

Burgess Hill

A Town Wide Strategy for the Next 20 Years

August 2011



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Introduction

Introduction to Burgess Hill Town Council

Burgess Hill Town Council is committed to taking a lead role in the future development of the town and its economy in partnership with its community, the Local Planning Authority of Mid Sussex District Council and the Highways Authority of West Sussex County Council. To achieve this, the Town Council established a Strategic Planning, Economy and Transport Key Area Group of Councillors who work with the Town Clerk to consider the future development of the town. The Town Council has also created a Burgess Hill (Councillors) Three Tiers Group which involves Councillors from the Town, District and County Councils working together for the long term prosperity of the town on a cross party basis.

A Town Wide Strategy for the next 20 years

This report provides the basis of a Town Wide Strategy for the next 20 years. The Town Council consider a 20 year plan is vital for the town, particularly given the recent economic climate and subsequent public spending cuts proposed from 2010 onwards. The Town Council are keen to develop a new, but realistic and deliverable strategy in order to prevent the town from standing still and potentially going into decline.

This report

This report outlines the Town Council's proposed strategy for Burgess Hill which has been worked up on the back of a previous consultation with the local community since 2004 as well as more technical work undertaken in 2010.

This report covers:

- Burgess Hill – past, present and future
- Preparing the Town Wide Strategy – Method
- Steps 1-9 of the process
- Conclusions



Burgess Hill - Today

Burgess Hill – past, present and future

The beginning

Until the nineteenth century, the location of present day Burgess Hill was known as St John's Common and was used for grazing animals. The town began to evolve slowly through the 1600s and 1700s mainly on the back of the flourishing brick and tile industry and livestock trading.

The real impetus for change, however, was the coming of the railway: the London to Brighton line, which opened in 1841 and between 1850 and 1880 the Burgess Hill grew from a rural settlement to a town of 4,500 residents.

Major growth

By the dawn of the 20th century, the livestock trading business had all but left the Burgess Hill area, but the town continued to grow up until the outbreak of World War II. However, it was in the post-war years that the town saw its greatest expansion. The town almost doubled from 7,000 residents to 14,000 between 1951 and 1961, earning Burgess Hill the title of fastest growing town in the south-east. By 1956, the Victoria Industrial Estate was completed, and has since expanded. Much of Burgess Hill's residential housing also dates from this era.

The Martlets Shopping Centre was developed in the early 1970s, followed by the Sheddingdean Industrial Estate to the north of the town in the 1980s. The 1990s saw further development in the town centre with the opening of the Market Place shopping centre. In addition to this, the town saw a large wave of expansion to the west with the introduction of several thousand new homes. This housing did, however, bring with it many benefits including Jane Murray Way, the A2300 link road to the A23 and, in 1999, the Triangle Leisure Centre.

Plans for the future

At the start of the 21st Century new plans for the town centre were being put forward in a masterplan. This included plans to create a new market square, additional retail floorspace, new civic buildings and a better public realm. However, the recession of 2008-2009 had a major effect on these plans, culminating in Mid Sussex District Council's development partner going into administration in 2010. This coincided with the 2010 General Election and major changes to the planning system, proposed through the draft Localism Bill by the new Coalition Government. The proposed changes raised uncertainty in the planning system (by way of abolishing regional housing targets) and as a result of this Mid Sussex District Council suspended work on their Core Strategy in the summer of 2010. At the time of writing this report, Mid Sussex District Council has a revised programme for their Core Strategy (now known as the 'District Plan') with the first public consultation scheduled for Autumn 2011.

As a result of these issues, Burgess Hill has been left with a vision and masterplan for its future, but as yet no delivery vehicle, adopted policy guidance or action plan to implement them and bring to fruition. Additional public spending cuts announced by the Government in 2010, compounded the situation further.

Despite this, the Town Council and Mid Sussex District Council have been in discussions with parties to move the town centre plans forward.

Despite the relative setbacks in recent years, the Town Council remain positive that their aspirations and vision for the town can be realised and wish to continue planning for a prosperous and sustainable Burgess Hill. In 2010, the Town Council decided to prepare a Town Wide Strategy that could:

- Be used as an evidence base in any future local development plan
- Ascertain local community support for the future development of the town
- Provide confidence to developers and landowners in and around the town
- Identify how the strategy could potentially be delivered.

The process to achieve this is set out in the next section.



Burgess Hill Town Centre - 1950's



Burgess Hill Town Centre - 1960's



Burgess Hill Town Centre - Today

Preparing the Town Wide Strategy

Background

As stated in the previous section, plans for the town have been hit by the recent economic crisis and proposed changes to the planning system, causing delays, uncertainty and questions over how future development and enhancement of the town can be delivered. However, the Town Council are fully aware of alternative models to bring investment to the town.

The housing growth to the west of the town that took place in the 1990s not only brought with it new housing for the residents of Burgess Hill, but also helped to fund key infrastructure and community facilities that the town benefits from today. Such benefits include:

- Triangle Leisure Centre
- Land for St Paul's College
- Jane Murray Way
- A2300 link to the strategic road network
- Green Crescent
- A local centre at Sussex Way
- Extension to the Victoria Business Park.

The Town Council considered that in light of current funding issues, investment from new residential development in the town could help gap fund further facilities and infrastructure to help achieve both their and the local community's aspirations. However, rather than just assume that new infrastructure would be paid for by new residential development, the Town Council sought to test this and prepared a methodology for this, working with partners at Mid Sussex District Council, West Sussex County Council, the Government Office / Department for Communities and Local Government (DCLG) and local developers.



Steering Group Meeting

Method

A simple method was agreed, as follows:

- Step 1:** Identify the Town Council's vision and aspirations
- Step 2:** Identify the projects, services and infrastructure needed to achieve the vision
- Step 3:** Calculate how much this will cost
- Step 4:** Identify possible public sector funding sources and any funding shortfall
- Step 5:** Calculate a realistic average development contribution per new home
- Step 6:** Calculate how many new homes will be needed to fund the shortfall, based on the average contribution per home
- Step 7:** Identify where this new housing could go
- Step 8:** Consult on the outcomes of step 1-7
- Step 9:** Analyse the feedback from the consultation process to ascertain local support.

These steps will be explained in the remainder of this report.

In order to deliver the project, a Steering Group and Focus Groups were set up. The purpose of the Steering Group was to oversee the work that was being undertaken and to make key decisions. The Steering Group comprised:

- Members of the Town Council
- Officers from Mid Sussex District Council
- Officers from West Sussex County Council
- Local developers
- Consultants for the developers.

A representative from the Government Office for the South East / Department for Communities and Local Government also attended and acted as an independent advisor to the group.

A number of Focus Groups were set up to hold meetings with the key stakeholders, undertake research work and report back to the Steering Group. The Focus Groups covered the following:

- Town Centre
- Transport
- Community and Green Infrastructure
- Funding
- Communications.

Examples of benefits delivered under the last wave of housing development



Triangle Leisure Centre



The Green Crescent



A2300 Improved Transport Facilities



Maltings Business Park - Attracting International New Business



New Education Provision

Step 1: Vision and Aspirations

Vision

A key part of the development of the strategy was to identify what local people wanted their town to be like. A number of consultation events, strategies and visions have been prepared over the last 6-7 years, including the 2004 consultation “Burgess Hill into the Future”. Whilst each goes into varying levels of detail, all contain a common thread of Burgess Hill being:

- a fully sustainable 21st century town focussed around a high quality, vibrant and accessible town centre;
- a town that’s existing and future population is supported by the necessary community facilities, employment opportunities and access to green open space; and
- a town that functions efficiently and is underpinned by a state of the art transport network and modern supporting infrastructure.

Objectives to achieve the vision

To achieve the above vision, it is considered that the town needs:

- a better town centre with a greater range of shops and a more attractive pedestrian environment;
- improved public transport, walking and cycling links as well as better roads;
- new and improved community and cultural facilities;
- additional high quality and suitably located business park development; and
- new, improved and well connected sports, recreation and open space in and around Burgess Hill.

A number of projects and infrastructure proposals will be needed to achieve the above objectives and these are set out in the next section.



Step 2: The potential projects, services and infrastructure needed to achieve the vision

Identifying the projects

In order to identify the list of potential projects that could help to achieve the vision, a series of meetings and discussions were held with key stakeholders between October and December 2010. The key stakeholders included:

- **Various officers at Mid Sussex District Council**
- **Various officers at West Sussex County Council**
- **Burgess Hill Football Club**
- **Burgess Hill Rugby Club**

Meetings

The purpose of each meeting was to discuss the types of projects that could help achieve the vision for the town. For example, the need to improve the town centre required public realm projects to key roads, a public square and the introduction of a number of key civic buildings. The cost of delivering the projects was also discussed.

The projects identified are set out over the following pages.

Town centre

The town centre projects identified largely relate to its revitalisation and in particular, improvements to the public realm. Discussions with Mid Sussex District Council identified three key streets where public realm improvements were considered to be important - Queen Elizabeth Avenue, Civic Way and Church Road / Church Walk.

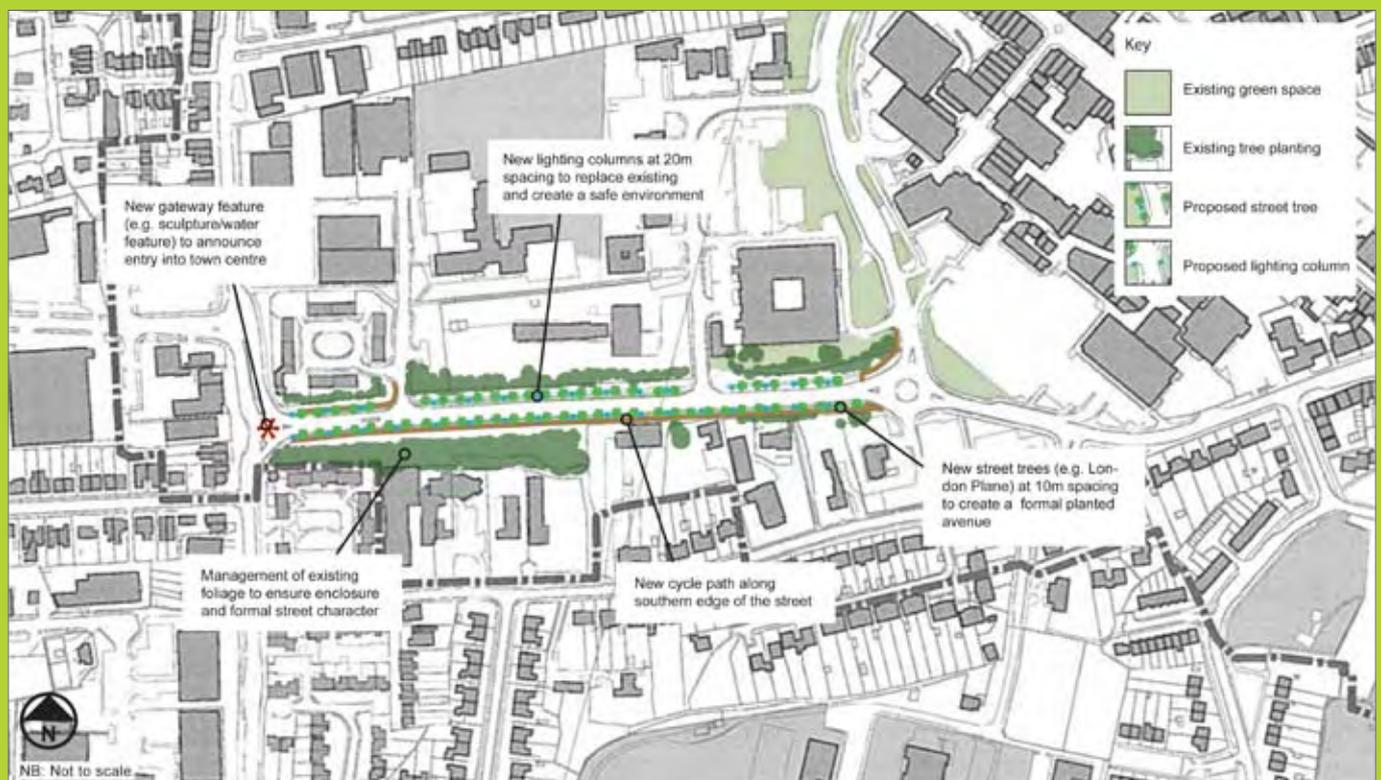
Public realm improvements to Queen Elizabeth Avenue

Queen Elizabeth Avenue is the main gateway to the town centre from the London Road, to the west. However, it provides a poor existing approach to the town centre, resulting in a negative first impression of Burgess Hill. It also has poor enclosure, low levels of surveillance and “left over” open space.

The town centre masterplan identified the need for this to become a green boulevard to act as a high quality procession and arrival street into the town centre and to create a safer and more pedestrian friendly environment.

Discussions were held with officers at Mid Sussex District Council to ascertain what their vision was for the boulevard. A scheme was then drawn up and costed. This information was sent out to a wider group of consultees at West Sussex County Council and Mid Sussex District Council for comment.

A project team has now been established comprising all three tiers of local government to implement the scheme.



Public Realm Improvements to Queen Elizabeth Avenue

Public realm improvements to Civic Way

Civic Way links Queen Elizabeth Avenue to the town centre and runs alongside its western side. As with Queen Elizabeth Avenue, it suffers from poor enclosure with a lack of building frontage, low levels of surveillance and “left over” space. It is also vehicle dominated.

The original town centre masterplan proposed the closure of Civic Way - with traffic re-routed along The Brow. However, this could be a costly exercise and an alternative option could comprise environmental improvements to the road.

Again, discussions were held with officers at Mid Sussex District Council and the main vision was to formalise and soften the setting of the street, create a safer environment and to respect the view corridor to St John’s Church. A scheme was then drawn up and costed. This information was sent out to a wider group of consultees at West Sussex County Council and Mid Sussex District Council for comment.



Public Realm Improvement for Civic Way

Public realm improvements to Church Road / Church Walk

Church Walk / Church Road is a part road / part pedestrianised street forming the main spine through the town centre. It is also the main gateway route into the town centre from the railway station. Views to the landmark building of St John's Church are visible along the entire length of the route. However, it currently suffers from visual clutter and a relatively poor public realm. The pedestrian environment is dominated by vehicular use on Church Road. The shops on this, the town's main street, are limited and of variable quality. Overall, it does not provide a very good first impression of the town centre, when approaching from the railway station.

The original Town Centre Masterplan sought to upgrade the route's public realm. Again, discussions with officers at Mid Sussex District Council identified the need to respect the viewing corridor to St John's Church and introduce public realm features to aid legibility and to unify its various distinctive character areas. A scheme was then drawn up and costed. This information was sent out to a wider group of consultees at West Sussex County Council and Mid Sussex District Council for comment.



Public Realm Improvement for Church Road / Church Walk

The Three Schemes Combined





Improvements to buildings on Church Walk

There is a residential block at the north western end of Church Walk, which is considered by the Town Council as being of a poor visual quality, contributing to the untidy looking nature of this end of the route. However, the main issue here is that the block is in multiple ownership and any works to improve the facade would almost certainly be difficult to implement.

Nevertheless, for the purposes of this exercise a design was drawn up to improve the visual appearance of these buildings through better rendering.



Existing Church Walk



Proposal for re-cladding on Church Walk

New public square

The Town Centre Masterplan identified the need (and a design for) a new town square acting as a focal point for Burgess Hill. The previous developers had also proposed a town square in their designs for the town centre.

Whilst it is anticipated that any future developer investing in the town centre will be encouraged to incorporate the Town Centre Masterplan's aspiration of a new town square, the Town Council were keen to identify the costs of providing this should it be delivered through an alternative mechanism.

Work by the previous developer had provided a cost for the public square. Furthermore, the aspiration from local people was that they wanted something like Carfax in Horsham - as shown in the image below.



Town Square (Example shown - Carfax in Horsham)

Transport

Existing situation

Burgess Hill is located adjacent to two principal north / south transport corridors, namely:

- The A23 / M23 trunk road connecting Brighton with the M25 (London); and,
- The London to Brighton / south coast rail line (accessed via Burgess Hill and Wivelsfield Stations).

The A2300 is the main road connection between Burgess Hill and the A23. The A273 is the route between Crawley / Haywards Heath to the north (connecting with the A272) and the A23 near Hassocks / Brighton to the south, and takes in Jane Murray Way and Sussex Way to the north and west of the existing town. The railway line dissects the urban area with around one third of the town lying to the east of the railway lines.

Burgess Hill is a compact and 'walkable' town. There are footways on the majority of roads within the built up part of Burgess Hill. The urban area retains many of the historical highway routes for pedestrians, cyclist and equestrians and most of the streets accord with the definition of "quiet routes" suitable for on-road cycling. There are various cycle routes around Burgess Hill.

The main bus routes in Burgess Hill are Services 33, 34 / 35 (East Burgess Hill Circular), 36 / 37 (West Burgess Hill Circular) and 100, which are operated under contract to West Sussex County Council. It is understood that most services are marginally viable and grouped together into a single subsidy.

