

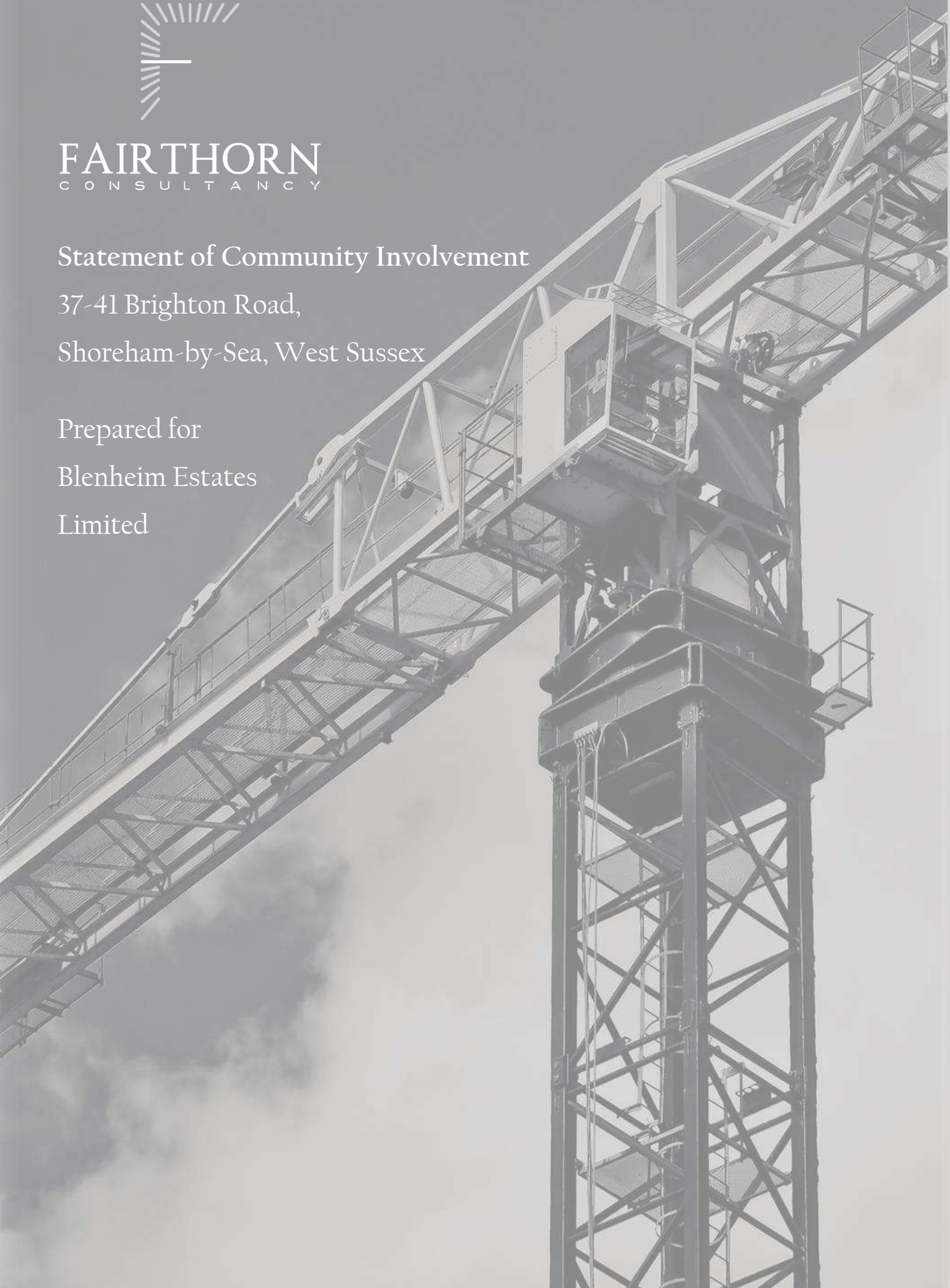


FAIRTHORN  
CONSULTANCY

## Statement of Community Involvement

37-41 Brighton Road,  
Shoreham-by-Sea, West Sussex

Prepared for  
Blenheim Estates  
Limited



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## Executive summary

Blenheim Estates Limited is committed to consulting the community regarding its proposals for redeveloping 37-41 Brighton Road in Shoreham-by-Sea, West Sussex.

Residents and other important local stakeholders were given the opportunity to provide feedback regarding the proposals via a host of different channels. A freephone information line along with a project email address were both made available throughout the process for interested parties to receive further details and to provide feedback.

Additionally, a community drop-in session was held on **Wednesday 26<sup>th</sup> February 2025** from **3.30pm** to **6.30pm** at Sussex Yacht Club, 85-89 Brighton Road, Shoreham-by-Sea. For those unable to attend, the same materials were displayed online as part of a virtual consultation on the project website - <https://brightonroad.your-feedback.co.uk/> - which went live on **Wednesday 5<sup>th</sup> February 2025** and had a portal where visitors could submit their views by completing a feedback form.

The drop-in event and website were promoted with a community flyer, which also included details on how residents and other important local stakeholders could request paper copies of the plans along with a feedback form and return postage if they were unable to access the internet. This was to ensure everyone who wanted to comment was able to do so.

Residents were asked to submit their comments by **Sunday 9<sup>th</sup> March 2025**. During the consultation period, **64** responses were received. The feedback included **48** forms submitted by those who visited the website. There were also **12** forms completed by those who attended the drop-in session. Additionally, the project team received **four** emails.

The feedback included some positive points, including the need for more high-quality homes and the importance placed on environmental and sustainability measures.

However, there were also some respondents who raised concerns about a shortage of greenspace and that the need for houses was greater than apartments. The impact on local infrastructure, such as school and health surgery places along with the road network, was also raised.

It is worth noting that in the event of planning permission being granted, contributions through the Community Infrastructure Levy (CIL) and any other further financial contributions if deemed appropriate, would be made to address the primary concerns raised, for example, infrastructure improvements.

The project team has carefully reviewed all the feedback received, and the main comments raised have been identified within this document and the wider material submitted as part of the application. This document also provides a chronological account of the consultation undertaken so far and a review of the feedback received.

# 1. Introduction

- 1.1 Blenheim Estates Limited is bringing forward redevelopment proposals for 37-41 Brighton Road, Shoreham-by-Sea, West Sussex.
- 1.2 From the outset, Blenheim Estates Limited has been committed to consulting key stakeholders with regards to its proposals. They have included locally elected councillors, businesses, and residents living near the site.
- 1.3 This document has been produced to clearly and concisely detail a chronological account of the community engagement undertaken by the applicant in respect of its proposals.
- 1.4 To assist with the community engagement process, Blenheim Estates Limited brought Fairthorn Consultancy, a specialist communications agency, into its wider project team for the proposed development.
- 1.5 All the feedback received is accounted for and represented within this document.

## 2. Background

### 2.1 Proposal site

- 2.1.1 The site is 0.215 hectares and lies east of Shoreham-by-Sea town centre, next to the A259 (Brighton Road). It is part of the Shoreham Harbour Regeneration Area and allocated for development.
- 2.1.2 The land is currently occupied by a Kwik Fit workshop, while on the opposite side of the street are the Ham Recreation Grounds. A car wash facility lies to the west, and the rest of the site is surrounded by the residential and commercial development of Free Wharf, which includes several large blocks up to 10-storeys in height.
- 2.1.3 The site is in a highly sustainable location with excellent access to bus and train networks, with a railway station within ten minutes' walk.



Our proposal site at Shoreham-by-Sea is marked by the red line

### 2.2 Proposals

- 2.2.1 Blenheim Estates Limited is bringing forward a sustainable step forward in Shoreham's waterfront regeneration. The scheme comprises 49 apartments, of which 30% would be affordable, meeting all policy requirements and helping to deliver much-needed housing. The project would also deliver retail space along with parking for cars and bicycles.

2.2.2 The project team is committed to bringing forward a high-quality development on this previously developed site, which is allocated for development. It will play a crucial role in delivering a thriving new waterfront community at Shoreham-by-Sea.

