

## Land to the southeast of King George V (KGV) Playing Fields Cuffley (Phase 2)

# Welcome

We are at an early stage in preparing proposals for a thoughtfully designed residential development for around 225 high-quality new homes, including 50% affordable housing, alongside new public open space and community benefits for Cuffley.

This event is the first opportunity for you to view and comment on the emerging ideas. As the plans develop, feedback from residents and stakeholders will help inform the evolution of the proposals.

The exhibition banners and boards provide information about the site and our early thinking. We would like to hear your views on the future of this area and your priorities. You can share your thoughts by:

- Adding sticky notes to the plans and display boards.
- Speaking with members of the project team.
- Completing a feedback form (hand it in or return via Freepost)
- Complete the online survey at: [www.lih-cuffleyconsultation.co.uk](http://www.lih-cuffleyconsultation.co.uk)

Your feedback is important to us and will be carefully considered as the proposals continue to evolve. Once the plans have progressed further, we intend to hold a second round of consultation to present more detailed proposals before submitting an outline planning application to Welwyn Hatfield Borough Council.

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Development previously delivered by LIH

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## About

Lands Improvement (LIH) is a strategic land promoter and master developer operating across the UK.

Our mission is to increase the supply of land for new homes, but, importantly, we want to do this in the right way. Our role gives us a valuable opportunity to help shape the places people live and their day-to-day experiences. We therefore want to work collaboratively with those who know the places the best – local residents, community groups and the Council – to help us create places where people love to live, now and in the long-term.

Placemaking sits at the heart of everything we do. For us, this means designing places that feel connected, welcoming and grounded in their natural and local context. Our “Happy, Healthy Places” principles underpin our Placemaking Framework, which emphasises:

- Creating safe, attractive public spaces,
- Ensuring access to nature and green space,
- Supporting wellbeing and sustainable travel, and
- Fostering a sense of belonging for both new and existing residents.

We focus on the long term – planning communities that are resilient, environmentally responsible and able to grow alongside the areas around them. Our commitment is to deliver places people are proud of, not just now, but for generations to come.

You can find out more about us and our Placemaking Framework at [www.lih.co.uk](http://www.lih.co.uk)



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# Progress at King George's Vale

### Key things to protect

The land immediately north of this site, previously owned by LIH, received planning permission in 2021 for 121 new homes, landscaping, open space and improved connections. The development, known as **King George's Vale**, is being delivered by Bellway Homes and is nearing completion.

Before the application was submitted, extensive community engagement took place, with around 470 residents attending consultation events and sharing their views.

### As part of King George's Vale, LIH has provided a range of contributions for the local community, including financial contributions towards:

- **Education and youth facilities**  
Expansion of Woodside Primary School, additional nursery places in Cuffley, support for special educational needs and improvements to Waltham Cross Young People's Centre.
- **Transport and connectivity**  
Funding for safer roads, improved walking and cycling routes, including Public Rights of Way, and upgrades to public transport.
- **Community and leisure**  
Increased capacity at Cuffley Community Library, improvements to Cuffley Hall Short Mat Bowls Club, Cuffley & Northaw Youth and Community Centre as well as Hatfield Leisure Centre and Hatfield Swim Centre.
- **Parks and green spaces**  
The land adjacent to the bowling club at King George V (KGV) Playing Fields has been permanently transferred to Northaw & Cuffley Parish Council for recreational and community use, alongside contributions to improve KGV facilities, including grass pitches, changing rooms and play areas. Contributions to wider green space enhancements were also provided, including improvements to Northaw Great Wood.

- **Healthcare and services**  
Contributions towards expanding and refurbishing Cuffley Medical Practice and supporting local waste and recycling services.

As with the previous development, LIH wants to work with you to ensure emerging proposals respond positively to local priorities and the character and needs of Cuffley.

