

# Self-Build Housing Marketing Plan

## Nursery Fields

Land at Chalcraft Nursery, Bersted

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## Planning Background

### Planning Approval

Planning consent BE/148/20/OUT was granted by appeal on 08/04/2022 for “Outline application with all matters, except for site access, reserved for the development of up to 225 residential units with associated infrastructure, open space and vehicular and pedestrian access. This application affects a Public Right of Way.”

Subsequently, consent was granted on 08/08/2023 for “Approval of reserved matters following BE/148/20/OUT for 225 No dwellings. This site affects a Public Right of Way and falls within Strategic Site SD3 CIL Zone 1 (Zero Rated).”

In accordance with the S106 Agreement (see below) the Reserved Matters application included for the provision of 12 no. Self-Build Housebuilding plots.

### S106 Agreement

An S106 Agreement signed on 7<sup>th</sup> September 2021, relevant to the Outline consent, set out the relevant obligations in respect of the “Self-build Housebuilding plot(s)”, which are defined as “plots within the Development which collectively are of a sufficient land area to comprise not less than 5% of the total Residential Units”.

This document is submitted pursuant to the discharge of the obligation to submit for approval a “Self-Build Housing Marketing Plan”. The definition for this has been amended by way of a Deed of Variation.

### Deed of Variation

A Deed of Variation to the S106 Agreement (ref: BE/37/24/DOV) received unanimous support at Arun Planning Committee on 18<sup>th</sup> December 2024. The Agreement defines the Self-Build Housing Marketing Plan as:

*“a detailed marketing plan setting out how the Owner will market and make available the Self-Build Housebuilding Plot(s), to people on the Self-Build Housebuilding Register for the purposes of Self-Build Housebuilding in accordance with the Self-Build and Custom Housebuilding Act 2015 (as amended) and Self-Build and Custom Housebuilding Regulations 2016 (as amended) and which must include:*

- 1) *The proposed methods of marketing;*
- 2) *The way in which the land in question will be valued, by which independent valuers, and a commitment to ensure the offer price is reasonable in line with open market value standards;*
- 3) *The proposed marketing period (which must be no less than 6 (six) months, commencing no earlier than the date of Commencement of Phase 2 (as identified on the Phasing Plan);*
- 4) *Monitoring and review provisions during the duration of the marketing period which may increase the reach of the marketing to as many Self-Builders as possible;*

5) *Reporting procedure to the District Council to provide periodic updates on the marketing exercise with provision of supporting evidence as may reasonably be required”*

The approved Phasing Plan is included at Appendix 1 of this document. The Self-Build Housing Plot Plan is included at Appendix 2.

## Planning Policy

The S106 Agreement relevant to this document defines “Self-Build Housebuilding” as “*self-build and custom housebuilding as defined in section 1 of the Self-Build and Custom Housebuilding Act 2015 (as amended by the Housing and Planning Act 2016)*”.

There is no clear definition or distinction provided within The Self-build and Custom Housebuilding Act 2015 between “self-build” and “custom build” housing. The two options jointly as being “*where an individual, an association of individuals, or persons working with or for individuals or associations of individuals, build or complete houses to be occupied as homes by those individuals*”.

Our interpretation of the above is that custom-build dwellings would be delivered by the master developer, which in this instance will be Barratt David Wilson Homes. Whilst plot purchasers should have primary input into the design, it would fall to master developer to provide these homes with an external finish which accords with all relevant planning decision notices and conditions.

A self-build dwelling, by contrast, would allow plot purchasers to deliver all elements of the build on their own, applying separately for all relevant planning permissions and conditions discharge. Our experience of the market indicates such properties have tended to be larger detached dwellings on large plots of land that would not be restricted to wider estate obligations and/or charges.

Our recommendation is therefore to deliver a custom build product rather than self-build properties within the development site. The number, location and size of these dwellings and their delivery as part of a wider development are more logically delivered as custom-build plots and there are many advantages for proceeding on this basis, including, though not limited to:

- The storey height, footprint and external finishes, including bricks, tiles and external fenestrations would be controlled by Barratt David Wilson Homes. This would ensure that a more cohesive scheme is delivered using previously approved massing and materials, thus protecting the integrity of the wider site and local area.
- From a buyer’s perspective, they would still have input into the interior design of the dwelling, but will have more certainty on procurement and product costs, particularly given the current market volatility, and will ensure that no dwellings are left unbuilt or only partially delivered.
- The units are expected to be better received by the applicant audience considering the location and type (in terms of size and price point) of housing being offered to market, resulting in greater interest and uptake.
- This approach will reduce the number of planning applications submitted to Arun District Council for each individual dwelling (12 no.) and any resultant conditions and their subsequent discharge, reducing potential enforcement infractions as well as the monitoring involvement needed from the Council.

