

North West Hailsham

Direction of Travel Consultation Response Ambition Document

January 2021



GROSVENOR

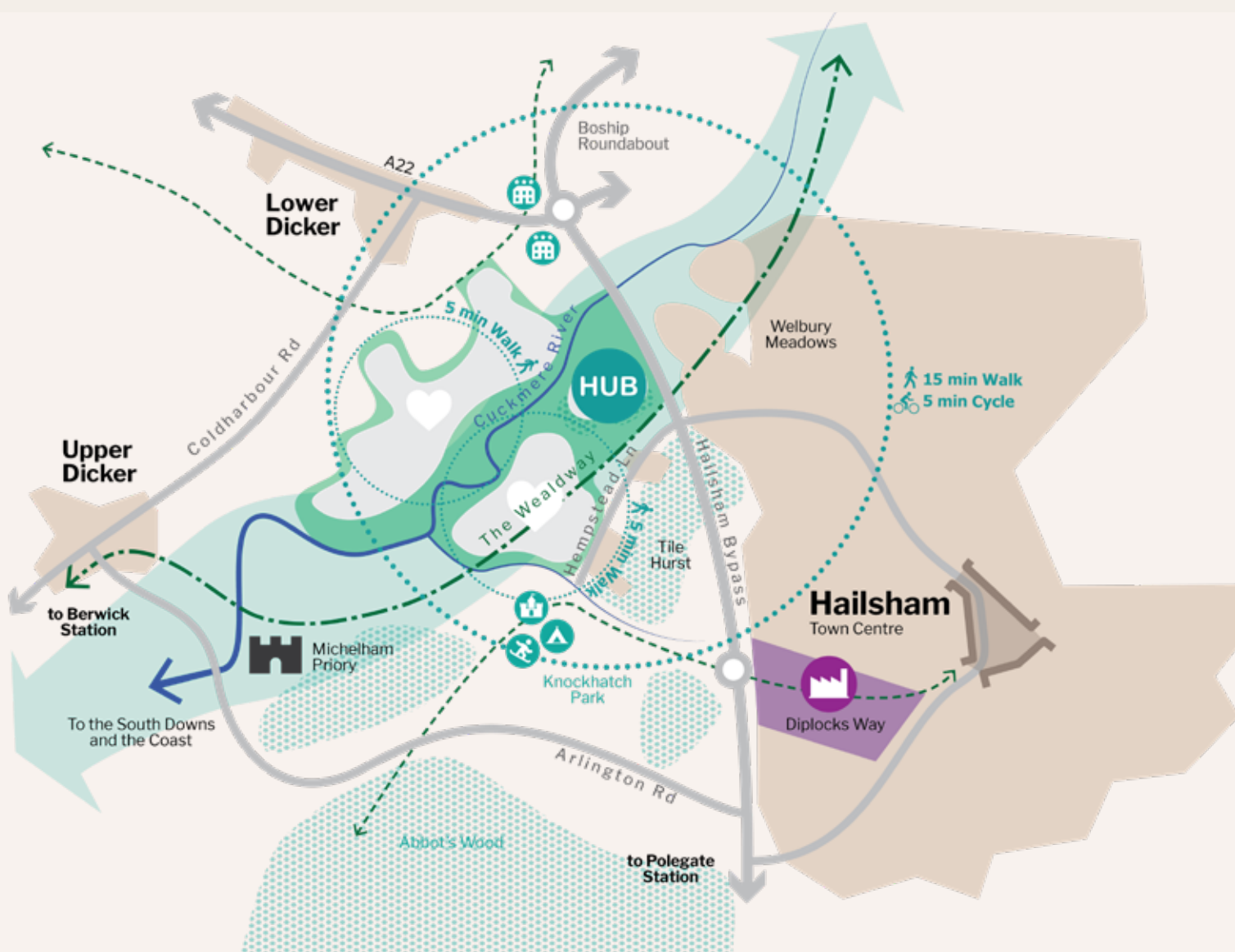
Introduction

As the first stage of engagement towards preparation of a new Local Plan, Wealden District Council has published a 'Direction of Travel' document which sets out the key issues and challenges facing the District.

