

Bungalows Marketing Plan

Chantry Court, Old Clayton Kennels, Storrington Road, Washington, West Sussex

Planning Application Reference: DC/23/0701

Developer: Briarsgate Homes

Selling Agent: Fowlers Estate Agents, Storrington

Anticipated Practical Completion: Summer 2027

Proposed Initial Marketing Launch: July 2026

Rightmove / Main Portal Launch: Spring 2027

1. Introduction

This Bungalows Marketing Plan is submitted by Briarsgate Homes to Horsham District Council for approval pursuant to Schedule 2 of the Section 106 Agreement dated 16 October 2024 relating to planning permission DC/23/0701.

The development comprises 8 age restricted Class C3 bungalows at Old Clayton Kennels, Storrington Road, Washington, West Sussex. The bungalows will be marketed and sold as private freehold residential dwellings, subject to the occupancy restrictions and marketing cascade set out within the Section 106 Agreement.

The purpose of this plan is to confirm how Briarsgate Homes and its appointed selling agent, Fowlers Estate Agents of Storrington, will actively market the bungalows in accordance with the required local connection cascade and wider occupancy criteria.

No bungalow will be reserved, sold, transferred or occupied unless the purchaser's eligibility has first been verified in accordance with this plan.

2. The Development

The bungalows will be marketed as **Chantry Court**, an exclusive collection of 8 freehold bungalows arranged around a landscaped private courtyard on the edge of Storrington.

The homes have been designed to provide attractive, manageable and energy efficient accommodation for purchasers aged 55 and over, with private outdoor space, dedicated car barn parking and EV charging provision.

The development comprises the following homes:

Plot	House Name	Type	Form	Parking	Approx sqm	Approx sqft
1	Bungalow 1	1	Detached	Car barn	84	899
2	Bungalow 2	2	Semi detached	Car barn	85	918
3	Bungalow 3	3	Semi detached	Car barn	87	936
4	Bungalow 4	4	Detached	Car barn	118	1265
5	Bungalow 5	5	Detached	Car barn	82	887
6	Bungalow 6	6	Detached with mezzanine	Car barn	165	1771

Plot	House Name	Type	Form	Parking	Approx sqm	Approx sqft
7	Bungalow 7	7	Semi detached	Car barn	84	905
8	Bungalow 8	8	Semi detached	Car barn	89	955

Total accommodation: approximately 8,536 sq ft.

3. Occupancy Restriction

The bungalows are subject to an over 55s occupancy restriction.

For the purpose of this marketing plan, interested purchasers will be advised that at least one member of the occupying household must be aged over 55, and that occupation is subject to the criteria set out within the Section 106 Agreement.

The bungalows will not be marketed as general unrestricted open market family housing. Equally, they will not be marketed as care home accommodation, assisted living, retirement village accommodation or institutional accommodation. They will be marketed as private freehold residential bungalows for eligible purchasers aged over 55.

4. Local Connection Marketing Cascade

The bungalows will be marketed in accordance with the cascade set out in the Section 106 Agreement.

Stage 1: Initial 6-week period

For the first 6 weeks of marketing, the bungalows will be actively marketed to eligible occupant households with a **Local Area Parishes Connection**.

The Local Area Parishes are:

- Storrington
- Sullington
- Washington

Marketing during this stage will be targeted towards eligible purchasers with a qualifying connection to those parishes.

Stage 2: Second 6-week period

Following the expiry of the initial 6-week period, any remaining bungalows will be marketed to eligible occupant households with either:

- A Local Area Parishes Connection; and/or
- A Council Administrative Area Connection.

For the purpose of this plan, the Council Administrative Area means the Horsham District administrative area.

Stage 3: Wider eligible marketing

Following the expiry of the two consecutive 6-week marketing periods, any remaining bungalows may be marketed more widely to eligible occupant households, including those

without either a Local Area Parishes Connection or a Council Administrative Area Connection, provided they satisfy the occupancy criteria.

5. Proposed Marketing Programme

Briarsgate Homes proposes to launch marketing in August 2026, well in advance of the anticipated practical completion date of Summer 2027.

