

Foreman Homes
Yarmouth House
1300 Parkway
Whiteley
PO15 7AX

Date: 11th December 2024

Please ask for: Jessica Riches

Tel: 01903 737852

Your Ref:

Our Ref: CM/41/24/AOO

Dear Ms Carrington,

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

Application to approve details required under the Section 106 dated 03.09.24 linked to CM/1/17/OUT (Land West of Church Lane and South of Horsemere Green Lane, Climping) relating to the scheme for marketing the Community Buildings (Schedule 3, Part 3.2).
Land West of Church Lane and South of Horsemere Green Lane Climping

Arun District Council hereby REFUSE the detail pursuant to S106 obligations for the following reasons.

This application seeks to approve details required under the Section 106 dated 03 September 2024 linked to CM/1/17/OUT (Land West of Church Lane and South of Horsemere Green Lane, Climping) relating to the marketing scheme for the Community Buildings (Schedule 3, Part 3.2).

Part 3.2 requires development not to occupy more than 100 dwelling units (or such other number of dwelling units that may be agreed by ADC) until the owners have submitted and the Council has approved several items, but specifically for this application, a Community Building Marketing Strategy (3.2.3) which shall include:

- a) the erection of boards on the Land advertising the Community Buildings (subject to receiving any advertisement consents from ADC that may be required)
- b) the preparation of detailed particulars to be circulated to a regional practice's range of retail/commercial clients;
- c) the placing of adverts within the appropriate local, regional and national press and on the internet advertising the Community Buildings' availability.
- d) details the offer of Disposal that is to be sought for the Community Buildings to include

details of the market Rent lease provisions and the term;
e) the appointment of specialist marketing agents to manage the marketing strategy;
f) the use that will be made of the internet and the electronic media in the community buildings marketing strategy.

The marketing strategy submitted suggests that the marketing of the community building will last for 6 months, however the council do not consider this to be a sufficient time period to adequately allow a broad reach of marketing and time for engagement with potential purchasers.

The submitted marketing strategy also refers to the proposed physical marketing board, however details of the size, contact details, or images have not been provided for assessment. In addition, officers have raised concern as to how or where the marketing board will be located, given that the community buildings entrance has not been constructed at present.

There are no details of what information the council will specifically receive at the end of the marketing period (interest, offers made, feedback etc), or how the process will allow for potential purchasers at the end of the 6 months period to allow for disposal for leases to be drawn up and/or disposal of the building.

No details have been provided of newspaper marketing, or how social media will be utilised to attract and alert a wide range of potential occupants.

In addition Schedule 3 part 3.3 of the S106 requires that the approved marketing strategy is commenced within 15 days of the approval of the obligation 3.2.3. Therefore, the marketing strategy would only be promoted on an off-plan basis for the entire duration. Given that the planning permission still has several pre-commencement conditions outstanding prior to its ability to commence, there is uncertainty for potential purchasers and therefore this may impact upon the success of the marketing.

A marketing brochure has been highlighted to provide to enquirers, however this is proposed to include aerial views and details of the building. However, as this is not constructed, this would not be possible.

The Local Planning Authority therefore cannot agree that the marketing strategy under part 3.2.3 is adequately detailed for its intended purpose, given its prematurity, and therefore the application is refused.

The information has been reviewed by Jessica Riches, Principal Planning Officer and has been found to be insufficient to discharge the obligation under Schedule 3, Part 3.2.

The applicant is advised to consider the prematurity of this application and submit once full details of the marketing are fully known and implementable.

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

Yours sincerely

A handwritten signature in black ink, appearing to be 'NC' followed by a dot.

Neil Crowther
Group Head of Planning