.
- 8.1.2 Over the public consultation period of 19 days, opportunities were provided for local residents, businesses, and stakeholders to inform the proposals, ask questions, provide feedback, voice concerns and have discussions with the project team. Multiple platforms of engagement, both digital and in-person, were used to aid accessibility and maximise engagement.
- 8.1.3 There is evidence from the feedback that respondents positively engaged with elements of the proposal, namely the regeneration of the site, the use of the site to deliver new and affordable homes, and the environmental, recreational, and sustainability elements. The key concerns raised by attendees related to car traffic during occupation, the strain on local services, and the density of the proposed development.
- 8.1.4 Whilst the Applicant recognises outstanding concerns, this needs to be balanced against the critical need to deliver new homes that are compliant with planning policy, alongside the positive changes that can be made to communal amenity space and natural surveillance.
- 8.1.5 The Applicant is pleased with the level of public engagement the consultation has received, with positive attendance at the in-person exhibition and the extensive, detailed and productive comments received.
- 8.1.6 Throughout the pre-application period, the Applicant has worked closely with Horsham District Council to ensure key officers and councillors are made aware of the proposed development, key consultation activities and outcomes to develop a holistic proposal which is of high-quality and delivers significant benefits to the local community.
- 8.1.7 The Applicant would like to thank all members of the local community and others who have taken the time to participate in the consultation, ask questions and provide feedback. The Applicant will continue to engage with the local authority, local stakeholders, and surrounding community post-submission.

# 9. Appendices.

## Appendix A – Distribution area for the consultation invitation newsletter



## Appendix B – Consultation invitation newsletter

MUSE LOVELL

### Delivering a new neighbourhood for Horsham

Take part in our community conversation from 6th to 22nd December 2024  
[horshamnewneighbourhood.consultationonline.co.uk](https://horshamnewneighbourhood.consultationonline.co.uk)

**Dear resident,**

Lovell and Muse are pleased to invite you to take part in our community conversation to have your say on proposals to transform the former Novartis site in Horsham and deliver a high-quality new residential community, providing much needed housing on this vacant, brownfield site.

**The site and planning history**

The former Novartis site is located to the northeast of Horsham town centre and the railway station. The site was formerly occupied by Novartis – a pharmaceutical company – but has been vacant for a decade after the company ceased operations on the site in 2014. The site was purchased in 2016 by West Sussex County Council who secured Outline planning permission in 2020 for a mixed-use project featuring new homes and new employment space.





**The emerging proposals**

Muse was selected, working with sister company Lovell, as the County Council's development partner in 2021. An extensive marketing campaign has been undertaken for over two years by both the County Council and Muse, in a significant effort to obtain occupiers for the employment uses proposed under the Outline. However, due to a marked change in the scale and type of demand for commercial space since the Covid Pandemic, this has been unsuccessful and the Outline application cannot come forward.

As a result, Muse have had to undertake a comprehensive review of other possible development options to unlock their part of the site. The current proposal under consideration is a fully residential development of 100% high-quality affordable homes, which respond to an identified and urgent need in Horsham. Residential also complements existing surrounding uses and would generate significantly less vehicular movements than those created by the commercial proposal.

This proposal ensures this part of a central brownfield site does not remain vacant and derelict but instead provides a new vibrant neighbourhood, without the need to use greenfield land.

Lovell and Muse's vision is to create a vibrant and diverse residential neighbourhood which delivers much-needed high-quality housing across the site, alongside wider public benefits including new public open spaces, and walking and cycling routes.

**Join our community conversation**

Lovell and Muse are committed to engaging with community and stakeholders about our emerging proposals for the site.

We are hosting a community conversation to display our emerging proposals and gather feedback. You can learn more about our proposals and have your say by attending our upcoming drop-in event or by visiting the project's dedicated website.

**Join us at our drop-in event on 12th December**

Our community conversation will be hosted from 16.00 to 20.00 on Thursday 12th December 2024 at The Roffey Millennium Hall, Crawley Rd, RH12 4DT. At the drop-in event you will be able to view our emerging proposals, speak with the team, and provide feedback.