## **Marketing Plan**

### **Method, Monitoring and Review**

Barratt David Wilson Homes are in receipt of Arun District Council's up to date Self-Build Housebuilding Register, which includes a list of persons who have expressed purchasing a Self-Build Housebuilding Plot.

As required by the S106 Agreement (as amended by the Deed of Variation) Barratt David Wilson Homes will market the Self-Build plots for a minimum period of 6 months (see below: Marketing Period). The marketing materials will be made available in the first instance to people on the Self-Build Housebuilding Register, then extended as necessary via the following means:

1. Contact the Arun Self-Build Housebuilding Register:

The availability of Self-Build Housing Plots and contact details for Barratt David Wilson Homes, will be provided to persons on Arun District Council's Self-Build Housebuilding Register. On contact from prospective Self Builders Barratt David Wilson Homes will provide Marketing materials (see below: Requirements for Self-Build Units)

2. Release on Barratt David Wilson Sales website:

The promotion of the Custom-Build dwellings will be advertised on the same platform as our private sales and will be clearly highlighted as custom-build.

3. Promote via the core Barratt David Wilson marketing mix:

Using our proven marketing mix, the Custom-Build dwellings will be promoted across our Barratt Homes and David Wilson Homes branded websites, listed on market leading UK property websites, and advertised via paid social and Pay-Per-Click (PPC) channels.

4. Widen marketing mix and increase budgets:

If deemed necessary to increase interest and demand for the Custom-Build dwellings, we will widen our marketing mix to include additional offering from market leading UK property websites, increase budgets to paid social and PPC activity, and investigate the viability of introducing additional channels

5. Placing adverts online and in local/regional newspapers:

Where interest is struggling, we will undertake paid-for advertising on social media websites such as Instagram and Facebook and also in Local and Regional Newspapers to attract interest from local purchasers.

### **Marketing Period**

The S106 Agreement as amended by the Deed of Variation requires that the Marketing Period last for a period of no less than six months, commencing no earlier than the date of the commencement of Phase 2 of the development (see Appendix 1).

Commencement of Phase 2 of the development has already been achieved. As such, the sixth month marketing period will be considered to have commenced as soon as both of the following criteria have been fulfilled:

- The Self-Build Housing Marketing Plan has been approved
- The marketing material has been made available to persons listed on the Council's Self-Build Register

### **Requirements for Self-Build units**

Government guidance to Local Authorities advised that, in considering whether a home is a self-build or custom build home, the relevant authority must be satisfied that the initial owner of the home will have primary input into its final design and layout.

#### **External Design**

In the interest of maintaining a cohesive development scheme Self-Build Housing plot purchasers will be made aware that storey height, footprint, external finishes will be provided in accordance with the drawings approved by the Reserved Matters consent and related planning conditions. However, the purchaser will have input into the internal design, as detailed below.

#### **Internal Design**

Potential purchasers will have a choice of three of our most popular house types: Conwy, Beckingham and Fairburn. For each house type Barratt David Wilson Homes will offer a choice of three different ground floor layouts, which can be combined with a choice of three different first floor layouts such that each customer can customise their home to their lifestyle.

Additionally, customisations will be made available for:

- Bathroom: Sanitary ware, floor and wall tiles;
- Kitchen: Finishes (cabinetry, worktops), appliances and lighting
- Flooring: A selection of finishes are available to all rooms.

These fittings will be dependent on sales for confirmation but will allow residents full freedom on internal customisation and fittings can extend to the other floors of the unit.

Our Sales Office's and Show Homes will have a wide selection of these materials and options on offer to provide greater clarity and understanding to potential purchasers. Supporting imagery will also be available for the various layout plans proposed.

The above gives enough variation and choice for any potential purchaser to put their own 'stamp' on a dwelling and personalise it to their own tastes and requirements.

All layout options ensure a consistent number of bedrooms for each house type.

The Floor Plan options and Elevations plans which will be offered to Self-Build Housing plot purchasers are shown at Appendix 3.

## **Services and Utilities**

Services and utilities will be provided as necessary for the layouts which are selected.

### **How the Plots will be Valued**

We will provide an up to date market valuation of the properties just prior to the launch. Details regarding the pricing and pricing mechanisms used will be confirmed with the Council at this point.

The independent valuation will be carried out by the Ely Langley Group.

All prices will be reasonable in line with open market value and standards.