2.2.3 The proposals comprise the following:

- Transforming a prominent previously developed site
- Delivering 49 apartments to meet local housing needs
- Providing 30% affordable housing, meeting all local policy requirements
- Cycle parking and spaces for 18 vehicles including electric vehicle charging points
- Green roofs along with a roof terrace
- Landscaping and biodiversity improvements
- Making best use of a site already allocated for development



*An indicative view of our completed development in Shoreham-by-Sea*

## 3. Community engagement

### 3.1 Statement of Community Involvement

#### 3.1.1 The Localism Act 2011

Section 122 of the Localism Act 2011 outlines that a person proposing to make a planning application on land in England should carry out consultation on the proposed application. This should include publicity considered likely to bring the application to the attention of a majority of the persons who live at, or otherwise occupy, premises in the vicinity of the land.

#### 3.1.2 National Planning Policy Framework (2012, updated 2018, 2019, 2021, 2023, and 2024):

The National Planning Policy Framework (NPPF) sets out the Government's policies for England and outlines how these policies should be applied. The applicant has had regard to the NPPF at Paragraph 40 when it states that *"early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties."*

#### 3.1.3 The NPPF goes on to highlight at Paragraph 41 that *"Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications."*

#### 3.1.4 Paragraph 42 outlines that the Local Planning Authority should encourage other parties to take maximum advantage of the pre-application stage, noting that *"The more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits."*

#### 3.1.5 Adur District Council

Engagement activities have been undertaken with due regard to the expectations laid out in Adur District Council's Statement of Community Involvement document, which was adopted in April 2024 and also covers Worthing Borough Council's catchment. Based on that document, in conjunction with developing the plans, Blenheim Estates Limited undertook a programme of community engagement, as outlined in this report.

## 3.2 Engagement with statutory bodies

3.2.1 Before the proposals were shared with the community, appropriate steps were taken to discuss the principle of development with statutory bodies and other experts. The detail of this is included within the planning statement.

## 3.3 Stakeholder engagement

3.3.1 Blenheim Estates Limited recognised it was important to engage proactively with key stakeholders regarding its proposals at Shoreham-by-Sea. As a result, the project team reached out to local politicians and third-party groups shortly before the wider community consultation began. This ensured they had early sight of the proposals ahead of residents raising any queries or comments with them about the scheme.

3.3.2 The stakeholders contacted shortly before the wider public consultation included

- Leader of Adur District Council (whose ward includes the proposal site)
- Cabinet Member for Regeneration and Strategic Planning at Adur District Council (whose ward also includes the proposal site)
- Residents' groups, including The Shoreham Society
- Nearby businesses, for example, the adjoining car wash facility

3.3.3 A response was received from the Cabinet Member for Regeneration and Strategic Planning, thanking the project team for sharing its proposals. Additionally, The Shoreham Society attended the drop-in session and its members had some supplementary questions following the session. Replies were provided by the project team before the consultation closed, and the applicant was grateful for the Society's interest.

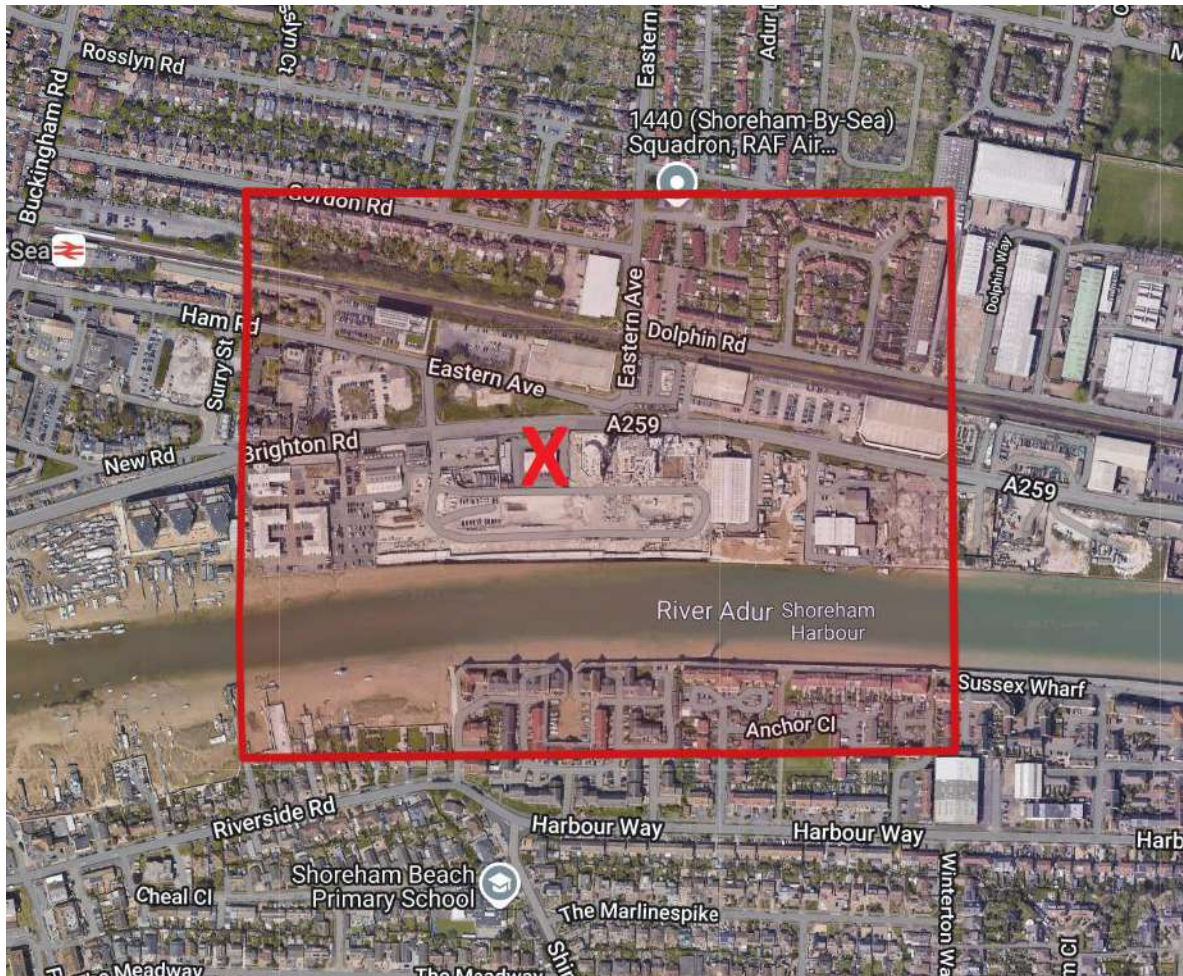
## 3.4 Wider community engagement

3.4.1 After reaching out to key stakeholders, Blenheim Estates Limited launched its wider community consultation on **Wednesday 5<sup>th</sup> February 2025**.

3.4.2 To commence the process, a community flyer was circulated in the area surrounding the proposal site. It outlined the vision for the land and encouraged residents to visit the project website.

3.4.3 The flyer also included the project’s freephone number and email address, and instructions on how to order printed copies of the consultation materials for those without internet access. It also promoted the community drop-in session, providing three weeks’ notice for the event on **Wednesday 26<sup>th</sup> February 2025**.

3.4.4 A total of **550** flyers were sent via Royal Mail first class postage. The circulation area was chosen to cover all the nearest properties and a map of the distribution area is shown below.



