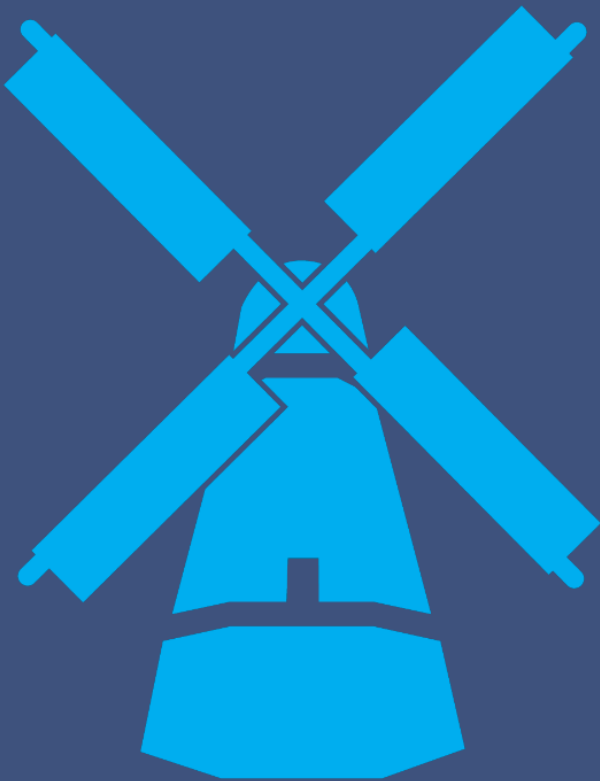


Hindsland, Eastbourne Road Willingdon, East Sussex

Statement of Community Involvement



March 2021

Danescroft (FREOF V Willingdon) LLP

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1. EXECUTIVE SUMMARY

- 1.1 Danescroft (FREOF V Willingdon) LLP (The Applicant) is an established property company, which has been operating across the South East for over 20 years.
- 1.2 As part of its commitment to engaging with the local community, Danescroft has taken steps to consult local residents and key stakeholders about its plans for this project.
- 1.3 Danescroft appointed Marengo Communications, an independent specialist public consultation company, to undertake the pre-application resident, community and stakeholder consultation on their proposals for the development of Hindsland, Eastbourne Road, Willingdon.
- 1.4 This SCI outlines the context and strategy for consultation; the activities and engagement with stakeholders and the community; the feedback received and the Applicant's response. It demonstrates that a thorough approach has been taken to pre-application consultation with the local community, as well as ongoing engagement with councillors and officers.
- 1.5 Due to the restrictions in place as a result of the COVID-19 pandemic, the originally planned public exhibition could not proceed. The eventual, reconfigured public consultation was conducted in a way that allowed residents and stakeholders to take part safely. All materials that would have been displayed in a public exhibition were displayed through a bespoke consultation website: www.hindslandwillingdon.co.uk. A newsletter inviting residents to take part in the public consultation was issued to nearby neighbours, residents, and stakeholders.
- 1.6 Danescroft has actively sought to engage local stakeholders in plans for the site during the development of their planning application. Activities undertaken as part of the consultation process have included:
 - Pre-app meetings with Wealden District Council (WDC), with the first of four on 2nd October 2020
 - Pre-app meeting with ESCC Highways on the 12th November 2020
 - Introduction letter to key stakeholders (including WDC cabinet and ward members), 6th December 2020
 - A public consultation period that ran for a fortnight from 10th February to 24th February 2021
 - 929 newsletters and postcards were sent to immediate neighbours, local residents and businesses, stating the intention to develop the site and an invitation to each to take part in the public consultation via the bespoke website. This information along with a covering letter was also sent to key stakeholders (Wealden District Council Cabinet, ward and planning committee members)
 - A press release was issued and subsequent story appeared in the Eastbourne Herald on the 11th February 2021
 - Meetings were offered and arranged with key stakeholders to discuss the proposals

- Provision of hard copies of the proposals and feedback form sent to those who requested one
- Opportunity to provide feedback on the proposals via the consultation website and by post
- Provision of a Freephone number (0800 689 5209) and project email (info@hindslandwillingdon.co.uk) to enable members of the community to ask questions about the proposals
- A project website where the public can view details of the proposed development and leave comments www.hindslandwillingdon.co.uk

1.7 The feedback received during the consultation period showed that whilst a significant number of respondents have concerns regarding the principle of development of the site, along with associated transport concerns, there are those who both support the development as a whole and specifically the delivery of a new medical centre.

1.8 Now that an application has been submitted, Danescroft will continue to engage with stakeholders and the local community to discuss the proposals and keep the local community updated on the progress of the project via the dedicated website.

2. CONSULTATION PROCESS

- 2.1 The objectives of the consultation process were to consult local stakeholders who may have had an interest in the site and also consult with local residents and businesses in the vicinity of the site, in order to understand local views and give the community an opportunity to comment.
- 2.2 The programme outlined in this Statement of Community Involvement satisfies the requirements set out in the Wealden District Council's Adopted Statement of Community Involvement (22nd July 2020) on undertaking pre-application public consultation. It also reflects the principles for consultation in the Localism Act (November 2011) and in the revised National Planning Policy Framework (NPPF) (published in February 2019).
- 2.3 In order to ensure that Wealden District Council were in agreement with the consultation and engagement programme, Danescroft and Marengo Communications drafted a Statement of Community Consultation which agreed the timeline and methods used. This was agreed with Wealden District Council's officers and can be found in Appendix 1.
- 2.4 Danescroft used a range of consultation tools to ensure residents living near the site and key stakeholders were aware of its proposals and had an opportunity to provide feedback on the detailed design and layout of the development.
- 2.5 The key periods in the consultation and engagement programme are summarised below:
- **2nd October 2020:** First of four pre-app meetings with Wealden District Council (WDC)
 - **8th October 2020:** Pre-app feedback received from ESCC Drainage team
 - **12th November 2020:** Pre-app meeting with East Sussex County Council (ESCC Highways)
 - **10th December:** Pre-app meeting held with ESCC Strategic Economic Infrastructure team
 - **21st December:** Pre-app response received from the Pevensey and Cuckmere Water Level Management Board
 - **8th February 2021:** 929 newsletters and feedback postcards were sent to immediate neighbours, local residents and businesses, stating the intention to develop the site and an invitation to each to take part in the public consultation via the bespoke website
 - **8th February 2021:** Consultation newsletter and covering letter sent to key stakeholders
 - **10th February 2021:** Launch of public consultation. Promotion of a bespoke website and opportunities to engage in the public consultation via press releases, emails and newsletter invitations to stakeholders and residents

- **11th February 2021:** A story appeared in the Eastbourne Herald concerning the public consultation
 - **19th February 2021:** Letter to residents to clarify the end of consultation date as 24th February 2021
 - **19th February 2021:** Meeting with the office of Caroline Ansell MP
 - **24th February 2021:** Meeting with Willingdon and Jevington Parish Council.
 - **24th February 2021:** Public Consultation ended
 - **25th February 2021:** Assessment of feedback from public consultation, to inform proposals and respond to feedback
 - **3rd March 2021:** Meeting with Polegate Town Council which Maria Caulfield MP also attended.
- 2.6 A dedicated consultation website – www.hindslandwillingdon.co.uk - was established to enable public consultation to happen in a safe way. This website includes all the information that would have been presented at the planned physical exhibition, which was unable to go ahead due to COVID-19 restrictions. In addition to information about the proposed plans for the development, a feedback section enabled members of the community to leave feedback. You can view the website in Appendix 2k.
- 2.7 To enable as many people as possible to contact the project team and comment on the proposed development, a range of feedback mechanisms was established:
- Feedback forms could be completed online or sent by post
 - Comments could be sent to a dedicated email address: info@hindslandwillingdon.co.uk
 - Telephone messages could be left by calling the Freephone consultation line 0800 689 5209
- 2.8 At the time of writing this SCI, a total of 137 people had responded formally to the public consultation, with the vast majority submitting written comments via the online feedback form.

3. STAKEHOLDER MEETINGS

3.1 The pre-application consultation programme involved meeting with a range of key stakeholders, including councillors.

3.2 Engagement with stakeholders focused on direct engagement through virtual meetings and presentations.

- Pre-app meetings with Wealden District Council (WDC). Which took place on 2nd October 2020; 30th November 2020; 21st January 2021 and 19th February 2021.
- Pre-app meeting with East Sussex County Council(ESCC Highways) on 12th November 2020.
- A pre-app meeting held with ESCC Strategic Economic Infrastructure team at ESCC took place on 10th December 2020.
- Consultation with Flood and Water Officer at Pevensey and Cuckmere Water Level Management Board as well as ESCC regarding drainage.
- Meeting with office of Caroline Ansell MP on the 19th February 2021.
- Meeting with Willingdon and Jevington Parish Council on Wednesday 24th February. At this meeting after a short presentation the council asked the project team questions, some of which had been put forward by the public. A full list of these questions can be found in Appendix 2a, but topics included:
 - Traffic and Access
 - Medical Centre
 - Drainage
 - Pedestrian access and routes
 - Green spaces and playfields
 - Provision of bungalows on the site
 - Green energy (solar panel/car charging)
- Meeting with Polegate Town Council on the 3rd March, which Maria Caulfield MP, the neighbouring MP for the site also attended. A list of the questions tabled in advance of this meeting can be found in Appendix 2b. Following this meeting, an email was issued by Maria Caulfield MP regarding the delivery of the medical centre and the quantum of housing proposed (in Appendix 2c). Follow up correspondence from Danescroft and Assura was issued to clarify both matters, which can be found in Appendix 2d.
- To ensure that there is no misunderstanding regarding these two points (delivery of the medical centre and quantum of housing) the project website was updated to clarify these points.
- Contact has also been made with Caroline Ansell MP's office as to whether a further meeting can be arranged to discuss the application in more detail.

