



Geraint John Planning

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By Email: LDPProgrammeOfficer@bridgend.gov.uk ; ldp@bridgend.gov.uk

C/O Amanda Borge
LDP Programme Officer
Bridgend County Borough Council,
Civic Offices,
Angel Street,
Bridgend,
CF31 4WB

Dear Sir / Madam,

**BRIDGEND COUNTY BOROUGH COUNCIL REPLACEMENT LOCAL DEVELOPMENT PLAN
(2018-2033) EXAMINATION**

**RESPONSE TO INSPECTOR' ACTION POINT AP12.3 –PROGRESS OF THE MARKETING
EXERCISE ASSOCIATED WITH THE SDS – LAND EAST OF PYLE**

Please find enclosed, our comments on the agreed Action Point to emerge as part of the Examination process, *'AP12.3 - Mr John to keep the Examination updated on the progress of the marketing exercise associated with the SDS.'*

This response comments on the matters raised by AP12.3, providing the Examination with an update to the promotion of the site and allocation, and the marketing exercise/ developer interest associated with the SDS.

Since the Hearing Session within which the Action Point arose (Hearing Session 12), the promotion work to advance the site and allocation has been continually progressed. There has been extensive work undertaken on and with ecology surveys for the site, which is still on going. This work on Ecology is the only time sensitive work that is required to be undertaken, and has been commissioned at a considerable expense by the existing landowners to ensure that there is no lost window or timescale in continuing to advance the proposals as and when, the selected preferred developer is in a position to take up the active promotion of the site.

Insofar as the land deal with the selected preferred developer is concerned (who is a sizeable developer with a track record in delivering such opportunities), Heads of Terms are on the verge of being settled. The position and deal, alongside the contract discussions and paperwork with them, continues to progress positively. The deal when completed will see them acquire the entire site, on an unconditional basis, as opposed to entering into any more a complex contractual development agreement between the landowners and the developer. This will of course mean that the position is entirely in the control of the developer, and not complicated by any particular contractual arrangements.

As it will be recalled, an extensive marketing exercise was undertaken, and considerable interest was expressed as part of that process. An interview process took place with a number of shortlisted parties to identify a/the preferred party. The criteria they were assessed against included track record, past performance, and of course deliverability.

Whilst the land deal with the selected party concludes, a number of the non-selected parties continue to make enquiries about the availability of the site and the opportunity. This includes a number of mainstream PLC Housebuilding parties and companies who are active in the South Wales market and beyond.

As an aside, it should also be recalled, and as made known to the Examination, and appreciated that a number of the other allocated Key / Strategic sites within the Plan are also land-owner controlled and promoted. The Land East of Pyle site is no different to these accordingly. Indeed, the planning promotion on the Pyle site will be undertaken by the developer as opposed to the landowners, meaning that the end outcome will be to the developer satisfaction, as opposed to securing a permission that may need to be revised and adjusted once a developer comes on board.

Whilst all of the above continues to take place, we at GJP and the team of consultants appointed to promote the site to date have full instructions to continue to promote the site, and advance the necessary work on it.

We will of course continue to provide updates on and when the preferred developer has been formally agreed upon and appointed. In the meantime, we hope and trust that all is in order with our response and that it is evident that the site continues to be promoted, advanced and is accordingly deliverable. Please do not hesitate to contact us in the event that further information is considered beneficial.

Yours sincerely,



Geraint John
Director
Geraint John Planning Ltd

CC: Adam.Provoost@bridgend.gov.uk