Bellway' Reserved Matters masterplan



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## Land to the southeast of King George V (KGV) Playing Fields Cuffley (Phase 2)

# Local Policy Context

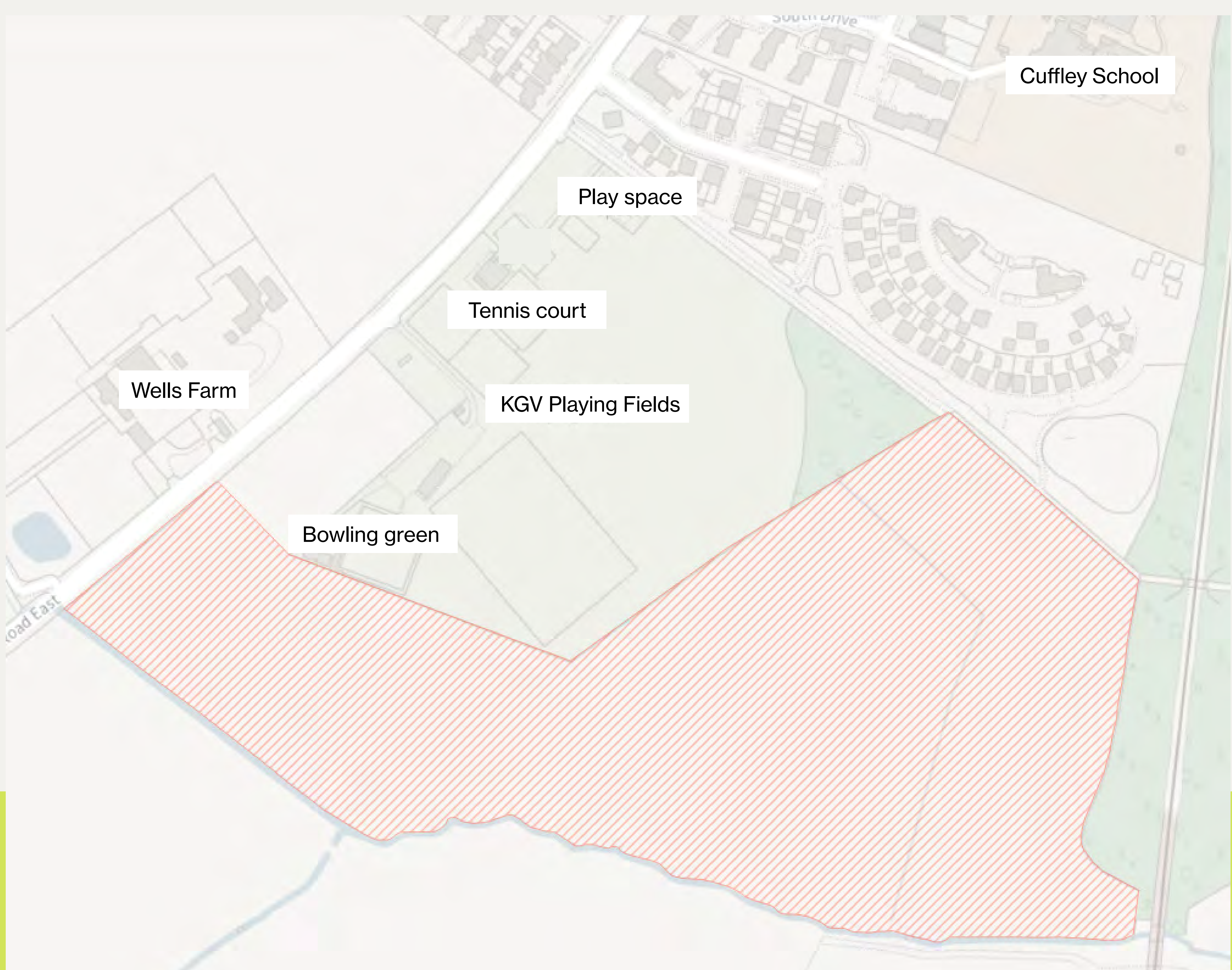
Welwyn Hatfield Borough Council faces a significant challenge in meeting its housing needs. The Council's most recent Housing Delivery Test shows that only around 52% of the homes required were delivered in recent years, highlighting a substantial shortfall in housing supply across the borough. At the same time, recent evidence from the Council (2026) shows a backlog of more than 1,400 households in need of affordable housing, with around 800 additional affordable homes needed each year to meet newly arising demand.