The community flyer circulation area – the proposal site is marked with the red ‘X’

3.4.5 The community flyer can be found in the appendices and contained the following:

- Background to the site
- An overview of the proposals
- Information on how to access the scheme’s website
- The time and location of the community drop-in event
- Details of the project team’s freephone information line and email address
- Information on how to request printed copies of the consultation materials

### 3.5 Virtual consultation

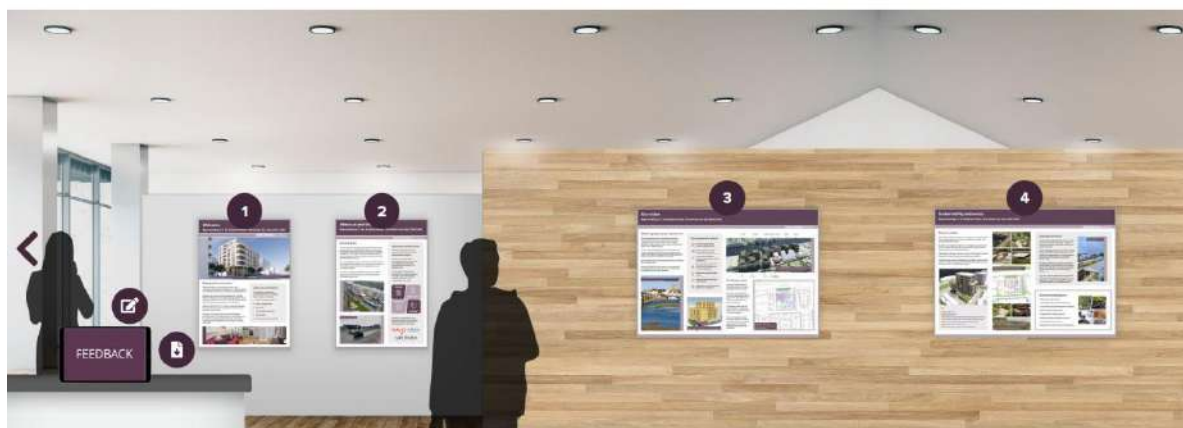
3.5.1 In the wake of the Covid-19 pandemic, Blenheim Estates Limited recognises that the way in which community consultations are carried out has fundamentally changed, and hosting a virtual engagement is now considered a vital component of any such exercise.

3.5.2 As a result, a virtual consultation regarding the proposals was hosted on the project website. This allowed the local community and other key stakeholders to explore the proposals in detail and respond to them with their views, comments, and suggestions.

3.5.3 The virtual consultation was open for comments on the project’s website between **Wednesday 5<sup>th</sup> February 2025** and **Sunday 9<sup>th</sup> March 2025**.

3.5.4 The website was hosted at <https://brightonroad.your-feedback.co.uk/> and is still live. The information displayed on the site includes:

- Welcome and overview
- Details about Blenheim Estates Limited
- Background information about the site
- An overview of the proposals
- Details about landscaping and biodiversity
- Information about transport, access, and ecology
- Key benefits of the scheme
- Next steps and how to provide feedback



A screen shot of the virtual exhibition on our project website

### 3.6 Community drop-in session

3.6.1 A drop-in session was held on **Wednesday 26<sup>th</sup> February 2025** from **3.30pm to 6.30pm** at Sussex Yacht Club, 85-89 Brighton Road, Shoreham-by-Sea. It provided the opportunity for residents and other important local stakeholders to find out more about the scheme, meet the project team, and leave feedback, either at the event, or by taking a form and posting it back free of charge.

3.6.2 The event was attended by around **100** visitors. Regarding the feedback resulting from the drop-in session, this has been evaluated by the project team, and all comments have been recorded in the feedback analysis in Section 4. Meanwhile, the materials exhibited at the event – which were identical to those on the project website – are contained within the appendices for reference.



The drop-in session held at Shoreham-by-Sea on Wednesday 26<sup>th</sup> February 2025

### 3.7 Dedicated project email address

3.7.1 A specific project email address – [mail@your-feedback.co.uk](mailto:mail@your-feedback.co.uk) – was made available to receive feedback and answer any queries both during and after the consultation period.

### 3.8 Freephone 0800 comment facility

3.8.1 During and after the consultation, access to a freephone telephone information line – **0800 099 6712** – was offered to those who wished to find out more about the proposals, or register comments via the telephone.

## 4. Feedback analysis

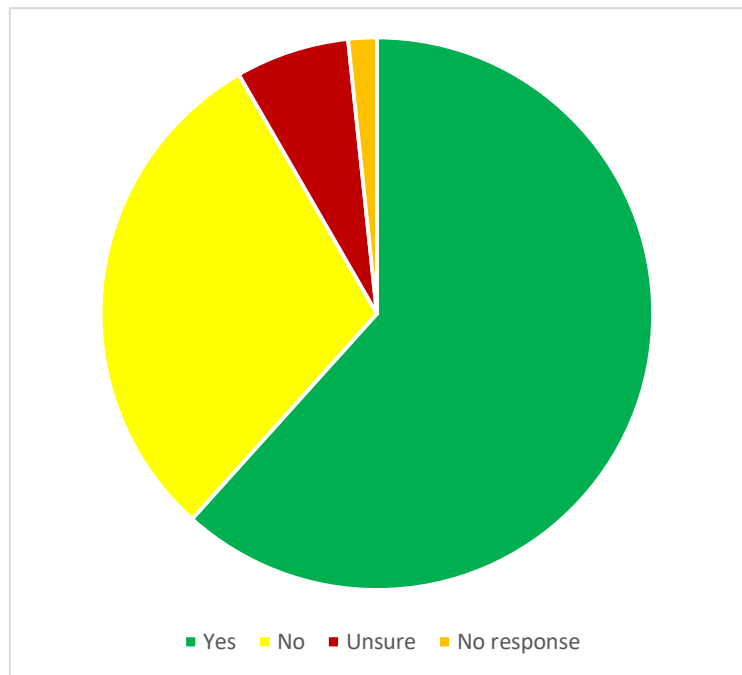
### 4.1 Feedback

The community consultation generated **64** items of feedback. It included **48** forms submitted via the project website, and **12** paper form completed by a visitor at the drop-in event. There were also **four** email responses. The project team has carefully reviewed the data and all responses have been accounted for in the tables and graphs that follow.

The first question asked on the feedback form was:

**Q1: Do you recognise the need for more affordable homes in Shoreham?**

Yes:	37	62%
No:	18	30%
Unsure:	4	7%
No response:	1	2%
<b>Total:</b>	<b>60</b>	



The project team then looked into the comments in more detail and all the issues raised by respondents have been catalogued in the table that follows below.

Issue	Frequency of being raised
Houses are needed more than flats	9
Infrastructure will not cope with more housing	9
Local people will not be able to afford the properties	7
There is already a lot of construction taking place in the area / many schemes remain incomplete	7
Social housing and rental properties are needed	5
Adequate infrastructure also needs to be provided	4

The town is becoming “overcrowded” / has “reached its limit” / “can’t cope with expansion”	4
The building will “tower over the town” / “is imposing” / “too big” / “too high”	4
There are no play areas or green spaces in the proposals	3
There are already homes under construction that claim to be affordable but they are not	2
It depends on the definition of affordable	2
Low-cost housing is bringing the area down	2
The process for delivering new homes is broken	2
Not everyone wants to live in a high-rise flat / would buy a flat	2
This is a countrywide need	2
Concerned about the visual impact of the building	1
The position of the building creates a dark corridor obscuring the view of the river	1
The area is changing with lots of development taking place	1
Too many people buy properties in Shoreham as holiday homes	1
Young local people cannot currently afford to buy in the area	1
There have been enough affordable homes built in the area	1
Shoreham does not need any more high-rise flats	1
Highways concerns	1
There are not enough affordable homes	1
Often the number of homes is reduced during the building phase	1
Question raised as to how many homes will be social housing	1
Housing should be provided in low-rise developments	1

**Q2: What do you think of our specific proposals for Brighton Road?**

As this question invited residents and other important stakeholders to comment on the specific proposals, the responses were not grouped into categories as with the first question. However, the project team paid close attention to the replies, and all the issues raised, and their frequency, is shown in the table overleaf:

