

# Marketing Guidelines

**WORKING DRAFT**

Version 3  
25/07/03

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## 1. PURPOSE AND POLICY CONTEXT

- 1.1 Four policies within the Dover District Local Plan contain a criterion regarding the need to appropriately market a site or property. The purpose of these draft guidelines is to provide guidance as to when marketing is necessary and on the minimum evidence the Council would expect an applicant to submit in order to show that marketing requirements have been met. Differing requirements will need to be met depending upon the size, nature and location of the site or property.
- 1.2 The policies are summarised below and listed in full in Appendix A to this note. Each policy requires a number of stages to be followed to determine whether it is necessary to market the property/site. It should be noted that a marketing exercise will not always be required. As a guide to the application of the policies and to assist in determining when a marketing exercise is required, flow charts are attached at Appendix B.
- 1.3 When it has been determined that a marketing exercise is required, the nature of the exercise will depend upon the specific circumstances surrounding a proposal. The relevant policies of the Dover District Local Plan are.

### **Policy LE1 (Protection of Employment Land)**

- A key aim of the Local Plan is to help build a strong local economy. One of the ways in which the Local Plan seeks to achieve this is to ensure that those sites and premises identified or in use for employment purposes (B1/B2/B8 uses) continue to remain available for such uses.

### **Policy LE7 (Additional employment in Deal)**

- There is a particular shortage of employment land (B1/B2/B8 uses) within Deal, this is best illustrated by the significant amount of out-commuting. To redress this imbalance the Council is keen to ensure that new employment opportunities are created within the town wherever possible and suitable. When a site or property become available that is not the subject of policy LE1 then depending upon size, constraint and amenity issues, priority should be given to use for employment or tourism purposes.

### **Policy HS8 (Re-use of rural buildings)**

- Emphasis in national, strategic and local plan policy is that rural buildings should preferably be re-used for employment or tourism uses. Outside of village confines re-use for residential purposes will not be permitted.

### **Policy SP11 (Retention of rural shops and pubs)**

- An important element of maintaining viable local communities is through ensuring that a range of basic services are provided. The Local Plan seeks to achieve this through the protection of two of these key facilities the local shop and the local pub.

**Please note that the marketing requirements shown are a minimum. It is always open to an applicant to provide more than this minimum requirement.**

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## 2. MARKETING REQUIREMENTS

2.1 The following details the minimum requirements that will need to be addressed as part of the marketing appraisal. It should not be seen as being exhaustive, it is only intended to provide guidance as to what will be expected. A suggested report to assist with the marketing exercise is attached as Appendix C.

### 2.2 *Marketing Period*

For small employment sites and the conversion of rural buildings marketing should be for a period of at least 4 months.

For large employment sites and rural shops and pubs marketing should be for a period of between 6 to 12 months.

These periods reflect the importance attached to the properties/sites in meeting the employment or community needs of the district. They also allow for sufficient time to fully test the market and make any necessary adjustments in response to market demand.

### 2.3 *Occupancy*

It is not a requirement that a property/site has to be vacant or occupied before it can be marketed. If the property/site is vacant, however, details of how long it has been vacant included when it was last occupied and/or used, and what that use was, should be submitted.

### 2.4 *Adverts*

For small employment sites and the conversion of rural buildings, adverts will need to be displayed in at least one local newspaper on a minimum of two separate occasions. These adverts should identify the property/site as available for employment and/or tourism uses. Copies of the adverts and details of the dates and publication in which they appeared should be provided.

For large employment sites, rural shops and pubs, adverts will need to be displayed in at least one local and one national newspaper (or appropriate publication) on a minimum of two separate occasions in each publication.

As use of the internet becomes more popular, this medium for advertising a property is encouraged as it widens the target audience. Use of the internet to supplement the above requirements whilst acceptable should not, however, be seen as an alternative to meeting these requirements. Marketing assessments that rely solely upon the use of the internet will not be accepted.

Adverts should identify the property/site as being available for, as appropriate, either

- Employment and or tourism uses (for the purposes of policies LE1, LE7 and HS8), or
- Shop or pub uses (for the purposes of policy SP11)

Copies of the adverts, details of the dates and publication in which they appeared should be provided. The national newspaper or publication in which the advert appears should be appropriate to the nature of the use for which the property or site is being advertised and should be a recognised publication for such purposes.