In response to these challenges, the Council is preparing a new Local Plan. Part of this process involves the Council identifying and allocating appropriate land for development and reviewing policy constraints, such as Green Belt boundaries.

As part of the emerging Local Plan, the site has been identified as a draft allocation under reference 'HEL-44'. This means the Council has identified the site as being suitable in principle for development and, through the Local Plan process, is seeking to support the delivery of homes here, subject to further consultation and technical work. The draft allocation also proposes the removal of the site from the Green Belt to enable housing development.

The emerging proposals seek to help address local housing needs, including the delivery of much-needed affordable homes, while responding to the character of Cuffley.

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Regulation 18 draft allocation site location for HEL-44

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## Site context

The site lies to the south of Cuffley village and directly south of King George's Vale development. It is bordered by KGV Playing Fields and Northaw Road East to the west, the railway line to the east, and Northaw Brook running to the south of the site.

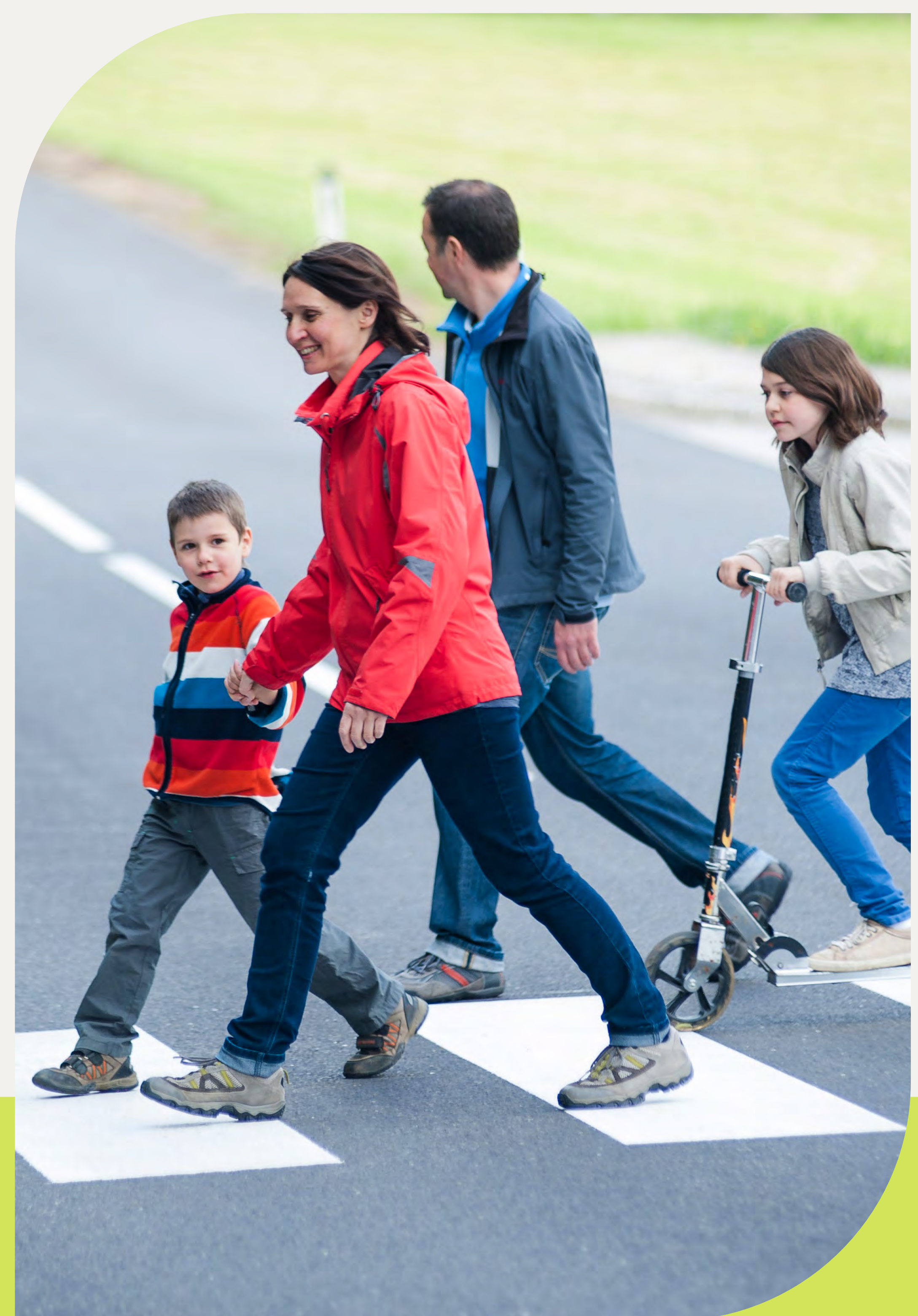
Covering approximately 10 hectares (24 acres) of agricultural land, the site is within easy reach of local facilities, including Cuffley High Street, Cuffley Village Surgery, Cuffley Railway Station (with frequent services to London and Stevenage), Cuffley School, and local churches, all less than a mile away (15-minute walk).