Issue	Frequency of being raised
There is a lack of play areas and green spaces in the plans	20
Concern about the strain on infrastructure, including healthcare and education	15
There are already a lot of developments taking place in the area / it is overdevelopment	12
The proposed height of the building is too high	11
There are too few parking spaces in the plans	11
This will be detrimental to the community and the local area	10
Highways concerns	9
The proposal is “awful” / “unnecessary” / “not needed” / “terrible” / “pointless”	6
There are already too many high-rise buildings / don’t support another block of flats	6
The building looks “ugly” / “awful” and is “poorly designed”	5
The area is becoming overcrowded / no new housing is needed	4
The housing will not be affordable	4
There are too many flats proposed / too many properties for the footprint	4
There needs to be adequate infrastructure provided	3
Questions raised about the inclusion of solar panels	3
The site is in a floodplain	2
The scheme should not happen / Against the proposals without citing a reason	2
The designs look “great” and “lovely” but fear it will not look that way in reality	2
Clarity sought as to the sustainability of the site	2
There are already empty retail and business units	1
Parking must be included in any proposals	1
There is a greater need for houses not flats	1
Question raised about the provision of parking for pushchair and wheelchair users	1
It will look the same as other blocks under construction in the area	1
Concern about the negative impact on local businesses	1
Question over how the building can protect against climate change	1
There should be a mix of flats and houses	1

The building will block natural light and views of the river	1
There are no provisions for active travel along Brighton Road	1
The properties are unsuitable for families with young children	1
30% affordable housing is not enough, and it should be 80%	1
Clarity sought over how many affordable homes are included	1
Question asked as to whether the development will help people on the housing waiting list	1
Would like the design to be more architecturally interesting, not a box building	1
There are no amenities for the public	1
Concerned about the position of the cycle lane	1

**Q3: Is there anything else you would like to say about our proposals?**

As this question was an invitation for residents and other important stakeholders to cover any points not already raised, these responses were not grouped into categories. However, the project team paid close attention to the replies, and all the issues raised. The data is shown in the table below:

Issue	Frequency of being raised
Local infrastructure will not be able to cope	10
There should be more parking provided	10
The plans should not go ahead	9
Highways concerns	9
This scheme does not have the “best interests” / “wellbeing” of local residents in mind	6
More infrastructure needs to be provided	5
The site should be used for alternative purposes such as a youth club / recreational space / car park / GP surgery	5
Questions raised over the need for a commercial space / It will be a “white elephant” / Too much commercial space	5
More green spaces and a play park should be included in the plans	5
The scheme is “awful” / “a disgrace”	4
The area is already overdeveloped / overcrowded	4
There are already vacant new flats / no more are needed / do not want more flats in the community	4
The architects’ drawings look good on paper but do not reflect how the site will look in reality	3
The building will block natural light at its proposed height and views of the river	3
The proposed building is too big / too high	3
The proposed homes are not suitable for people with children	2
Facilities for children and young adults such as tennis courts need to be included	2
Homes for families should be built	2
Concern about the negative impact on local businesses	1
Needs a better design	1
Parking must be provided for staff working on site during construction	1
More housing is needed	1

Clarity over whether there will be enough funds to complete the build	1
Do not believe occupants will not have cars	1
Clarity sought as to whether there are lifts	1
Brighton Road has become an eyesore	1
It is not an attractive place to live	1
Local people and residents need to be listened to	1
The flats should not be bought as weekend homes	1
New residents in the area will damage the cohesion of the population	1
This proposal seeks to reap as much money as possible from the space	1
There is no social housing included	1
The look and appearance should reflect the seaside location	1
More bicycle storage should be provided	1
The development would be more suitable in another location	1
The lack of leisure space could lead to higher crime rates	1
Too many homes for the size of the site	1
The public exhibition was poorly advertised and not very accessible for elderly or disabled residents	1

## 4.2 Email responses

4.2.1 In addition to the feedback form provided on the project website, and those made available at the community drop-in session, a dedicated email address was provided for residents and other local stakeholders who wished to submit comments without completing a form.

4.2.2 The project team has examined all **four** email responses and the issues raised, and their frequency, is detailed in the table below.

Issue	Frequency of being raised
More parking should be included	2
Suggestion to include some variety / other features in the fascia	2
There should be a children's playpark included in the plans	2
Shoreham does not have the infrastructure to cope with more housing	2
Suggestion that the cycle lane is installed ahead of the completion of the tower block	1
There are already a lot of "aesthetically dull" developments	1
The development should be sensitive to the area	1
Question raised over the affordability of the affordable homes	1
Clarity sought over the amount of green space provided	1
Pleased to see the plans anticipate and leave space for the cycleway	1
Suggestion made for suitable cycle storage with e-bike charging included	1
Question raised as to whether any shops or cafes will be included	1
Concern about the environmental impact of the development	1
There will not be enough parking	1
Highways concerns	1
Question asked over the provision of visitor and disabled parking	1
The area is becoming overdeveloped	1
Question raised about tree planting to mitigate flooding	1
The scheme is "a disaster" for the local area	1
Question raised over whether the carbon cost of the concrete has been calculated	1

### 4.3 Response to comments

- 4.3.1 All comments received during the process have been reviewed and the project team has attempted to respond to the most recurring themes that have been raised.
- 4.3.2 The project team noted there was support for some elements of the scheme, such as the need for more high-quality homes, and the importance of making environmental and biodiversity measures a priority.
- 4.3.3 There were also some respondents who raised concerns about a shortage of greenspace and that the need for houses was greater than apartments. The impact on local infrastructure, such as school and health surgery places along with the road network, was also raised.
- 4.3.4 It should be recognised that in the event of planning permission being granted, contributions would be made by the developer towards the provision of upgraded infrastructure, ensuring local needs are met, and providing the opportunity to address existing issues.
- 4.3.5 The applicant is seeking to continue its dialogue with residents and other local stakeholders and remains committed to engaging with the community, and would like to thank those who have done so already.

## 5. Appendices

- Copy of the community flyer
- Copy of the exhibition boards
- Copy of the feedback form

# Land at 37-41 Brighton Road, Shoreham-by-Sea, BN43 6RE

HolderMathiasarchitects

## Consulting the community

Blenheim Estates Ltd is unveiling its plans for the sustainable rejuvenation of the land at 37-41 Brighton Road (which is currently occupied by Kwik Fit).

Working with our award winning design team at Holder Mathias Architects, we are proposing a high-quality mixed-use block, ranging from six to nine storeys, accommodating 49 residential units alongside one commercial unit on the ground floor.

Residents will benefit from undercroft parking, enhanced public spaces, and proximity to excellent transport links.

In addition to addressing the demand for affordable housing locally, our carefully designed scheme will protect the integrity of adjacent sites and actively contributes to the continued development of Shoreham-by-Sea's emerging masterplan.



Our proposed site is outlined in red, and will complement the wider Shoreham Harbour development

## Our online consultation

We will also be displaying the same material online at - [brightonroad.your-feedback.co.uk](https://brightonroad.your-feedback.co.uk) with an opportunity to leave feedback up until **Sunday 9th March 2025**.

For those without internet access, we would be happy to send printed consultation materials to you along with a feedback form that can be returned to our team free of charge.

Please scan the QR code to visit our site



## Our drop-in session

Before taking our proposal forward, we wanted to engage with residents and other important local stakeholders.

We are therefore hosting a community drop-in session:

**Date:** Wednesday 26th February

**Time:** 3:30 - 6:30pm

**Location:** Sussex Yacht Club, 85/89 Brighton Road, Shoreham-by-Sea, West Sussex BN43 6RF

## Contact us

 Call us free on **0800 099 6712** - leave a message, and our project team will ring you back

 [mail@your-feedback.co.uk](mailto:mail@your-feedback.co.uk)

 [brightonroad.your-feedback.co.uk](https://brightonroad.your-feedback.co.uk)

### Key benefits



Delivering much-needed affordable homes for local people



Giving first-time buyers more chance to join the property ladder



Making the best use of a brownfield site already allocated for redevelopment



Providing high-quality design



Transforming a tired site with excellent public transport links



Creation of attractive, mostly dual aspect apartments, with generous private amenity spaces



Dedicated cycle storage, and land reserved for the proposed Brighton Road cycleway



We are an experienced project team that understands Shoreham's needs



Creating local jobs during the construction phase



Investing in the local economy



CGI of our proposed development

# Welcome

Rejuvenating 37-41 Brighton Road, Shoreham-by-Sea, BN43 6RE

HolderMathiasarchitects



CGI of our proposed development with potential regeneration shown in the background

## Engaging the community

Blenheim Estates Ltd is unveiling its plans for the sustainable rejuvenation of the land at 37-41 Brighton Road in Shoreham-by-Sea, which is currently occupied by Kwik Fit.

