



Turnpike Lane – Ickleford, North Hertfordshire

Statement of Community Support

February 2026

Prepared on behalf of: **HAWRIDGE**
LAND



“ We are currently renting and it takes up nearly all of our wages, making it **impossible to save**.

We’ve always wanted to get on the property ladder, but thought there was **no chance of that happening**.

The availability of more affordable homes would give people like us, who both work, a realistic opportunity to **stay local** where we currently live and run a business. The high cost of rent in the area means that if our current rental were no longer available, we would be **unable to remain in the town**. ”

Becca, [REDACTED]



Image of development site



26

local people have
registered support on the
Council's planning portal

assisted by **Just Build Homes**



The scheme

Hawridge Land is bringing forward proposals for a housing scheme with 50% affordable housing, as part of a development of up to 100 new homes, in Ickleford.

The development will provide a range of house types, sizes and tenures to meet different housing needs, helping to support first-time buyers, families and those in need of affordable housing.

Alongside the new homes, the plans include new green public open spaces, play areas, potential walking routes and landscaping designed to enhance biodiversity.

The plans will include:

- 50% affordable housing
- Up to 100 new homes
- Public open spaces for community use, with play areas for children
- New landscaping and planting throughout the site



Indicative Masterplan



Executive summary

Within **North Hertfordshire** Council, **26** local people have registered their support through the Council's planning portal for **Hawridge Land's** proposed development.

The main reasons for support are:

- contributes to green spaces & play areas
- provides affordable housing
- tackles the need for more housing

The highest levels of support are in the following wards:

- Hitchin Oughton
- Baldock West
- Letchworth South East

Almost one in three supporters are aged 65+

Almost half of supporters are non-homeowners

16% of supporters are looking to buy or rent

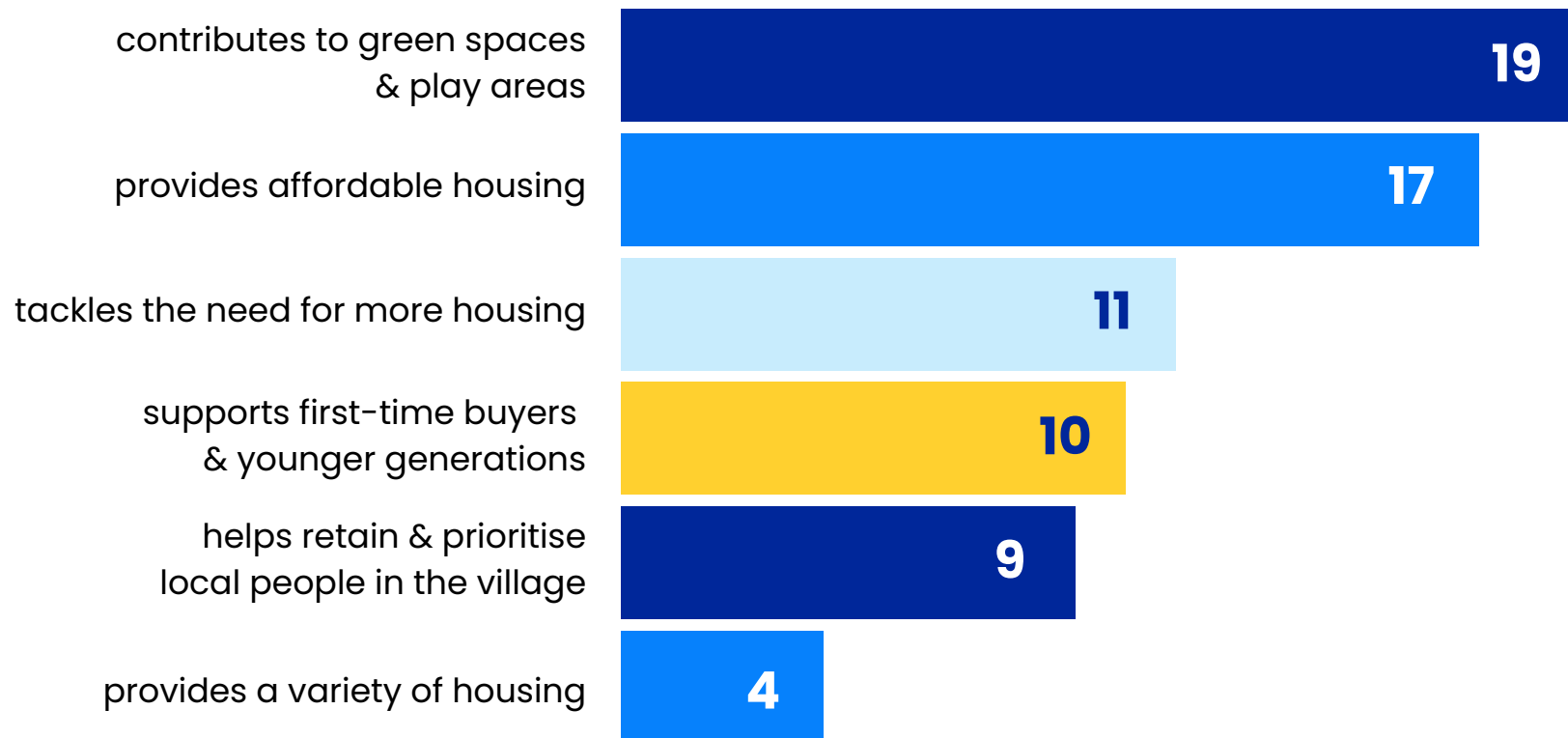
CGI of previous Hawridge Land development