4. PRE-SUBMISSION PUBLIC CONSULTATION

4.1 Impact of COVID-19

As part of the consultation process, a public exhibition had been planned to take place close to the site, where proposals for the redevelopment of the site were to be presented to stakeholders and members of the public to elicit their views. Unfortunately, due to the COVID-19 pandemic and the subsequent restrictions on public gatherings, this public exhibition could not take place.

Instead, stakeholders and members of the community were invited to take part in a full public consultation, by visiting a bespoke project website which had been designed for the consultation (www.hindslandwillingdon.co.uk) to view the full set of materials that would have been displayed at a public exhibition.

In advance of the public consultation, an invitation newsletter and feedback postcard were sent by Royal Mail to 929 local addresses surrounding the site (map, Appendix 2e; Community Newsletter Appendix 2h; Community Feedback Postcard 2i).

Following the launch of the consultation on the 10th February 2021, a news story regarding the consultation was published in the Eastbourne Herald (11th February 2021). (see Appendix 2j).

4.2 Bespoke Consultation website

The website contained information on the following:

- About Danescroft
- Consultation
- The Site
- The Design Process
- Proposals
- Design of the Homes
- Medical Centre
- Access
- Environment
- Community
- Next Steps
- Contact
- Feedback

A full set of website materials is included in Appendix 1h of this document.

4.3 Feedback

Stakeholders and residents were encouraged to complete either the feedback post or the online feedback form on the project website page.

Feedback could also be emailed to info@hindslandwillingdon.co.uk.

A dedicated number (0800 689 5209) was provided so that any interested parties could ask questions and provide feedback via direct communication with the project team. This included being able to request hard copies of the proposals and materials displayed on the website.

5. FEEDBACK ANALYSIS

- 5.1 Stakeholders, residents and members of the wider community who took part in the consultation were encouraged to complete a feedback form online or using the feedback postcard, to record their views on key aspects of the proposals, in order to obtain structured feedback. The form contained 4 open question giving the opportunity for individual feedback (see Appendix 2i & 2k).

The analysis presented in this section is drawn from 137 pieces of feedback received during the period of public consultation:

- 94 feedback forms submitted via the consultation website, during the period of public consultation
- 28 feedback postcards were also received in the post
- 15 items of feedback were received via email

- 5.2 A significant number of questions and feedback received during the consultation process for the planning application related to the Scoping Opinion (ref: WD/2020/6514/SCO) which was submitted in December 2020. A decision notice on this has been issued, which has confirmed the scope of the EIA to accompany the planning application. Questions related to the scoping opinion, but relevant to the planning application have therefore been included within the feedback analysis.

5.3 Qualitative feedback

These questions gave the respondents the opportunity to provide individual feedback about the proposals.

Question 1: Please give us an overall view of our proposals for the Hindsland site.

Question 4: Is there anything else you'd like to tell us that you think we have not considered?

As these questions produced similar key themes so we have combined key themes to provide a summary.

Theme: General Objection

Sample Quotes

"I think it would be better built elsewhere."

"Unfortunately due to the poor infrastructure and road links this site should NOT go ahead."

"I am not in favour of development in this site nor any part of the open land between the Eastbourne Road and the railway."

"disgusting not wanted"

"against this development and more traffic loss of green space"

"do not agree with development on green spaces"

"I strongly object to development of this site. It should not be built on at all. Hence any planning application for development is unacceptable."

"The Hindland site should not be developed by anybody. It should be left as a nature reserve and parkland for the local community."

"This land is not for building on, for historical, environmental and access reasons."

"We feel this is a totally unacceptable urbanisation of Willingdon and Polegate."

"Again this is just for meeting housing figures. This is not considering the residents that already live in this area"

"It came as a shock to me that a proposal was even being considered, as the highways department announced that because of all of the work going on along the A27 and up to the Boship roundabout of late (which will go on into next year), that any thought of development on this site would be put on hold indefinitely."

"Do we need all this extra housing. South east will soon be 'concreted over'"

Our Response The Hindsland site was allocated for a residential-led development in the Wealden 2013 Core Strategy, which is the extant planning policy for the local area. There is a significant need for housing in Wealden, with the council unable to demonstrate a 5-year supply of housing.

These proposals will go a significant to help deliver not only open market and affordable housing, but also a new medical centre for the community.

Theme: Traffic - Congestion and Pollution

Sample Quotes *"The Eastbourne Road, can't cope with any extra volume of traffic, as it is it can take 10mins to get out of broad Road which is opposite proposed site of a morning. With only one way in and out, it will compound the problem, not really viable. It's a horrendous road, to get in and out of. Eastbourne Road is always rammed first thing in the morning and evening."*

"It is crazy to build houses on what is known locally as 'the mile of misery' due to traffic."

"The main road is already congested, even during lockdown, and will only become worse with the addition of more new houses."

"If it weren't for the traffic issue, it looks reasonable."

"I am not sure how you can say that the present road can take the volume of traffic from this site when developed. It is bad enough on the road in normal times now and excluding the impact of Covid it cannot cope. There is already too much congestion on Eastbourne Road. It can take 20 minutes or more to simply get out of our road at busy times. We do not want the extra pollution that would come with the extra traffic"

"If it weren't for the traffic issue, it looks reasonable."

"I am not sure how you can say that the present road can take the volume of traffic from this site when developed. It is bad enough on the road in normal times now and excluding the impact of Covid it cannot cope."

"There is already too much congestion on Eastbourne Road. It can take 20 minutes or more to simply get out of our road at busy times. We do not want the extra pollution that would come with the extra traffic"

"DANGEROUS LEVELS OF POLLUTION! You only need look at my windows & curtains as evidence of that!"

"The traffic and air and light pollution will be horrendous."

"Should not be allowed to go ahead due to the heavy traffic conditions and pollution"

"175 ridiculous and shouldn't be allowed on pollution and traffic grounds"

"Pollution levels will hugely increase with standing traffic accessing and exiting not only the residential area, but also the medical centre, what measures have you put in place to account for this extra traffic onto an already congested road?"

Our Response Whilst we understand that the Eastbourne Road is a busy highway, we have held a series of meetings with East Sussex County Council's (ESCC) Highways Department to ensure that our proposals fit into the broader strategic transport plans for the area.

The new Eastbourne Road bus corridor, as well as enhanced cycle links, will hopefully encourage residents from this site and the wider area to make significantly fewer trips by car.

In addition to this, electric car charging will be put in place for both the new homes and medical centre. A car club with electric charging will also be provided.

The proposed mitigation measures will reduce the need to travel by private car, therefore reducing the impacts from motor vehicles and limiting additional vehicles on the A2270.

Our planning application will be accompanied by a full Transport Assessment, which will be independently assessed by ESCC's Highways Department and the planning department at Wealden.

Theme: Traffic - Access

Sample Quotes

"The only access to development site is via the Eastbourne Road. It is a single carriageway and gets tailbacks regularly at the moment. Vehicles leaving the new proposed development and trying to turn right against the traffic will find it very difficult and it could be dangerous."

"Very concerned about the access road as this is just over the brow of a hill on a busy road, would make more sense to me to make it opposite Broad Road with traffic light control."

"An access point from this development into Spurway Park is not wanted, now, or in the future."

"How are you going to address the problems of access into and out of this development during peak times? It is not uncommon for the main A2270 to be solid with traffic in both directions at peak times at the point where the proposed access road will be. "

"I believe the access point should be moved opposite to Broad Road with a roundabout and pedestrian crossing, as this would be beneficial for the children of the estate crossing to go to school in Broad Road."

"Why not have exit onto A2270 opposite Broad Road with a roundabout to let over 100 cars out at rush hour?"

"There is no road access considered that will not increase the already busy junctions in the area."

"The proposed road access is inadequate and needs to be planned with County Council plans for Eastbourne/Willington Roads. In default of this there access to Eastbourne road should be opposite Broad Road, with a traffic light. A secondary access should be developed toward Polegate, if only for emergency services."

"The proposed exit and entry route onto Eastbourne Road is unsuitable as it is on the brow of a hill, near a very busy junction in school traffic times. What plans have you in place to accommodate the potential 475 resident vehicles and medical centre traffic?"

Our Response

The access is to be south of the brow of the hill. The location is suitable for a safe access (i.e. distance) for the current 40mph speed limit. However, the County Council's bus lane and cycle improvements to the

Eastbourne Road (HPEMAC) will reduce the speed limit to 30mph, further ensuring the access is suitable and safe.

Meetings have been held with ESCC to ensure the access junction safely accommodates the HPEMAC. The designs will be subject to an independent road safety audit, and traffic modelling of the junction (including the Broad Road junction access) to ensure it can accommodate the development, and the other surrounding developments that are coming forward.