**Visit our consultation website**

From Friday 6th December 2024, you can also explore our emerging proposal and provide feedback via the project website [horshamnewneighbourhood.consultationonline.co.uk](https://horshamnewneighbourhood.consultationonline.co.uk) or by scanning the QR code below.



**You can also leave feedback by:**

- ✉ Emailing our project team via [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk) with comments or questions.
- ☎ Calling our freephone information line on 0800 286 7840 and leaving a message, and our team will call you back.

Please note, the deadline for feedback is Sunday 22nd December 2024.

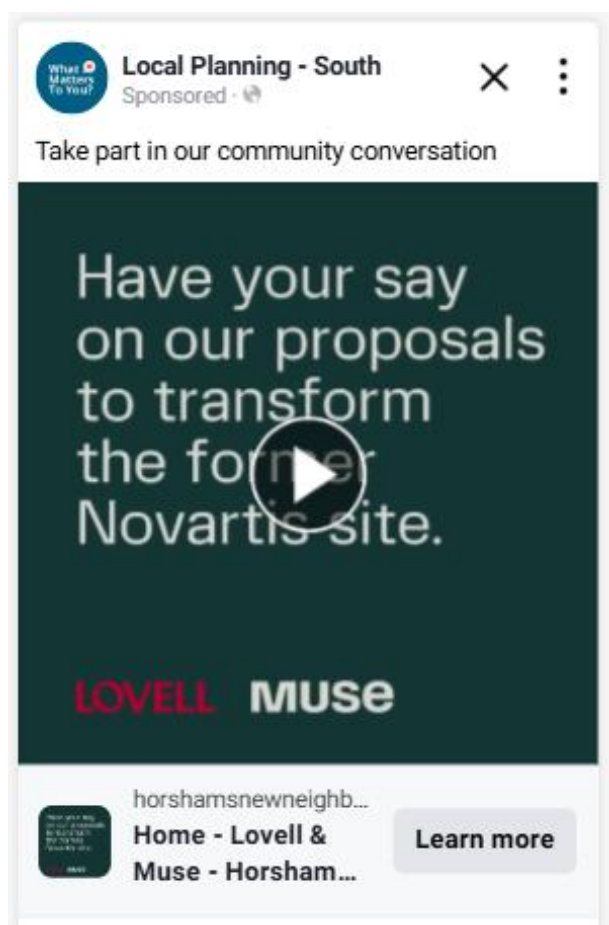


Indicative sketch of the proposals

**Contact us**

If you do not have access to the internet, or if you have any questions about our emerging proposals for the site, please call our freephone information line on 0800 286 7840 or email [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk).

## Appendix C – Social media advertisement



## Appendix D – Press release

For immediate release – 4 December 2024

### Community conversation launched on new neighbourhood at the former Novartis site in Horsham

Lovell and Muse are inviting local residents to take part in a community conversation on proposals to transform the former Novartis site in Horsham to deliver a high-quality new residential community.

The former Novartis site is located to the northeast of Horsham town centre and the railway station. The site has been vacant for a decade and was formerly occupied by Novartis – a pharmaceutical business – who ceased operations on the site in 2014.

In 2016, the site was purchased by West Sussex County Council who secured Outline planning permission in 2020 for a mixed-use development featuring new homes and new employment space.

Muse was subsequently selected, working with sister company Lovell, as the County Council's preferred development partner in 2021.

An extensive marketing campaign has been undertaken for nearly five years by both the County Council and Muse, in a significant effort to obtain occupiers for the employment uses proposed under the Outline. However, due to a marked change in the scale and type of demand for commercial space since the Covid Pandemic, this has been unsuccessful and the Outline application cannot come forward.

As a result, Muse have had to undertake a comprehensive review of other possible development options to unlock their part of the site. The current proposal under consideration is a fully residential development of 100% high-quality affordable homes, which respond to an identified and urgent need in Horsham. It is proposed that the western part of the site come forward in broad alignment with the Outline consent with a mixture of private sale and affordable homes.