Working with our award-winning design team at Holder Mathias Architects, we are proposing a high-quality mixed-use block, ranging from six to nine storeys, accommodating 49 apartments and a ground floor commercial unit.

Residents will benefit from undercroft parking, dedicated cycle storage, enhanced public spaces, and proximity to excellent transport links.

In addition to addressing the demand for affordable housing locally, our carefully designed scheme will protect the integrity of adjacent sites and actively contributes to the continued development of Shoreham's emerging masterplan.

## About our exhibition

Our exhibition regarding the redevelopment of 37-41 Brighton Road includes the following:

- **Welcome and introduction**
- **About us and the site**
- **Our vision**
- **Sustainability and access**
- **Key benefits**
- **Next steps and your feedback**



# About us and the site

Rejuvenating 37-41 Brighton Road, Shoreham-by-Sea, BN43 6RE

HolderMathiasarchitects

## About the site

The site is 0.215 hectares and lies east of Shoreham town centre, next to the A259 (Brighton Road). It is part of the Shoreham Harbour Regeneration Area and is allocated for development. The land is currently occupied by a Kwik Fit workshop, while on the opposite side of the street are the Ham Recreation Grounds.

A car wash facility lies to the west, and the rest of the site is surrounded by the residential and commercial development of Free Wharf, which includes several large blocks up to 10-storeys in height.

The site is in a highly sustainable location with excellent access to bus and train networks, with a railway station within ten minutes' walk.



## About our project team

Blenheim Estates Ltd is working in partnership on this project with Holder Mathias Architects.

Combined, the project team comprises a host of sector experts who will deliver a high-quality rejuvenation of the site at 37-41 Brighton Road.

Holder Mathias Architects has operated for over five decades and has built a reputation for design quality and personal service, underpinned by its values:

Quality



Opportunity

Resilience



Strategy

In addition, we are joined by a full team of technical experts, including drainage, highways, ecology, and landscaping, to name just a few.



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# Our vision

Rejuvenating 37-41 Brighton Road, Shoreham-by-Sea, BN43 6RE

HolderMathiasarchitects

## Delivering high-quality regeneration

We are bringing forward a sustainable development contributing to the town's regeneration. Our scheme comprises 49 apartments, of which 30% would be affordable, meeting all policy requirements and helping to deliver much-needed housing.

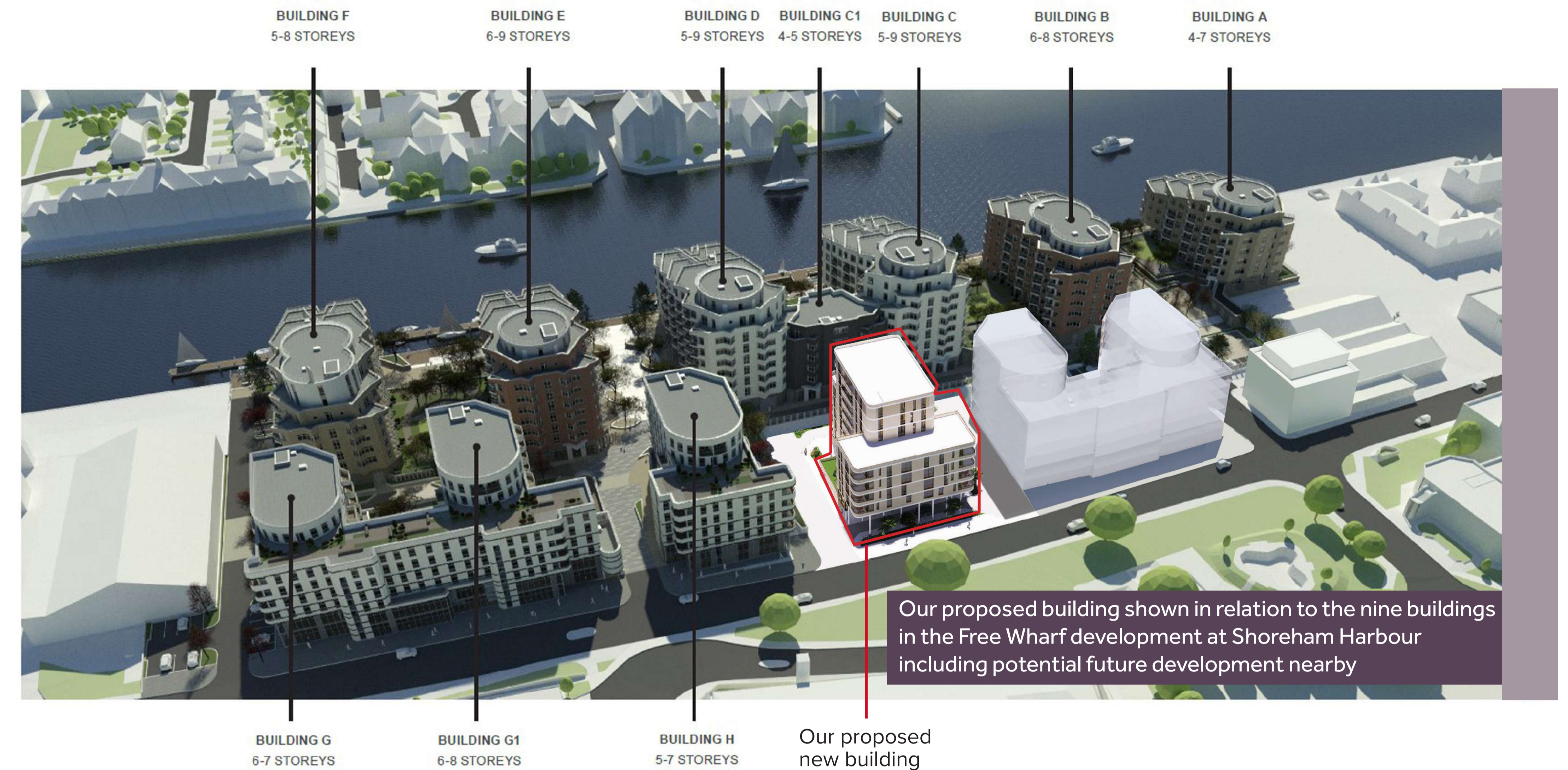
The new residential building will be rooted in the local context, drawing inspiration from the materiality of the adjacent Free Wharf development while reflecting the rich palette and texture found along the riverfront.

We would also deliver commercial space along with parking for cars and bicycles.

We are committed to a high-quality scheme, replacing an inappropriate use in the heart of the residential led rejuvenation of Shoreham's waterfront

## Our proposal at a glance

-  Transforming a prominent previously developed site
-  Delivering 49 apartments to meet local housing needs
-  Providing 30% affordable housing, meeting all local policy requirements
-  Cycle parking and spaces for 18 vehicles including electric vehicle charging points
-  Green roofs along with a roof terrace
-  Landscaping and biodiversity improvements
-  Making best use of a site already allocated for development



Our proposal will play an important role in delivering a thriving new harbour community for Shoreham