There are several existing footpaths around the site, including the Public Rights of Way to the north (Northaw 006) and east across Northaw Road East (Northaw 009). The proposals will look to link into these routes, enhancing connectivity for pedestrians and cyclists.

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Aerial red line image of the site: Maps Data: Google, Imagery ©2026 Airbus, Maxar Technologies



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## Key considerations and opportunities

We've carried out early technical assessments to understand what needs protecting and where new homes, paths and green space could go.

### Opportunities we are exploring

- **Green corridors** – multi functional spaces for wildlife, sustainable drainage and informal walking/cycling.
- **A central park at the heart of the site** – with places to play and meet as well as new planting.
- **Better walking and cycling links** – connect to the Hertfordshire Way, local Public Rights of Way and King George's Vale development.
- **More habitats for wildlife** – meadows, woodland and wetland features alongside sustainable drainage to support a measurable biodiversity net gain.
- **Sensitive building heights and layout** – stepping with the land to create a softer, greener edge to the village, and frame views towards Soper's Viaduct.

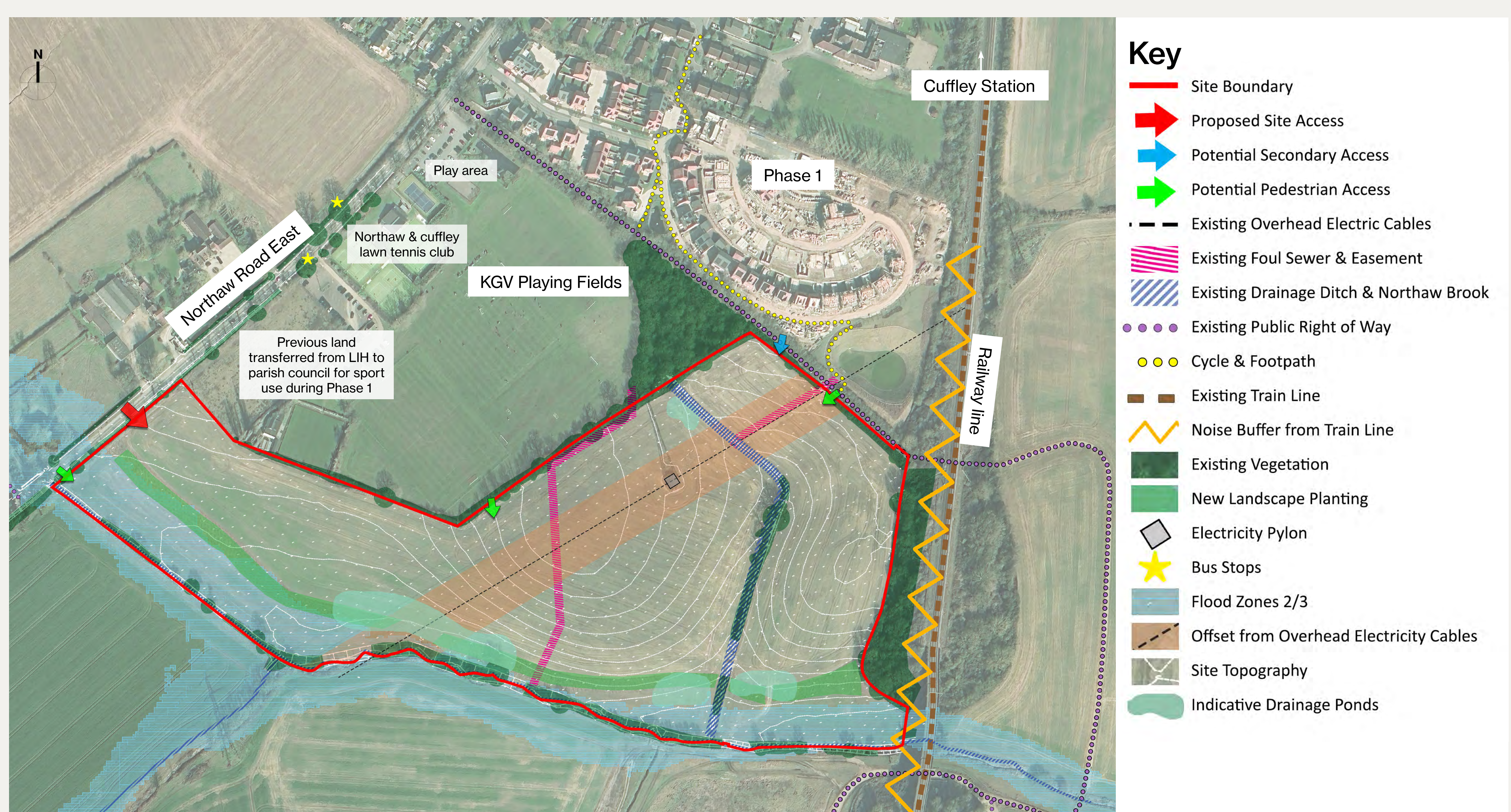
**Tell us what matters most to you here** – wildlife, play space, footpaths, views or something else?

