

Cala Homes (South Home Counties)
Tilford House
Farnham Business Park
Farnham
GU9 8QT

Date: 8th December 2023

Please ask for: Mr D Easton

Tel: 01903 737500 ex37361

Your Ref:

Our Ref: A/63/22/AOO

Dear Mr MacGregor,

Section 106 Town and Country Planning Act 1990 Application for Approval of Details to Satisfy an Obligation

Application to approve the Employment Land Marketing Strategy as required under obligation 1.1 Schedule 5 of the Section 106 agreement dated 27-08-19 linked to planning permission A/40/18/OUT.

Land North of Water Lane Angmering

DECISION: REFUSE

The Council has considered the details submitted in order to satisfy an obligation contained in the Section 106 agreement dated 27-08-2019 which relates to planning permission A/40/18/OUT.

Schedule 5 Clause 1.1-1.2 Prior to 101st occupation a marketing plan for the employment land must be submitted and approved. A Marketing Plan must include the methodology, timescales and delivery of the marketing of the Employment Land.

The marketing strategy suggests the first stage of the marketing campaign is a 6-8 week period of direct marketing with interested applicants being provided details on request. The second phase would be to use marketing boards, local and regional agent contacts, websites and mailshots. Stage three suggests that after 16 weeks if no interest is forthcoming different use classes such as B2 and B8 would be investigated.

Whilst it is unknown whether the marketing period is 8 weeks plus an additional 16 weeks, or a combined total of 16 weeks, the duration of marketing is insufficient for the size and scale of the site. Arun District Council would expect a much longer period to advertise the site to ensure that all potential purchasers are aware of the opportunity.

The Council would wish to see the property advertised using a range of media and outlets to attract potential occupiers. The Council would expect therefore expect the use of newspapers/magazines to be investigated, and have an online presence on a number of national and local websites for the duration of the marketing campaign.

Arun District Council would wish to see confirmation of who will be carrying out the marketing, ensuring that the property details are made available through a minimum of one local, professionally accredited commercial agent with a specialism in the relevant type of use. No examples are given of Local and Regional Agents, or a list of contacts for targeted mailshots.

No details are provided of the brochure to be provided for this site, nor details of the scale, number, location or wording of the marketing boards to be installed within Phase 2. With regards to viewings, ADC would expect a strong commitment from the developer and marketing team to arrange access for legitimate viewings to ensure that speculative purchasers are adequately accommodated.

The Council would also want to see a commitment to provide to the Council all offers submitted, and if they were rejected by the owner, a full explanation as to why this is the case.

Therefore, the marketing strategy proposed for the use is insufficient in terms of the duration of the strategy, details of how the marketing will be carried out, and commitments from the developer to demonstrate the outcome of the marketing campaign.

The marketing strategy is insufficient for the reasons above, and therefore the obligation has not been fulfilled and cannot be approved.

If you have any queries please do not hesitate to contact the above case officer.

Yours sincerely



Neil Crowther
Group Head of Planning