

THE GORING AND ILEX CONSERVATION GROUP
Conserving the beauty and present character of Goring, the Ilex Avenue,
the trees in Sea Lane and the Goring Gap



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Goring by Sea
Worthing
West Sussex
BN12 4JF

8th July 2026

Gary Peck
Head of Planning & Development
Adur & Worthing Councils,
Worthing Town Hall,
Chapel Road,
Worthing,
West Sussex,
BN11 1HA

Dear Gary,

Re: Land South East Corner Of Amberley Drive Marine Drive Worthing
Application No. AWDM/0737/26
Proposal: Commercial use of regenerated land,etc.

From the commencement of his ownership of this piece of land, Mr Dixon has tried through various means starting with “posh allotments” to obtain some form of development potential to increase its value to him or his pension fund. This is the latest of his schemes.

Clarification required

The submitted Flood Risk Assessment by Steven Wilson Partnership refers to “proposed development” and under “conclusions”, it states that the development involves the construction of a residential nursing home, housing and a café. This may be a “cut and paste” error or perhaps a devious way of including uncertainties in the application but we believe that this should be confirmed or corrected before a decision on the application is made.

Background.

The land referred to lies within the Goring/Ferring Local Green Gap in the latest Local Plan and whilst not particularly deep, north to south, its width has a great effect on the Gap. Within the Plan it is noted that the designation and protection of ‘Local Green Gaps’ helps to avoid coalescence and preserve the separate characters and identities of different settlements by providing physical and visual breaks. This is particularly important given the compact nature of Worthing and how few and fragile the breaks in development are on the coastal strip between Brighton and Chichester. These form a critically important component of Worthing’s landscape setting and Worthing’s approach to protecting these areas is part of a strategic approach shared with adjoining authorities that are concerned to address the same issues of preventing settlement coalescence and protecting settlement identity.

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This land also forms part of the Council's new Vision for Nature strategy as the "Goring Gap Corridor", providing a habitat connectivity between the South Downs and the coast. This strategy notes that, from an ecological perspective, our natural landscape has become increasingly fragmented by development, infrastructure and intensive land use. This isolates wildlife populations, making them vulnerable and hindering their ability to find food, seek mates and adapt to environmental pressures. Nature corridors counter this by connecting these isolated pockets, allowing animals to move freely and safely between larger habitat areas. They are the essential arteries that maintain healthy, genetically diverse populations

The Goring Hall Conservation Area Appraisal recognises the value of the views to the south for the setting of the conservation area. This states "Within the conservation area, the landscape is relatively flat, reflecting its origins as coastal plains. From within the grounds of Goring Hall there are views over open green spaces toward the sea beyond. The Ilex Avenue forms a barrier between the suburban development of the north and the more open fields to the south of the Goring-Ferring Gap. To the west of Goring Hall and south of Ilex Avenue, the former agricultural fields are still present. The land beyond the playing fields to the west and south are flat and open providing views to the sea across fields that continue to be used for agricultural purposes. The fields that now comprise the Goring-Ferring gap appear always to have remained in agricultural use and provide an important area of open green space that reflects the historic situation of Goring as a once small rural village and acts as a buffer to the built form of the settlement of Ferring and allows views to the South Downs to the north."

When considering the appeal by Persimmon for development on Chatsmore Farm, the Planning Inspector noted that the South Downs National Park View Characterisation and Analysis highlights, amongst other things, that 'intrusive new developments within the view' could affect the 'sense of tranquillity within the National Park.' It continues by stating that the aims for development outside the SDNP include ensuring that it 'does not block, or adversely affect the quality of, views towards the sea.

From the above, it can be seen that this Gap and the views through it are precious to Goring and the wider area. The current temporary structures are an unwelcome and harmful intrusion to this area and the proposals only intensify the harm.

Application Proposals

Taking the individual proposals, the land has not been regenerated – the grass/weeds and brambles have merely been cut back and a few holes dug. We consider that this has had an adverse effect on biodiversity.

In such a location, it would be interesting to see if a borehole could provide a supply of untainted water and the effect on the local ecology.

Green energy production has not been thought out and is lacking in detail. Solar panels may well affect migrating birds through reflection whilst a wind generator would endanger them and both would also be obtrusive.

Regarding vehicle parking, far from freeing up nearby spaces, this, together with the offered food etc. is likely to increase traffic movements and hazards for pedestrians and vehicles alike. The land is

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low level with groundwater at 500mm below the surface so following rain the area is likely to become unsuitable for vehicles unless some form of surface (not mentioned) is provided. Overnight camping should not be encouraged and is subject to a TRO for the south side of Marine Drive and subject to double yellow lines on the north. Overnight camping will also provide some noise to the detriment of nearby neighbours. The proposal for 150 vehicles parked on the site is also totally unrealistic.

Flagpoles, in addition to being visually obtrusive, will also adversely affect the wildlife corridor.

The mobile structures, number unstated, at present are visually disagreeable, especially close together in the limited space available. It may be argued that the latest traveller incursion is less obtrusive than these structures. We note that he has recently been offering "Free Beer" and wonder how this rests with his premises licence.

He proposes to recess two shipping containers. These would still remain highly visible and from a practical point of view, with the noted groundwater level and a suggestion for any finished floor level to be 400 to 900 above current levels, the scope for a recess is limited or non-existent.

Animals are no doubt included as part of throwing all and sundry at the site. There would be great concerns about their welfare if this were to happen.

A boat has previously come and gone on the land and the advertising trailer is another eyesore and perhaps belongs at the owner's address while not being towed around the town.

He is offering a voluntary commitment not to have a permanent built development but as we have experienced, changes of mind frequently occur. Would this also apply to the pension fund and be incumbent on any future owner?

Summary

In summary, we greatly object to all of these proposals which, individually and together pose unwarranted harm to the Gap and would ask for this application to be refused on the grounds of Overdevelopment, Highway access and parking, Design, Privacy and noise, also loss of general amenity.

Yours sincerely

Robert Niall
(Secretary)