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### Key things to protect

- **Northaw Brook and drainage corridors** – maintaining suitable buffers to manage flood risk.
- **Electricity pylons** – no building beneath; the corridor can be used for landscape, habitats and routes.
- **Mature trees and hedgerows** – retain where possible and strengthen with new native planting.
- **Land levels** – higher land in the north and lower land to south, informing building heights and layout.
- **Existing Public Rights of Way and biodiversity corridors** – retained and enhanced to improve access and connectivity.



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## Initial framework plan

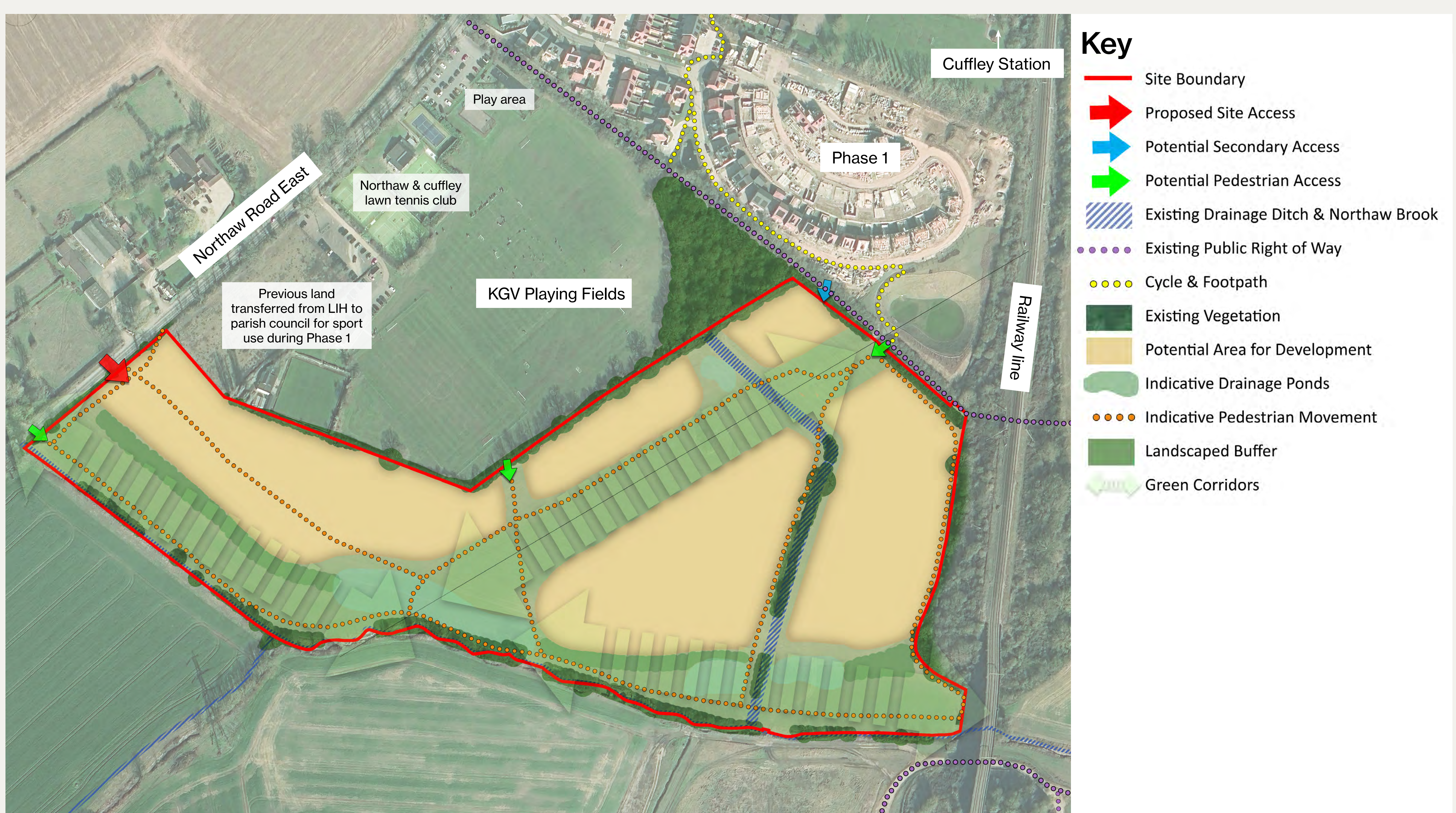
The initial framework plan shows an early idea of how development could come forward on the site, based on its surrounding, key considerations and opportunities. It is not a final design, but a starting point to explore layout, access, green space and connections.

Scan the QR or visit:  
[lih-cuffleyconsultation.co.uk](http://lih-cuffleyconsultation.co.uk)



We would like to hear your views on this early framework plan and how the proposals should evolve. In particular, we welcome feedback on:

- Whether vehicle access should be provided from King George's Vale.
- Whether new pedestrian links should be created to the adjacent KGV Playing Fields.



Initial framework plan



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# Community benefits

The site has the opportunity to deliver a number of community benefits, including:

- ✓ Around 225 high-quality new homes, forming a sustainable extension to the south of Cuffley, with a mix of sizes and types.
- ✓ 50% affordable housing, helping local families, key workers and younger residents remain in or return to the area.
- ✓ A landscape-led design, including new areas of public open space at the heart of the development.
- ✓ At least a 10% biodiversity net gain, through new planting, meadows and wetland features.
- ✓ New and improved walking routes and connections to existing footpaths and the wider village.
- ✓ Financial contributions towards local infrastructure and community facilities.
- ✓ Energy efficient homes, built to modern standards and equipped with electric vehicle charging.

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Photos of King George's Vale development

