

Coventry Development Plan 2016

Appendix 2

Marketing Guidance to Support Policies JE3 and CO2

Developer Marketing Standards – Policy JE2

Where a sites or premises owner is applying to the Council for change of use from employment to an alternative use, they have to prove there is a lack of demand for that site or premises.

This table itemises the various marketing tools that should typically be used to market the interest.

Should these tools fail to identify potential purchasers or occupiers then it may be considered that there is a lack of employment demand for the site or premises in question.









Marketing Tool	Individual building (premises)	Small Site (< 1ha)	Mid-Range Site (1-10ha)	Larger Site (>10ha)
On-site Marketing Board in prominent position				
Targeted site promotion with Local Property Agents / Developers / Investors				
Targeted site promotion with Regional Property Agents / Developers / Investors				
Targeted site promotion with National Property Agents / Developers / Investors				
Liaise with CWLEP and the Councils Inward Investment Team				
Produce Marketing Particulars				
Promotion on appropriate marketing website				
Marketing Period (months)	6	6	9	12

Developer Marketing Standards – Policy CO2

Where a sites or premises owner is applying to the Council for change of use from a Social, Community or Leisure use to an alternative use (outside of the scope of chapter 6 of the Local Plan), they will need to demonstrate that there is a lack of demand for that site or premises.

This table itemises the various marketing tools that should typically be used to market the interest.

Should these tools fail to identify potential purchasers or occupiers then it may be considered that there is a lack of demand/need for the site or premises in question.

Marketing Tool	Premises	Vacant Land
On-site Marketing Board in prominent position		
Targeted site promotion with Local Property Agents / Developers / Investors		
Liaise with CWLEP and the Councils Inward Investment Team		
Promotion on appropriate marketing website		
Marketing Period (months)	3	3