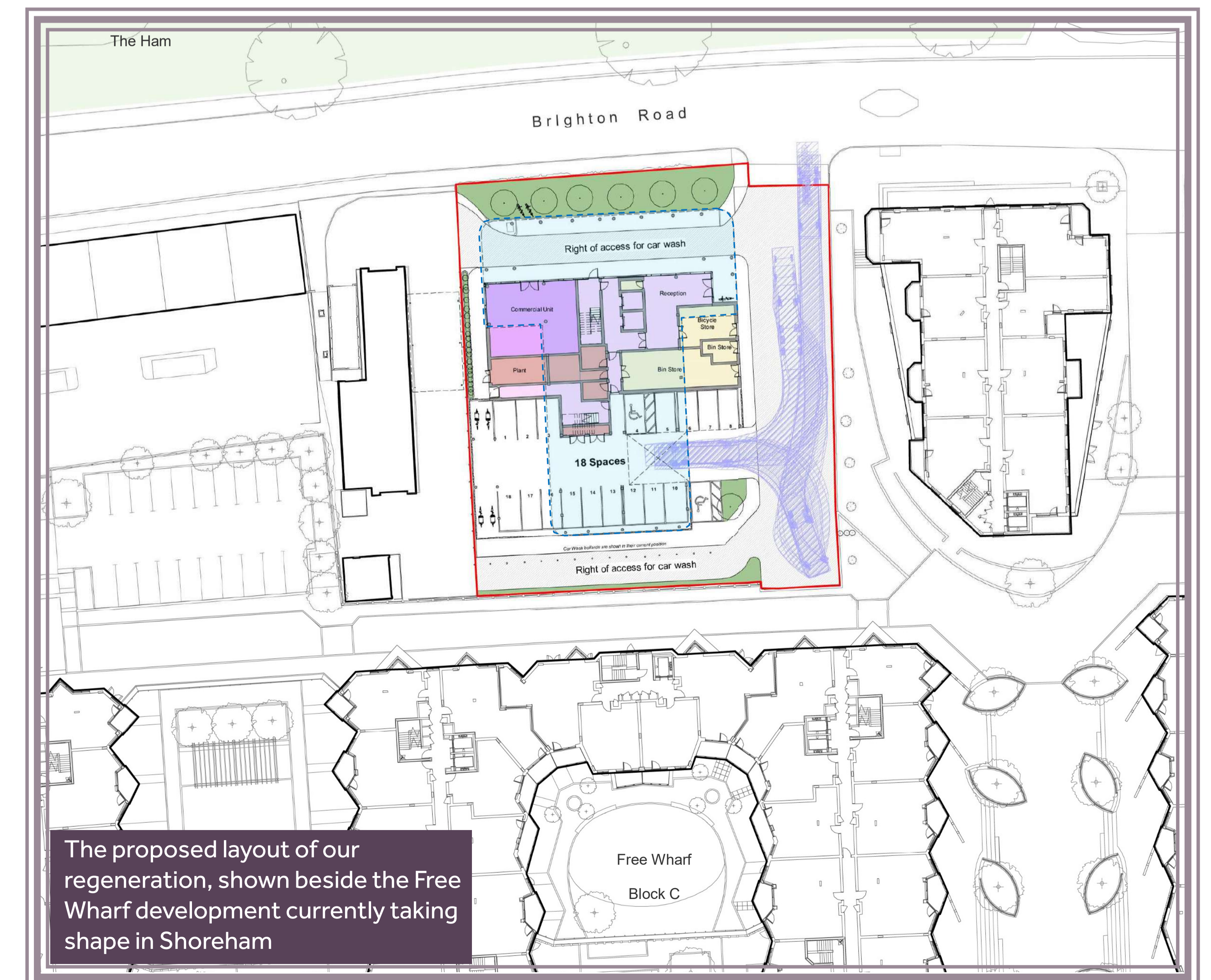
## Our design values

Our project team believes in delivering the very best design and quality that we can offer.

We seek to create attractive homes and developments which improve the appearance of the local area, and complement their surroundings.

With leading architects in the team, we deliver cutting-edge designs and do not compromise on building materials.

We are now seeking to bring our design values to the site to contribute towards the ongoing regeneration of the harbour, helping to build a vibrant new community.



# Sustainability and access

Rejuvenating 37-41 Brighton Road, Shoreham-by-Sea, BN43 6RE

HolderMathiasarchitects

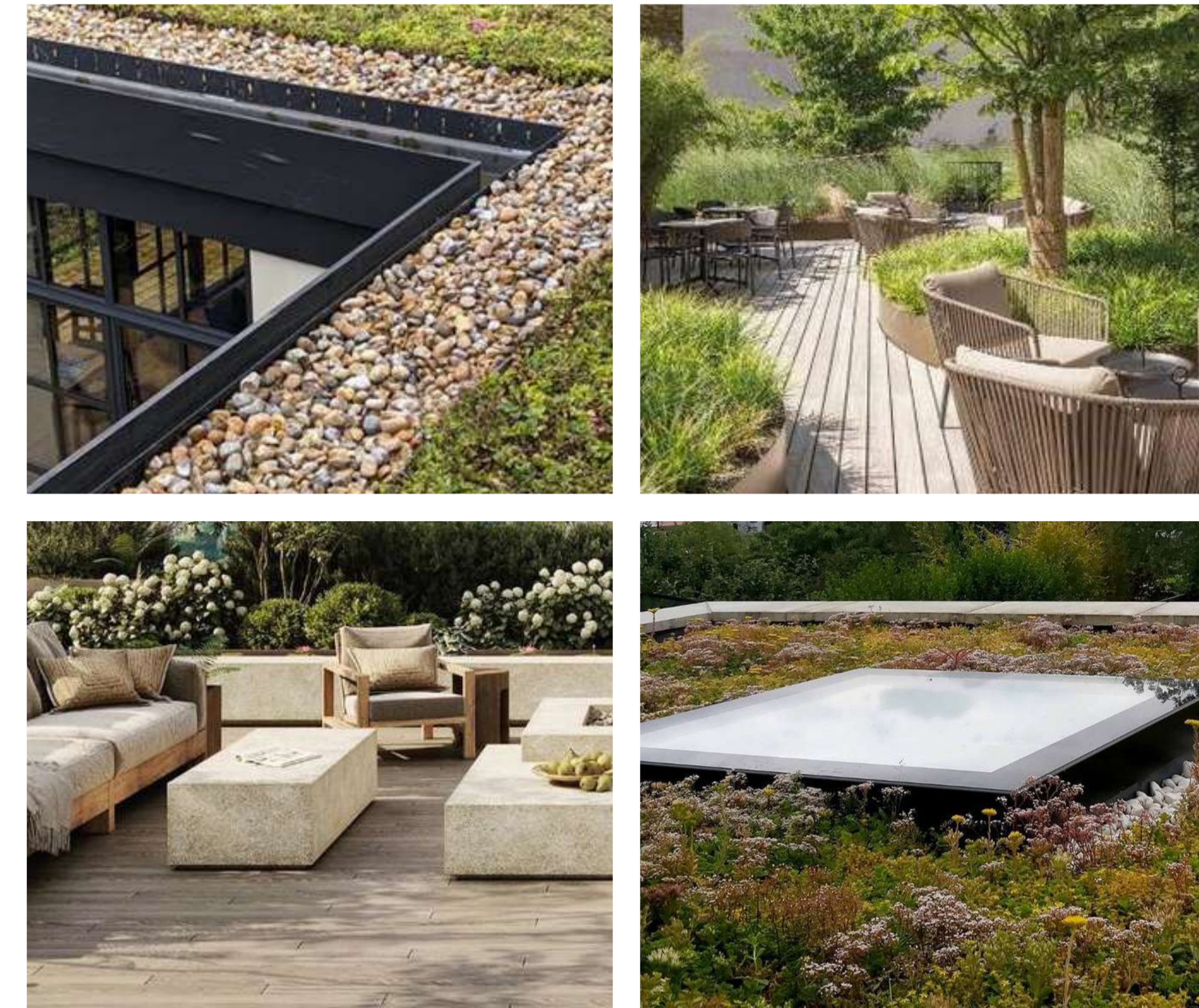
## Our green vision

Sustainability will be at the heart of our proposal at the Brighton Road site, with landscaping improvements, a biodiversity net gain, and enhancing the environment.

