

From: Ian Lissamore [REDACTED]
Sent: 12 November 2019 08:44
To: Planning <Planning@arun.gov.uk>
Subject: For the attention of Miriam Nichols, Head of Economic Development

Ref Planning Application AL/74/19/PL

Dear Ms Nichols

Thank you so much for taking time from your busy schedule to return my call yesterday, it was much appreciated, as was your offer to have a further look at my marketing evidence.

To recap

This re application had been made so soon after the previous one, because I felt the full extent of my marketing may not have been presented clearly enough in my first application. That's why this time it was presented in a separate folder in my application.

Regarding the site where my Cottage is located, there have been numerous attempts to market three of the properties going back several years.

I first contacted Henry Adams nine years ago, requesting them to advertise my Cottage for holiday letting. They viewed the property and concluded it was not commercial viable, quoting that ' the site had no inherent attractive features and was remote. I asked them to sell the Cottage for me, but after six months of trying, they withdrew the sale, saying the planning restriction upon it were so onerous, it was virtually unsalable.

My next door neighbour then at Easter Cottage, advertised through other local holiday let agents, Amberley Cottages was one I recalled, and had some letting, but only at very low uncommercial rates. Having failed to make it successful, she applied to remove the holiday let restriction, but it was refused because it was concluded that she hadn't marketed widely enough.

The owners of all five properties on this site, realised they were all in the same boat, that is owning properties with holiday let restrictions, that could not be commercially let. So together, we jointly made an application to lift the restriction, and in that application, all of the problems associated with the sites suitability as a holiday location, were identified in great detail. That application, as you will see from the records, was also refused. It was appealed and the chairman of the Appeal conducted a site visit, which we all attended. He saw the sites problems for himself, and concluded that the only reason he could not grant the appeal, was that we hadn't presented sufficient evidence of unsuccessful letting, and we should demonstrate wide advertising, over a six month summer period.

This was done by Frances Newman at The Old Stables, who run a successful letting business in Arundel, The Sail Loft being one of their properties. They used the same marketing for The Old Stables, next to my Cottage, but could not raise sufficient interest to make it viable. My immediate neighbour at Easter Cottage, purchased his cottage as a

holiday let business. He lives in France and has many properties in the U.K. and Spain which he markets successfully, but again he found that his Cottage here could not be made commercially viable. Both of these neighbours put their cases to planners, and had the holiday let restriction lifted.

I did my own research into marketing my property, on the Internet, and taking advice from my two neighbours, who are both professional holiday let people.

That is why I chose Airbnb and Home and Away. From my marketing evidence, you will note that both companies were successful in generating interest, both in the U.K. and abroad, but this still didn't result in sufficient business to make the property commercially viable.

Of course I could have let the Cottage ten times over, during the brief busy periods of Goodwood, and many local holiday let companies contacted me about those dates, but they never approached me outside of those dates, and that hectic period, is not sufficient to support a holiday let business.

My experience, and the evidence supporting that experience, seems to reinforce the inescapable conclusion, that the site is simply not suitable to attract holidaymakers. We have all four of us tried now, by different means to make a success of our cottages, but we have all failed in that endeavour.

Thank you again for re-looking at my case, is it Margaret who you were going to ask? Perhaps you could pass my this email on to her.

Thank you for your help.

Yours faithfully,

Ian Lissamore