



Marketing Report: Local Business Occupation Strategy

Development: Focal Point, Billingshurst, Fouracres Rd, RH14 9FF

Reporting Period: October 2023 – April 2026

Prepared by: Goya Developments

Date: 22 April 2026

1. Executive Summary

The report provides a concise overview of marketing activities undertaken to promote the occupation of the approved units to businesses within the Horsham District, including:

- Total number of enquiries received
- Summary of key marketing channels used

Specifically, it addresses Condition 11 within DC/22/0518 consented on 7 Oct 2022. The report will make it clear what marketing has been done during each consent periods.

For completeness, condition 11 is below:

'Pre-Occupation Condition: Prior to the first occupation or use of the development hereby permitted, a Marketing Report shall have been submitted to and approved in writing by the Local Planning Authority. The Marketing Report shall set out how the occupation of the units hereby approved have been marketed to existing or new businesses based within the Horsham District (local businesses). The minimum marketing period shall be as follows:

- An initial period of 6 months from the date of grant of Planning Permission. During this period, no sales or letting shall be agreed with businesses other than local businesses.*
- A subsequent period of 6 months (up to a period of 12 months from the grant of Planning Permission). During the subsequent period, no more than 50% of the unoccupied units shall be marketed for occupation to businesses based outside the Horsham District'*



2. Planning History and Context

The applicant has owned the site since October 2023, however, please see a list of planning consents on the site since our ownership:

App. No.	Title	Date of Consent
DC/22/0518	Original Outline	7 October 2022
DC/24/1989	Condition 1 Change (s73)	12 February 2025
DC/25/0386	Grampian Credits (s73)	9 May 2025
DC/24/1571	Condition 23 Change (s73)	20 June 2025
DC/25/0342	Water Neutrality (s73)	18 July 2025
DC/26/0211	'Catch-all' (s73)	2 April 2026

We have detailed out specific marketing periods below to demonstrate compliance with Condition 11.

3. Marketing Strategy Overview

Key Objectives:

- Promote units to locally based SMEs and expanding businesses
- Support economic growth within the district
- Ensure broad awareness across relevant sectors

Target Audience:

- Existing Horsham District businesses seeking expansion
- Start-ups and new enterprises based locally
- Sector-specific businesses (if applicable)



Channels Used:

- Email (HTML mailers) – The Email Bureau and Property Mailer have now sent 4 HTML mailers to businesses within the Horsham District, with 1 to 15 employees. Details of each HTML mailer with the creative asset below.
- Direct mail campaigns – the same HTML mailers were used to letter drop in Local Industrial Parks, including.... By our commercial agents.
- Local community sponsorship – we have provided advertising of the scheme in sports clubs including Billingshurst Football Club and Billingshurst Cricket Club, to provide more local exposure to the development.
- Commercial agents via online listings

3. Marketing Periods

Prior to our acquisition of the site in October 2023, we understand that no active marketing of the site was undertaken by the previous owner, with the exception of a marketing board displayed at the site entrance.

Following acquisition, our focus was on progressing the planning process and obtaining greater certainty regarding the anticipated programme for the construction of the scheme with Horsham District Council.

Once a clearer understanding of the planning timescales had been established, we commenced a formal marketing campaign in October 2024. This reflected our view that active marketing would be most effective once there was sufficient certainty regarding the planning position and anticipated delivery programme, enabling prospective purchasers to make informed decisions. That said, we still focussed our attention on Local Occupiers given the strong demand in the District. For completeness, see marketing periods below:



Period	Marketing Activity	Explanation
October 2022 October 2023	No active marketing undertaken, save for a marketing board erected at the site access.	Prior to our acquisition of the site in October 2023, we understand that the previous owner did not undertake any active marketing beyond the display of a marketing board at the site entrance.
October 2023 October 2024	– No active marketing undertaken.	Following our purchase of the site in October 2023, the priority was to progress the planning process and gain greater certainty over the programme for securing the necessary planning permissions from Horsham District Council. It was considered that marketing would be more effective once there was a clearer understanding of the planning position and anticipated delivery timescales.
October 2024 2026	Active marketing – campaign commenced.	Once sufficient certainty had been established regarding the planning programme, a comprehensive marketing campaign was launched in October 2024. The marketing initiatives undertaken during this period are detailed below.

Therefore, having regard to the marketing chronology set out above, it is considered that the requirements of the planning condition have been adhered to.

Following the grant of planning permission, no active marketing was undertaken beyond the display of a marketing board until our acquisition of the site in October 2023. Thereafter, marketing was deliberately deferred while the planning process progressed and greater certainty was obtained regarding the programme for securing the necessary Section 73 permissions and associated planning requirements. A formal marketing campaign commenced in October 2024 once there was sufficient certainty to enable meaningful engagement with prospective occupiers.

