



Marketing Guidance

Adopted August 2026



High Peak
Borough Council

Marketing Evidence for HPBC - Adopted 2026

Where the proposal involves the reuse or loss of an employment site or community facility for other uses or where the conversion of a rural building to residential is involved, sufficient and reasonable attempts for securing business or a commercial re-use will need to be demonstrated involving evidence of marketing. It is difficult to be prescriptive about the definition of a marketing exercise as each case will be different depending on the site and the proposed development. The object of the exercise is to satisfy the Council that at the end of the marketing period genuine attempts have been made to both firstly actively market the building/site; and secondly market the building/site at a reasonable price for employment/commercial/ tourism uses.

Generally the marketing exercise should comprise of:

1. A minimum of 6 continual months (but ideally 12) marketing, however an acceptable and reasonable period will depend on the individual merits of each case the period for marketing will also be affected by the financial climate, ie recession periods may suggest shorter periods (of at least 6 months)
2. The building/site should be marketed through a recognised, independent property agent
3. The building/site should be advertised for a range of appropriate commercial, business or tourism uses. Both High Peak Local Plan 2016 and Staffordshire Moorlands Local Plan 2020 contain employment land protection policies which provide for the continued (re-)use of employment sites within broad B uses, or employment/commercial uses, ie advertising should make clear that offers for any uses deemed acceptable by policies, are to be invited.
4. Advertising on the internet: The agent should ensure that sales particulars appear on their website continually online for the period covered by the marketing under (1) above. These should prominently display the interest in land in question (ie building, part of building, piece of land); the tenures available; and asking price/rental. Plus the Council will also expect inclusion on a national website such as Rightmove (or equivalent) for wider audience.
5. Where the agent has a physical High Street office, 'Sales particulars' should be produced and displayed in the Agents Office(s) continually for the period covered by the marketing under (1) above. These should prominently display the interest in land in question (ie building, part of building, piece of land); the tenures available; and asking price/rental.
6. A 'for sale' (or to let) board should be erected on the building/site in a prominent position for the public to view continually for the whole period of the marketing campaign.
7. The Council will expect the marketing to be as broad as possible with respect to:
 - tenures offered;
 - asking price/rental (should reflect fair market value)
 - future uses invited (see (3) above); and
 - extent of land/buildings to be made available (for example in the event of offers from the public to purchase or rent *only part* of the wider interest).

Where the Council considers that the scope of the marketing evidence submitted to it demonstrates that the above four points have **not** been adequately

addressed, the marketing will **not** have been deemed to have satisfied the policy requirements of the Local Plan policies, unless the applicant can provide a satisfactory justification for the scope of the marketing conducted.

When an application is submitted, the following information should be provided:

- a Property Agents Report summarising the marketing exercise carried out, i.e. Type of property; how, where and when marketed; tenure offered, general / specific level of enquiry shown; commercial property agent's view as to the commercial viability of the building/site.[This should explain/justify the scope of the marketing as per (7) above].
- a copy of the sales particulars including explanation of where displayed and for how long (see (5) above).
- photograph(s) of the building/site (clearly showing the 'sale /to let board and that this was clearly visible to the public), as per (6) above.
- reference to the relevant website(s) showing full details of information posted (as per (4) above)
- a schedule of the numbers of enquiries received, including any firm offers, whether they are conditional or unconditional, with the relevant evidence where necessary. (This should include if possible, reasons why initial interest not proceeded with, with respect to (7) above).