

Marketing Report in support of application  
to remove Condition 10 in respect of  
planning permission: AL/92/08

**Site Address:** Norton Dairy, Old Dairy Lane, Norton,  
West Sussex, PO20 3AF

**Applicant:** Mr I Lissamore

**Date:** 28<sup>th</sup> August 2019



*Nigel Locke Planning Consultant*



## The Proposal

This application is a resubmission of AL/37/19/PL to remove condition 10 of planning consent AL/92/08.

This marketing report sets out to show that despite continuous marketing since April 2018 enquiries have been very limited and those enquiries that have come forward have not confirmed a booking due to the unsuitability of the cottage in respect of its location on an access road to a light industrial estate with a large office block immediately behind it.

The location has also proved to be unsuccessful as far as marketing for holiday/short lets for the nearby properties Easter Cottage and The Old Stables both of which have received the council's approval to remove the restrictive holiday let condition.

Reasons for refusal were as follows:

***Reason One:*** Removal of condition 10 following the approval of AL/92/08/ relating to the tourist accommodation let in the absence of meeting a number of specific exceptions specified within policy C SP1 would result in another new isolated home in the countryside, contrary to the National Planning Policy Framework (paragraph 55) and Arun Local Plan policy C SP1 and would adversely impact on the local distinctiveness which contributes toward more sustainable lifestyle;

***Reason Two:*** Insufficient information has been provided to demonstrate that reasonable attempts have been made to market and use the premises for business purposes. Therefore, the proposal is contrary to NPPF paragraph 28 and Arun Local Plan policies H DM4 and TOU DM1.

Copied below is the Council's Economic Development Department's consultation report:



From: Miriam Nicholls  
Sent: 26 June 2019 11:07  
To: Planning Responses [REDACTED]  
Subject: RE: Planning Consultation on: AL/37/19/PL

Economic Development object to this application.

On previous advice given, the site(s) have been advertised, but it would appear only on Air B&B (since May 2018) resulting in only one enquiry, and that during a Goodwood event. We are not aware of any significant marketing e.g. via agencies, website, social media etc. and a Google search returns only general 'Flight Move' type links. No 'holiday marketing' that we can find. The Google search results for Norton Dairy Sussex holiday Cottages ( includes a good result of a website for a similar named property -- but near Eastbourne!)

We also did a search using Air B&B specifically and could find no mention of these cottages, but found a similar property very close by in a similar location, which seems to be doing fairly well.

[https://www.airbnb.co.uk/rooms/31370288?source=impression\\_id-p3\\_1580942156\\_HAKwN1iWVx1z2dAgQ](https://www.airbnb.co.uk/rooms/31370288?source=impression_id-p3_1580942156_HAKwN1iWVx1z2dAgQ)

In our view, unless the properties are actively marketed, and our suggestion would be with the industry specialist agents such as (locally) Amberley House Cottages or Henry Adams Holiday Lets for example (lots more agencies out there) the properties are unlikely to attract much interest or bookings. Any marketing would also need to be given more than a year to be effective, so it is unsurprising that there has been very little interest.

Miriam Nicholls | Business Development Manager, Directorate of Place, Arun District Council | Location: First Floor, Arun Civic Centre,  
Maltravers Road, Littlehampton, BN17 5LF

Also copied below are the Economic Development Department's reports in relation to Easter Cottage and The Old Stables:

**From:** Miriam Nicholls  
**Sent:** 12 January 2018 09:50  
**To:** Simon Davis  
**Subject:** RE: AL/130/17/PL - Lifting of Holiday Cottage, Easter Cottage, Aldingbourne

Hi Simon

I've read the attached documents and discussed with our Tourism Officer. We have come to the decision that whilst we cannot support this application we will not raise any objection either.

Miriam

Miriam Nicholls | Business Development Manager, Directorate of Place, [Arun District Council](#) | Location: First Floor, Arun Civic Centre, Maltrevers Road, Littlehampton, BN17 5LF

Visit Arun's web site at [www.arun.gov.uk](http://www.arun.gov.uk)

Visit our Business Partnership web site at [www.arunbusinesspartnership.co.uk](http://www.arunbusinesspartnership.co.uk)



Save the environment - Think before you print.

