

## **MARKETING GUIDANCE NOTE (March 2017)**

### **1. Introduction**

- 1.1 Local Plan Policy EP2 (Employment land and Premises) of the Basingstoke and Deane Local Plan (2011-2029) requires applicants to take account of market signals when considering the redevelopment of employment land for alternative uses. As one element of this, the applicant will be expected to carry out a marketing exercise of that property/site to ascertain the demand for an alternative employment-generating use (within Use Classes B1, B2 or B8).
- 1.2 A marketing exercise may also be necessary to support planning applications for the loss of essential facilities and services (such as pubs and post offices) or community, leisure or cultural facilities in accordance with Local Plan Policies CN7 (Essential Facilities and Services) and CN8 (Community, Leisure and Cultural Facilities).
- 1.3 This guidance note sets out what is expected from an applicant when they are undertaking a marketing exercise. As part of any relevant planning application, it will be necessary to submit a marketing report to demonstrate that a robust marketing strategy has been followed.

### **2. Marketing Period**

- 2.1 Unless there are significant material considerations to justify otherwise, the marketing exercise should be undertaken for a period of at least six months (in accordance with the adopted Local Plan, footnote 37) and of a professional standard which could result in either:
- A sale or letting which will enable that use to be continued/implemented; or
  - Evidence that there is no demand for the particular use of a site/premises other than at substantially below current market value.

### **3. Proportional Approach**

- 3.1 This note sets out the minimum standard of marketing, however it is recognised that any such exercise should be proportional to the size and characteristics of the site/property and the scale of the proposed alternative use. Where possible, applicants are advised to seek pre-application advice from the council on the detail of their marketing strategy.

### **4. Information required in the Marketing Report**

- 4.1 The property should be marketed in a manner that would genuinely test the market and bring it to the attention of likely purchasers. The marketing report should demonstrate that the following actions have been undertaken.

#### *Before marketing the property*

- 4.2 Prior to commencing the marketing exercise the landowner should have:



- Investigated the planning status of the property in order to establish the present lawful use;
- Investigated the title to the property in order to establish whether the interest to be disposed of is freehold or leasehold. In the case of a freehold (or long leasehold) sale it is important to establish whether there are any covenants (or lease terms) attaching to the property which would affect the market value. In the case of a leasehold disposal it is important to establish the terms of the existing or a proposed lease;
- Decided on any works that are needed to the property in order to improve marketability by ensuring it is presented in the best way; and
- Established (in the light of the information gathered) an appropriate asking price for the property.

#### *Marketing requirements*

4.3 The following should ordinarily be undertaken as part of the marketing of the site or premises, and should be evidenced within the marketing report.

#### *Production of property particulars*

These should include:

- Photograph of the premises/site;
- A description including floor areas;
- Planning status;
- Location plan (particularly for rural premises in remote locations);
- Site plan;
- Details of the rent/price;
- Tenure; and
- Current use.

#### *Agency board*

An agency board should be displayed at the property/site. A photograph (and details of when it was displayed) should be provided within the marketing report.

#### *Advertising*

Details should be advertised via a range of media including at least two of the following:

- Newspapers
- Magazines
- Websites
- Agents windows
- Any other specialist publications

Copies of any adverts, showing the publication and date must be provided with the Marketing Report.

#### *Proactive marketing actions*



Once the marketing exercise has started, it would be expected that the appointed agents carry out the following activities. These should be documented in the marketing report.

- *Mail shots and social media*; Agents should keep a record of any activity undertaken.
- *Viewings*; A record of viewings should be kept and details of interest shown in the property.
- *Follow-ups*; All potential interest should be recorded and followed up with reasons given if the potential interest is not progressed.

#### *Review of exercise*

Within a reasonable period of time following the start of the marketing exercise, if there is a lack of interest in the premises the marketing should be reviewed by the agent and the vendor with a view to adjusting the marketing which could include a review of the price as appropriate.

Appointed agents may not always be sufficiently active in the relevant market sector and under those circumstances the appointment of either sub or joint agents to assist in marketing may be appropriate. The Marketing Report should demonstrate that the need for review has been thoroughly considered.

## **5. Marketing Report**

- 5.1 If the marketing exercise proves unsuccessful (i.e. the property cannot be sold/let for the intended use other than at substantially below market value within a 6 month period) and a planning application is submitted for a change of use or redevelopment, a marketing report providing a summary of the marketing exercise should be submitted as part of the planning application. This summary should include copies of all relevant documentation and a record of any interest expressed.

## **6. Next steps**

- 6.1 Information supplied by applicants will be taken into account by officers when determining planning applications. The council will consult both internally and externally with regard to the quoted rent/price to ensure that this is considered to be reasonable and review its own evidence base in relation to the demand and supply of employment land and premises.

The submission of a marketing report would not necessarily result in planning permission being granted, as any planning application would need to be determined with regard to all of the policies in the Development Plan and any other material planning considerations.