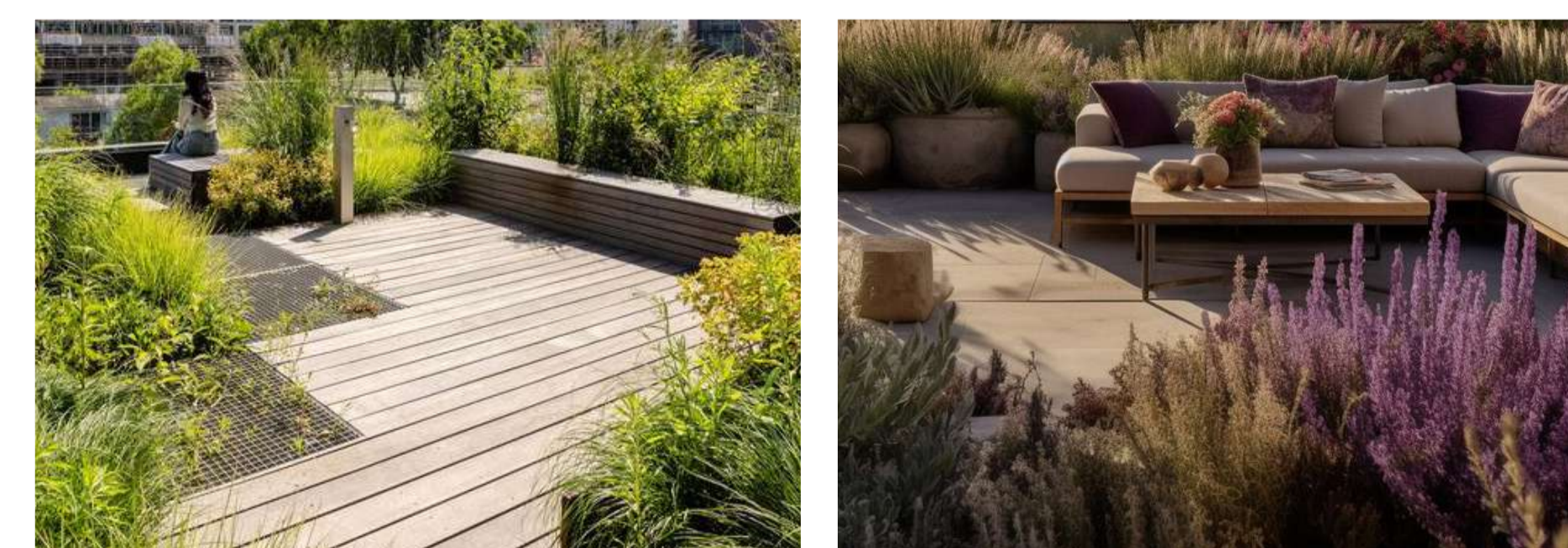
We will promote greener transport such as walking and cycling, and electric vehicle charging points will be provided. Our proposal also includes planting and sustainable drainage.

Additionally, our designs will seek to respond to the impact of climate change, and there will be energy efficient heating systems.

Combined, these measures will deliver a sustainable scheme that will comply with all the emerging Building Regulations that seek to make new homes more environmentally friendly.



The landscaping strategy for our scheme, which aims to promote biodiversity and help the environment



Examples of biodiversity including roof terraces along with green roofs, which we plan to deliver at Shoreham



### Key

- 1 Green roof terrace
- 2 Biodiverse landscaping
- 3 Blue/green roof – captures rainwater naturally and helps the environment
- 4 Floor to ceiling windows to bring more natural light into the apartments
- 5 Balconies and terraces, providing shade from bright sunlight
- 6 Energy efficient and sustainable design
- 7 Secure cycle storage and electric vehicle charging points

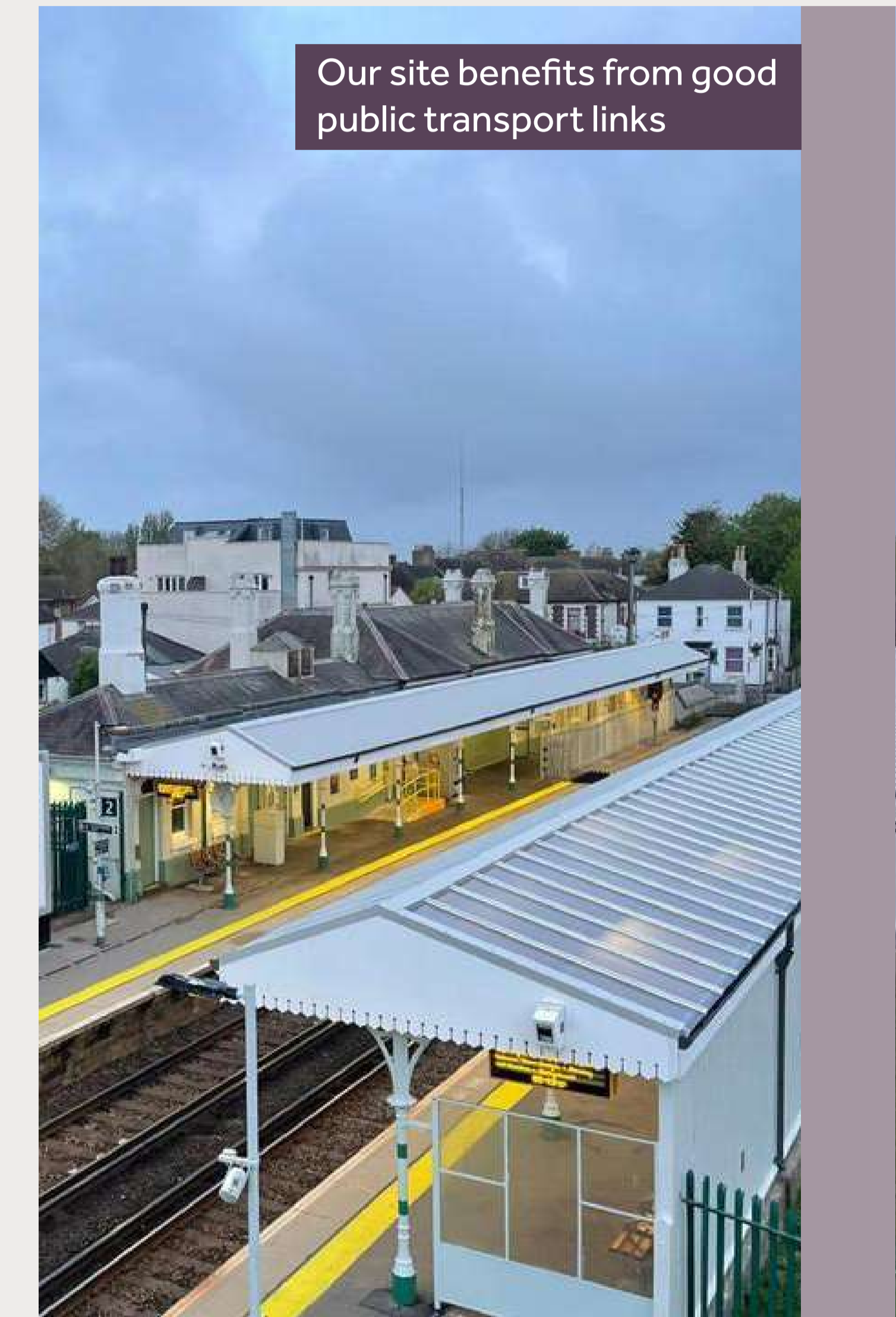
## Getting from A to B

Our project team has carried out a survey of the proposal site and its surroundings to guide our transport proposals, including the promotion of greener transport.

A clear advantage is that the site is within walking distance of the town centre, and benefits from good public transport links, such as bus services, and Shoreham railway station is within ten minutes' walk.

We will also seek to promote other methods of green transport, such as walking and cycling. Our plans also include 18 on-site undercroft parking spaces along with electric vehicle charging facilities.

As a result, we are seeking to ensure that future visitors to the development and residents have a wide range of options for making their journeys, including in a green and sustainable manner.