**From:** Miriam Nicholls  
**Sent:** 20 March 2017 15:29  
**To:** Simon Davis  
**Subject:** AL/8/17/PL

Hi Simon

I have now had a number of discussions with the applicant and her partner. They have provided me with additional information regarding the marketing of the property and also the fact that it had been advertised on another site which they had forgotten.

On the basis of this information Economic Development would not have an objection to losing this property from the supply of tourist accommodation and would therefore no longer object to the application.

Miriam

Miriam Nicholls | Business Development Manager, Economic Development Team, [Arun District Council](#) | Location: Second Floor, Arun Civic Centre, Maltrevers Road, Littlehampton, BN17 5LF

Easter Cottage was marketed through Airbnb, HomeAway and Trip Advisor Holiday Lettings.

The Old Stables was marketed through Hoseasons and Airbnb.

## Marketing Details



A summary of the marketing is as follows.

Airbnb first registered 10<sup>th</sup> April 2018.

There was only one serious enquiry which was for 11<sup>th</sup> June (Goodwood Festival of Speed) for one week.

| Month     | Viewings |
|-----------|----------|
| April     | 14       |
| May       | 17       |
| June      | 23       |
| July      | 15       |
| August    | 15       |
| September | 9        |
| October   | 6        |
| November  | 8        |
| December  | 3        |
| January   | 3        |
| February  | 0        |
| March     | 4        |
| April     |          |
| May       |          |
| June      |          |
| July      |          |

HomeAway first registered 8<sup>th</sup> May 2018.

| Month | Viewings |
|-------|----------|
|-------|----------|

|                |   |
|----------------|---|
| May            | 3 |
| July           | 2 |
| September      | 1 |
| October        | 2 |
| November       | 1 |
| January (2019) | 2 |
| February       | 1 |
| March          | 1 |
| June           | 0 |
| July           | 0 |
| August         | 0 |

Over that period there were 90 page viewings.

Copied below are emails from Airbnb and HomeAway showing emails received by the applicant from these two companies together with the enquiry activity none of which resulted in any bookings.

The cottage was marketed for holiday lets, short term lets, or nightly B&B lets.



Super User

Thursday, 29 July 2015 at 11:01

Home Details

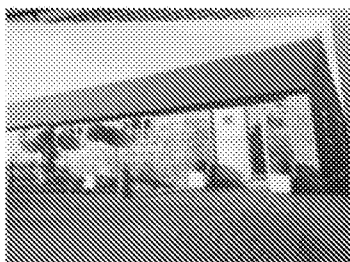
Below is a copy of the email you sent, for your records.



|                    |                              |
|--------------------|------------------------------|
| Property           | #8670888                     |
| Reservation ID     | HA 250329                    |
| Dates              | Jun 29-Jul 8, 2015, 9 nights |
| Guests             | 2 adults, 0 children         |
| Holidaymaker name  | Ian Turner                   |
| Holidaymaker phone | Available when booked        |

Hi Ian,

Sorry but the property has just been taken for Goodwood. Good luck with your search.



Time to check in! Review your monthly performance.

Ian Lissimore  
Chichester, West Sussex, UK  
Listing #8670888

[View latest activity](#)

Here's how you did:

113

page views

0

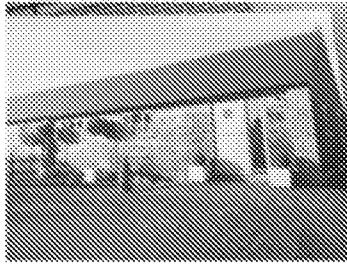
bookings

1

inquiries

0

reviews



Time to check in! Review your monthly performance.

Sam Lissimore  
Chichester, West Sussex, UK  
Listing #66705495

[View latest activity](#)

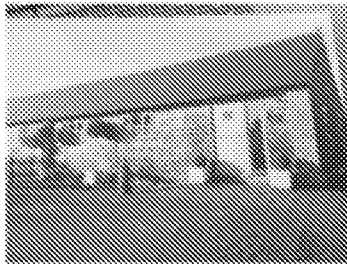
Here's how you did:

90  
page views

0  
bookings

2  
inquiries

0  
reviews



Time to check in! Review your monthly performance.

