

Further guidance on marketing statements

Where policies require marketing information to be submitted, the following details will be used to assess the acceptability, or otherwise, of the information submitted and the marketing undertaken.

Marketing evidence requires demonstration of an active marketing campaign for a continuous period of at least two years, whilst the premises were vacant, which has shown to be unsuccessful.

Marketing must be through a commercial agent at a price that genuinely reflects the market value. It must be shown to the council's satisfaction that marketing has been unsuccessful for all relevant floorspace proposed to be lost through redevelopment or Change of Use.

Active marketing should include the following:

1. Contact information posted in a prominent location on site, in the form of an advertising board
2. Registration of property with at least one commercial property agent.
3. Property details / particulars available to inquirers on request.
4. Property marketed for the appropriate use or uses as defined by the relevant planning policy.
5. Property marketed at a reasonable price in relation to use, condition, quality and location.

Sufficient detailed information is required to be submitted alongside any planning application to demonstrate compliance with the above criteria. In addition, information should be submitted regarding:

1. the number and details of enquiries received;
2. the number of viewings;
3. the number, type, proposed uses and value of offers received;
4. reasons for refusal of any offer received, and/or reasons why any offers fell through;
5. the asking price and/or rent that the site or property has been offered at, including a professional valuation from at least three agents to confirm that this is reasonable;
6. the length of marketing period (at least two years continuous marketing), including dates, and
7. the length of the vacancy period.