Theme: Principle of development/ Loss of Green and Recreational Space

Sample Quotes

"Not enough provision for playing fields for children"

"With 180 dwellings there will probably be about 500 residents of all ages. Have you adhered to Government Agency NPFA guidelines to set aside land for formal playing fields. Guidance is 6 acres per 1000 in population, so- 3 acres split as 2 acres for adult and 1 acre for children: Brodricksland has two football pitches and a pavilion plus allotments for 390 dwellings? I think not! "

"Totally against this ginormous swallowing up of last green space needed for water catchment biodiversity recreation exercise and mental and physical well being of people living locally now."

"Polegate is losing all its green space for people to walk / enjoy the outdoors."

"Disgusting, the only green space left in Willingdon used daily by hundreds of people to exercise and enjoy the view."

"the loss of one of the few green spaces left in the area"

"This development does not meet the current National Playing Fields "6 acre" guidelines will you address this shortfall in recreational land?"

"As the Hindsland site was originally gifted by East Sussex to Brighton University for the purpose of recreational facilities, what is Danescroft's plans to include large scale recreational spaces within their designs?"

Our Response

The Hindsland site was allocated for a residential-led development in the Wealden 2013 Core Strategy, which is the extant planning policy for the local area. There is a significant need for housing in Wealden, with the council unable to demonstrate a 5-year supply of housing.

These proposals will go a significant way to help deliver not only open market and affordable housing, but also a new medical centre for the community.

The open space requirements arising from the development have been discussed with the Council and onsite provision is being made in accordance with the Council's adopted standards. Offsite provision is to be catered for through a specific financial contribution in accordance with the Council's adopted standards.

Theme: Flooding, Water Quality and Drainage Issues

Sample Quotes

"Take proper responsibility for drainage; the site is on a hill, and there are existing neighbouring developments and a main road that may not be able to absorb the water run-off from your site. Your proposed SUDS allocation is bare minimum, presumably to maximise the development potential of the site."

"Water Supply. Currently have low water pressure, causes problems. Will new development put a great strain on supply. How this been considered. Quite concerned."

"I am concerned about flooding as the Hindsland site especially where the house is ,it regularly has a moat in front when we have a lot of rain and rain run downwards to the road as I have witnessed on many occasions."

"The local area has a high water table being at the foot of the South Downs additional housing would cause flooding and water pollution issues."

"Many houses in the area already flood and building here will only cause this to worsen."

"The area should be regarded as a flood plain particularly in the context of global climate change and sea level rise"

"I am concerned that the proposed facility will overload the sewage (both foul and storm drains) in the area. At present, in periods of very heavy rain, the storm drains are overloaded and this proposal will make the problem worse. have you made provision to improve the present capabilities?"

"Can you provide detailed plans of the attenuation basin you are outing in place?"

"Natural England have said that the development is likely to have significant increased water run-off. What calculations are in place to mitigate this added surface water? Eastbourne Rd floods already, what plans have you put in place to mitigate this?"

"What is in place to make sure that the water quality will be sufficient to enhance any biodiversity and be an attractive amenity?"

"We note there has been no response from Wealden Rother Pollution as yet, has this information been supplied?"

"No response from the Environment Agency either, has this information been supplied?"

Our Response As with all new development, a Sustainable Drainage System (SuDS) has been designed to ensure that following the development any drainage or flooding issues from the site will be improved or stay the same.

Runoff from the site will be captured and conveyed through an exemplar SuDS system which will retain and attenuate peak discharge rates from the site to less than the current greenfield rate. One of the key principles of SuDS is that there should be no runoff from the site during any rainfall event of up to 5mm. The SuDS and green infrastructure throughout the development will ensure that surface water will be captured as close to source as possible to allow for evaporation, evapotranspiration and absorption.

Detailed plans of the attenuation basin will be provided within the Flood Risk and Drainage Statement as part of the planning application. The attenuation basin and other SuDS features throughout the development have been designed in accordance with all current and relevant local and national guidance.

We can increase water quality and amenity value through the careful design and application of native aquatic and riparian planting.

WEALDEN ROTHER POLLUTION TEAM

No individual response has been received from the Wealden Rother Pollution team. However, the design team has consulted with key drainage stakeholders and completed a site investigation to make sure pollution pathways are understood and pollution prevention measures are embedded into the scheme.

ENVIRONMENT AGENCY

No response to the scoping opinion has been provided by the Environment Agency. Information from the Environment Agency and other sources have been used to inform the development proposals and the assessments, particularly the flood risk assessment. The Environment Agency will be a statutory consultee for the planning application.

Theme: Schools

Sample Quotes *"You also have to wonder where all the new residents will send their children to school?"*

"There are not sufficient school places locally for anyone moving here either. "

"No provision for primary/secondary school to aid the already saturated local schools"

"With so many houses built in this area the last few years I think a school must be included at some stage before a care home."

"Places in the local primary schools (Willingdon and Polegate) these are stretched as it is. Willingdon community school is increasing in take."

"Have you considered the effect of the extra population on nearby schools?"

"Our local schools are running at capacity so has this been considered?"

Our Response Wealden District Council has an adopted Community Infrastructure Levy (CIL) charging scheme in place (adopted November 2015). The CIL Charging Schedule covers a wide range of infrastructure including specific school provision for new residential development on this site. The CIL charge is automatic and is based on a set rate per sq.m that will be charged for all residential development.

The County Council, as Education Authority, will then use the CIL money collected from the development to make the necessary school place provision in the local area.

With regard to the consideration of building a new school on the application site, the scale of development we are proposing is not sufficient to generate the need for a new school to be provided as part of the scheme. We are however aware that a neighbouring developer is proposing land for a new school site.

Theme: Overdevelopment, not in keeping

Sample Quotes

"180 house/flats. Site not large enough, unless building the usual, nondescript rabbit hutches. With postage stamp gardens."

"Far too many houses on the site."

"Far too many houses proposed for the space."

"It doesn't appear enough knowledge or research has been undertaken of the local area which is evident in the proposals with 2.5 high buildings and 3 story medical centre. I don't feel this is in keeping with the local area."

"My view is this is a green open space in a relatively quiet residential area at the foot of the south downs national park and such development would be poor use of this piece of land."

"The housing and development itself is not in keeping with the local housing styles. The existing housing is well established spread out with large gardens and low density bungalows. The proposed estate looks like something out of Crawley, Burgess Hill or Milton Keynes, a soulless rabbit warren of poor quality housing."

Our Response As with all development, it is important to ensure that best use of a site is made when designing a residential development. The site is allocated for development, and this in conjunction with national and local guidance on density and housing mix, both of the affordable and the open market homes, led to the figure of homes proposed.

It is our view that the proposals will form an attractive new development that is landscape-led providing much needed homes and a medical centre, and creating a balanced community.

Theme: Ecology and Trees

Sample Quotes *"The area should be used as a nature conservation zone and for informal recreation."*

"The space provides a refuge for wildlife and contributes to the local biodiversity."

"I am horrified that building houses on Hinsland is still being proposed because of the adverse effects on wildlife"

"I am hoping that you will preserve and keep existing Oak Trees on the boundaries."

"Also with the collapse of lot of our countries insect / bird species due to land loss, is it really the right thing do to do ?"

"We note that the search of the ancient tree inventory was not possible, do you now have the results for this?"

"What provisions have you put in place for public ground and tree maintenance within the estate?"

Our Response The Hinsland site is an allocated site and the proposals will be in accordance with local planning policy.

An ecological report has been submitted alongside the application, which demonstrates what if any protected species are present on the site, and how they would be protected during construction and upon completion of the homes.

The ancient tree inventory provided by the Woodland Trust shows there are no trees of note on or adjacent to the site.

TREE MAINTAINCE

A management company will be put in place to manage the estate.

Theme: Pedestrian Access, Footpaths and Cycle Links

Sample Quotes	<i>"How will pedestrians get in and out of the site as there is no pavement on that side of the A2270 for a very considerable distance in both directions."</i> <i>"CONFIRMATION THAT PRESENT ACCESS FROM SITE TO THE FIELD BEHIND ESSSO GARAGE IN MAINTAINED"</i> <i>"Need connecting all weather hard surface cycle/walkway through Polly Arch for residents to have shorter alternative to going through High Street in a car. Currently too muddy to use for much of the year. Would be very interested to hear your views on this."</i> <i>"The Eastbourne Road is very busy at the best of times and difficult to cross without a without having a pedestrian crossing. Are there plans to provide a means of crossing the road?"</i> <i>"Pedestrian and cycle access from the North West corner of the development to Courtland Road should be seriously considered, to allow safe, quick and easy access to Polegate rail station and local shops."</i> <i>"A new pedestrian footpath should be considered on the Northern side of the A2270 Eastbourne Road as many people would be accessing the medical centre by public transport and there is currently no safe path on that side from bus stops to the development"</i>
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Our Response	The permeability of the site is crucial, and where we have access rights to adjacent land, we have provided footpath and cycle access, as is best practice when designing a new development. In addition to the access from the site, we are also proposing a new trim trail which will go around the edge of the scheme, providing recreational use to not only residents of the site itself, but also the wider community, onto what is currently private land.
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Theme: Scale

Sample Quotes	<i>"The houses are too high and close to existing property."</i> <i>"Looking out onto Hindsland from my home - I do not want a property that will overlook me, I have low 4ft fencing and would want to keep it that way and not to replace the fencing in height to gain privacy."</i> <i>Bungalows should be in line of sight, which is the main existing dwellings overlooking Hindslands at present."</i>
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The houses/apartments placed at the centre of the site and beyond."