Reasons for support

Just Build Homes supporters told us they support this scheme because it...

Fig 1: Analysis of supporters' reasons for support



Number of times a theme is mentioned in supporter comments



I support this scheme because it...

contributes to green spaces & play areas

"...The green areas proposed are also valuable for families and children to explore, and they also offer space for walking and support wellbeing."

Rita, [REDACTED]

"... I think more open spaces do make a difference, instead of just having a great big concrete block. At least you've got somewhere for the children to play and to go for a walk and things like that."

Susan, [REDACTED]

"... It is encouraging that the plans include green space and play areas, rather than just houses popping up. Nature is incredibly important and should be part of everyone's life, so having that incorporated into the development is a positive step. The inclusion of spaces for children to play is also very beneficial..."

Jack, [REDACTED]

"... It is also important that sufficient green areas are provided for children to play. A combination of both affordable homes and green space would make a difference."

Dorrel, [REDACTED]



I support this scheme because it...

provides affordable housing

"Houses in Ickleford are really expensive, so it would be good for people from the village to be able to buy something in the village... I think it is a good idea to provide affordable housing for local people in the village."

Susanne, [REDACTED]

"This proposal would provide an opportunity for local people to get on the housing ladder and secure a roof over their head. Housing affordability is a real issue and developments that help address this are important for the local area."

Amanda, [REDACTED]

"Affordable housing may help my children in the future. I am currently unable to afford to buy a home, and many people are in the same position. My current council property is old and in poor condition, and I have had to pay for all repairs myself."

Sadia, [REDACTED]

"There is a need for affordable housing in the area. My daughter still lives at home because she can't afford to get a mortgage, even in Ickleford."

Sylvia, [REDACTED]



I support this scheme because it...

tackles the need for more housing

"I'm in my 60s, but I'm all for helping first-time buyers. We need more housing, particularly to help the younger generation... I work in Ickleford, it's a nice little village – I think it's a good idea."

Jackie, [REDACTED]

"I do think more housing is needed and I believe it would benefit people in the local area, particularly first-time buyers. I would hope that the homes can go to local people rather than those coming out of London."

Andie, [REDACTED]

"There is a clear need for more houses and more affordable housing. This could attract first-time buyers really. A scheme of around 100 homes is not too bad and not a large development. We also need a community. Ickleford could do this, especially as it is on the outskirts and shouldn't upset too much. "

Lindsey, [REDACTED]

