SELF BUILD HOUSING MARKETING PLAN

LAND AT CHALCRAFT NURSERY, BERSTED

NOVEMBER 2025

REV04

Contents

Introduction 3

Planning Background 4

- Planning Approval
- S106 Agreement
- Deed of Variation

Marketing Plan 5

- Method, Monitoring and Review
- Marketing Period
- Requirements for Self-Build Units

Land Value 9

Reporting Procedure 9

Appendix 1 (Approved Phasing Plan) 10

Appendix 2 (Self-Build Housing Plot Plan) 11

Appendix 3 (Health & Safety and Rules of Build) 12

Appendix 4 (Master Conveyance Layout) 14

Introduction

This report has been prepared in support of an application to discharge the requirement at Schedule 5, clause 1 of the varied S106 Agreement for Land to the North pf Chalcraft Lane, West Bersted, to provide a Self Build Housing Marketing Plan.

The report will set out how the proposals satisfy the requirements of the S106 Agreement, as varied on 31st January 2025, and will set out the programme of delivery, details of access, servicing and infrastructure together with design parameters which will be used to develop the plots.

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*".

The proposed 12 no. self-build plots will provide a mix of larger detached 3 and 4 bedroom homes. The plots will be delivered by David Wilson Homes as "prepared and serviced sites" benefitting from outline planning consent. It will then be the responsibility of the plot purchaser to seek reserved matters consent for the design of the dwelling in line with the guidance within this report together with local and national planning policy.

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 7th 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".

Deed of Variation

A Deed of Variation to the S106 Agreement (ref: BE/37/24/DOV) 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"*

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. to Release on Barratt David Wilson Sales website:

If genuine offers have not been received on all self-build plots within one month of enacting step 1, above, the promotion of the Self-Build dwellings will be advertised on the same platform as our private sales and will be clearly highlighted as self-build.

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

If genuine offers have not been received on all self-build plots within one month of enacting step 2, above, the Self-Build dwellings will be promoted across our Barratt Homes and David Wilson Homes branded websites using our proven marketing mix, 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 genuine offers have not been received within one month of enacting step 3, above, 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:

If genuine offers have not been received within one month of enacting step 4, above, 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.

It will be made clear within all promotions that offers can only be accepted from those who are members of the Council's Self-build Housebuilding Register.

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 (phasing plan shown at 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

Per the S106 Agreement, if Barratt David Wilson Homes are unable to secure a transfer of any of the Self-Build plots within six months of commencing marketing or within five months of receiving a genuine offer (whichever is later) then the plot will be used for the construction of the residential unit approved under Reserved Matters consent BE/1/23/RES.

To ensure that the build program for the wider site is not disrupted in the event that a transfer is not secured within the specified time period as set out above, Barratt David Wilson Homes may choose to market each of the two sets of six plots, as indicated on the below plan, at different times, with one set being marketed from a later date than the other. In this instance each respective set would still be marketed for a full six months in line with the method outlined on the previous page of this report.

Requirements for Self-Build units

As required by the S106 Agreement, each plot will be transferred to the plot purchaser in a clean and tidy condition with sufficient vehicular and pedestrian access from a public highway and ready for connections to appropriate utilities and services. These will include:

Water
Ther will be a water main with sufficient capacity to serve a domestic property. The purchaser will have a right to connect onto this main and take a supply to serve their property only.

Foul drainage
A spur will be brought up to the plot boundary and terminated; the foul water is taken by gravity to a foul water run. The mains sewer will be adopted by the local water authority on completion.

Surface water drainage
A spur will be brought up to the plot boundary and terminated; the foul water is taken by gravity to an attenuation pond. The water is held here before being discharged into the watercourse at an agreed discharge rate.

The surface sewer will be adopted by the local water authority on completion. The attenuation ponds and associated inlets and outfalls will move into ownership of the management company.

Electricity
There will be an electric LV main with sufficient capacity to serve a domestic property. The purchaser will have a right to connect onto this main and take a supply to serve their property only.

The electric supply will require extension from the main in the road to the meter position, a built in or wall mounted meter box to be installed by the plot purchaser.