"Boundary is too close to existing dwellings, in particular by blur house. We have a house plonked at the end of our garden."

Our

Response In order to make the best use of the site, we are proposing a range of buildings across the development. Following an analysis of both the existing landscape and neighbouring development, we are proposing bungalows on the northern edge of the site to best fit in with the existing context. The buildings then gradually step up in height towards the centre of the development. The medical centre itself needs to be of sufficient scale to deliver the services required.

Theme: Light Pollution

**Sample
Quotes**

"The South Downs National Park is a designated International Sky Reserve, this development will have an impact on the light pollution in our area, what have you put in place to negate this?"

"The traffic and air and light pollution will be horrendous."

"Boundary is too close to existing dwellings, in particular by blur house. We have a house plonked at the end of our garden,. Bungalows should be put to avoid light pollution."

**Our
Response**

The application is submitted in outline application at this stage with the detailed design being subject to Reserved Matters. The detailed designs for the Reserved Matters applications will follow ILP guidance and set out design measures that will minimize and reduce artificial light pollution occurring from the development.

The nearest part of the South Downs is a Transition Zone, and the development would not impinge on the "intrinsic rural darkness" zone.

Theme: Green Energy

**Sample
Quotes**

"Are these houses being built with carbon neutral format as per Wealden Sustainable Buildings, renewable energy and low carbon development policy?"

"Electrical car charging points"

Our Response The application will be supported by an Energy Strategy Statement which examines the feasibility of suitable LZC (Low to Zero Carbon) sources, high-efficiency alternative systems, and low carbon energy efficiency measures.

The development will meet a compliance level in excess of the Building Regulations reduction in emissions across all dwellings relative to a 2013 Part L1A Building Regulations baseline, which will be achieved solely through the use of improved energy efficiency measures such as improved thermal fabric efficiency, air tightness and effective heating controls.

In addition to this, electric car charging will be put in place for both the new homes and medical centre. A car club with electric charging will also be provided.

As for the medical centre on the site this will achieve zero carbon and will meet BREEAM excellent standards.

Theme: Affordable housing

Sample Quotes *"How much social housing do you have!?? its not clear??"*
"There are "63" affordable homes, how many of these are social homes and how many are affordable?"

Our Response The exact tenure split of the affordable housing will be secured through the S106 Agreement following advice from the Council's Housing Team and will be dealt with at the detailed Reserved Matters design stage. At this stage we are only seeking consent for the principle of development and the proportion of affordable dwellings. It is usual for the detail to be dealt with as part of the Reserved Matters.

The illustrative layout demonstrates how a policy compliant affordable housing mix comprising 44 affordable rented units and 19 shared ownership units within a range of 1 and 2bed flats and 2, 3 and 4bed houses can be provided for on site. In addition, the proposals will allow for the provision of bungalows as well as the required provision of plots for self-build in accordance with local planning policy.

Theme: Access for Emergency and other Services

Sample Quotes *"Are the roads through and round the estate wide enough to accommodate emergency vehicles and resident vehicles simultaneously?"*

"Will there be enough parking for trade vehicles and visitors to residents homes?"

Our Response The main access will be 6m wide, narrowing to 5.5m around the main "circular" route around the site. This is wide enough for two way movement of large vehicles (e.g. a refuse truck passing a delivery vehicle). Car parking provision, both allocated for future residents, as well as unallocated, and additional visitor parking will be provided in accordance with both ESCC and Wealden requirements. This will be in identified locations to ensure roads will not be blocked, with sufficient numbers to accommodate all likely demand in suitable locations.

Theme: Access to Adjoining Land

Sample Quotes *"What are the two arrows depicting on the Site Plan on the left hand side and the top right hand corner, both leading to adjacent fields. Is there an intention to use these as access roads into future developments."*

"For the purpose of transparency, please can you advise why the proposed Hindsland site, that was previously included within the 2017 Masterplan for Morning Mills site (WD/2021/0174/MEA application document, entitles 'Statement of Community Involvement Page 9), has now been split into a separate application that was rejected? Given that both applications clearly display access roads between both sites?"

Our Response Good planning practice is not to prejudice future potential links between parcels. The illustrative layout shows where access may be achieved between parcels. The potential access into Morning Mills is as previously shown in the previous application, again to illustrate connectivity.

We have no interest in any adjoining sites.

Question 2: Please give us your views of the inclusion of the brand new medical centre on the site.

The views expressed in response to this question were predominantly positive, although some raised specific concerns.

Theme: A medical centre is needed

Sample Quotes	<i>"A new medical centre is much needed as Polegate has had a massive expansion in last few years"</i>
	<i>"Very impressed that you are building a new medical centre"</i>
	<i>"if we have to have the development then that would make sense."</i>
	<i>"We would welcome additional medical facilities. "</i>
	<i>"Should go ahead straight away."</i>
	<i>"REQUIRED IN THE POLEGATE AND WILLINGDON AREA"</i>
	<i>"This is needed for Polegate and would be a welcome addition as the current surgeries are now too small for the increased population."</i>
	<i>"Good idea, definitely needed."</i>
	<i>"A new medical centre is needed, so it is good to see this included."</i>
	<i>"This is just what we need, and long overdue."</i>
	<i>"The welcome medical centre is well provided on the plans with car parking. Could a detour be made for bus stop at the centre?"</i>
	<i>"This will be definitely be needed for the population increase."</i>
	<i>"A new medical centre on its own would be a very useful addition to the area."</i>
	<i>"This would be great if it went ahead! Much needed"</i>

Our Response	We agree that the local community is in need of a new state of the art medical centre which will deliver a greater range of services and treatments than are currently available in the existing surgeries. Our delivery partner Assura are working closely with the local GPs to ensure that the centre is designed with the needs of the community in mind.
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The new building will be designed with the long-term in mind, being flexible, adaptable and expandable. There will be a patient-centred approach to the design, with light-filled space, legibility and dementia-friendly features. Dedicated car parking will be provided for both staff and patients.

Theme: In favour but what issues with access and parking

Sample Quotes

"Obviously the medical centre is going to be of considerable benefit to residents living nearby. However if this means that the Downsland Medical Centre in the High Street will be closed then this will make it very difficult for Polegate residents living on the other side of the railway line to access the new medical centre."

"The idea of new medical centre would be a positive thing. However, given the location I am concerned how the families, the elderly and infirmed would be able to access it if they did not have a car."

"a new medical centre in the area will benefit everyone greatly but again access will be difficult due to how busy Eastbourne road is"

"Great idea wrong road for access"

"Must be built early in the development as a condition of planning permission. Must include realistically sufficient parking for all staff and patients."

"The medical centre is a great idea, but requires more than adequate car parking, including consideration for the disabled. The area you have indicated as being ring-fenced for the medical centre may well be inadequate given the stated number of staff, and the likely number of patients / visitors."

Our Response

This site is allocated for both residential development and a medical centre and we are bringing forward proposals to deliver on this. Both Assura our delivery partner for the Medical Centre and the local GPs are supportive of this site and keen to see it be delivered.

There will be sufficient parking at the medical centre, to meet its requirements, as well as disabled parking spaces.

Theme: Two Medical Centres?

Sample Quotes

"Please can you advise on conversations with between Danescroft and the developers of Morning Mills Site, as both proposals list Medical Centres?"

"What assurances can Danescroft give that the proposed Medical Centre on this site would benefit the local community, such as GP surgery rather than private Care Home facility, especially if a Medical Centre were built on the Morning Mills site next door?"

Our Response Danescroft have a development partner on board to deliver the medical centre. Our understanding is that as Morning Mills had no certainty over our site coming forward and so took the decision to include a medical centre. We are unaware of the Morning Mills developer having a development partner lined up to deliver the medical centre on their site.

Our site is preferred, both by the development partner and the council.

Theme: Not in favour

Sample Quotes *"Too Small, for number of Patients in area, also need Minor surgery space as we as facilities for other Health services*

"Irrelevant, what we need locally is schools for the children in these new houses to go to."

"There are other locations more suitable for a medical centre than building on green land."

"It is not needed on this site. It can be built elsewhere. There is a closed library site that would be ideal for development."

"We need schools more than another medical centre, we have one child in Willingdon school and one child in Eastbourne whilst we wait for a child to leave which would make a vacancy. We have been waiting for almost 3 years now."

"Polegate does need a new medical centre but not if it means another new housing development. This site is too far out from Polegate centre - not everyone drives and local buses are poor."

"The area needs a medical centre as the current ones are not fit for purpose and already population capacity. It doesn't need another 200 houses. We cannot magic Drs and nurses when there is already a National shortage"

Our Response There has been a longstanding need for a new medical centre as the existing premises of both practices are cramped and fall significantly below NHS standards. This has placed limitations on the services that can be provided to patients. As a result of this, the re-provision of new premises has been identified as a funding priority by NHS East Sussex CCG. The proposed development would increase capacity in primary care and improve patient access to services. It would also be able to

accommodate multi-disciplinary teams covering a wide range of services such as community health, mental health and social care.