This proposal ensures this part of a central brownfield site does not remain vacant and derelict but instead provides a new vibrant neighbourhood, without the need to use greenfield land.

The residential-led approach will ensure the development better responds to the needs of the local area, with over 400 households having expressed an interest in an affordable home in the Holbrook electoral division alone.

Lovell's and Muse's vision is to create a vibrant and diverse residential neighbourhood which delivers much-needed, high-quality housing across their sites, alongside wider public benefits including new public open space, and walking and cycling routes.

The new neighbourhood would complement existing surrounding uses and generate significantly less vehicular movements than those created by the commercial proposal.

Lovell and Muse are launching a community conversation to display their emerging proposals for the site and gather feedback prior to the submission of planning applications to Horsham District Council for their respective parcels of the site.

The community conversation will be hosted from 16:00 to 20:00 on Thursday 12<sup>th</sup> December 2024 at The Roffey Millennium Hall, Crawley Rd, RH12 4DT.

Residents can also explore the emerging proposal and provide feedback via the dedicated project website [horshamsnewneighbourhood.consultationonline.co.uk](https://horshamsnewneighbourhood.consultationonline.co.uk)





## Appendix E – Stakeholder notification

**Subject:** Invitation to our community conversation on proposals for a new neighbourhood for Horsham

Good morning,

As you may be aware, West Sussex County Council secured Outline planning consent to redevelop the former Novartis site in Horsham with a mixed-use project featuring new homes and employment space in 2020.

Muse was subsequently selected, working with sister company Lovell, as the County Council's preferred development partner in 2021.

An extensive marketing campaign has been undertaken for over five years by both the County Council and Muse, in a significant effort to obtain occupiers for the employment uses proposed under the Outline. However, due to a marked change in the scale and type of demand for commercial space since the Covid Pandemic, this has been unsuccessful and the Outline application cannot come forward.

As a result, Muse have had to undertake a comprehensive review of other possible development options to unlock their part of the site. The current proposal under consideration is a fully residential development of 100% high-quality affordable homes, which respond to an identified and urgent need in Horsham.

Residential also complements existing surrounding uses and would generate significantly less vehicular movements than those created by the commercial proposal.

To ensure the community and stakeholders are given the opportunity to explore and feed into plans for the site before they are submitted to Horsham District Council, Lovell and Muse are launching a community conversation which will run until 22nd December 2024 and will include an in-person event and a dedicated consultation website.

The attached newsletter has been sent to over 1,000 households near the site to encourage them to take part in the community conversation, providing further information on the site and emerging proposals.

**As a key local stakeholder, we would like to invite you to attend a preview session ahead of the main community conversation event on Thursday 12th December from 15:00 to 16:00 at The Roffey Millennium Hall.**

I would be grateful if you could indicate your preference to attend the preview session by replying to this email. You are of course welcome to attend the main event from 16:00 to 20:00 if this is more convenient for you. Please feel free to share this email with any other groups of interest you feel would be interested.

If you have any questions, please do not hesitate to contact the project's community engagement team on [0800 298 7040](tel:08002987040) or email [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk) who will be happy to assist.

Yours sincerely,

## Appendix F – Consultation boards

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## Appendix G – Consultation website

## LOVELL MUSE

### Site Context & Location

#### Site Location

The site (orange temporary road) is located east of the first case of two cases in the center of the city, surrounded by houses, a high-rise complex, and has been in use since the 1950s and is currently in use for the site.

The site is located around the site of the site, which is located in the center of the city, surrounded by houses, a high-rise complex, and has been in use since the 1950s and is currently in use for the site.

**For the purposes of planning, the site is divided into two main parts:**

**The Level site** is located on the western part of the site - also known as Phase 1 and 2 - which will include the restoration of the site, and the site.

**The Muse site** is located on the eastern part of the site - also known as Phase 3 - stretching from the rear of the site to the railway line in the south and east.

**Key:**

- Station & Car Park
- Public Open Space
- Sports Field
- Industrial Zone
- Historic Town Centre
- Historic Cemetery
- Historic Cemetery
- Industrial & Commercial Zone

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**CAVENDISH**