Policy overview and local context

The thrust of planning policy at the national, regional and local level is to locate development in locations that are accessible to jobs, shopping, leisure facilities and services by public transport, walking and cycling thereby reducing the reliance on the private car. The provision of sustainable mixed-use developments can provide substantial transport benefits to local communities secured through planning obligations.

Emerging plan

The future development aspirations within Burgess Hill (which have been used to inform the transport infrastructure aspirations) are summarised below:

- Adopted town centre masterplan / regeneration and local employment;
- A2300 corridor – new business park and formal sports provision;
- Northern Sector housing site (potentially 3,000-3,500 new homes);
- Kings Way housing site (potentially 550 new homes); and,
- Housing on Victoria Road industrial area - 180 homes.

Transport infrastructure aspirations

The main objectives for transport in Burgess Hill are to:

- Improve accessibility to and within the town to make it a more attractive place to live, work and visit;
- Provide new developments which maximise the potential for "walkable" neighbourhoods where walking, cycling and public transport are the "norm";
- Provide new walking and cycling routes in and around Burgess Hill for leisure and recreational purposes;
- Maximise the opportunity for the containment of journeys within Burgess Hill thus encouraging the integration of the town through improved linkages and connectivity, especially east - west movements;
- Encourage modal shift away from single occupancy car journeys by providing residents, workers and visitors with a genuine choice of travel modes through:
 - Improvements to walking and cycling infrastructure;
 - Enhancing and rationalising bus service provision within the town thus providing a modern rapid bus system and improving the overall viability of bus services in the Burgess Hill area (with the prospect of reducing or removing subsidies currently provided by the County Council);
 - Improving access to Burgess Hill and Wivelsfield Stations; and,
- Provide highway improvements in balance with the capacity of the remainder of the highway network in and around the town.

The proposed transport project

The transport projects identified as follows:

Wivelsfield Station and interchange enhancements

The aspirations for improvements at Wivelsfield Station are summarised below:

- Increase cycle parking ;
- Improve to passenger waiting facilities;
- Improve taxi waiting and provision of bus stops; and,
- Provide station user car parking at Wivelsfield Station (a potential scheme has been seen which could provide around 160 station user spaces in a multi storey car park on undeveloped land to the west of the station).

Burgess Hill Station and interchange enhancements

The aspirations for improvements at Burgess Hill Station are summarised below:

- Provision of a cycle rack to double cycle parking capacity;
- Improvements to passenger waiting facilities;
- Improvement to taxi waiting and provision of bus stops; and,
- Expansion of car park to provide additional 40 plus spaces (potential Network Rail scheme).

Queen Elizabeth Boulevard

The Town Centre Masterplan envisages the creation of a boulevard along Queen Elizabeth Avenue creating a gateway into the town centre from the London Road corridor to the west. The masterplan shows a suggested section across Queen Elizabeth Avenue with 6m eastbound and westbound carriageways and facilities for pedestrians and cyclists. The potential widening of the Queen Elizabeth Avenue (west) was explored to show two lanes in each direction to provide the boulevard to support the town centre masterplan and closure of Station Road near Oakmeeds Community College access. These changes, together with the proposed Victoria / York Road link and other junctions improvements, are anticipated to accommodate forecast east / west traffic movements.

The existing Queen Elizabeth Avenue / Civic Way junction is a 4-arm priority controlled roundabout. Formal pedestrian crossing facilities could be provided on Queen Elizabeth Avenue (east) while informal crossing facilities are available on Queen Elizabeth Avenue (west) and Civic Way. The southern arm of the roundabout forms an access into a public car park and drive through restaurant. Potential improvements at this junction involve replacing the roundabout with signals and pedestrian crossings incorporated into the junction on Queen Elizabeth Avenue (west) and Civic Way. The design on Queen Elizabeth Avenue to the east of the junction has purposely been omitted as it is expected that it will be incorporated into the planned town centre developments.

If Station Road is closed to traffic adjacent to Oakmeeds Community College the proposals could still preserve a bus gate to support east/west bus movement, potentially including SVD at this junction.

Green Circle Network and other cycle enhancements

A series of walking and cycling enhancements have been identified around the town and include the Green Circle Network. The proposed Green Circle Network creates a circle around the town of a combined wildlife corridor and cycle/pedestrian route almost entirely off-road. There are 'spokes' in the 'wheel' which then connect to the centre of town as well as schools,

neighbourhood shopping centres and medical facilities. The route uses green spaces, footpaths (surfaced and designated for cycles as well) and proposed cycleways/lanes beside existing roads. These will be set out in a separate transport report.

Improvements to the east-west linkages through the town

A number of traffic capacity and management improvements have been identified to improve east-west links in the town. These will be set out in a separate transport report, which will be published shortly.

Victoria Road Link

York Road and Victoria Road are currently estate roads within a commercial area of Burgess Hill to the west of the town. The current local plan proposal seeks to link these roads. This would provide a direct link for traffic into the town centre from the western edge of the town, complementing steps to manage traffic flows on the B2036, London Road.

Urbanisation of the older part of the Victoria Business Park is planned. There is a need to relocate some of the older and unsustainable buildings in Victoria Road and Victoria Avenue and replace with residential and an improved interface between the business park and houses. This process has already commenced with recent planning applications to convert business premises to residential and a developer is now promoting the next phase.

Parking management

There are aspirations for car parking management improvements as follows:

- introduction of a controlled parking zone (CPZ) for the town centre;
- potential extension of the CPZ to areas around Wivelsfield Station; and,
- a review of on-street parking charges.

Burgess Hill Area Transport Model

A brief for the Burgess Hill Transport Model has been agreed by the local highway authority (West Sussex County Council) and the data collection exercise to inform the model is now complete. It is envisaged that once the transport model is developed (likely to be during 2011/2012 subject to the outcome of the public consultation exercise during January to March 2011) it will be able to test future year scenarios to identify the level of transport infrastructure that is required to mitigate development impact along with priorities for investment in transport infrastructure for the town.

Community and Green Infrastructure

Centre for Community Sport

Burgess Hill currently benefits from having the Triangle Leisure Centre in the north west of the town as well as sporting facilities at St Paul's Catholic College. It also has two recognised sports teams: Burgess Hill Town Football Club and Burgess Hill Rugby Club.

However, discussions with officers from Mid Sussex District Council, Burgess Hill Rugby Club and Burgess Hill Football Town Club identified that the existing issues in the town are:

- St Paul's Catholic College is only available for use out of school hours;
- there is a shortage of quality football and rugby pitches in the town (both junior and senior as well as artificial);
- there is no "showpiece" football pitch in the town;
- the two clubs currently play on relatively constrained sites in housing neighbourhoods; and,
- there is no athletics facility in the area.

With this in mind, the Town Council examined the possibility of a new sports centre on a single site for the local community that complements both St Paul's Catholic College and the Triangle Leisure Centre. Through discussion, it was considered that this should comprise:

- A new football facility including:
 - Clubhouse
 - Senior pitch
 - Floodlights
- A new facility for Burgess Hill Rugby Football Club (BHRFC), including:
 - Clubhouse (with spectator stand)
 - 3 x senior grass rugby pitches
 - 1 x junior grass pitch.
- Community Facilities for the town, including:
 - Clubhouse (extra but part of BHRFC building)
 - 6 lane running track (artificial & floodlit)
 - 3 x senior football pitches
 - 1 x junior football pitch
 - Full size 3rd generation pitch
 - Outdoor bowls green
 - Bowls pavilion
 - Car-park
 - Maintenance compound.

It was considered that such a facility would require over 10ha of land. A potential location for this was considered to be land in the north west of the town, which is flat and close to the other sports centre, enabling synergies between them.

An image of what this could look like is shown opposite.



New Centre for Community Sport - Image of what it could look like.

Improved management of Ditchling Common

Ditchling Common Country Park lies to the east of the town and is used for activities including walking, fishing, picnicking, education and dog walking. It also includes a number of sensitive habitats including open water, grassland, scrub and woodland and most of the park has been designated as a Site of Special Scientific Interest (SSSI) due to its diversity, including locally rare flora and fauna.

However, for many years now, the management and maintenance of the park has gone into decline, largely as a result of the financial constraints of East Sussex County Council who own the park.

The Town Council is keen to improve the management and upkeep and through discussions with Natural England understand that additional financial support for the management of the park would help pay for a park ranger who could restore it to its original state.



Existing nature of Ditchling Common

Formal sports provision in the east of the town

The eastern side of Burgess Hill (to the east of the railway line) suffers from a lack of formal/informal recreation open space. The barrier created by the north-south running railway line (which has only two main crossing points) exacerbates the problem further.

The Town Council (and Mid Sussex District Council) consider that this is an issue that needs addressing in order to provide people living here with easily accessible (walkable) open space and recreation facilities, thus preventing them from having to drive elsewhere within the town. The designation of an area for this is seen as key to the Town Wide Strategy.

The promotion of a Country Park on the eastern section of the Keymer Tileworks site could be a joint or parallel development with the strategic site east of Kingsway.



Formal Recreation in the East of the Town

Civic Info Centre

Burgess Hill is home to a number of key public services including the library, police station, Town Council offices and health centres. At present, these are accommodated on a number of sites across the town centre, thus creating inefficiencies in terms of running costs and maintenance. The library in particular is in need of an upgrade. The Town Council considers that the most efficient way of offering modern 21st century services in quality buildings is to consolidate these into one central and accessible building – as has been achieved in other locations across the country.

The image below shows a similar facility in Addlestone, Surrey which houses the library, police and is the Civic Office for Runnymede Borough Council.



Civic Centre example: Civic Centre, Addlestone, Surrey

Civic Community Centre and Arts Centre

At present, the town's main events location is the Martlets Hall, located in the Martlets Centre in the centre of Burgess Hill. This facility was built in the 1970s and houses meeting and function rooms, live entertainment and a cafe. However, it is not considered to be fit for purpose by today's standards due to accessibility and structural issues and changing trends in what is required in the 21st century from such a facility. The Town Centre Masterplan envisaged the replacement of this building with a modern and purpose built facility that could be used by the community.

The image below shows a similar facility in Woking, Surrey.



Art Centre example: The Lightbox, Woking, Surrey

Business Park Development

Burgess Hill's existing employment offer comprises the town centre and two industrial estates: Victoria and Sheddingdean. However, due to a number of factors including quality, age, re-development plans and future demand, it is considered that additional employment space is needed in the town. The Town Council consider that the best location for a new employment park would be on the A2300 to the west of the town. This location would have good communication links.





Step 3: Project costs

Breakdown of costs

The individual projects, identified in the previous section, were costed and a breakdown of these is set out in the table opposite. It should be noted that the business park would be self financing and is not included in the list. These costings are approximate and should be used as a general guide. A number of caveats should be applied to these costings. These are set out below.

Caveats

- Both schemes for Queen Elizabeth Avenue have been included in the total costs, although they comprise two separate schemes. These are:
 1. £190,000 for the public realm improvements;
 2. £2,300,000 for the widening and junction improvements - identified through the transport work.
- Public realm improvements to the road schemes (Queen Elizabeth Avenue, Civic Way and Church Walk/Road) exclude professional fees, VAT and costs for any underground service diversions and similar works.
- Improvements to the buildings on Church Walk are based on re-cladding the 8.5 bays fronting onto the street at a cost of £5,522 per bay. The costs are exclusive of VAT. Also, these are in multiple-ownership so delivery of these measures would be difficult.
- The public square is based on information supplied by Mid Sussex District Council. The previous developer's scheme included a new public square approx 80m x 25m in area and included a small kiosk. The space was envisaged to be similar in size to the Carfax at Horsham. The £1.3million included the costs of the works to create the square - including matters such as paving, planting etc. This figure would not include any land acquisition costs.
- Transport infrastructure costs are at 2010 prices and exclude VAT and any major service diversions and any land costs.

- The transport costs do not include the dualling of the A2300 or the junction improvements at the A2300/A23 intersection. The cost of this has been estimated at £5 million. However, for the purposes of this exercise we have assumed that any new A2300 business park will pay for this.
- The Centre for Community Sport is based on high level costs provided by Sports Solutions. The costs are build costs and do not include land acquisition costs.
- Green Circle costs are based on information provided by the Town Council.
- The Arts Centre is based on costs provided by the Town Council. These include £3m of building costs and £1m of fit out costs.
- The Civic Building is to be on the site of the existing Town Council offices. This will include the library, police point, Town Council and health provision. Costs include £750,000 for adding a 3rd floor to the Town Council's offices plus £977,000. The Civic Building costs have been provided by the Town Council.

The costs were produced in December 2010 and are subject to change.

Other costs

These costs are in addition to other infrastructure improvements to the town that are needed. Mid Sussex District Council require developers to pay towards infrastructure in the town to mitigate their impact. This is done through Section 106 agreements (S106) (see section 8) and in the future will be through the proposed Community Infrastructure Levy (CIL). S106 payments are currently required towards items including: public art, recreation, recycling, schools, libraries, transport and household waste.

Infrastructure requirement	Cost
Town Centre	
Public Realm Improvements to Queen Elizabeth Avenue	£190,000
Public Realm Improvements to Civic Way	£65,000
Public Realm Improvements to Church Road/Church Walk	£4,200,000
Improvements to buildings on Church Walk	£46,937
Public square	£1,300,000
<i>Sub total</i>	<i>£5,801,937</i>
Transport	
Wivelsfield Station enhancements	£3,475,000
Burgess Hill Station enhancements	£1,715,000
Queen Elizabeth Boulevard	£2,300,000
Green Circle Network	£612,580
Other cycle enhancements	£500,000
Improvements to east-west linkages through town	£1,843,700
Victoria Road Link	£350,000
Parking management	£700,000
Other highway improvements	£1,910,000
<i>Sub total</i>	<i>£13,406,280</i>
Community and Green Infrastructure	
Centre for Community Sport	£11,350,000
Improved management of Ditchling Common	£500,000
Formal sports provision in the east of the town	£300,000
Civic Building	£2,000,000
Civic Info Centre	£1,727,000
Arts Centre	£4,000,000
<i>Sub total</i>	<i>£19,877,000</i>
Total Cost	£39,085,217

Step 4: Public sector funding sources and shortfalls

Possible public sector funding sources

Introduction

The previous section of the report established the costs for the projects. This section now seeks to identify how this could be funded through potential public sector funding sources.

The change of Government in May 2010 has led to a significant overhaul of public funding, not least in the field of planning and regeneration. The present time represents a period of uncertainty as new policies and proposals are being explored and refined and cuts are being made in public spending. Despite this, the Town Council have considered a number of potential sources and these are briefly considered in this section.

Local Asset Backed Vehicles

Local asset backed vehicles (LABVs) are special purpose vehicles owned 50/50 by the public and private sector partners with the specific purpose of carrying out comprehensive, area-based regeneration and/or renewal of operational assets. In essence, the public sector invests property assets into the vehicle which are matched in cash by the private sector partner. The partnership may then use these assets as collateral to raise debt financing to develop and regenerate the portfolio.

LABVs incentivise the private sector to invest and deliver over the longer term, as returns are subject to performance of the partnership over 10–20 years as an entire neighbourhood or town centre is uplifted. The LABV structure allows the public sector to transfer risk, as their assets are assigned a guaranteed minimum price at the outset, regardless of future outcomes.

However, the LABV approach is unlikely to be a suitable approach in Burgess Hill unless public sector assets and landholdings are incorporated into a development area.

Tax Increment Financing

Local authorities raise bonds against the anticipated rise in future tax receipts. It was announced in the Economic Growth White paper that appropriate legislation will be introduced and Tax Increment Financing (TIF) made available through a bidding process.

However, at the time of writing, TIF is not yet available for use by UK local authorities. Upon appropriate legislation being put in place, the authority will then need to decide whether there is appropriate infrastructure they wish to introduce drawing on prudential borrowing against future assets.

New Homes Bonus

The New Homes Bonus (NHB) is a new grant fund for local authorities from central Government to be paid on the delivery of new housing development. It addresses the disincentive within the Local Government finance system for local areas to welcome growth. Previously, increased housing in communities has meant increased strain on public services and reduced amenities. The NHB will ensure that the economic benefits of growth are returned to local authorities and communities where growth takes place.

The NHB will provide local authorities with funding equal to the national average for the council tax band on each additional property and paid for the following six years as an unringfenced grant. There will be an additional affordable housing enhancement with a flat rate of £350 per annum for each additional affordable home. DCLG has allocated nearly £200 million of funds for the period 2011–12. For the following three years (2012/13 – 2014/15) the DCLG have allocated £250 million per annum, with funding beyond these levels coming from Formula Grant.

The aim is that local authorities decide how to spend the funding in line with local community wishes, rather than being ring fenced for certain requirements. However, there is no certainty yet that all of the funding from the NHB will go back into the community that has taken the housing growth. Furthermore, question marks still remain over whether there is enough in the budget to support housing growth across the country.

Whilst the NHB may provide some contributing funds to the Town Wide Strategy, the Town Council consider that they cannot rely on it.