The early launch is intended to generate awareness among eligible local purchasers and allow sufficient time for the local connection cascade to operate properly before the homes are complete.

August 2026 launch

Initial marketing will comprise:

- A dedicated Chantry Court development page on the Briarsgate Homes website
- Geographically targeted social media advertising
- Enquiry handling through Briarsgate Homes
- Enquiry screening against the eligibility criteria
- Referral of qualified enquiries to Fowlers Estate Agents where appropriate

The dedicated webpage will clearly state that Chantry Court is subject to an over 55s occupancy restriction and an initial local connection marketing process.

The webpage will direct enquiries to:

enquiries@briarsgatehomes.co.uk
01329 887554

Spring 2027 portal launch

A wider property portal launch, including Rightmove, is proposed for Spring 2027.

The Rightmove launch will be timed closer to practical completion, once the development programme, specification and pricing are further progressed. Any portal launch will continue to reflect the applicable stage of the marketing cascade at that time and will include appropriate wording regarding the over 55s occupancy restriction and eligibility process.

6. Marketing Channels

Briarsgate Homes and Fowlers Estate Agents will use a range of marketing channels to ensure genuine and active marketing of the bungalows.

These may include:

- Briarsgate Homes dedicated development webpage
- Fowlers Estate Agents' local applicant database
- Geographically targeted social media advertising
- Briarsgate Homes social media channels
- Local press advertising, where appropriate
- Parish focused communication, where available

- Email marketing to registered applicants
- Local signage, subject to consent and suitability
- Rightmove and other property portals from Spring 2027
- Direct handling of enquiries through Briarsgate Homes and Fowlers Estate Agents

Marketing content will be adjusted as the scheme moves through each stage of the cascade.

During Stage 1, marketing will be targeted towards eligible purchasers connected to Storrington, Sullington and Washington.

During Stage 2, marketing will be widened to include eligible purchasers connected to the Horsham District administrative area.

Following completion of the two 6-week periods, marketing may be widened further to eligible over 55 purchasers without a local or district connection.

7. Enquiry Handling and Eligibility Screening

All enquiries will be recorded by Briarsgate Homes and/or Fowlers Estate Agents.

No reservation will be accepted until eligibility has been verified.

Interested purchasers will be asked to complete an eligibility questionnaire confirming:

- The age of the proposed occupying household members
- Whether at least one proposed occupier is aged over 55
- Current residential address
- Previous residential addresses where relevant
- Whether they have a connection to Storrington, Sullington or Washington
- Whether they have a connection to the Horsham District administrative area
- Whether they have immediate family living in the relevant area
- Whether they have a permanent employment connection to the relevant area
- Whether they consider they have any other significant local connection
- Whether the bungalow is being purchased for occupation by the eligible household

Where required, supporting evidence will be requested before any reservation is accepted.

8. Evidence of Eligibility

Depending on the basis of eligibility, purchasers may be asked to provide copies of one or more of the following:

- Passport, driving licence or birth certificate to confirm age
- Recent council tax bill
- Utility bill
- Bank statement or official correspondence showing address
- Previous address evidence

- Employment contract or employer letter
- Evidence of immediate family connection
- Solicitor confirmation
- Other reasonable evidence demonstrating a qualifying connection

Briarsgate Homes and Fowlers Estate Agents will retain suitable records confirming that eligibility has been reviewed before reservation.

Where there is uncertainty regarding eligibility, Briarsgate Homes may seek clarification from Horsham District Council before proceeding.

9. Reservation and Sale Process

The following process will apply:

1. Enquiry received by Briarsgate Homes or Fowlers Estate Agents.
2. Enquiry logged with date, contact details and source.
3. Purchaser provided with summary of occupancy and local connection requirements.
4. Eligibility questionnaire issued.
5. Supporting evidence requested where required.
6. Eligibility reviewed by Briarsgate Homes and/or Fowlers Estate Agents.
7. Reservation accepted only once eligibility has been verified.
8. Purchaser's solicitor advised of the occupancy restriction and Section 106 requirements.
9. Sale progresses in accordance with the approved Bungalows Marketing Plan.