Sam Lissimore  
Chichester, West Sussex, UK  
Listing #66705495

[View latest activity](#)

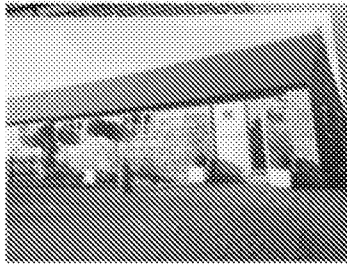
Here's how you did:

87  
page views

0  
bookings

3  
inquiries

0  
reviews



Time to check in! Review your monthly performance.

Ian Lissimore  
Chichester, West Sussex, UK  
Listing #9670986

[See instant activity](#)

Here's how you did:

32 page views   0 bookings   0 inquiries   0 reviews

Hello, Stefan Pfluetzenreider is interested in your property.



Get Protected by Liability Insurance by processing this booking through HomeAway checkout.



Property: #9670986  
Dates: ✓ Available Jan 2-10, 2018, 8 nights  
Guests: 2 adults, 0 children  
Holidaymaker name: Stefan Pfluetzenreider  
Holidaymaker phone: Available when booked  
Enquiry from: Pfluetzenreider.de

HomeAway



Ian Lissimore has replied to your message

Below is a copy of the email you sent, for your records.



Property: #9670986  
Dates: Dec 23-30, 2018, 7 nights  
Guests: 3 adults, 1 child  
Holidaymaker name: Alan Burgess  
Holidaymaker phone: Available when booked  
phone

Hi Alan,

I'm sorry but my place only has one bedroom, so it wouldn't be big enough for you all. Good luck with your search.



Gerry Klappe has sent an additional enquiry

|                    |                               |
|--------------------|-------------------------------|
| Property           | 98670888                      |
| Dates              | Oct 15-Nov 1, 2018, 17 nights |
| Guests             | 3 adults, 0 children          |
| Holidaymaker name  | Gerry Klappe                  |
| Holidaymaker phone | Available when booked         |

Can you please let me know if there are 3 separate beds in your house  
We want to rent from next monday if you have.  
I am waiting for your reply before book ing



Get Protected by Liability Insurance by processing this booking through HomeAway checkout.



|                    |                                             |
|--------------------|---------------------------------------------|
| Property           | 98670888                                    |
| Dates              | ✓ Available<br>Oct 1-Nov 3, 2018, 30 nights |
| Guests             | 1 adult, 0 children                         |
| Holidaymaker name  | Amanda Cooke                                |
| Holidaymaker phone | Available when booked                       |
| Enquiry from       | HomeAway.co.uk                              |
| Estimated amount   | £2,993.80                                   |

#### Message from Amanda Cooke

Urgent!

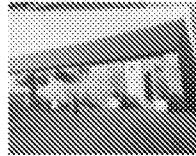
I am looking for a self contained unit within walking distance of Chester Festival Theatre for an address from 1st Oct to 3rd Nov. Unfortunately her accommodation has been taken through at the last minute.  
Currently your pricing is too costly but I was wondering if you would consider approx £1000 for the dates above?  
I appreciate I am asking a lot but can't have to find and pay for their own accommodation

Hallo, Susan Phillips is interested in your property.

11



Get Protected by Liability Insurance by processing this booking through HomeAway checkout.



|                    |                                                                                 |
|--------------------|---------------------------------------------------------------------------------|
| Property           | 89670886                                                                        |
| Dates              | <input checked="" type="checkbox"/> Available<br>Sep 28-Oct 28, 2018, 31 nights |
| Guests             | 4 adults, 0 children                                                            |
| Holidaymaker name  | Susan Phillips                                                                  |
| Holidaymaker phone | Available when booked                                                           |
| Enquiry from       | HomeAway.com                                                                    |

#### Message from Susan Phillips

I am an English single lady visiting from the UK. Would you consider a reduction for 3 consecutive weeks ? How far from the Town is the property? Thanks.



Great message

This booking is protected by Liability Insurance when accepted.

New reservation request for property No. 89670886.