### **Reporting Procedure**

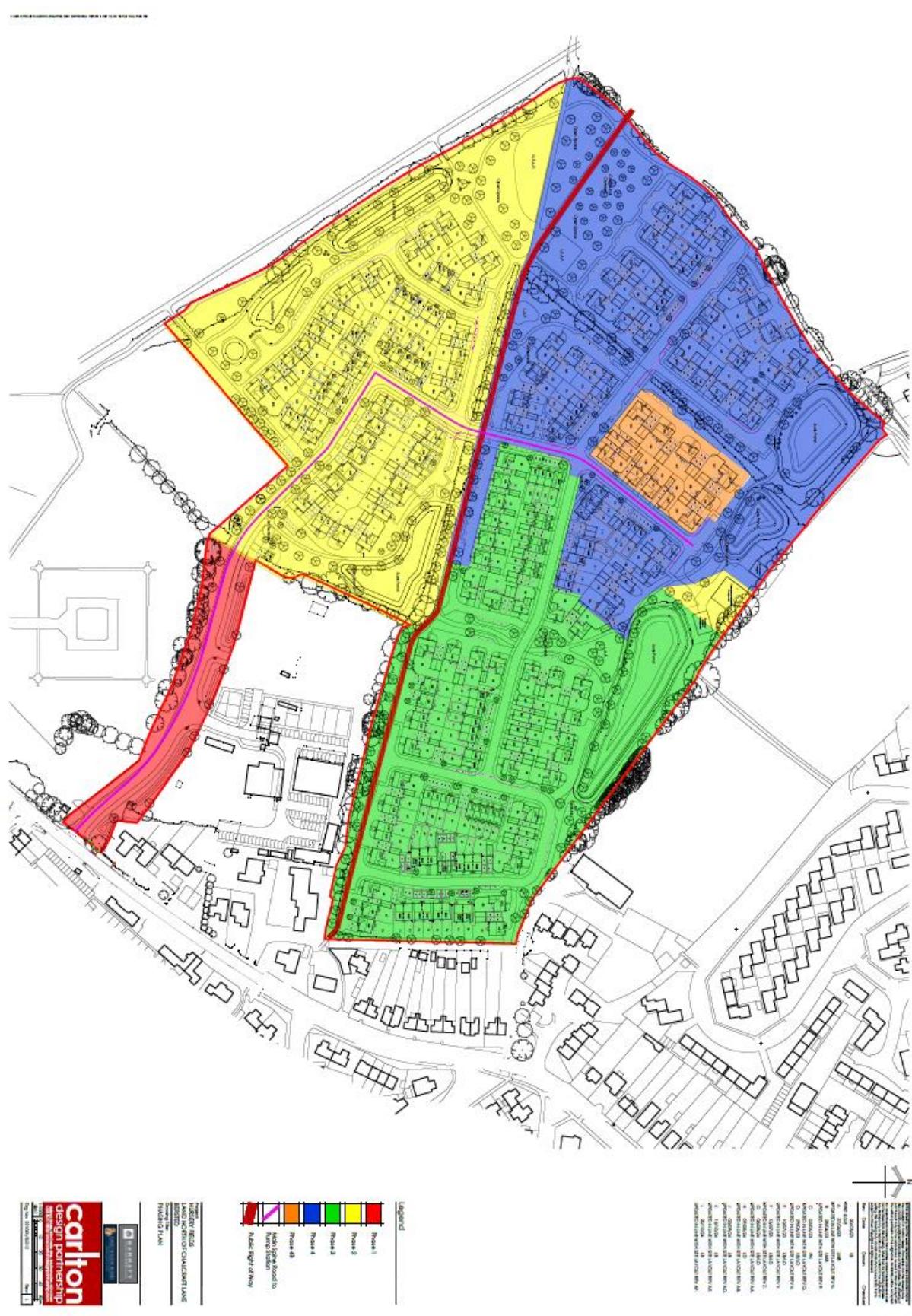
Interest from potential purchasers and any dwellings purchased and choices made are logged and retained by our internal Sales team. A review of this information, excluding commercially sensitive information or information held under the GDPR act, can be provided under request.

A Monthly Report can be made available to Arun District Council to include general applicant and sales data (applicants registered, viewings conducted, offers received), as well as diagnostics on all direct marketing initiatives and market commentary on activity.

Appendix 1

Approved Phasing Plan

SL12 Rev. L



Appendix 2  
Self-Build Housing Plot Plan  
SL13 Rev. L



## Appendix 3

### Marketing Materials – Layout Options: Floor Plans and Elevations