



# PENLANDS GREEN

CASE STUDY





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## PENLANDS GREEN, HAYWARDS HEATH IN SUMMARY

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**Located just 48 minutes by train from Central London, and even closer to the Bohemian boutiques and beaches of Brighton, Penlands Green in Haywards Heath has appealed to a whole range of buyers; from city commuters and local families to those seeking a more rural lifestyle.**

Built on former farmland, and on the edge of ancient woodland, the development itself is characterised by its open feel, strong placemaking and thoughtful design concept, featuring acres of green space, wildlife habitats and areas for play.

The adjacent woodland has influenced the unique site layout, with dozens of retained and newly planted trees creating green routes and pocket parks throughout the scheme. In fact, 95% of woodland and trees within the site have been retained and new trees planted. Large swathes of open space are provided on the ancient woodland boundaries and around existing mature trees, while areas for play are scattered throughout the site, together with central public open space.

While providing green space within the site boundaries, and access to the adjacent woodland, there are also plenty of places nearby to spend time in a natural environment. The site is nestled on the edge of the High Weald area of Outstanding Natural Beauty and close to the South Downs and Ouse Valley. Footpaths and cycleways provide accessible routes around the site to link residents to the surrounding countryside and community facilities including the neighbouring Harlands Primary School. Other highly rated schools are also nearby, along with restaurants and great local shops and entertainment, so the location lives up to Redrow promise to create a better way to live.

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## KEY FACTS

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**210**  
**NEW HOMES**

147 PRIVATE AND  
62 HOUSING ASSOCIATION



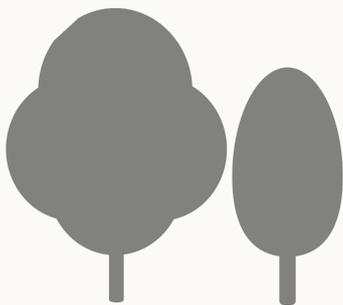
**23 ACRES**

OF GREEN SPACE & AREAS FOR PLAY

**52.7**  
**ACRES**

**OVER**  
**95%**

OF WOODLAND AND TREE RESOURCE ACROSS  
THE DEVELOPMENT RETAINED



**174**

NEW TREES PLANTED

**OVER**  
**£2.7 MILLION**

IN S106 COMMITMENTS INCLUDING OVER  
£1.5 MILLION TOWARDS PRIMARY AND  
SECONDARY EDUCATION AND OVER £225,000  
TOWARDS LOCAL SPORTS





## A STRONG DESIGN CONCEPT

Our innovative placemaking framework sets out eight design principles – The ‘Redrow 8’ –that define how we achieve sustainable development and Penlands Green is a shining example of these in action.

Designed with the existing landscape at the forefront, Penlands Green has been given a strong identity and is built to impress. There is instant kerb appeal thanks to a value-generating approach to landscaping, not just to the new areas of open space but also through the retention of so many onsite trees as well as treatment of front gardens and street trees.

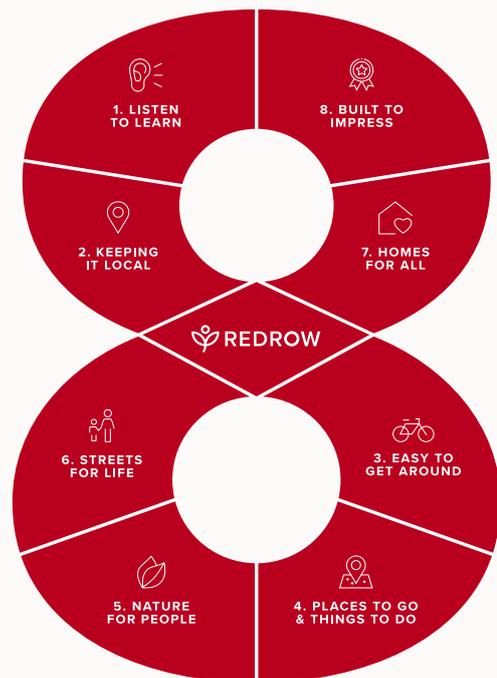
Networks of green spaces and corridors are within easy reach of every home, including integrated woodland belts, as well as ensuring neighbouring woodlands are easily accessible.

To preserve as much of the rich existing landscape as possible, the design and layout creates a dramatic sense of arrival with a beautiful village green as the focal point, framed by homes with great landscaping.

The much-loved and well-used community space features a large mature oak tree that is a key focal feature within the development.

Many of the homes have been specifically plotted to look over green space and wooded areas.

One of the challenges the site presented was a small plot of land in the centre of the development, which was outside of the site’s planning boundary.



This remains home to Penlands Farmhouse, and access to it was maintained throughout the construction programme.

Penlands Green took the crown for the development that was ‘Built to Impress’ in our 2022 Redrow 8 Awards, being noted as a truly impressive, highly attractive landscape-led community.

This enviable setting is home to 147 three, four and five-bedroom properties from Redrow’s Heritage Collection and 62 apartments that have been handed over to housing association Moat.

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# PLACEMAKING AT ITS BEST

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**Penlands Green is an exemplar of the ‘Redrow 8’, a set of placemaking principles which provide a framework for the delivery of beautiful, communities where customers have the choice to lead more sustainable lifestyles. It is the epitome of these principles at work.**

The final site layout was informed via extensive engagement with the Local Authority, consultees and the Urban Design Officer, together with local community.