New Homes Bonus: final scheme design



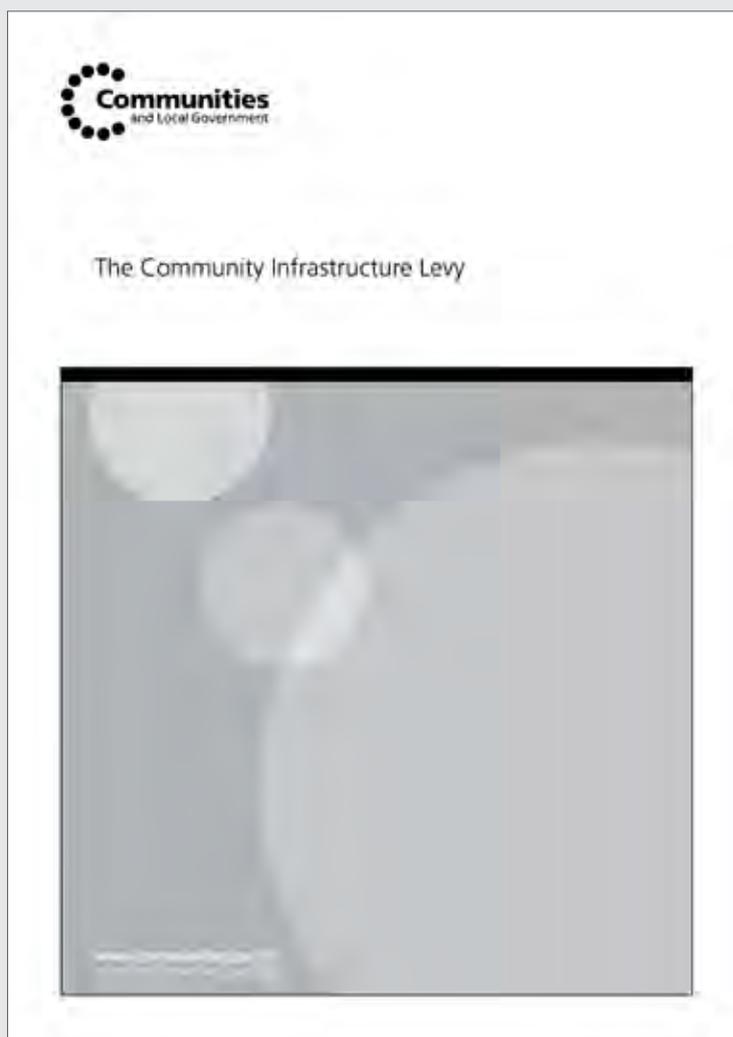
Community Investment Levy

The Community Infrastructure Levy came into force on the 6th April 2010 through the Community Infrastructure Levy Regulations 2010 (and subsequently amended by the 2011 Regulations). The Community Infrastructure Levy (CIL) allows local authorities in England and Wales to raise funds from developers undertaking new building projects in their area. The money can be used to fund a wide range of infrastructure that is needed as a result of development e.g. roads, schools, green spaces, leisure facilities etc. CIL is intended to provide infrastructure to support the development of an area, rather than make individual planning applications acceptable in planning terms (as is the case with Planning Obligations).

Mid Sussex District Council are currently preparing a CIL charging schedule for the district, which will be consulted upon in the autumn of 2011 (alongside the new District Plan). The aim is to submit their document to the Government in late 2012 with adoption in 2013. Prior to this, existing S106 will continue to apply.

CIL guidance states that charging schedules may include differential rates, where they can be justified either on the basis of the economic viability of development in different parts of the authority's area or by reference to the economic viability of different types of development within their area.

The Town Council are currently exploring ways/mechanisms of how CIL can be used as a vehicle to deliver the infrastructure set out in the previous sections.



Sport England

Sport England's Iconic Facilities fund provides £30m for new facilities between 2010 and 2012. Funding is available for innovative, large scale multi sports projects that are regionally significant for at least two sports and can demonstrate long term financial viability. Further rounds for bidding are open in 2011 and 2012. If eligible, bids will be assessed in terms of impact, sustainability, deliverability and additionality.

Any sports or community centres included in the Burgess Hill Town Wide Strategy could be eligible for funding subject to meeting the relevant criteria although the total amount available for the Centre for Community Sport is not yet known.

National Lottery

A number of National Lottery programmes may be relevant to the Burgess Hill project. Any bids should be community organization led. However, at this stage we do not know how much could be available and the likelihood of a successful bid.



Funding source	Summary	Amount	Opportunity
LABV	Public/private pooled assets to enable development	Unlimited	Low
TIF	Authority borrows against future tax rises	Amount	Low
NHB	Central government grant, housing delivery	Potential for up to £40million based on 4,000 new homes	Low - med (details of how much will go into the community are unknown)
CIL	Charge for all development	CIL Charging Schedule currently being drafted for consultation in Autumn 2011	Med (details of how much will go into the community are currently unknown)
Lottery	Specific elements	Various	Low/med
Sport England	Sports facilities grants	Various	Low/med

Town Council's view

Despite the recent cuts in public spending, there are several potential sources of funding available to help finance the identified projects. However, most are still uncertain and subject to detailed bids with no guarantee that they will achieve a successful outcome. The New Homes Bonus (NHB) is a potential funding source but the Town Council are still concerned as to how much of this will actually be re-invested back into Burgess Hill and do not consider that they can rely on it.

The Community Infrastructure Levy is another potential source, though there remain questions over what level this will be set at and, as with the NBH, how much can be retained within Burgess Hill, as opposed to supporting district wide projects. Furthermore, a mechanism to allow the transfer of CIL funding to Burgess Hill projects, still needs to be explored.

Steps 5 and 6: Development contribution and housing numbers required

Investment through housing growth

Section 3 of this report highlighted the benefits that Burgess Hill received as a result of new housing growth to the west of the town in the 1990's. These included the Triangle Leisure Centre and St Paul's College. This provided an alternative, yet tried and tested solution to public sector capital funding. Having experienced this previously, the Town Council were keen to examine the possibility of using this approach again.

At present, the Council collect Section 106 contributions from housing developers towards a number of services and facilities in the town, to help mitigate the impact of the development on infrastructure such as transport, open space, education etc. This is currently calculated by using the Mid Sussex District Council S106 calculator. Although the Council will still use the S106 mechanism in the future, they are now working toward a Community Infrastructure Levy.

Section 6 of this report identified total project costs in the region of £40 million. Discussions with developers who control land around the town indicated that they would be prepared to consider a Burgess Hill town wide contribution (potentially tied into CIL) that would be over and above the existing S106 payment.

Discussions with developers looked at a range of scenarios, some with New Homes Bonus and some without, but overall it was agreed that £40 million of projects would require around 4,000 new homes to be built around the town.



Housing development to contribute towards infrastructure funding



Step 7: Where should the new homes go?

Introduction

The previous section established that the most reliable way to deliver the identified projects in the town, in light of the limited public sector funding opportunities, will be through funding brought about by the development of around 4,000 new homes at Burgess Hill. With a potential housing figure identified, this section now considers where this new housing should go.

Previous work

A raft of work has been undertaken to date (going back as far as 2005) to consider where the most suitable and sustainable locations for future housing in Burgess Hill are to be found. Although much of this work was linked to the housing figures contained in the drafts and ultimately the final adopted version of the (soon to be abolished) South East Plan, much of it is based on sound technical work and community engagement and provides a good starting point. This work largely focused on development locations around the edge of the town, as opposed to sites within the urban area. Although the Town Centre Masterplan, adopted by Mid Sussex District Council (MSDC) as a Supplementary Planning Document in 2006, identifies housing as part of a mixed use redevelopment of the centre, this is only likely to deliver a relatively small percentage of any future housing in the town. Furthermore, this housing is likely to comprise flats and not family housing and there are questions as to when this will be delivered.

This section, therefore, examines the early technical and visioning work undertaken and the subsequent locations for growth in Burgess Hill considered through the early stages of the Mid Sussex District Core Strategy. Finally, it identifies two locations on the edge of the town which the Town Council considers as having excellent potential to deliver the 4,000 new homes in a sustainable way, whilst also having a positive impact on the wider town and helping to achieve the Town Council's vision.

Early technical and visioning work

Two key pieces of work have been undertaken by consultants for MSDC in the last 5 years. These comprise:

- Feasibility Study for Development Options at Burgess Hill (Atkins, 2005)
- Burgess Hill – Visioning the Future (David Lock Associates 2007).

The key outcomes of these documents are briefly described below.

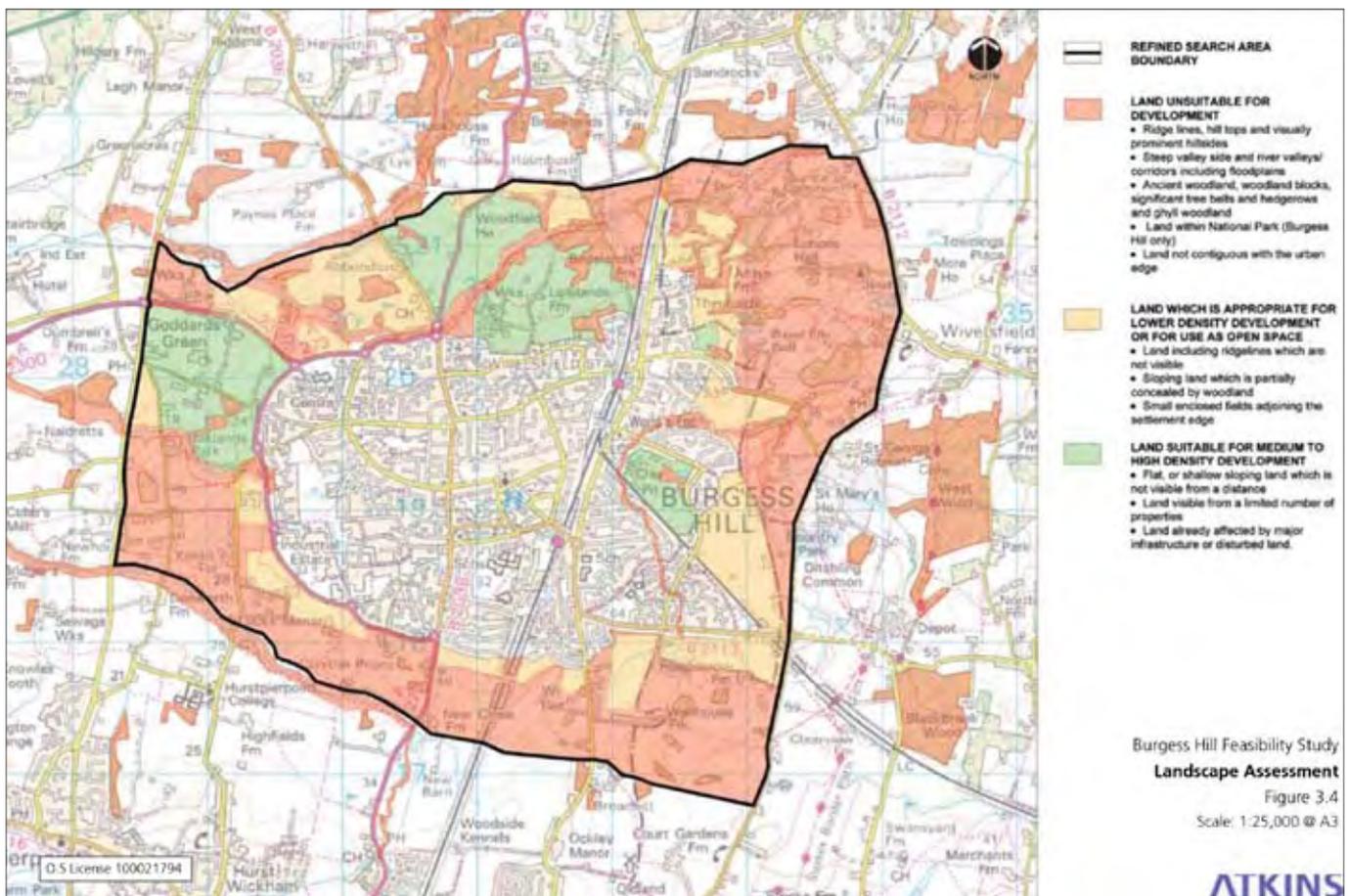
Feasibility Study for Development Options at Burgess Hill (Atkins, September 2005)

Atkins consultants were commissioned by MSDC in January 2005 to investigate the potential for additional strategic development on land around Burgess Hill. The study sought to identify if there were any appropriate areas for viable and sustainable new neighbourhoods around the town suitable to accommodate up to 5,000 new dwellings.

The report examined a number of aspects including environmental, ecological and landscape constraints as well as catchment areas to both public transport nodes and key community facilities in the town. The analysis resulted in a plan that identified:

- Land unsuitable for development;
- Potential developable areas with appropriate mitigation; and,
- Potential developable areas.

The work ruled out large areas of land around the town as unsuitable, leaving several pockets of land that were considered as potential developable areas. The most significant areas that were considered suitable, either with or without mitigation were a large site to the east of the town between Ditchling Common and the railway line and large areas of land to the north and west of the town.



Land Suitability around Burgess Hill (Atkins, 2005)

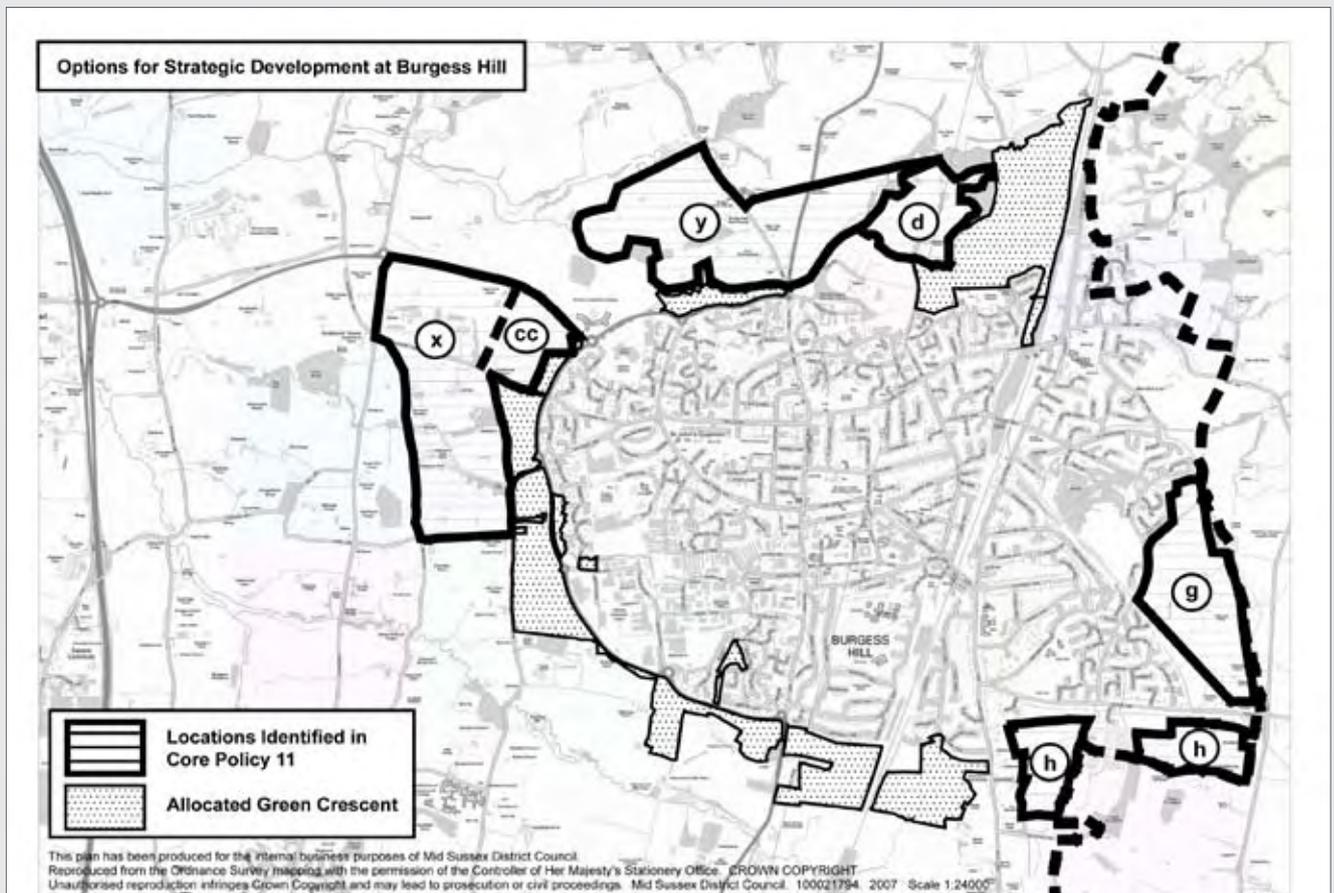
Further to an analysis of existing transport and utilities infrastructure, the report identified various development options capable of accommodating approximately 5,000 homes. The options comprised a couple of large areas to the west and north of the town (called options A and B) as well as an alternative option comprising a number of smaller and medium sized areas scattered around the town (option C). Option C was seen by the consultants as the preferred option, largely as it sought to distribute development in a number of locations around the town arguing that this approach would help the new developments to integrate with the surrounding town and collectively contribute towards the viability of services, both financially and through usage. However, this study was purely a “development capacity” exercise and did not include any stakeholder involvement or a public consultation exercise. A counter argument to the option C approach is set out later in this section.