## Environmental features

- Biodiversity improvements
- Landscaping improvements and planting
- Cycle parking and promoting greener transport
- Electric vehicle charging points
- Energy efficient building materials
- Reduced heating consumption and costs
- Sustainable drainage systems
- Making best use of a previously developed site



# Key benefits

Rejuvenating 37-41 Brighton Road, Shoreham-by-Sea, BN43 6RE

Holder Mathias architects

## Key benefits

Our proposal at the Brighton Road site in Shoreham will deliver a host of important community benefits, including:



Delivering much-needed affordable homes for local people



Creation of attractive, mostly dual aspect apartments, with generous private amenity spaces



Giving first-time buyers more chance to join the property ladder



Dedicated cycle storage, and land reserved for the proposed Brighton Road cycleway



Making the best use of a brownfield site already allocated for redevelopment



We are an experienced project team that understands Shoreham's needs



Providing high-quality design



Creating local jobs during the construction phase



Transforming a tired site with excellent public transport links



Investing in the local economy

Indicative street scene, showing our completed development



# Next steps and feedback

Rejuvenating 37-41 Brighton Road, Shoreham-by-Sea, BN43 6RE

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## Next steps

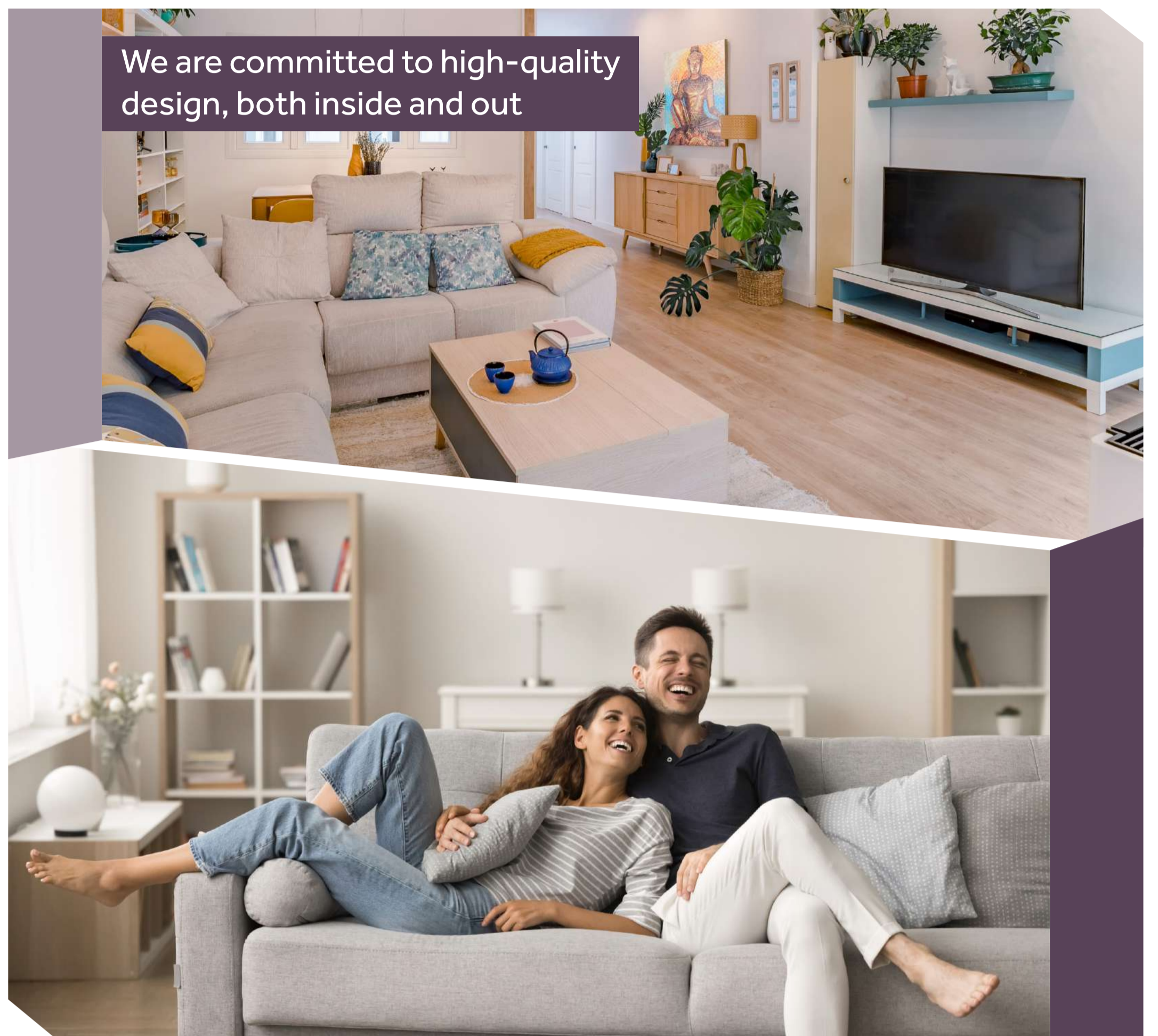
Thank you for viewing our exhibition regarding the redevelopment of 37-41 Brighton Road, Shoreham-by-Sea.

Once this consultation closes on **Sunday 9th March 2025**, our project team will go through the feedback received from residents and other important local stakeholders and take this into consideration before refining our plans and taking them to the next stage.

If you provide us with your details, you will be kept up to date on our progress as our vision for the site moves forward.




Thank you for your time.

We are committed to high-quality design, both inside and out



## Have your say

Please ensure that you leave your feedback by **Sunday 9th March 2025**.

-  Submit a feedback form online at - [brightonroad.your-feedback.co.uk](https://brightonroad.your-feedback.co.uk)
-  Email us at [mail@your-feedback.co.uk](mailto:mail@your-feedback.co.uk)
-  Call us free on **0800 099 6712** - leave a message, and our team you back



## For those without internet access

If you have requested to receive these consultation materials by post and are viewing these exhibition boards in paper format, please return your comments on the feedback form provided which can be returned free of charge to **Freepost, Fairthorn Consultancy**.

No stamp is needed.



Indicative street scenes, showing our completed development in Brighton Road

# PROPOSALS FOR LAND AT 37-41 BRIGHTON ROAD, SHOREHAM-BY-SEA

## YOUR FEEDBACK

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Thank you for attending our exhibition. We would be grateful if you could kindly let us know your feedback on what you have seen today.

### PRIVACY STATEMENT

By completing this form, you are agreeing that Blenheim Estates along with its project partner Fairthorn Consultancy, can hold and process your personal data in relation to this public consultation exercise.

Your personal data will only be used in relation to the proposals for land at 37-41 Brighton Road for planning evaluation purposes only. Your identifiable, personal data will not be used for any other purposes without your consent.

Blenheim Estates & Fairthorn Consultancy will use your data to:

- Send you updates about the project (where you provide us with your contact details)
- Develop a Statement of Community Involvement (or similar document) about this consultation that will be submitted to planning officials; this will be a publicly available document, but your comments will be anonymous, and we will only identify you in these reports with your permission. If you provide us with your contact details, we might also approach you to ask you more about the comments you have made.

Fairthorn Consultancy is acting on behalf of Blenheim Estates to run consultation activities.

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### ABOUT THE CONSULTATION

We welcome feedback from residents and stakeholders on the proposals on land at 37-41 Brighton Road. Blenheim Estates believes that the views of the local community are important and we are keen to hear your comments and questions.

#### About You

Note - If you choose not to fill in all parts of this section, then due to General Data Protection Regulation (GDPR) requirements, we will be unable to include your comments in the consultation process.

Title (Miss/Mrs/Ms/Mr/Other):
First Name or Initial:
Surname:
Postcode:
Age:
Over 13?
<input type="checkbox"/> Yes <input type="checkbox"/> No

#### Your Contact Details

We will use these details to contact you and update you on the proposals. You do not have to fill in this section if you would rather not be contacted.

Address:
Telephone:
Email:

**\*PLEASE COMPLETE ALL SECTIONS IN BLOCK CAPITALS**

Q1: Do you recognise the need for more affordable homes in Shoreham?

Yes  No  Unsure

Comments:

Q2: What do you think of our specific proposals for Brighton Road?

Comments:

Q4: Is there anything further you'd like to say about our proposals?

Comments:

**Thank you for your feedback**

#### **Data Protection**

We hold all personal data in accordance with the General Data Protection Regulation (GDPR) (EU) 2016/679 and your personal data will not be transferred outside of the European Economic Area. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and all other related information by visiting <https://fairthorn.co.uk/privacy-policy/> or leave a message for our team on 0800 099 6712.