

South Bucks District Council

**Guidance Note:  
Implementation of  
Core Policy 10 (Employment)**

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November 2013



**South Bucks**  
District Council

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# 1. Introduction and Policy Context

## Purpose of this Guidance Note

- 1.1 This document provides guidance for applicants seeking to address the requirements of Core Policy 10: Employment (in the adopted South Bucks Core Strategy). More specifically, it sets out the following;
- i) The planning policy context, in particular the conformity of Core Policy 10 with the National Planning Policy Framework (NPPF).
  - ii) How the Council will apply Core Policy 10 and this guidance note in light of changes introduced by the Government in May 2013 to the ‘permitted development’ legislation.
  - iii) How the Council will determine whether an employment site is considered ‘important’ for the purposes of Core Policy 10.
  - iv) The marketing evidence required to demonstrate that there is no reasonable prospect of a site being used for its permitted Use Class B purpose.
  - v) The Council’s approach to assessing the suitability of a site for alternative economic uses.
- 1.2 This guidance note is not a statutory document and does not form part of the Development Plan for South Bucks.

## National Planning Policy Framework<sup>1</sup> (NPPF)

- 1.3 Paragraph 20 of the NPPF encourages local planning authorities to:

*“... plan proactively to meet the development needs of business and support an economy fit for the 21st century”.*

- 1.4 Further, paragraph 22 states that:

*“Planning policies should avoid the long term protection of sites allocated for employment use where there is no reasonable prospect of a site being used for that purpose.”* It continues, *“...where there is no reasonable prospect of a site being used for the allocated employment use, applications for alternative uses of land or buildings should be treated on their merits having regard to market signals and the relative need for different uses to support sustainable local communities.”*

## NPPF Conformity

- 1.5 SBDC officers are of the view that Core Policy 10 of the Council’s adopted Core Strategy is in broad conformity with the requirements of the NPPF.
- 1.6 Although the Council’s Core Strategy was adopted more than 12 months before the NPPF came into effect, both documents adopt a similar approach to employment land and sites, which can be summarised as:

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<sup>1</sup> Published 27<sup>th</sup> March 2012

- i) Seeking to ensure sufficient land and floorspace is available to meet the needs of businesses; and
- ii) Allowing the redevelopment of employment land (Use Class B) for alternative uses, where it has been demonstrated that there is no reasonable prospect of the site being used for its allocated (Use Class B) employment purpose.

### **South Bucks Core Strategy**

- 1.7 The South Bucks Core Strategy was adopted in February 2011. One of the documents key strategic objectives is to “*Promote a balanced local economy in terms of jobs, skills and the labour supply, and support existing businesses and small start-up businesses.*” The related Critical Success Factor seeks no overall net loss of employment floorspace on the important employment sites in the period to 2026.
- 1.8 Further, the employment strategy for South Bucks, as outlined in the Core Strategy aims to:
- Accommodate the needs of existing new businesses (whilst recognising the constraints imposed by Green Belt policy)
  - Support new business formation, helping to maintain the area’s standing as the ‘Entrepreneurial Heart of Britain’.
  - Encourage a greater proportion of people to live and work locally.
- 1.9 Core Policy 10 (Employment) outlines the Council’s chosen approach to supporting local economic growth. It sets out how the Council will seek to maintain a supply of employment land and sites in the District, to support new and existing businesses and retain a local employment base. For ease of reference, the full policy wording is included below.

#### **Core Policy 10: Employment**

Important employment sites will be retained in employment use (B Use Class). A subsequent Development Management DPD will identify the important employment sites in South Bucks District.

There will be a general presumption that other employment sites (B Use Class) will also be retained in employment use (B Use Class). In limited circumstances, including where there is no reasonable prospect of a site being used for the permitted purpose, or where the site is creating significant amenity issues, the priority will be for the site or premises to be reused or redeveloped (where appropriate) for an alternative economic use (i.e. a use which provides employment opportunities, generates wealth or produces an economic output or product).

The change of use of employment land and floorspace (B Use Class) to retail use (outside of the District and Local Centres defined in Core Policy 11) will only be permitted in limited circumstances - where there is evidence that the proposal would not have a significant adverse impact upon nearby District and Local Centres, and there are no sequentially preferable alternative sites available.

New employment development will be accommodated in the District and Local Centres, on the Opportunity Sites and through appropriate intensification on existing employment sites excluded from the Green Belt, where there is good access by a variety of transport modes.

The Council will work with key stakeholders to improve access to high speed and next generation broadband throughout the District by supporting the provision of necessary new ICT infrastructure.