The GPs have explored numerous site options over the last few years but these have failed due to their lack of availability, suitability or affordability. An agreement has been reached with the GPs' specialist development partner, Assura, which meets these criteria and enables the project to be delivered.

Question 3: What are your views of including an extra care facility/residential care home on the site?

The majority of those who responded indicated that an extra care facility/residential care home was not needed, although some were supportive.

Theme: Not Needed

Sample Quotes *"We have a large care home in Willingdon with another being built close by, so I don't think one is need at present on this site"*

"This is not required nor wanted."

"There is a large care home going up in Hampden park . Do we really need another ?"

"Would prefer not to have that"

"Do we need another Care Home? Perhaps some of the units should be for 'sheltered acomodation'?"

"ABSOLUTELY NOT! Would you like me to list all the residential/care homes that are already within a 5 mile radius & are nowhere near full capacity? Plus an additional 2 homes in the build/development stage. More amenities needed for families & younger retired folk."

"It is not needed, there is Sunrise of Eastbourne just down the road, with another home being built close to them. It would create even more traffic on an already over congested road."

"NO - there are over 50 care/nursing homes within a 5 mile radius of which few are at full capacity. Another 3 in the build/planning stages. How about more facilities for families or the younger retired?"

Our Response An extra care facility/care home does not form part of the submission.

Theme: Supportive

Sample Quotes *"In favour of an NHS/Local Authority intermediate residential care facility (like Firwood House at Hampden Park used to be) but not a private care/nursing home."*

"Great idea"

"REQUIRED IN POLEGATE AND WILLINGDON AREA"

"Would be a good idea as the population of Polegate has increased considerably in the last few years."

"A good idea; will it have nursing facilities as well?"

"There are a number of care homes locally already, but with a relatively elderly local demographic this could be a good idea."

"Another plus - if it gets done"

"Once again on its own this would be a useful addition to the area."

"I have looked at the proposal of the site and think this is a very good idea"

"I am very interested in the shared ownership/rented homes."

**Our
Response**

The extra care facility/care home does not form part of the submission.

5.4 Included in the Qualitative feedback comments of support for the proposals were received.

Supportive Comments

**Sample
Quotes**

"I think this looks a good plan."

"Very impressed that you are combining bungalows as well as affordable/rent properties"

"If built to the published plan, the development looks reasonable."

"I'm interested in the development in particular the bungalows. May I ask for some further information on the properties?"

It looks like a good design"

"Overall view is that the proposed development seems well thought out with bungalows being positioned near Spur Road and flats being positioned more centrally."

"Good to see bungalows."

"Although I would much rather the site remained undeveloped, I am pleased to see that you are keeping a lot of the existing trees and green areas. I think the proposals look good. The inclusion of bungalows will help this estate to fit in with existing homes. The housing is not too dense, which is a plus nowadays."

"It all looks very good."

"The proposals seem well considered for the site, with a reasonable balance between effective use of space and acceptable density of housing. Open spaces seem well thought out and as much existing, mature, greenery as possible has been retained."

"The inclusion of a reasonable proportion of affordable and rented properties is also laudable."

"Overall, I think it's feasible for these homes to be built on an otherwise open space predominantly used by dog walkers"

"Since you have drastically reduced proposed number of housing on the sight which is a vast improvement and feel that due to housing being in desperate need I feel I could be happy with what is now proposed."

"We are pleased you have incorporated green areas and play facilities for children as recreational areas are very important. The overall proposal of the layout with the trees and green areas is appealing and you have not overcrowded the site. Willingdon is a desirable area and the buildings need to be in keeping with the area to retain property value and the desirability to live in Willingdon."

"It seems inevitable that this site will be developed irrespective of the strength of local objections. If it must go ahead, then it is good to see a token gesture of green spaces and cycling/dog walking routes. We note that there are provisions for new trees, shrubs and green corridors through the site. We would also like to see more encouragement of wildlife like creating hedgehog holes in fences etc."

5.5 Quantitative feedback

Here we have tallied the number of positive, negative and neutral comments provided to each question. (please note not all questions were answered by every respondent)

Question 1: Please give us an overall view of our proposals for the Hindsland site.

- Positive responses 29
- Negative responses 82
- Neutral responses 7

Question 2: Please give us your views of the inclusion of the brand new medical centre on the site.

- Positive responses 56
- Negative responses 41
- Neutral responses 0

Question 3: What are your views of including an extra care facility/residential care home on the site?

- Positive responses 19
- Negative responses 60
- Neutral responses 12

Question 4: Is there anything else you'd like to tell us that you think we have not considered?

Due to the nature of this question, in that it is eliciting suggestions from residents, it is not possible to place the responses into the categories of positive, negative and neutral based on the answers provided.

6. CONCLUSION

- 6.1 The consultation strategy for the development of Hindsland, Eastbourne Road, Willingdon sought to engage with statutory and non-statutory consultees, including local stakeholders and local residents living both in close proximity to the site and in the wider area.
- 6.3 The pre-submission stakeholder meetings and public consultation provided an opportunity for constructive engagement with leading members of the development team, including representatives from Danescroft, the architects and Marengo Communications, a dialogue the team hopes to continue throughout the planning process.
- 6.4 During the consultation period, respondents were given the opportunity to answer a number of questions to help collect feedback about the proposals. At the time of writing this SCI, a total of 137 people had responded formally to the consultation, with the majority submitting written comments via the online feedback forms.
- 6.5 The consultation process has been particularly useful to aid our understanding of neighbours' and wider stakeholders' priorities.
- 6.6 Although the majority of respondents had objections to development on the site, there were supportive comments concerning the development and particularly the inclusion of a medical centre on the site. The main concerns were relating traffic and access to the site, and the loss of green space/principle of development.
- 6.7 Now that an application has been submitted, Danescroft will continue to engage with stakeholders and local communities to discuss the proposals and keep local communities updated on the progress of the project via the dedicated website.

Appendix 1: Statement of Community Consultation

Statement of Community Consultation: Hindsland Playing Fields, Polegate/Willingdon

Introduction

This document, known as a Statement of Community Consultation (SoCC), has been produced to explain the proposed strategy for consultation with stakeholders and the local community.

Danescroft LLP recognises that pre-application consultation is a key requirement for all major planning proposals.

An effective pre-application consultation:

- Builds an understanding of places, communities and stakeholders.
- Brings together likes, dislikes and aspirations.
- Creates an environment where everyone can work constructively and productively together to build consensus.
- Delivers better places.

Danescroft is keenly aware that COVID-19 has impacted the activities of consultation and engagement and some of the initiatives contained below are in response to the need for alternative approaches.

Before commencing with the community consultation, we wish to ensure that our approach meets the expectations of Wealden District Council (WDC).

Consultation requirements

Community involvement is at the forefront of national planning policy and is noted in the revised National Planning Policy Framework (February 2019).

The NPPF states that early engagement has **“significant potential to improve the efficiency and effectiveness of the planning application system for all parties.”** It also indicates that good quality pre-application discussion **“enables better coordination between public and private resources and improved outcomes for the community.”**

In July 2020, Wealden District Council adopted a Statement of Community Involvement (SCI). The SCI encourages developers to consult local communities before submitting a planning application.

Extract from the Wealden District Council’s Statement of Community Involvement, Chapter 8 - Pre application consultations:

“8.6 The Council advocates that whatever the scale of development proposed, prospective applicants or developers should at an early stage discuss their proposals with the Council. The Council offers pre-application advice for all applicants or developers.

8.7 Prior to an applicant or developer submitting a planning application, applicants or developers are encouraged to discuss the proposals with the owners / occupiers of neighbouring land / premises prior to making an application. This will assist in resolving any objections and conflict prior to a formal planning application being submitted.

8.8 In addition, for significant development schemes¹⁵, there is a statutory requirement for

applicants or developers to carry out their own early consultation with the local community to inform the application process, as set out in the Localism Act 2011. The Council is not involved in arranging these pre application consultations, however, applicants and developers should inform the Council of the details of any such arrangements. Such consultation methods could include community consultation events, public meetings, meetings with district, town or parish Councillors, neighbourhood plan steering groups or making information available either via a website, leaflets and posters or contacting residents and businesses by writing to them. Preapplication consultation, should also include key consultees such as infrastructure providers and nature conservation bodies as relevant.

8.9 The Council encourages applicants and developers to ensure that if any public meeting is held it should take place in accessible locations that offer accessible facilities. A summary of the consultation method(s), a meeting record and received feedback may also be useful to include in any application submission, for public information.

8.10 On more significant scales of application pre application advice will urge applicants to conduct their own engagement and SCI."

How we will respond to this

Danescroft is committed to honest and open engagement. The purpose of consultation is to ensure that we have an appropriate knowledge and understanding of specific issues and concerns held by stakeholders and the local community. Through understanding any issues and concerns via the consultation, we can have regard to comments made, and where appropriate, amend, adjust, or improve the draft scheme design prior to submission of a planning application.