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## 2.5 **Signs/Hoardings**

Signs/hoardings should be of an appropriate size and displayed in an appropriate and prominent location. The content of the sign should identify the fact that the property/site is

- potentially suitable for employment and/or tourism uses (policies LE1 and LE7), or
- available as a going concern as a rural shop or village pub (policy SP11)

Where the size and form of the property/site justify it more than one sign should be displayed in appropriate locations. This will be particularly so when a site is marketed for employment uses and it has a number of prominent frontages.

## 2.6 **Tenure**

The tenure upon which a property/site is offered as being available can affect the value and the approach adopted when marketing a property/site. Details of whether a property/site is offered as freehold or leasehold should be provided as part of the marketing appraisal.

## 2.7 **Price**

The property/site will need to be marketed for a realistic price. This should be supported by details of any valuations of the property made as part of the process of placing it on the market. Where a property/site has been on the market for some time and no offers have come forward, the vendor will need to demonstrate that they have been prepared to reduce the price of the property/site. A need to reduce the price of the property/site to a level below the assessed market value in order to generate interest will, if it fails to attract any offers, be a significant indication that there is little or no market demand.

## 2.8 **Agents**

It will be necessary to provide details of any Agents appointed to market the property/site and how they have marketed it. For small employment sites and the conversions of rural buildings, the Agent need only be a local estate agent who deals with commercial sites and properties.

## 2.9 **Expressions of Interest**

To demonstrate the marketability of a property/site, a schedule of all those who have expressed an interest in the site with reasons as to why they did not purchase or take out a lease on the property/site will need to be provided. It is important that this information is as complete as possible as it will provide a good indication of the market demand for the property/site and its suitability for the use for which it is being marketed i.e. employment, tourism, rural shop or rural pub.

## 2.10 **Marketing Statement**

As part of the application a statement will need to be provided which draws upon the evidence requested above detailing why in the opinion of the Agent and/or other professional specialist why the site has not been taken up for the use it has been marketed. This statement should cover those aspects which are considered to be relevant but not covered by other aspects of the marketing appraisal. Such information may include an assessment of the market locally, regionally, and nationally as appropriate. It should also include the reasoning as to why the property/site is not considered to be suitable for the use marketed.

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## 2.11 **Professional Advice**

When considering marketing appraisals for large sites, the Council will expect the report to be compiled professionally by a recognised specialist. Whilst this is not a requirement for other properties/sites, the applicant should consider using the services of a specialist.

***Failure to comply with marketing requirements or any other aspects of Local Plan policy will mean that the application is not in accordance with the Local Plan and will be refused unless there are other material considerations which justify otherwise.***

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### **3. NO MARKETING REQUIREMENT**

- 3.1 In those circumstances where evidence of marketing will not be sought it will not be necessary to undertake a marketing exercise. In these situations, however, the applicant will need to demonstrate why such an exercise is not required and provide a supporting statement to accompany any planning application.

### **4. DEFINITIONS**

- 4.1 The following definitions are taken from the Dover District Local Plan and have been used throughout this supplementary planning guidance note.

Large Sites	Properties or sites which have either <ul style="list-style-type: none"><li>• a floorspace of 1000 Sq.m. or greater, or</li><li>• a site area of 1Ha or greater</li></ul>
Small Sites	Properties or sites which have either <ul style="list-style-type: none"><li>• a floorspace of less than 1000 Sq.m. or</li><li>• a site area of less than 1Ha</li></ul>
Employment Use	Land for office, industrial and warehousing uses (Use Classes B1/B2/B8 of the Use Classes Order)

### **5. FURTHER ADVICE AND INFORMATION**

- 5.1 This guidance will be adopted as supplementary planning guidance to policies LE1, LE7, HS8 and SP11, of the Dover District Local Plan by the Council and will be an important material planning consideration in the determination of planning applications.
- 5.2 For further advice regarding the contents of this leaflet please contact:

Forward Planning  
Dover District Council  
White Cliffs Business Park  
Dover  
Kent  
CT16 3PJ

Tel        01304 872477  
e-mail:    forwardplanning@dover.gov.uk

Appendix A  
*Dover District Local Plan Policies*





### **Policy LE1**

On land allocated for employment use, or on land currently with planning permission for employment use, planning permission for development for other uses will not be granted unless the development does not exceed 250 sq.m. gross floorspace and is for uses within Use Classes A1, A2 and A3 to meet the needs of those living or working within the immediate vicinity, or is a tourism related use.

