

From: Miriam Nicholls
Sent: 26 June 2014 16:37
To: Simon Davis
Cc: Margaret Murphy
Subject: RE: AL/26/14

Hi Simon

Having read the letter from the agent, our response is below.

Firstly we think it is important to deal with the definition of Tourist property and self catering accommodation. The definition we use, and the basis on which these comments are made, is as follows;

NACE REV.2 classification: Section I, Division 55, Class 55.2 - Holiday and other short-stay accommodation.

This class includes the provision of accommodation, typically on a daily or weekly basis, principally for short stays by visitors, in self-contained space consisting of complete furnished rooms or areas for living/dining and sleeping, with cooking facilities or fully equipped kitchens. This may take the form of apartments or flats in small free-standing multi-storey buildings or clusters of buildings, or single storey bungalows, chalets, cottages and cabins. Very minimal complementary services, if any, are provided.

This class excludes:

- provision of furnished short-stay accommodation with daily cleaning, bed-making, food and beverage services, see 55.10;
- provision of homes and furnished or unfurnished flats or apartments for more permanent use, typically on a monthly or annual basis, see division 68.

Source: Visit England / European Commission.

We only have anecdotal evidence of a strong self catering market locally since that is all that is available. However, Visit England conduct regular national surveys amongst all types of tourist property owner, and the trends for self catering are shown below. These are % figures based on the same period in the previous year

Easter 2012	+35%
June 2012	+17%
July 2012	+21%
Sept 2012	+16%
Nov 2012	+26%

Jan 2013	+25%
April 2013	+22%
July 2013	+26%
Sept 2013	+39%
Nov 2013	+29%

Source: Visit England Business Tourism Monitor

We are satisfied that this shows an increased trend for self catering accommodation nationally and see no reason why that should not apply locally.

We are unable to comment on the closure of Norton Cottage but cannot accept this as a comparison since it is a different type of accommodation.

We still hold the view that these properties have not been marketed in the places that tourists would generally look for a short term self catering holiday let. We have checked the King and Chasemore web site and the only reference to holiday properties we can find are for those on the Isle of Wight. King & Chasemore state they are part of the Countrywide Property Group -- we have checked their web site and they don't have any holiday rental properties but do have residential lets. However, we do accept that Amberley House Cottage Holidays is the type of company that visitors would look for a short term holiday let, but if this was the only marketing channel it would obviously have limited success.

The letter states that the Visit Chichester web sites are linked -- they aren't and never have been.

The letter from Amberley House Cottage Holidays states that "the cottage would have remained viable as a successful holiday let" We can only conclude that the applicants agent thought it had been viable although the application appears to differ on this point.

If you require any further clarification please let me know.

Miriam.

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