We want to provide the opportunity for the community to express their opinion and become involved in developing the details of the scheme. By consulting at this pre-application stage:

- Residents and businesses will have the opportunity to comment on and express their opinions about proposals.
- Accurate information will be provided to those directly affected by the scheme, helping to allay fears and reduce uncertainty.
- Feedback will be collected to help develop the best possible scheme.

Engagement methods

Danescroft plans to utilise a variety of engagement methods and tools throughout the consultation programme, including:

One-to-one meetings

Danescroft will seek to meet with a range of stakeholders and community groups at the outset of the engagement programme. These initial meetings will introduce the project, its aims, and aspirations, whilst also seeking to understand more about the local context.

These meetings will likely take place via Zoom / Microsoft Teams or other online platform. Examples of individuals and groups Danescroft would like to involve, include:

- Key cabinet members – WDC
- Lower Willingdon ward councillor
- Planning Committee South Committee members
- Eastbourne Chamber of Commerce

Community information leaflets

Community information leaflets will be issued to provide the local community with details of the consultation process. These will be posted to all properties in a defined “Consultation Area” to be agreed with Wealden District Council.

Our proposed consultation area is below and is a radius of 500m from the site and encompasses 929 residential (926) and business (3) addresses.



Proposed consultation area

The leaflets will clearly signpost the consultation period, as well as providing details of the project telephone helpline, website and email address which will be set up to enable people to contact the project team.

Alternatives to public consultation events

The COVID-19 emergency means it is not currently possible to hold public meetings without unacceptably posing a significant risk to public health. Danescroft is therefore committed to finding alternative ways to enable the exchange of views that would otherwise be achieved by face-to-face interaction.

A dedicated website will be set up for the project: www.hindslandwillingdon.co.uk. It will contain details of the proposals and all consultation material will be available to view and download. The website will also host an online survey.

A series of bookable online discussion sessions will be arranged for the public to comment, ask questions, and receive responses.

We are proposing to launch our public consultation on the 11th January 2021 and keep it open for two weeks until midnight Sunday 24th January 2021.

We will hold two webinars at separate times to encourage the maximum level of participation, in the first and second weeks of the consultation period.

The website address, project email (info@hindslandwillingdon.co.uk), Freephone helpline (0800 689 5209) and Freepost address (FREEPOST CONSULTATION REPLY) will be published on all consultation material.

Danescroft will ensure that its 'digital-first' approach is supported by more traditional methods of engagement such as community information leaflets via post, one-to-one interaction over the telephone and following up with hard copies of presentations for those who cannot access information online.

Direct email

Direct emails will be sent, where possible, to engage hard to reach groups and communities. Danescroft will establish a GDPR compliant email database over the course of the consultation and communicate directly with this group.

Local media

Danescroft will work with the local media outlets to reach a wide audience. Including:

- Eastbourne Herald
- Eastbourne Gazette
- BBC Radio Sussex
- SussexLive

Capturing and responding to feedback

Danescroft is committed to recording, analysing, fully considering and, where appropriate, providing feedback on comments received during the pre-application consultation.

Community, business, and political stakeholders will have an opportunity to respond to Danescroft's proposals in a number of ways, specifically:

- Face-to-face during pre-arranged virtual meetings.
- In writing either via letter or the feedback form online.
- Emailing the project email address.
- Leaving a message on the Freephone telephone line.

Danescroft will analyse all comments received and take them into account as we develop proposals for Hindsland. Common themes will be identified, and responses provided via one of the named Engagement Methods or through a Statement of Community Involvement which will accompany a Planning Application.

Appendix 2: Pre-Submission Public Consultation

2a. Questions from local residents supplied by Willingdon & Jevington Parish Council ahead of their meeting with Danescroft on 24th February 2021

Environment

1. Can you provide detailed plans of the attenuation basin you are putting in place?

Natural England have said that the development is likely to have significant increased water run-off. What calculations are in place to mitigate this added surface water? Eastbourne Rd floods already, what plans have you put in place to mitigate this?
2. What is in place to make sure that the water quality will be sufficient to enhance any biodiversity and be an attractive amenity?
3. Are these houses being built with carbon neutral format as per Wealden Sustainable Buildings, renewable energy and low carbon development policy?
4. We note there has been no response from Wealden Rother Pollution as yet, has this information been supplied?
5. No response from the Environment Agency either, has this information been supplied?
6. We note that the search of the ancient tree inventory was not possible, do you now have the results for this?
7. The South Downs National Park is a designated International Sky Reserve, this development will have an impact on the light pollution in our area, what have you put in place to negate this?
8. The proposed medical centre will be three storeys high, this will have a huge impact on views not only for residents but also for views from the South Downs, have you got confirmation from CCG that they will fund this centre?
9. What provisions have you put in place for public ground and tree maintenance within the estate?
10. This development does not meet the current National Playing Fields “6 acre” guidelines will you address this shortfall in recreational land?
11. What research has been carried out into the impact of this development on the Pevensey Levels SSSI and Ramsar Site?

Infrastructure

1. We dispute your statement saying the land is suitable for accommodating much needed housing as per Wealden Core Strategy as this application was dismissed and refused.

2. The proposed exit and entry route onto Eastbourne Road is unsuitable as it is on the brow of a hill, near a very busy junction in school traffic times. What plans have you in place to accommodate the potential 475 resident vehicles and medical centre traffic?
3. Are the roads through and round the estate wide enough to accommodate emergency vehicles and resident vehicles simultaneously? Will there be enough parking for trade vehicles and visitors to residents homes?
4. There are “63” affordable homes, how many of these are social homes and how many are affordable?
5. Pollution levels will hugely increase with standing traffic accessing and exiting not only the residential area, but also the medical centre, what measures have you put in place to account for this extra traffic onto an already congested road?

History of the site

1. For the purpose of transparency, please can you advise why the proposed Hindsland site, that was previously included within the 2017 Masterplan for Morning Mills site (WD/2021/0174/MEA application document, entitles ‘Statement of Community Involvement Page 9), has now been split into a separate application that was rejected? Given that both applications clearly display access roads between both sites?
2. Please can you advise on conversations with between Danescroft and the developers of Morning Mills Site, as both proposals list Medical Centres? What assurances can Danescroft give that the proposed Medical Centre on this site would benefit the local community, such as GP surgery rather than private Care Home facility, especially if a Medical Centre were built on the Morning Mills site next door?
3. As the Hindsland site was originally gifted by East Sussex to Brighton University for the purpose of recreational facilities, what is Danescroft’s plans to include large scale recreational spaces within their designs?
4. Can Danescroft outline the Brownfield sites that they have explored prior to making this proposal? And given supplementary evidence on why they have ruled out in favour of this site?

Education

1. Please can you outline your projections/ calculations based on previous projects on how many school aged children would occupy the site and that of the neighbouring Morning Mills site?
2. Given the current Primary School overcrowding locally, as evidenced in the Hindsland ‘Scoping’ Application, WD/2020/6514/SCO (Pages 41-42) and given that in the Morning Mills application, WD/2021/0174/MEA states that the proposed Primary school would be built

“within 6 years of development starting on site, when about 500 houses have been built”, how do you propose any number of school age children to be absorbed onto the local school system in the short term?

Data Collection

1. With the feedback cards and webform, please can you advise where this data will be made publicly available in full? The structure of this document has the potential to lend itself to undue weighting/ selective use of feedback, for example by filling the section re: Medical Centre, public feedback could be broadly supportive (as indeed this is a local concern unrelated to this site), however the main feedback may object strongly to the plans to develop this site.

2b. Questions provided in advance of the Polegate Town Council meeting on 3rd March 2021

Proposed Hindsland development – questions for Danescroft

- Re the provision of the medical centre – is Danescroft going to build it? Or is it going to be a third party builder?
- What negotiations have taken place with the Clinical Commissioning Group as the health provider?
- Has a Doctors group agreed to using the site re finances?
- It's not a given that the medical centre or the primary school will be built so how will our present schools and Doctors surgeries cope?
- Where are the access points for traffic?
- How much additional traffic (and pollution) will there be from this development?
- What about the impact on already pressured services (Hospital, Police etc)?
- What is the mix of housing?
- Why build in Polegate? Wealden covers a very large area and there are other suitable sites.
- What is meant by "the site is a suitable and sustainable location"?
- Who are these properties for? How does this help those that are homeless or living in poverty who cannot afford to buy but have to live in private rents which are very expensive?
- Where is the water coming from? According to SE Water we are in a water crisis how does adding more properties help?
- Can the sewage system cope?

2c. Email from Maria Caulfield MP - 3rd March 2021

“I have just been on a meeting with the town council and Danescroft this morning. It seems that Assura signed the agreement with Danescroft in October last year which ties in with the breakdown of communications with the County Council over the disposal and why the County Council have not heard from Assura since.

We also heard today that Danescroft is not the actual developer and will likely to be handing over the site to a separate developer who may or may not go ahead with the medical centre and may significantly increase the housing numbers and that 180 is the minimum amount .

This is a very worrying development given Mornings Mill site will also be building 700 homes with a medical centre and a school.”

2d. Email from Danescroft in response to Maria Caulfield – 4th March 2021

"I'd like to take the opportunity to thank you for showing an interest in our proposals for the Hindsland site and attending our meeting with Polegate Town Council yesterday. As we mentioned, we're very keen to continue working with stakeholders to deliver the best scheme possible for the site and meetings such as this, where we can discuss the scheme, are much appreciated and very useful.

