

19. Appendix 5 - Marketing Assessment Information

Introduction

A number of policies in this Plan ask applicants to demonstrate that there is no demand for alternative uses before planning permission can be granted for the applicants preferred use. This is done partly through marketing information which is supplied to the Council to consider as part of the decision making process. The following sets out what is expected in a marketing exercise and how the information will be used. The policies that this appendix applies to are:

- Policy EMP1 - Existing and Proposed Employment Areas Policy
- EMP2 - Non-Estate Employment Uses
- Policy RET1 - Town and Local Centres and Shopping Frontages Policy
- RET2 - Loss of Village Shops and Other Facilities

General Criteria

Where the policy requires that the property is marketed – this will be for a period of at least 12 months for freehold and/or leasehold as appropriate.

The property should be widely advertised on site, in estate agents and in relevant newspapers, property and trade magazines, and websites where prospective users would be expected to search.

The advertising should include all potential uses within the terms of the policy. Restricted advertising which does not cover the full range of uses to which a building could be put will inevitably lead to a limited response.

The price should be realistic and reflect the current use and not the potential value with planning permission for some alternative use. A covenant can be applied to a sale to recoup any uplift in value secured by the new owners.

In addition to advertising the applicant should be able to demonstrate that they have proactively tried to find a tenant/buyer including engaging with businesses, tourist or community groups etc who might be interested in using the building.

Any marketing campaign should have concluded no more than 6 months prior to the submission of an application for an alternative use.

Policy EMP1 - Existing and Proposed Employment Areas and Policy EMP2 – Non Estate Employment Uses

The above criteria will apply but the Council would expect the property to be marketed for employment uses. As an alternative to marketing the property as set out above the non-viability of employment uses could be demonstrated by an independent assessment that the use is unlikely to be economically viable in the foreseeable future. That assessment should be undertaken by a reputable and suitably experienced company to be determined

by the Council in agreement with the applicant and to be funded by the applicant.

Policy RET1 - Shops and Other Town Centre Uses

The above criteria will apply but the Council would only expect the property to marketed for town centre uses, falling within the "A" Class of the Use Classes Order.

Policy RET2 - Loss of Village Shops and Other Facilities

Where the property is identified on the list of Assets of Community Value additional requirements will need to be met as set out in the Assets of Community Value Policy Statement or other relevant Government advice/regulations. Even if there is no interest from the community in purchasing such assets the Council will expect the applicant to meet the criteria above.