On land or in buildings currently or last in use for employment purposes, including those premises permitted prior to the adoption of the Plan, planning permission for other uses will only be granted if the proposed development would not seriously prejudice the availability of employment land and premises both locally and in the District as a whole, and

- i) alternative use or development would bring with it significant social or environmental benefits; or
- ii) the land or premises has been appropriately marketed without success.

### **Policy LE7**

Should any new sites within the Deal Urban Area come forward for development or redevelopment, not falling within the scope of Policy LE1, the Council will only grant planning permission for Use Classes B1/B2/B8 or tourism-related development unless:

- i) there are other overriding needs such as open space, affordable housing or a need for local facilities; or
- ii) employment/tourism uses are not acceptable in terms of residential amenity, traffic generation, or travel demand; or
- iii) the land has been appropriately marketed without success.

### **Policy HS8**

Proposals for the re-use of rural buildings for residential use will only be permitted if:

#### **A Within village confines**

- i) it can be demonstrated that the building has been appropriately but unsuccessfully marketed to secure an employment or tourism related use or where such use would be unacceptable on planning grounds, or residential conversion is part of a larger scheme for employment or tourism related use;
- ii) the building is of permanent and substantial construction;
- iii) its form, bulk and design is, or can be made to be, in keeping with its surroundings;
- iv) conversion or adaptation will not damage its character or setting; and
- v) where appropriate provision is made for nesting boxes and roosts for barn owls and bats.

#### **B Outside village confines**

- i) it is for a residential institutional use which meets the terms of Policy HS12, or there is a need within the terms of Policy HS13 to house a rural worker;
- ii) the building will not require major or complete reconstruction; and
- iii) the above criteria A(ii) to A(v) are met.

**Policy SP11**

Planning permission will not be granted for the change of use of a rural shop or pub unless:

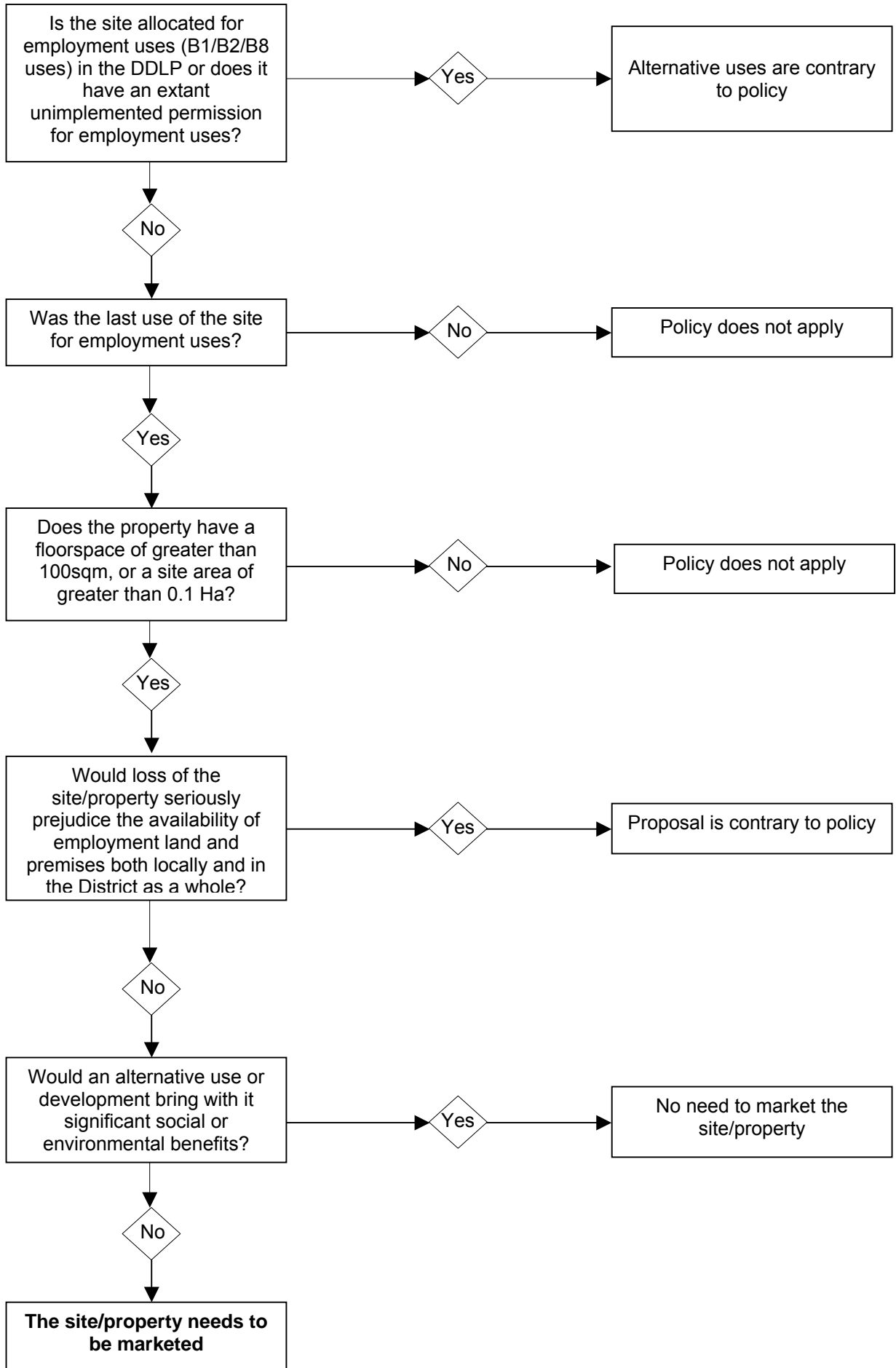
- i) its loss would not harm the economic and social viability of the community which it serves; or
- ii) genuine and adequate attempts to market the premises for retail purposes or as a pub (as appropriate) have failed.

