

From: < >

Date: Thu, 25 Jun 2026 at 21:47

Subject: Objection to Planning Application AWDM/0737/26

To: <planning@adur-worthing.gov.uk>

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Dear Planning Department,

I wish to submit a formal objection to planning application AWDM/0737/26, submitted by Mr Dixon, relating to the proposed commercial use and development of the regenerated land identified within the application.

My objection is founded on the clear conflict between the proposed development and the site's Green designation, together with concerns regarding environmental impact, landscape harm, increased activity and traffic, insufficient supporting detail, and evidence that the proposals may form part of a wider strategy to increase the land's development value.

1. Conflict with the Green Designation

The application seeks consent for a range of commercial, recreational, and operational activities, including:

- Vehicle parking and overnight camping
- Food and drink provision from temporary structures
- Mobile toilets, showers, and baby-changing facilities
- Two recessed shipping containers
- A wheeled advertising trailer
- Two six-metre flagpoles
- A decorative "flowerpot boat"
- A sandpit and children's play mound
- The use of animals for visitor attractions and entertainment
- Solar energy installations
- A borehole for water extraction

Taken individually, some of these elements may appear modest. However, when considered collectively they amount to the commercialisation and urbanisation of what is currently an open and environmentally sensitive area.

The purpose of Green-designated land is to safeguard open space, protect biodiversity, preserve landscape character, and prevent inappropriate development. The scale and nature of the proposed uses are fundamentally inconsistent with these objectives and would result in a significant intensification of activity on land that is intended to remain largely undeveloped.

2. Environmental and Biodiversity Impacts

Although the application refers to the retention of land for biodiversity purposes, the proposed activities are likely to have a detrimental impact on local habitats and

wildlife.

The introduction of increased visitor numbers, vehicle movements, overnight stays, commercial operations, and associated infrastructure would inevitably result in:

- Increased noise and disturbance
- Greater levels of human activity
- Potential light pollution
- Habitat disruption
- Pressure on existing wildlife populations

Particular concern arises from the proposed use of animals as visitor attractions within a protected green space. Such activities appear incompatible with the site's environmental purpose and raise questions regarding both ecological impact and animal welfare.

3. Harm to Landscape Character

The proposed structures and installations, including shipping containers, advertising trailers, flagpoles, temporary catering facilities, and other associated features, would introduce a distinctly commercial appearance into an area that currently retains a natural and open character.

These developments would erode the visual quality of the landscape and undermine the purpose of maintaining the site as a green and undeveloped space. The cumulative visual impact should be assessed in its entirety rather than as a series of isolated features.

4. Traffic, Parking and Overnight Use

The application proposes vehicle parking and overnight camping facilities aimed primarily at recreational visitors, including kite surfers and sea swimmers.

This level of activity is inappropriate for the location and gives rise to several concerns:

- Increased traffic generation and congestion
- Noise disturbance
- Littering and waste-management issues
- Potential conflicts with existing users of the area
- Additional pressure on local infrastructure

The application does not adequately demonstrate how these impacts would be managed or mitigated.

5. Lack of Detail and Supporting Evidence

A significant weakness of the application is the absence of meaningful detail supporting several key aspects of the proposals.

For example, the application refers to generating “natural green energy, for example solar”, yet provides no information regarding:

- The scale of any proposed installation
- The infrastructure required
- The location of equipment
- Operational arrangements

- Visual impact
- Environmental assessment

Similar concerns arise in relation to other aspects of the proposal, where broad aspirations are presented without sufficient evidence, design information, technical justification, or implementation plans.

This lack of detail makes it difficult to properly assess the likely impacts of the development and raises questions about the credibility and deliverability of several elements of the scheme.

6. Applicant's Publicly Stated Intentions

It is also relevant to consider the applicant's publicly stated intentions for the land. Through updates published on his website and within publicly available video content, Mr Dixon has stated that the land was purchased using his pension and that his intention is to sell the site once planning permission has been obtained.

While landowners are entitled to realise value from their assets, such statements raise legitimate concerns regarding the underlying purpose of the application. The proposals appear capable of increasing the commercial value and development potential of the site rather than delivering a genuine long-term environmental or community benefit.

Granting permission may therefore create additional pressure for future development on land that is intended to remain protected.

7. Previous Marketing of Residential Development

Further concern arises from the applicant's previous promotion of residential development proposals associated with the site.

This history suggests a longstanding aspiration for residential or commercial development that sits uneasily alongside the site's protected status.

In addition, the fourteen plots associated with the site continue to be marketed for sale, providing further evidence that the land remains subject to ongoing commercial disposal efforts.

8. Ongoing Sale of the Land

The continued marketing of the plots reinforces concerns that the current application is primarily intended to secure planning permissions that enhance the site's marketability and value.

Rather than representing a genuine proposal for environmental enhancement or community benefit, the application appears to form part of a broader strategy to facilitate future sale and development opportunities.

This context is a material consideration when assessing the overall purpose and long-term implications of the proposal.

Conclusion

The cumulative effect of the proposed activities would be the transformation of a protected green space into a commercial leisure destination. Such a change would be contrary to the purpose of the site's Green designation and in contradiction of the already rejected planning permission. It would result in harm to its environmental

value, landscape character, tranquillity, and openness.

For the reasons outlined above, I strongly object to planning application AWD/0737/26 and respectfully request that the Council upholds the purpose of the Green designation by refusing permission for the proposed development.

Yours faithfully,

Colin McKail
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