Review and respond within 24 hours



|                    |                           |
|--------------------|---------------------------|
| Property           | 89670886                  |
| Reservation ID     | HA-617,810F               |
| Dates              | Aug 18-27, 2018, 9 nights |
| Guests             | 3 adults, 0 children      |
| Holidaymaker name  | Ulrich Fiedler            |
| Holidaymaker phone | Available when booked     |
| Payment Method     | Visa                      |

#### Holidaymaker Message

After a few days in London my wife, my daughter and me would like to visit the south of England, have some nice trips to some points of interests, and relax near to the beach.

Hello, Marta Sánchez de Burgos is interested in your property.



Get Protected by Liability Insurance by processing this booking through HomeAway checkout.



|                    |                                          |
|--------------------|------------------------------------------|
| Property           | 89670996                                 |
| Dates              | ✓ Available<br>Aug 5-21, 2018, 16 nights |
| Guests             | 2 adults, 2 children                     |
| Holidaymaker name  | Marta Sánchez de Burgos                  |
| Holidaymaker phone | Available when booked                    |
| Enquiry from       | HomeAway.co.uk                           |
| Estimated amount   | £1,477.37                                |

Message from Marta Sánchez de Burgos

do you have a baby cot?

HomeAway



Ian Lissimore has replied to your message

Below is a copy of the email you sent, for your records.



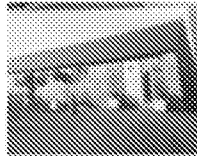
|                    |                              |
|--------------------|------------------------------|
| Property           | 89670996                     |
| Dates              | May 29-Jun 1, 2018, 7 nights |
| Guests             | 4 adults, 2 children         |
| Holidaymaker name  | Catherine St Denis           |
| Holidaymaker phone | Available when booked        |

Dear Catherine,

I'm sorry but the property is too small for four adults. The second bedroom will only fit a small child and I need to change its description on my site. Thanks for your enquiry Ian.



Ian Lissamore has replied to your message



|                    |                             |
|--------------------|-----------------------------|
| Property           | 89570995                    |
| Dates              | Aug 11-18, 2018, 7 nights   |
| Guests             | 2 adults, 2 children        |
| Holidaymaker name  | Emma Begley                 |
| Holidaymaker phone | Available when booked phone |

Hello Ian,  
 Many thanks for your honesty! I will speak with my husband about whether it wouldn't perhaps be healthy to take an occasional break from his phone, so I do think the house looks lovely. Can I just double-check it would be available for 11 - 18 August?  
 Best wishes,  
 Emma

----- Forwarded message -----

From: [REDACTED]  
 Date: Mon, 21 May 2018 at 15:48



You have received your first enquiry. Congratulations!

Find out about the next steps

View your enquiry



Your listing on HomeAway:  
 Listing #89570995  
 Location: Chichester, West Sussex, UK  
 Live since: 08/08/2018 12:00:00 AEST



Ian Lissamore  
 Chichester, West Sussex, UK  
 Listing #1 86739988

Subscription Pay-per-booking Upgrade

Market rent is live!

It'll show how you're performing in your market with our new rental system.

Last Calendar Update

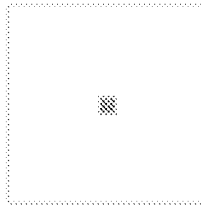


08/08/2018

Other Key Metrics

Bookings Cancellation Rate Decline Rate Page Views

## Your June 2018 Monthly Update



Ian Lissamore  
Chichester, West Sussex, UK  
Listing #: 8875888

[Subscription](#)
[Pay-per-booking](#)
[Upgrade](#)

## Last Calendar Update

**Market rank is live!**  
It'll show how you're performing in your  
market with our new ranking system.



05/31/2018

## Other Key Metrics

[Bookings](#)
[Cancellation Rate](#)
[Decline Rate](#)
[Page Views](#)

Fwd: Welcome to HomeAway Payments



Ian Lissamore  
Signal Lodge  
Thursday, 26 July 2018 at 10:48  
[Show Details](#)

----- Forwarded message -----

From: [REDACTED]  
Date: Tue, 18 Apr 2018 at 11:35  
Subject: [REDACTED]  
To: Ian Lissamore

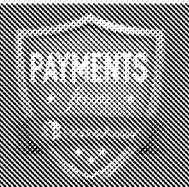
Here's what you need to know to take full advantage.



