

Annex F: Marketing Requirements (SWDP 8, SWDP 12)

Marketing Requirements (SWDP 8, SWDP 12)

The partner authorities will consider the failure to let premises for their approved use as a material planning consideration, where the following considerations apply (it should be noted that there are numerous material considerations when considering change of use applications and there will be circumstances when change of use will be approved regardless of the prior marketing of the property).

1. The property has been offered for lease and, where practical, for sale with a commercial property agent for at least 12 months immediately prior to the submission of a planning application.
2. The rental and asking price are realistic when compared to other similar property in south Worcestershire.
3. A marketing report is submitted with the application. As a minimum, a marketing report should include:
 - a. An evidence - based assessment of the market for the existing and proposed uses of the property.
 - b. A copy of the agents' marketing material used to describe the property.
 - c. Details of all advertising relating to the property.
 - d. Details of all prospective occupiers or purchasers who have contacted the agent together with the reasons they did not pursue their interest in the property.

It will not be necessary to comply with these requirements on all occasions. It will be up to the decision-maker to decide if the market conditions for classes of property or the individual characteristics of the property mean that it is unlikely to be re-let for the approved use.

It is recognised that not all property can be advertised on a freehold basis; for instance, a single floor of an office block or a shop with other commercial uses on upper floors.