**Conversion & re-use of redundant rural buildings:**

**Marketing exercise guidance**

**INFORMATION IN SUPPORT OF PLANNING APPLICATION**

Denbighshire County Council is committed to retaining and creating local employment, rural services and community facilities. Conversion and re-use of redundant rural buildings to residential use will only be permitted where sufficient and reasonable attempts have been made to secure a business, commercial or community use.

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| Denbighshire County Council must be satisfied that genuine attempts have been made to:* Actively market the property
* Market the property at a reasonable price for employment, commercial or community use, having regard to the local property market and values.
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This will require you to undertake a ‘marketing exercise’ in advance of submission of an application - the minimum requirements of this exercise are set out below:

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| Actively marketing for employment use for a continuous period of at least 12 months (from the date of the first advert) |  |
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| Actively marketing during this time through a recognised and independent commercial property agent covering North Wales |  |
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| Advertising for employment uses in a regional newspaper on a bi-monthly (every other month) basis during this time |  |
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| Web-based marketing for employment uses during this time |  |
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| Notifying the following organisations of the availability of the land/buildings for employment uses at the start of the 12-month marketing period: |  |
| * Denbighshire County Council’s Economic & Business Development Team
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| * Welsh Government, Business Wales
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| * Any relevant local business association or interest groups, including (but not limited to) local chambers of trade; city, town and community councils; tourism associations and local Federation of Small Business groups[[1]](#footnote-1)
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| At the end of the 12-month marketing period, the following evidence should be provided alongside any application for conversion to residential use: |  |
| * Copies of all adverts (with dates) and details of when, where and for how long the advert was in the agent’s window, on website, in newspaper etc
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| * Relevant contact name at the commercial property agent and details of marketing particulars, including the asking price for the property throughout the marketing exercise
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| * A report detailing all enquiries received, any offers made and the commercial property agent’s commentary on the marketing exercise. This should include:
* Whether the uses suggested for the property were realistic given the location,
* What efforts were made to review the asking price or proposed uses to secure a sale
* Whether the asking price was reasonable having regard to the marketing and uses proposed
* Why the property has not been successfully marketed and whether there is any realistic prospect of a sale for an employment use in the next 12 months
* Any other matters relevant to the consideration of the planning application.
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**Contact details**

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| --- | --- |
| Development Management Team | Economic & Business Development Team |
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1. Denbighshire County Council’s Economic & Business Development Team can advise on appropriate groups/organisations [↑](#footnote-ref-1)