The Council will seek to increase the presence of high value and knowledge based businesses in South Bucks. Support will be given to small-scale and start-up businesses, by promoting and supporting home-working (where there is no adverse impact on residential amenity) and encouraging the provision of managed workspace. The Council will also support rural diversification schemes, providing they benefit the local community.

Further guidance on the application of this Core Policy will be provided in the Development Management DPD.

- 1.10 In endorsing the Council's approach to the protection of employment land in South Bucks District, the independent Inspector presiding over the Core Strategy Examination in Public (EiP) stated in her report that:

*“(Para 32) Class B employment land<sup>2</sup> in the District is under pressure from more lucrative uses, particularly residential, and once lost would be difficult to replace especially in the Green Belt. It is right that CP10 protects existing Class B land, and affording a greater level of protection for more important sites, which are to be identified in a later DPD, is a valid approach.”*

*“(Para 33) There was much discussion of the role of the marketing test at the hearings. However I consider that it is right that the PPS4 test of “no reasonable prospect”, in other words the marketing exercise in terms of CP10, should be applied before the consideration of an alternative economic use which does not fall within the B Use Class. Otherwise, other economic uses such as retail, hotel or care home accommodation could too readily supplant a B Class use on a site...”*

### Changes to ‘permitted development’ legislation

- 1.11 In May 2013, the Government introduced The Town and Country Planning (General Permitted Development) (Amendment) (England) Order 2013<sup>3</sup>, which amends the Town and Country Planning (General Permitted Development) Order 1995. The changes allow for additional types of development to be undertaken without express planning consent from the Local Planning Authority. There are a number of changes which involve the B Use Classes and are therefore likely to affect the application of Core Policy 10 and this guidance note.

#### ***B1(a) Office to C3 (dwellinghouses)***

- 1.12 Article 6(2) inserts new Class J into Part 3 (changes of use). Class J allows development consisting of a change of use of a building and any land within its curtilage falling within

<sup>2</sup> Class B of the Town and Country Planning (Use Classes) Order 1987, as amended.

<sup>3</sup> Statutory Instrument 2013 No. 1101

Class B(a) (Offices) of that Schedule to a use falling within Class C3 (dwellinghouses), subject to the location of the site and prior approval from the local planning authority on certain matters.

1.13 It should be emphasised that the above change to permitted development is a temporary provision in place until **30 May 2016**. It also applies only to changes of use from B1(a) to C3. The guidance note will therefore continue to be applied by the Council in the following circumstances:

- Applications for the change of any use of a site falling within any of the remaining B Use Classes (i.e. B1(b) &(c), B2 and B8)
- Applications for change of use from B1 to C3 after 30 May 2016.
- Applications involving a change of use from any use falling within B Use Classes and the partial or complete redevelopment of a site (including those from B1(a) to C3).
- Applications where prior approval for a change of use from B1(a) to C3 has not been previously granted under Class J(2) of the Town and Country Planning (General Permitted Development) Order.

***B1 (Business), C1 (Hotels), C2 (Residential Institutions), C2(a) (Secure Residential Institutions), D1 (Non-residential Institutions) and D2 (Assembly and Leisure) to a state-funded school***

1.14 Article 6(2) also inserts new Class K, which allows change from a number of use classes, including B1, to a state funded school, subject to prior approval from the LPA on the issues of highways and transport impacts, contamination and noise. This is a permanent provision. For proposed changes from B1 to a state-funded school this guidance note will not apply.

***An agricultural building (up to 500sqm) and land within its curtilage to a number of other 'flexible' uses; A1 (Shops), A2 (Financial & Professional Services), A3 (Restaurants and Cafes) B1 (Business), B8 (Storage and Distribution), C1 (Hotels), and D2 (Assembly and Leisure).***

1.15 Article 6(2) also inserts new Class M in to Part 3 (changes of use). This permits the change of use of agricultural buildings to a number of flexible uses, including B1 and B8. It only applies if the building has been in agricultural use since 3rd July 2012, or if the use began after this date, for at least 10 years. Subject to notification of the LPA, it is permitted for the building to change between flexible uses without express planning permission. In those instances which involve B1 and B8 uses, the Council will not be able to apply this guidance note.

***The temporary use of a building and any land within its curtilage as a state funded school for a single academic year.***

1.16 Article 7 inserts a new Class C into Part 4 which allows any building to change its use to a state funded school for a single period of one academic year, provided the building has been approved for use for school use by the relevant Minister, the Secretary of State responsible for schools. In cases where any such building falls into the B Use class, this guidance note could not be applied.