The new community is designed to be socially and environmentally sustainable. Homes are surrounded by open spaces, including woodlands, parks and a traditional village green. These areas have become destination spaces in which residents from within the development choose to spend time.

The village green, for example, attracts families, friends and neighbours for picnics, relaxing and play throughout the year.

In total, there are more than 23 acres of public open space, including areas for play and recreation, that help to encourage active and healthy lifestyles while wildlife rich spaces provide opportunities to connect with nature and boost wellbeing.

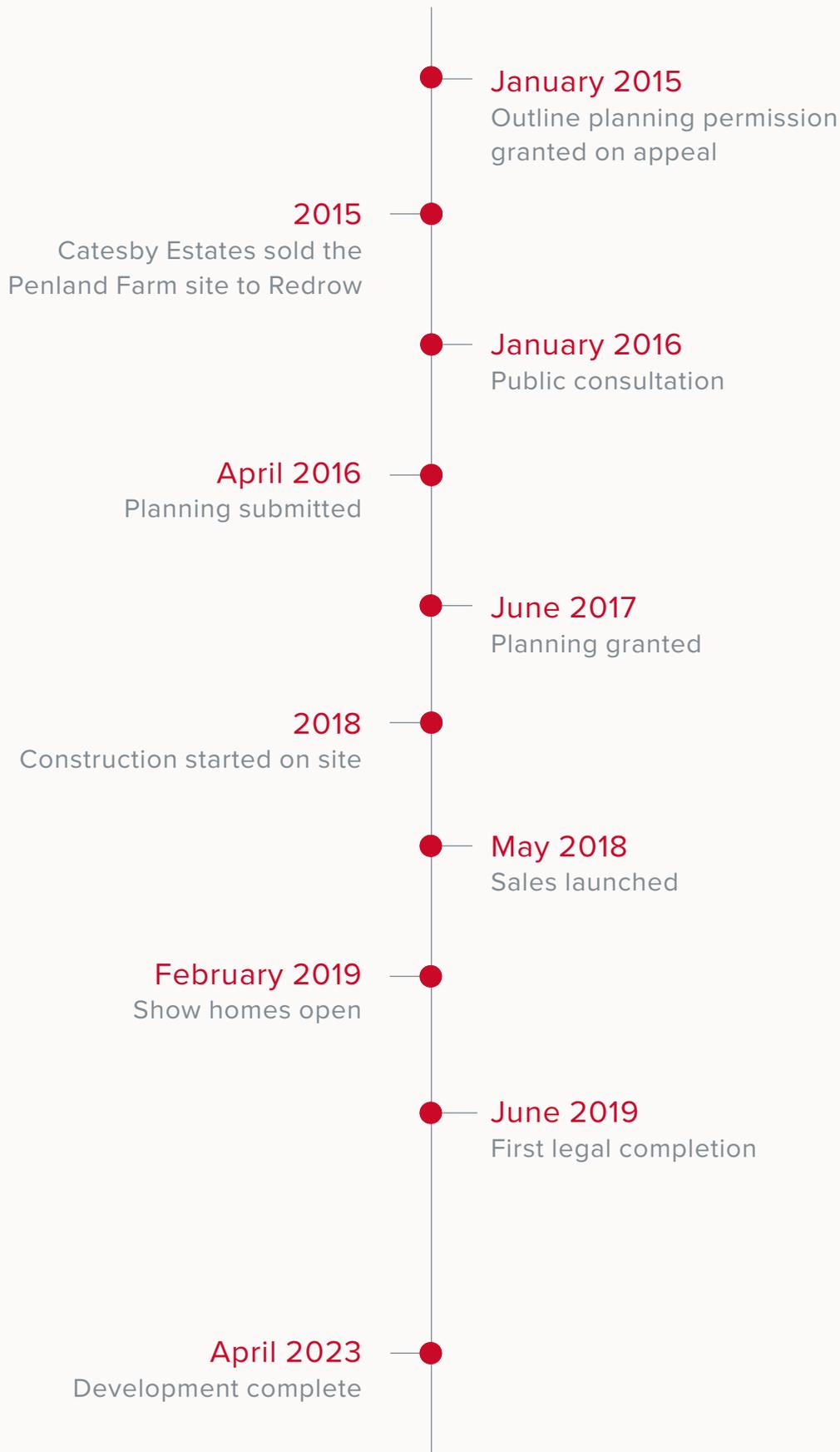
Redrow also joined a national tree-planting initiative, which saw some 151,000 native trees planted in West Sussex by more than 300 organisations, as part of the Queen’s Green Canopy event to mark the Platinum Jubilee in 2022.



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# TIMELINE

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# LIVING AT PENLANDS GREEN

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## **Claire Armstrong and Carl Mackenzie**

**The couple, both 35, purchased a three-bedroom Leamington Lifestyle at Penlands Green after living in rental properties in London for a decade, before relocating to Haywards Heath.**

“As we were renting in Haywards Heath we were able to take our time finding the right home. We visited a number of the different developments being built in and around the local area, but to be perfectly honest nothing was comparable in terms of the level of quality and attention to detail at Penlands Green.

“The station is great for our daily commute, especially as it is only a ten minute walk away. In the other direction you have Brighton too, only a 20 minute journey away you can be on the beach, enjoying the restaurants and bars. Brighton has a great vibe and it is fantastic to have it so close by.

“Haywards Heath itself has everything we need on a day to day basis and has a nice community feel. We have also found some great pubs in the surrounding villages, especially in nearby Cuckfield.”