I just wanted to clarify some of the points after the meeting yesterday, as we would not want there to be any misunderstanding, particularly regarding assurances on what will be delivered on this site, which as you know is allocated following the local plan process at Wealden.

- We would like to make clear the situation regarding the delivery of the medical centre. As you know, we have agreed Heads of Terms with Assura, who have been working with two existing medical practises together for some time to produce plans for a state-of-the-art medical centre. Theirs and Wealden District Council's preferred site for the Medical Centre is Hindsland.*
- The medical centre will form part of our Outline Application and if approved, the land will be transferred to Assura to deliver the surgery through a Reserved Matters application.*
- The Residential Parcel of the site would then be brought forward in a separate Reserved Matters planning application, for a **maximum** of 180 homes.*
- On a point of clarification, we exchanged contracts on the site in October 2020, but did not approach Assura until mid-November after completing on the purchase of the site*

I trust this clarifies the factual position on these points and as we have stated above are keen to continue working with local stakeholders. If you have any further questions, then please do not hesitate to get in touch."

2e. Consultation Mailing Area

500m Radius



2f. Stakeholder Introduction letter



Cllr Robert Standley
Berriedale
Mayfield Lane
Wadhurst
East Sussex
TN6 6JE

10th December 2020

Dear Cllr Standley,

RE: Proposals for Hindsland, Eastbourne Road, Willingdon

I am writing with regards to the above site to introduce Danescroft who have recently acquired the site.

Danescroft is an established property company, specialising in the acquisition and promotion of large residential led sites, both greenfield & brownfield, operating throughout the South East for over 20 years. We have extensive experience with sites such as the Hindlands site, and are particularly keen on working with local authorities, stakeholders, and communities to bring forward appropriate proposals that will go some way to help meet the housing need within Wealden and aspirations of the wider area.

I am sure that you are aware of previous proposals which were put forward on the site. You will also be aware that the site forms part of a wider Strategic Development Location in the adopted Wealden Core Strategy (Policy WCS4 – SD4). Our plans include approximately 180 new open market and affordable homes, a new medical centre within an attractive landscaping setting.

Following two initial pre-application meetings with your officers, we are now ready to present our emerging proposals to yourself, and subsequently the public. Whilst COVID-19 and the social distancing guidelines put in place make it significantly difficult to carry out a safe public consultation in person, we are keen to discuss our plans for a "virtual" consultation with you.

We are eager to work with both yourself, Wealden District Council and the community to find a suitable solution for the site and wish to meet with you to discuss this further at your earliest available convenience.

4th Floor | 40 - 42 Parker Street | London WC2B 5PQ
T 020 3795 1253 E info@danescroft.co.uk W www.danescroft.co.uk

Directors: RJS Palmer, D Civil, D Fryer, A Price, J Treffa. Danescroft Land Limited registered office at Third Floor Queensbury House, 3 Old Burlington Street, London, W1S 3AE.
Registered in England No. 03734319.



If you would find such a meeting useful, then please do contact Steve Jolly at Marengo Communications who are leading on the public consultation and stakeholder engagement on behalf of Danescroft. He can be reached on 07554 662 750 or at steve.jolly@marengocomms.com and will be in touch in due course to discuss our plans, consultation and a potential meeting with you.

I look forward to meeting with you to discuss our plans to deliver new homes and a new medical centre for the local community.

Yours sincerely,

Aidan Robson

**Associate Director
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Registered in England No. 03734319.

2g. Stakeholder Community Newsletter covering letter



Cllr Roger Standley
Berriedale
Mayfield Lane
Wadhurst
East Sussex
TN5 6JE

8th February 2021

Dear Cllr Standley,

RE: Proposals for Hindsland, Eastbourne Road, Willingdon

I am writing to let you know that following on from our previous discussions and correspondence we have now ready to put forward our proposals for the site.

In brief are proposals are for a mixed-use scheme providing up to 180 new homes, of which 63 are set to be affordable, and a brand-new medical centre in an attractive landscaped setting.

We are now starting our public consultation period and seeking feedback from both the community and stakeholders such as yourself. Enclosed is a copy of our Community Newsletter which will be distributed to residents and businesses close to the site giving them an update on our proposals and an opportunity to provide feedback.

Unfortunately, due to COVID-19 and the significant restrictions when meetings, travel and contact are suspended, we are unable to hold the public exhibition that we had planned to display our proposals and discuss them with the community. So instead, we have put all the material that we would have displayed at the exhibition on our consultation website: www.hindslandwillingdon.co.uk.

If residents or others are unable to access the plans online, then we are happy to provide them with paper copies through the post, alongside a feedback form and freepost envelope, if they call the project team on the number below.

We'd be keen to meet with you to discuss the proposals, and so a member of the project team will be in touch to hopefully arrange a virtual meeting in due course.

The deadline for the consultation feedback is the 24th February 2021.

In the meantime, should you have any questions or queries please contact us by phone 0800 689 5209 or by email info@hindslandwillingdon.co.uk.

Yours sincerely,

Aidan Robson
Associate Director
Danescroft

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2h. Community Newsletter

DANESCROFT

Community Newsletter

Proposals for Hindsland, Eastbourne Road, Willingdon



An illustrative view of the entrance to the site, from Eastbourne Road, showing the new medical centre on the right

Danescroft is an established property company, specialising in the acquisition and promotion of large residential led sites, both greenfield and brownfield, operating throughout the South East for over 20 years.

We have extensive experience developing out similar sites and are particularly keen on working with the local community to bring forward proposals that will help meet the housing need within Wealden, but also provide a brand new medical centre for local people.

We are now ready to present our ideas to the public and take your feedback on board. Following this consultation, we will then

submit an outline planning application for the site.

In these unprecedented times due to Coronavirus, we are unable to host the public exhibition which we had planned to show our proposals to the community. Instead, we are ensuring that you can view our plans in a safe way.

We have included an overview of our early ideas for the site in this newsletter. You can give us your views using the enclosed feedback card. Please visit the project website where you can view our plans, provide us with your feedback and get in touch with any questions.

If you cannot get online, please call our consultation team on 0800 689 5209 and we will post you a copy of the proposals to review, alongside the ability to provide your feedback in writing.

The Site



The site, off Eastbourne road and adjacent to residential properties

The Hindsland site is 16 acres in size, in a highly sustainable location on Eastbourne Road, close to Polegate. The site is accessed from Eastbourne Road (A2270) and is in a predominantly residential area, with development both to the north and opposite, off Eastbourne Road.

There is a significant need for housing within the Wealden District Council area, in fact the council cannot display a 5-year supply of housing land.

This parcel of land was previously part of a

larger application of 700 homes, a primary school and medical centre and is allocated for development, in the Wealden District Council Core Strategy (Policy SD4). Therefore, they have accepted that the site is a suitable and sustainable location for accommodating much needed housing.

There are residential properties to the north of the site, on Courtland Road, Spurway Park, Spur Road and Brightling Road, as well as residential properties opposite the site on Eastbourne Road.

Our Proposals

Following an initial analysis of both the site itself and the surrounding context, we have developed our below proposals.

However our plans are not yet finalised and we are keen to take your feedback on our emerging proposals as they evolve.

Our Illustrative Proposals

- 180 new homes with 63 of them set to be affordable homes.
- A mix of 1, 2, 3 and 4 bedroom homes across the site, including bungalows
- Of the 63 affordable homes, 19 would be shared ownership and 44 would be affordable rented
- A brand new medical centre at the front of the site, with associated parking
- Access to the site would be via Eastbourne Road
- Residential parking in line with East Sussex County Council policy
- Several areas of public open space, including a trim trail around the edge of the site. This would enable residents in the local area to access currently private land for dog walking etc.
- We are also exploring the possibility of providing an extra care facility/residential care home on site and would welcome your feedback on this.



Illustrative site layout plan



An illustrative view from the south east of the site looking into the new development

Consultation

At Danescroft we take the views of the community seriously and so public consultation is important to us.

Unfortunately, due to COVID-19 and the significant restrictions when meetings, travel and contact are suspended, we are unable to hold the public exhibition that we had planned to display our proposals and discuss them with you.

Instead, we have put all the material that we would have displayed at the exhibition on our consultation website:

You will be able to view the plans in detail, send us your feedback online and get in touch with the project team with any questions you may have.

If you cannot get online, then please call us on 0800 689 5209 and we will send you the information in the post, alongside a Freepost Envelope to send us your feedback.

The consultation period has now started and we will be receiving feedback until Wednesday 24th September 2021.

www.hindslandwillingdon.co.uk

Next Steps



DANESCROFT

CONTACT US
0800 689 5209
info@hindslandwillingdon.co.uk
www.hindslandwillingdon.co.uk

2i. Community Feedback Postcard

Freepost Consultation Reply

DANESCROFT

Hindsland, Willingdon
Community Feedback

If you would like to be kept informed of our progress at the Hindsland site, then please complete your details below. Should you not wish to provide your details, leave this section blank and simply complete the questions below and post back to us. Further information can also be found at www.hindslandwillingdon.co.uk where the questions can be answered online in greater detail, if you wish.