***Buildings with A1 (Shops), A2 (Financial & Professional Services), A3 (Restaurants and Cafes), A4 (Drinking Establishments), A5 (Hot Food Takeaways), B1 (Business), D1 (Non-residential Institutions) and D2 (Assembly and Leisure) uses will be permitted to change use for a single continuous period of up to two years to A1***

***(Shops), A2 (Financial & Professional Services), A3 (Restaurants and Cafes) and B1 (Business).***

- 1.17 Article 7 also inserts new Class D into Part 4 of Schedule 2 which allows the change of use of buildings within a number of classes, including B1, to flexible uses falling within either class A1, A2, A3 or B1 for a continuous period of up to 2 years. This change only applies to change to a floor space of no more than 150sqm. Beyond this threshold, or once the 2 year period has expired, the Council will seek to apply this guidance note accordingly.

## 2. Important Employment Sites & Other Employment Sites

### Important Employment Sites

- 2.1 Core Policy 10 outlines that important employment sites will be retained in employment use (B Use Class, Town and Country Planning (Use Classes) Order 1987 (as amended)).
- 2.2 CP10 states that the Development Management DPD (DM DPD) will identify the important employment sites in South Bucks District. Prior to the adoption of the DM DPD, the importance of a site will be determined on a case-by-case basis, taking into account evidence produced on behalf of the Council by consultants GL Hearn<sup>4</sup>.
- 2.3 In the light of this further study, the sites which the Council considers ‘important’ for the purposes of CP10, are set out in Table 1 below:

**Table 1: Important Employment Sites in South Bucks**

Site Name	Settlement
Grosvenor House	Beaconsfield
Grenville Court / Coach House	Burnham
24 Britwell Road	Burnham
The Priory	Burnham
Huntercombe Lane South	Burnham
Broadwater Park	Denham Green
Denham Media Park	Denham Green
Martin Baker Engineering	Denham Green
Uxbridge Business Park	New Denham
Rivermead, Oxford Road	New Denham
52 Oxford Road	New Denham
Chalfont House	Denham
Capswood Business Centre	Denham
Phoenix House	Denham
Ridgeway Trading Estate	Iver
Pinewood Studios	Iver
Pioneer House	Stoke Poges
Sefton Park	Stoke Poges
Stoke Court	Stoke Poges
Mill Lane	Taplow
Wexham Springs	Wexham

- 2.4 The important employment sites are those which are considered to play an essential function in terms of the economic prosperity of South Bucks District and its residents, now and in the future. They are sites which received top grading in at least two of the following categories within the GL Hearn assessment:
- the quality of the premises
  - the number of jobs provided
  - the ability to accommodate major or catalyst businesses
  - the ability to accommodate knowledge-based activities
  - whether a site supports new business start-ups
  - whether there is potential for employment-led redevelopment.

<sup>4</sup> Employment Sites Study (GL Hearn, February 2013)



## Other Employment Sites

- 2.5 There is a general presumption that other (i.e. those not identified by the Council as ‘important’) employment sites (Use Class B) will also be retained in employment use (Use Class B). However, in limited circumstances, including where there is no reasonable prospect of a site being used for the permitted purpose, Core Policy 10 does allow for the site or premise to be reused or redeveloped for an alternative economic use (i.e. a use which provides employment opportunities, generates wealth or produces an economic output or product).
- 2.6 A footnote to Core Policy 10 explains that
- “...in seeking to demonstrate that there is no reasonable prospect of a site being used for the permitted purpose, the applicant will need to have undertaken a prolonged period of unsuccessful marketing, using details approved by the District Council”*
- 2.7 Section 4 of this guidance note seeks to assist prospective applicants by providing further guidance on the Council’s expectations - in terms of the length and form of any marketing campaign - when seeking to demonstrate no reasonable prospect.