The purchaser will need to arrange the connection and MPAN number with the Distribution Network Operator. The purchase must arrange a supply contract with the supplier of their choice, register the MPAN with them and arrange for installation of the meter and energise the supply.

Telecoms
Ducting will be laid from the nearest chamber on site, terminating within the plot. The purchaser will need to duct from the boundary prior to connection to the relevant service.

All services will be suitably terminated on or within the plot boundary and easily identifiable on the ground. Each plot owner has the right to connect to services outside of their plot boundary.

The plots will share boundaries with neighbouring plots, separated by fencing. The plots will be subdivided with fencing prior to marketing.

A service charge will be payable per plot by the self-build purchaser on an annual basis to cover management company costs for public open space and landscaping within the wider development.

Visitor parking spaces are provided within the wider development in line with local parking standards.

Each plot owner will need to seek their own reserved matters consent for the design of the dwelling and discharging any relevant planning conditions thereof. The self-build plots must be designed in line with the following policy and guidance documents:

- Adopted Arun Local Plan 2011-2031 (July 2018)
- Bersted Neighbourhood Plan 2014-29 (Submission Plan with Examination Modifications)
- Arun District Design Guide Supplementary Planning Document February 2024
- Arun Parking Standards Supplementary Planning Document January 2020

Notably, each plot will be required to have a minimum of 2 car parking spaces and an EV car charging point with easy access to charge vehicles, to be provided within the plot by the purchaser. They must also provide secure storage for bicycles, pedestrian access to the rear garden and storage and access for bins. The minimum back-to-back distance with other dwellings (20m) must be maintained.

Plot purchasers will be made aware of all utility connection points and capacities, performance and sustainability requirements, relevant planning consents, legal obligations, management company details and design considerations before transfer. Advice regarding health and safety and rules of build will also be provided (see Appendix 3).

Land Value

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.

