

North Norfolk District Council

External Guidance: Marketing Evidence

Provides guidance for applicants on when marketing evidence is required to support planning applications, and what information should be included to meet relevant policy requirements in the Norfolk North Local Plan.

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**North Norfolk District Council
Planning Policy Team**

01263 516318

planningpolicy@north-norfolk.gov.uk

Planning Policy, North Norfolk District Council,
Holt Road, Cromer, NR27 9EN

www.north-norfolk.gov.uk/localplan

**All documents can be made available in
Braille, audio, large print or in other languages.**



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1. Why this guidance exists

Some planning applications need to include evidence that a site or building has been properly marketed before it can be redeveloped or its use changed. This is usually required when a proposal would result in the loss of a business use, community facility, or tourist accommodation.

2. When do i need to submit marketing evidence?

You may need to submit marketing evidence if your proposal involves any of the following:

- Changing or redeveloping employment premises (especially where 20 or more jobs could be lost - see **Local Plan Policy E3**).
- Converting or removing tourist accommodation (such as hotels, guest houses or holiday parks - see **Local Plan Policy E9**).
- Redeveloping or changing the use of premises last used for community facilities (such as village halls, shops, or pubs - see **Local Plan Policy HC3**).

This helps the Council assess whether there is still a reasonable demand for the existing use and whether it could be retained.

3. What should the marketing include?

Your marketing should be genuine, active, and well-documented. It should include:

- **At least 12 months of active marketing** (shorter periods must be fully justified).
- **Evidence that marketing activity was continuous** throughout the period.
- **Advertising through an established agent and appropriate property websites**, with a summary of **where, when and how** the property was advertised.
- A **'For Sale' or 'To Let'** board displayed on site with a dated photo.
- Marketing materials that include **good quality photos, location details, floorplans, and contact information**.
- A **record of all enquiries and offers**, including:
 - Dates;
 - who enquired;
 - nature of the interest;
 - outcomes; and,
 - reasons for rejecting any offers received (if applicable).
- An **asking price or lease terms** supported by an **independent RICS-accredited surveyor valuation**.
- If interest has been low, a short explanation of **whether alternative marketing approaches were explored**.
- Any steps taken to attract wider or local interest (e.g. contact with appropriate community groups, where relevant).

This list provides the core information expected in most cases. Depending on the nature of the site or proposal, the Council may request additional marketing detail where this is necessary to understand demand or viability.

4. Do i need to agree my marketing strategy in advance?

To avoid delays or uncertainty, you are encouraged to seek pre-application advice and agree the proposed marketing approach with the Council before submitting your application.

5. Why is this important?

If your application does not include sufficient marketing evidence, it may be delayed or refused. The Council uses this information to decide whether the existing use is still viable or needed in the local area and whether the proposal complies with relevant policies in the Local Plan. Applications that do not meet policy requirements may be refused.

6. Quick Checklist

Before submitting your planning application, make sure you have:

- ☐ At least 12 months of marketing records
- ☐ Agent details and proof of advertisement online and onsite
- ☐ A dated photo of the 'For Sale' or 'To Let' board
- ☐ Full marketing brochure or particulars
- ☐ Enquiry log and offer responses
- ☐ Justification for the asking price or valuation

7. Relevant Policies in the Local Plan

This guidance is based on policies in the Local Plan 2024 - 2040. Marketing evidence is most likely to be required under the following policies:

- **Policy E3** - Employment Development Outside of Employment Areas
- **Policy E9** - Retaining an Adequate Supply and Mix of Tourist Accommodation
- **Policy HC3** - Provision and Retention of Local Facilities

You can view the adopted Local Plan on the Council's [website](#)¹

8. Need Help?

If you are unsure whether you need to provide marketing evidence or what to include, you are encouraged to [seek pre-application advice](#)² and contact the Planning Policy or Development Management team at North Norfolk District Council before submitting your application.

¹ <https://www.north-norfolk.gov.uk/section/planning-services-and-building-control>

² <https://www.north-norfolk.gov.uk/tasks/planning-services/development-management/planning-and-property-advice-including-pre-applications/>