No units have been let or sold in this period, and no marketing was undertaken between April 2024 and October 2024 save for a marketing board at the site entrance, that was only visible to passing traffic in the area that was owned by the previous owners. Therefore, 24 months from the 7 October 2022 (grant of permission), no marketing, letting or sales of units was undertaken outside Horsham District as the only initiative implemented was a physical board displayed at the site entrance, which is within Horsham DC.

However, for completeness, we set out the marketing campaigns we undertook from October 2024 to confirm that reasonable and proactive steps have been taken to market the units to businesses within the Horsham District.



4. HTML Email Marketing Campaigns

Detail all email campaigns sent to local businesses.

4.1 Campaign Summary Table

Date Sent	Campaign Name	Target Audience	Number Sent	Click Rate	Enquiries Generated
10 th Oct 2024	Focal Point Launch	Horsham District with 1 to 15 employees. RH12, RH13, RH14, RH20, BN5, BN18, BN44	2,274 contacts	333	4
23 rd Oct 2025	Focal Point Construction Start	Horsham District with 1 to 15 employees. RH12, RH13, RH14, RH20, BN5, BN18, BN44	2,274 contacts	251	10
3 rd February 2026	STEELS UP	Horsham District with 1 to 15 employees. RH12, RH13, RH14, RH20, BN5, BN18, BN44	2,274 contacts	323	12
May 2026 (date TBC)	CLADDING UP	Horsham District with 1 to 15 employees. RH12, RH13, RH14, RH20, BN5, BN18, BN44	2,274 contacts	TBC	TBC



4.2 Example HTML Mailer Content

Please find the 3 HTML mailer creative assets below that were sent out in html format on email as per the table above. NB: the 1st and 2nd HTML creative assets were the same.



5. Direct Mail Campaigns

At the same time as the HTML Mailers, our commercial agents printed the same HTML mailer and leaflet dropped in the Billingshurst Business Parks, including Gilmans and Daux Road. We also leaflet dropped on the Graylands Estate.

5.1 Distribution Summary

Date	Area Covered	Number Distributed	Target Business Type	Response Rate
10 th Oct 2024	Focal Point Launch	50	Within EG (III), B2 and B8 use	1



23 rd Oct 2025	Focal Point Construction Start	50	Within EG (III), B2 and B8 use	2
3 rd February 2026	STEELS UP	50	Within EG (III), B2 and B8 use	1
May 2026 (date TBC)	CLADDING UP	50	Within EG (III), B2 and B8 use	TBC

5.2 Mailer Content Summary

Leaflet Mailer was identical to the HTML mailers shown in section 3.2 of this report.

6. Engagement with Local Community

We provided matchday sponsorship, and were the shirt sponsor for Billingshurst FC, arranged via Ian Bennett, Chairman of BFC. Please see creative asset showing our involvement on matchday for BFC:



At Billingshurst Cricket Club, we provided a sponsorship to the club to run various junior coaching days, and for the pitch and nets maintenance budget. In return, we were allowed to provide Goya marketing boards around the pitch as below:





We have continued our sponsorship of the Cricket Club via Jon Alexander throughout the marketing period of Focal Point.

Via hosting events, match-day promotions, and attending matches, we wanted Focal Point to reach a geographically precise audience and engraining Focal Point within the community fabric of Billingshurst.

7. Enquiries and Activity (Month-by-Month)

Please find month by month enquiry summary with Enquiries Schedules attached showing the local occupiers that responded to our commercial agents via the marketing techniques used above.

Month	Enquiries Received	Viewings Conducted	Offers Made	Units Let
Oct 2023	11	0	0	0
Dec 2023	5	0	0	0
Jan 2024	6	0	0	0
Mar 2025	8	0	0	0
May 2025	3	0	0	0
June 2025	0	0	0	0
July 2025	3	0	0	0
August 2025	3	0	0	0
Sept 2025	0	0	0	0
Oct 2025	7	0	0	0
Nov 2025	7	0	0	0
Jan 2026	2	0	0	0
Feb 2026	8	0	0	0
March 2026	2	4	3	0
April 2026	5	2	2	0



6.2 Commentary

The enquiries show a consistent demand from local businesses mainly from Billingshurst, Horsham, Cranleigh and Pulborough. The main interest has come from occupiers like B&W Loud Speakers, based in Southwater, The Printed Word based in Graylands, EEP based in Dunsfold, Mole Valley Stores based across the road in Billingshurst and Lambs Bricks based in Billingshurst.

There have been national occupiers such as EVRI and Samworth Bros looking to move their Horsham District branches also.

8. Conclusion

No units have been let or sold in this period, and no marketing was undertaken between April 2024 and October 2024 save for a marketing board at the site entrance, that was only visible to passing traffic in the area that was owned by the previous owners. Therefore, 24 months from the 7 October 2022 (grant of permission), no marketing, letting or sales of units was undertaken outside Horsham District as the only initiative implemented was a physical board displayed at the site entrance, which is within Horsham DC.

Therefore, we confirm adherence to condition 11 as set out in the executive summary of this report.