Grosvenor is promoting land at North West Hailsham which provides the opportunity to address many of these issues and challenges through the delivery a new community of around 2,500 new homes, alongside local centres with commercial and community spaces, education uses, and significant new areas of public open space.

This response highlights how Grosvenor's aspirations, for North West Hailsham and more broadly, are aligned with the Council's ambitions identified in the Direction of Travel document.

The response sits alongside a report responding to the policy options as set out in the Direction of Travel document, as well as a Vision Document (August 2020) and Sustainable Mobility Vision document (October 2020) previously submitted to the Council.





**Tackling
Climate Change**



**Infrastructure to
Support Growth**



Housing



Local Economy



**Town and
local centres**

Opportunities & Challenges



Tourism



**Natural
Environment**



**Landscape
& Cultural Assets**



Design



**Health and
Well-Being**

Grosvenor

Grosvenor is a privately owned, international property company active in some of the world's most dynamic cities. We apply the lessons learnt from over 300 years of estate creation, management and regeneration to shape and create new communities. Our distinctive placemaking expertise and patient capital enable us to take a long-term view and ensure that we make a positive impact on the communities we work in.



Grosvenor has three main objectives when it comes to making a positive societal impact:



Improving property and places

Futureproofing places through innovative solutions to ensure longevity and mitigate environmental risks.



Making a positive impact on communities

Providing buildings and spaces to respond to specific local needs and promoting health and well-being in our communities.



Respecting the environment and efficiently using natural resources

Seeking to reduce our carbon impact, waste generation and water consumption, and ensuring improvements to biodiversity.



To achieve a positive societal impact Grosvenor puts commercial, social and environmental outcomes on an equal footing, making a number of corporate commitments and aspirations through our green goals:

- Achieving net Zero Carbon for directly delivered and managed buildings by 2030;
- Eradicating waste from buildings and developments by 2030; and
- Delivering net biodiversity gain across development.

Through its Community Charter, Grosvenor also seeks to set a new standard for public engagement to enable communities to have a meaningful voice in the future of their neighbourhoods. This includes a commitment to ensuring everyone has an opportunity to understand and influence change, including hard to reach groups. Grosvenor has recently launched a Youth Participation Toolkit, alongside Sport England, The TCA, and ZCD Architects, to help give young people a voice and influence in the way that places are built and managed. We hope to use this Toolkit to evolve proposals for North West Hailsham.

We put the principles of our Community Charter into practice through our extensive community engagement programme at the Oxfordshire Garden Village which included:

1. Study Tour

Study tour to best in class new settlements in Cambridgeshire to explore approaches to density, character areas, community infrastructure provision and innovation.



2. Community Visits

Community visit to the original Garden Cities of Letchworth and Welwyn to observe how the development has evolved over time as the population has grown and aspirations for living have changed.



3. Design Charrettes

A two-day collaborative design workshop to develop the masterplan around a series of themes including, connectivity, local amenities and green infrastructure.







Tackling Climate Change

The Direction of Travel document recognises the potential challenges posed by climate change and the role that the development industry has to help tackle this. The Council has declared a climate emergency, but recognises that work needs to be done to achieve its climate goals and deliver resilience across the District.

North West Hailsham presents opportunity for delivering proactive responses to climate change through embedding innovative and sustainable technologies into design, creating truly walkable neighbourhoods which reduce reliance on private vehicles, and promoting the use of sustainable methods of construction.



In line with its core corporate sustainability values, Grosvenor is committing to delivering a resilient development at North West Hailsham which will:



- Prioritise walking and cycling within the development, including ensuring adequate provision is made for cycle storage



- Improve building energy efficiency and fabric performance



- Seek to deliver an 'electric-only' development, with no gas provision



- Future proof development by designing out risks of overheating and rising temperatures



- Optimise opportunities for on-site renewable energy generation, targeting a minimum of 20%, and ensuring that all energy is procured from renewable energy guarantees of origin schemes



- Investigate the provision of an Energy Smart Hub. This is a flexible space that could be used to accommodate Active Network Management, battery storage technologies, central heating plant and EV charging facilities