### 3. Redevelopment or re-use of employment sites/premises for alternative economic uses (non B Use Class)

- 3.1 Core Policy 10 makes it clear that where applicants are able to provide evidence that there is no reasonable prospect of a site being retained in employment use (B Use Class) or where the site is creating significant amenity issues, **priority will be for the site or premises to be re-used or redeveloped for an alternative economic use** (i.e. a use which provides employment opportunities, generates wealth or produces an economic output or product).
- 3.2 The kinds of alternative economic uses the Council would expect an applicant to explore may be as follows:
- Specialist accommodation for the elderly and/or those with special needs
  - Hotels and other serviced accommodation
  - Retail
  - Leisure & Community uses
- 3.3 The Council expects that interest received during the Use Class B marketing campaign from any parties interested in using the property for an alternative economic use, should be appropriately followed up.
- 3.4 If the applicant considers that a particular use would not be commercially viable or deliverable, it would be up to the applicant, via the marketing report, to demonstrate this.
- 3.5 Should the applicant wish to put forward a proposal for the redevelopment of a site/property (Use Class B) for a non-economic use (e.g. residential), the Council will first require **robust additional evidence** to demonstrate that the provision of **alternative economic uses** has been adequately explored.

## 4. Marketing Expectations

- 4.1 The Council will usually expect a marketing report to be submitted with any planning application involving the re-use or redevelopment of a Use Class B site for an alternative economic use. Applicants will be required to provide robust evidence<sup>5</sup> that the relevant employment site or floorspace has been marketed for an appropriate period of time, that the form of the marketing has been appropriate, and that, despite best endeavours, no tenant (or purchaser) interested in using the site or floorspace for a Use Class B operation could be found.
- 4.2 It is important to emphasise that, whilst any marketing campaign undertaken in accordance with this Guidance Note will assist in demonstrating that there is no reasonable prospect of a site or premise being used for its permitted purpose, the Council will need to take into account all relevant material considerations in determining individual planning applications. The Council will consider factors such as the current market conditions at the time the application is made as well as the overall attractiveness and ability of the premises to meet modern business needs, when coming to a view on whether demand for a particular site is likely to revive in the future. Each case will therefore be assessed on its individual merits.
- 4.3 Furthermore, having satisfied the Council that there is no reasonable prospect of a site or premise being used for its permitted purpose, the Council will need to assess the suitability of the proposed alternative use, in light of the Development Plan and other relevant material considerations.

### The Marketing Campaign

#### Early contact with the Council

- 4.4 The Council expects applicants considering re-using or redeveloping an employment site or property (in the B Use Class) to contact the Council at the earliest opportunity and where necessary make use of the Council's formal pre-application procedure<sup>6</sup>. This will enable both the Council and the applicant to establish the expectations of any marketing exercise from the outset and ensure that such marketing is undertaken to the satisfaction of the Council's officers - thus streamlining the process for all.

#### Campaign expectations

- 4.5 A good marketing campaign should seek to target potential occupiers via a range of different means. Any marketing exercise should be proportional to the size and characteristics of the premises or site.
- 4.6 As a minimum, the Council will normally expect the following actions to form part of the marketing campaign:
- Property details should be made available and actively provided to a wide range of potential clients through a local commercial agent (for smaller sites or properties) or

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<sup>5</sup> Please note: a simple statement to accompany a planning application such as "We have not received any substantial interest in the site over the last 12 months" is insufficient and does not demonstrate to the Council that a thorough and comprehensive period of marketing has been undertaken.

<sup>6</sup> Further details available at:  
[http://www.southbucks.gov.uk/environment\\_planning/planning/fees\\_for\\_advice\\_and\\_minor\\_amendments.asp](http://www.southbucks.gov.uk/environment_planning/planning/fees_for_advice_and_minor_amendments.asp) x

a larger commercial practice (for larger sites or properties). Details should include as a minimum<sup>7</sup>:

- Site plan demonstrating the full extent of the site
  - Site location map
  - A description of the site
  - Any existing parking arrangements/availability
  - Good quality internal and external photographs
  - The marketed use of the site/property - which should identify all options available to future site/property owners/lease holders (including, where appropriate, potential for refurbishment, redevelopment, sub-division etc)
  - Relevant dimensions - specifically gross internal floorspace
  - Any relevant restrictions, planning conditions or covenants
  - Any terms and conditions associated with the sale (i.e. leasehold/freehold etc)
  - Details of what measures will be undertaken in order to modernise /renew the premises should an occupier be found.
- On-site / premises marketing boards should be displayed throughout the period in which the property is being marketed<sup>8</sup>. Dated photographs of marketing boards should be included in the marketing report.
  - Web-based marketing through relevant search engines. Dated evidence should be included in the marketing report. Possible websites include:
    - EGi Property Link - [www.estatesgazette.com/propertylink](http://www.estatesgazette.com/propertylink)
    - Rightmove - [www.rightmove.co.uk](http://www.rightmove.co.uk)
    - Movehut - [www.movehut.co.uk](http://www.movehut.co.uk)
    - Focus - [www.focusnet.co.uk](http://www.focusnet.co.uk)
  - The property/site should also be listed on the Bucks Land and Property Database provided by Buckinghamshire Business First (BBF). For further information see [www.bbf.uk.com/land-and-property-search](http://www.bbf.uk.com/land-and-property-search). Dated evidence of this should be included in the marketing report.
  - Where premises are marketed for lease, the length of lease offered should not be unduly restrictive and should include the potential for a short-term lease in appropriate cases.