Mid Sussex District - Core Strategy

Based on the Atkins and David Lock Associates work, MSDC identified a number of “Broad Locations for Development” around Burgess Hill as part of their Core Strategy Pre-Submission consultation document in January 2008. At that time, the Council was looking at accommodating around 3,000 new homes on land around Burgess Hill. An initial list of sites were selected and then assessed against social, economic and environmental indicators in a Sustainability Appraisal. Six of these locations were subsequently identified as potential housing sites around Burgess Hill and these are shown on the plan below. Consultation responses were received on these sites between January and March 2008.

Whilst the background studies by Atkins and David Lock Associates provided information on capacity, locational suitability and visioning, the submissions made to the Core Strategy Pre-Submission Document consultation provided information on which sites could realistically be delivered and how they could fit into the wider town vision. During this process, two strategic sites were considered to be of particular merit and received strong support from the Town Council as they:

- Were largely located in areas previously identified as suitable (with or without mitigation);
- Were of a scale that would lead to the comprehensive delivery of housing as part of a town wide spatial plan, as opposed to a piecemeal housing approach on smaller sites (see below); and,
- Had the potential to deliver a number of key benefits sought by the Town Council and identified earlier in this report.



Sites identified in the Mid Sussex District Core Strategy Pre-Submission Document (January 2008)

Although the original work undertaken by Atkins was robust, it was considered contrary to more recent best practice guidance prepared by the Town and Country Planning Association (TCPA) in 2007 in a report entitled “Best Practice in Urban Extensions and New Settlements”. In brief, this report sought to promote large-scale urban extensions as best practice due to the fact that: “by virtue of their scale, and if carefully designed and developed to produce integrated ‘holistic’ settlements, they can encourage and accommodate highly sustainable patterns of living”. This is “in contrast to the limited scope of smaller, one off or ‘penny packet’ developments” such as the smaller Greenfield releases around Burgess Hill as suggested in the Atkins report. It is considered that larger scale developments of 500 homes + can help deliver infrastructure that can not only benefit the new residents, but also the existing population. It could also be argued that they can be delivered in a more comprehensive fashion.

The two sites, which the Town Council considered to be of merit, comprised:

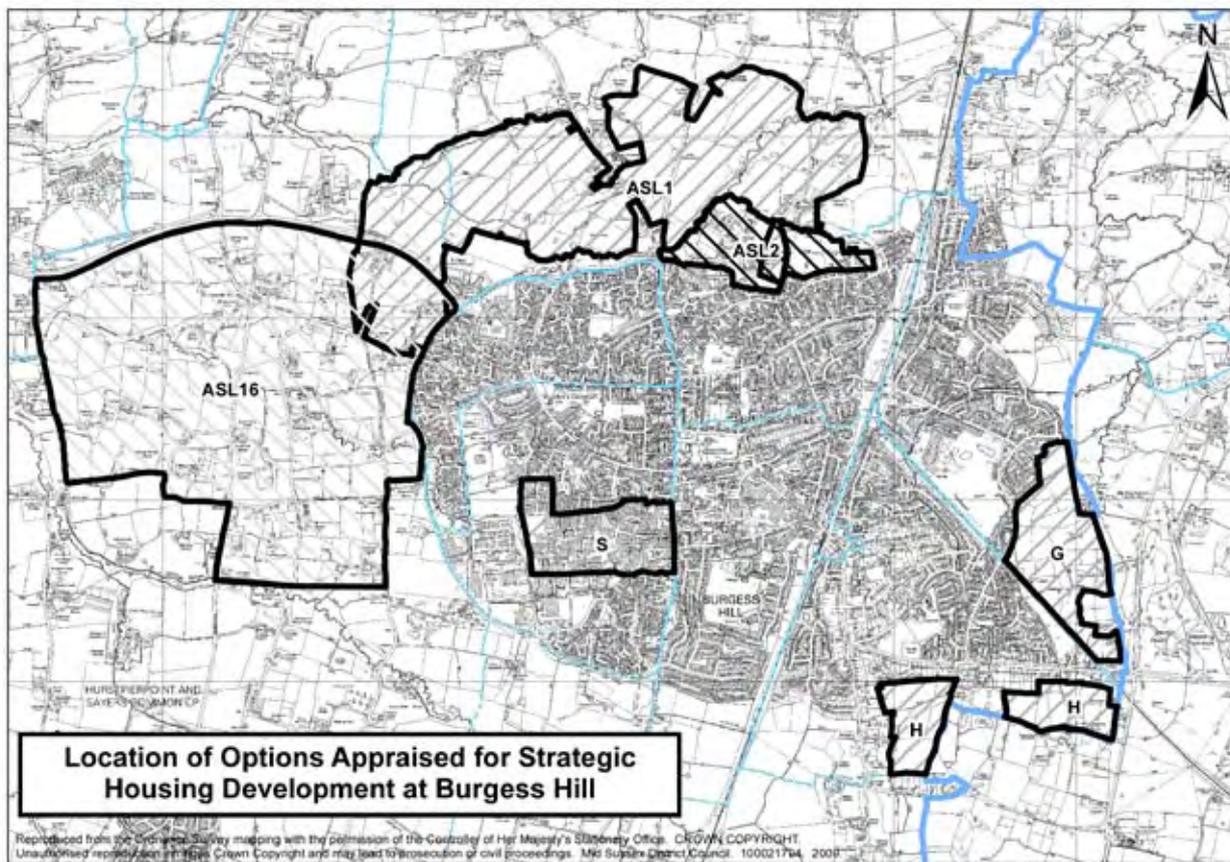
- Land to the east of Kings Way; and,
- Land to the north of the town – known as the “Northern Arc” or “Northern Sector”

These are shown on the plan below. (Ref: ASL 1/2 and G)
Both sites were progressed through the Core Strategy and were identified in the draft Core Strategy Submission Document until work on this was suspended in December 2009.

Despite its suspension both the Town Council and officers at MSDC saw excellent merit in these sites and are still keen that the opportunity of delivering these schemes along with the benefits that they can bring is not lost.

Further descriptions of the sites and the additional benefits that they offer are set out overleaf.

(Note: the proposals originally submitted to MSDC have evolved since the original submission).





Land North of Burgess Hill



Land East of Burgess Hill

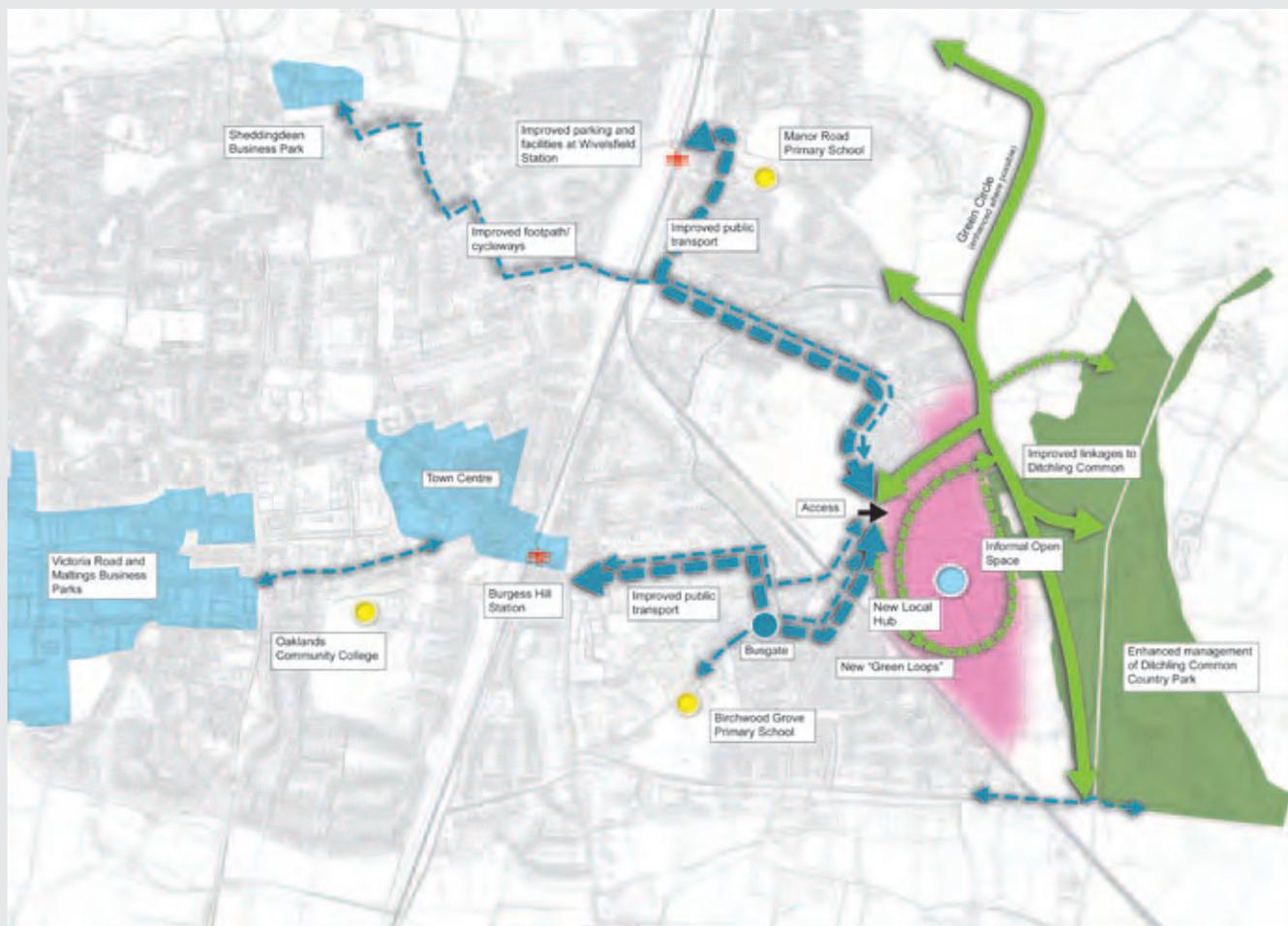
Preferred locations for housing development

Land east of Kings Way

Land to the east of Kings Way comprises an area between the railway line and the edge of Ditchling Common. The site has the potential to provide a mixed use community potentially comprising:

- Up to 500 new dwellings;
- Provision of high quality and accessible informal public open space – benefiting the eastern side of the town that is currently extremely deficient;
- Robust, long-term on site management of the Ditchling Common SSSI as well as further improvements including access;
- A local hub serving the site and the wider local community;
- Sustainable transport measures and links into the town centre; and,
- Improvements to the Green Circle.

A plan of the site and its main attributes is shown below.



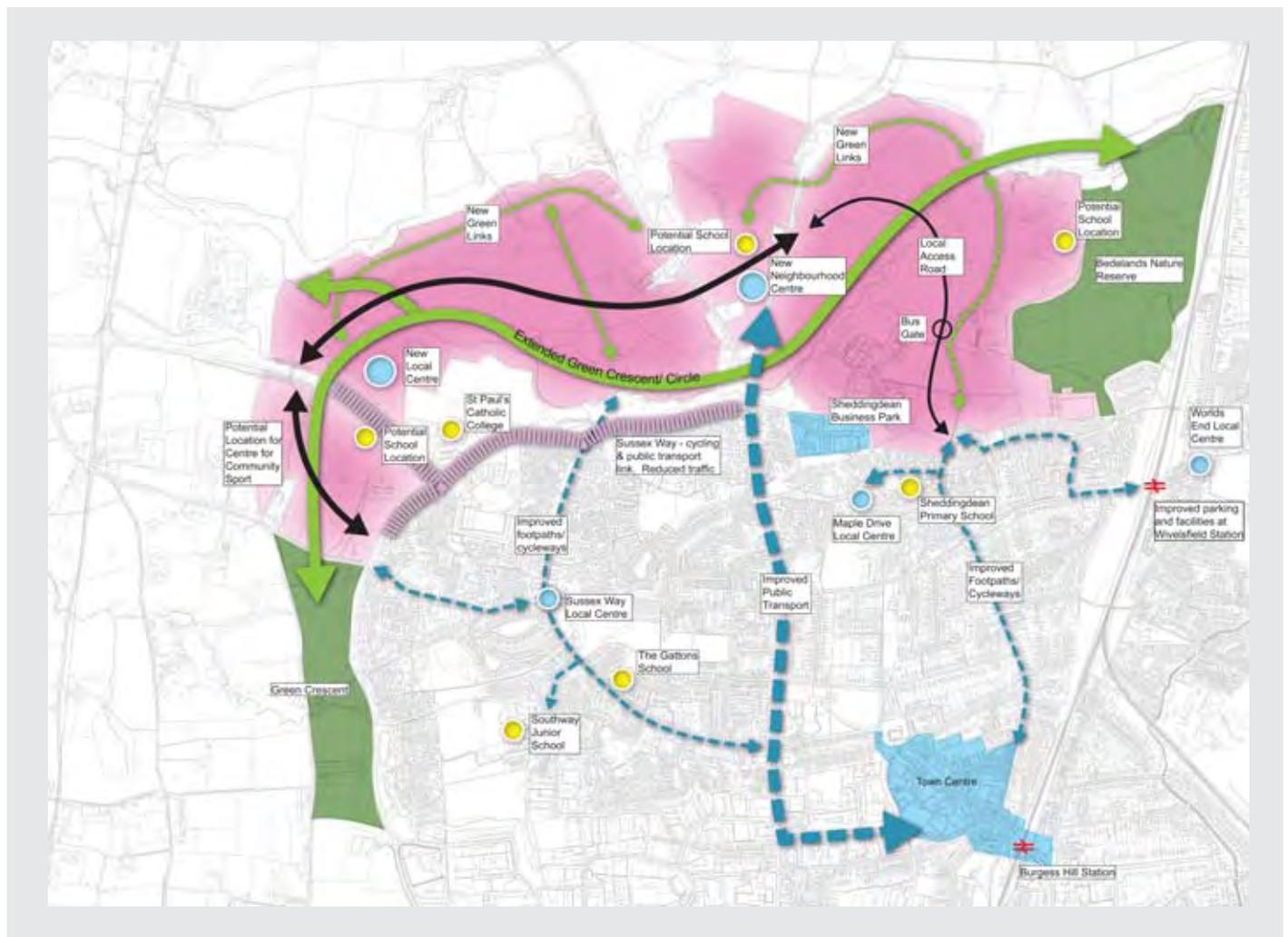
The Northern Sector

The Northern Sector comprises land to the north of the town, immediately abutting Jane Murray Way and extending from Goddards Green Water Treatment Works in the west to the edge of the Bedelands Nature Reserve/Burgess Hill Town Football Club in the east. It largely comprises land controlled by a developer consortium (known as the Northern Arc), but also includes the former sewage treatment works and land owned by MSDC (including the site of Burgess Hill Town Football Club). The Northern Sector has the capability to deliver a mixed-use development potentially comprising:

- Up to 3,500 new dwellings;
- A new neighbourhood centre area, including:
 - Small scale local retail
 - Health centre
 - Community use;
- A further local centre area comprising small scale retail;

- Education (possibly including a new secondary school and two new primary schools);
- The Centre for Community Sport;
- Sustainable transport measures and links into the town centre;
- A northern link road taking traffic away from Sussex Way, thus creating a sustainable transport corridor;
- An extension of the Green Crescent to form a Green Circle around the north of the town; and,
- Protection of a number of ecological features including:
 - Areas of Ancient Woodland
 - The Bedelands Nature Reserve
 - The Adur East river corridor
 - A Site of Nature Conservation Importance.

A plan showing the site and its main attributes is shown below.



The Northern Sector

Overall housing requirement in the town

This report has already identified the need for Burgess Hill to accommodate at least 4,000 new homes to help deliver the identified future projects. This figure is over and above the existing housing commitment in the town (sites with planning permission or allocated in the existing local plan) which currently add up to around 1,500 homes.

Additional benefits

In addition to the benefits identified to date, new housing in Burgess Hill will bring with it further benefits, which are briefly covered in the following paragraphs.

Additional expenditure in the town centre

The additional population living in the new housing will almost certainly have a positive effect on Burgess Hill by way of creating extra expenditure in the town centre. This has been calculated using figures contained in the retail reports carried out for Mid Sussex District Council in 2008 and 2009 (see appendix H).

It is estimated that 4,000 new homes could result in over £23 million of additional expenditure (taking account of leakage to competing local towns). Much of this is likely to be spent in the town centre's shops and businesses.

The additional expenditure in the town centre, coupled with the investment and revitalization of it, as a result of the projects identified earlier, could potentially result in:

- More profitable shops and businesses in the town
- Greater number and mix of shops
- New restaurants and cafes
- More interest from major independent shops and quality national stores.

It is worth noting that major retailers (e.g. Debenhams and Next) showed interest in the previous town centre scheme and this strategy could encourage them to finally make the move to Burgess Hill.

Additional Job Creation

Although Burgess Hill is not an area of high unemployment, the new housing could bring further job opportunities, for example, additional construction jobs. Using recognised published data sources and methodologies it is estimated that a total of 380 jobs will be created locally. The calculations behind this are shown in appendix I.