- Support the development of an EV charging network in the District, including provision of charging points throughout the development



- Undertake detailed Flood Risk work and ensure that the new and existing community is protected from the impacts of climate change. Extensive SUD's networks will be integrated into the masterplan



- Maximise on-site Low and Zero Carbon technologies, including innovative heating solutions in every dwelling

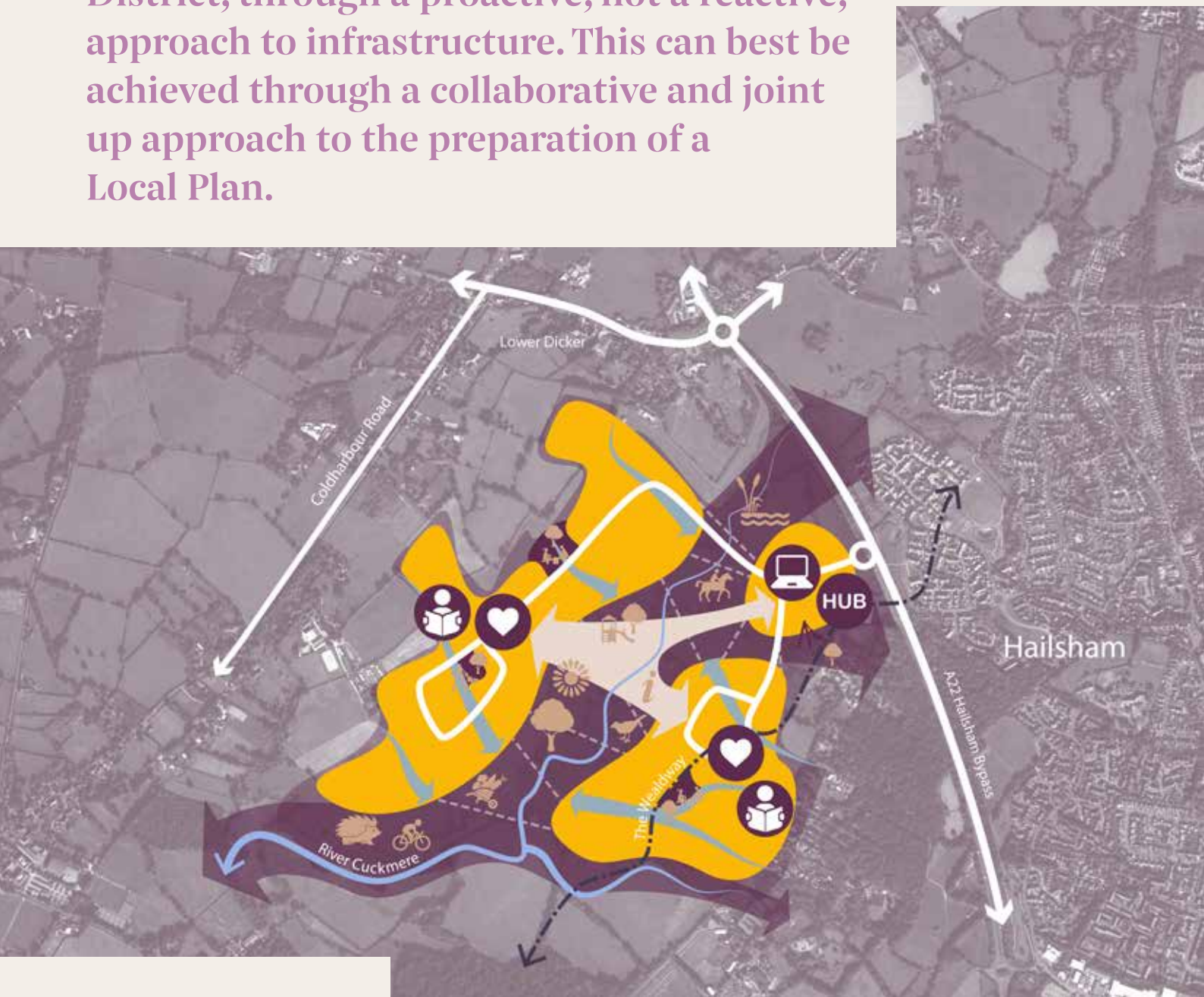


- Increase water-use efficiency seeking to alleviate the impact of water scarcity



Infrastructure to Support Growth

Grosvenor recognises the importance of planning holistically for the whole District, through a proactive, not a reactive, approach to infrastructure. This can best be achieved through a collaborative and joint up approach to the preparation of a Local Plan.