4.7 To provide assistance with this process, a marketing checklist is included in Appendix 1.

### Marketing period

4.8 A vacant employment site or property will normally need to be marketed continuously for a **minimum period of 12 months**<sup>9</sup>. Applicants and the Council will need to take into account the prevailing economic climate and size of the employment site or property, in determining whether a longer marketing period would be appropriate.

4.9 If, after the first 6 months there has been little or no interest in the site/premises for its permitted Class B use, then the Council will expect applicants to demonstrate that during

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<sup>7</sup> Where possible, the particulars to be used to market a site or property should be approved by the District Council, through pre-application discussion.

<sup>8</sup> Unless it can be demonstrated (and explained in the marketing report) that this would have been detrimental to either the existing business occupier or to the marketing in general.

<sup>9</sup> Whilst any marketing undertaken whilst a property is occupied will not normally contribute towards meeting this requirement (see the exception set out at paragraph 3.11), it may in due course provide further evidence that there is 'no reasonable prospect' of a site being used for its permitted purpose

the second 6 month period of the campaign significant efforts have been made to reduce the price advertised and/or market the property for an alternative economic use (as outlined in Section 3, above).

- 4.10 Whilst the Council will not normally accept marketing evidence obtained whilst a premise or site is occupied, it may accept such evidence, where for example it can be clearly demonstrated (through the marketing report) that the premise or site was being occupied at a substantial loss to avoid the payment of empty rates.
- 4.11 Any marketing campaign should have concluded no more than 6 months prior to the submission of an application for an alternative use.

### **Price**

- 4.12 The Council will expect that the premises / site should be marketed at a price and associated terms that are commensurate with market values. The price advertised should not take into account any potential the site may have for residential or other non-employment uses.
- As part of the marketing report, applicants should submit written statements from at least two commercial agents verifying that the price at which the site/premises has been advertised is realistic and reflects the market value for similar premises in the locality.
  - All information about price and terms should be provided in a format that enables easy comparison, using equivalent and comparable expressions of price per unit of floorspace. Where the price changed during the period of the marketing campaign, the reasons for this should be recorded and included in the marketing report.
  - Where a property / site has been on the market for some time and no offers have come forward, the vendor will need to demonstrate in the marketing report that the price had been kept under review and reduced where necessary.

### **The Marketing Report**

- 4.13 In accordance with the Council's validation requirements, a comprehensive marketing report should be submitted with any planning application involving the re-use or redevelopment of a Use Class B site or premises. Failure to do so would make the application invalid.
- 4.14 The report should be prepared by a suitably qualified chartered surveyor.
- 4.15 The report should set out the details and results of the marketing campaign, addressing all of the matters set out in paragraphs 4.5 to 4.12 above. In addition the marketing report should include:
- Dated photographic evidence of sales boards
  - Dated evidence that the property/site should has been listed on relevant websites
  - A copy of the dated letter of instruction to the commercial agent and dated copies of the agent's property details, together with information as to whom (and when) the property details had been provided
  - Dated copies of any advertisements placed in target publications

- Written statements from at least two commercial agents verifying that the price and terms at which the site/premises has been advertised is realistic and reflects the market for similar premises in the locality.
- Details of any price changes made during the period of the marketing campaign, along with the reasons for this.
- Details of the lease terms offered along with any changes made to the terms offered during the marketing period.
- A log of enquiries throughout the period of the marketing campaign. This should record:
  - the date and nature of the enquiry (e.g. the type of business or individual enquiring)
  - how the enquirer found out about the premises
  - whether the enquiry resulted in a site visit, and
  - the reasons given for not pursuing an interest in the property.
- All offers made for the site or premises, and the reasons why those offers were rejected.
- Where the flow of enquiries has been limited or is decreasing, the marketing report should explain any measures taken to refresh the marketing campaign.
- The marketing report should detail why, in the opinion of the commercial agent (or other specialist), the site has not been taken up for the use for which it was marketed.