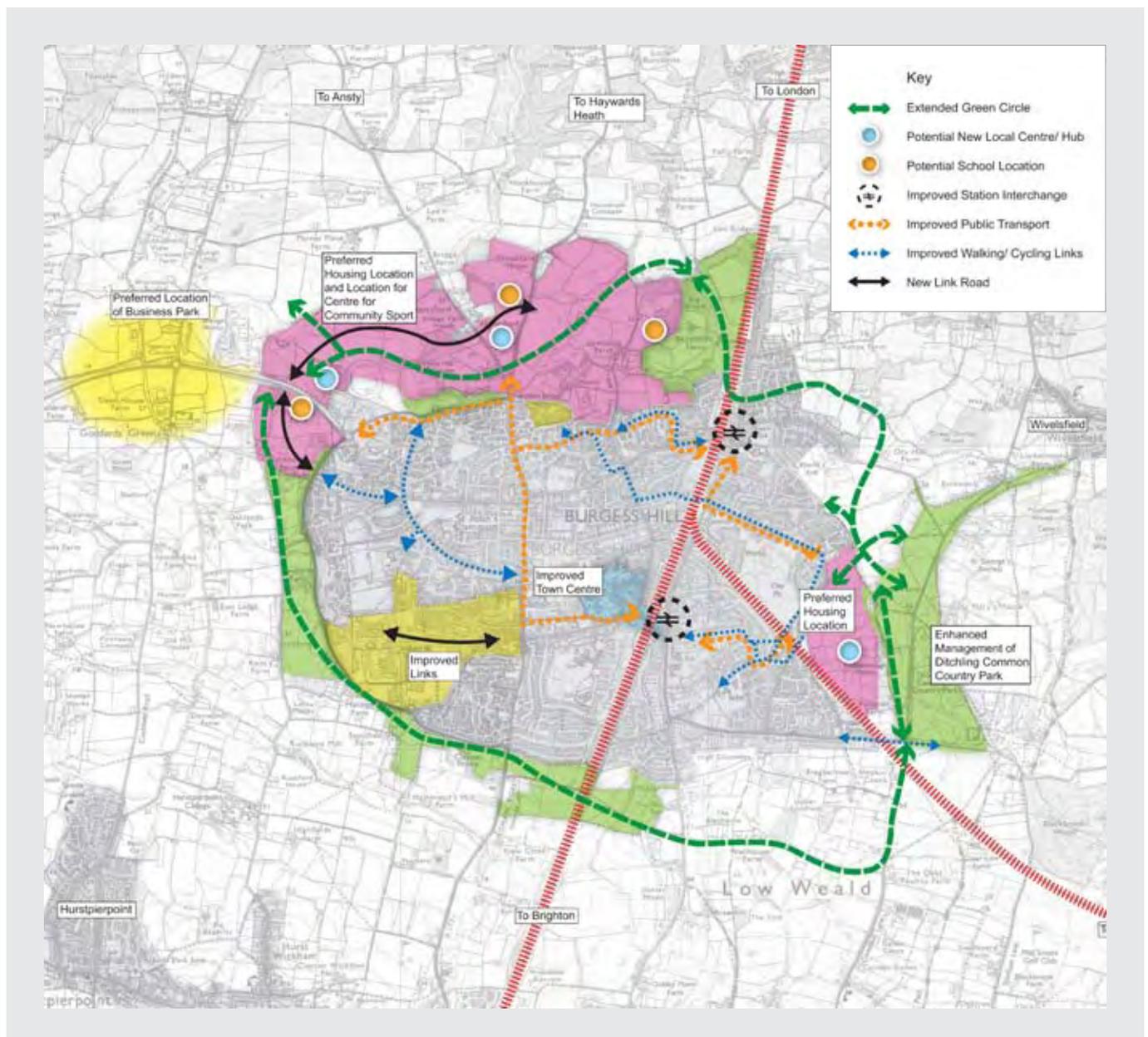
New housing - helping families and the local economy

New housing growth in the town offers the chance to ensure that Burgess Hill gets the housing it really needs. This can help to:

- Ensure that the right types of housing are built, such as larger family accommodation, ensuring that families can stay in the town and do not have to move elsewhere to find somewhere to live;
- Provide more affordable homes, enabling younger people and key workers (police, nurses, firemen) to remain living in the area;
- Support local economic growth by providing new living accommodation for those seeking to work in the area. A lack of high quality, affordable homes could dissuade people from moving to the area to work there, thus meaning that the local economy suffers and cannot grow. Alternatively, it could result in people commuting into Burgess Hill, thus impacting on local traffic congestion; and,
- Bring higher quality, modern and sustainable homes to Burgess Hill.

Housing growth as part of a town wide strategy

The plan below shows how all the elements of the strategy could come together in the future to create a 21st century town.



Step 8: Consultation Approach

Consultation approach

Having developed a strategy that:

- Set out a vision;
- Identified projects to achieve the vision;
- Costed the projects;
- Examined how these could be funded - potentially through new housing development; and,
- Identified appropriate locations for development;

the next stage of the process was to consult on the strategy with the general public and key stakeholders. The consultation approach was driven by the Communications Focus Group. The consultation approach is described in this section.

Initial town wide consultation (November 2010 – January 2011)

About Town Newsletter

In order to inform the local community of the work that the Town Council were doing, a leaflet was inserted in the Town Council's free "About Town" newsletter that was distributed to all households in the town (equating to 12,000 households in total). It was also put onto the Town Council's website and sent to the surrounding Parish Councils for them to host on their websites.

The purpose of the leaflet was to inform the public of the work that was being undertaken by the Town Council and to let them know of the consultation event that was to take place early in 2011.

A copy of the newsletter leaflet is included in Appendix A.

Mid-Sussex Times

In addition to the newsletter, an article was placed in the Mid Sussex Times, which went on sale in November 2010. This also informed the local residents of the work being done and of the forthcoming consultation events.

A copy of the article is included in Appendix B.

Letters to key stakeholders

Letters explaining the work being undertaken and the details of the consultation events were sent out to a large number of stakeholders. The stakeholders are listed in Appendix D and a copy of the letter is contained in Appendix C.

Consultation events (January – March 2011)

The key findings of the Town Wide Strategy work were consulted upon between January and March 2011. The consultation comprised an exhibition which is included in Appendix E. Questionnaires were also handed out at the exhibitions and a copy is contained in Appendix F. The event was also advertised using posters on Town Council notice boards around Burgess Hill. A copy of the poster is at Appendix G.

All of the exhibition details and comment sheets were also available to view and download on Burgess Hill Town Council's website (<http://www.burgesshill.gov.uk/strategicvision>) and responses to this were requested by Friday 18th March 2011.

In addition, the Town Council also hosted or attended further consultation events, using the exhibition material at the following venues/events:

- Woolpack Pub at a 'community night'
- Ditchling Parish Council
- Burgess Hill Town Council Annual Meeting
- Parents evenings at the following schools
 - Burgess Hill School for Girls
 - Manor Field Primary School
 - The Gattons Infant School
 - The Gattons Children & Family Centre
 - St Wilfrids Catholic Primary School

Further meetings have also been held with the following parish councils:

- Ansty and Staplefield
- Cuckfield
- Hassocks
- Hurstpierpoint and Sayers Common

Other meetings with parish councils in East Sussex also took place.

Consultation exhibition details

1. Burgess Hill Town Council Offices

96 Church Walk
Burgess Hill
West Sussex
RH15 9AS

Date:

Monday 31st January to Friday 4th March 2011

Time:

Monday to Friday each week from 9.00am – 5.00pm
Town Council staff were available for questions
Questionnaire was available for feedback

2. Market Place Shopping Centre

Church Road
Burgess Hill
West Sussex
RH15 9NP

Date:

Saturday 29th January and then every Saturday
(5th February, 12th February, 19th February,
26th February, 5th March 2011)

Time:

Every Saturday from 9.30am - 12.30pm
Town Council councillors were available for questions
Questionnaire was available for feedback

3. The Triangle Leisure Centre

Triangle Way
Burgess Hill
RH15 8WA

Date:

Every day from Saturday 29th January -
Saturday 5th March 2011

Time:

This exhibition was NOT staffed
Questionnaire was available for feedback

4. Annual Town Meeting

Cyprus Hall
Cyprus Road
Burgess Hill
RH15 8DX

Date:

Tuesday 8th March

Time:

7.30pm - 10.00pm
All residents of the town were invited to attend as
a statutory function of the Town Council. The Town
Wide Strategy was the theme of the meeting and
included the exhibition and workshops.

Step 9: Consultation feedback

The consultation events

The consultation events were very popular, particularly the manned exhibitions held in Market Place on Saturday mornings. Images taken from the consultation events are shown below.



Exhibition at the Annual Town Council Meeting



Exhibition in the Market Place Shopping Centre



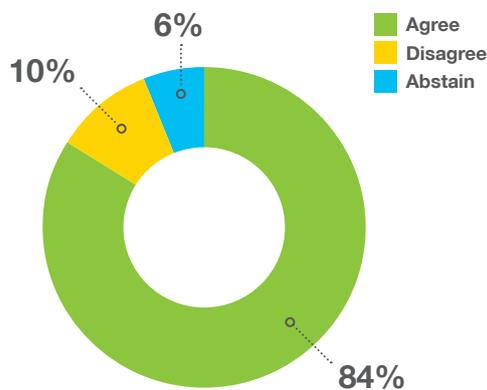
Exhibition at the Triangle Leisure Centre

Questionnaire feedback

Questionnaires were filled out throughout the consultation period. These comprised questionnaires completed at the exhibitions, as part of meetings (e.g. Town Council Annual Meeting) and online responses. In total, the Town Council received 825 responses. The results in relation to each question posed are set out below.

Question 1

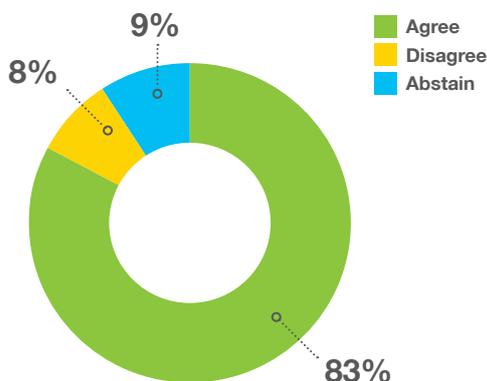
Is it a good idea to have a 20 year strategy for Burgess Hill?



There was clearly a large amount of support behind having a 20 year strategy for the town.

Question 2

Do you agree that this should be led by the Town Council?



As with question 1, the responses showed a very high percentage of support for the Town Council leading the process.

Question 3

Please rank in order (1 = highest and 5 = lowest) the town benefits that you would support the most. The results showed that improvements to the town centre were the most popular benefit that people wanted to see, followed by further community and environmental enhancements. The business park was seen as the least popular benefit.

Rank	Benefit
1.	Town centre
2.	Community and environmental
3.	Transport
4.	Recreation and sport
5.	Business park

Question 4

Please tick the top 3 benefits that you would like to see provided in Burgess Hill over the next 20 years.

Rank	Benefit
1	Town centre revitalisation (e.g. new town square)
2	Wider range of shops
3	Green Circle network extension and improvements
J4	Improved links into the town centre (e.g. roads, footpaths and cycle links)
J4	Additional and improved formal / informal recreation and open space to the East
6	Rapid public transport system with real time arrival information
7	Improvements to transport interchanges at both railway stations
8	New Centre for Community Sport
9	Additional education provision
10	Improved management of Ditchling Common
11	Arts Centre
12	New business park
13	New link road from Victoria Business Park
14	New civic info centre
15	More space for existing businesses

This question asked people to identify specific projects that they would like to see and the responses were largely consistent with those in question 3. The town centre was once again popular with its revitalisation and wider range of shops seen as the top two benefits. Improved links to the centre also scored highly.

Continued

Question 4 - Continued

The Green Circle Network extension and improvement was ranked number three in the list of responses, showing how valuable this is to the town and additional formal/informal recreation space in the east of Burgess Hill was also a popular choice.

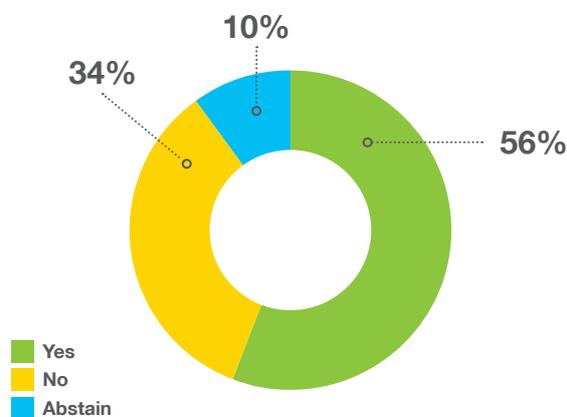
Transport improvements were also high on people's agenda with rapid public transport/real time information ranked in fifth place and improvements at the station interchanges ranked in seventh.

Projects that were less popular included those relating to the existing and proposed business parks. Some of the key town centre stand alone projects were less popular, however, it may have been that people considered these to be covered under town centre revitalisation.

Question 5

The final question asked whether people supported the plan for Burgess Hill i.e. the plans shown on the consultation boards, including the housing numbers (around 4,000 new homes) and locations for development (Northern Sector and Land East of Kings Way).

Overall, the results were as follows:



Overall, there was notable support for the Town Council's plan for Burgess Hill with 56% of those who voted in favour. Only a third of respondents were not. However, there was a percentage of people (10%) who did not respond to this question. It was considered that this was probably for two reasons, first, they did not turn the questionnaire over and complete the back (this question was on the reverse side) and second, they did not feel ready to commit to stating their view at this stage.

Demographic profile of questionnaire respondents

The questionnaire also asked people to provide certain personal details in order to help ascertain the demographic make-up of the survey pool. Details requested were:

- Name (optional)
- E-mail (optional)
- Age group
- Male/female
- House number (optional)
- Postcode
- Name of organisation (If applicable)
- Date

Whilst people were encouraged to fill out all sections of this, certain items were considered optional – as people are often reluctant to give too much detail or do not want to be followed up.

Of those who provided details, the results were as follows:

Age group:

Ages 0-19:	3%
Ages 20-39:	17%
Ages 40-59:	43%
Age 60+:	37%

There was a broad response from across the age groups. However, as is often the case, the majority of respondents were aged 40 and over.

Gender

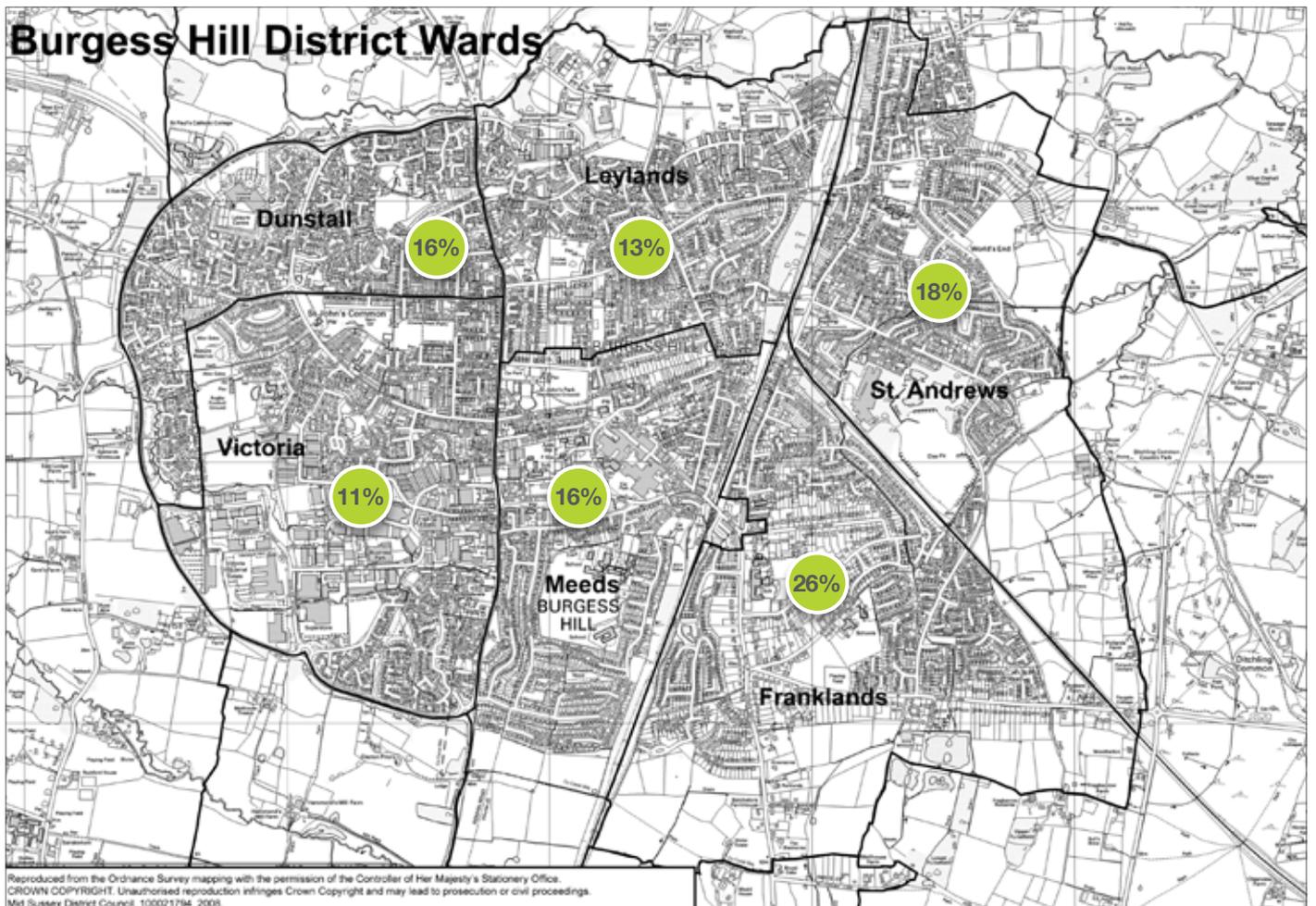
Male:	52%
Female:	48%

There was a relatively even split of male and female respondents.