A Sustainable Mobility Vision has been prepared for North West Hailsham which sets out how the new community will be designed around the principles of sustainable mobility, supporting a modal shift on-site which reduces reliance on private car usage. This will only be achievable through the delivery of a comprehensive mixed-use scheme, including provision of day-to-day convenience retail, education, workspaces, and significant areas of public open space.

The Vision for North West Hailsham proposes new active travel connections to Hailsham including a new pedestrian and cycle bridge over the A22. Safe and attractive routes will therefore be available between the facilities and homes at North West Hailsham and those existing within the town.

Grosvenor has begun discussions with statutory consultees, including East Sussex Highways and East Sussex Education, to identify the infrastructure needs of Hailsham and the wider District and clarify how North West Hailsham can assist in delivering these.

Whilst these discussions are ongoing, the concept masterplan demonstrates how social infrastructure could be delivered on-site, through the delivery of new facilities for education, community use and health provision. Discussions with the community, through Grosvenor's commitment to meaningful public engagement, will help further shape social infrastructure provision as the masterplan develops.



Housing

The Council has a significant housing requirement which stems from a national shortage of homes, as well as recent under-delivery in housing across the District. Wealden District is currently one of the 20% least affordable areas in the country to buy a home.

Whilst there is a need to deliver new homes to address the shortage of homes and the affordability crisis, these needs to be the right homes in the right places.

By 2033, the Council's research estimates 1/3 of the District's population will be aged 65 or older. In addition, by this time, 1/3 of households in the District will be occupied by a single person. The District's housing stock needs to be rebalanced to accommodate these changes.

North West Hailsham can assist in rebalancing the housing mix by providing a broad range of housing types which create genuine choice in the housing market. Further work will be undertaken through the masterplanning process to establish housing types, tenures and sizes needed locally, but this is likely to include smaller homes for first-time buyers or those downsizing, larger family dwellings, higher density apartments around the local centre, bungalows and supported housing or purpose-built Later Living schemes for an ageing population.

Homes will be built to accommodate the needs of the specific context of North West Hailsham, built to be genuinely inclusive and adaptable, including to reflect changing working patterns which are now influencing home design.

The delivery of around 2,500 new homes, including a mix of affordable tenures, can assist the Council in achieving its housing needs. Only by planning at scale can the housing stock be successfully rebalanced whilst creating a diverse and vibrant new community.





The Local Economy

North West Hailsham is located on the main growth corridor in East Sussex, the A22/A26/A27 Eastbourne-Polegate-Hailsham-Uckfield-Crowborough Corridor. Within this key area, the Council identifies a need for new business space to accommodate growing demand and to ensure businesses remain and grow in the District.

The Council is currently working with other partners to support businesses, including assisting in the transition to home working and supporting flexible office floorspace. As part of this, the Direction of Travel document recognises the strength of the small-scale enterprises in the District and identifies a need to ensure the requirements of these are met through the next Plan period.

Grosvenor is in dialogue with the South East Local Enterprise Partnership (LEP) to understand how North West Hailsham can best assist in delivering new employment floorspace that complements the existing provision and responds to market demands.

North West Hailsham presents opportunities to accommodate innovative patterns of working which are increasing because of the COVID-19 pandemic, including provision of high-speed broadband to facilitate home working and adaptable or shared office space to support small business or sole workers.





Our Natural Environment

Respect for the natural environment sits firmly in the centre of Grosvenor's key values, with an understanding that development can both impact and enhance natural assets.



A detailed understanding of North West Hailsham's current ecological and landscape features of importance will guide masterplanning work, alongside development of a framework for ecological and landscape enhancements.