# Appendix B

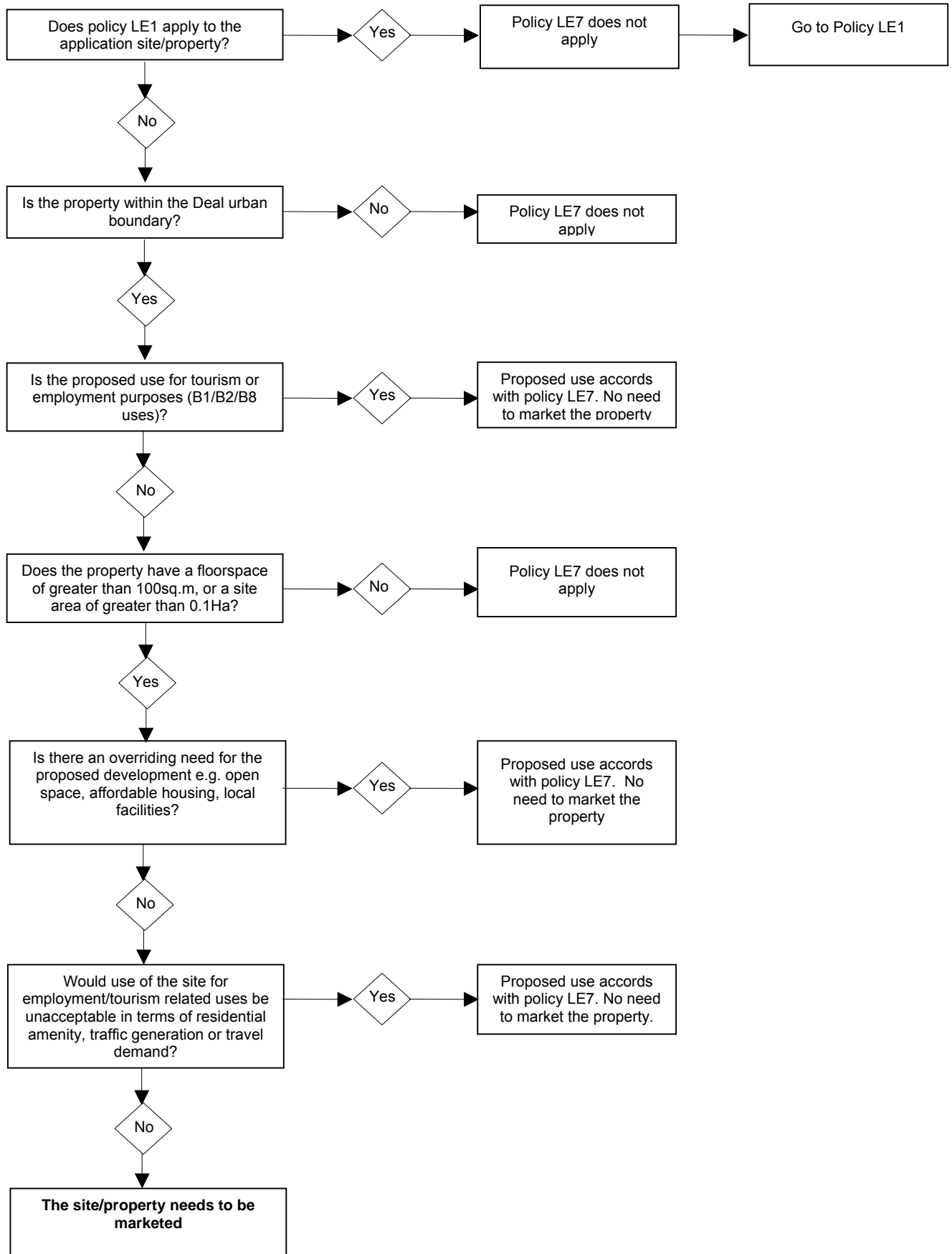
## *Flow Charts*



# Application of Policy LE1

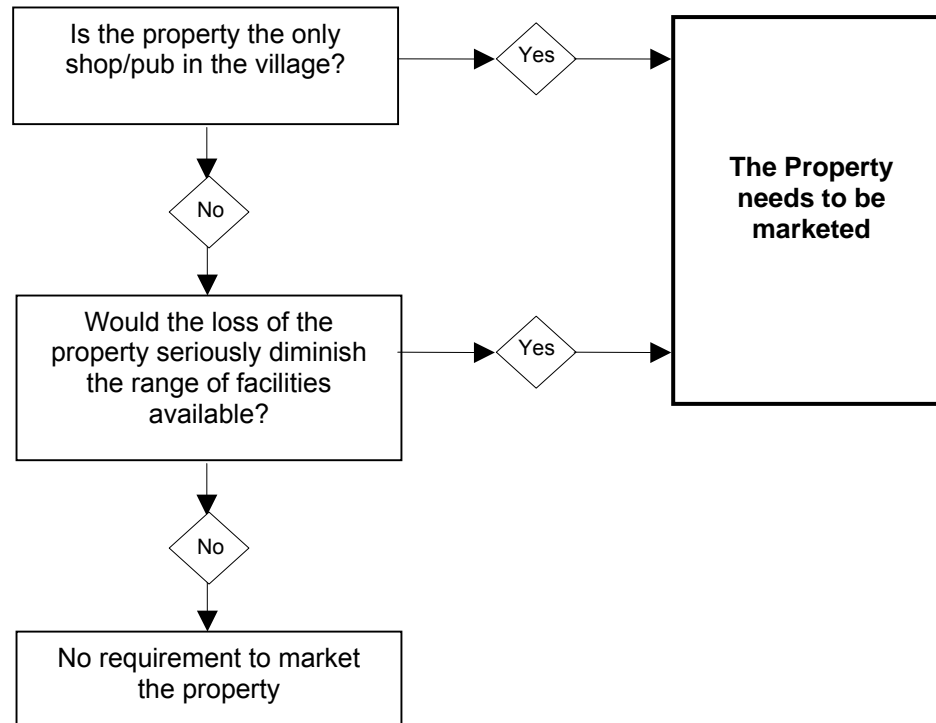


# Application of Policy LE7





## Application of Policy SP11





Appendix C  
*Marketing Report*



# Marketing Report

Applicant:

Proposal:

Location/Address:

Marketing Exercise:  
From:        /        /        /  
To:        /        /        /

1.     What marketing have you done throughout the marketing period?  
      (Please enclose sample copies of advertisements, marketing particulars etc.)

2. Have you received any formal offers?			
Date	Enquiry	Offer	Outcome

3. Where have the main enquiries come from?

4. Why, in your opinion, has the marketing proven successful/unsuccessful?