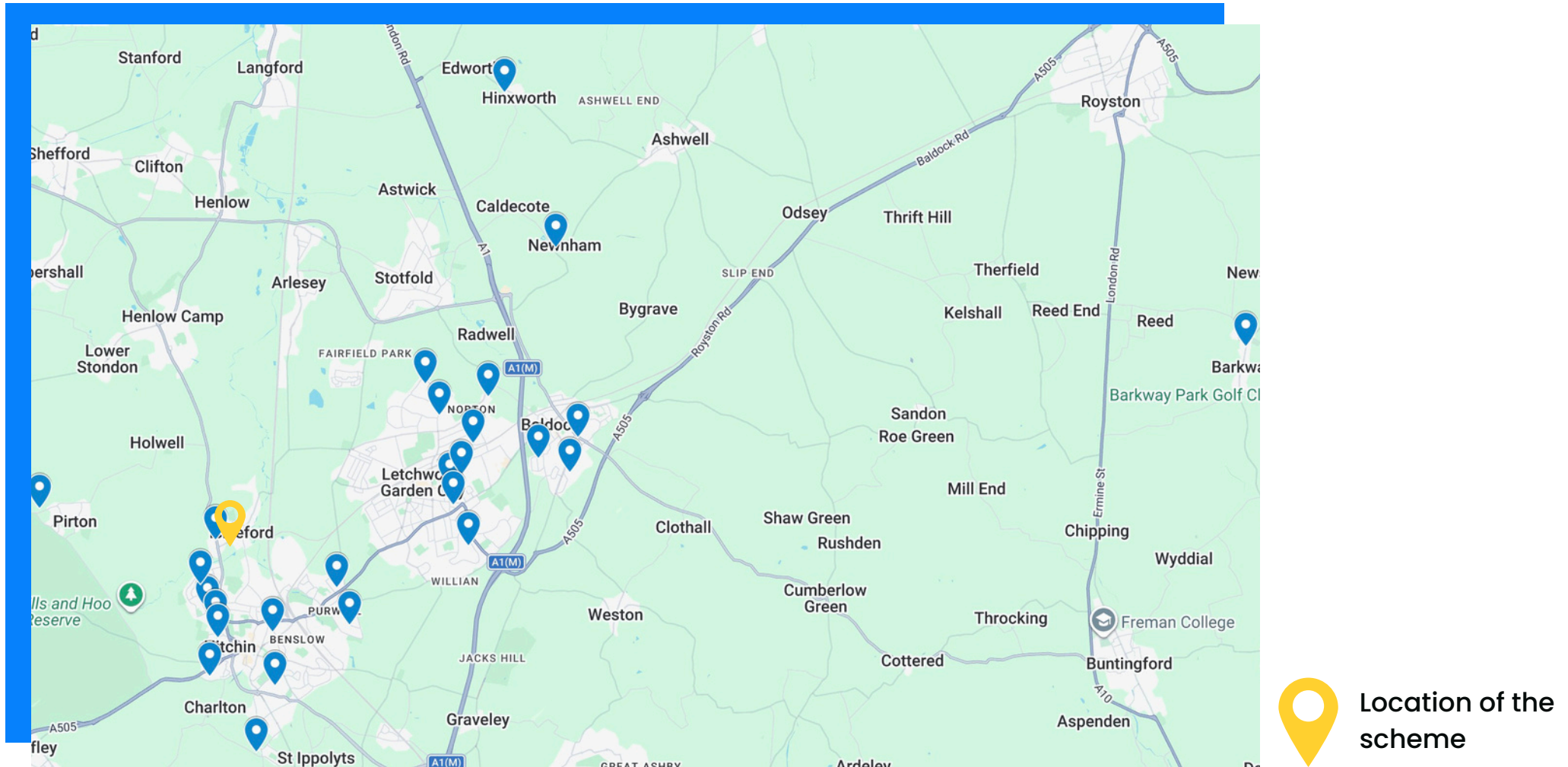
"More homes are needed as the population continues to grow, and I feel the proposals would be positive for the local area... I also feel that there is a significant amount of green space in the area that could be used more positively to address the shortage and the need for more homes and affordable housing in Ickleford."