North West Hailsham will deliver a biodiversity gain, and where practicable will seek a substantial gain whilst balancing placemaking objectives.



The concept masterplan demonstrates nature as an integral part of North West Hailsham with the new neighbourhoods bonded together by sequences of new green and blues spaces including a significant new publicly accessible riverside park.



Within the neighbourhoods, clusters of residential dwellings are set within the existing landscape framework ensuring hedgerows and trees are retained and managed to support local ecology.

The value of access to local green space has never been so appreciated as it has over the last year. We recognise of the value of investing in green infrastructure, putting landscape first improves the quality of life for people, nature and wildlife.





Landscape, Heritage & Cultural Assets

Whilst North West Hailsham is not located within a designated landscape, nor does it have any known on-site heritage assets, landscape and heritage remain key considerations which will inform the proposals and masterplan for the site.

The existing landscape framework, in which the development would sit, would help to filter and screen views from nearby vantage points, including from sensitive receptors such as the Grade I listed Michelham Priory.





Design

As recognised by the Council in its Direction of Travel document, sites of the scale of North West Hailsham provide a distinct opportunity for design principles to be embedded in a masterplan which would be part of the adopted Local Plan. This goes hand-in-hand with Grosvenor's commitments to engagement, with a desire to ensure the local community have meaningful influence on the masterplan for North West Hailsham, including core vision principles, land uses and facilities.

Grosvenor has a long history of creating places that have a strong sense of place and identity. The masterplan will be developed in line with the principles of the National Design Guide. The establishment of a new riverside park along the Cuckmere River can help to create a unique and distinctive identity for North West Hailsham and a focal point for the new community.

High quality design is essential across both the built form and public realm. A robust design code and approvals process at North West Hailsham can establish a benchmark for quality and ensure that the aspirations of all stakeholders are realised throughout delivery and long-term management.







Health & Well-Being

Grosvenor recognises the important role new development can play in improving physical and mental health and commits to ensuring the proposals and masterplan for North West Hailsham optimise opportunities for wellbeing.



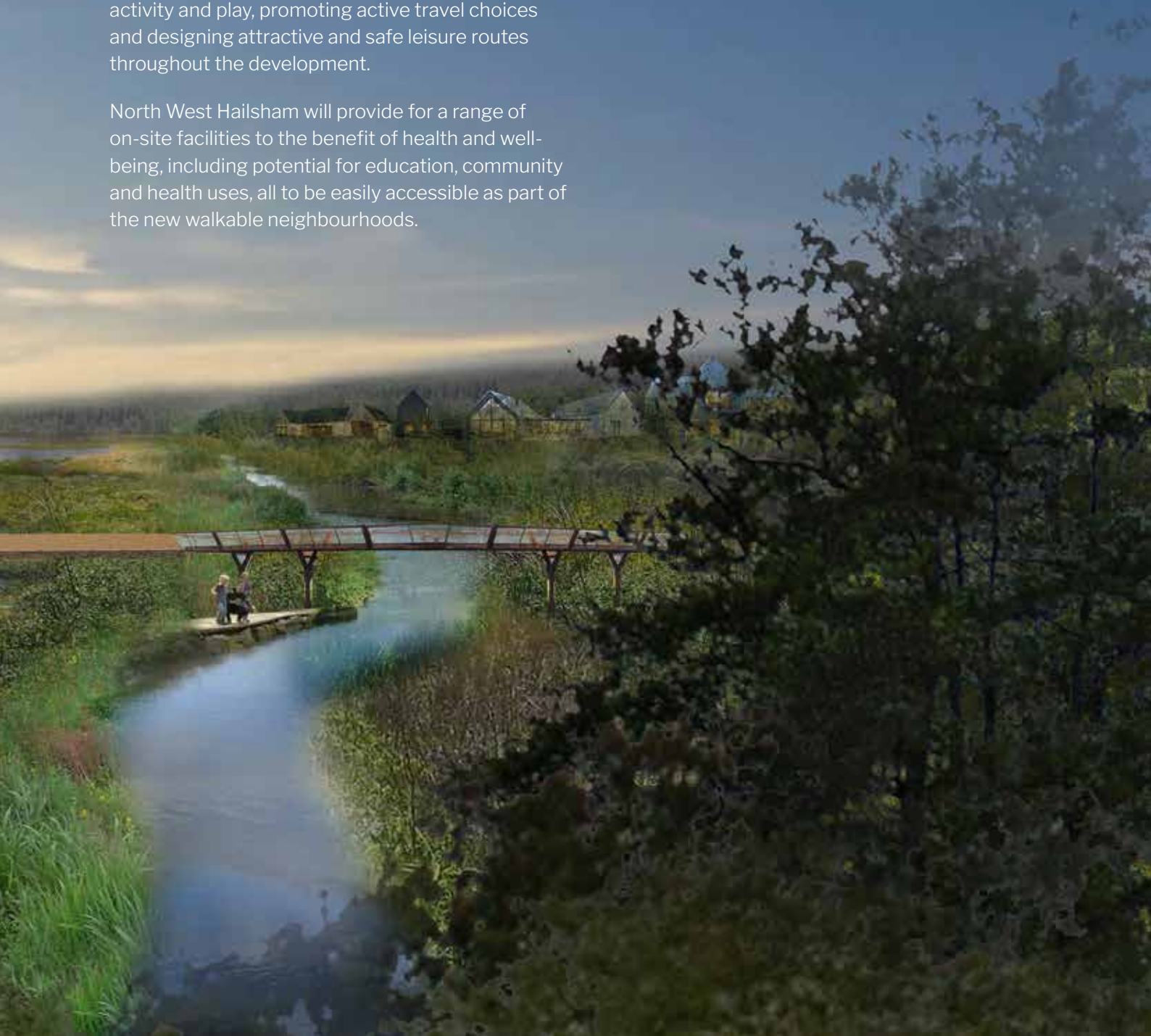
Through the provision of significant green and blue spaces, including delivery of a new riverside park, North West Hailsham is seeking to support healthy environments, providing access to nature, opportunities to grow food locally and positively impacting cognitive and emotional health, productivity and overall well-being.

