

From: Suzanne Jones
Sent: Thu, 17 Dec 2020 14:18:10 +0000
To: Planning Inbox (FODDC)
Subject: FW: P2128/20/FUL- Dean Pool Court, Clearwell

Hi both

Please could the below correspondence re: validation be uploaded to P2128/20/FUL.

Thanks
Suzanne

Suzanne Jones
Senior Planning Officer



From: Suzanne Jones
Sent: 17 December 2020 14:17
To: [REDACTED]
Subject: P2128/20/FUL- Dean Pool Court, Clearwell

Dear Mrs Probert

I write reference to the above planning application, I am reviewing the content for validation purposes. The application is currently invalid, in order to validate the application, please provide the following;

- The location plan will need to be amended so that the residential curtilage is outlined in red, this will include the house and domestic garden area only, all other land will need to be outlined in blue to indicate ownership.
- The accommodation proposed will need to be shown on the floor plan.
- A terrace area is proposed, details of this will need to be provided, either metric scaled drawings or drawn with the metric measurements annotated, if attached to the building this will need to be shown with the elevations.

I would be grateful if you could confirm that the following description of development is acceptable "Erection of a single storey wooden cabin for use as a holiday let."

Whilst not a validation required, you will also need to provide a business and marketing plan to support the application prior to the officer being able to determine the application. The business and market plan should contain the following;

- Background knowledge of the Forest of Dean, the applicant and nature of the business
- Estimated demand for self-catering accommodation in the proposed area

- Proposed benefits to the local economy through the use of local amenities including proposals to further develop the range and quality of the offer
- Target income including seasonal details i.e. will there be high season and low season rates? Details of demand in the area and existing provisions/competition
- Copies of last 3 years set of accounts
- Proposals for monitoring the occupancy rates and performance against cash flow assumptions
- Operations of the business i.e. will this be carried out by the owner or through a holiday lettings agency
- Background and experience of running a leisure or tourism business.
- Financing the proposal including income/costs in reasonable detail identifying set-up and ongoing costs separately, timescales to achieve full revenue potential, cashflow forecasts
- Risks – including what happens if it is unsuccessful.

A Marketing plan identifying the following:

- Identification of target markets e.g families, groups, couples, outdoor enthusiast etc.
- Promotional plan for the business e.g. website, literature, advertising
- Estimate of marketing spend
- Meeting customer needs e.g accessibility, facilities for cyclists etc.

All documentation can be sent to myself via e-mail, or in the post marked for my attention. If posting, please quote the reference number in the subject of this e-mail. If you do not respond within 14 days with the request above, the Council reserve the right to assume that you no longer wish to proceed with this application and the paper work and fee submitted may be returned to you.

Kind regards
Suzanne