Geographic ward breakdown

The geographic spread of respondents is shown in the table below and spatially on the plan.

Ward	Respondents
Victoria	11%
Meeds	16%
Dunstall	16%
Laylands	13%
St Andrews	18%
Franklands	26%



A number of detailed comments were received from the questionnaire response. The Town Council undertook the task of reviewing these before categorising them into 18 topics and summarising them. A summary of each topic is contained in a separate report entitled "Burgess Hill - A Town Wide Strategy for the next 20 years - Summary of responses".

12. Summary

Summary and conclusions

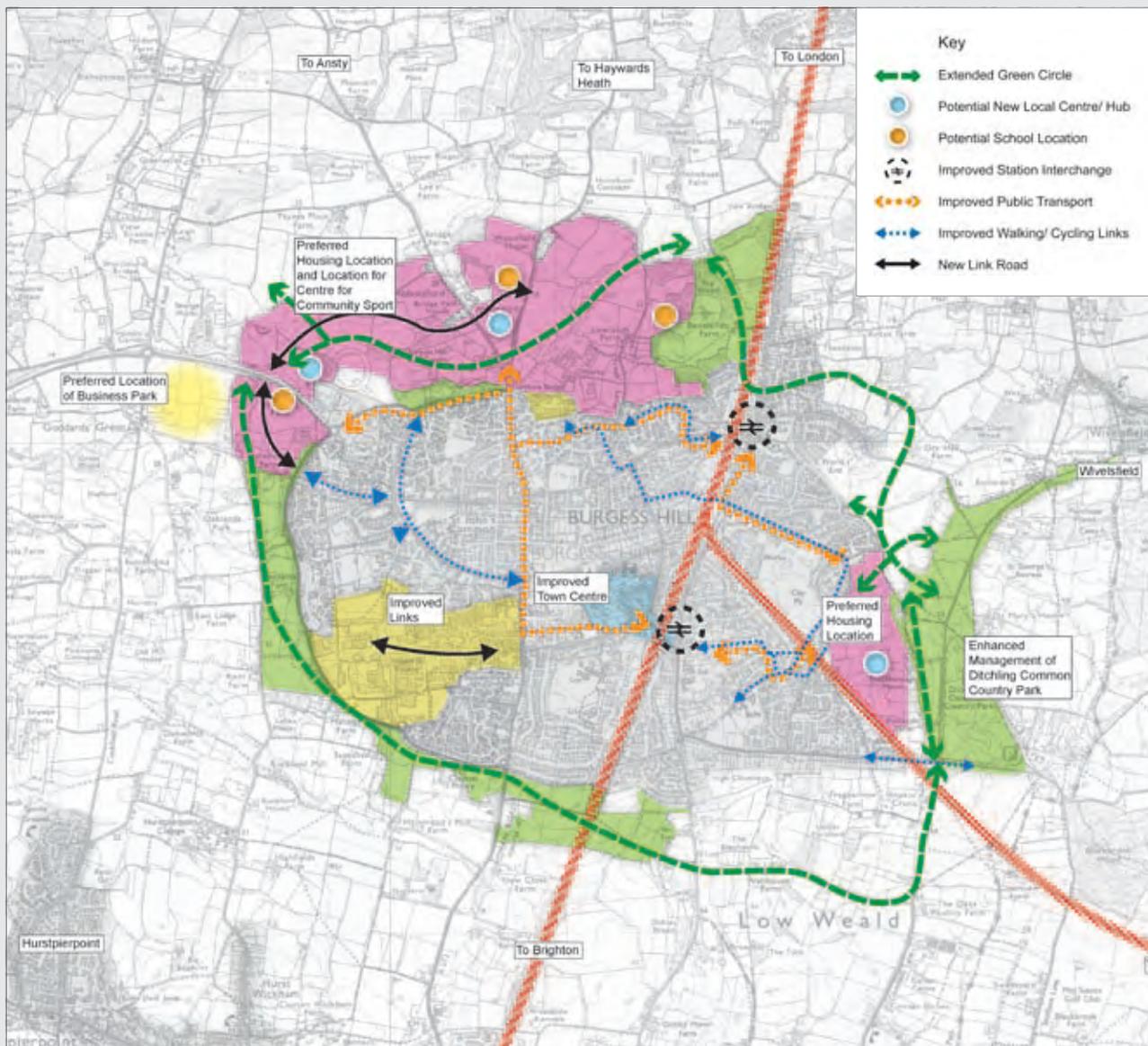
This report has set out the process that Burgess Hill Town Council went through in the seven month period between September 2010 and March 2011.

This process started with a vision and set of objectives that the Town Council wanted to achieve and then followed a process that identified how this vision could be achieved, both through the identification of projects/benefits to the town and a funding strategy to help deliver this. It then sought to consult on this with the local public, who not only showed their support for such a plan and the Town Council's leading role in this, but also for the plan itself – which showed the need to accommodate 4,000 new homes in the town to the north and east as well as how everything could fit together to create a successful 21st century town.

As part of the Town Council's ongoing commitment to involve the community in this process, it will shortly be establishing a Community Interest Company or Trust to act as a "Delivery Vehicle" for the community infrastructure improvements contained in the strategy. This will involve local authorities, community and developer representatives.

On the back of such strong local support, the Town Council considers that this document could now be used for the following:

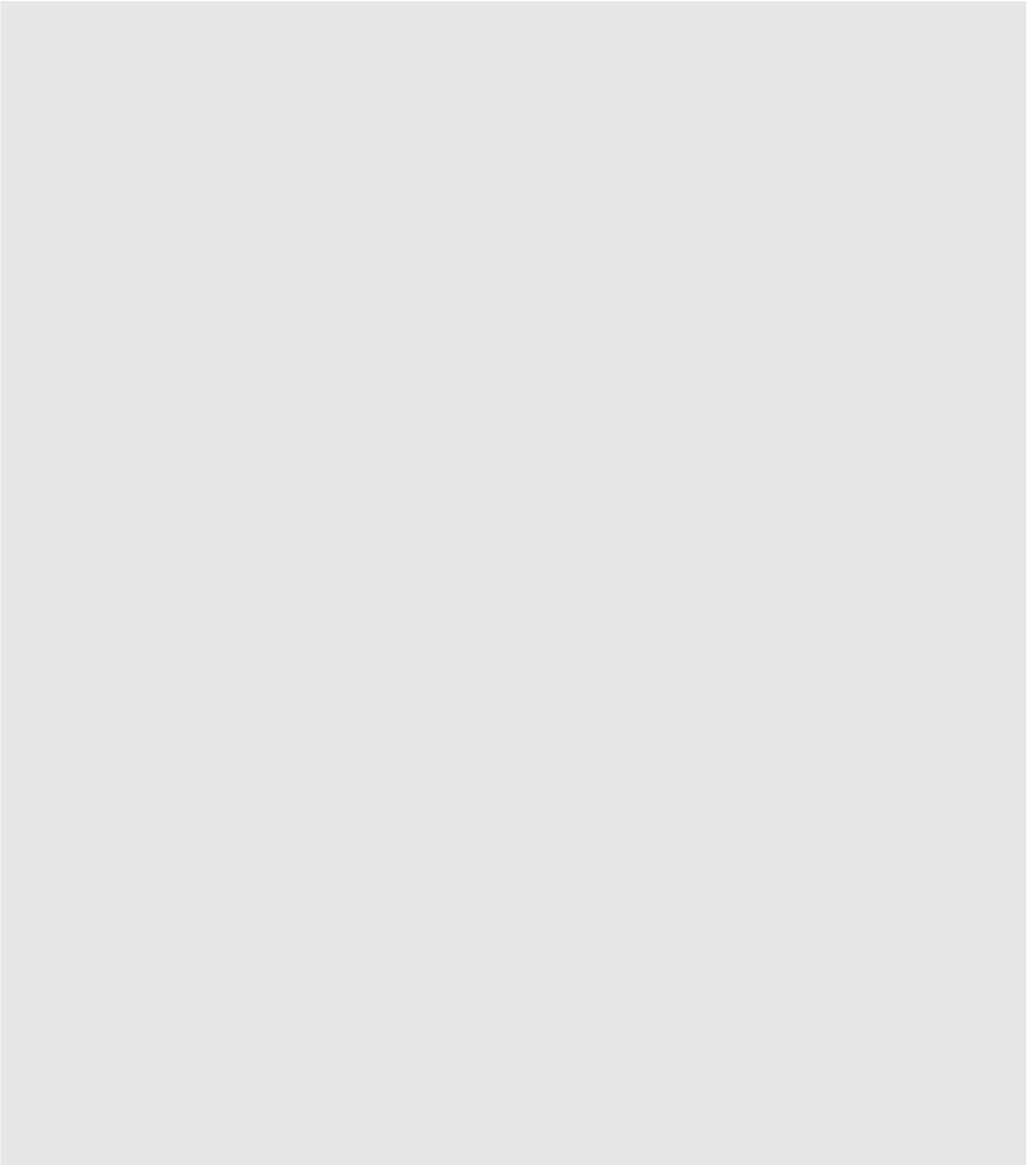
- To act as a record of the process – from project inception through to final consultation event;
- To feed into the Mid Sussex District Council's new District Plan; and,
- To be used as a material consideration in the support of any future planning applications that accord with the strategy.



The Burgess Hill Town Council's Preferred Town Wide Strategy
(Note: extent of the business park has now altered).

Appendices

- A** - About Town Newsletter leaflet (November 2010)
- B** - Mid Sussex Times article (November 2010)
- C** - Letter to consultees
- D** - List of Consultees
- E** - Town Wide Strategy Public Exhibition Display
- F** - Town Wide Strategy Public Exhibition Questionnaire
- G** - Town Wide Strategy Public Exhibition Advert Poster
- H** - Retail expenditure in the town centre - calculations
- I** - Additional expenditure - calculations



A - About Town Newsletter Leaflet (November 2010)



**Help us help you create
a better Burgess Hill**

Burgess Hill - A Town-Wide Strategy for the Future

Burgess Hill Town Council is committed to taking a lead role in the future development of the town and its economy to make it an even better place in which to live, work and invest. This leaflet sets out how we are currently going about achieving this through the creation of a town wide strategy.

The Vision for Burgess Hill

Working with its partners - the local planning authority of Mid Sussex District Council, West Sussex County Council and other local organisations - as well as you, the local community, the Town Council has been creating a vision for the town which inspires and can ultimately be delivered.

Over the past few years, the Town Council has identified, through extensive local consultation, a number of key objectives that will help make the town an even better place.

These include:

- + A revitalised town centre
- + New economic investment in the town
- + Improved and additional services and facilities in the town - such as new schools, better/more open space, modern and frequent public transport and a network of community facilities.

Despite the recent downturn in the economy, which has seen the District Council's town centre developer partner Thornfield Properties go into administration and a number of public sector funding streams potentially drying up, the Town Council is still fully committed to delivering its objectives and fulfilling its vision for the town.

Achieving the Vision

The Town Council and its partners at Mid Sussex District Council are in the process of seeking new investment in the town centre in order to realize the ambitions of the local residents, businesses and the adopted Town Centre Masterplan.

Whilst the town centre is one important objective, economic investment as well as new facilities to cover existing deficiencies and provide improved services in the wider town is seen as just as important.

However, this new infrastructure will not come cheap and the Government's recent public spending cuts are likely to mean that funding towards new services and facilities in the town will be extremely limited. Despite the likely cuts, these improvements could still be delivered if combined with new residential development in the town.

Has new housing brought benefits to Burgess Hill before?

Burgess Hill has a proven track record of securing benefits this way. In the 1990's the Triangle Leisure Centre, the A2300 link road, Jane Murray Way, the Green Crescent, the extension to the Victoria Business Park, a new secondary school and a local centre - all of which are vital to the town today - were all achieved through the development of housing to the west of the town in the last twenty years.

This development also provided much needed family housing to help support the economy in Burgess Hill today.

Therefore, there is a case to encourage further new housing development in Burgess Hill to:

- + Create a larger population to support the town's shops and businesses
- + Provide the type of housing, both private and affordable, that the town needs
- + Pay for new and improved services and facilities in the town.

A - About Town Newsletter Leaflet (November 2010)



What potential 'town benefits' could we get this time around?

Additional new housing in the town could, once again, help fund new services and facilities such as:

- + A new Centre of Community Sports
- + A new business park on the A2300, providing more local jobs
- + Improved education facilities
- + Affordable housing

- + Further develop the Green Circle Network
- + Public realm improvements to the town centre acting as a catalyst for future inward investment
- + New Civic Centre facilities
- + Modern rapid public transport
- + Better linkages and connections to the town centre
- + Improvements to east-west travel movements

- + Better station interchanges potentially including a new car-park at Wwelsfield Station
- + A link between York Road, Victoria Road and Queen Elizabeth Avenue
- + New, high quality open space in neighbourhoods that are currently deficient
- + Enhanced management of Ditchling Common Country Park
- + Improved recreational/community facilities on the east side of town
- + Additional community facilities

What is being done to understand how many new homes will be needed to deliver these benefits?

Now is the opportunity to work out what housing we need locally.

Failure to assess and plan for local need could result in:

- + Delays in house building with knock on impacts for the delivery of the town benefits
- + Interim, unplanned and piecemeal housing development that does not help achieve or deliver these benefits or the overall vision for the area.

The Town Council is keen to push ahead to deliver a better Burgess Hill that ensures that this future and necessary housing growth in the town:

- + Is located in the right places
- + Is of a scale that can really deliver the wider community benefits
- + Does not just comprise isolated pocket developments, but instead fully integrated communities.

What next?

Burgess Hill Town Council is currently working with Mid Sussex District Council, West Sussex County Council and a number of stakeholders to examine the feasibility of achieving the town benefits. In particular, this work will explore:

- + The number of new homes needed to fund the town benefits
- + Where this housing could/ should go
- + How everything could fit together to create a coordinated Town Wide Strategy for Burgess Hill.

Once this work has been undertaken it will be over to you to comment on and help refine the proposals through a series of public exhibitions to be held in the town (locations to be announced). These exhibitions will be held early in the new year and will enable you to meet key members of the Town Council and discuss the strategy further. In the meantime, should you wish to share your thoughts or learn more about the process and future exhibitions then feel free to contact the Town Council at:

www.burgesshill.gov.uk/strategicvision

In essence, help us help you to create a better Burgess Hill.



Burgess Hill Town Council

B - Mid Sussex Times Article (November 2010)

Housing could bring benefits

■ by **PHIL DENNETT**

phil.dennett@sussexnewspapers.co.uk

NEW housing could help Burgess Hill see some improvements despite the economic crisis. That is the view of town councillors in a document on the future of the town.

They say that despite the downturn they want to see improvements for residents.

But they warn the Government's cut-backs will make it hard to find money and one way might be money released under agreements with developers.

The councillors say Burgess Hill has a proven track record of securing benefits this way.

It names the Triangle Leisure Centre, the A2300 link road, Jane Murray Way, the Green Crescent, the extension to the Victoria Business Park, a new secondary school and a local centre as examples. They were paid for from money under legally-binding agreements with developers when houses were built to the west of the town in the last 20 years, known as planning gain.

The council says: "This development also provided much needed family housing to help support the economy in Burgess Hill today. Therefore, there is a case to encourage further new housing development in Burgess Hill to create a larger population to support the town's shops and businesses, provide the type of housing that the town needs and pay for new and improved services and facilities in the town."

It says the money could help pay for a new centre of community sports, a new business park on the A2300 providing more local jobs and improved education facilities.

Other projects under the "Burgess Hill Town-Wide Strategy For the Future" could include affordable housing, further development of the Green Circle Network, new civic centre facilities, modern rapid public transport, and better links and connections to the town centre of Burgess Hill.

C - Letter to Consultees

Burgess Hill

96 Church Walk, Burgess Hill
West Sussex, RH15 9AS



Town Council

Tel: 01444 247726 Fax: 01444 233707
Email: council@burgesshill.gov.uk
www.burgesshill.gov.uk

Sent by email

01444 238208

david@burgesshill.gov.uk

Our Ref: DAC/MH/SP/TWS

25 January 2011

Dear Stakeholder

TOWN WIDE STRATEGY FOR BURGESS HILL INVITATION TO EXHIBITION

Burgess Hill Town Council is committed to taking a lead role in the future development of the town and its economy to make it an even better place in which to live, work and invest. Working with its partners - the local planning authority of Mid Sussex District Council, West Sussex County Council and other local organisations - the Town Council has been creating a vision for the town which inspires and can ultimately be delivered.

Over the past few years, the Town Council has identified, through extensive local consultation, a number of key objectives that will help make the town an even better place. These include:

- a revitalised town centre
- new economic investment in the town
- improved and additional services and facilities in the town - such as new schools, better/more open space, modern and frequent public transport and a network of community facilities.

The Town Council and its partners are in the process of seeking new investment in the town centre in order to realise the ambitions of the local residents, businesses and the adopted Town Centre Masterplan. Whilst the town centre is one important objective, economic investment as well as new facilities to cover existing deficiencies and provide improved services in the wider town are seen as just as important. This new infrastructure will not come cheap and the Government's recent public spending cuts are likely to mean that funding towards new services and facilities in the town will be extremely limited. Despite the likely cuts, these improvements could still be delivered if combined with new residential development in the town.



C - Letter to Consultees

Now is the opportunity to work out what housing is needed locally and the Town Council is keen to push ahead to deliver a better Burgess Hill that ensures that this future and necessary housing growth in the town:

- is located in the right places
- is of a scale that can really deliver the wider community benefits
- does not just comprise isolated pocket developments, but instead fully integrated communities.

Burgess Hill Town Council has embarked on a feasibility study and outlined a vision for the town which sets out how the town benefits can be achieved. In particular, this work has explored:

- the number of new homes needed to fund a range of identified town benefits
- where this housing could/ should go
- how everything could fit together to create a coordinated Town Wide Strategy for Burgess Hill.

We would like to invite you to attend one of the exhibitions to be held in Burgess Hill over a 5 week period from **29th January 2011 until 5th March 2011** outlining the Town Council's vision for the town. We are keen to hear your comments and views on the proposed Town Wide Strategy for Burgess Hill.

The exhibition details are as follows:

1). Burgess Hill Town Council Offices

96 Church Walk,
Burgess Hill,
West Sussex,
RH15 9AS

Starting from Monday 31st January to Friday 4th March 2011

Monday to Friday each week from 9am – 5pm

Town Council staff available for questions

Questionnaire available for feedback

2). Market Place Shopping Centre

Church Road
Burgess Hill,
West Sussex
RH15 9NP

Starting from Saturday 29th January and then every Saturday (5th February, 12th February, 19th February, 26th February, 5th March 2011)

Every Saturday from 9.30am – 12.30pm

Burgess Hill Councillors available for questions

Questionnaire available for feedback



3).The Triangle Leisure Centre

Triangle Way
Burgess Hill
RH15 8WA

Every day from Saturday 29th January - Saturday 5th March 2011

This exhibition is NOT staffed

Questionnaire available for feedback

All of the exhibition details and comment sheets are available to view and download on the Burgess Hill Town Council website (www.burgesshill.gov.uk/strategicvision). We would welcome comments via the website or in the post (sent to David Carden at Burgess Hill Town Council) by **Friday 18th March 2011**.

I hope to see you at one of the exhibitions and look forward to receiving your views and comments on the vision for Burgess Hill. If you have any further questions, please do not hesitate to contact either me or David Carden (Town Clerk).

Yours sincerely



Andrew Barrett-Miles
Chair of Burgess Hill Town Wide Strategy Steering Group

D - List of Consultees

List of consultees

Age UK West Sussex	Homes and Communities Agency
Sussex Sports Partnership	Marten House Residents Association
Sustrans	Wivelsfield Parish Council
Highways Agency	Louise Goldsmith (West Sussex County Council)
First Capital Connect	Dumbrills Close Residents Association
Hargreaves	Chailey Parish Council
Natural England	Kathryn Hall (Mid Sussex District Council)
Burgess Hill School for Girls	East Grinstead Council for Voluntary Service (CVS)
St Paul's Catholic College	Metrobus
Hassocks Parish Council	Robin Road Residents Association
Mr Norman Baker MP	Ditchling Parish Council
Multi-Cultural Group	Hurstpierpoint & Sayers Common Parish Council
Ansty & Staplefield Parish Council	Burgess Hill Churches Together
Sheddingdean CP Primary School	Rev Paul Jackson (Gateway Baptist Church)
Sport England	Birchwood Grove School
Rev Denis Bradshaw (St Edward's Church)	Cuckfield Parish Council
London Meed CP School	Gattons Infants School
Rev Robert Bushby (All Saints - United Reformed Church)	Oak Hall Park Residents Association
Compass Travel	Southern Water
The Brow Medical Centre	Denham Road & West Park Crescent Residents
Park View Health Partnership	Burgess Hill Business Parks Association Ltd
Plumpton Parish Council	Councillor Mike Livesey (Mid Sussex District Council)
Vanessa Cummins (West Sussex County Council)	The Meadows Surgery
South East Water	Councillor Gary Marsh (Mid Sussex District Council)
Southway Junior School	MP Francis Maude (House of Commons)
Gatwick Diamond Initiative	Sheddingdean Baptist Church
Lewes District Council	St Wilfrid's Roman Catholic Church
Sussex Enterprise	Environment Agency
	Brighton and Hove Economic Partnership

Park View Health Partnership	Paul Turner (Mid Sussex District Council)
Bedelands Farm Residents Association	The Kings Church Mid Sussex
Network Rail	Sussex Police
Action in Rural Sussex	Mr Garry Wall (Mid Sussex District Councillor)
Age UK	Glenbeigh Developments
Strutt & Parker	Sussex Wildlife Trust
Revd Kevin O'Brien (St John's Church)	Mid Sussex Older People's Council
Mr Chris Owen (West Sussex County Council)	Chamber of Trade
Sussex Fire and Rescue Services	Worlds End Association
St Wilfrid's Catholic School	Rydon Homes
Newick House School	Gleeson Strategic Land
Nick Rae (West Sussex County Council)	Wates Developments
South Downs National Park	Sunley Group
East Grinstead Town Council	Frank Haddock (Hitckstead Farming Limited)
Manor Field Primary School	Brian Wiseman (Chamber of Trade)
Southern Rail	Charles Worsley (Hookers Farm)
Fields in Trust (National Playing Fields Association)	Worlds End Association
Friends of Green Circle Network	Accessibility Action
The Hon Nicholas Soames, MP (House of Commons)	Mid Sussex Older People's Council
Mr Mark Southgate (Country Liner Operations Supervisor)	East Sussex County Council
Mid Sussex Christian Centre	Burnside Day Centre
Mr Kieran Stigant (West Sussex County Council)	Hurstpierpoint Society
Leylands Local Action Team/Hawthorns Residents Association	Jones Homes (Southern) Ltd
NHS West Sussex	A2300 Landowners
Oakmeeds Community College	Mid Sussex Area Bridleways Group
Bolney Parish Council	Mid Sussex Sustainability Partnership
Mr Tony Toynton (West Sussex County Council)	
Haywards Heath Town Council	

E - Town Wide Strategy Public Exhibition Display



Help us create
a better Burgess Hill



01

Burgess
Hill
Town
Council

 BurgessHill
Town Wide Strategy


A Town Wide Strategy for the next 20 years

Burgess Hill Town Council is committed to taking a lead role in the future development of the town and its economy to make it an even better place in which to live, work and invest. This display sets out how we are currently going about achieving this through the creation of a town wide strategy for the next 20 years.



Burgess Hill Today

What do we want our town to be like?

Many views have been put forward as to what people want the town to be, but all contain a common thread of Burgess Hill being:

- + A fully sustainable 21st century town focussed around a high quality, vibrant and accessible town centre
- + A town that's existing and future population is supported by the necessary community facilities, employment opportunities and access to green open space
- + A town that functions efficiently and is underpinned by a state of the art transport network and modern supporting infrastructure

What is needed to achieve this?

To achieve this, it is considered that the town needs:

- + A better town centre with a greater range of shops and a more attractive pedestrian environment
- + Improved public transport, walking and cycling links as well as better roads
- + New and improved community and cultural facilities
- + Additional high quality and suitably located business park development
- + New, improved and well connected sports, recreation and open space in and around Burgess Hill

How can we deliver this?

In the absence of public funding, the Town Council and its partners at Mid Sussex District Council are in the process of seeking new investment in Burgess Hill.

They consider that improvements to the town can still be delivered if combined and financed through new residential development in and around Burgess Hill.

02



Benefits from previous housing development

Burgess Hill has a proven track record of securing benefits for the town through investment from new housing. In the 1990s the Triangle Leisure Centre, the A2300 link road, Jane Murray Way, the Green Crescent, the extension to the Victoria Business Park, a new secondary school and a local centre - all of which are vital to the town today - were all achieved through the development of housing to the west of the town. This development also provided much needed family housing to help support the economy in Burgess Hill today.

Previous benefits of new housing development



Triangle Leisure Centre



New Family Housing



Mullings Business Park - Attracting International New Business



The Green Crescent



A2300 Improved Transport Facilities



New Education Provision

03

Burgess
Hill
Town
CouncilBurgessHill
Town Wide Strategy

Potential new benefits for the town

The last wave of housing development showed what can be achieved in the form of community benefits. There is, therefore, a real case to enable further housing development to help pay for further new and improved services and facilities in the town. Responses to "Burgess Hill in the Future" identified a number of possible benefits that you would like to see.

New Benefits for the town centre

Public realm improvements including:

- + Transforming Queen Elizabeth Avenue and Civic Way into a new green boulevard
- + Improving the environment and outdoor experience on Church Walk / Church Road
- + A new town square



Scheme drawn for Church Walk



Town Square (Example shown - Cafes in Horseshoe)

New community buildings including:

- + Combined New Civic Information Centre for police, library and health
- + New Civic Community Centre for local volunteer and community groups
- + New Community Arts Centre to replace Martlets Hall



Civic Centre (Example shown - Civic Centre in Ashford)



Art Centre (Example shown - Lighthouse in Woking)

04



Potential new benefits for the town

Recreation and sport

New Centre for Community Sport

- + New location for Burgess Hill football and rugby clubs
- + Town wide sporting facility including football, rugby, bowls and athletics



Improved management of Ditchling Common

- + Better links to the common
- + Management to improve its bio-diversity and appearance



Further develop the Green Circle Network

- + Improved walking and cycling network around the town
- + New northern section of the network



New recreation facilities in the east of town

- + High quality open space in an area of town that is currently deficient



05



Burgess
Hill
Town
Council

BurgessHill
Town Wide Strategy



Potential new benefits for the town

Transport infrastructure



Transport improvements, including

- + Modern rapid bus transit system better connecting residents with their town centre
- + Improved parking and public transport connections at both Wivelsfield and Burgess Hill stations
- + Better walking and cycling links



New business park

New business park on the A2300, providing:

- + A new high quality business location on the strategic road network
- + Additional jobs for the town and surrounding villages



06



Additional benefits

By accepting additional housing growth, the town will not only be able to fund new infrastructure, but also benefit in other ways. Some of these are set out below.

Additional expenditure in the town centre



The additional population living in the new housing will almost certainly have a positive effect on Burgess Hill by way of additional expenditure in the town centre. The chart (right) shows how this could work.

E.g. an extra 4,000 new homes will create an additional population potentially spending in excess of £20 million in the town's shops.
(figure follows current expenditure patterns allowing for spend leaking to other towns)

Extra expenditure in the town centre.

Investment and revitalisation of the town centre.

Results in:

- + More profitable shops and businesses in the town
- + Greater number and mix of shops
- + New restaurants and cafes
- + More interest from major independent shops and quality national stores

Major retailers (e.g. Debenhams and Next) showed interest in the previous town centre scheme and this could encourage them to finally make the move to Burgess Hill.

New housing - helping families and the local economy

New housing growth in the town offers the chance to ensure that Burgess Hill gets the housing it really needs. This can help to:

- + Ensure that the right types of housing are built – allowing families to stay here
- + Enable local people to remain living in the area
- + Support local economic growth by providing new living accommodation for those seeking to work in the area
- + Bring higher quality, modern and sustainable homes to Burgess Hill
- + Create new services and facilities within the developments that are also accessible to the existing residents e.g. local shops, new schools, parks

Improved communications technology



Additional new housing growth often brings with it new technological infrastructure such as broadband which is implemented from the outset and this can be the catalyst to roll out technology across the town and the surrounding villages thus improving Burgess Hill's communications systems and helping to make it a 21st century town.

07



How will it be funded?

The list of town benefits identified to date will not come cheap. However, all these benefits can be achieved through private sector developer funding on the back of new housing in and around the town.

How much will these benefits cost?



- + A high level costings exercise has shown that the town wide benefits identified are likely to cost in the region of £40 million.

How can we pay for the benefits?



- + The Government's recently proposed New Homes Bonus (NHB) could potentially match fund the additional council tax for each new home built, for each of the 6 years after that home is built
- + An additional amount (over and above this) of £350 per home could be granted for the development of new affordable homes
- + However, whilst this is proposed, the Town Council cannot afford to rely on it

Funding through the development of new housing



- + Developers are already obliged to pay financial contributions towards funding infrastructure to mitigate the impact of any housing development
- + Discussions with developers who have major land interests in and around Burgess Hill have demonstrated that they are prepared to make an additional financial contribution that will pay for the identified projects

How many new homes are required?



- + It has been calculated that to pay for the £40 million of town wide benefits will require an additional 4,000 new homes to be built in and around the town

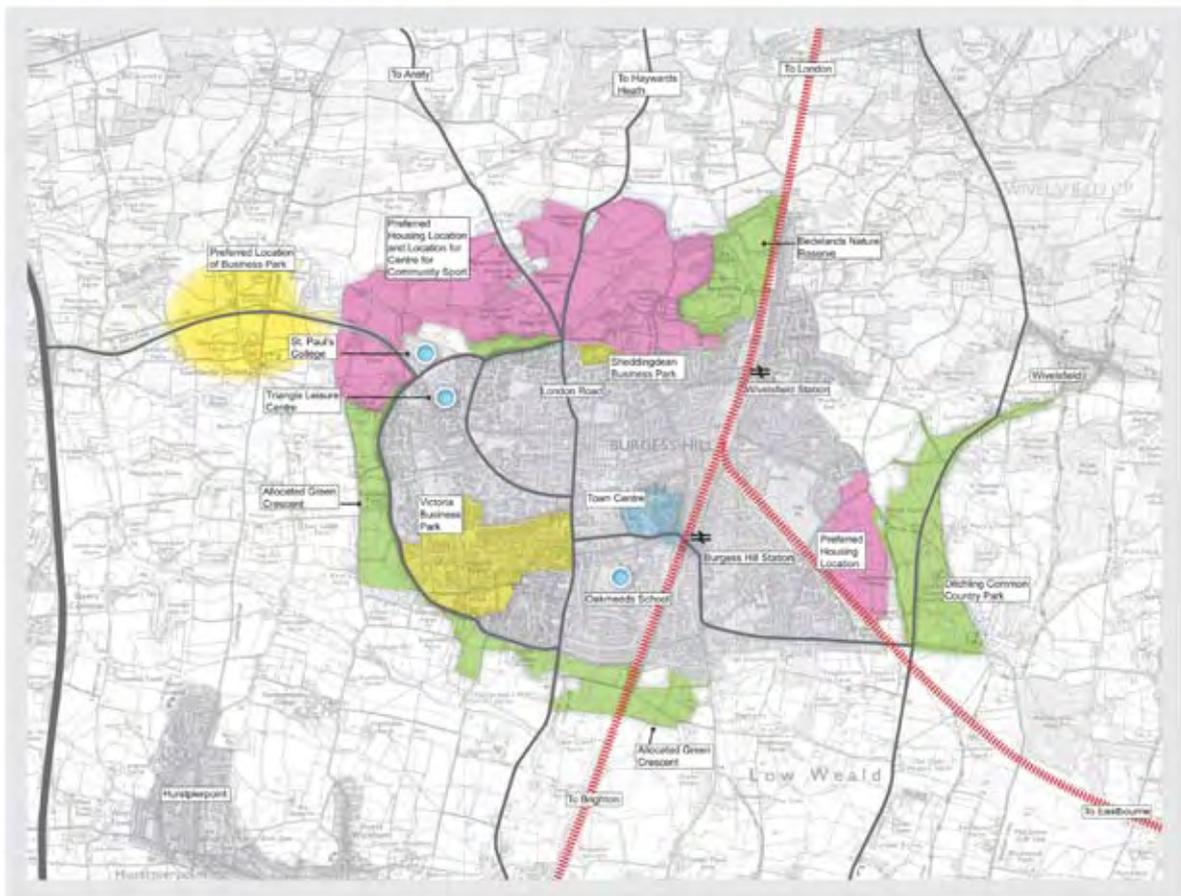
08



Preferred housing locations

Burgess Hill Town Council believe that the development of 4,000 new homes in and around Burgess Hill can help deliver the projects that have been identified. The plan below suggests two housing locations previously identified and supported by the council that can not only accommodate this amount of housing, but are also in locations that are relatively unconstrained and can help meet the wider objectives and vision for the town.