No bungalow will be reserved prior to eligibility verification.

10. Record Keeping

Briarsgate Homes and Fowlers Estate Agents will retain records of the marketing and sales process.

Records may include:

- Dates of marketing launch
- Screenshots of website pages
- Copies of social media advertisements
- Social media targeting information
- Copies of email campaigns
- Copies of local press or parish advertising where used
- Rightmove or portal listing records
- Enquiry logs
- Completed eligibility questionnaires

- Supporting eligibility evidence
- Records of reservations
- Records of purchasers who did not proceed
- Notes of any eligibility queries raised with Horsham District Council

These records will be retained so that Briarsgate Homes can demonstrate compliance with the approved Bungalows Marketing Plan.

11. Reporting to Horsham District Council

Briarsgate Homes acknowledges the requirement within the Section 106 Agreement to retain evidence of compliance with the Bungalows Marketing Plan and to provide such evidence to the Council within 20 working days of a written request.

Briarsgate Homes will provide reasonable evidence of compliance to Horsham District Council upon request.

12. Draft Public Facing Wording

The following wording is proposed for use on the Briarsgate Homes website and other marketing material:

Chantry Court is subject to an over 55s occupancy restriction and an initial local connection marketing process. Priority will first be given to eligible purchasers connected to Storrington, Sullington and Washington, before availability widens in accordance with the Section 106 Agreement. Our sales team will be pleased to guide interested purchasers through the eligibility criteria.

For shorter adverts or social media posts:

Subject to over 55s occupancy criteria and an initial local connection marketing process.

For agent particulars:

Chantry Court comprises 8 freehold bungalows for purchasers aged over 55. The homes are subject to an initial local connection marketing process, with priority first given to eligible purchasers connected to Storrington, Sullington and Washington before availability widens in accordance with the Section 106 Agreement. Eligibility will need to be verified before reservation.

13. Contact Details

All initial enquiries should be directed to:

Briarsgate Homes

Email: enquiries@briarsgatehomes.co.uk

Telephone: 01329 887554

Selling agent:

Fowlers Estate Agents, Storrington

14. Confirmation

Briarsgate Homes confirms that the bungalows at Chantry Court will be marketed and disposed of in accordance with this Bungalows Marketing Plan once approved by Horsham District Council.

No reservation will be taken until purchaser eligibility has been verified.

No first disposal or occupation of the bungalows will take place other than in accordance with the approved Bungalows Marketing Plan and the requirements of the Section 106 Agreement.

Appendix 1: Draft Eligibility Questionnaire

Chantry Court Eligibility Questionnaire

Applicant name:

Current address:

Telephone:

Email:

Plot of interest, if known:

1. Occupancy

Will the bungalow be occupied by the purchaser or an eligible household member?

Yes / No

Please provide the names and ages of all proposed occupiers:

Name Relationship to purchaser Age

Is at least one proposed occupier aged over 55?

Yes / No

2. Local Area Parishes Connection

Do you currently live in Storrington, Sullington or Washington?

Yes / No

Have you previously lived in Storrington, Sullington or Washington?

Yes / No

Do you have immediate family living in Storrington, Sullington or Washington?

Yes / No

Do you have a permanent employment connection to Storrington, Sullington or Washington?

Yes / No

Do you consider you have any other significant connection to Storrington, Sullington or Washington?

Yes / No

If yes, please provide details:

3. Horsham District Connection

Do you currently live within Horsham District?

Yes / No

Have you previously lived within Horsham District?

Yes / No

Do you have immediate family living within Horsham District?

Yes / No

Do you have a permanent employment connection within Horsham District?

Yes / No

Do you consider you have any other significant connection to Horsham District?

Yes / No

If yes, please provide details:

4. Supporting Evidence

Please provide suitable evidence to support the information above. This may include proof of age, proof of address, previous address evidence, employment evidence or family connection evidence.

5. Declaration

I/we confirm that the information provided is true and accurate to the best of my/our knowledge. I/we understand that Chantry Court is subject to an over 55s occupancy restriction and an initial local connection marketing process, and that eligibility must be verified before any reservation can be accepted.

Signed:

Date: