ADVERTISER'S ANNOUNCEMENT

WHY MAYFIELDS?

Over the last fortnight we've set out the findings of an ICM survey* which establishes that the overwhelming preference of local residents for future development is for a new stand-alone settlement rather than a continuation of the policy of 'add-ons' to existing towns and villages.

We've also looked at the pressure that your council is under following the latest findings of the planning inspector examining the District Council's local plan and sought to explain how a new market town like Mayfields could meet the preferred approach of local residents as well as absorbing the extra houses that Mid Sussex now has to build.

This week we want to explain in more detail how we came to identify the site we are proposing for a new market town and in subsequent weeks we intend to set out in more detail our vision, as well as laying out our credentials.

In 2009 Mid Sussex Council jointly commissioned, along with Horsham and Crawley, a study the purpose of which **'was to undertake a robust feasibility exercise which first and foremost examined the potential for a New Market Town.'** It is important to bear in mind that at this time, under the South East Plan, Mid Sussex had been allocated 17,100 homes to build.

The study addressed a number of interrelated questions:

- Where a new settlement might be located with good or potentially good transport links to adjacent settlements
- What form it should take, including: what scale it might be; the mix of uses; and whether it should be a single settlement or more polycentric in concept
- What infrastructure would be required for it to be delivered and how this could be achieved
- How the form and scale of development and infrastructure requirements related to one another in terms of feasibility / viability concerns.

The work underpinning the study was carried out by the independent and well respected consultancy GL Hearn with support from a number of other experts.

They concluded a new market town was deliverable and identified a site that sat almost in the middle of the villages of Wineham, Twineham, Sayers Common, Albourne, Blackstone and Henfield.

They also assessed the following landscape designations;

- Areas of Outstanding Natural Beauty
- Sites of Special Scientific Interest
- Special Protection Areas
- Special Areas of Conservation
- Flood Zones 2 & 3 (less than 1 in 1000 year probability)

and concluded that the Mayfields area does not contain any of these special designations and that there were no overriding constraints to the Mayfields location, a key consideration that has been independently confirmed by the planning inspector examining the Horsham local plan.

We feel it important to stress that none of Mayfields directors were involved prior to the GL Hearn report but much of the thinking and approach behind the Mayfields project has been taken from that report.

As stated earlier, in 2009 under the South East Plan Mid Sussex had to find 17,100 homes. For political reasons, the council decided not to pursue the concept of a new market town. Much of that reasoning was based on the assumption that Mid Sussex could plan for a lower housing target following the change of government in 2010. Following the latest Inspector's report, the 2009 total has actually slightly increased to 17,442 homes.

Furthermore, in the latest report from the inspector, he has clearly stated that an assessment of a single settlement option should have been carried out.

What can you do?

- **Ask your local councillor why they haven't met with Mayfield Market Towns to discuss a single site location to relieve the pressure on the existing towns and villages across Mid Sussex**
- **Let your local MP know you support the idea of a planned new town rather than more ad hoc add-ons that don't deliver the necessary infrastructure**
- **Join the 7 out of 10 people recently polled who agreed with the principles of a New Market Town by emailing us at info@mayfieldtowns.co.uk with your support**

*A full copy of the GL Hearn study can be found on the council website and the Mayfields website as can the full report from ICM and the latest report from the planning Inspector.

For more information visit our website

www.mayfieldtowns.co.uk