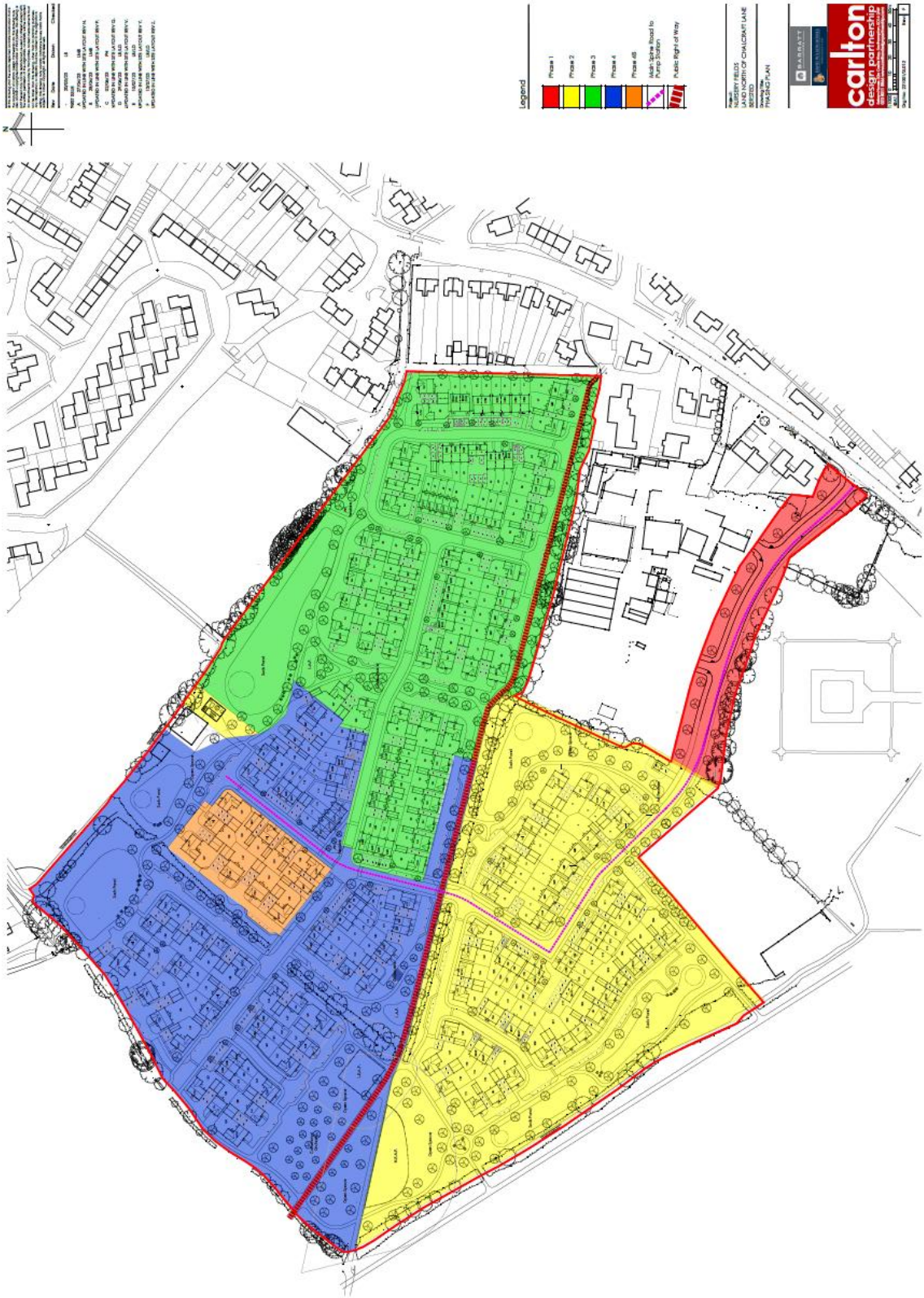
Reporting Procedure

Interest from potential purchasers and any dwellings purchased 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.