Potential locations for development



09



Burgess
Hill
Town
Council

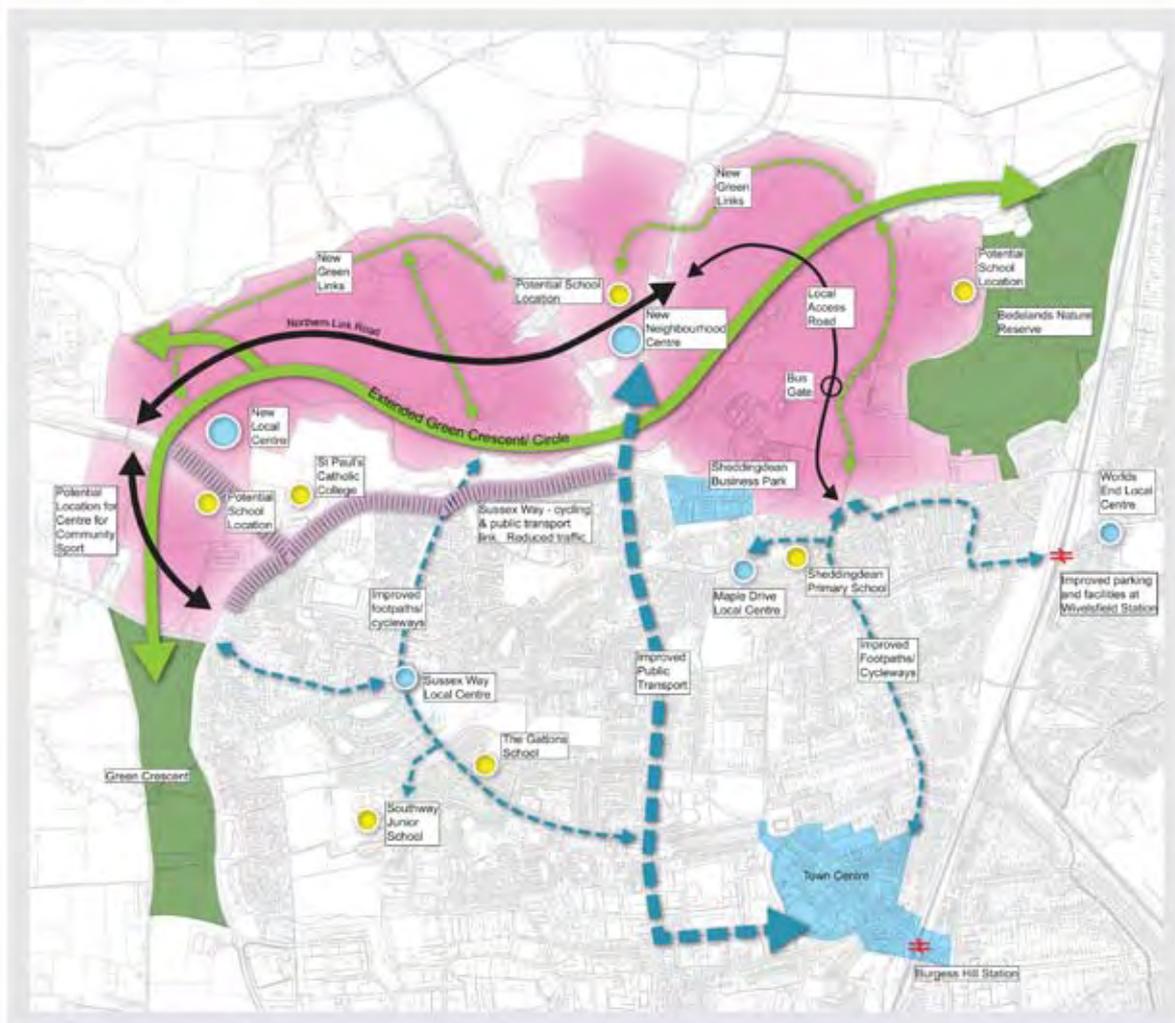
BurgessHill
Town Wide Strategy



The key development sites

More detailed plans for these two locations are shown below and on the next board. They show how both sites could potentially integrate with the town and the additional benefits that they could bring. The plan below shows how the Northern Sector could work and how it could benefit the town.

The Northern Sector



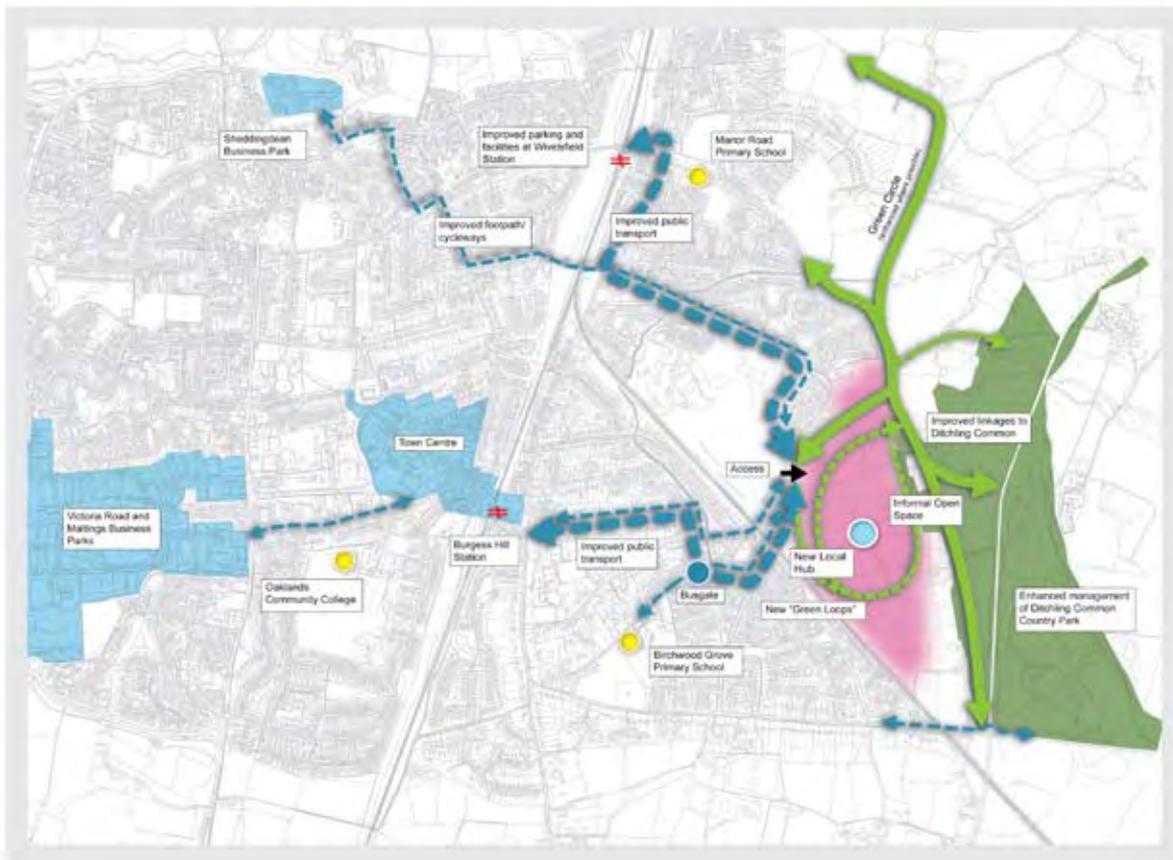
10



The key development sites

The plan below shows how the site east of Kings Way could work and the benefits it could bring.

Land East of Kings Way



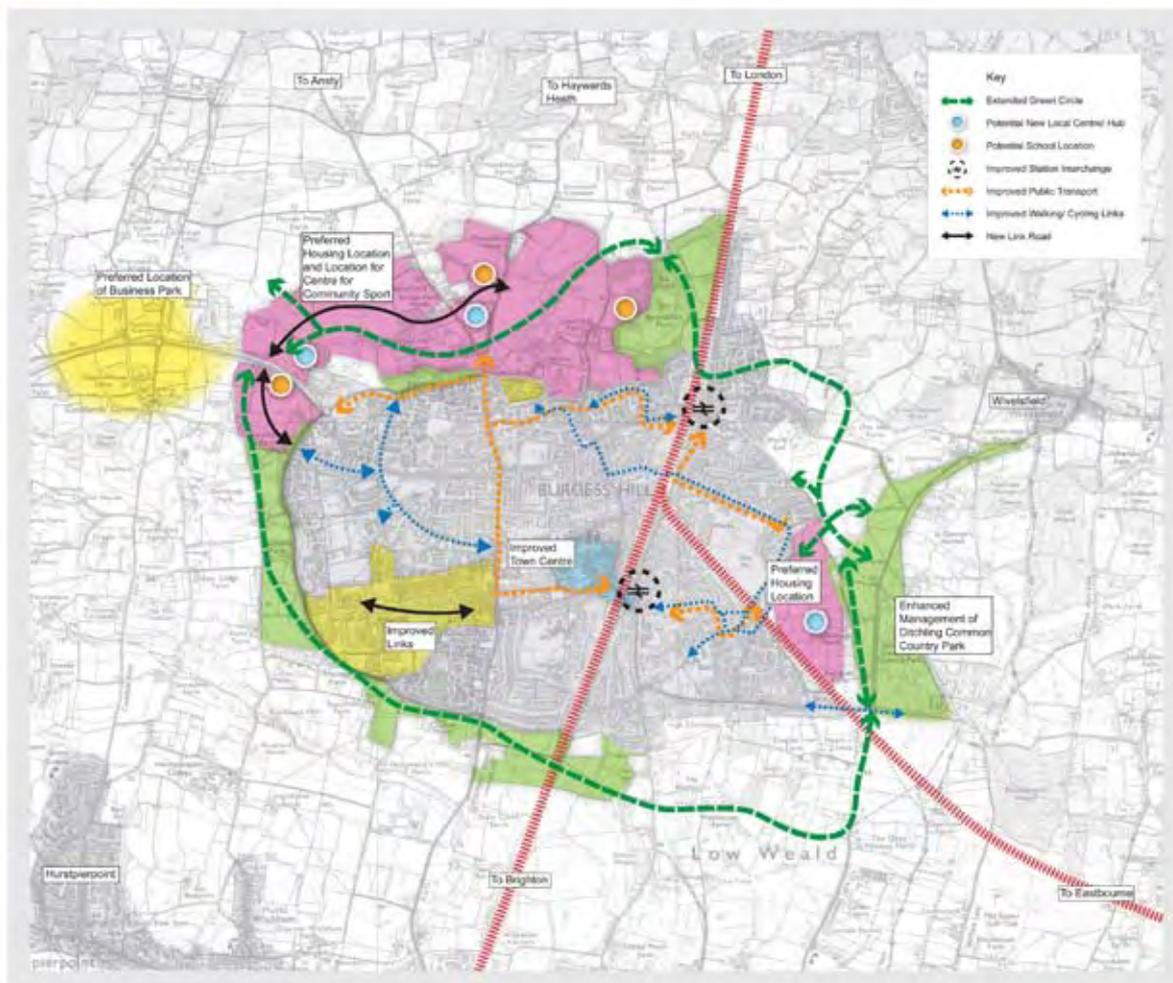
11

Burgess
Hill
Town
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Town Wide Strategy20
YEAR
STRATEGY

Our proposed Town Wide Strategy

Below is a plan of how Burgess Hill could look in twenty years time with the benefits and housing locations shown:

Proposed Plan



Thank you for taking the time to look at the Town Council's draft Town Wide Strategy. We would be most grateful if you could take the time to complete a questionnaire and let us have your thoughts on what you have seen.

Further information is available at: www.burgesshill.gov.uk/strategicvision
or from the Town Council located at: **96 Church Walk, Burgess Hill, West Sussex, RH15 9AS**

F - Town Wide Strategy Public Exhibition Questionnaire

Burgess Hill Town Wide Strategy Exhibition Questionnaire



Question 1 Is it a good idea to have a 20 year strategy for Burgess Hill? Agree Disagree		Any comments?	Question 4 Please tick the top 3 benefits that would you like to see provided in Burgess Hill over the next 20 years.	
Town centre revitalisation (e.g. new town square)			New civic info centre	
Arts Centre		Wider range of shops		
New Centre for Community Sport		Improved management of Ditchling Common		
Additional and improved formal / informal recreation and open space to the east		New link road from Victoria Business Park		
Improved links into the town centre (e.g. roads, footpaths and cycle links)		Rapid public transport system with real time arrival information		
Improvements to transport interchanges at both railway stations		Green Circle network extension and improvements		
Additional education provision		New business park		
More space for existing businesses		Please insert your own suggestions or add any further comments		
Question 2 Do you agree that this should be led at a local level by your Town Council? Agree Disagree		Any comments?	Question 3 Please rank in order: (1 being the highest and 5 the lowest) the town wide benefits you would support the most. EG: 1 = Supported the Most	
Town Centre Recreation & Sport			Yes No	

Question 5 Based on the information provided, would you support this Plan for Burgess Hill? Yes No					Additional Comments Please provide any additional comments in the space below which you want us to consider in preparing the Strategy for Burgess Hill				
Name (Optional)									
Email (Optional)									
Age Group (please tick)		0-19	20-39	40-59	60+				
Male	Female	Postcode		House No. (Optional)					
Name of Organisation (if applicable)									
Date:									
Please return completed forms to the comments box at the exhibition stands. Alternatively, post your comments to: Burgess Hill Town Council, 96 Church Walk, Burgess Hill, West Sussex RH15 9AS or make your comments on line at http://www.burgesshill.gov.uk/strategicvision by the 18th March 2011. Your response will be treated as private and confidential.									

G - Town Wide Strategy Public Exhibition Advert Poster



Burgess
Hill
Town
Council



Help us create a better Burgess Hill

A Town Wide Strategy for The Next 20 Years



Would You Like To See:

- A Revitalised Town Centre
- A New Centre for Community Sport
- Improved Roads, Public Transport, Walking and Cycle Links
- A New Business Park
- New And Improved Green Open Spaces
- Civic and Arts Centres



In Your Town?

Then you are invited to attend the exhibitions at the following venues and share your views:

Burgess Hill Town Council Offices

Monday to Friday each week from 9am - 5pm
between **31st January - 4th March 2011**

The Triangle Leisure Centre

Every day from **29th January - 5th March 2011**
This exhibition is NOT staffed

Market Place Shopping Centre

Every Saturday from 9.30am - 12.30pm
between **29th January - 5th March 2011**
Burgess Hill Councillors will be available
to answer your questions.

Copies of all exhibition details and questionnaire
can be found at www.burgesshill.gov.uk/strategicvision
or contact 01444 247726

H - Retail Expenditure in the Town Centre - Calculations

New Population	
Total number of new homes	4,000 homes
Household size	2.39 people
Total population from new homes	9,560 people
Convenience expenditure	
Expenditure/ head in 2026	£1,879
Total expenditure for 9,560 people	£17,963,240
80% retained in Burgess Hill	£14,370,592.0
Comparison expenditure	
Expenditure / head in 2026	£5,542
Total expenditure for 9,560 people	£52,981,520
16.5% retained in Burgess Hill	£8,741,950.80
Total expenditure retained in Burgess Hill	£23,112,542.80

I - Additional Expenditure - Calculations

Additional Job Creation

Although Burgess Hill is not an area of high unemployment, the new housing could bring further job creation benefits. One such example is through additional construction jobs. By using an estimate derived from the total GVA generated from construction in West Sussex and divided by the persons employed in construction in the area, it could be assumed that approximately £65,000 (2007 prices) of capital construction expenditure supports one person-year of employment.

Based on this ratio and the estimated capital construction costs of around £450m, it is estimated that approximately 6,900 gross person years of employment will be generated over 3 years. HM Treasury convention states that 10 temporary construction jobs represent one Full Time Equivalent job. Total construction costs of £450m (including homes, community facilities, commercial premises and infrastructure but excluding non construction development costs) is anticipated to generate around 690 Full Time Equivalent jobs over the construction period. When considering leakage, it could be estimated that 50% of employment is derived from the West Sussex area, equivalent to 345 Full Time Equivalent jobs being provided locally.

Indirect employment effects will result from purchases of goods and services needed for construction from local suppliers. Induced (or income) effects will reflect spending in the local economy of incomes earned both in the construction process and the production of purchased goods and services. This spending will generate further local employment. Existing guidance indicates that supply linkages and induced or income related multiplier effects within a local area for a project containing average links might be expected to be around 1.1; ie they create an additional 10% of activity beyond that created directly. This is a composite multiplier which includes both supply and income effects.

Assuming that 346 Full Time Equivalent jobs are being provided locally then a further 34 jobs will be created through indirect and induced effects, creating a total of 380 jobs locally.

Calculations - Full-time Job Equivalent	
Capital Construction Expenditure to support 1 person year job	£65,000
Capital Construction Costs (Estimate)	£450,000,000
Gross persons years of employment over 3 years	6,900
10 temporary construction jobs = 1 full-time job equivalent (FTJE)	690 FTJE
Including 50% Leakage	345 FTJE
Additional indirect benefit of employment (10%)	34 FTJE
Total	380 FTJE