Name (optional)	1. Please give us an overall view of our proposals for the Hindsland site:
Address (optional)	
.....	
.....	2. Please give us your views of the inclusion of the brand new medical centre on the site:
.....	
.....	
Postcode (optional)	3. What are your views of including an extra care facility/residential care home on the site?
Email (optional)	
.....	
Marengo Communications collect your data on behalf of its clients. We are collecting it to keep you informed on Hindsland, Willingdon, and will not use it for any other purpose or provide it to any other company except for the relevant landowners. If you do not want us to update you on the plans, then you can either omit your contact details on the card or email us at info@hindslandwillingdon.co.uk and we will delete this information from our records.	4. Is there anything else you'd like to tell us that you think we have not considered?
	
	
	

2j. News Article



Consultation begins over 180 new homes and medical centre in Willingdon

Developers hoping to build 180 new homes and a medical centre on the outskirts of Eastbourne have launched a two week long public consultation.

By AnneMarie Field

Thursday, 11th February 2021, 10:08 am



An artist's impression of the new development in Willingdon SUS-211002-144409001

Danescroft is behind the plans to build on the 16 acre Hindsland site off Eastbourne Road in Willingdon. It is proposing one, two and three bedroom homes across the site, including bungalows with the access onto the main road, Eastbourne Road.

The plans are now available to view online and a public consultation period has now begun.

A spokesperson for Danescroft said, "The site is allocated for development, in the Wealden District Council Core Strategy. Therefore, the council has accepted that the site is a suitable and sustainable location for accommodating much needed housing.

"We welcome views on our proposals, which include up to 180 new open market and affordable homes, including bungalows, as well as a brand-new medical centre set within an attractive landscaped setting.

"These new homes will help to meet the demand for housing both in Willingdon and Polegate, but also across the district.

"We have been discussing our plans with Wealden council for a number of months and are now ready to present them to the public who have the opportunity to submit feedback to inform our proposals, before we submit the application."

Previously the parcel of land was part of a larger application of 700 homes, a primary school and medical centre which was repeatedly turned down by the council and a planning inspector.

The latest plans are available to view at www.hindslandwillingdon.co.uk or by calling a member of the project team on 0800 689 5209 and asking for a copy to be posted.

The consultation period is open until Wednesday February 24.

2k. Consultation Website

www.hindslandwillingdon.co.uk





An illustrative view of the entrance to the site from Eastbourne Road, showing the new medical centre on the right.

Proposals for Hindsland, Eastbourne Road, Willingdon

Thank you for visiting our website, where you can find out more information about the consultation and our proposals for Hindsland.

Our proposals include up to 180 new open market and affordable homes, including bungalows, a brand-new medical centre and significant areas of landscaped public open space. We will be submitting these as part of an outline planning application, which means that it would set the principle of development, where the access should be and other technical factors. A later planning application will agree details of the proposals - including the design of the homes.

Unfortunately, due to Coronavirus, we are unable to meet in person to discuss the proposals. However, we have put all of the same information that we would have shown at the exhibition on this website for members of the public to view. You can find the proposals [here](#).

We are very keen to hear your feedback - which you can provide us with [here](#). Consultation is open until Wednesday 24th February.

In the meantime, if you have any questions, please don't hesitate to contact us [here](#).

About Danescroft

Established in 1997 by David Civil, Danescroft is a privately owned property development company specialising in residential led mixed-use developments.

We have established a considerable track record in acquiring sites unconditionally and negotiating deliverable planning permissions.

Current projects range between 6 and 1,000 dwellings. We acquire sites that require a developer who is focused on delivery and work closely with landowners, local authorities, communities and other stakeholders to ensure the schemes provide for local demand.

The team's significant experience is complimented through its careful selection of architects and other professional team members, to ensure that all projects are designed and constructed to the highest possible standards and make a positive contribution to the local community.

Danescroft have appointed [OSP Architecture](#) to design this development. OSP Architecture is an established Chartered Architects practice with offices in Farnham and Bristol. OSP have significant experience of working on residential schemes such as Hindsland, and have delivered award-winning schemes with sensitive and innovative design.

Other Danescroft Developments



London Road, Bedford

Consultation

At Danescroft, we take the views of the local community seriously and as such we have carried out a period of public consultation on our plans for Hindsland.

In these unprecedented times when meetings, travel and contact are limited due to social distancing guidelines, we have ensured that you are able to view our plans in a safe way.

Due to these limitations, we are unable to host the in-person public exhibition which we had planned. However, we will still carry out a thorough and genuine public engagement exercise.

Accordingly, hundreds of nearby residents have now received a newsletter outlining our proposals. We are advertising this website in the local media and have met with Wealden District Council to discuss the proposals.

This will mean that all residents are able to view the proposals and have their say.

Following the consultation period, your feedback will be taken into consideration as we move forward with our proposals.

The consultation period has now started and we will be receiving feedback until Wednesday 24th February.

[VIEW PROPOSALS](#)

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Our Proposals

Following the above analysis and design process, we have developed the following proposals for the site. Below, you can see an indicative layout of the site.



However, our plans are not yet final and we are also keen to take the feedback from the community.

- Up to 180 new homes with 63 of them set to be affordable homes.
- A mix of 1, 2, 3 and 4 bedroom homes across the site, including bungalows
- Of the 63 affordable homes, 19 would be shared ownership and 44 would be affordable rented
- A brand new medical centre at the front of the site, with associated parking
- Access to the site would be via Eastbourne Road
- Residential parking in line with policy
- Several areas of public open space, including a trim trail around the edge of the site. This would enable residents in the local area to access currently private land for dog walking etc.

We are also keen to take on board feedback concerning the potential inclusion of an extra care facility/care home.

You can download the full plans of our proposals [here](#).

The mix of homes (illustrative only)

Open Market:

- 2 bed apartment x 18
- 2 bed bungalow x 4
- 2 bed house x 22
- 3 bed bungalow x 4
- 3 bed house x 44
- 4 bed house x 25

Total: 117 Homes

Affordable

- 1 bed apartment x 35
- 2 bed apartment x 13
- 2 bed house x 5
- 3 bed house x 9
- 4 bed house x 1

Total: 63 Homes

Design of the Homes

This proposed development will deliver a broad mix of flats and houses of varying sizes. The buildings will be appropriate in types, heights, and settings to the context of Lower Willingdon and the individual locations on the site and will take design cues from the character assessments of the Lower Weald. Key to a successful scheme will be the formation of the public open space and how this is available to all the community and becomes established in the wider landscape structure.



The new Medical Centre



As part of the proposals, there is a new medical centre at the front of the site. This was a key part of the allocation of the site and we are happy to confirm that we will be delivering this.

The medical centre is estimated to accommodate 9 GPs, 13 nurses and 37 other staff.

It will have sufficient parking, to ensure that the patients and medical staff will be able to easily visit and work at the centre.

It will be well landscaped, providing an attractive setting for this new community asset.

Access, Highways & Parking

The existing access from Eastbourne Road (A2270) will be used for the new development.

There will be pedestrian and cycle access across the whole site, linking the residents to the medical centre and out to key areas in the local area.

PROPOSED SITE ACCESS

Highways

The existing road network has been assessed as capable of accommodating the additional vehicle trips into and from the site.

As part of the planning application, we will provide a Transport Assessment which will show this information in detail.

Parking

We are providing sufficient parking spaces across the site, in line with council policy. The final number will be agreed in liaison with East Sussex County Council.



Environment

Drainage

As part of the design process, we have analysed the drainage capacity of the site and designed a drainage strategy that means the development of the site would not increase the risk of flooding within the site, or elsewhere. By incorporating sustainable drainage techniques, there will be a safe disposal of surface water runoff and wastewater from the developed site.

Landscaping

The landscaping on the site has been developed to create an attractive and welcoming place to live, work and visit. The landscape proposals incorporate a range of spaces and elements, including:

- Retained and enhanced boundary vegetation, to ensure privacy and clear boundaries.
- A tree lined avenue as you enter the site.
- Pocket parks with informal play features, alongside several areas of equipped play space.
- A trim trail around the site, allowing residents and visitors to walk around a site which is currently private.
- Landscaping around the proposed medical centre.

To view the landscaping plan in more detail, you can download it [here](#).

Ecology

An assessment of the site has already taken place, which has highlighted no overriding ecological issues with the proposals for the site, especially as the site is already largely already developed land. There are mitigation methods proposed to ensure that there is no significant adverse effect on protected species. The assessment will be part of our planning application and assessed by Wealden District Council.

Community

Our plans for Hindsland will offer a number of benefits to the site and the wider area.

The development will not only provide much-needed affordable housing but also provide a new medical centre for people in the local area.

As part of the planning process, we will also agree with Wealden District Council money for off-site works necessary to mitigate the impact of the new homes on the local community, i.e. in relation to education, highways etc. This includes payments of around £2.15m towards new infrastructure projects in Wealden District.

Next Steps



Feedback

Name	Email Address
Address	Postcode

Please give us an overall view of our proposals for the Hindsland site.

Please give us your views of the inclusion of the brand new medical centre on the site.

What are your views of including an extra care facility/residential care home on the site?

Is there anything else you'd like to tell us that you think we have not considered?

SUBMIT

Thank you for your message. It has been sent.