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## Next steps

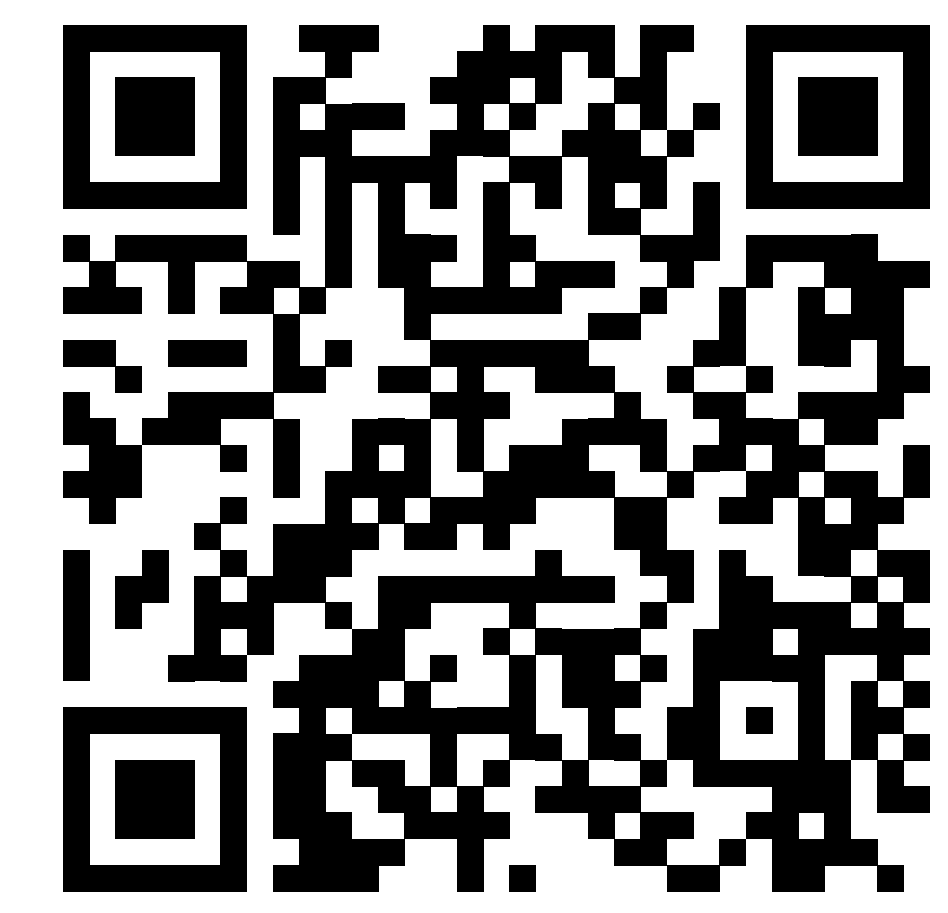
Thank you for attending our community engagement event. Your feedback today will help inform the next stage of design.

Following this consultation, the project team will review all feedback and use it to help inform the emerging proposals before holding a second consultation event, where we will share a more detailed masterplan and explain how community feedback has helped shape the proposals.

Please do fill out a feedback form and either hand it to a member of staff or leave it in the box provided. Alternatively, take it with you and return it via our **Freepost MEETING PLACE CONSULTATION** (no stamp required)

**For your feedback to be considered, please submit your response by Thursday 30 April 2026.**

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### Indicative timeline

- **April 2026**  
First round of community consultation.
- **May 2026**  
Review of feedback received.
- **June 2026**  
Anticipated second round community consultation.
- **Summer 2026**  
Targeted submission of outline planning application to Welwyn Hatfield Borough Council.

### Get in touch

**0800 148 8911** (freephone)  
Monday-Friday, 9:00am-5:00pm

**info@LIH-cuffleyconsultation.co.uk**

**Freepost MEETING PLACE CONSULTATION** (no stamp required)



### Share your thoughts

We would like to hear your thoughts on what you would like to see delivered on this site, and any other priorities you feel should be considered as the proposals evolve.

Your feedback today will help inform the next stage of design. We will hold a second consultation event, where we will share a more detailed masterplan and explain how community feedback has helped shape the proposals.





What could be improved  
about Cuffley?

What's missing from  
Cuffley?




What's great about the area?  
What do you value?

Other comments you want  
to highlight?

# Landscaping and planting

What's most important to you when it comes to  
the local environment and landscape?

Add a sticker to the table opposite:

-  Green dot - High priority
-  Yellow dot - Medium priority
-  Blue dot - Low priority



.....  
**Creating new homes and habitats for local wildlife**

.....  
**Protecting and improving biodiversity**

.....  
**New planting of trees and hedgerows**

.....  
**Green walking and cycling paths and trails**

.....  
**Creating spaces where people can play and relax in nature**

.....  
**Play areas for all ages**