

## **CPRE – THE HERTFORDSHIRE SOCIETY**

“Plotlands” (now officially known as Land Banking) continue to make news. BBC Look East recently carried out a consumer investigation into a company who sold plots near Southwold, in an Area of Outstanding Natural Beauty and on a coastal site subject to flooding. They were able, unusually, to find a buyer who was prepared to admit on camera that he had been hoodwinked. Our Hon. Director, Kevin FitzGerald, was interviewed to give the general picture.

### **New techniques - same scam**

Companies selling these plots are expanding their marketing techniques. One CPRE Herts. member received a “cold call” offering plots for sale. A local non-league Football Club carried an advertisement from a company in their match programme offering 4% of the sale price to the club on any plot bought by a supporter. One of the sites is in the Green Belt and part of it is designated an Area of Archaeological Significance. It is doubtful whether any buyer would be fully aware of the implications. One plot of 0.2 acres is on sale for £50,000! Other non-league clubs in the South East generally are involved in these ‘sponsorship’ deals.

### **Continued vigilance needed**

Please continue to be vigilant and let us know of any instances you come across of new sites, or advertisements. The more we can raise awareness on this issue, the fewer people will be willing to purchase what to them are useless plots of land, unwittingly degrading our precious countryside in the process.

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