Grosvenor is committed to promoting active lifestyles and will work with Sport England and Active Sussex to determine how this can best be achieved at North West Hailsham. This will include identifying local needs for sport facilities, creating opportunities for incidental activity and play, promoting active travel choices and designing attractive and safe leisure routes throughout the development.

North West Hailsham will provide for a range of on-site facilities to the benefit of health and well-being, including potential for education, community and health uses, all to be easily accessible as part of the new walkable neighbourhoods.

Alongside this, North West Hailsham has the ability to deliver a significant proportion of the District's housing needs, including affordable homes. This will help provide additional choice in the housing market, where there is currently a significant undersupply, and look to re-balance housing stock in accordance with the needs of the community.

Grosvenor commits to engaging locally and with social infrastructure providers to best understand how North West Hailsham can be designed to support not just the new community but the existing communities as well, seeking to deliver long-term health and wellbeing improvements for the District.



Our vision for North West Hailsham

As detailed throughout this document, Grosvenor's Vision for North West Hailsham aligns well with the opportunities identified by the Council to address its identified issues and challenges.

North West Hailsham is a suitable, achievable and deliverable site which can, if allocated in the emerging Local Plan, assist the Council in realising its ambitions for sustainable growth.



2) Creation of a new community centred around healthy, active and social neighbourhoods, providing around 2,500 new homes set within a framework of existing and proposed green and blue infrastructure



1) A development which can respond to the challenges of climate change, embracing sustainable technologies and delivering genuinely walkable neighbourhoods



3) Providing opportunities for people to work where they live, with adaptive office and commercial space and infrastructure to support home working and businesses

Key Messages

6) Supporting a modal shift away from private vehicular usage through maximisation of internal pedestrian and cycle movements, active travel connections to Hailsham and promotion of shared mobility.



4) Ensuring social infrastructure provision is integrated within the proposals, including potential for education, health and community facilities



5) A commitment to a genuinely 'People First' approach to community engagement, ensuring proposals and design principles are shaped by the community, alongside consultation with the Council and statutory consultees.

**For information,
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