Laura, [REDACTED]



Where the supporters are

Fig 2: A map to show where the supporters are

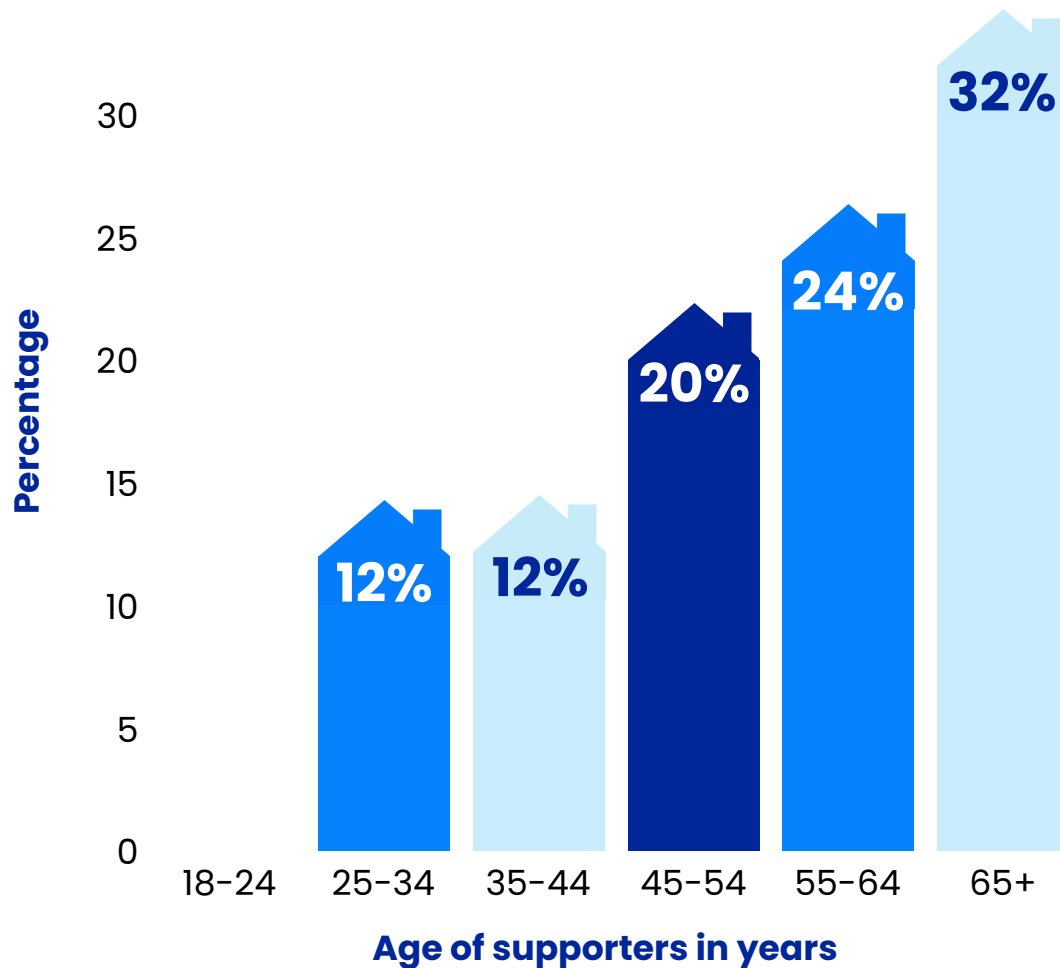


NOTE: Postcodes can cover up to 80 separate properties. The mapping system used here randomly chooses a property within the postcode area. The property identified on this map is therefore indicative and not necessarily the property of the actual respondent.