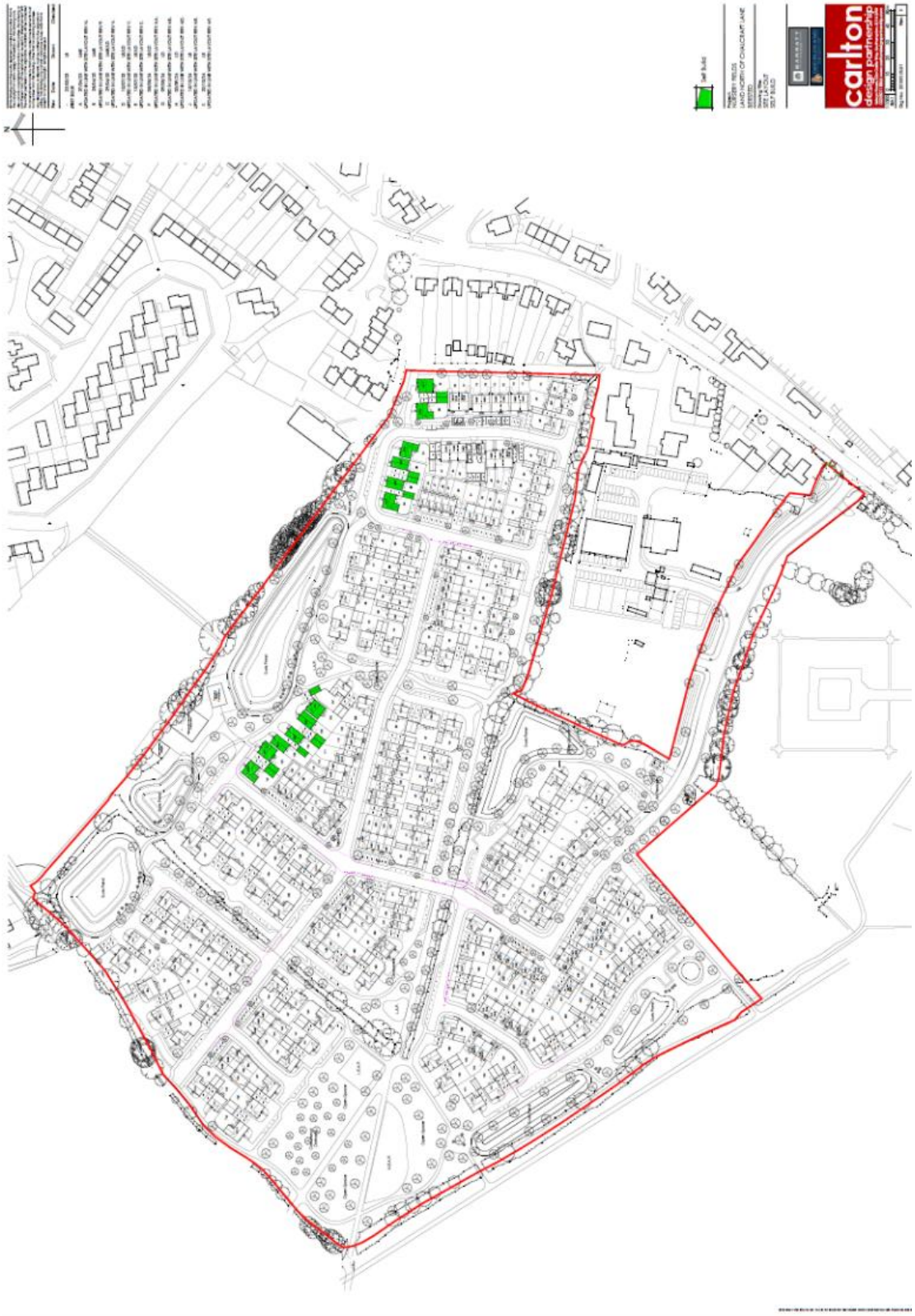
Appendix 1: Approved Phasing Plan

Drg No: 221001/SL012 Rev: F



Appendix 2: Self-build Housing Plot Plan

Drg No: 221001/SL01 Rev: K



Appendix 3: Health & Safety and Rules of Build

Health & Safety

Any building work poses potential Health and Safety risks. The Health and Safety Executive (HSE) regulates health and safety in construction through the Construction and Design Management (CDM) Regulations 2015. The CDM regulations places duties on everyone involved in the construction process to ensure that all projects are properly planned, designed and managed in a safe manner.

In 2015 the CDM regulations were revised so that some private homebuilders are now classified as “domestic clients” and therefore have to comply with the legislation. Prior to development the plot purchaser (as client) must appoint a Principal Designer.

It is the purchaser’s responsibility to ensure appropriate Health and Safety procedures are in place.

Any breach of health and safety legislation could result in a dangerous or even fatal accident. It could also result in construction work being stopped by the HSE or the Council and could lead to prosecution in serious cases.

Rules of Build

You will be responsible for securing planning permission for the design of your dwelling and must not commence before permission has been granted and all relevant planning conditions thereof have been discharged.

No temporary buildings or caravans are allowed on your plot.

You shall not occupy your home or allow your home to be occupied for residential purposes until completion.

No works or storage of materials may be undertaken outside of the curtilage of your plot without written permission from Barratt Redrow.

The Principal Elevation of your home must front a highway.

The plot is for a single detached unit; the merging or subdivision of the plot is not permitted.

Provision for secure cycle storage must be demonstrated on your plans. Storage for bins must be demonstrated ad not visible from the road.

2 no. car parking spaces must be provided on the plot and be minimum of 2.5m x 5m in size.

An electric vehicle charging point with easy access to charge vehicles must be provided within the plot.

All driveways and footpaths to the principal elevation can be constructed using impermeable materials, however, these areas must:

1) Not exceed 45m2
2) Not discharge onto the public highway

Side/rear private boundaries are to be a maximum of 1.8m high.

The T bars shown on the Master Conveyance Plan (Rev U) indicate the boundaries to your plot for which you have the responsibility to construct and maintain.

Foundations relating to the property, external walls and retaining elements must remain within your property boundary.

Minimum back-to-back (or from window to window) distance is a minimum of 20m, and 12m for back to side/gable distances.

All building work must comply with the Construction and Design Management (CDM) Regulations 2015. Plot purchasers must be aware that construction of the wider development by Barratt David Wilson Homes may be ongoing at the time of purchase. Throughout construction of the wider development plot purchasers must therefore adhere to the Barratt David Wilson Health & Safety policies as well as CDM Regulations 2015.

Appendix 4: Master Conveyance Layout

Drg No: H8887_01_CON_01 Rev: U