## Welcome to HomeAway Payments

## Congratulations!

Now you can accept online bookings



For your very first payment, funds are disbursed to your bank account one day after your guests check in OR 30 days from the date of the guest's payment, whichever date is later.

After that, payments are disbursed one day after your guests check in. Funds will arrive in your bank account three to seven working days later (settlement times vary by bank). Please keep this email for your records.

 Fwd: A new phone number has been added to your account



**Ian Lissamore**  
Agent Centre  
Thursday, 25 July 2018 at 10:47  
[Show Details](#)

From: [REDACTED]  
Date: [REDACTED]  
Subject: A new phone number has been added to your account  
To: [REDACTED]

HomeAway®



Dear Ian Lissamore,

This is a confirmation that a new phone number has been added to your [HomeAway.co.uk](#) account.

Now when you log in from a new or unrecognized device, you can choose to send a verification code to this new number, as well as any other numbers on your account.

If you made this change, you have nothing to do. If you did not make this change, please contact our Customer Service team as soon as possible at +44 (0) 204 607 1971 (Mon-Thur 08:00 - 19:00, Friday 08:00 - 18:00) or go to [http://help.homeaway.co.uk/contact](#)

Thanks,  
The [homeaway.co.uk](#) Team

\*To learn more about how [homeaway.co.uk](#) keeps your personal information secure, visit our Security Centre.

\*\*This is an automated notification, please do not respond to this email.



## Respond to Sara's inquiry

Maintain your response rate and help Sara finalize their trip.  
Respond by **9:10 AM BST on May 13**.

[Pre-approve](#) / [Decline](#)

**Sara**   
6 verifications · 21 reviews  
Edinburgh, United Kingdom

Hi Ian, I was wondering whether you do a weekly discount? It is my my husband and baby but my mum might want to come and stay a few nights as she lives in Surrey. Thank you, Sara



## Respond to Becky's Request

**Becky**

2 verifications

Westham, United Kingdom

Afternoon Ian,

I am booking this accommodation on behalf of my colleague Richard. We work at an Events Partner company called Identity (based in Westham, East Sussex.

Our office number is (Phone number hidden by Airbnb) is you have any questions. Closer to the time, I can discuss arrival times and other details with you.

Feel free to email us also: (Email hidden by Airbnb)



## RE: Reservation request at Old dairy converted to stylish accomodation can 4 for Jul 9 - 16, 2018



**James**

2 verifications

Thanks Ian



## James wants to book your place

Congrats, someone wants to book your place! Respond within **24 hours** so James can finalize their plans. If you accept the request, you'll earn **£573.58** and you can also start getting reviews—and reviews can help you attract more guests!

James

Hi Ian, I work for Rolls-Royce and I am looking for a place to stay while the Festival of Speed is on as I am managing the Rolls-Royce stand there.

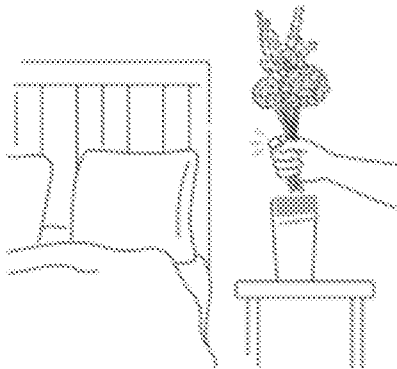


**James**

England, United Kingdom | On Airbnb since 2018

Provided: Email address and Phone number

[Learn more](#)



## Help your guests feel at home

From preparing your space to talking with neighbors and landlords, here are a few things to consider as you get ready for your first hosting experience.

## Conclusion

The marketing evidence put forward in this statement clearly shows that the marketing for Norton Dairy has been carried out as a continuous process since March 2018 without any success.

Marketing carried out is consistent with the marketing reports for Easter

Cottage and The Old Stables.



The marketing exceeds the Appeal Inspector's recommendation that properties should be advertised for 6-9 months.

In view of the information now supplied we hope that the council will be able to support this application and we would request the opportunity of discussing it with an officer from the Economic Development Department during the application's consultation process.