Age demographic

Almost one in three supporters are aged 65+

Fig 3: Supporter demographic by age



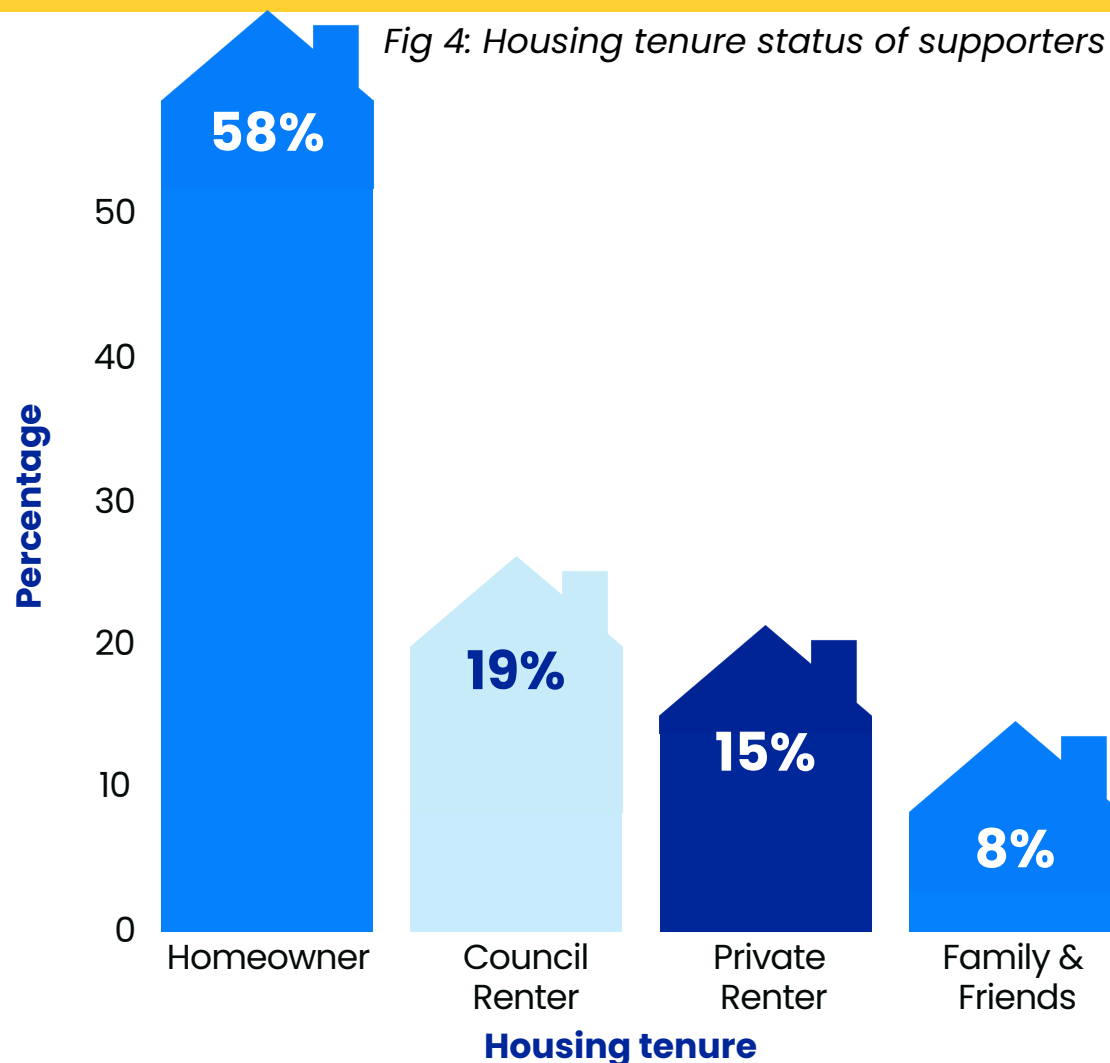
“I support the idea as I’ve bought a house on a new build site before. I know everyone’s got to have a house, but I hope the houses are given to people who will look after them. Ickleford is a beautiful area...”

Alison, [REDACTED]



Household tenure

Almost half of the supporters are non-homeowners



I am a big advocate for tackling the UK housing crisis... Through my experience of working in social housing, I am aware that waiting lists are extremely long, and additional homes would help address this ongoing pressure. I have seen locally how people are desperately struggling to be housed, living in overcrowded situations with their parents or having to move far away from the area...