4.16 In circumstances where proposals do not fully meet the requirements as set out in Section 4 of this guidance note, it will be for applicants to demonstrate through their marketing report that their marketing / advertising campaign was sufficiently wide-ranging; of adequate length; that the asking price and terms were realistic; and that specialists appropriate to the type of use were engaged.

### **Further Information**

Please contact the Planning Policy team at South Bucks District Council for further information on 01895 837200 or e-mail [LDF@southbucks.gov.uk](mailto:LDF@southbucks.gov.uk).

# Appendix 1: Marketing Check List

		✓?	Date
1.	<b>Pre-Application</b>		
	Has it been established whether or not the site / premises will require a period of marketing longer than the minimum 12 months?		
2.	<b>Marketing Campaign</b>		
	<i>Have the following measures been undertaken?</i>		
	a) On-site / premises marketing boards displayed throughout the period in which the property is being marketed		
	b) Site / property registered on Bucks Land and Property Database		
	c) Web-based marketing through relevant search engines		
3.	<b>Site particulars</b>		
	<i>Does the marketing material include the following information?</i>		
	a) Site plan demonstrating the full extent of the site		
	b) Site location map		
	c) A description of the site, including permitted use subject to planning permission		
	d) Any existing parking arrangements/availability		
	e) Good quality internal and external photographs		
	f) The marketed use of the site/property - which should identify all options available to future site/property owners (including, where appropriate, potential for refurbishment, redevelopment, sub-division etc.)		
	g) Relevant dimensions - specifically gross internal floorspace		
	h) Any relevant restrictions, planning conditions or covenants		
	i) Known costs such as service charges, rateable values etc.		
	j) Any terms and conditions associated with the sale (i.e. leasehold/freehold etc.)		
	k) Details of what measures will be taken to modernise / upgrade the premises should an occupier be found.		
4.	<b>Marketing Report</b>		
	<i>Does the marketing report include the following?</i>		
	a) Dated photographic evidence of sales boards		
	b) Dated evidence of advertisement within target publications, such as the Estates Gazette, local press and any publications produced by local business networks and support agencies (as a minimum on a quarterly basis)		
	c) A copy of the dated letter of instruction to the commercial agent and dated copies of the agent's property details together with information as to whom (and when) the property details had been provided		
	d) Written statements from at least two commercial agents verifying that the price and terms at which the site/premises has been advertised is realistic and reflects the market for similar premises in the locality.		
	e) Details of any price changes made during the period of the marketing campaign, along with the reasons for this		
	f) Details of the lease terms offered along with any changes made to the terms offered during the marketing period		
	g) A log of enquiries throughout the period of the marketing campaign. This should record; <ul style="list-style-type: none"> <li>the date and nature of the enquiry (e.g. the type of</li> </ul>		

	business or individual enquiring) <ul style="list-style-type: none"> <li>• how the enquirer found out about the premises</li> <li>• whether the enquiry resulted in a site visit, and</li> <li>• the reasons given for not pursuing the property.</li> </ul>		
	h) Any offers made for the site or premises, and the reason for the offer (or offers) being rejected		
	i) Measures taken to refresh the marketing campaign where required		
	j) Details of why, in the opinion of the agent (or other specialist), the site has not been taken up for the use for which it was marketed.		



## Appendix 2: Glossary of Terms

### **Alternative Economic Use**

Defined in Core Policy 10 of the adopted Core Strategy as those non Use Class B uses which still provide for employment opportunities, generate wealth or produce an economic output or product. Examples would include retail, serviced accommodation such as a hotel, or specialist accommodation for the elderly.

### **Commercial agent**

An intermediary usually appointed by a site/property owner, (or persons interested in purchasing a site/property) in order to negotiate the sale or purchase of the site/property in question.

### **Employment Use**

Defined in the Schedule, Part B of the Town and Country Planning (Use Classes) Order 1987 (as amended) as those uses falling under the Class 'B' Uses. These include Business (B1), General Industrial (B2) and Storage and Distribution (B8).

### **Marketing Campaign**

A proactive range of measures and actions designed to advertise a vacant site/property on the relevant market. A good marketing campaign should seek to target potential occupiers via a range of different means.

### **Marketing Report**

A document, usually submitted in support of a planning application, which outlines the particulars used as part of the marketing campaign as well as the results of that campaign. Will include information such as; the price at which the site/property was marketed (and any subsequent changes in the price), the use and tenure for which it was marketed for; details of any interest and how this was followed up; and any measures used to refresh the marketing campaign.

### **Mixed Use**

A development involving two or more different uses, as defined by the Town and Country Planning (Use Classes) Order 1987 (as amended).