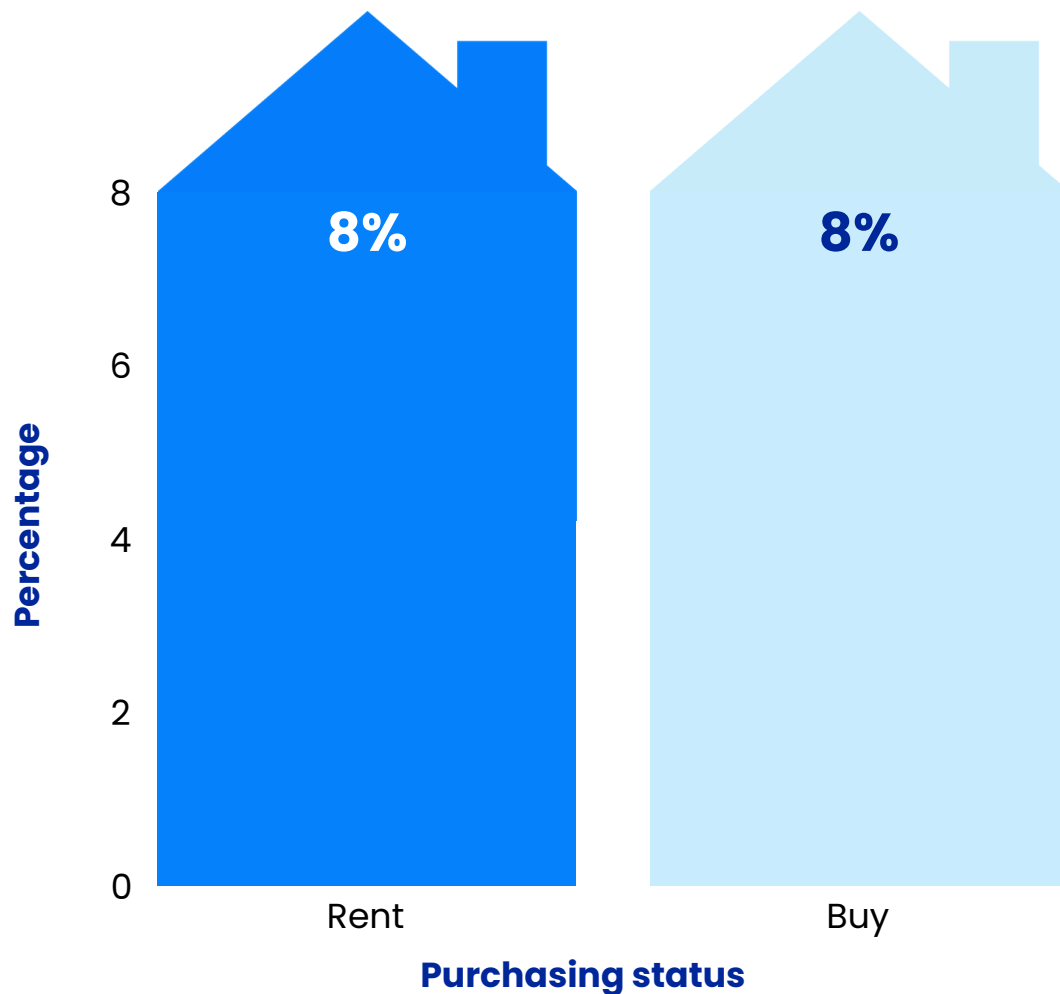
Tayla, [REDACTED]



Those looking to buy or rent

16% of supporters are looking to buy or rent

Fig 5: Percentage of supporters looking to buy or rent



“I'm trying to move into my own place, but it's very hard to find somewhere. The plan sounds good to me and things like added green spaces are needed with developments, so I'm glad that's included.”

Kent, I [REDACTED]



Recommendations

North Hertfordshire Council should approve this scheme because it will:

-  help to meet the area's required housing need
-  provide a mix of housing types
-  create green, open space for local residents
-  address affordability within the local authority
-  invest in generations to come

CGI of previous Hawridge Land development



Methodology

This document provides a qualitative analysis of the supportive comments submitted to the local planning portal with the assistance of **Just Build Homes**.

The analysis uses AI-based Natural Language Processing (NLP) on open-ended comments to categorise recurring keywords, semantic patterns, and contextual meanings, allowing for accurate grouping of themes even when phrased differently.

Where percentages do not sum to 100%, this may be due to rounding or multiple answers.



About us

Just Build Homes connects supporters of housebuilding with the planning process.

Established by Shared Voice – the only communications agency that finds genuine, local supporters to back the homes, clean energy, and infrastructure we need – our mission is to reshape the politics of planning by making the voices of the silent majority heard as loudly as those of objectors.

We work with public bodies, local authorities, social housing providers, and developers, helping all parts of the community shape – not just react to – the growth around them. We help them meet their statutory engagement requirements and broaden the base of consultation from a small and self-selecting audience to a more diverse and supportive range of voices.

More information about Shared Voice is available [here](#).





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by  SharedVoice

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